

USING POWERPOINT & VISUALS TO DOMINATE YOUR PRESENTATION

TCDLA TRAINER OF TRAINERS – JULY 8, 2020

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THE BEST
POWERPOINT
SHOULDN'T
BE
REMEMBERED

PowerPoint should fall into the background to support the message you're trying to get across

If not done correctly,
PowerPoints can take away from your story and become a distraction

GOALS OF AN EFFECTIVE POWERPOINT



Researched, Planned
& Professionally
Prepared



Clean & Concise



Free from Error



Rehearsed and
delivered with poise

WHERE TO START?

- IF YOU ARE UNFAMILIAR WITH POWERPOINT OR JUST NOT THAT CREATIVE – DON'T BE AFRAID OF TEMPLATES
- SOME ARE BUILT IN
- SOME YOU CAN DOWNLOAD ONLINE (WITH TUTORIALS)
- ENVATO ELEMENTS IS ONE EXAMPLE
WWW.ELEMENTS.ENVATO.COM

COMMON PITFALLS/DISTRACTIONS

- OVERCROWDING TEXT
- DISJOINTED FLOW
- UGLY PHOTOS
- POOR DESIGN

COMMON
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- OVERCROWDING TEXT
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THIS IS AN EXAMPLE OF OVERCROWING YOUR TEXT

- YOU DON'T NEED TO TYPE IN EVERY WORD YOU WANT TO SAY.
- THIS CAN BE DISTRACTING TO YOUR AUDIENCE AND IS NOT PROPER USE OF PRESENTATION SOFTWARE.
 - ALSO, INDIVIDUALS TAKING NOTES ON YOUR PRESENTATION WILL STRUGGLE TO SUMMARIZE THE IMPORTANT INFORMATION FOR THE BRIEF PERIOD.
 - YOU SHOULD SUMMARIZE IT INTO 3 – 6 BULLETS THAT ARE NO MORE THAN 6 WORDS LONG.
- DON'T GET CARRIED AWAY AND ADD TOO MUCH TEXT – BREAK IT UP!
- SLIDES LIKE THIS TAKE AWAY FROM THE MESSAGE AND CAN GET LOST IN TRANSLATION.
- YOU ALSO MAY WASTE TOO MUCH TIME ON A SINGLE SLIDE, LOSING YOUR AUDIENCE.
- SOME OF THE AUDIENCE MAY ONLY FOCUS ON THE SLIDE AND NOT LISTEN TO WHAT YOU'RE SAYING.

EXPERT TESTIMONY

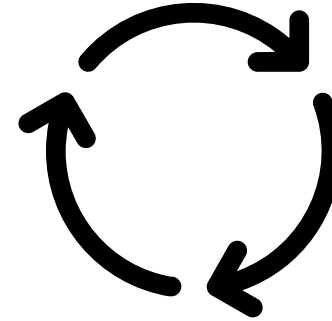
- *Blasdel v. State, (CCA 2015)*, excluded expert testimony on weapon-focus effect on eyewitness identification.
- Proponent must prove by clear and convincing evidence it is reliable
- Reliability requires proof that it is generally accepted in the professional community.
- No evidence of error rate or whether literature in the scientific community supports or rejects the theory.
- Expert had not published any peer reviewed articles or conducted any of his own studies.

COMMON
PITFALLS/DISTRACTIONS

- OVERCROWDING TEXT
- DISJOINTED FLOW
- UGLY PHOTOS
- POOR DESIGN

DISJOINTED FLOW

- REMEMBER – YOUR POWERPOINT IS ONLY THERE TO HELP YOU GET YOUR MESSAGE ACROSS
- SET UP YOUR SLIDES TO FLOW WITH YOUR MESSAGE
- HAVE A BEGINNING, MIDDLE & END JUST LIKE A STORY



COMMON
PITFALLS/DISTRACTION
S

- OVERCROWDING TEXT
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- UGLY PHOTOS
- POOR DESIGN

UGLY PICTURES: INCONSISTENT SIZES ON ONE SLIDE





UGLY PICTURES: BLURRY OR DISTORTED IMAGES

Bad Graphics



When using graphics, one good graphic will do better than several poor ones. Make good choices!

COMMON PITFALLS/DISTRACTIONS

- OVERCROWDING TEXT
- DISJOINTED FLOW
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- POOR DESIGN

POOR DESIGN

- POOR LAYOUT
- FONTS AND COLORS THAT DETRACT FROM THE MESSAGE
- BAD BACKGROUNDS
- INCOMPATIBLE COLORS



Bad Backgrounds

Backgrounds are important for aesthetics of your power point.

They should never overpower the words or information you are trying to display.



US-CERT



Amit Yoran

US-CERT and the Multi-State ISAC are working together on a number of programs, including this webcast series, to help enhance our Nation's cyber security readiness and response. The Multi-State ISAC has recently become a member of the US-CERT portal, which provides a secure mechanism for sharing information between and among partners, improving cyber preparedness, readiness and response capabilities.

US-CERT also hosts a public website, at www.us-cert.gov, which provides a wealth of information regarding cyber security – helpful tips for protecting against cyber security threats; cyber security alerts and bulletins, as well as the ability to sign up to receive free cyber security alerts via email.

National Webcast Initiative



Bad font choices:

- This font is too small

- This font is too large

- *This font is too fancy*

- This font color is hard to read

- this font doesn't line up

- very well with the other lines

- Making it very hard to read

Annoying Custom Animation

- Select one type of animation
- And use it for each block of text
- DO NOT SELECT ANIMATION THAT MAKES YOUR READER NOT WANT TO FOLLOW ALONG
- *Do not pick animation that wastes time for no reason*
- Animation that is too “busy” is also annoying!

SO WHAT
MAKES AN
EFFECTIVE
PRESENTATION
?

START WITH THE END IN MIND

- THINK ABOUT:
 - THE PURPOSE OF YOUR PRESENTATION
 - WHY YOU WERE ASKED TO SPEAK
 - WHAT THE AUDIENCE EXPECTS
 - WHAT THE MOST IMPORTANT ASPECTS ARE





Who is your audience?
(Lawyers v Jurors)



Are you trying to Inspire?
Convey info? Convince?



Knowing these things will help
guide you when creating a
PowerPoint presentation

KNOW YOUR
AUDIENCE

KEEP IT SIMPLE

- DON'T LET YOUR MESSAGE GET DERAILED BY SLIDES THAT ARE:
 - UNNECESSARILY COMPLICATED
 - BUSY
 - FULL OF MEANINGLESS PICTURES/GRAPHICS
- LESS CLUTTER = MORE POWER

LIMIT BULLET POINTS & TEXT

SOME SLIDES MAY NOT
HAVE ANY WORDS AT ALL



LIMIT BULLET POINTS & TEXT

- GOOD SLIDES SHOULD BE OF LITTLE USE WITHOUT YOU
- YOUR WRITTEN MATERIAL SHOULD HIGHLIGHT & EXPAND YOUR PRESENTATION CONTENT
- YOUR POWERPOINT SHOULD BE A TOOL IN GETTING YOUR MESSAGE ACROSS



LIMIT ANIMATIONS

- STICK TO THE MOST SUBTLE AND PROFESSIONAL ANIMATIONS
- THINK OF WHAT YOU MIGHT SEE ON THE EVENING TV NEWS BROADCAST

USE HIGH-QUALITY GRAPHICS

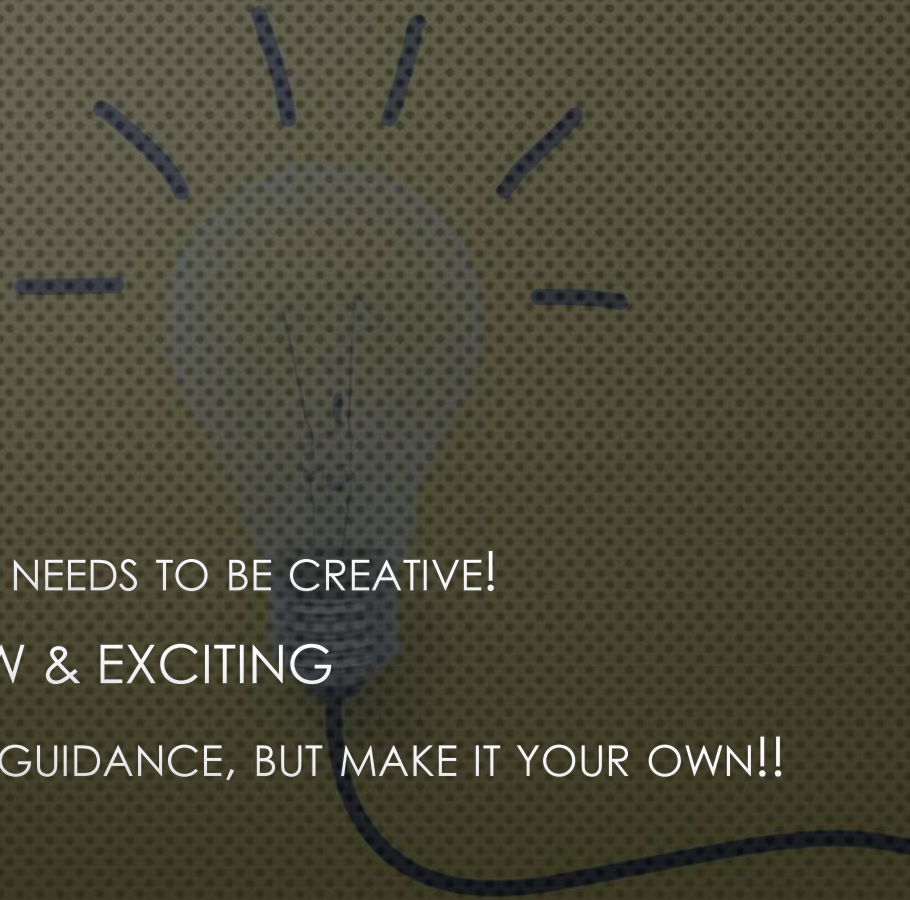
- NEVER STRETCH A SMALL, LOW-RESOLUTION PHOTO TO MAKE IT FIT YOUR LAYOUT
- AVOID CHEESY CLIP-ART
- IF YOU HAVE A POWERFUL PICTURE, DON'T USE ANY TEXT





BE CREATIVE

- JUST LIKE A GOOD STORY – YOUR PowerPoint NEEDS TO BE CREATIVE!
- YOUR AUDIENCE EXPECTS YOU SOMETHING NEW & EXCITING
- YOU CAN LOOK TO OTHER PRESENTATIONS FOR GUIDANCE, BUT MAKE IT YOUR OWN!!



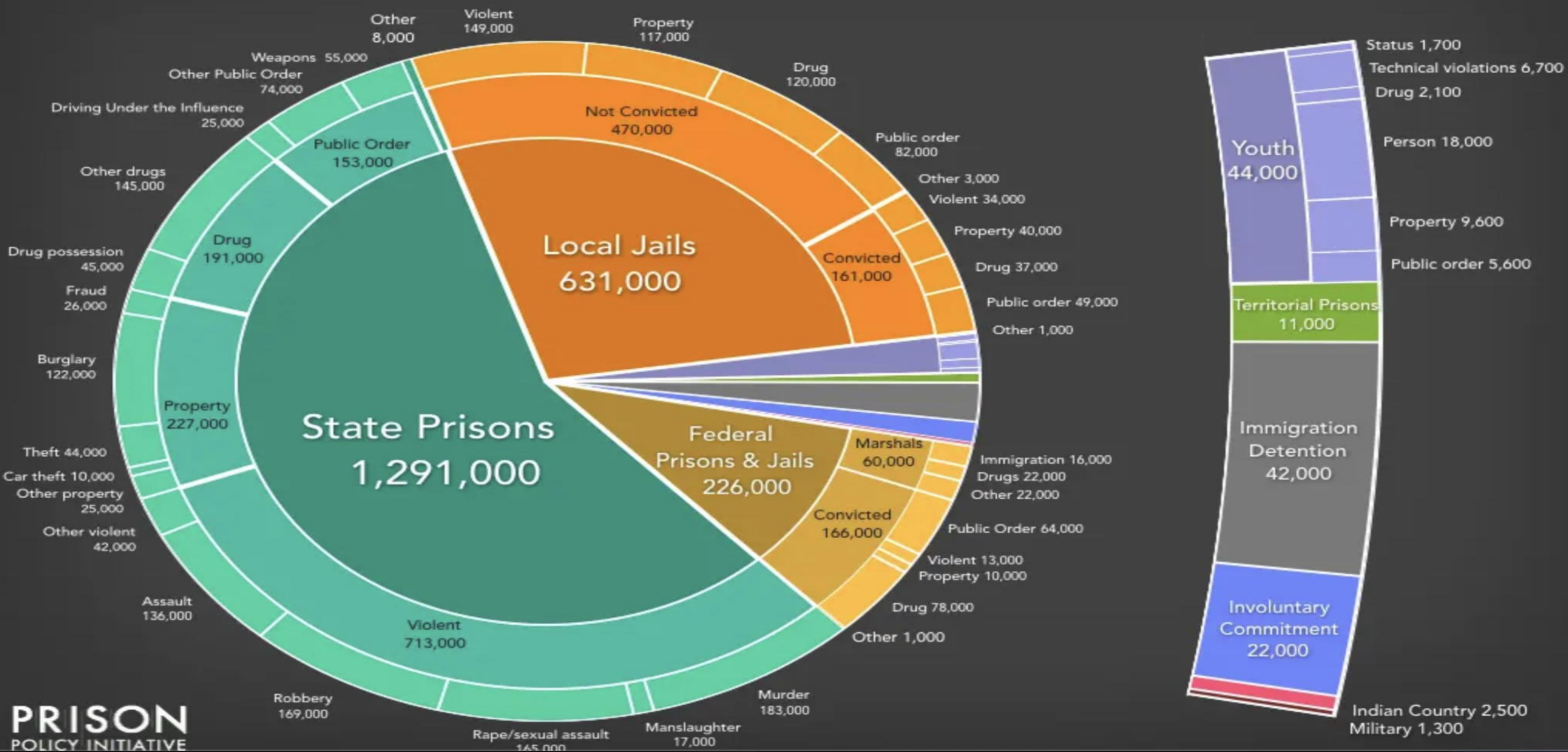
IF APPLICABLE, USE CHARTS!

Charts and graphs
can be more
powerful than
words

Be sure they help
highlight the most
important aspects
of your presentation

How many people are locked up in the United States?

The U.S. locks up more people per capita than any other nation, at the staggering rate of 698 per 100,000 residents. But to end mass incarceration, we must first consider *where* and *why* 2.3 million people are confined nationwide.



CHOOSE YOUR COLOR WELL

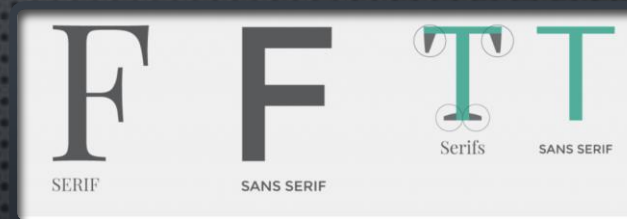
- COLOR CAN CONVEY EMOTION
- COOL COLORS (BLUE/GREEN) WORK BEST FOR BACKGROUNDS AS THEY APPEAR TO REcede AWAY FROM AUDIENCE
- WARM COLORS (ORANGE/RED) GENERALLY WORK BEST FOR OBJECTS IN THE FOREGROUND (SUCH AS TEXT) BECAUSE THEY APPEAR TO BE COMING AT AUDIENCE

A portrait of Justice Samuel Alito, wearing a black judicial robe over a light blue shirt and a red patterned tie. He is standing in front of a red curtain. A semi-transparent grey box is overlaid on the lower part of the image, containing text.

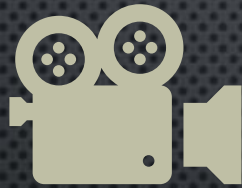
Justice Alito: “But when the police act with an objectively ‘reasonable good-faith belief’ that their conduct is lawful ... the ‘deterrence rationale loses much of its force,’ and exclusion cannot ‘pay its way.’” *U.S. v. Davis* (June 16, 2011).

CHOOSE YOUR FONT WELL

- FONTS COMMUNICATE SUBTLE MESSAGES IN AND OF THEMSELVES
- USE THE SAME FONT THROUGHOUT YOUR PRESENTATION
- FOR ON SCREEN PRESENTATIONS, SERIF FONTS TEND TO GET LOST DUE TO THE RELATIVELY LOW RESOLUTION OF PROJECTORS



USE VIDEO AND AUDIO WHERE APPROPRIATE



Using video clips to show concrete examples promotes active cognitive processing



Videos/audio can increase interest

USING VIDEO FROM YOUTUBE/ONLINE SOURCE

- IN **POWERPOINT**, CLICK THE SLIDE THAT YOU WANT TO ADD A **VIDEO** TO.
- ON THE **INSERT** TAB, CLICK **VIDEO** > ONLINE **VIDEO**.
- IN THE FROM A **VIDEO** EMBED CODE BOX, PASTE THE EMBED CODE, AND THEN CLICK THE ARROW.
- A **VIDEO** RECTANGLE IS PLACED ON YOUR SLIDE, WHICH YOU CAN MOVE AND RESIZE AS YOU LIKE.

IF NOT
ONLINE,
DOWNLOA
D AND
ATTACH A
VIDEO

- CLIPCONVERTER.CC IS A FREE WAY TO DOWNLOAD VIDEOS FROM YOUTUBE OR ONLINE SOURCES
- ALLOWS YOU TO DO SO WITHOUT INSTALLING ANY NEW SOFTWARE



Welcome to Clip Converter - YouTube to MP4 & MP3 Converter!



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Conversion Format:

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M4A

AAC



MP4

3GP

AVI

MOV

MKV

Clip Converter is a free online media conversion application, which allows you to record, convert and download nearly any audio or video URL to common formats. Currently supported services: YouTube (HD, 720p, 1080p, 4K), Vimeo, Facebook Video and many more. Just try it out! This free and fast converter allows you to watch your favorite YouTube videos offline on your PC, TV or nearly any other device.

How to convert and download a YouTube video:

1. Paste your YouTube URL at 'Video URL' and press Continue.
2. Select the format (MP3, MP4, M4A) and the quality (720p, 1080p, 2k, 4k) for the conversion. The default options are a good start for most videos.
3. Press the 'Start' button at the bottom to start the conversion.
4. This may take several minutes. After the conversion is finished you can download the converted file.



Like

Share

1.8M people like this. Be the first of your friends.

HOW TO CONVERT AND DOWNLOAD A YOUTUBE VIDEO:

1. PASTE YOUR YOUTUBE URL AT 'VIDEO URL' AND PRESS CONTINUE.
2. SELECT THE FORMAT (MP3, MP4, M4A) AND THE QUALITY (720P, 1080P, 2K, 4K)
3. PRESS THE 'START' BUTTON AT THE BOTTOM TO START THE CONVERSION.
4. AFTER THE CONVERSION IS FINISHED YOU CAN DOWNLOAD THE CONVERTED FILE.

****CLOSE THE FREE ADS AND NEW BROWSERS THAT POP UP ALONG THE WAY***

HOW TO CONVERT AND DOWNLOAD A YOUTUBE VIDEO:

- ONCE THE VIDEO IS DOWNLOADED:
- IN POWERPOINT, HIT INSERT > MOVIE FROM FILE
- ALSO WORKS WITH AUDIO

DELIVER EFFECTIVELY!



Show your passion



Start & end strong



Use a remote
control device –
Move around!