

# PSYCHOLOGY OF POWERPOINT

## Overall

Less is More – Replace text with narration or move it to the speaker notes.

## Content Guidelines

1 topic per slide

1 line per bullet

4 bullets per slide

1 bullet at a time – animate it in

## Data Guidelines

Only show the data you're talking about right now

Recall and comprehension go up when data is **interpreted** visually

## Big Rules of Graphic Design

Show importance with size

Group related items with space

Line everything up

Use photos of “normal” people to create feeling

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