Train the Trainer Award

MQF Level 5

Janice Ellul

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Introduction

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Activity #1
ICE BREAKER

Developing Effective Training Materials

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Learning Objectives

1. Choosing the right font and font size.

2. Understanding the importance of simplicity.

3. When to use transitions and animations.

4. How to use the colour wheel.

5. List and understand the different types of visual aids.

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Adding facts and figures to a presentation increases audience retention by 20%.

If you want your audience to retain your content, then you should definitely include facts and figures to back up your claims.

Presentations with visual aids are 43% more persuasive than the same presentations without visuals.

Using a visual aid helps appeal to visual learners and improves people's ability to recall the information you share.

91% of presenters feel more confident presenting with a well-designed slide deck.

A beautiful presentation can not only help you create a great first impression in front of your audience, but can also make you feel more confident while you're presenting.

MENTIMETER
As a participant, what are the things that annoy you during a presentation?

Mini Quiz

Mini Quiz

Keep Text to a Minimum

✓ Powerpoint is there as your presentation aid not the main source of information.

✓ If you really need to text-heavy a slide, gradually reveal it when needed.

✓ Include only the main speaking points in the form of short concise bullets.

✓ Chunks of text will tempt you to read from the slides rather than communicate with audience.

✓ Otherwise, the audience may be reading rather than listening to you.

Keep it Simple

✓ Do not fill up empty spaces with unnecessary elements.

✓ This will **NOT** help audience in understanding what you are saying.

✓ The **less** clutter in a slide, the **more** impact your visual message will have.

✓ Design elements should be kept at minimum to prevent distraction, such as a simple background.

Simplicity takes **WORK.**

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Keep it Simple

LESS

IS

MORE

!

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Limit Transitions and Animations

✓ Using lots of animations is distracting and amateurish.

✓ It can also be problematic and frustrating to view presentation on different devices.

✓ Use them only for a purpose, such as to reveal the stages of a process.

✓ Use only subtle animations, such as "Fade", "Appear" etc.

✓ Do not use more than 3 different types of animations in one slide.

Avoid!

✓ This slide is what you need to avoid.

✓ Do not animate every element in a slide.

✓ Avoid also using animations between every slide – Slide Transitions.

✓ It does not add meaning, and is boring for the audience if it is overloading.

✓ Remember, LESS IS MORE!

Use Visual Aids

✓ Visual aids are chosen depending on their purpose, for example, you may want to:

- Summarise information.
- Reduce the amount of spoken words.
- Clarify and show examples.
- Create more of an impact by making the audience feel a certain emotion.
- Emphasise what you're saying.
- Make a point memorable.
- Enhance your credibility.
- Engage the audience and maintain their interest.
- Make something easier for the audience to understand.

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"A picture is worth a thousand words" is a cliché, but that doesn't make it any less true.

Why are Visual Aids Important?

✓ While it's easy to assume that the reasoning behind this is purely aesthetic, it goes deeper than that.

✓ Around **65%** of the population are visual learners, so from a statistical standpoint, adding visual aids allows you to cast a wider net when it comes to helping people absorb and internalize the topic of your presentation.

✓ Another reason why you'd want to add visuals to your presentations is that it helps prevent them from being too wordy.

✓ "A picture is worth a thousand words" is a cliché, but that doesn't make it any less true.

✓ Visuals can help you summarize complicated information by turning it into an infographic or a simple graph.

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Use Visual Aids

- ✓ Think about how can a visual aid can support your message. What do you want the audience to do?.

- ✓ Ensure that your visual aid follows what you're saying or this will confuse the audience.
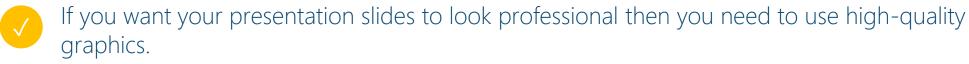
- ✓ Must be clear, concise and relevant.

- ✓ Use in moderation.

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MENTIMETER
Can you give some examples of Visual Aids?

Use High-Quality Graphics

✓ If you want your presentation slides to look professional then you need to use high-quality graphics.

✓ Main points can be illustrated with images but these images shouldn't be a stretched low-resolution photo as this will look sloppy.

✓ Also, avoid using Clip Art as it's likely the audience has already seen the images and it generally looks unprofessional.

✓ Photographs are particularly valuable to enhance understanding because they allow the audience to see what you're saying.

✓ Pexels is a good website for free stock photos.

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Use Charts and Diagrams

✓ Present data using charts and diagrams because they display data in a visually compelling way and you'll avoid overwhelming the audience.

✓ Select data most relevant to the points you're making and ensure that your charts are necessary.

✓ Horizontal bar charts should be used for comparing quantities.

✓ Vertical bar charts are for displaying changes in quantities over a length of time. There should be a maximum of eight bars.

✓ Pie charts highlight percentages. They should include a maximum of six segments.

✓ Line charts show trends.

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Use Video or Audio

✓ Using videos and audio clips are a great wait to engage the audience and increase their interest because they introduce a change of pace and they enhance understanding.

✓ Ensure that any videos or audio clips used are relevant to the presentation's content.

✓ Only play as much of the clip as necessary.

✓ Never show a really long clip. Maximum time should be around 5 mins.

✓ Video and audio can be difficult to fit into the structure of a presentation so ensure that you tell that audience why you're playing them a clip and tell them what to look for or listen out for.

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Avoid Using Autoplay

✓ With autoplay it can take a moment for a video to start playing which can lead to the speaker clicking in this time.

✓ This causes the slideshow to move on to the next slide rather than playing the video.

✓ Instead of allowing autoplay ensure that you have to click something for the video to play as this will give you more control.

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Colours

✓ Use colours – it increases people's motivation to read.

✓ Colours can also evoke emotions and can improve understanding eg: highlighting certain themes.

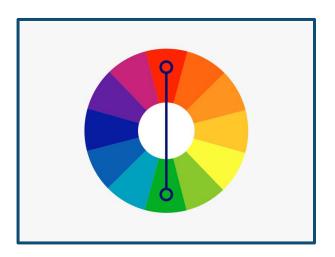✓ Use the colour wheel to help you: https://www.canva.com/colors/color-wheel/

✓ Colour opposite each other are complimentary and create contrast.

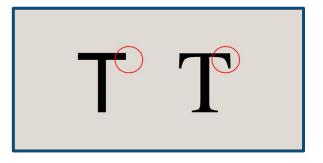✓ Using complimentary colours makes your text more readable.

✓ Avoid using too many colours in your presentation.

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Fonts

✓ Use the same clear fonts throughout the whole slideshow.

✓ Do not use more than 2 fonts.

✓ Avoid using Serif fonts such as **Times New Roman** as they cannot be seen well when projected.

✓ Sans-serif fonts such as Arial are ideal.

✓ Avoid using custom downloadable fonts as this might lead to technical problems.

✓ Use large size fonts, minimum 24/28 pts so it can also be read from people at the back.
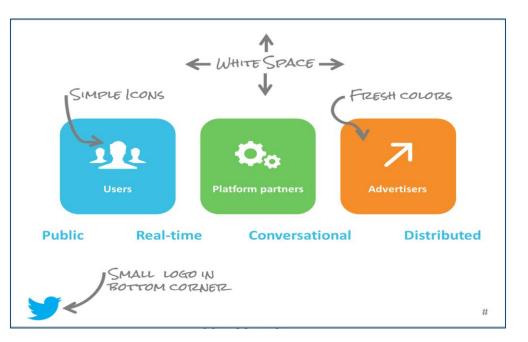
✓ For online courses, use font size 18/20.

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White Space

✓ Empty space is needed in your slide as it will look too cluttered.

✓ Make sure to have empty space between each element in your slide.

✓ Don't try to fill the white space unnecessarily or you will reduce the significance in your points.

Create Consistent Slides

✓ The slides should have the same design, including colour scheme, font size, font type, etc.

✓ This makes the presentation flow better.

✓ It also emphasises that each slide is part of same story you're telling so this consistency will help with understanding and it's less frustrating for the audience.

✓ However, some speakers like to have one style for the main slides and other styles for transitions between topics.

✓ For example, you may switch around the background and text colours for transition slides so it feels like part of the same presentation but it shows the audience that you're moving on to a new theme or subject.

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CONSISTENCY is 🔑

Sort Your Slides

✓ Use the Slide Sorter view to confirm that your presentation's structure is effective.

✓ Slide Sorter shows you how logical the flow of your presentation is and it's easy to re-arrange your slides in this view.
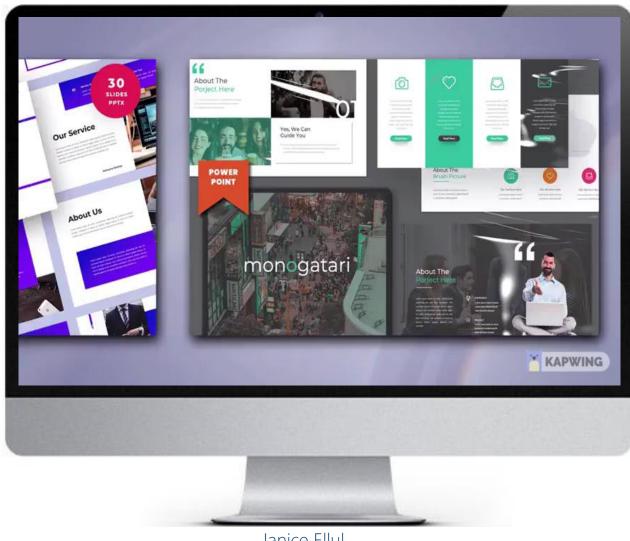
These are common preferences rather than absolute suggestions - you have to design your presentation slides in a way that works best for you and the situation.

You must take into account the type of person you are, the characteristics of the audience, your topic, the context of your presentation etc.

All of this will affect what you find suitable
for your presentation's design.

10 Presentation Tips

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Activity: Mentimeter Quiz
T=15 mins

Questions?