

# Tips for creating an effective presentation

Consider the following tips to keep your audience interested.

## Minimize the number of slides

To maintain a clear message and to keep your audience attentive and interested, keep the number of slides in your presentation to a minimum.

## Choose an audience-friendly font size

The audience must be able to read your slides from a distance. Generally speaking, a font size smaller than 30 might be too difficult for the audience to see.

## Keep your slide text simple

You want your audience to listen to you present your information, instead of reading the screen. Use bullets or short sentences, and try to keep each item to one line.

Some projectors crop slides at the edges, so that long sentences might be cropped.

## Use visuals to help express your message

Pictures, charts, graphs, and [SmartArt graphics](#) provide visual cues for your audience to remember. Add meaningful art to complement the text and messaging on your slides.

As with text, however, avoid including too many visual aids on your slide.

## Make labels for charts and graphs understandable

Use only enough text to make [label elements in a chart or graph](#) comprehensible.

## Apply subtle, consistent slide backgrounds

Choose an appealing, consistent template or theme that is not too eye-catching. You don't want the background or design to detract from your message.

However, you also want to provide a contrast between the background color and text color. The built-in themes in PowerPoint set the contrast between a light background with dark colored text or dark background with light colored text.

For more information about how to use themes, see [Apply a theme to add color and style to your presentation](#).

## Check the spelling and grammar

To earn and maintain the respect of your audience, always check the spelling and grammar in your presentation.