

# PowerPoint Usage

## Keep it short and simple

- Not too many bullets on slides
- Keep writing to a minimum
- Use the slides as reminders

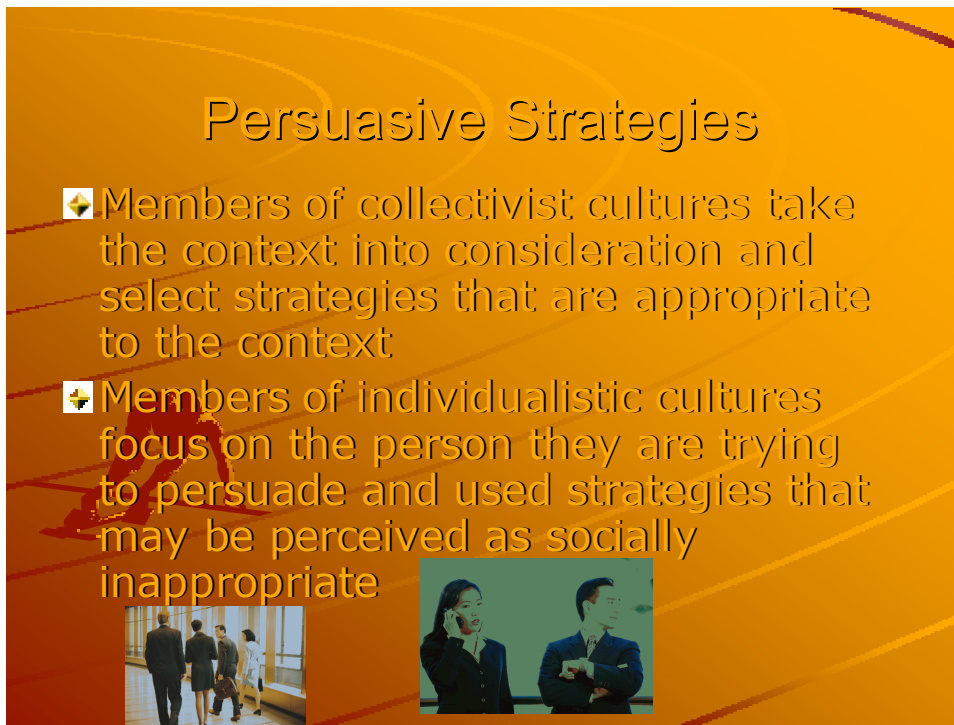
## One slide per main point

- Too many slides is boring and overwhelming
- Again, keep it short and simple

## Background usage

- Use simple backgrounds so you don't distract the audience
- Use simple transitions between slides, or none at all!
- Don't change the background, use the same background for each slide
- Don't use too many pictures, because the audience will be looking at the pictures instead of listening

## Example of poorly made slide:



**Example of well made slide:**

**Persuasive Strategies**

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- ✧ Collectivist Culture – Consider Context
- ✧ Individualistic Culture – Focus on the person being persuaded

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