PowerPoint Guidelines for CMG

Speaker Notes &
Presentation Tips

Objective: to provide a sample of speaker notes that would assist session attendees as well as referees in objectively evaluating the true content of a presentation.

IMPORTANT: Powerpoint presentations with speaker notes should be judged on an equal basis with 'regular' papers. It's content that counts, not the communication medium. If the presentation and the notes provide solid, useful information, the paper should absolutely be considered as a winner! No discrimination please!

Similarly, if a Poweroint presentation comes with NO speaker notes, then there's less content … and should judged that way when compared to 'regular' papers or 'spearker notes' presentations!

References

- *5 Steps to PowerPoint Presentation Enlightenment -*
  - *http://theclosetentrepreneur.com/5-steps-to-powerpoint-presentation-enlightenment*
- *PowerPoint presentations: a speaker's guide –*
  - *http://www.geoff-hart.com/resources/2004/presentations.htm*
- *Reading/Language Arts Framework PowerPoint Presentation - http://www.cde.ca.gov/ci/rl/cf/rlatrngtxtver.asp*

2

Where a lot of this comes from …

You Should Give the Presentation

*"The true path to PowerPoint presentation enlightenment is to realize that PowerPoint is a tool that's intended to **enhance** your presentation, not **deliver** your presentation for you or **distract** from it."*

3

It sounds obvious, but know this - your audience will begin reading your PowerPoint slide the moment it appears in front of them *before* you can even begin presenting it. And more often than not, they will finish reading the slide before they begin paying attention to what you're actually saying. So when PowerPoint is used incorrectly, your audience will already know what you're going to say before you even say it. Thus, PowerPoint is giving the presentation - not you my friend.

Prepare Handouts including Speaker Notes

- *Your slides will most likely <u>not</u> be understood on their own.*
- *Plan on handouts of your presentation to your audience,*
- *Supplement your slides <u>with speaker notes</u> to explain what each slide is for.*
- *Your presentation should already have your thoughts written down in the speaker notes.*

4

If anything, your PowerPoint should already have your thoughts written down in the speaker notes, if not, it might be a good idea to start making that a habit.

Bullets vs Details

- *The bullet point summary is necessary, but …*
- *The 'extra' material that you talk about should be the speakers notes.*

5

You want the version of the presentation that you distribute to include the text of your speech rather than just the bullet-point summary, include that extra text using the "speaker's notes" that PowerPoint and its competitors provide.

 This information will be visible when you print out the presentation, but not when you display the individual slides.

Sample 1:
Audiences for the Framework

- *Teachers and other educators involved in English-language arts instruction.*
- *Developers and publishers of language arts programs and materials.*

6

Notes:

The framework has two primary audiences: teachers and other educators involved in English-language arts instruction and developers and publishers of language arts programs and materials. Parents and policymakers will also be guided by the framework as they evaluate language arts programs at the local and state levels.

The framework is a road map for curriculum and instruction.

The research-based instructional and practice materials, partnered with the content standards, will enable teachers to invest more energy in delivering the curriculum and assessing the effectiveness of their instructional practices.

Sample 2 –
Organization of the Framework

- *Chapter 1 provides an introduction, guiding principles, and organization.*

- *Chapter 2 presents key components of an effective language arts program.*

- *Chapters 3, 4, and 5 describe the curricular content and instructional practices for grade level clusters.*

- *Chapter 6 guides the development of appropriate assessment tools.*

7

Notes:

The organization of the framework is based on the content of the English-Language Arts Content Standards.

Chapter 1 provides an introduction to the framework its purpose, the ten important guiding principals, and a description on the organization of the document.

The framework presents the goals and key components of an effective language arts program in Chapter 2.

Chapters 3, 4 and 5 describe the curriculum content for each grade level and grade span and presents some recommended instructional practices that will assist students to master the standards.

Chapter 6 guides the development of appropriate assessment tools and methods to ensure that each student's progress toward achieving specific knowledge, skills and understanding in language arts is measured.

**Sample 3 –
Evaluation Criteria – What's New**

- Instructional Emphasis
- Vocabulary
- Oral Reading Fluency
- Writing
- Support for English learners

8

Notes:

The Criteria are designed to produce instructional materials that will help teachers to close the achievement gap that persists despite gains in reading/language arts achievement since the last adoption cycle of instructional materials.

To that end, the Criteria emphasize increased vocabulary, oral reading fluency, and writing.

There is a deeper focus on the instructional needs of English learners, students with disabilities, struggling readers, and students who use African-American Vernacular English.

Also, noteworthy in the new Criteria is the requirement for new and improved types of assessments.

Sample 4 –
Program Descriptions

Five Types of Programs
- *Reading/Language Arts Basic Program, Grades K-8 (ELA)*
- *Reading/Language Arts/English Language Development Program, Grades K-8 (ELA/ELD)*
- *Primary Language/English Language Development Program, Grades K-8 (PL/ELD)*
- *Intensive Intervention in Reading/ Language Arts, Grades 4-8 (IIRLA)*
- *Intensive Intervention for English Learners, Grades 4-8 (IIEL)*

9

Notes:

For the 2008 RLA/ELD adoption, publishers can submit five types of programs. These programs will be reviewed and adopted. The five programs are:

•Program 1, the Basic Program for Kindergarten through Grade 8. It includes the four additional required instructional elements. These are detailed in the upcoming slides

•Program 2 is NEW. This includes all of the requirements of Program I with an ADDITIONAL support for one hour of daily English Language Development instruction.

•Program 3, the Primary Language Program, Grades K-8. This program will also include the NEW hour of daily ELD instruction.

•Program 4, the Intensive Intervention Program in Reading/Language Arts for Grades 4-8.

•Program 5, the Intensive Intervention Program for English Learners in Grades 4-8.

•Both intervention programs are intended for students whose academic achievement is 2 or more years below grade level.

Presentation Tips

10

The 'look' of the presentation should really be up to the author. However, CMG would ask that all presentations fit on 8 ½ x 11 paper, allowing for at least ½ inch margins all around. Numbering your slides is a must if you plan on referring them during the presentation itself.

If anything, catch the first 10 minutes and

1) note the simplicity of the slides and how they effectively and immediately get their point across, and

2) note how the slides emphasize the current point or topic only when Steve turns his attention to them.

These are 2 key takeaways which we will explore further in the following steps.

STEP #2: Trim the Fat from Your Slides - Less is More!

STEP #2: Trim the Fat from Your Slides - Less is More!
- *Less TEXT is More*
- *Reduce the amount of text*
- Avoid long lists of bullet points
- Use *2-3 word* statements
- ROT*: no more that 5 statements* and *a total of 10 words or less per slide*

12

STEP #2: Trim the Fat from Your Slides - Less is More!
- Less TEXT is More… Most individuals can only hold 5 to 7 items in short term memory, and as was mentioned before, your audience will read your slides before they begin listening to you.

So, you want to ensure that your slides effectively and immediately get their point across.

Start by reducing the amount of text on your slides as much as possible.

Long lists of bullet points should be avoided at all costs.

Instead, utilize brief, "to-the-point", 2-3 word statements that help reinforce the point you're making.

Do not use complete sentences unless you're stating a quote or need to keep the original statement accurate.

A good rule of thumb is no more that 5 statements *and* a total of 10 words or less *per slide*.

Less is More (cont'd)

- Use an "Easy-To-Read" Font…
- Utilize a simple, dark background…

13

-**Use an "Easy-To-Read" Font…** The extra decorations on serif fonts tend to cause blurring and eyestrain when projected on the big screen. Trim the fat from your fonts by utilizing a sans-serif font for ease of reading.
 The Sans Serif fonts are the ones without little feet on the characters and should be used where possible. Examples of Sans Serif fonts are Arial, Comic Sans, and Tahoma, while Serif fonts would be like Times Roman or Book Antigua. Also, while it may be tempting, Courier or Courier New, the typewriter fixed-character-size fonts are less desirable as well. But, as we sometimes include portions of a computer listing in a presentation, those should be in the 'native' font of the original e.g. Courier.

-**- Utilize a simple, dark background…** Also, try eliminating busy and *distracting* backgrounds.

-A light font on a simple, dark background will do two things.

-First, the dark background will help eliminate glare (and keep your audience from going blind).

-And second, the dark background will help emphasize the lighter font. Click on the thumbnails below for a quick and dirty tutorial on creating a simple dark background.

STEP #3: Enhance Visual Appeal - Add More Eye Candy!

-**Use Pictures…** Forgive me for I'm about to spew the most overused and obligatory statement when it comes to pictures, "*A picture is worth a thousand words.*" Yet the old adage is true and in your journey to PowerPoint presentation enlightenment, pictures are a downright necessity.
 When possible, use a *relevant* picture or image to help reinforce your point.

-For an added bonus, use Adobe Photoshop or Illustrator to add some extra appeal to your images. This particular 3D pie chart was created using Illustrator's 3D extrude and bevel function. Adobe has 30-day free trials available for download from their site if you're not looking to purchase new software. There are also some free Photoshop alternatives in GIMP and Paint.NET.

STEP #4: Stop With The Animations - Simply Fade!

- *Animations are very* distracting
- If you must, *settle for a simple yet sexy fade in and fade out*
- *Pack more by fading in one set of objects while fading out an existing set*

15

No matter how much you've grown to love the box, blinds, checkerboard, fly in, and fly out animations, it's time to let go.

No seriously, just put them down and walk away… and don't turn around.

The fact is that these **animations are very *distracting*** and a little amateurish in my opinion; they rank up there with animated GIFs and flashing banner ads.

Yet if you're dead set on using some type of animation for your transitions, then settle for a simple yet sexy fade in and fade out.

Keep in mind that you can also pack more onto a slide by fading in one set of objects while fading out an existing set of objects.

STEP #5: Use a Storyboard - Begin and Finish Strong!
- Tell a Story… Storyboarding is a visual technique used by film and advertising directors to plan out a film or scene.

For the budding PowerPoint presenting guru, storyboarding can be used to plan out your key points, visuals/images, and the order in which you present slides.

Storyboarding can also ensure that you effectively make use of all the time allotted to you by planning out how many minutes you will spend per slide.

- Begin and Finish Strong… According to the serial position effect, items presented first and last have the best chance of being recalled after your audience has moved on with their lives.

Think of it as an opportunity to make a great first *and* last impression.

Use this to your advantage by covering your most important key point at the beginning of your presentation, and restating all your important key points at the end of your presentation.

Bonus Tips

- *Plan Ahead, Memorize and Prepare, and Plan for the Worst!*
- *Prepare Handouts that include Speaker Notes*
- *Stop With Annoying and Distracting Habits, and Start with Good Ones!*

17

BONUS TIP : Plan Ahead, Memorize and Prepare, and Plan for the Worst!
- Planning Ahead… Always make an effort to find out what equipment will be available, and what options you will have for your presentation. There's no use in bringing your own laptop if you cannot connect to the projector, and there's no use in using audio if there are no speakers to play your audio with.
- Memorize and Prepare… If you've reached PowerPoint presentation enlightenment, you will quickly realize that your PowerPoint presentation cannot stand on it's own, so it is up to you to memorize what you're going to say and practice, practice, practice! Remember, you're giving the presentation now and not PowerPoint, so no more using PowerPoint as a crutch.
- Plan for the Worst… Of course you can never predict what might go wrong the day of your presentation, so be sure to plan on getting to the location early and having some type of contingency plan if your presentation were to fail on you. At the very least, have a copy of your presentation available with you on a thumbdrive or online in the case that something catastrophic happens.

 BONUS TIP : Prepare Separate Handouts or Speaker Notes
Again, your newly refined PowerPoint slides will most likely not be understood on their own. So if you plan on handing out copies of your presentation to your audience, supplement your slides with speaker notes to explain what the slide is for. You could also prepare a completely different handout with all your key points and presentation summarized, yet that might more work than it is worth. If anything, your PowerPoint should already have your thoughts written down in the speaker notes, if not, it might be a good idea to start making that a habit. And speaking of habits…

 BONUS TIP : Stop With Annoying and Distracting Habits, and Start with Good Ones!
In other words:
- Stop reading the slides!
- Stop fidgeting with your hands, the mouse, or things in your pocket!
- Stop saying "um" between every sentence!
- Stop pointing at your slides!
- Stop pacing or rocking back and forth!
…*and…*
- Start facing your audience at all times.
- Start speaking loudly and clearly.
- Start using good body posture; shoulders back, head high.
- And most of all, start speaking with passion and confidence!

17

THE END

- *Sample Presentation created by Dr Bernie*
- *Questions, comments, constructive criticisms?   ASK ME*
- *Thanks!*

18

Questions welcome & encouraged.