American Association *of* Colleges *of* Nursing
ADVANCING HIGHER EDUCATION IN NURSING

Slide Design Tips

At their best, PowerPoint, Keynote, and other presentation software can assist speakers by orienting viewers to the content, facilitating learning, and engaging the audience. At their worst, these aids cause the audience to feel overwhelmed, confused, or uninterested. Consider the following guidelines and recommendations to ensure that your slides add value to your presentation rather than detract from it.
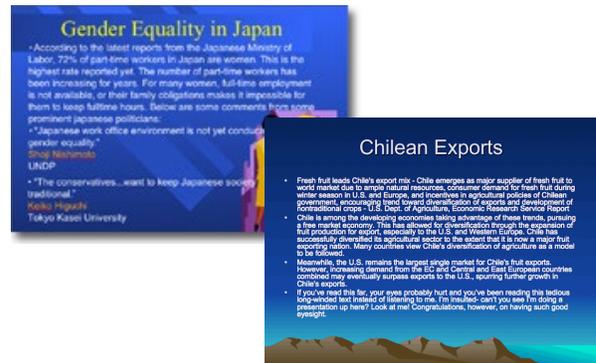
SLIDE SPECIFICATIONS

- If you have been invited to officially represent and speak for an organization or institution, **you may place a logo on your first slide only**. Otherwise, please refrain from including institutional or corporate logos.
- Ensure that your slides contain original material or **provide appropriate sources for any borrowed information**. Granted your permission, your slides and/or handouts will be distributed to the audience electronically. *If you have a different handout version, please make that clear to AACN staff.*
- **Design a legible and aesthetically pleasing presentation** by using well-contrasting colors (not just black and white) for text and/or background; try to **include images and/or graphics** whenever possible.
- **Avoid including long blocks of text (more than 7-8 lines) on your slides**. Your presentation should not be able to speak for itself; rather, it should serve as a learning guide for the audience.
- **Vary your slide format** by breaking away from existing PowerPoint templates and creating your own design.
- **Employ animations** to draw attention to specific content, deliver complex information gradually, and keep the audience engaged.

DO'S

DON'TS

TECHNICAL QUESTIONS

To ensure that there will be no compatibility issues during your session, please contact AACN Staff if:

- You plan to use Keynote, Prezi, or a presentation software other than PowerPoint. *Please note that the speaker laptop is a PC that is compatible with Microsoft software.*
- Your presentation has an audio and/or video component.
- You have other special requirements.

Remember: Do not rely on slides alone! Include interactive activities to further engage the audience and facilitate learning.

Sources: Jeff Hurt, "Conferences Are Creating Toxic Events With Visual Logorrhea" (2014); Garr Reynolds, "Top Ten Slide Tips" (2016)