How to design a dynamic powerpoint presentation for maximum impact

and MAKE EFFECTIVE SCHOLAR PRESENTATIONS!

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ROC Excellence

WHO AM I?

PhD candidate Universidad Complutense de Madrid. ***Social Media Kid Influencers***.

- **Master in Research for Business and Marketing.** UCM, 2018. **Awarded Honors**.
- **Master in Relationship MK, CRM, E-Commerce.** 2013
- **European Certificate in Direct and Interactive Marketing.**
- **Bachelor of Arts (B.A.) in Communications** USA.

- **Senior Lecturer in Social Media** ESIC BUSINESS&MARKETINGSCHOOL
- **Digital Marketing Consultant**
- **Contents Director. Intll Mk Division. PRISA**
- +15 years in Marketing and Ad agencies as **Marketing & Digital Media Key Accounts Manager for International brands**

What would YOU like to learn today?

What will we see

7 "sins" of presentations

Choose what to highlight

Learn Tools

Tips to improve presentation skills

What do you think are the worst things you have seen on Power Point slides?

7 "Sins" of presentations

1 Too much text. Follow the 7 x 7 rule 7 lines of text (in bullets) and 7 words.

A whole lot of text, that you are now reading instead of listening to me. Wouldn't you rather listen to me?

As long as this text is here, you will read it all and the words I am speaking will go in one ear and out the other.

Or worse, you are not reading this at all. In which case, why is it even here? Might just as well show the summarizing text on here, to help you remember the central theme.

2

Too many slides.

3

Fonts: Avoid small, complicated fonts and please don't capitalize every word!

This is not a Word (12) Are you kidding me (16) Small Font for ppt (24) Acceptable Font (28) Better (32)

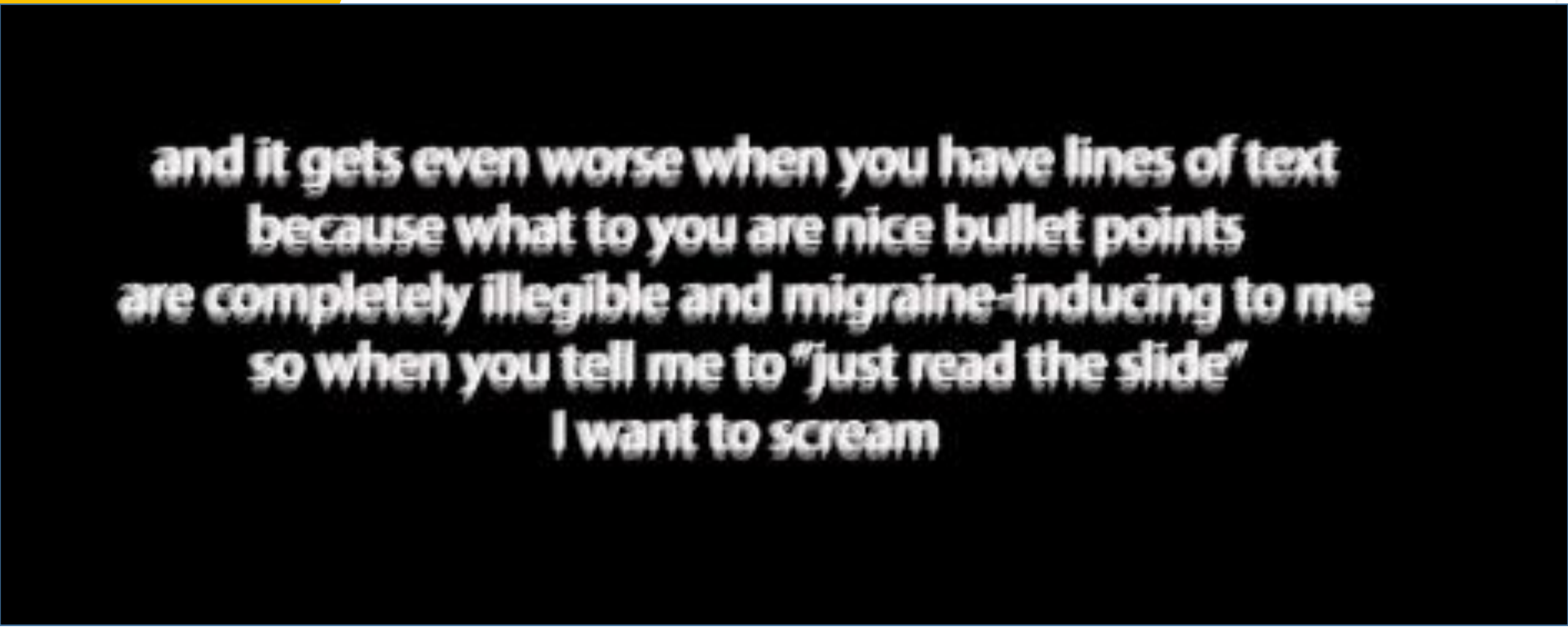
- **DON'T CAPITALIZE EVERY SINGLE WORD. IT IS HORRIBLE TO READ AND NOTHING STANDS OUT.**

✓Yellow does not provide enough contrast

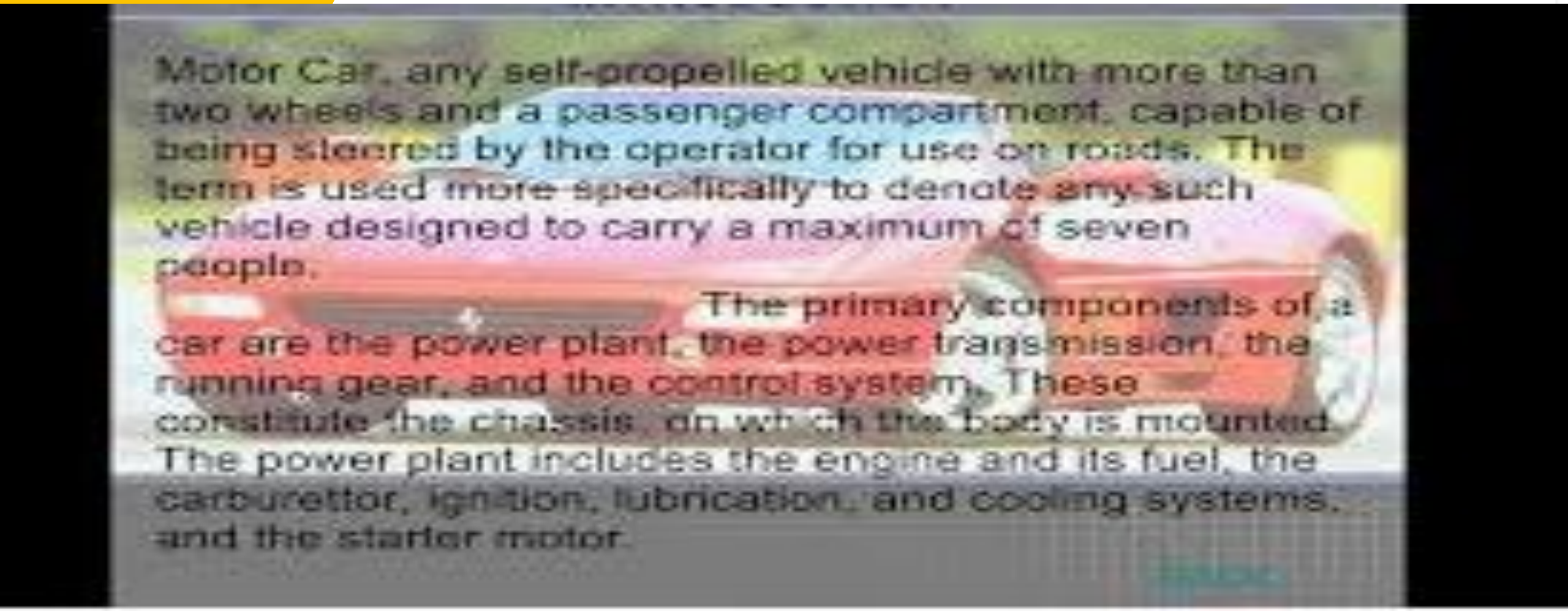
✓Avoid ODD Fonts

4

Trying to make people go blind
Black strains eyes.
Best for pictures or only 1 phrase

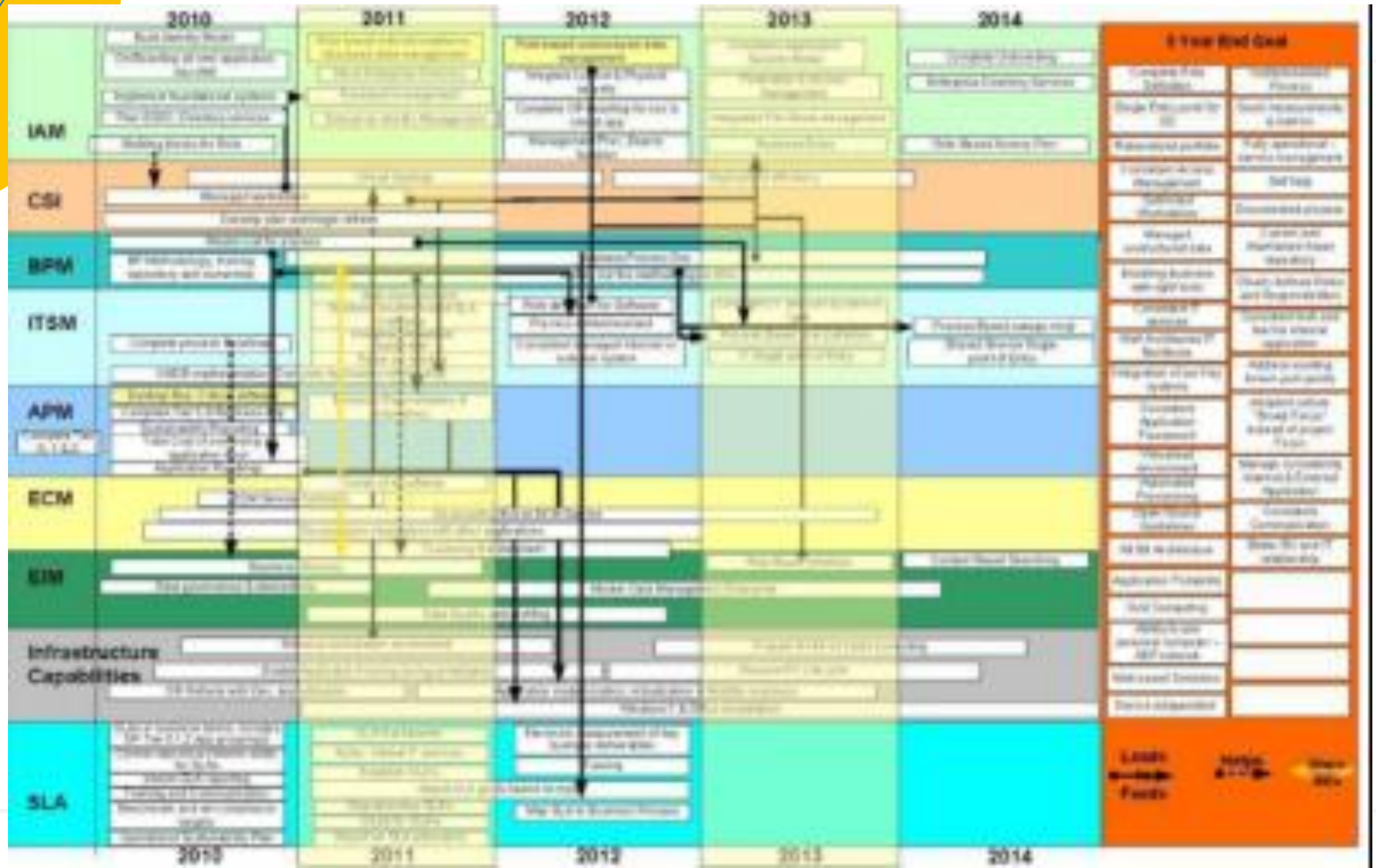


5 Distracting Backgrounds



6

Diagrams/charts impossible to understand



7

Excessive or distracting Transitions and animations

LOOK HERE

LOOK OVER HERE

LOOK OVER HERE

LOOK HERE

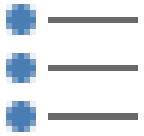
What are GOOD THINGS in Ppts?

We need to be effective

FORMAT

- Keep academic structure

- Keep words to a bare MINIMUM



- Don’t clutter

✓ Key point

- Academic Structure

- Text with citation in smaller font
  (Author, Year)

- Put enough space between lines

- Just use KEY words.

MENU ON TOP OR BOTTOM

@alexandraruiz

If you know your stuff, one word is enough

Poor delivery will not make your work any justice

DELIVERY

- Don’t read. You want EYE CONTACT

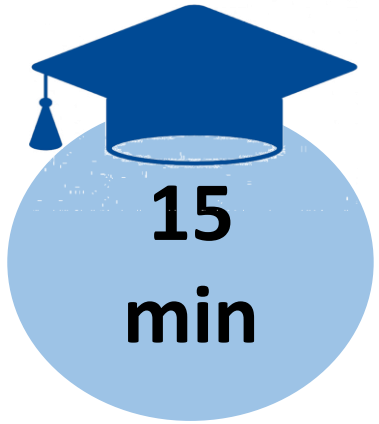
- Keep to your time limit.
  Don’t speak too fast!

- Practice. Practice. Practice.

Keeping time limits under control.

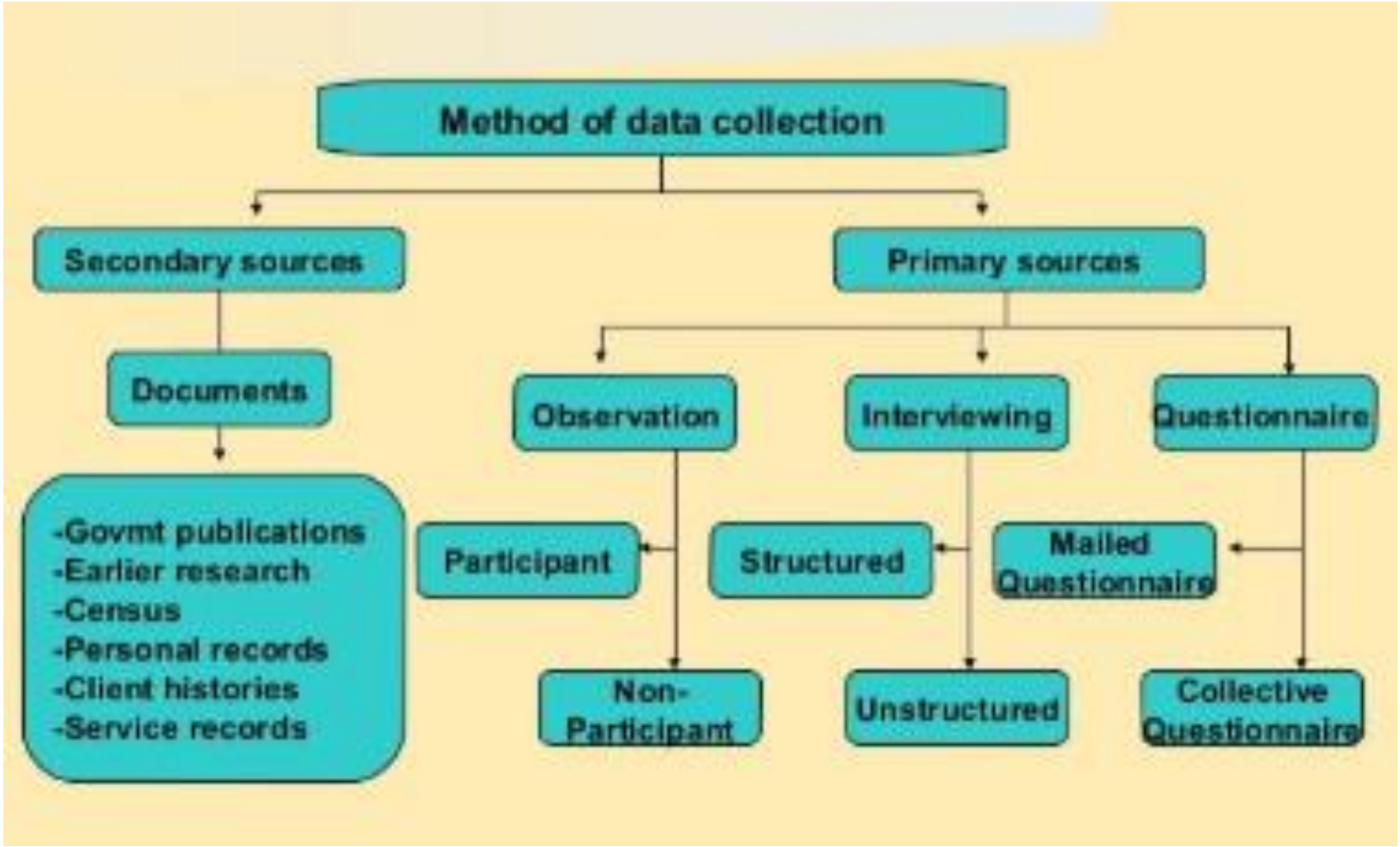
Weight of sections. The audience wants to see YOUR work!

- Cover + Present yourself (1 slide) — 1 Min.
- Introduce topic +overview (1 slide) — 1 Min.
- Research Questions/Hypotheses (1 slide) — 1 Min.
- Literature Review/Theory (1 slide) — 2 Min.
- Methods & Data Collection (1-2 slide) — 3 Min.
- Data Presentation/Findings (3-5 slides) — 4 Min.
- Conclusion (1 slide) — 1 Min.
- Challenges/ Limitations (1 slide) — 1 Min.



If we are going to make a PPT dynamic, where should we focus?

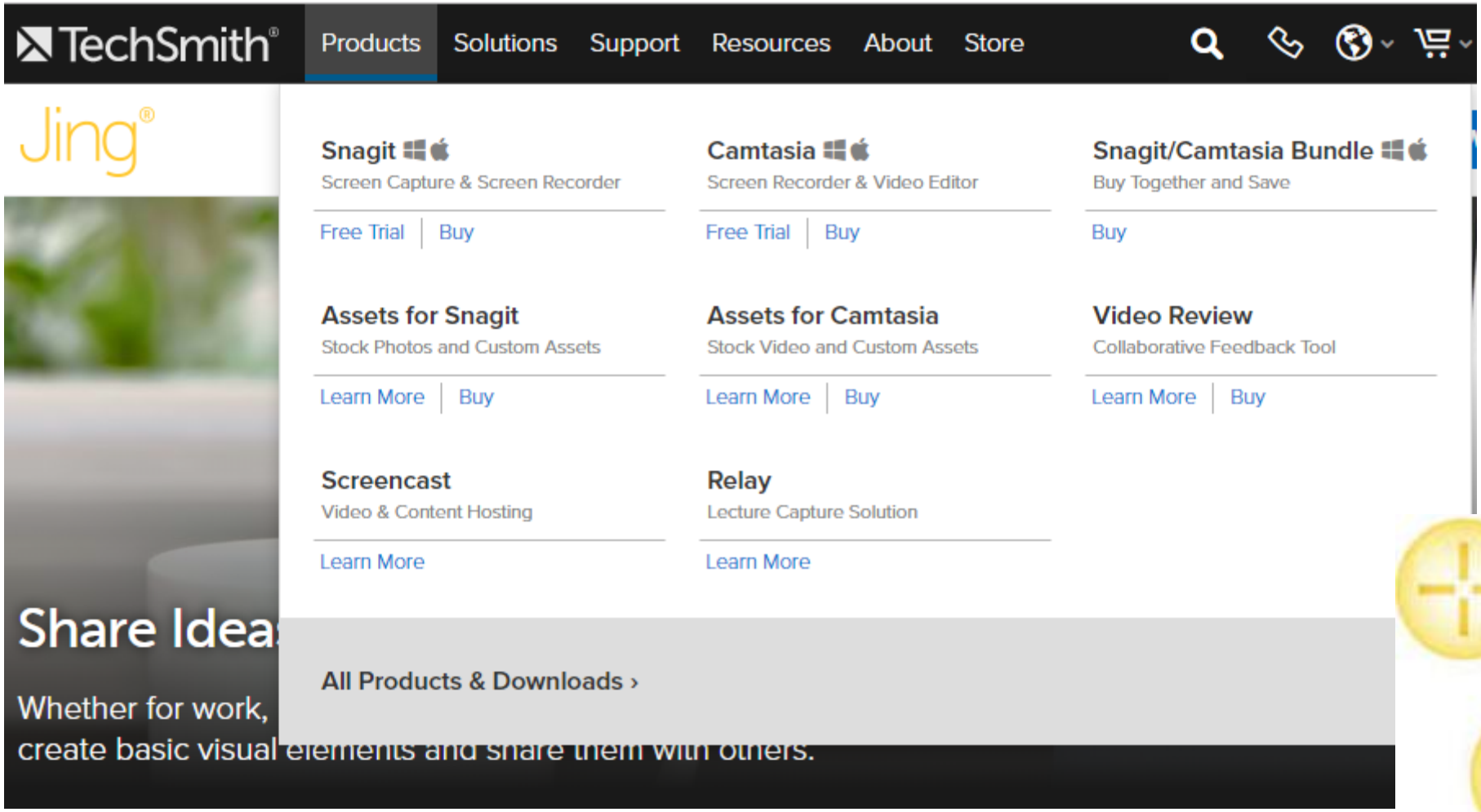
Your Methodology!



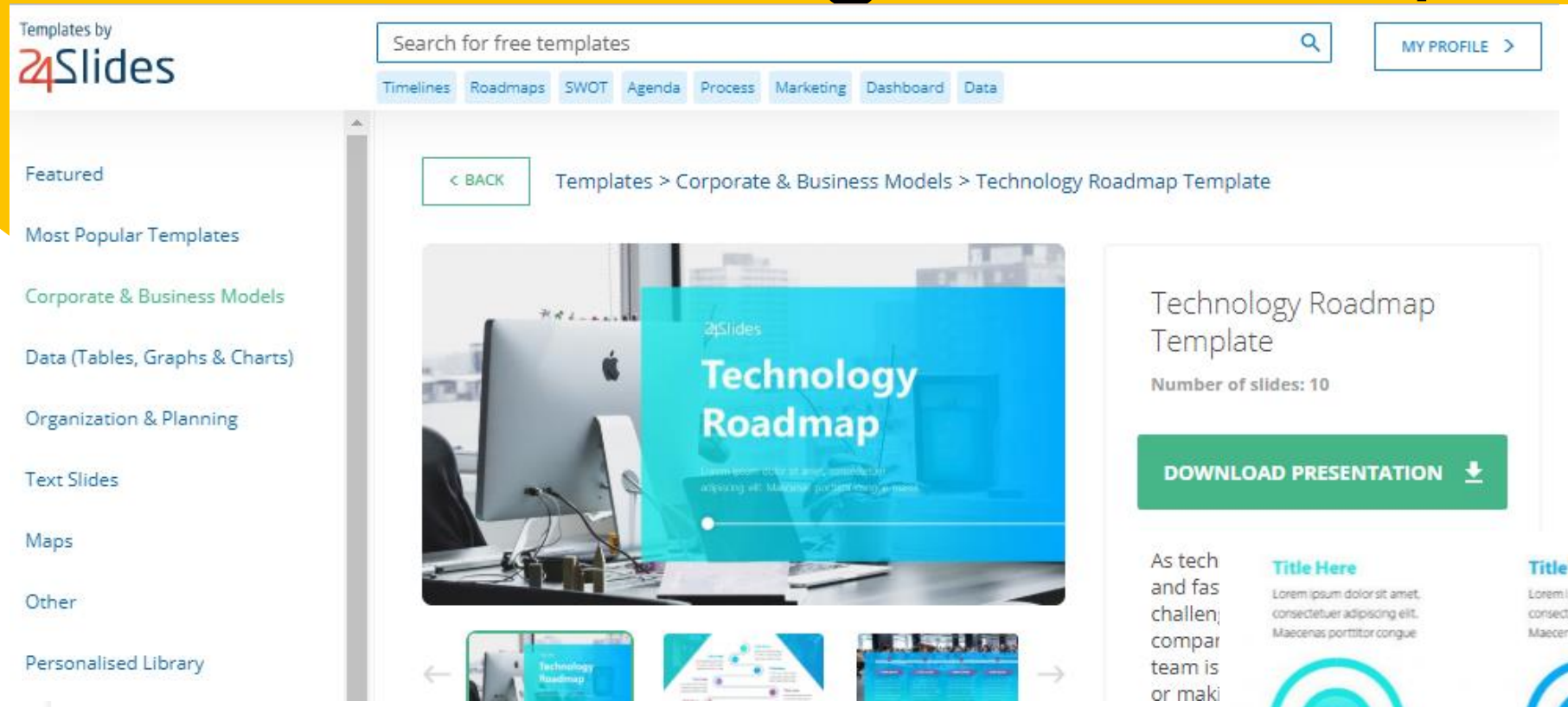
This where you should devote time and energy

Some Useful Tools

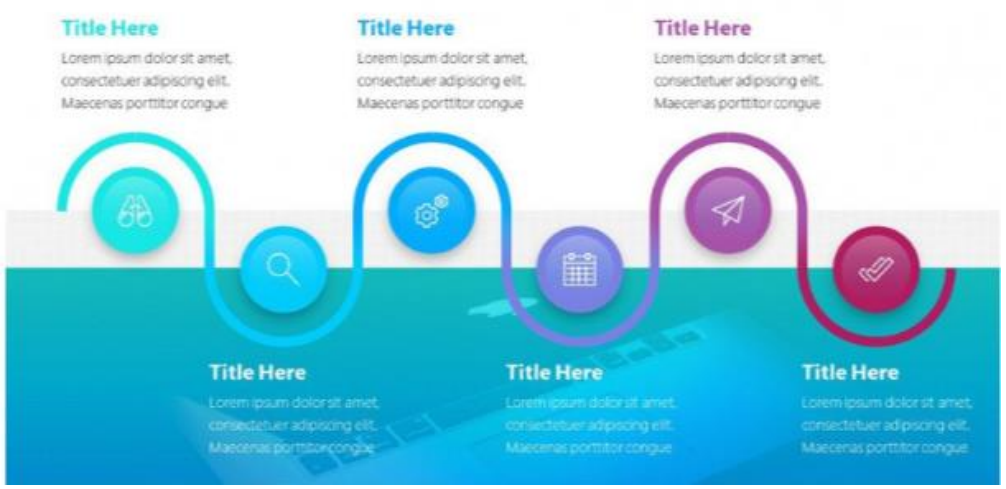
Jing: Screen captures & more



Powerpoint Templates for FREE: 24slides.com
First custom designed slides $1

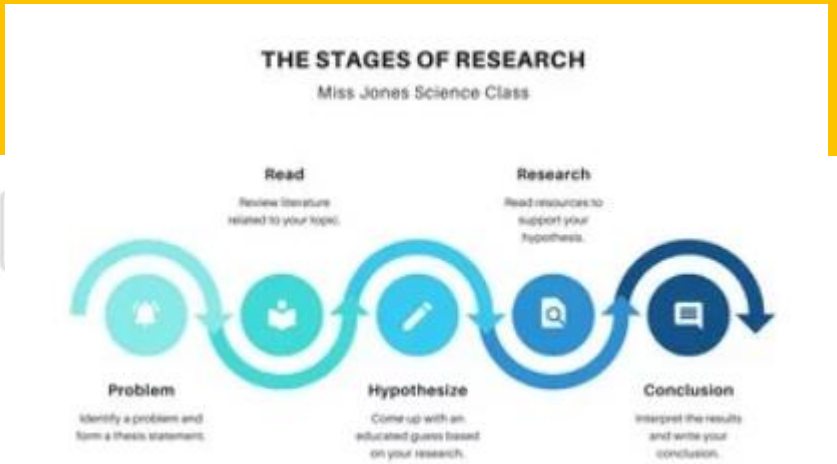


You can preview the different slides in each deck



@alexandraruiz

Canva



Canva Home Browse Features Learn Pro Enterprise

Design anything. Publish anywhere.

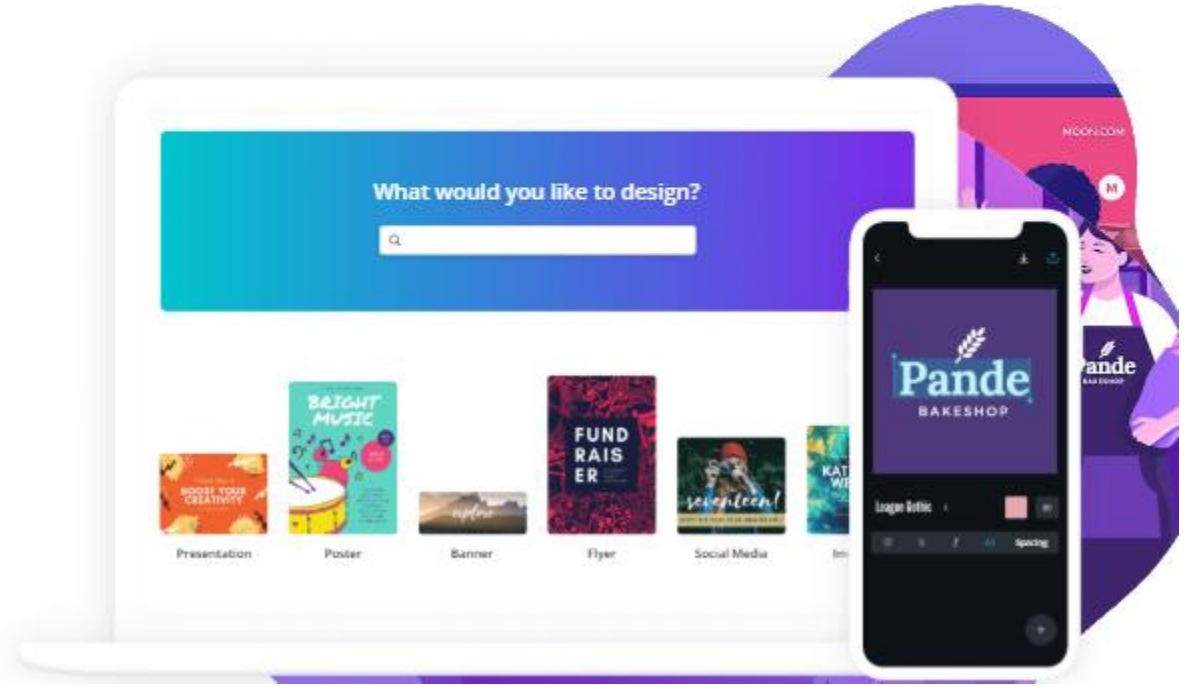
Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.

Sign up with Google

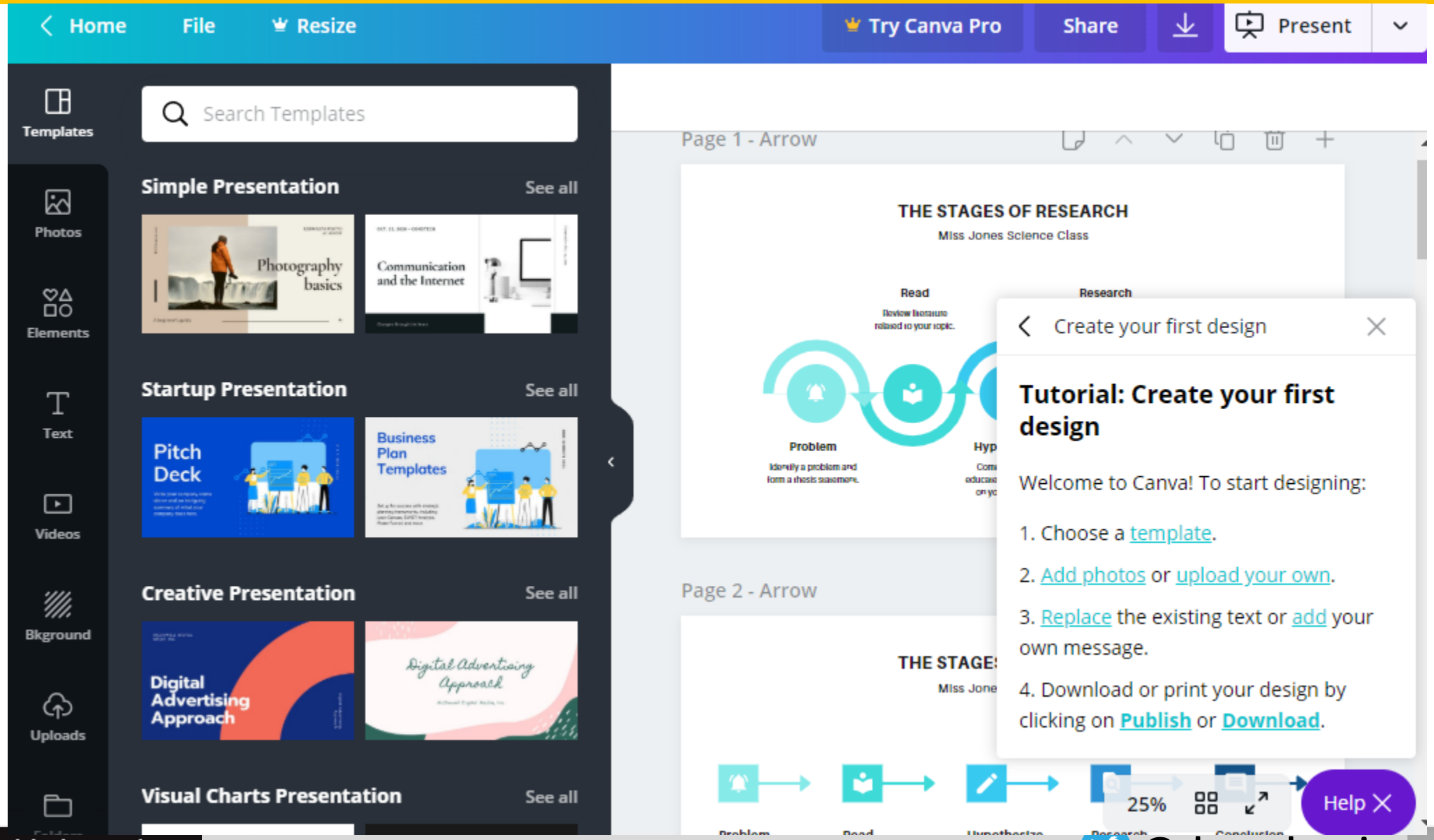
Sign up with Facebook

Sign up with email

Already signed up? Log in



How to use Canva



You can edit everything!

•THE STAGES OF RESEARCH

•Problem

Identify a problem and form a thesis statement.

•Read

Review literature related to your topic.

•Hypothesize

Come up with an educated guess based on your research.

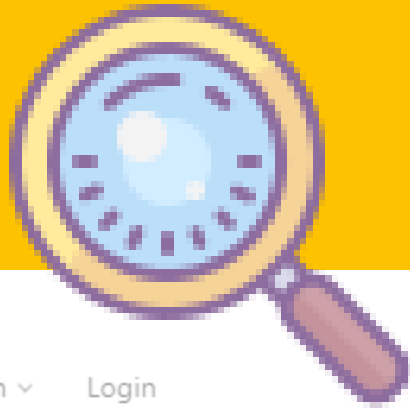
•Research

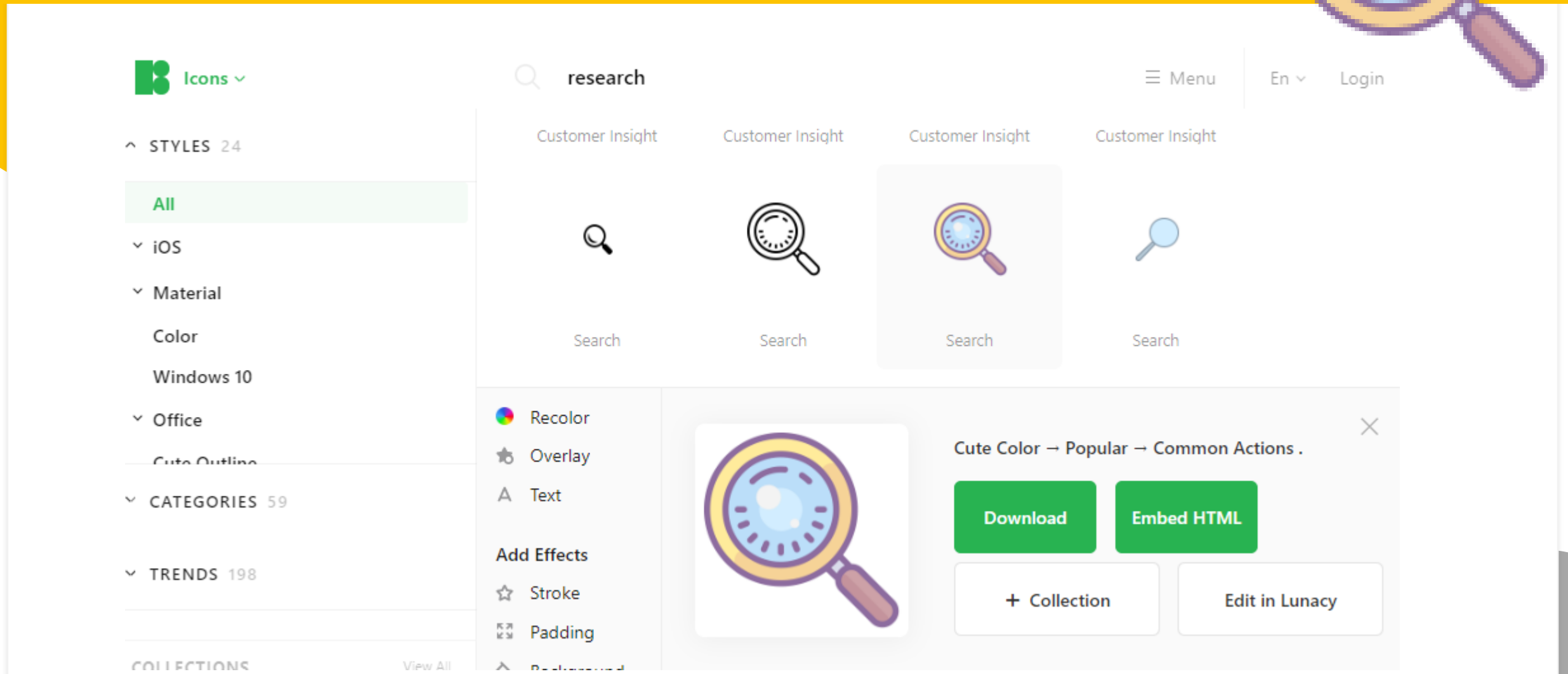
Read resources to support your hypothesis.

•Conclusion

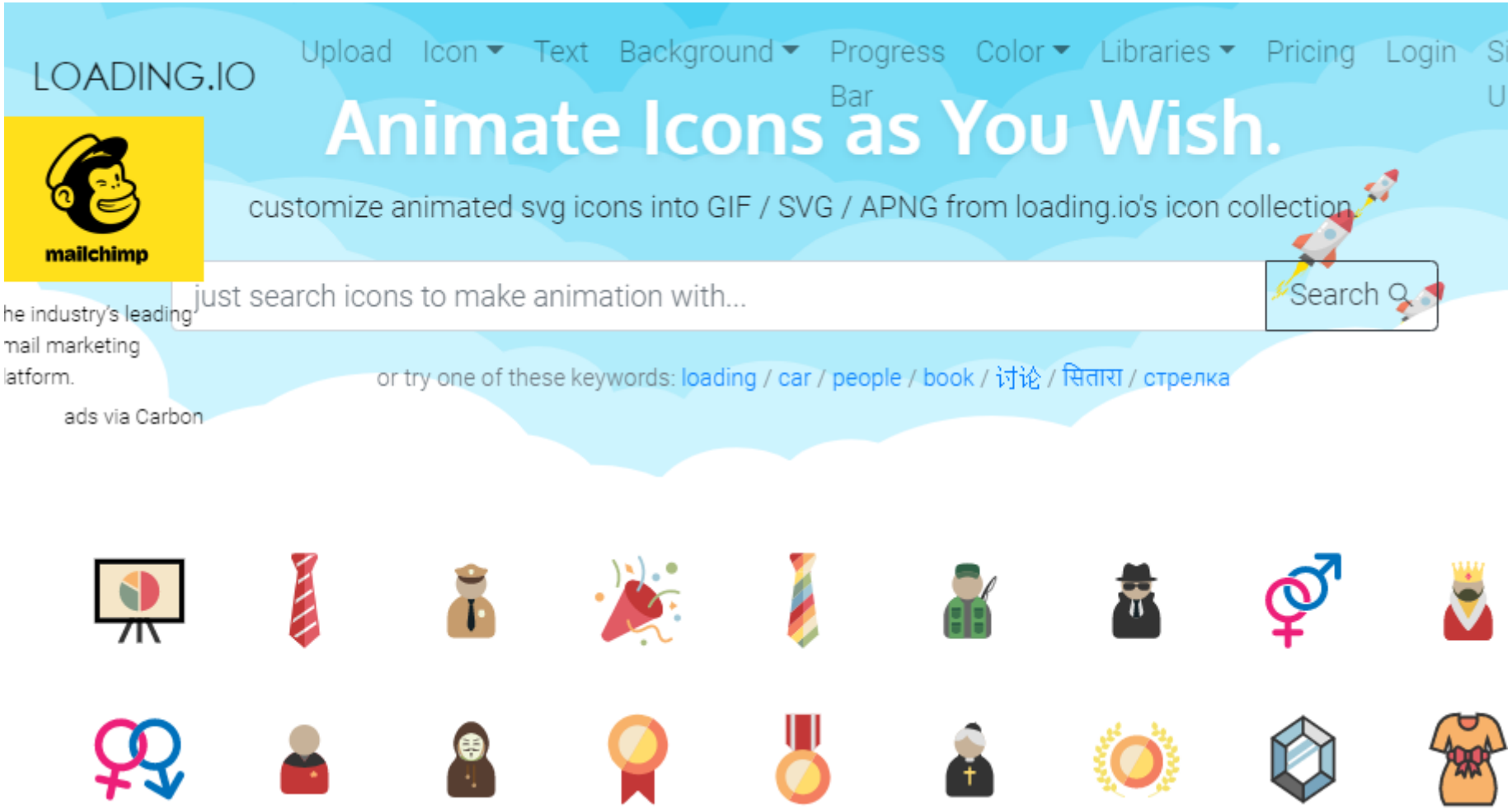
Interpret the results and write your conclusion.

Flat or animated icons for free: icons8.com

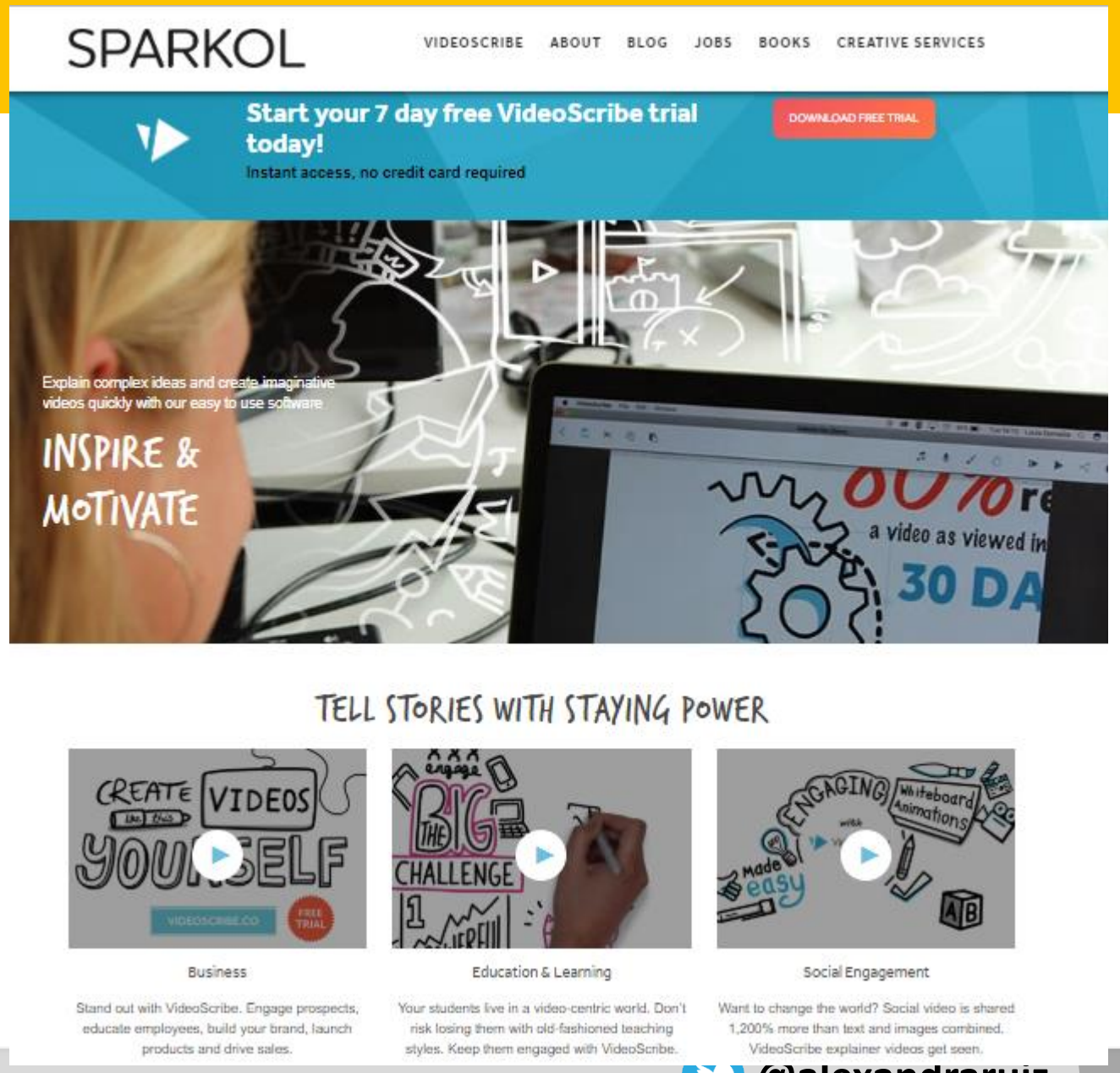




Animate icons: loading.io
10 free assets

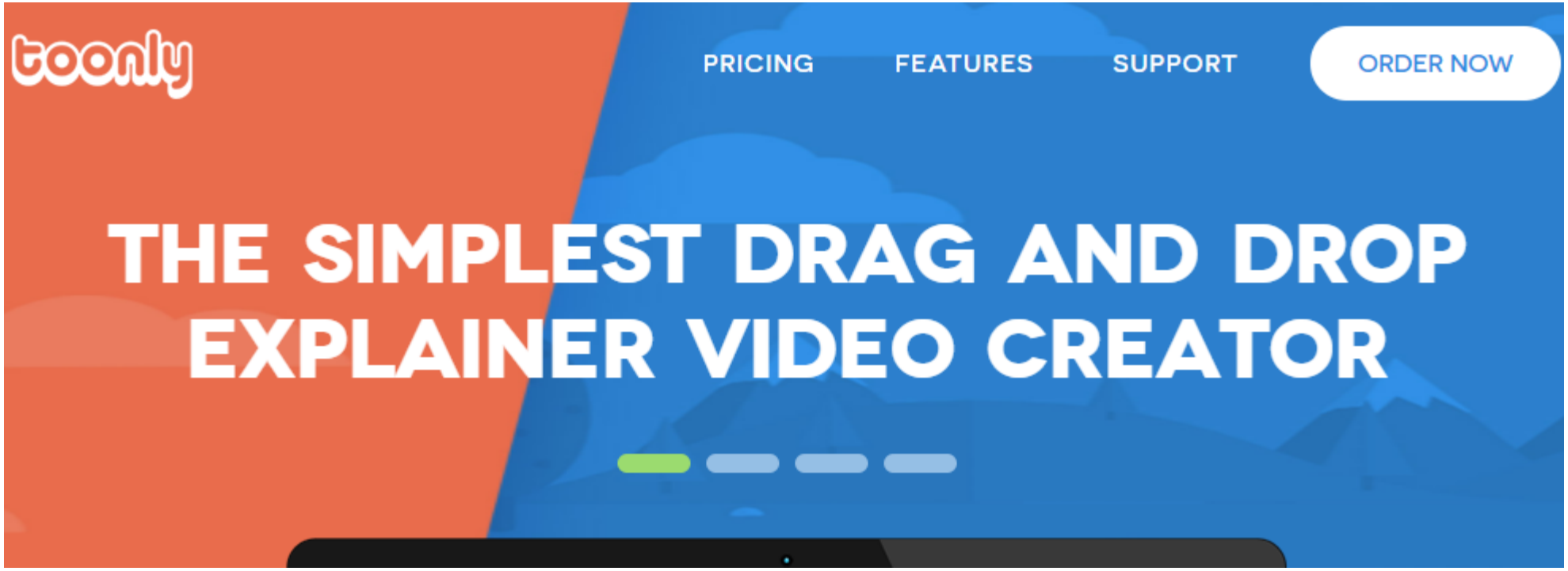


Sparkol: whiteboard animation 7 day free trial

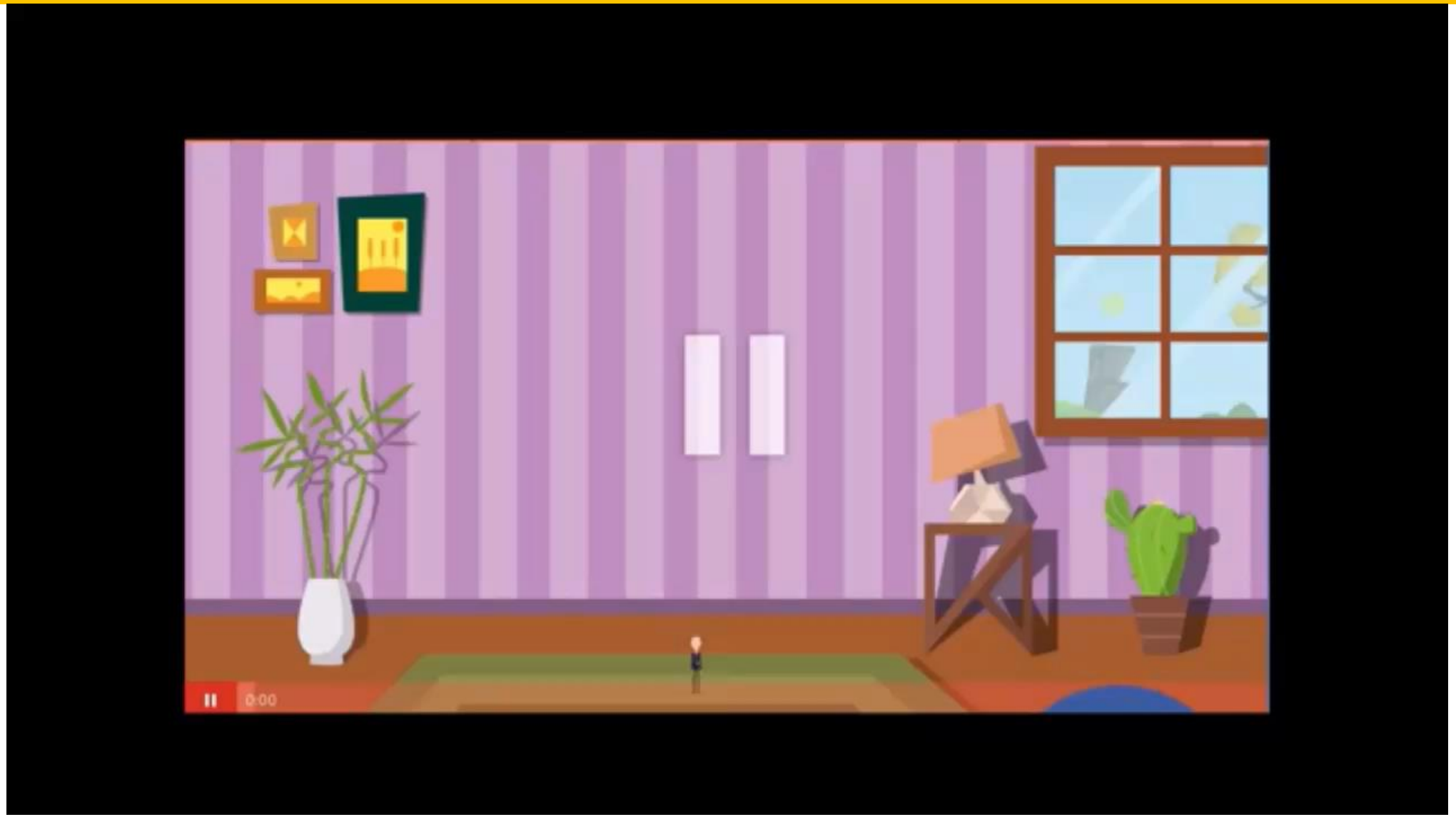


MADE WITH

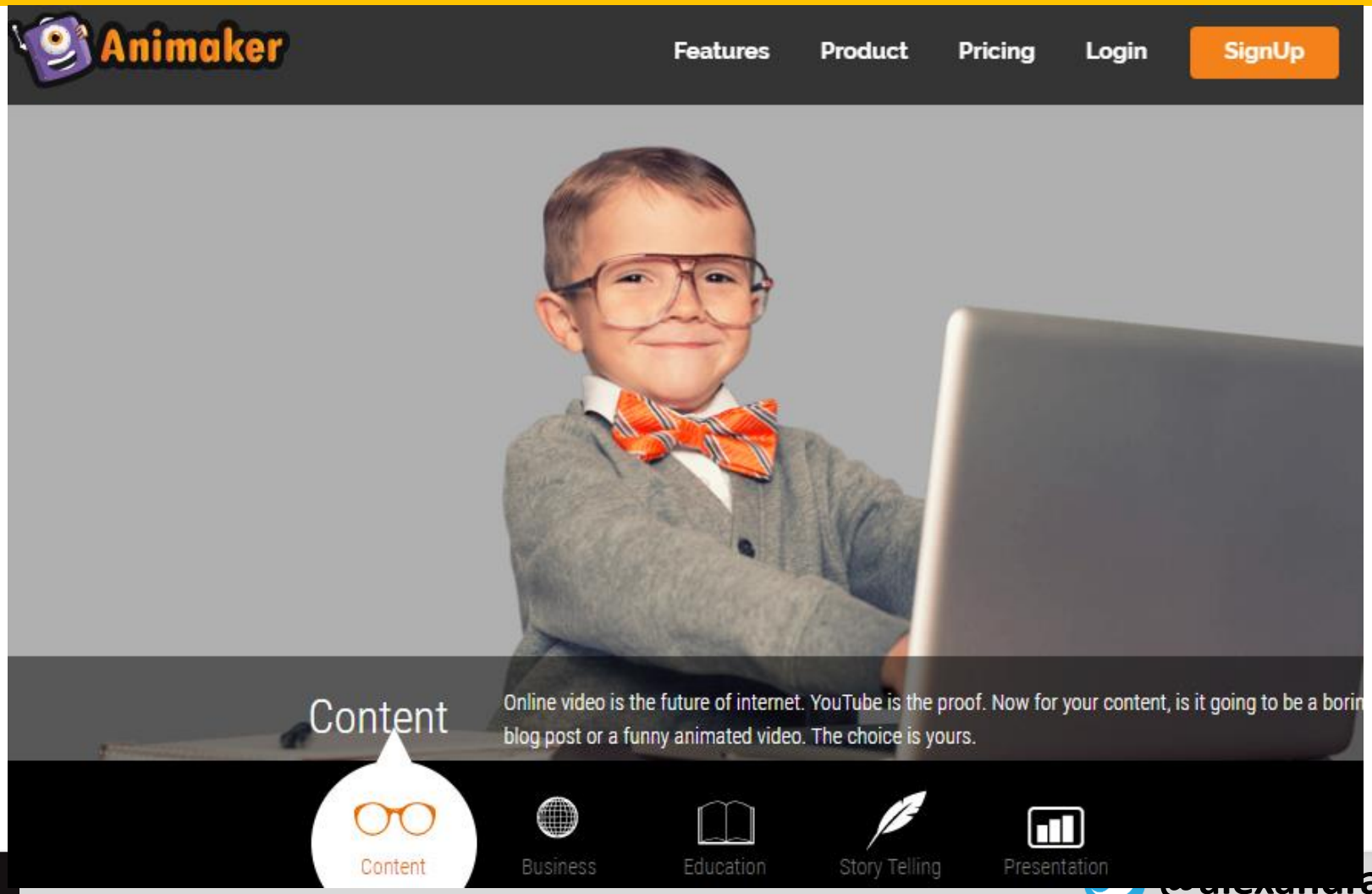
Toonly: Video creator.. $39 x month



Toonly 1 min video



Animaker is a DIY video software
You can make a < 2 min video on the cloud for free



Animaker features

Video types

- Marketing Video Maker
- Facebook Video
- Cartoon Video
- Advertisement Video
- Youtube Video
- Birthday Video
- Christmas Video Greeting
- Holiday Video
- Lyric Video
- Instagram Video

Products

- Explainer Video
- Video Infographics
- Vertical Video Maker
- Whiteboard Video Maker
- 2D Video Maker
- Intro Maker
- Photo Video Maker
- Promo Video Maker
- Music Video
- Slideshow Video Maker

Articles

Why should whiteboard even be white?

Attention Marketers: The Era of Vertical Videos is here

How Leandra Slayton got $150,000 funding with Animaker!

Animaker - Inside Hacks

How to make animated videos? [The Ultimate Guide for Newbies!]

What's new on Animaker - 10 recent updates you should check out!

Read More...

Or if you don’t want to complicate yourself, use Powerpoint video functions!

1

Hashtags Selection:

SNOWBALL SAMPLING

used external tools to create a shortlist of hashtags.

#igbabies

#babiesofinstagram

2

LAUNCHED QUERY

20,284 posts

→ RANDOM EXTRACTION

3

Created **SMALL data set** →

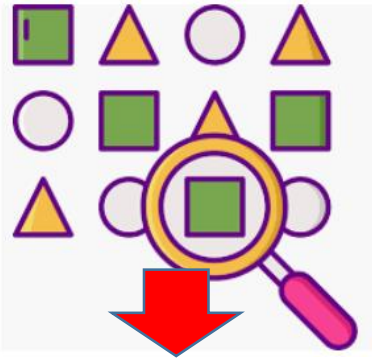
424 posts

4

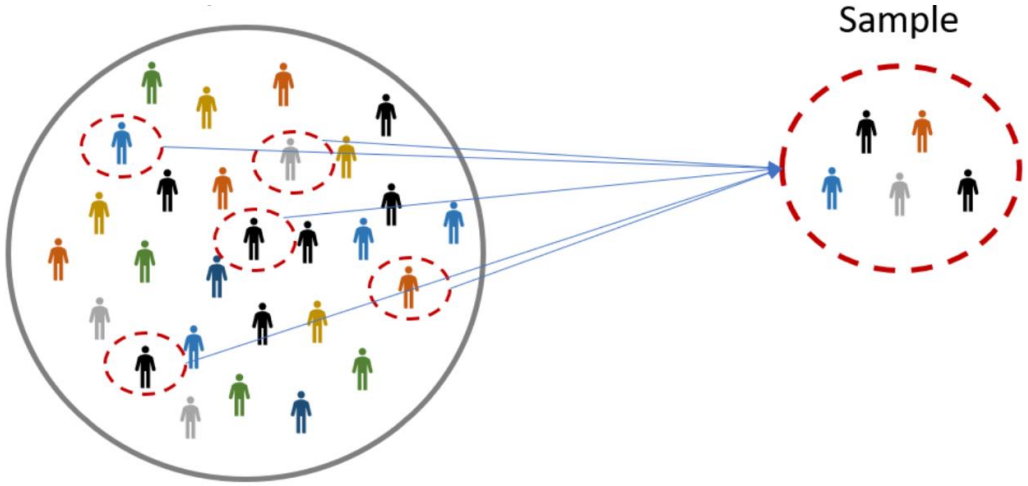
DEDUPLICATED 10,690 hashtags

Obtain 2.849 unique #s

2 independent coders Manually categorized #



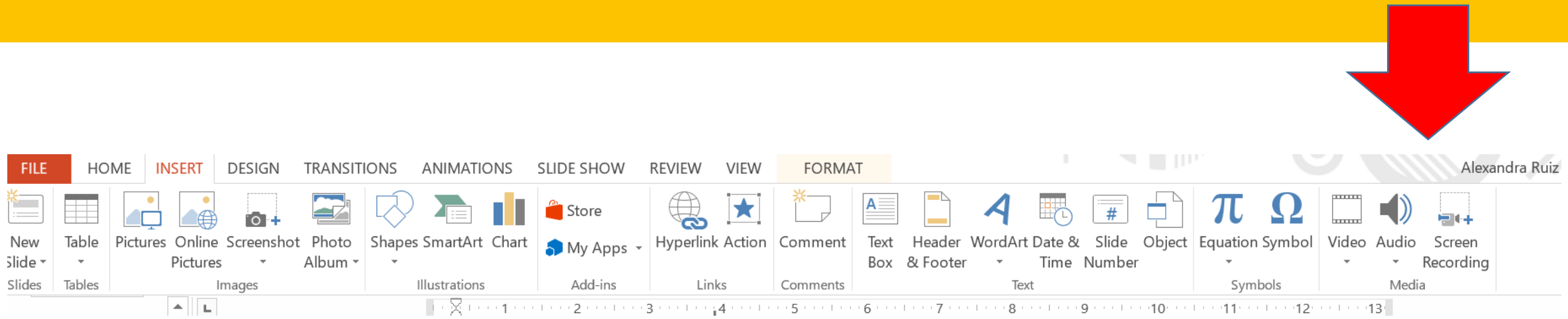
Create 7 categories



metricool

Tool to extract posts

Powerpoint's comes with screen recording and use animations, add voice, music…



Create a screen video using animations

Introduction | Theoretical Framework | Objectives & Research Question | **Methodology** | Results | Conclusions

1

Hashtags Selection:

SNOWBALL SAMPLING

used external tools to create a shortlist of hashtags.

Summary of recommendations

Enhance your work. Don’t overwrite

Consistent theme, colors & font throughout

Use dynamic tools in Methodology

Keep it simple.

ANY QUESTIONS?

YOUR FEEDBACK IS HIGHLY APPRECIATED!