



How to design a  
dynamic powerpoint  
presentation for  
maximum impact

and MAKE EFFECTIVE SCHOLAR  
PRESENTATIONS!

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ROC Excellence



WHO  
AM  
I?



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**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**
- **Digital Marketing Consultant**
- **Contents Director. Intl 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?**



The background of the slide is a vibrant, abstract image of fire and flames. The top half shows swirling, ethereal fire in shades of red and orange against a dark background. The bottom half shows more intense, bright yellow and orange flames. A solid orange horizontal band runs across the middle, containing the title text.

# 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

and it gets even worse when you have lines of text  
because what to you are nice bullet points  
are completely illegible and migraine-inducing to me  
so when you tell me to "just read the slide"  
I want to scream



# 5

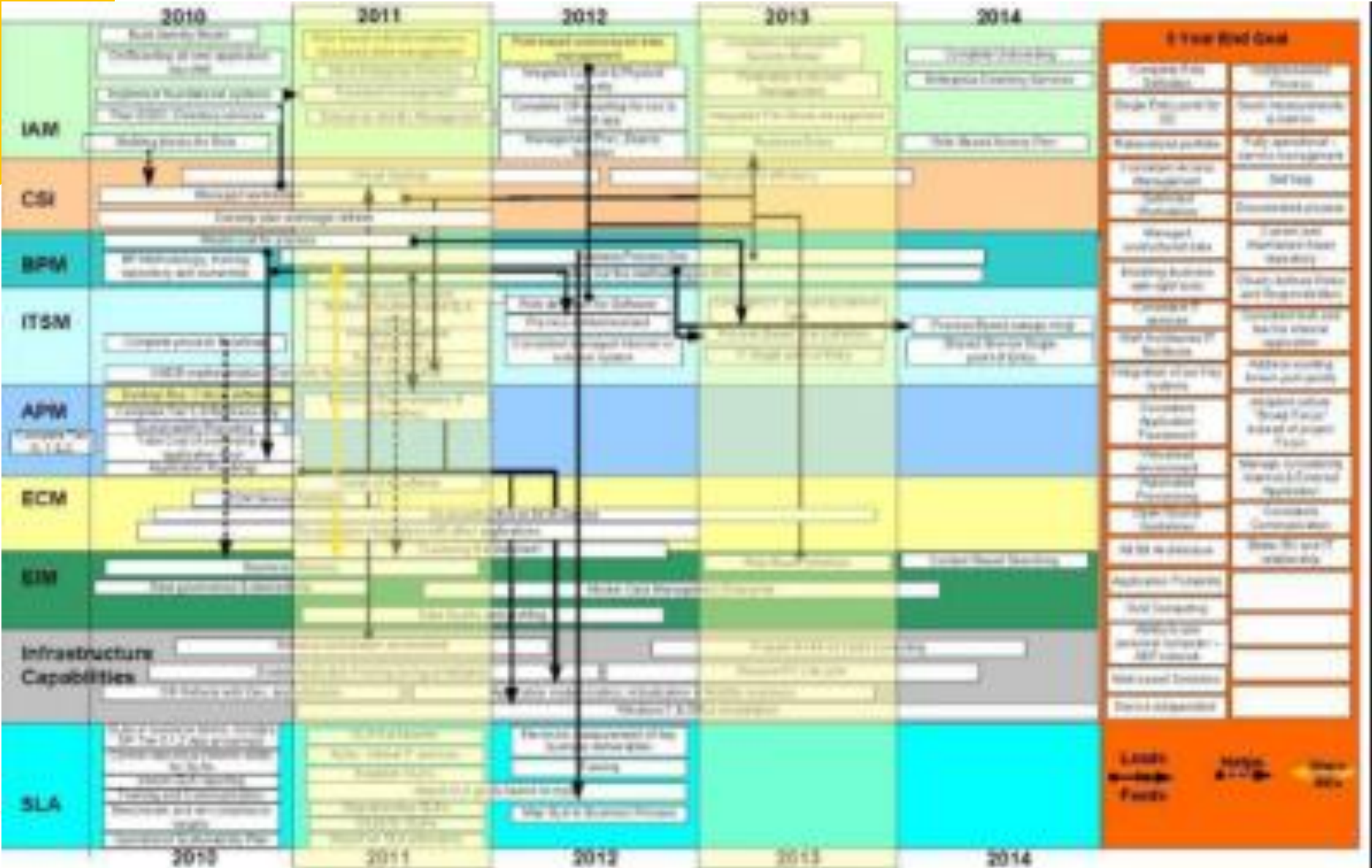
## Distracting Backgrounds

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

6

# Diagrams/charts impossible to understand



**7**

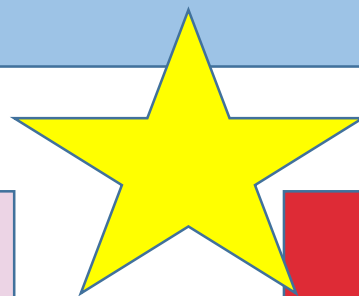
# Excessive or distracting Transitions and animations

**LOOK  
HERE**

**LOOK OVER HERE**

**LOOK OVER HERE**

**LOOK  
HERE**



**What are GOOD THINGS in Ppts?**

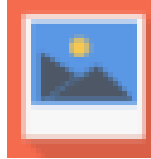


# We need to be effective

## 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**

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!**

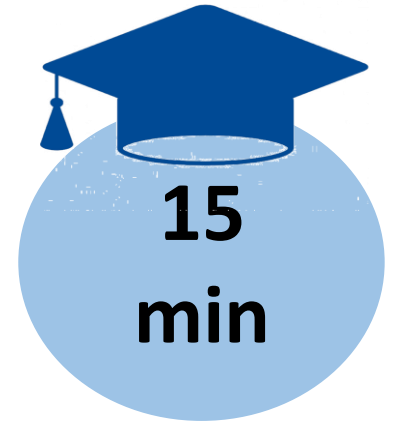
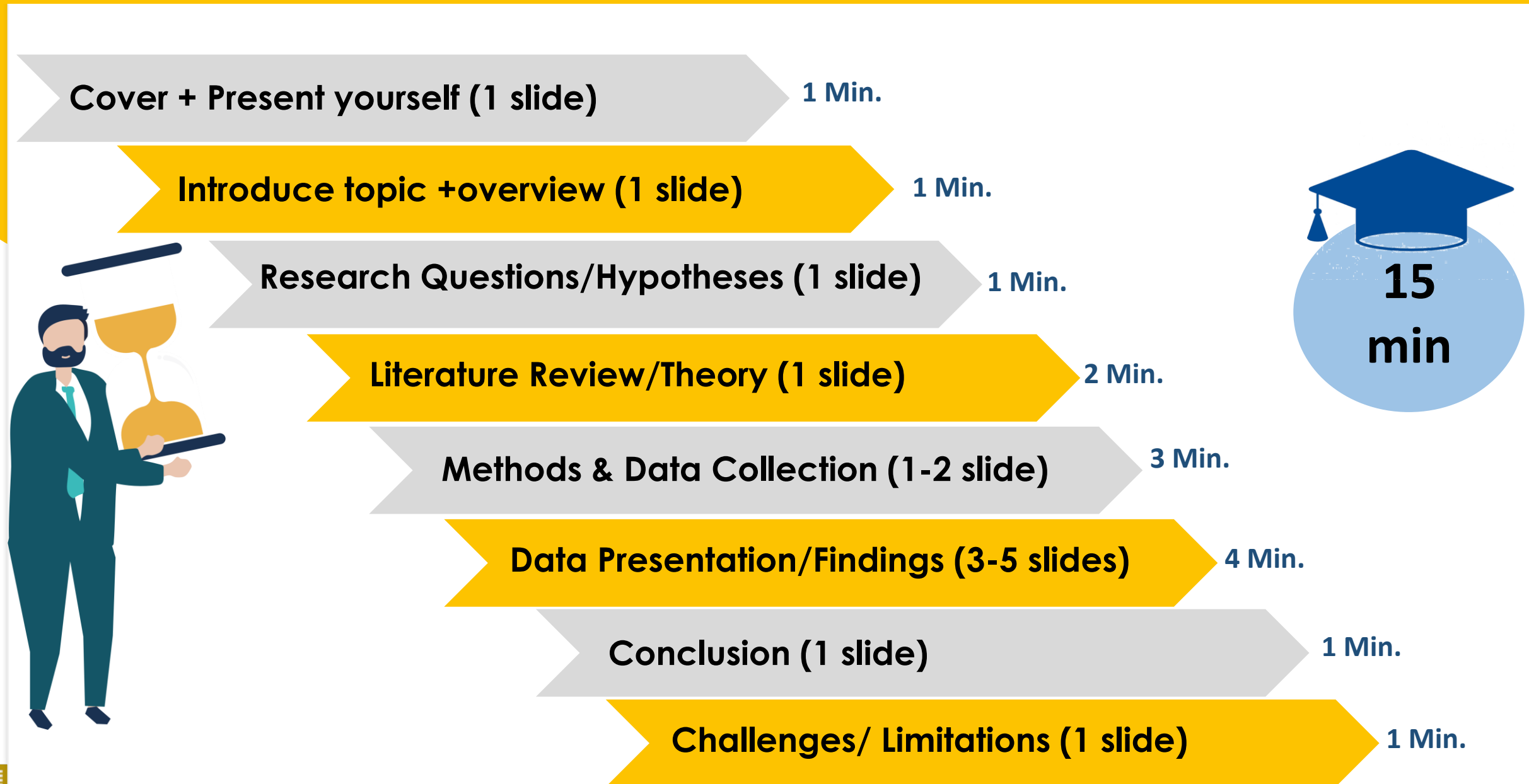


»» Practice. Practice. Practice.



**Keeping time limits under control.**

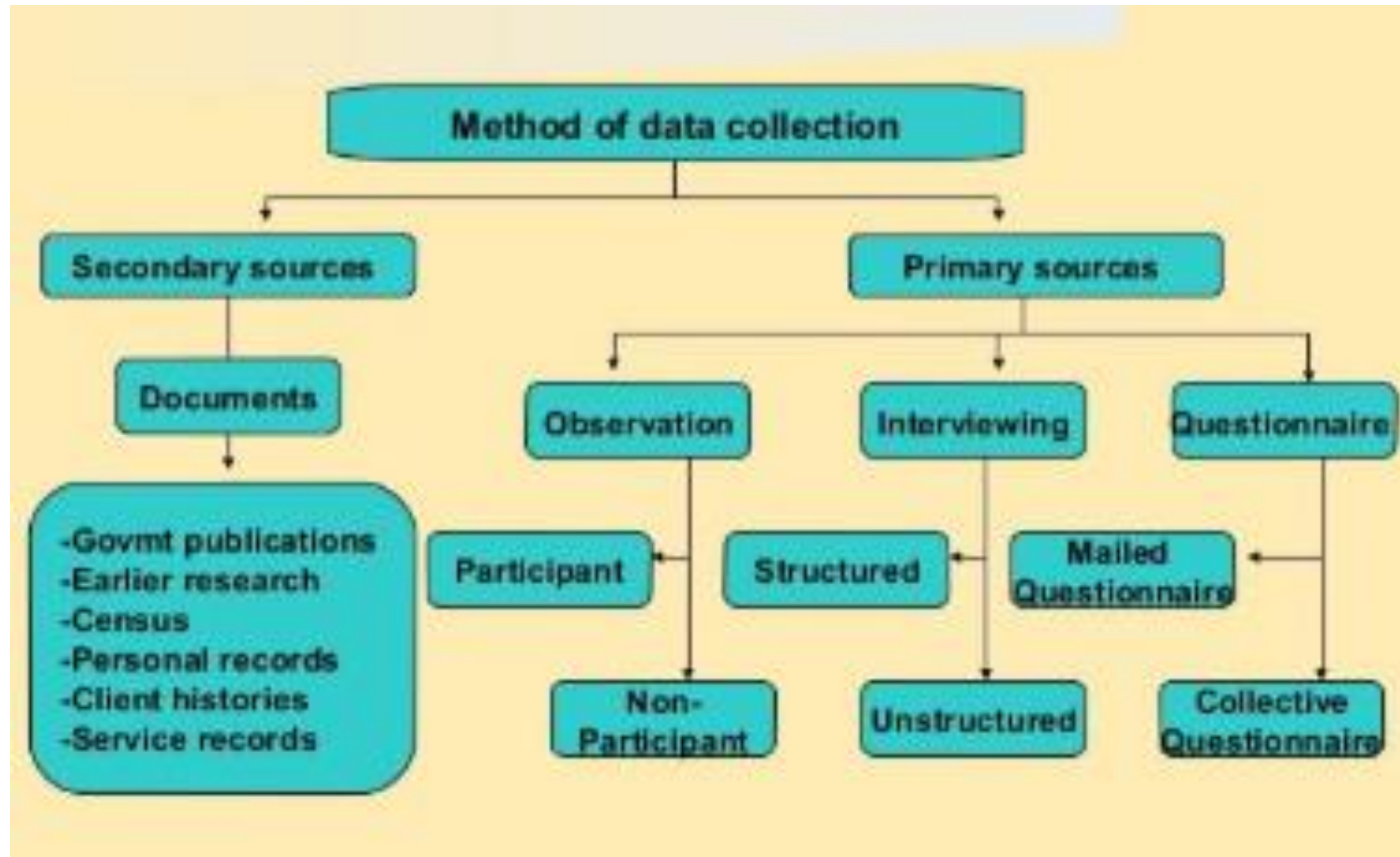
# Weight of sections. The audience wants to see YOUR work!



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



# Your Methodology!

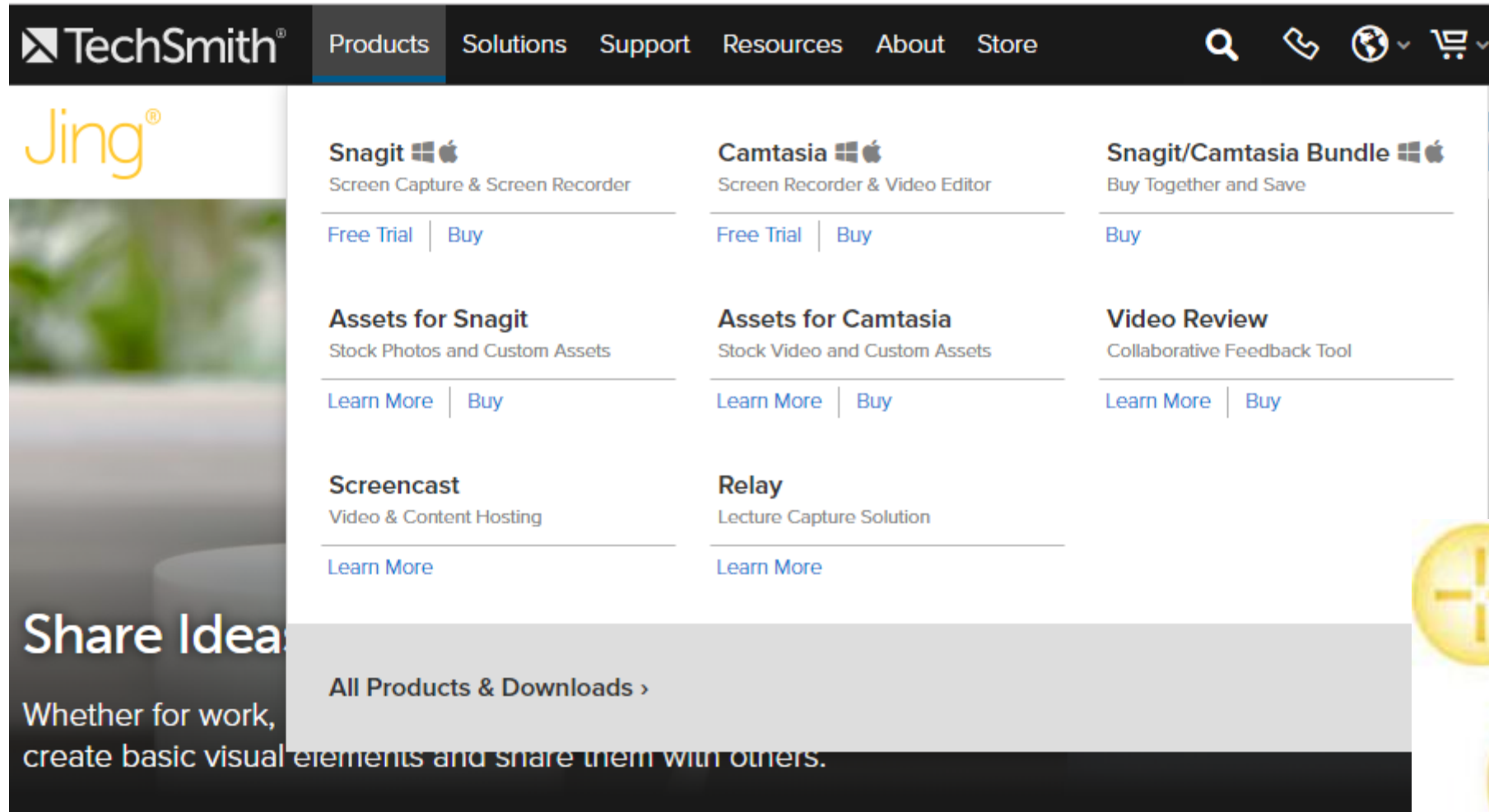


The background is split into yellow and black sections. A yellow curved shape is in the top-left corner. The rest of the top half is black, and the bottom half is yellow. The text is centered in the yellow area.

**This where you should  
devote time and energy**

# **Some Useful Tools**

# Jing: Screen captures & more



The screenshot shows the TechSmith website's product page. The navigation bar includes 'TechSmith', 'Products', 'Solutions', 'Support', 'Resources', 'About', and 'Store'. The main content area features a grid of product cards:

- Snagit** (Windows and Apple icons): Screen Capture & Screen Recorder. Options: Free Trial | Buy.
- Camtasia** (Windows and Apple icons): Screen Recorder & Video Editor. Options: Free Trial | Buy.
- Snagit/Camtasia Bundle** (Windows and Apple icons): Buy Together and Save. Option: Buy.
- Assets for Snagit**: Stock Photos and Custom Assets. Options: Learn More | Buy.
- Assets for Camtasia**: Stock Video and Custom Assets. Options: Learn More | Buy.
- Video Review**: Collaborative Feedback Tool. Options: Learn More | Buy.
- Screencast**: Video & Content Hosting. Option: Learn More.
- Relay**: Lecture Capture Solution. Option: Learn More.

At the bottom of the product grid is a link: [All Products & Downloads >](#)

On the left side of the page, there is a 'Share Ideas' section with the text: 'Whether for work, create basic visual elements and share them with others.'



# Powerpoint Templates for FREE: 24slides.com

## First custom designed slides \$1


The screenshot shows the 24Slides website interface. On the left is a navigation menu with categories like 'Featured', 'Most Popular Templates', 'Corporate & Business Models', 'Data (Tables, Graphs & Charts)', 'Organization & Planning', 'Text Slides', 'Maps', 'Other', and 'Personalised Library'. The main content area displays a search bar, a breadcrumb trail 'Templates > Corporate & Business Models > Technology Roadmap Template', and a large preview of the main slide titled 'Technology Roadmap'. Below this are three smaller thumbnails of other slides. To the right, a detailed view of the 'Technology Roadmap Template' is shown, including the title, 'Number of slides: 10', a 'DOWNLOAD PRESENTATION' button, and a preview of five individual slides. Each slide has a title and placeholder text. The first slide is a title slide, and the following four are content slides with various icons and layouts.

**You can preview  
the different slides  
in each deck**



## Design anything. Publish anywhere.

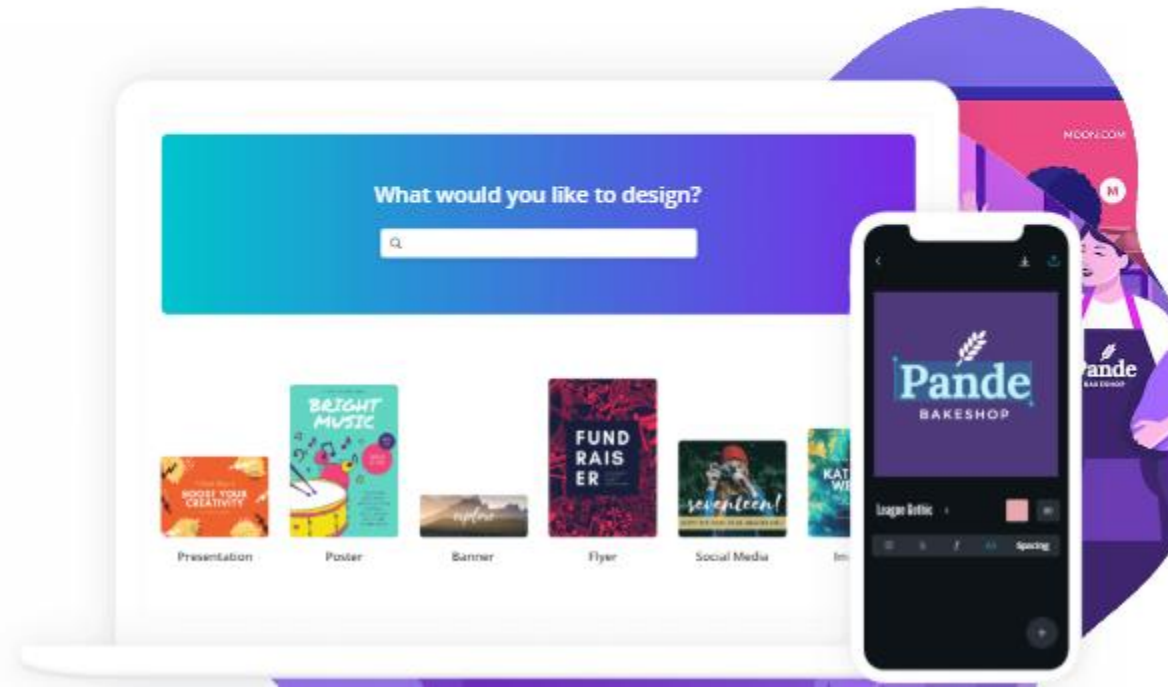
Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.

 Sign up with Google

 Sign up with Facebook

Sign up with email

Already signed up? [Log in](#)



### THE STAGES OF RESEARCH

Miss Jones Science Class





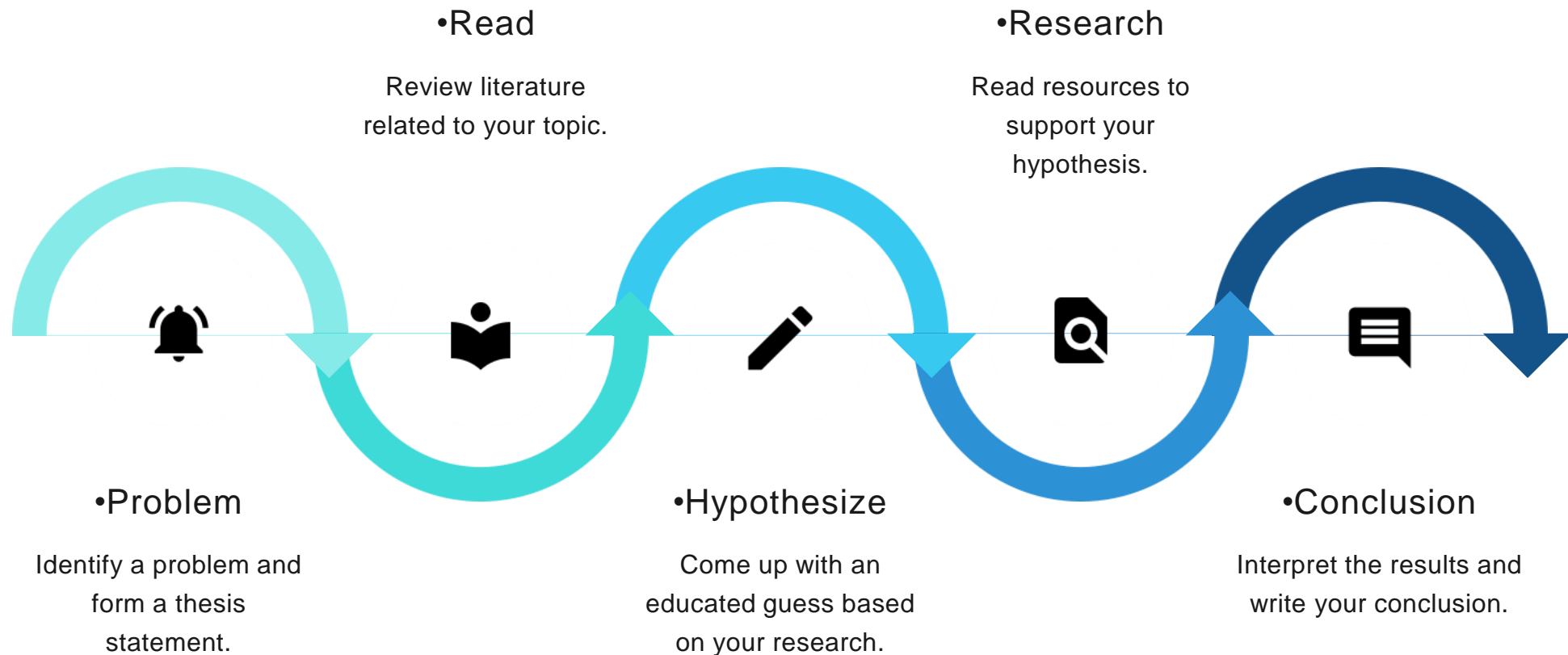
# How to use Canva

The image shows the Canva website interface. On the left is a dark sidebar with navigation options: Templates, Photos, Elements, Text, Videos, Background, Uploads, and a folder icon. The main area displays a grid of template categories: Simple Presentation, Startup Presentation, Creative Presentation, and Visual Charts Presentation. Each category has a 'See all' link and several template thumbnails. On the right, a design editor is open for a presentation titled 'THE STAGES OF RESEARCH' by Miss Jones Science Class. The editor shows a flowchart with steps: Problem, Read, Research, and Hypothesis. A white pop-up window titled 'Tutorial: Create your first design' is overlaid on the editor. The tutorial lists four steps: 1. Choose a [template](#). 2. [Add photos](#) or [upload your own](#). 3. [Replace](#) the existing text or [add](#) your own message. 4. Download or print your design by clicking on [Publish](#) or [Download](#). The bottom of the editor shows a progress bar at 25% and a 'Help' button.



# You can edit everything!

## •THE STAGES OF RESEARCH



# Flat or animated icons for free: icons8.com



The screenshot shows the icons8.com website interface. On the left, there is a navigation menu with sections for 'STYLES 24' (including All, iOS, Material, Color, Windows 10, Office, and Cute Outline) and 'CATEGORIES 59' (including Trends 198). The main content area shows a search for 'research' with four 'Customer Insight' icons. The third icon, a colorful magnifying glass, is highlighted. Below the icons, a customization panel is open, showing options like Recolor, Overlay, Text, and Add Effects. The panel also displays the selected icon and buttons for 'Download', 'Embed HTML', '+ Collection', and 'Edit in Lunacy'.



# Animate icons: loading.io

## 10 free assets

LOADING.IO

Upload Icon Text Background Progress Color Libraries Pricing Login Sign Up

**Animate Icons as You Wish.**

customize animated svg icons into GIF / SVG / APNG from loading.io's icon collection

mailchimp

just search icons to make animation with...

Search Q


the industry's leading email marketing platform.

ads via Carbon

or try one of these keywords: [loading](#) / [car](#) / [people](#) / [book](#) / [讨论](#) / [सितारा](#) / [стрелка](#)



# Sparkol: whiteboard animation 7 day free trial



SPARKOL

VIDEOSCRIBE ABOUT BLOG JOBS BOOKS CREATIVE SERVICES

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Instant access, no credit card required

DOWNLOAD FREE TRIAL

Explain complex ideas and create imaginative videos quickly with our easy to use software.

INSPIRE & MOTIVATE

00% re a video as viewed in 30 DA

## TELL STORIES WITH STAYING POWER



Business

Stand out with VideoScribe. Engage prospects, educate employees, build your brand, launch products and drive sales.



Education & Learning

Your students live in a video-centric world. Don't risk losing them with old-fashioned teaching styles. Keep them engaged with VideoScribe.



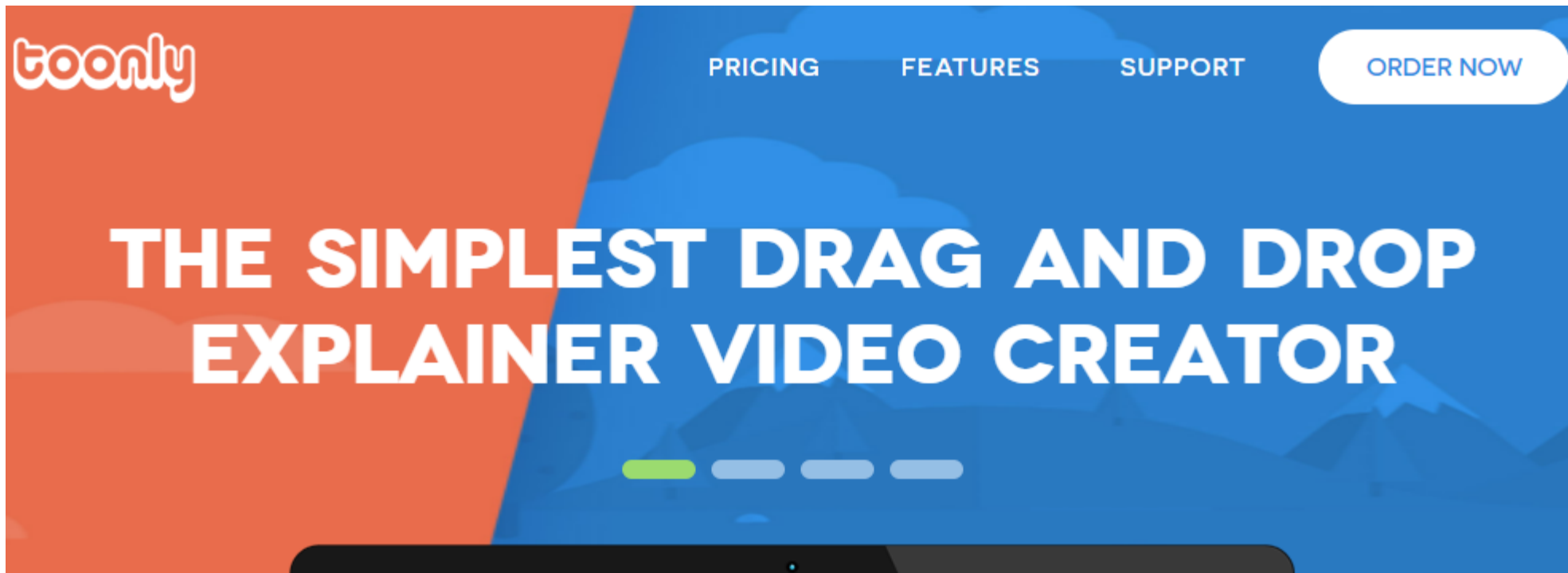
Social Engagement

Want to change the world? Social video is shared 1,200% more than text and images combined. VideoScribe explainer videos get seen.





# 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 Product Pricing Login [SignUp](#)

**Content** Online video is the future of internet. YouTube is the proof. Now for your content, is it going to be a boring blog post or a funny animated video. The choice is yours.

Content Business Education Story Telling Presentation



# 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

**metricool**

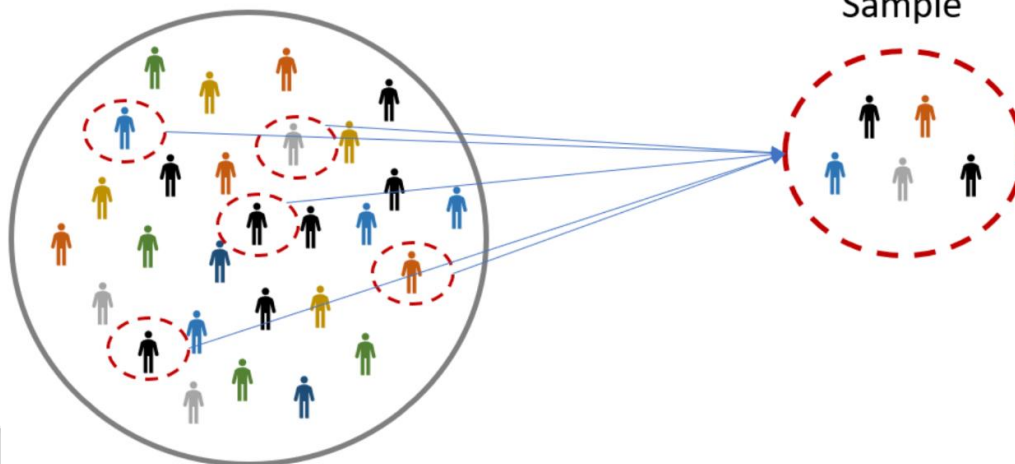
*Tool to extract posts*

2

LAUNCHED QUERY

20,284 posts

→ RANDOM EXTRACTION



3

Created SMALL data set →

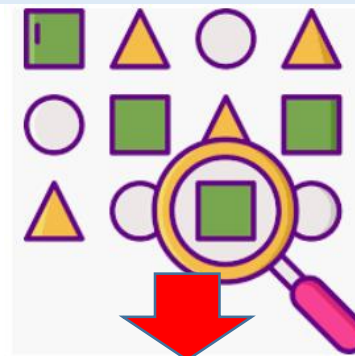
424 posts

4

DEDUPLICATED 10,690 hashtags

Obtain 2.849 unique #s

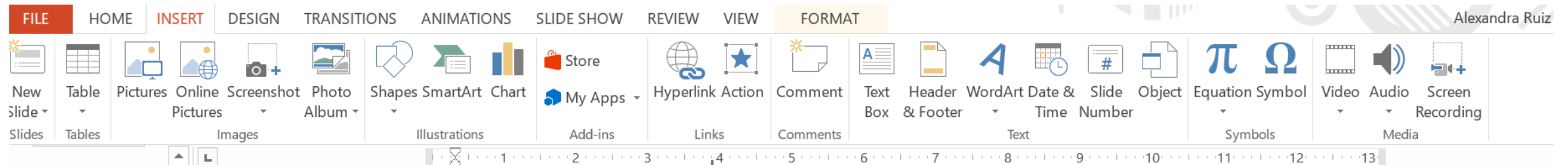
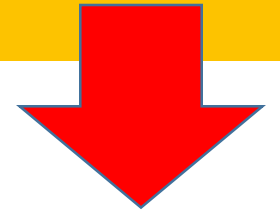
2 independent coders  
Manually categorized #



Create 7 categories



# 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!**

# Many Thanks!

