

Haryana Government  
Secretariat for Information Technology



हरियाणा सरकार  
सूचना प्रौद्योगिकी सचिवालय



No. Admn/296/1SIT/6115

From

Principal Secretary to Government Haryana,  
Electronics & Information Technology Department.

To

1. All the Administrative Secretaries to Government of Haryana.
2. All the Heads of Departments in Haryana.
3. All the Divisional Commissioners in Haryana.
4. Managing Directors/Chief Administrators/Chief Executive Officer of all the Boards, Corporations etc. in Haryana.
5. All the Deputy Commissioners in Haryana.
6. Registrars of all the Universities in Haryana.
7. State Informatics Officer, Haryana State Unit, Chandigarh.

Chandigarh dated, the 18.01.2018

Subject: Guidelines for preparing Effective Presentation .

Sir/Madam,

I am directed to address you on the subject cited above and to inform you that in the 8<sup>th</sup> meeting of Administrative Secretaries held on 08.01.2018 under the Chairmanship of Chief Secretary, Haryana, it was decided that the IT Department may issue Guidelines for Preparing Effective Presentations.

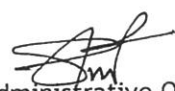
Accordingly, the said Guidelines have been prepared by the IT Department, copy of which is enclosed herewith for information and necessary action.

  
Sr. Administrative Officer  
for Principal Secretary to Government Haryana,  
Electronics & Information Technology Department.

Endst . No. Admn/296/1SIT/ 6116


Chandigarh dated, the 18.01.2018

A copy, alongwith its enclosure, is forwarded to PS to CS - for kind information of Chief Secretary, Haryana.

  
Sr. Administrative Officer  
for Principal Secretary to Government Haryana,  
Electronics & Information Technology Department.

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Guidelines

For

Preparing Effective Presentations

(Government of Haryana)

## **1. Introduction**

The purpose of this document is to provide the guidelines for designing effective and pertinent presentations. The intent of any presentation is communication, therefore, it is important that it shall be prepared in visually presentable format keeping in view the target audience. In order to ensure consistent and standardized presentations, these guidelines have been developed which will be utilized across departments to maintain uniformity. The guidelines are based on an appropriate combination of several core design elements, namely: 1. Font Size and type, 2. Layout, 3. Figures 4. Animations 4. Colour & Typography 5. Content.

These guidelines describes step-by-step instructions to design effective presentations.

## **2. Designing your presentation**

While designing the presentation and delivering it, one shall ensure that the message conveyed through the presentation reaches to the maximum audience possible. The following guidelines are developed for presentations using software such as PowerPoint, but one should also think about other ways to present - for example one can use an HTML slide show, or posters to display the information he / she wants to present. Whatever method one chooses, the following guidelines should help make the presentations more accessible and effective.

## **3. Guidelines for effective presentations**

Most presentations consist of three main components:

### **a. Storyline :**

It is preferred to collate all the information and ideas and organise them in a logical sequence. Remember that the presentation is telling a story and this must be clear and logical to the listener. Typically, oral presentations have three main stages:

- The introduction: (what you intend to say)
- The body (the presentation itself)
- Conclusions (what you have said)

Presentations may include visual aids that help get your message across to an audience. Visual aids should not be the message. The presentation should focus on key points to emphasize your message and to remind the audience of those key points.

**b. Content :**

Know your material. No matter how great your presentation looks, nothing can make up for poor content. The best way to write good content is to know what you are writing about. Always ask yourself following questions before designing the presentation:

- What is your key message?
- What key information do you want your audience to remember at the end of the presentation?
- How do you want your audience to feel during the presentation?

Answers to these questions should drive the content of the presentation and how it is presented present the material. Consider your audience and their background, this will help the presenter to decide on the content and style of delivery. Before putting your presentation together, one must define the aims, topic and appropriate depth and scope of the information to be presented.

One shall try to write down the key points in the slides to the extent as much as possible. One shall always try not to present long and detailed sections of text. Bullet points can often be more effective and the audience will be able to concentrate on what presenter is saying rather than reading the slide (maximum 5-6 bullet points are acceptable per slide).

**c. Visuals :**

Visuals consist of how the presentation looks and feels. This includes fonts, background, slide layout, slide transitions, animation, graphics, sounds, and many other visual aspects of the presentation. Some of the aspects are covered as follows:

**i. Font size and amount of text on each slide**

- Should have up to a maximum of six lines of text per slide with only about five or six words per line.

- Use left justification.
- Text must be large enough to be to be legible to be seen from all parts of the presentation room (e.g. 34-40 font size for titles)
- A recommended text size is no less than 24 point
- Use mixed upper and lower case letters rather than all capitals

**ii. Font type**

- Use sans serif font types such as Helvetica, Arial and Verdana
- Avoid the use of italic font style
- Try not to use more than one font type throughout the slides ( at least single font shall be used per slide)

**iii. Colour and Brightness Contrast**

- Use Background and foreground colours that complement each other and have a good colour contrast.
- There are two types of contrast—brightness and colour.
- The highest brightness contrast is between black and white. The highest colour contrast is when the colours are complementary
- A high colour contrast without brightness contrast cannot be read by colour blind / low vision people. In particular, they have difficulty with red-green perception.
- Colour can be used for emphasis, distinction and clarity. However, one must be careful that the colour does not interfere or detract from the visually presented information.
- One should be careful with coloured backgrounds as some colours can make black text or figures less distinct.

**iv. Figures and graphs**

- Keep figures and graphs as simple as possible
- Use brightness and contrasting colours in the same way as with text
- Use appropriate fonts for the text in the figures
- Pictures/diagrams must also be clear, legible and large enough to be seen from all parts of the room

**v. Animation**

- Keep animation to a minimum

**d. Delivery:**

Think about the message and prepare for the presentation. Remember these tips for giving an effective presentation:

**i. Oral support during slide viewing**

- When introducing yourself, explain the format of the presentation
- Explain figures and graphs
- Explicitly mention the region of interest in the slide, do not just point to it
- Explain each slide in an expressive manner so that the audience understands which area of the slide presenter is referring to.

**ii. Timelines**

- Carefully plan your time, especially for short (e.g., 15 minute) presentations.
- Keep time to describe the agenda points clearly enough for the audience to relate to the context.
- Leave enough time to present your own contribution clearly. This will rarely require all of the allotted time.

**iii. Handouts**

- It is considered as a good gesture if copies of the slides are distributed before the presentation
- While printing, be aware that colour is lost in grey tone prints
- Have enough full page copies of slides for people with reading difficulties
- Plan out printing of presentations carefully. One shall print the reasonable copies as per the requirement of matter / audience. One shall try to print on the most environmentally-friendly paper possible and always keep in mind to minimize the use of paper and reduce the carbon print.

## 4. Summary

While the guidelines apply broadly across disciplines, they are certainly important from the perspective of designing effective presentations. Clear and logical designing of your ideas and key messages is an important component of an effective presentation. We may summarize the above guidelines as follows:

- **Keep it simple and straightforward**
- **Try to follow 10-20-30 Rule**
  - **Try to limit the number of slides to 10;**
  - **Last no more than 20 minutes; and**
  - **Use a font size of no less than 24 point for bullet points**
- **Deliver each point in as few words as possible**
- **Use bullet points instead of long statements**
- **Use a logical structure**
- **Start with getting your key points right**
- **Ensure your message is relevant**

Note\*\*: Supporting screens have been attached as annexure for user reference

## Supporting Screens

### Screen 1: Example of font size of title of slide

<b>Title</b> ✓	<b>Title</b> ✗
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Font size of title in left side (green box) is appropriate for presentations as compared to the one on right side (red box )

### Screen 2: Example of content of slide

#### **Example of bullet points in a slide**

- Avoid wordiness: use key words and phrases only. The more words you use, the less readable they become.
- Keep the PowerPoint design very basic and simple. It shall not distract.
- Cut down the number of slides. Restrict the room your design takes up, don't let the design restrict your message.

#### **Example of bad slide**

This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



**Screen 3:** Example of font sizes in content of slide

**Example of appropriate font sizes**

- ▶ 12 point font
  - ▶ 14 point font
  - ▶ 16 point font
  - ▶ 18 point font
  - ▶ 20 point font
  - ▶ 24 point font
  - ▶ 28 point font
  - ▶ 32 point font
  - ▶ 36 point font
  - ▶ 40 point font
- Font size of bullet points

**Screen 4:** Example of font sizes in content of slide

**Example of Bad font size and style**

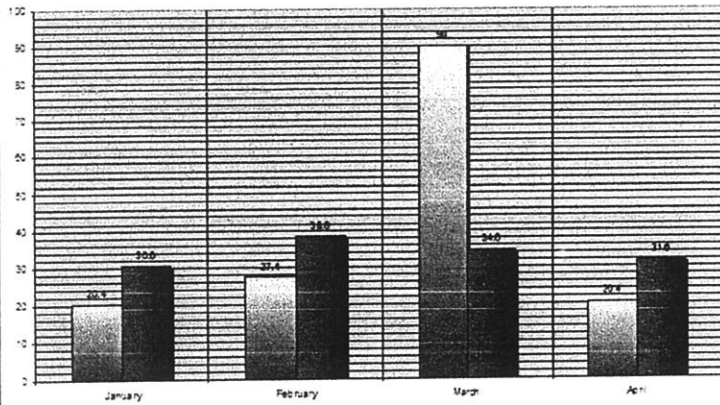
If you use a small font, your audience won't be able to read what you have written

CAPITALIZE ONLY WHEN NECESSARY.  
IT IS DIFFICULT TO READ

**Don't use a complicated font**

Screen 5: Example of graphs in slide

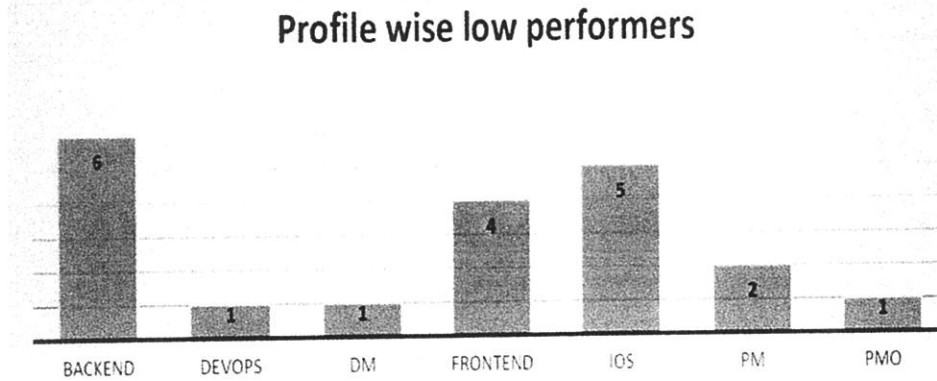
### Example of bad graph



- Minor gridlines are unnecessary
- Font is too small
- Colors are illogical
- Title is missing
- Shading is distracting



### Example of good graph



## Screen 5: Example of font colour in slides

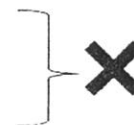
### Example of colors in slides

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- If you want to play with colors, keep it easy on the eyes
- Always keep good contrast in mind so that your readers do not have to strain to guess what you've typed on your slide.

• Using a different color for each point is unnecessary

- Using a different color for secondary points is also unnecessary



- Don't weaken the color effect by using too many colors at an instance.

E.g. Trying to be creative can also be bad

