

Crafting Captivating Presentations

Advanced PowerPoint Strategies

Competências Transferíveis I:
Técnicas de Comunicação e
Apresentações (2025/2026)

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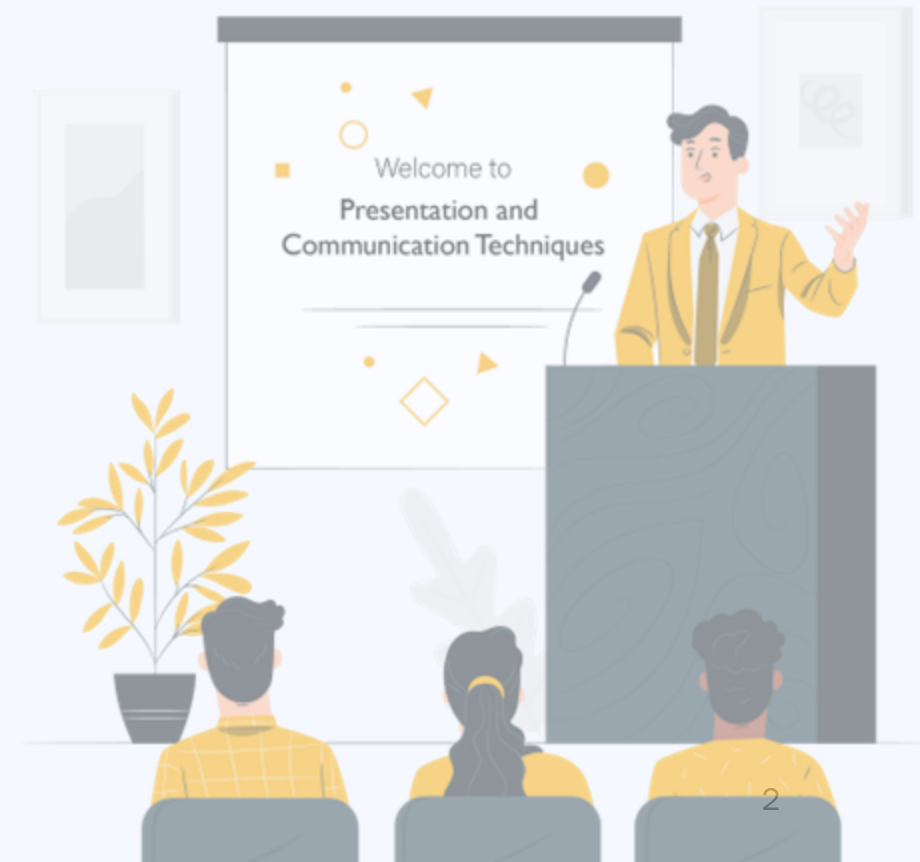


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Crafting Captivating Presentations

- **Organize a presentation**
- **Visual Elements in a Presentation**
- **Advanced Animation and Transition Effects**
- **Interactive Elements on a Presentation**



How to organize your presentation?

1. Define Your Purpose:

- Start by clearly **defining the purpose** of your presentation.
- What **message** do you want to convey?
- Who is your **target audience**?

2. Create an Outline:

- Develop an outline that includes the **main points you want to cover**. This will serve as the backbone of your presentation.

3. Structuring Your Presentation:

- Introduction.
- Body.
- Conclusion.

How to organize your presentation?

4. Visual Hierarchy:

- Emphasize **important points** using larger text, bold fonts, or colors.
- Use **visuals to highlight** key concepts or data.

5. Keep It Simple:

- **Limit** the amount of **text** on each slide. Use concise bullet points or brief sentences.
- Avoid **excessive jargon** and **technical terms** unless your audience is familiar with them.

6. Practice and Rehearse:

- Practice your **presentation multiple times** to become familiar with the content and pacing.
- Rehearse your speaking notes to ensure a smooth delivery.

7. Timing:

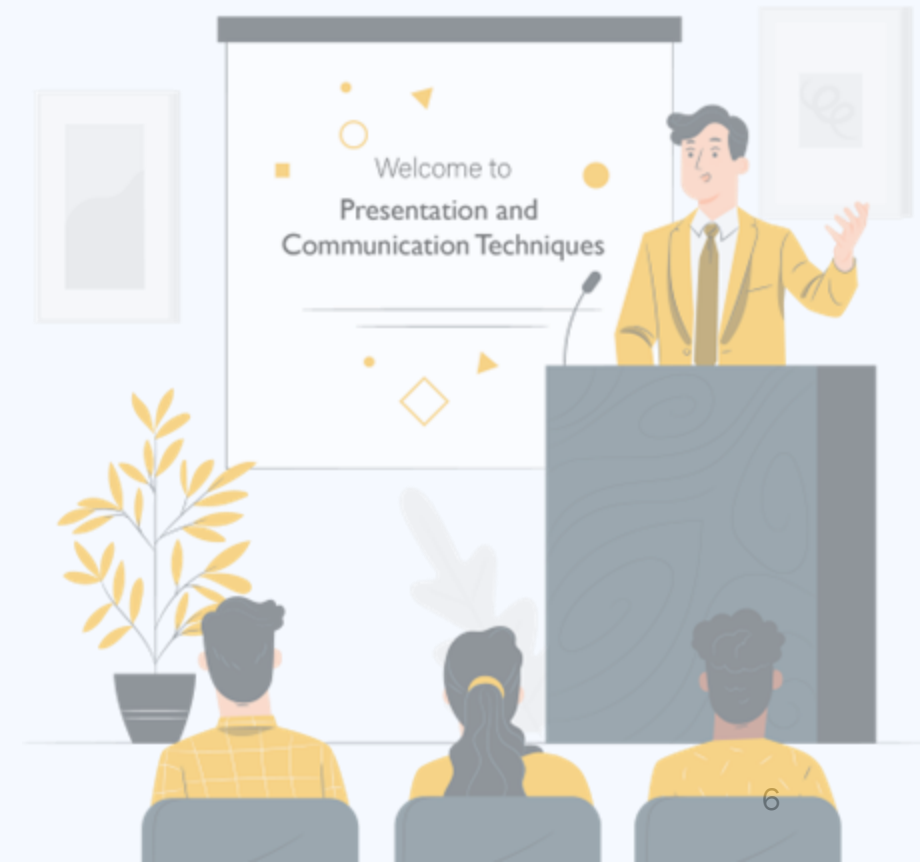
- Be **mindful** of the **time allocated** for your presentation. Don't rush through or exceed your allotted time.

Questions?



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What is important in a presentation?

Content



Visuals

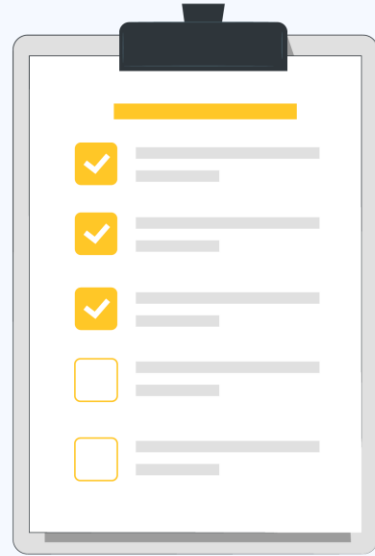
Visual Elements on a presentation

Too much text?

- In presentation you should not avoid eye contact with your audience.
- You should never speak incoherently, and you should not speak too fast. Avoid this by taking short pauses to collect yourself.
- You should not use too many colors in your presentation because it does not look serious.
- Avoid too many text on your presentation and never write entire sentences.
- You should not read the text from the slides because your audience can read for themselves.

Visual Elements on a presentation

Too much images?



- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide



Visual Elements on a presentation

Too much colors?



- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide

Visual Elements on a presentation

Can we improve?



- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide

Visual Elements on a presentation

- Do not avoid eye contact
- Take short breaks
- Avoid too many colors
- Avoid too many text
- Do not read from the slide



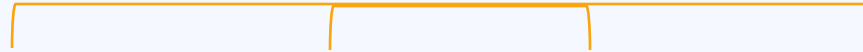
Visual Elements on a presentation

- Ensures that the content is **organized** and easy to understand.
- Make the presentation more **compelling** and **memorable**.
- Enables the presentation of **data** in an easily **understandable** format.



Visual Elements on a presentation

VISUAL HIERARCHY



Typography Size Color Images

Typography

Font

1. Hey there. How are you?
2. Hey there. How are you?
3. Hey there. How are you?
4. **Hey there. How are you?**
5. Hey there. How are you?
6. **Hey there. How are you?**

Typography

Font

1. Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

2. Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

3. Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

4. Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

5. Typography is the art and technique of arranging typefaces to make written language legible, readable, and visually appealing.

Typography

Size

10 pts

12 pts

16 pts

20 pts

24 pts

30 pts

40 pts

Hey there.

Hey there.

Hey there.

Hey there.

Hey there.

Hey there.

Hey there.

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language legible, readable, and visually appealing.

Typography

Size - rules

**It all depends on
the typeface you
choose.**

Title >72 pts

Title >72 pts

Subtitles >36 pts

Subtitles >36 pts

Text >24 pts

Text >24 pts

Legends >18 pts

Legends >18 pts

Typography

Styles

**It also helps to
create visual
hierarchy**

Regular

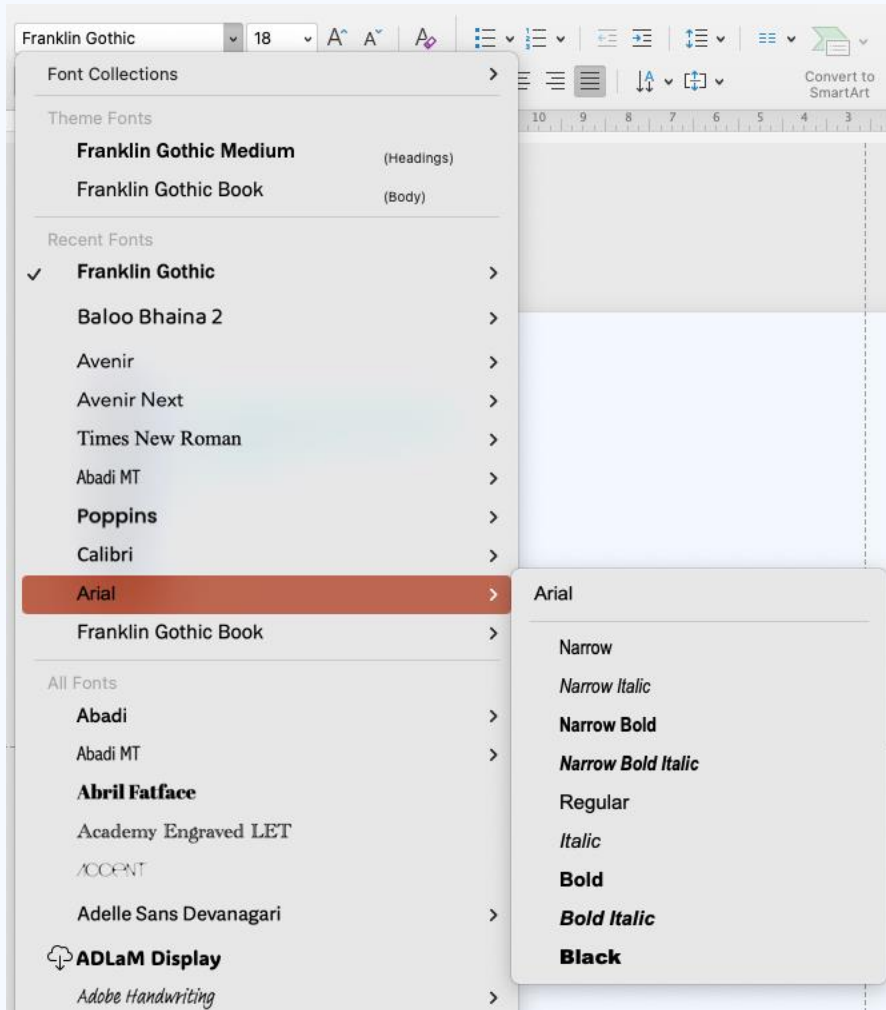
Typography is the art of making written language legible, readable, and visually appealing.

Bold

Typography is the art of making written language legible, readable, and visually appealing.

Black

Typography is the art of making written language legible, readable, and visually appealing.



Typography

Styles

Example:

Typography is the art of making written language legible, readable, and visually appealing.

Typography is the art of making written language **legible,** **readable,** and **visually appealing.**

Color



**Real
Colors**



**Red-Green
blindness**



**Blue-Yellow
blindness**



**Monochroma
cy
blindness**

Color

Contrast

Hey there.
How are you?

Hey there.
How are you?

Hey there.
How are you?

Hey there.
How are you?

Hey there.
How are you?

Hey there.
How are you?

Color and Typography

A quick brown
fox jumps over
the lazy dog

A quick brown
fox **jumps over**
the lazy dog

A quick brown
fox **jumps over**
the lazy dog

A quick brown
fox **jumps over**
the lazy dog

Images

Size and placement – Don't's

Using images in a PowerPoint presentation can significantly enhance visual appeal and audience engagement.

Ensure the image(s) is appropriately sized and positioned to maintain a balanced presentation.



Images

Size and placement – Do's

Using **images** in a PowerPoint presentation can significantly enhance **visual appeal** and audience engagement.

Ensure the image(s) is appropriately sized and positioned to **maintain a balanced** presentation.



Images

Size and placement

IMPORTANT!!

Avoid overcrowding slides with too many images!!

Don't do this.



Do this instead.



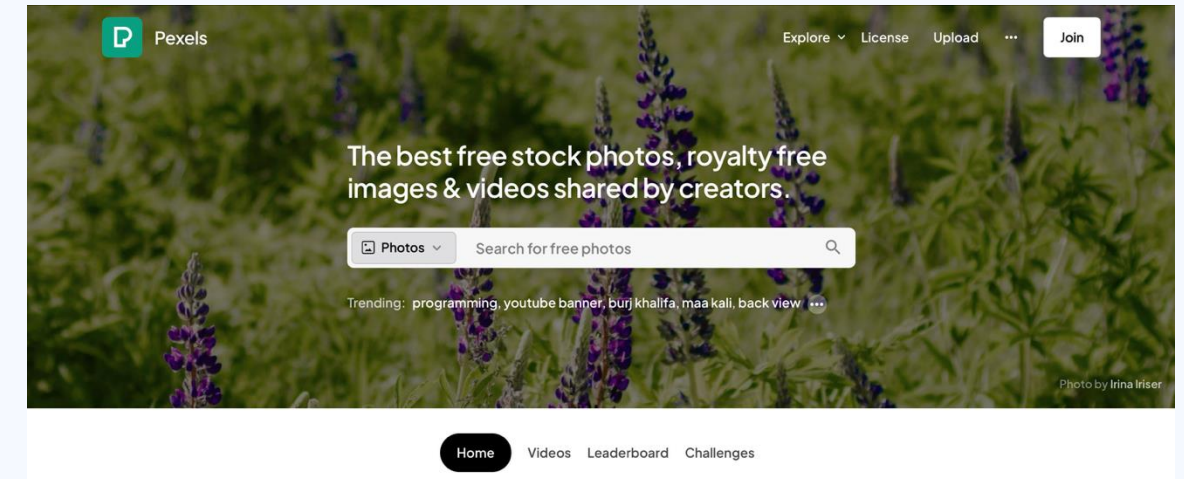
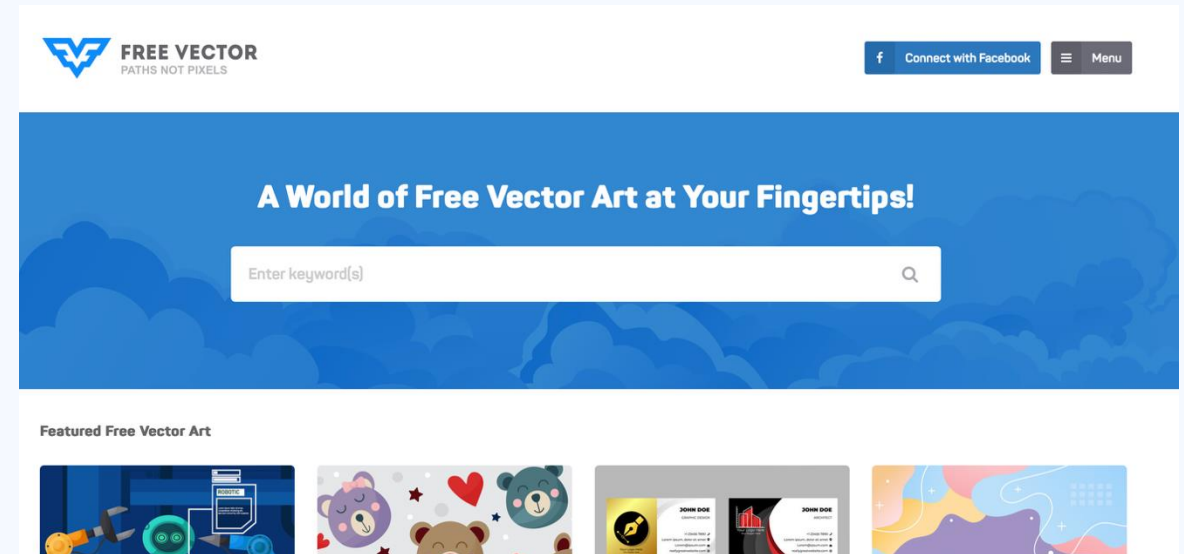
Images

Extra

Where can I get images for free?

- Free vector – good for illustrations
- Pexels – good for photos

TIP: Always use high quality images!



Visual Elements



**Find what is
wrong or right!**

Non-legible font.
Image with low quality.

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Image too complex and
bright colors.
Title is hard to read.

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Image is not the main focus.
Title is easy to read.
Text hierarchy.

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Image is complex but still
easy to read the title.
Text hierarchy.

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Visual Elements on a Presentation

Take home message



Visual Consistency

Maintain a consistent visual style throughout the presentation. Consistency builds a sense of professionalism and helps the audience follow along.

Minimal text

Keep text to a minimum on each slide. Use visuals to convey concepts whenever possible, and use text to support, not replace, your spoken words.

Less is more

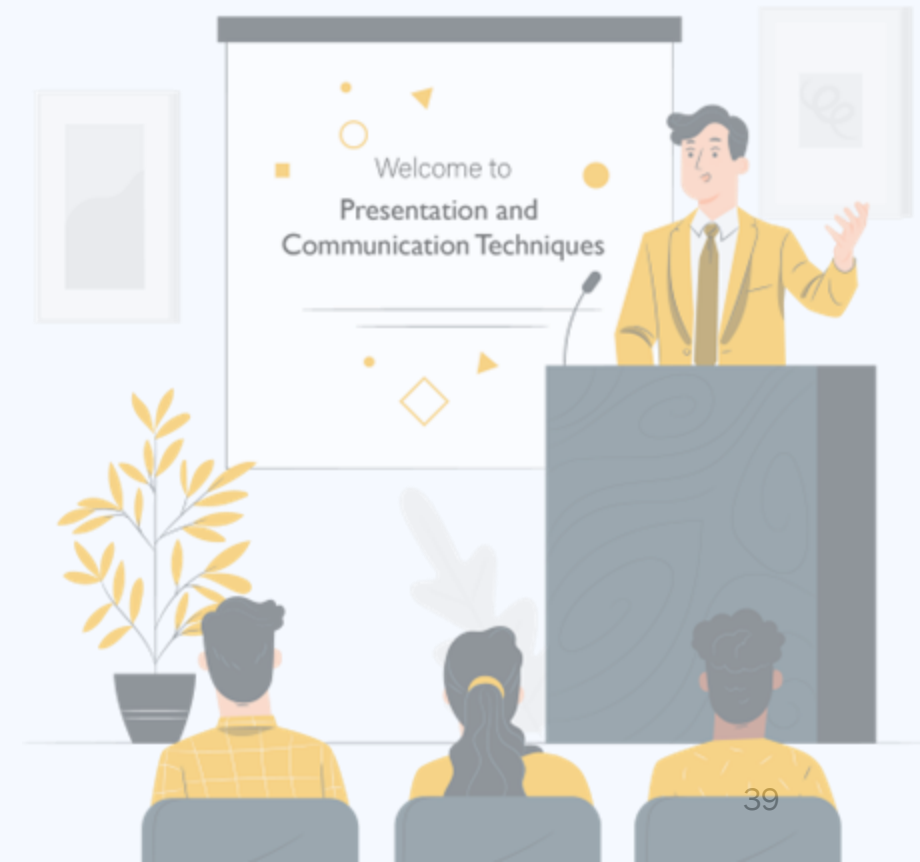
Keep slides uncluttered, and limit the amount of content on each slide. Use bullet points and concise statements.

Questions?



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Intro: Animations and Transitions

Animation

Animation refers to the **movement applied** to individual objects.

Proper use of animation can **bring attention to key points** and make the presentation more dynamic.

Transition

Transition refers to the visual effect that occurs when **moving from one slide to the next**.

Transitions help create a **smooth** and visually pleasing **flow** between slides during the presentation.

Animations

Do we need to use animation on our slides?

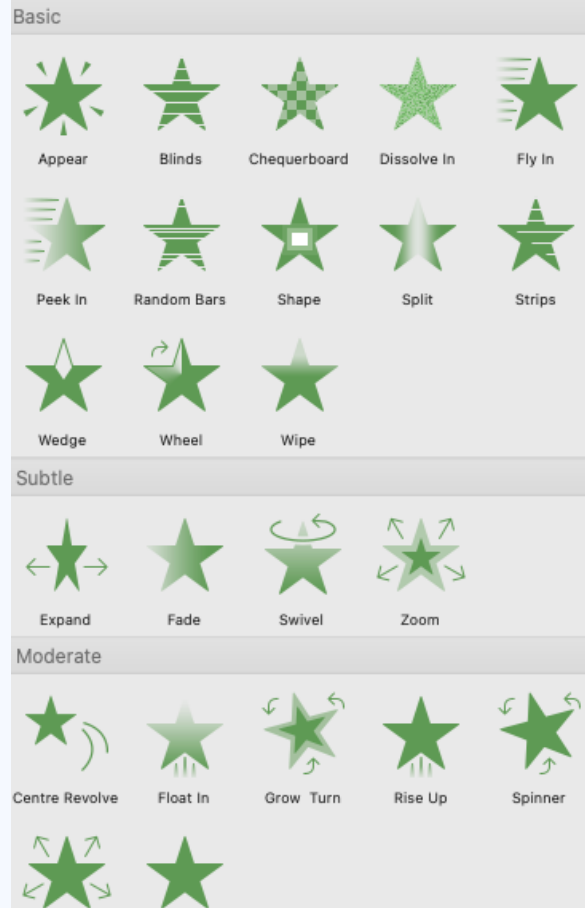
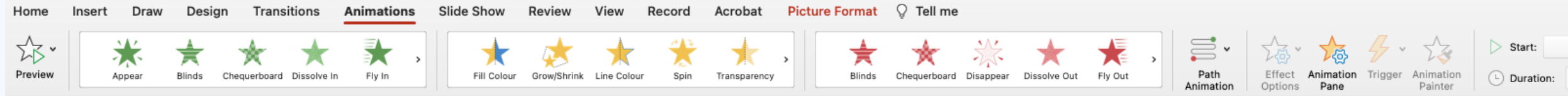
No



**But it can help
focus on one
subject at a time.**

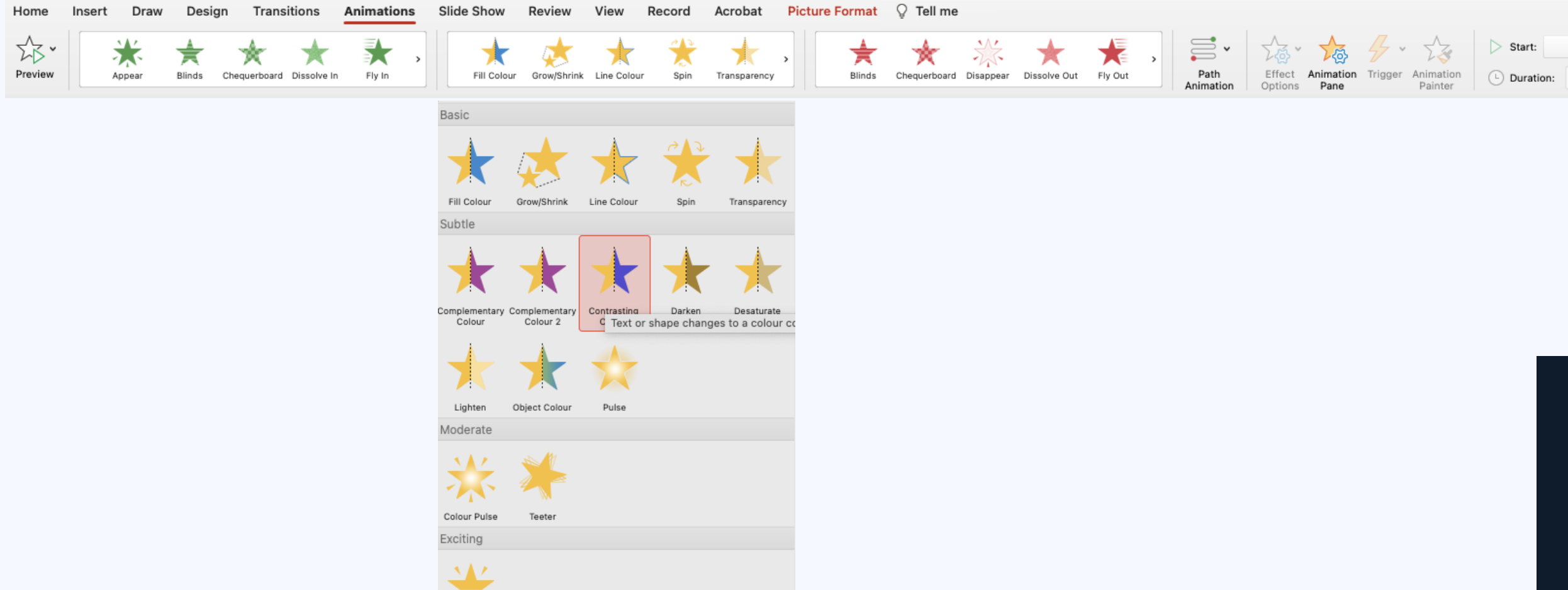
Animations

Entrance



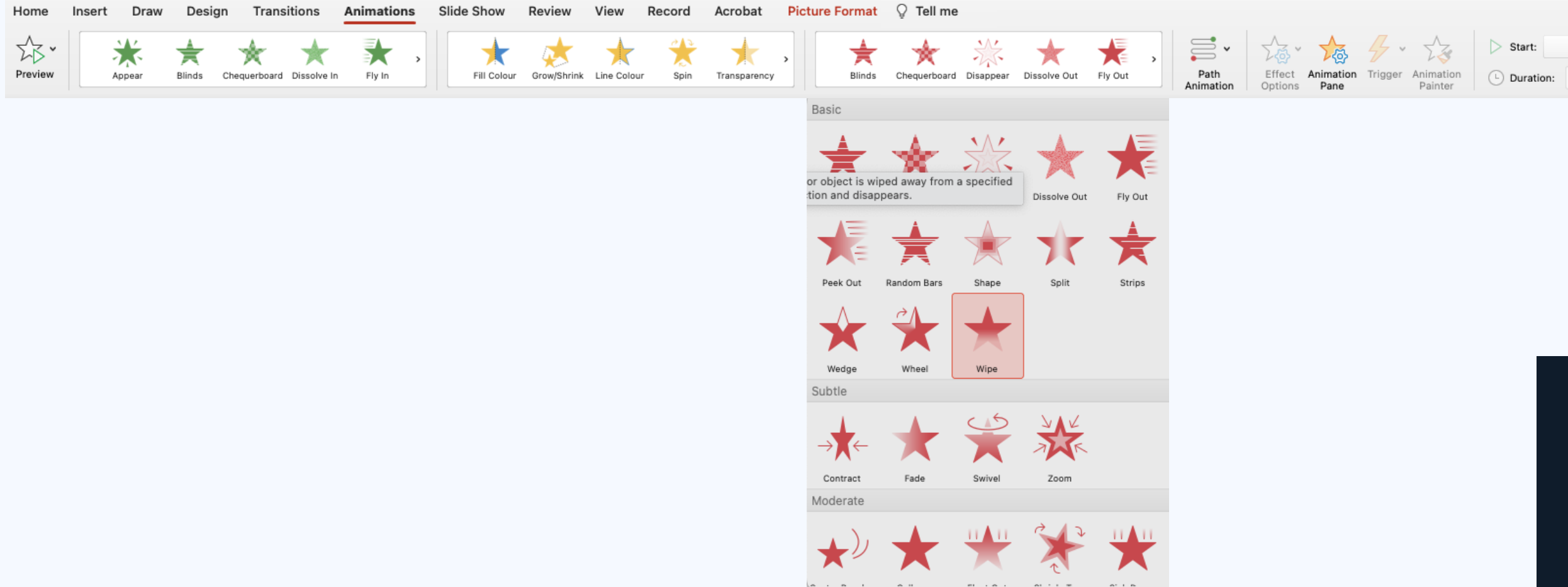
Animations

Emphasis



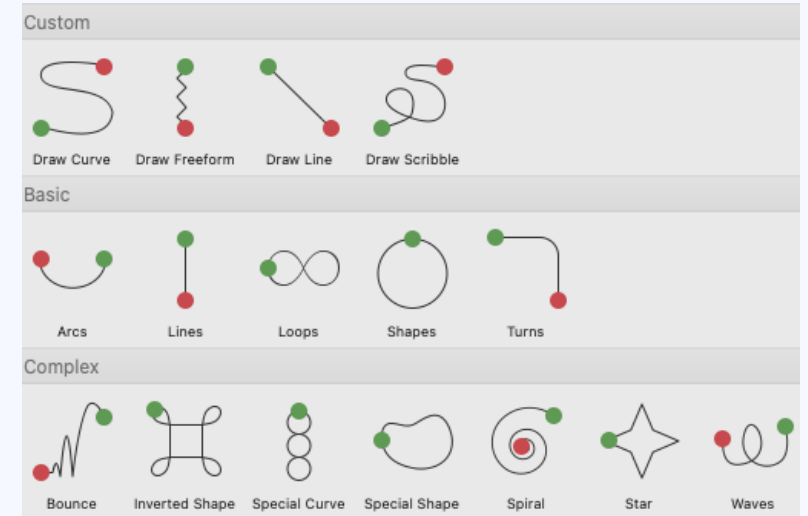
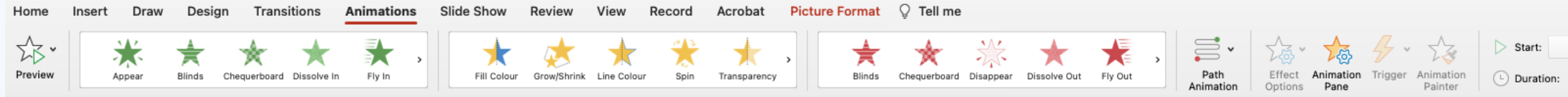
Animations

Exit



Animations

Motion paths



Animations

Animation pane

The image displays the 'Animations' panel in a software application, divided into a toolbar and a settings pane.

Toolbar: Contains several animation effect icons: 'Fly Out' (red star), 'Path Animation' (green line), 'Effect Options' (blue star with gear), 'Animation Pane' (orange star with gear, highlighted with an orange box), 'Trigger' (yellow lightning bolt), 'Animation Painter' (grey star with brush), and a 'Start' button (green play icon). A 'Duration' label with a clock icon is also visible.

Animations List: A table listing 8 animations, each with a number, a green star icon, and a name. The 4th animation is selected.

1		Oval 7	
2		The Lungs: Respiratory S...	
3		Oval 9	
4		The Liver: Liver Anatomy...	
5		Oval 10	
6		The Brain: Anatomy of th...	
7		Oval 11	
8		The Heart: Structure and...	

Settings Pane: A detailed configuration area for the selected animation, organized into sections:

- Effect Options:** Includes 'Property' (dropdown), 'After animation' (dropdown, set to 'Don't Dim'), 'Sound' (dropdown, set to '[No Sound]'), and checkboxes for 'Smooth Start' and 'Smooth End'.
- Timing:** Includes 'Start' (dropdown, set to 'On Click'), 'Duration' (dropdown), 'Delay' (input field, set to '0' seconds), and 'Repeat' (dropdown).
- Triggers:** Includes 'Start Effect' with three options: 'As part of click sequence' (selected), 'On click...' (with a dropdown set to 'Rectangle 3'), and 'On play of:' (dropdown).

Bottom Panel: A series of expandable sections: 'Effect Options', 'Timing', 'Triggers', and 'Text Animations'.

Animation

!!!!!! Use animations to support content, NOT distract from it.

The Lungs:

1. Respiratory System and Lung Function
2. Common Lung Diseases

The Brain:

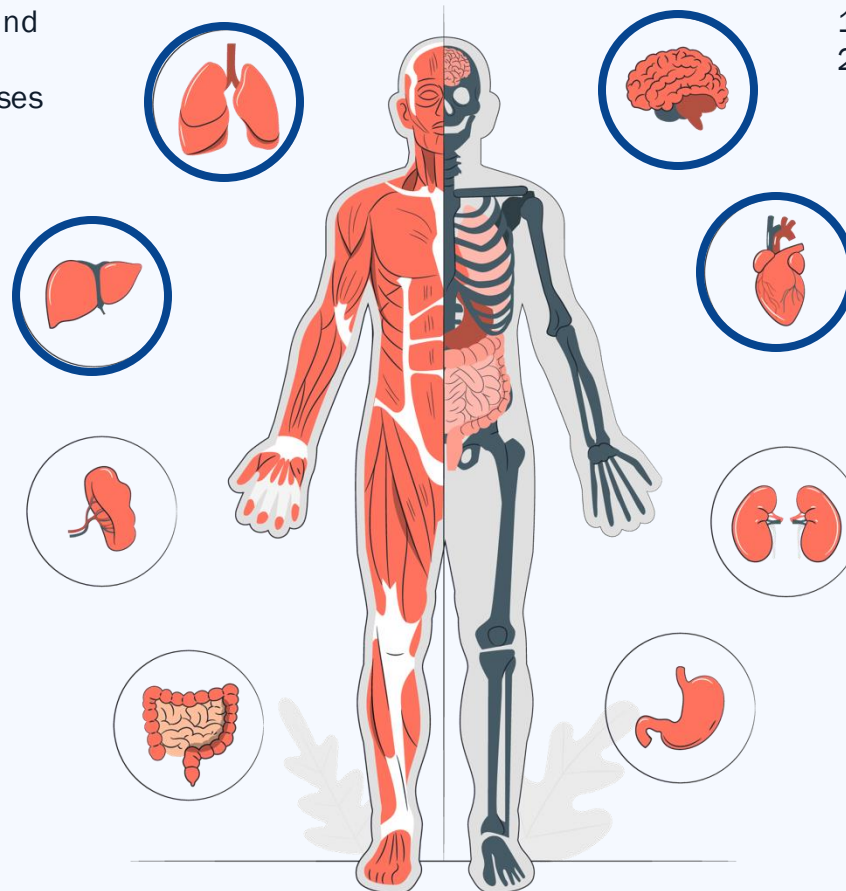
1. Anatomy of the Brain
2. How the Brain Processes Information

The Liver:

1. Liver Anatomy and Functions
2. Metabolic Roles of the Liver

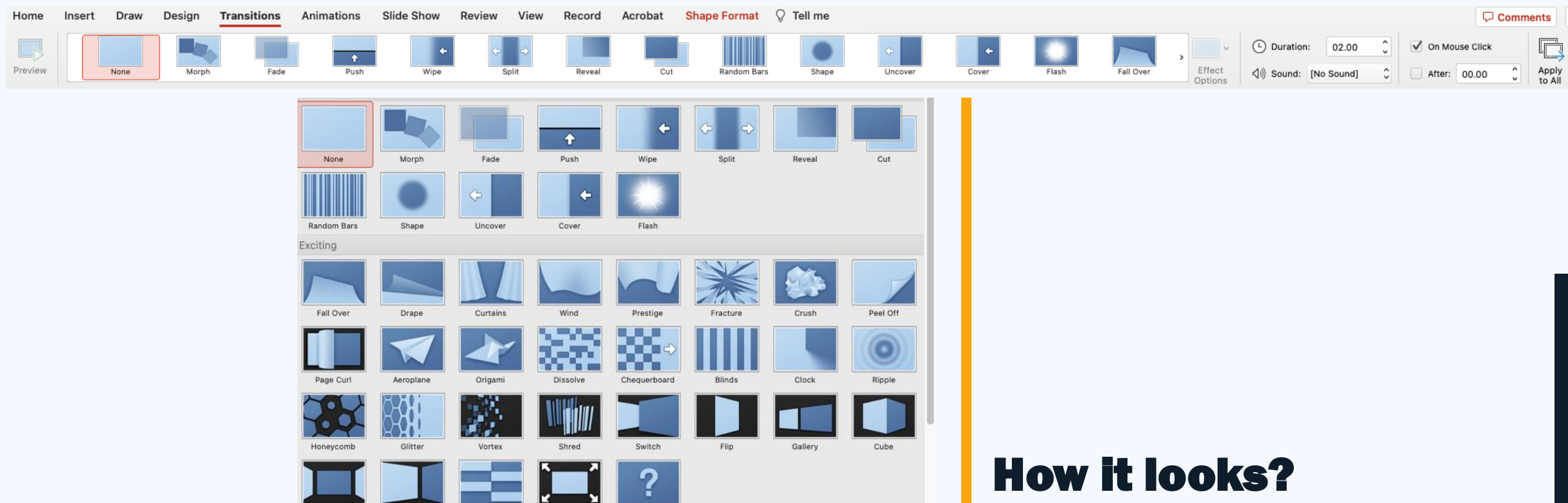
The Heart:

1. Structure and Function
2. Common Heart Diseases



Transitions

Transitions can add visual variety on a presentation.



How it looks?

FLORENCE





CONCRETE JUNGLE



Questions?

