Visual Persuasion: How to Use PPT to Enhance Your Teaching in Ways Consistent with Principles of Adult Learning

2025 Train the Trainers for Defenders Workshop Thursday, October 23, 2025



Seven Principles for Effective PPT Presentations

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Session Learning Outcomes

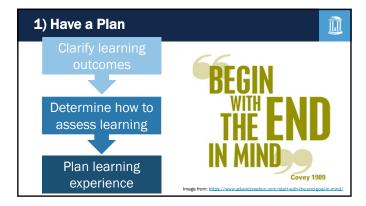


By the end of the session, you should be able to:

- 1
- Consider how to select and present content most effectively for presentations
- 2
- Identify strategies to keep participant attention focused on the content and their learning
- 3
- Determine how to best prepare a presentation for the desired impact

6) Know the Tool7) Know Yourself

7 Principles for Effective Presentations 1) Have a Plan 2) Keep it Simple 3) Control their Attention 4) Make it Engaging 5) Know your Audience



Color Consistent, limit to ~3, not only emphasis Contrast Solid backgrounds, good color choices Fonts Default to non-serifs, serifs for titles only Size Larger fonts (24+), sparing text Effects Simple effects to guide attention

3) Control Their Attention



- · Don't provide unnecessary text
- · Balance text or images based on your purpose
- Use images effectively
- · Use animations where appropriate
- · Remember: You are the presentation

4) Make it Engaging



Structuring an Impactful Session

- Warm-up connect to prior knowledge and experiences, set the context
- Chunk the delivery of content break content into focused chunks with time to chew
- Integrate active learning provide opportunities for further engagement
- Wrap-up tie everything together and assess learning

5) Know Your Audience



- · Request data on expected participants
- · Consider level of expertise or familiarity
 - · Balance challenge with support
- · Be sensitive to cultural diversity
 - Offer different options for participation and response
- Respond to verbal and non-verbal cues
- Anticipate questions

6) Know the Tool (PowerPoint)



- Keyboard Shortcuts
- Embed Hyperlinks or Action Buttons
- Embed technology (e.g., PollEverywhere)
- Explore the Arrange Menu
- Consider slide formats (including Slide Master)
- · Check accessibility

7) Know Yourself



- Practice how to prepare, begin, deliver, and wrap-up
 - · Check animations and transitions
- · Identify strengths and areas for improvement
- · Get feedback from:
 - Participants / audience
 - · From peers
- Keep learning
 - · Follow updates to tools
 - Note areas to improve and seek training or assistance

Additional Resources



- Tips for Creating and Delivering an Effective Presentation [Microsoft]
- Best Practices to Make PowerPoint Accessible to People with Disabilities [Microsoft]
- <u>Backward Design</u> [Center for the Advancement of Teaching Excellence | University of Illinois Chicago]
- <u>Mayer's 12 Principles of Multimedia Learning</u> [Digital Learning Institute]