

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



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FACULTY EXCELLENCE

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

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
- 6) Know the Tool
- 7) Know Yourself

1) Have a Plan



Clarify learning
outcomes

Determine how to
assess learning

Plan learning
experience

**BEGIN
WITH THE END
IN MIND**

Covey 1989

Image from: <https://www.sdayidcreation.com/start-with-the-end-goal-in-mind/>

2) Keep It Simple



- Color
- Contrast
- Fonts
- Size
- Effects
- Consistent, limit to ~3, not only emphasis
- Solid backgrounds, good color choices
- Default to non-serifs, serifs for titles only
- Larger fonts (24+), sparing text
- 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]
- [Backward Design](#) [Center for the Advancement of Teaching Excellence | University of Illinois Chicago]
- [Mayer's 12 Principles of Multimedia Learning](#) [Digital Learning Institute]
