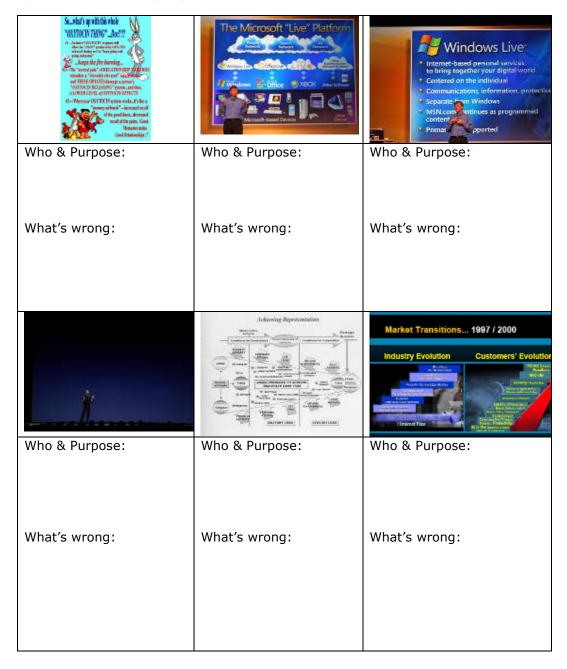
Business

PowerPoint Slides - Visual Mistakes Exercise

All but one of these slides has some serious problems. Can you guess who, their purpose and what's wrong with each slide?



Business

Answers and Ideas



Who: US conservative organisation

Purpose: To encourage partners to remain faithful to each

other. (I doubt this is obvious from the slide)

What's Wrong: The heavy use of irrelevant clipart, converted from a Word file, too much text and completely meaningless

jargon.



Who: Bill Gates (Microsoft)

Purpose: To explain the Microsoft Live Platfom

What's wrong: The diagram is too complicated, the pictures aren't

relevant to the product and they don't tell a story.



Who: Bill Gates (Microsoft)

Purpose: To explain the Microsoft Live Platfom

What's wrong: The bullet points are too long and a diagram

would have served him better.



Who: US Army

Purpose: Strategy in Iraq

What's wrong: The diagram is too complicated and should have been split into several slides. (It could then have been put

together) This would have been better given as a handout at the

end of the presentation.



Who: CISCO

Purpose: Comparing 1997 with 2007

What's wrong: There's no connection between the two

diagrams. To tell a logical story these diagrams should have been

formatted for easier comparison.



Who: Steve Jobs (Apple Macintosh)

Purpose: To talk

What's wrong: Nothing, by removing the visual aids he focuses attention on himself and what he is saying. This is a very useful

visual aid in itself for short periods.

Tip: When in a presentation you can press "b" for black and "w" to make the screen go black or white. You should use white for projectors and black for screens.