







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?

		
<p>Who & Purpose:</p> <p>What's wrong:</p>	<p>Who & Purpose:</p> <p>What's wrong:</p>	<p>Who & Purpose:</p> <p>What's wrong:</p>
		
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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 Platform

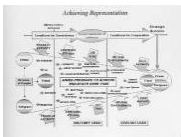
What's wrong: The diagram is too complicated, the pictures aren't relevant to the product and they don't tell a story.



Who: Bill Gates (Microsoft)

Purpose: To explain the Microsoft Live Platform

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.