Beyond Bullet Points

Creating Effective and Memorable Presentations
There is a growing body of research on how the brain learns with multimedia.
The design of PowerPoints should be compatible with how people learn.
Scientists say that people process data in two channels – visual and verbal.
The mind pays attention to only a few pieces of information from each channel.
People seek to actively process and make sense of information.
There are five research-based principles that help create effective presentations.
Write a clear headline that explains the main idea presented on the slide.
Break up information into digestible “chunks” of data.
Reduce visual overload by narrating content and moving text off-screen.
Use visual images that strongly correlate with the narrated information.
Cut everything out of your slides that does not support the main idea.
Create or modify a PowerPoint presentation using these principles.
Resources


• Psychological & Brain Sciences, UC Santa Barbara (Richard Mayer) [https://www.psych.ucsb.edu/people/faculty/mayer](https://www.psych.ucsb.edu/people/faculty/mayer)