HIGHLIGHT IMPORTANT WORDS IN POWERPOINT

Slides with lots of text on them are hard for audiences to comprehend quickly. There's simply too much information. Either people listen to the presenter and ignore the slide, or more likely (and worse), they read the slide and ignore the presenter.

The best solution is to put fewer words on a slide. It's easy to divide one slide into three, for example. Another important technique is to edit and remove unnecessary words. Remembering the rule; “Six by Six” – Six bullets and six words per bullet, if possible.

However, if you feel that you need to put a lot of text on a slide, you can help your audience get the most out of it by highlighting key words. Here are two techniques.

Use a different color for key words

An easy technique is to use a different color for key words. People quickly get the point by skimming these words. Simply select the key words and choose another color by clicking the Font Color button.

Animate a filled rectangle behind the words

Another method is to use custom animation to display a filled rectangle behind the key words. Follow these steps:

1. Choose Rectangle from the Insert tab> Shapes> Rectangle.
2. Drag across some key words to cover them with the rectangle.
3. Remove the outline and specify the fill of the rectangle. The color needs to be a strong contrast from the text, yet show up against the background. To remove the outline, use the Line Color button on the Format tab, use the Shape Outline button in the Shape Styles group, and choose No Outline. Use the Shape Fill button and choose an appropriate color.
4. Choose Slide Show>Animations> Custom Animation.
5. Choose Add Effect> Entrance> Wipe. You can choose any entrance animation you want, but keep it mild. Fade is nice as well.

6. Set the parameters for the animation at the top of the Custom Animation task pane. For Wipe, set it to wipe From Left. Then select Fast for the Speed setting.

7. Right-click and choose Send to Back.

8. Test the animation in Slide Show view.