

# The Psychology of Presentations

By

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## Truth!

You have the power to persuade your audience, change their emotions, and even quicken their heart beats!

## Why Presentations?

43% More Effective in Persuading An Audience Than Not Using  
Improves Retention

Text only 10%

Text plus Lecture only 20%

Text, Lecture, Visuals over 40%

Improves Comprehension

## Preparation

Get a feel for the room ahead of time

Try out all equipment - Have a backup

Support materials

White board, eraser, etc.

Proper screen size

Check backup disks

Everything placed correctly?

## Font Size

Depends on size of room - Keep simple

Rule of thumb:

Titles - 44 pt

Subtitles - 32 pt

Subheadings - 28 pt

## Font Style

Arial is the most common

Use a Sans Serif style font

Must be clear and legible

Can convey professional elegance and playful informality

## Color

One of the best reasons why visuals have such enormous

power

Colors clarify can guide emotional response

Check out [www.colormatters.com](http://www.colormatters.com) and you'll never look at colors the same way again.

## Which Colors?

Legibility

Graphics & text need to contrast w/B.G.

Darker backgrounds - light B.G. cause:

- Glare

- Make audience uncomfortable

- Same for highly saturated primary colors

Yellow on black is the ultimate contrast

## Limitations of Human Eye

Colors on opposite side of color wheel tend to vibrate - red/green

Black B.G. with blue graphics tend to be fuzzy

Red/Green color deficiency - 25% of male population:

- Red/Green

- Brown/Green

- Purple/Blue

## Background Colors

Reds - creates excitement/competition

- Demands attention

Blue - slows breathing & pulse

- Staleness

- Unoriginal

Green/Teals - stimulation & interaction

- Good for general discussion

- Good for trainers, educators

## Background Colors (Cont)

Black - Finality

- Can be interspersed among slides

- A neutral color

- Fade to black in movies

Brown - Passiveness & uneasiness

Purple - Immaturity & unimportance

## Foreground Colors

"Earth-to-Sky Theory

- Darker colors heavier than light one

Palette should include 1 or 2 bright colors  
Use with restraint

## Graphics

Breaks monotony  
Graphic Relief!

## Timing

### Research

7, 14, 21 seconds narration begins before slide change

7, 14, 21 seconds narration begins after slide change

Provide a little time for audience to read before beginning  
narration - 7 seconds after the slide change seems to be the  
best.

**Thank you!**

**Questions?**