

Guide to Creating a Study Slide Deck



Parkinson's Disease
Education Consortium



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

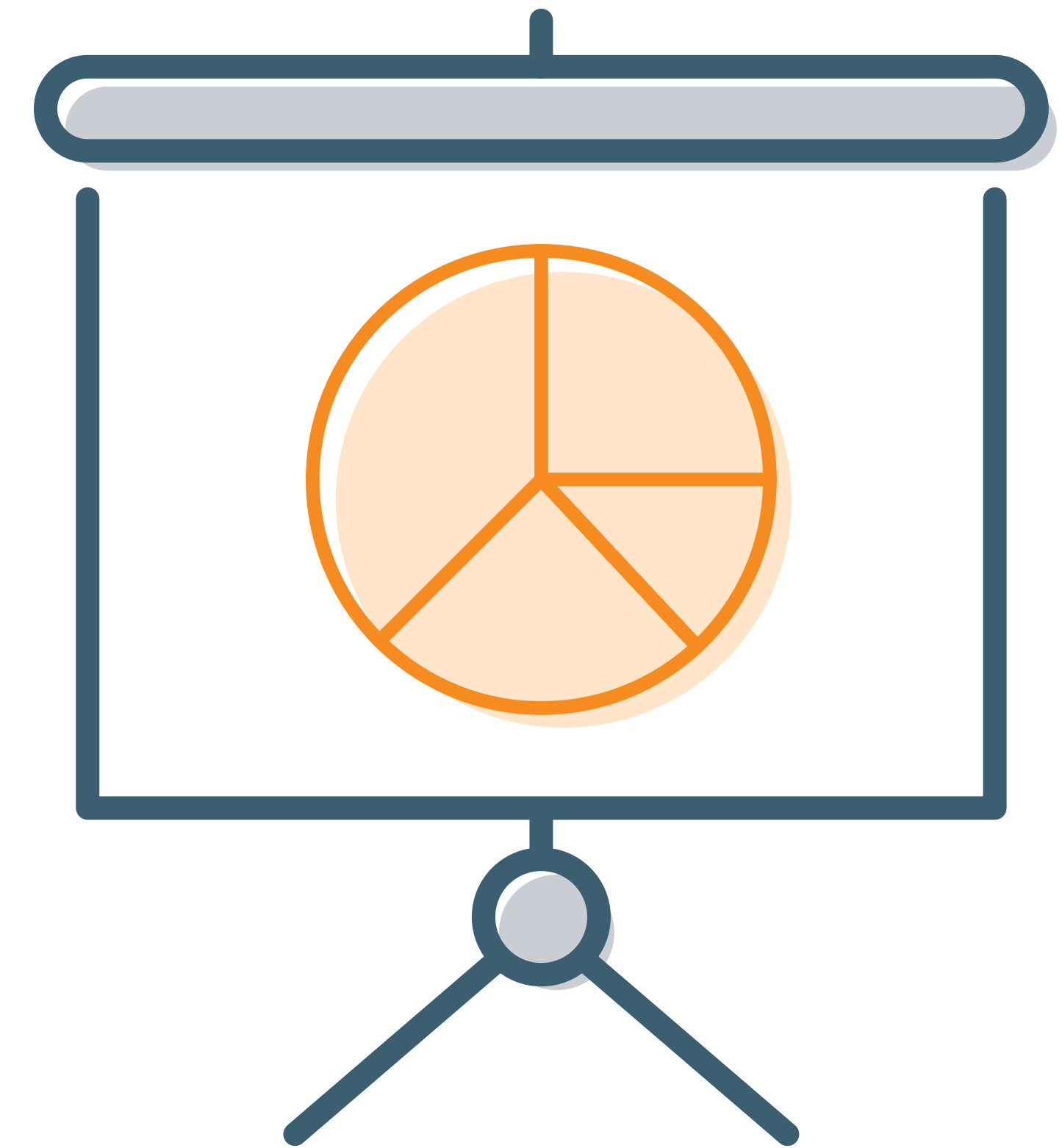
Guide Purpose

- ▶ Offer direction on how to develop slide deck presentations on research trials and studies for patients and care partners, or clinicians.
- ▶ Provide recommendations on optimal visuals and formatting for successful presentation delivery.



How to Use Study Slide Decks

- ▶ Recruit participants and care partners at in-person events, such as support groups, or through online webinars.
- ▶ Recruit participants through clinician referrals by presenting study details at events, such as grand rounds.
- ▶ Present study progress or results to participants, care partners or clinicians.



Tips for Successful Presentations

- ▶ Keep in mind the goals of the presentation (recruitment or education) and your audience (patients and care partners, or clinicians).
- ▶ Tailor content and optimize visuals to give a seamless and effective presentation.



Font

- ▶ Use Sans Serif font types, such as Calibri or Arial, which are easier to read when projected.
- ▶ Use 12 point or larger font size to ensure readability and be consistent with choice of font size and type.
- ▶ Use upper and lower case letters; CAPITALIZED words are difficult to read.
- ▶ Limit the use of special formatting, such as **bold**, *italics* and underline.

- ✗ Serif
- ✓ Sans serif
- ✗ Blackletter
- ✗ DISPLAY
- ✗ Monotype
- ✗ *|○⊗◻●▲



Color Scheme

- ▶ Avoid using **yellow**, **blue** and **green** in close proximity because they are difficult to read.
- ▶ Use font and background colors that contrast well, such as black font on a white background.
- ▶ Use study or site branding to maintain consistency across materials.
- ▶ Use one color scheme for the entire presentation.

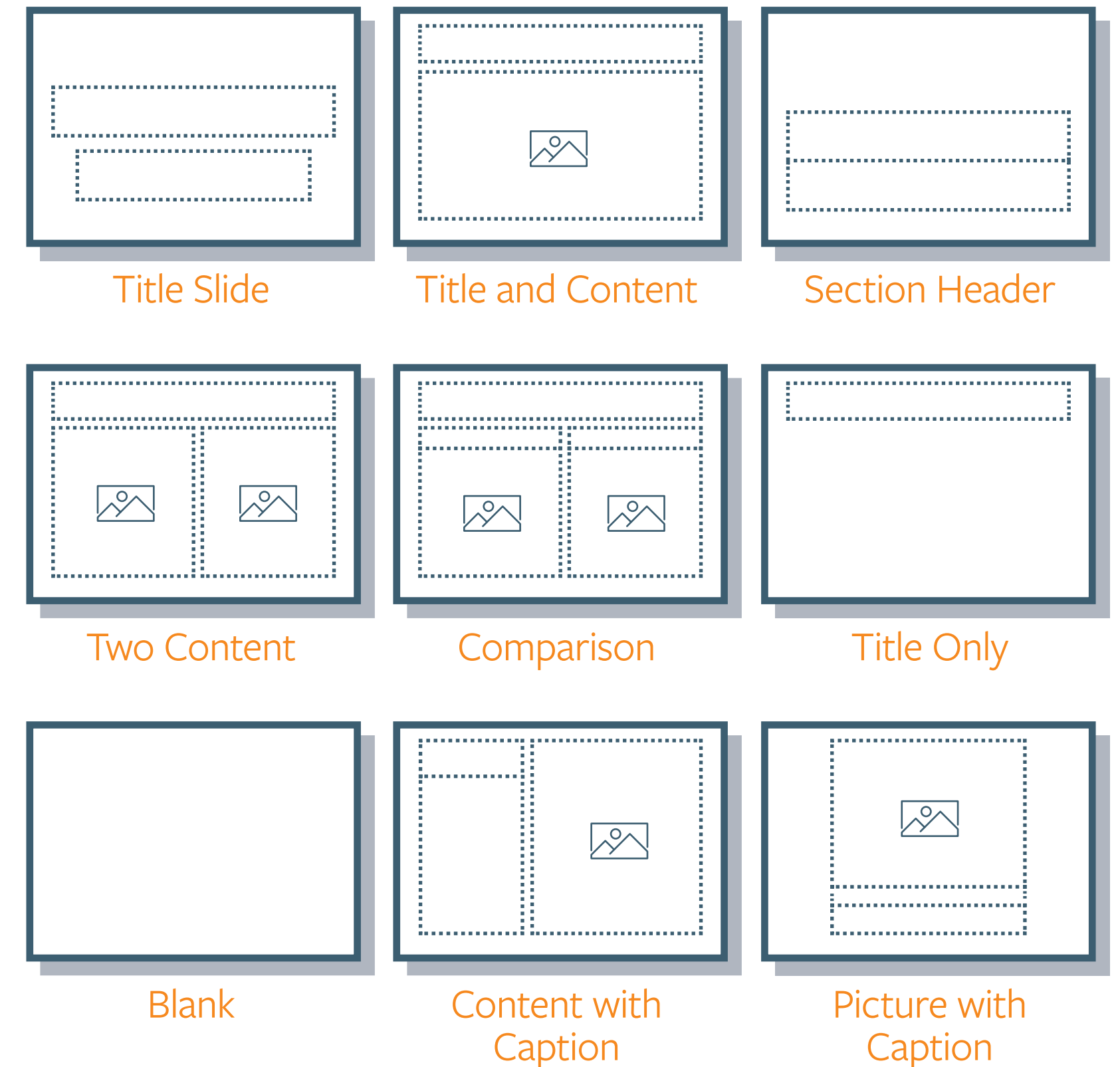
Difficult to
read

Easy to
read



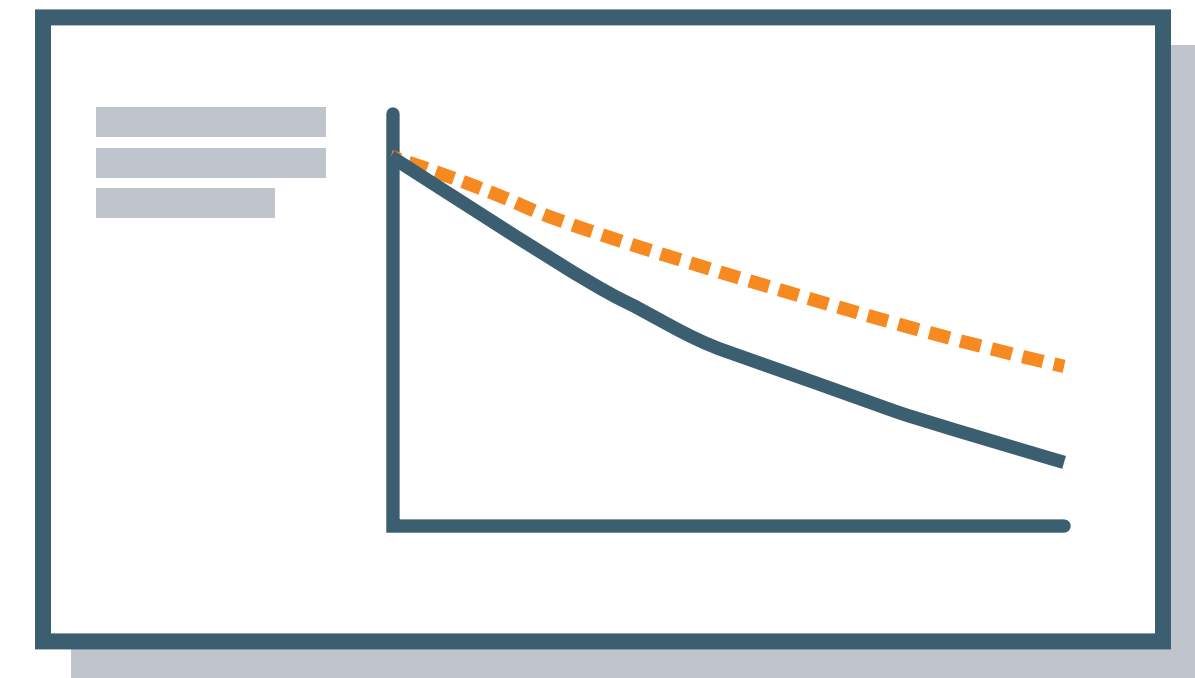
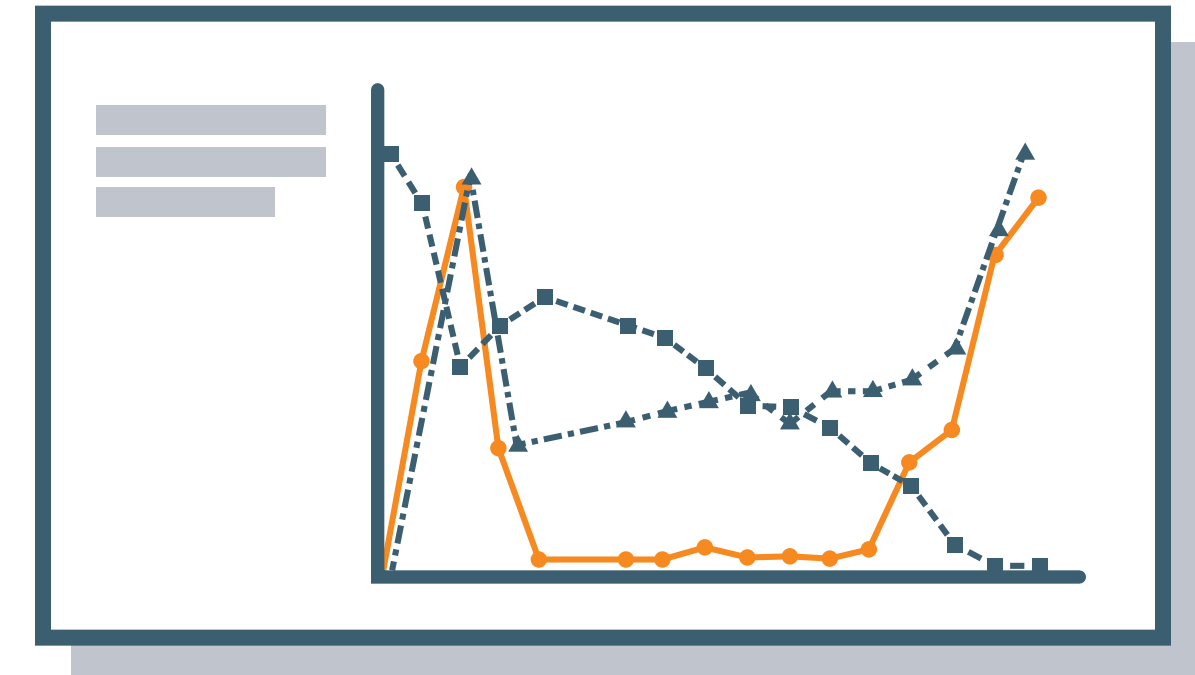
Layout and Length

- ▶ Use a preset slide layout for consistent content placement and fixed spaces between slide elements for maximum readability.
- ▶ Use bullet points rather than complete sentences to limit text on slides.
- ▶ Practice slide timing and be sure to leave at least 10 minutes for questions.
- ▶ Use slides as accompaniment to the verbal presentation.



Visual Aids

- ▶ Use graphs, charts and other images that are simple and easy to understand.
- ▶ Choose high resolution images; view presentation in “Slide Show” mode to check visuals.
- ▶ Find public domain images by using the “Bing Image Search” within PowerPoint or import them into the deck from other sources.



Delivery

- ▶ Tailor your presentation to your audience and their level of knowledge on the topic; define any unfamiliar or technical terms.
- ▶ Provide background information that is relevant to the goals of the presentation; do not read the slide text verbatim.
- ▶ Interact with the audience by posing questions and leaving time for questions at the end.
- ▶ Reinforce main points and provide clear action steps at the beginning and end of the presentation.



Additional Resources

See The Michael J. Fox Foundation's Recruitment and Retention Toolkit for additional resources:

- ▶ “Study Slide Deck Template” for guidance on developing slide content for a recruitment presentation
- ▶ “Webinar Slide Deck Template” for guidance developing slide content to provide study updates during retention

