OSAKA UNIVERSITY / MULTILINGUAL EXPERT PROGRAM
ACADEMIC ENGLISH SUPPORT DESK
NEWSLETTER

1. Useful English Presentation Tips

10-20-30 Rule for more effective presentations is a tip from Guy Takeo Kawasaki, Marketing specialist and author. He suggests that slideshows should:

Rule 1: **Contain no more than 10 slides**

Rule 2: **Last no more than 20 minutes**

Rule 3: **Use a font size of no less than 30 point**

…the 10-20-30 Rule can be used as guideline to help you stay focused on how an effective PowerPoint presentation should be: concise, to the point and not too wordy …

The thirty-point font rule is especially important. Many presenters try to jam as much text as possible into the slide, and then the presenter reads it. However, as soon as the audience figures out that you're reading the text, they read ahead of you because they can read faster than you can speak. The result is that you and the audience are out of sync. Force yourself to use no font smaller than thirty points. It will make your presentations better because it requires you to find the most salient points and to know how to explain them well.

Q&As in SUPPORT DESK sessions

Q: Which font is best to use for presentation slides?

A: Avoid using unusual or funny/fancy fonts such as Comic Sans Ms or Gill Sans. Instead use standard fonts such as Arial or even Times New Roman.

Why? The font you use has the purpose of being easily legible and conveying information to your audience. The font should not be distracting or catching unnecessary attention. Use standard fonts to make it easier for the audience to read. You can also mix Arial (Sans serif font) and Times New Roman (Serif font). Sans Serif fonts are typically used for headlines and serif fonts are used for the body. Newspapers have been using these fonts for centuries and readers are used to them.