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<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.6</td>
<td>Generally speaking, avoid complete sentences</td>
</tr>
<tr>
<td>7.7</td>
<td>Only use complete sentences for a specific purpose</td>
</tr>
<tr>
<td>7.8</td>
<td>Don’t put text in your slides to say what you will do or have done during your presentation</td>
</tr>
<tr>
<td>7.9</td>
<td>Avoid repeating the title of the slide within the main part of the slide</td>
</tr>
<tr>
<td>7.10</td>
<td>Use only well-known acronyms, abbreviations, contractions, and symbols</td>
</tr>
<tr>
<td>7.11</td>
<td>Choose the shortest forms possible</td>
</tr>
<tr>
<td>7.12</td>
<td>Cut brackets containing text</td>
</tr>
<tr>
<td>7.13</td>
<td>Make good use of the phrase that introduces the bullets</td>
</tr>
<tr>
<td>7.14</td>
<td>Avoid references</td>
</tr>
<tr>
<td>7.15</td>
<td>Keep quotations short</td>
</tr>
<tr>
<td>7.16</td>
<td>Deciding what not to cut</td>
</tr>
<tr>
<td>7.17</td>
<td>When you’ve finished creating your slides, always check your spelling</td>
</tr>
</tbody>
</table>

8 Using Bullets

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1</td>
<td>Avoid having bullets on every slide</td>
</tr>
<tr>
<td>8.2</td>
<td>Choose the most appropriate type of bullet</td>
</tr>
<tr>
<td>8.3</td>
<td>Limit yourself to six bullets per slide</td>
</tr>
<tr>
<td>8.4</td>
<td>Keep to a maximum of two levels of bullets</td>
</tr>
<tr>
<td>8.5</td>
<td>Do not use a bullet for every line in your text</td>
</tr>
<tr>
<td>8.6</td>
<td>Choose the best order for the bullets</td>
</tr>
<tr>
<td>8.7</td>
<td>Introduce items in a list one at a time only if absolutely necessary</td>
</tr>
<tr>
<td>8.8</td>
<td>Use verbs not nouns</td>
</tr>
<tr>
<td>8.9</td>
<td>Be grammatical</td>
</tr>
<tr>
<td>8.10</td>
<td>Minimize punctuation in bullets</td>
</tr>
</tbody>
</table>

9 Visual Elements and Fonts

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Only include visuals that you intend to talk about</td>
</tr>
<tr>
<td>9.2</td>
<td>Avoid visuals that force you to look at the screen</td>
</tr>
<tr>
<td>9.3</td>
<td>Use visuals to help your audience understand</td>
</tr>
<tr>
<td>9.4</td>
<td>Simplify everything</td>
</tr>
<tr>
<td>9.5</td>
<td>Use a photo to replace unnecessary or tedious text</td>
</tr>
<tr>
<td>9.6</td>
<td>Avoid animations</td>
</tr>
<tr>
<td>9.7</td>
<td>Make sure your slide can be read by the audience in the back row</td>
</tr>
<tr>
<td>9.8</td>
<td>Use maps to interest the audience and boost your confidence</td>
</tr>
<tr>
<td>9.9</td>
<td>Choose fonts, characters, and sizes with care</td>
</tr>
<tr>
<td>9.10</td>
<td>Use color to facilitate audience understanding</td>
</tr>
<tr>
<td>9.11</td>
<td>Choose the most appropriate figure to illustrate your point</td>
</tr>
<tr>
<td>9.12</td>
<td>Explain graphs in a meaningful way</td>
</tr>
</tbody>
</table>
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