SNAME Guidelines for PowerPoint Presentations

1.0 Introduction
This document provides guidance on good practices for preparing PowerPoint presentations.

Subjects covered include:
- SNAME Requirements for Presentations
- Number of slides versus presentation time
- Bullet lists
- Font selection
- Use of graphics
- Presentation dos and don'ts

These practices should be followed for SMC presentations and are recommended for other presentations.

2.0 SNAME Requirements for Presentations
The Society of Naval Architects and Marine Engineers is a professional society, and the SNAME Maritime Convention (SMC) is an annual meeting attended by maritime professionals with the intention of sharing knowledge for the improvement of the industry. In that spirit, SNAME has the following requirements for PowerPoint presentations at its events:

1. **Company logos** are allowed on title and closing slide only.
2. **Commercial trade names or trademarked materials** must be replaced with generic descriptions.
3. **Text** which is overtly commercial in tone or intent is prohibited.
4. **Content** must not overwrite the event logo in the lower right corner.
5. **Font theme and size** should be in accordance with those suggested in the SNAME Guidelines for PowerPoint Presentations and used in the template.
6. **For more information on SNAME Publication Policies, visit the SNAME Author Opportunities webpage.**

NOTE: For presentations in the Commercial Innovation Session requirements 1, 2, and 3 are waived.

3.0 Number of Slides versus Presentation Time
All technical presentations at the SNAME Maritime Convention are scheduled for 50 minutes[1]. Of this time period, 40 minutes should be used for the presentation and 10 minutes for questions and answers. It is generally accepted that an average of 1 minute per slide is reasonable for planning a presentation run time. Therefore, for the target presentation length of 40 minutes, SNAME would expect to receive a PowerPoint with approximately 40 slides of technical content.

SNAME reviews all presentations to ensure style, content, and length compliance: PowerPoint submissions that, in SNAME's opinion, do not meet the requirements will be returned to the author with comments where adjustments are needed.

4.0 Bullet Lists
Bullet lists are an ongoing source of readability issues. To ensure that the audience can read your bullet points and follow the presentation, NEVER put more than six (6) bullets, including sub-bullets, on a slide. Don't create an eye chart, if you have more points to make under a particular heading use additional slides.

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[1] Commercial Innovation Sessions are separate from the SMC 2025 Technical Sessions: they will be held in the Expo Hall and are limited to a maximum of 20 minutes.

5.0 Font Selection

Use the fonts preset in the template and various layouts are provided for you to use. They are:

- Title Slide:
  - Title Calibri Bold 47 pt
  - Presented by: Calibri Bold 20 pt
- Title and Content Template:
  - Heading: Arial 44 pt
  - 1st level bullet: Calibri 32 pt
  - 2nd level bullet: Calibri 28 pt
  - 3rd level bullet: Calibri 24 pt
  - 4th and 5th level bullets: Calibri 20 pt
- Comparison Template:
  - Heading: Arial 44 pt
  - Column heading: Calibri Bold 24 pt
  - 1st level bullet: Calibri 32 pt
  - 2nd level bullet: Calibri 28 pt
  - 3rd level bullet: Calibri 24 pt
  - 4th and 5th level bullets: Calibri 20 pt
- Two Content Template:
  - Heading: Arial 44 pt
  - 1st level bullet: Calibri 32 pt
  - 2nd level bullet: Calibri 28 pt
  - 3rd level bullet: Calibri 24 pt
  - 4th and 5th level bullets: Calibri 20 pt
- Title Only – Use for Large Graphics Template:
  - Heading: Arial 44 pt
- Blank Slide to be used where a slide heading is not wanted
- Default List Template – DO NOT USE THIS TEMPLATE (could not be deleted from POTX file – font sizes are too small)
- Thank you slide – end of presentation: use this slide as-is to end your presentation

Note: ONLY the title and thank you slides have a colored background, all other slides are "plain". This is intentional for simplicity and viewability under a wide variety of lighting conditions.

6.0 Use of Graphics

Graphics can greatly enhance a presentation, however, there are some simple rules governing their use:

- **For plots and charts:** Make sure that scales and axis labels are large enough to read.
- **Scanning:**
  - If you scan something, make sure the resolution is suitable for viewing on a large screen. This PowerPoint template is set to display with an aspect ratio of 16:9 (1920 x 1080 pixels). For clear, sharp images at the size of the projected image, *the higher the resolution the better*. Scaling up a small image to fill a large screen "stretches" the scanned pixels and can result in a blurry or pixelated image on screen: the minimum recommended scan resolution is 300 dpi. It is recommended that authors ensure that images as scanned are projected to about 3 m x 1.7 m (approximately 10 ft x 5.6 ft) to determine suitability: if the picture is not clear, it should be scanned at a higher resolution (or shown at a smaller size on the slide). Keep in mind that the higher the resolution, the larger the file size (double the resolution increases the file size by a factor of four), so to keep the scanned image to a reasonable size, there may need to be a

compromise between scan resolution and magnification on the slide.
- o **If you scan something that has copyright, authors need to obtain permission to use that image and credit the source.**

7.0 Presentation Dos and Don'ts

Presentations are complementary to the paper: they should cover the same information, but cannot be in the same detail as the paper due to time restrictions. Hit the most important points, or those which you think can be presented in a slightly different way, to enhance understanding or generate good questions. Here are some best practices that will help you create an interesting and informative PowerPoint presentation:

Dos
- Make bullet points clear – summarize the information and not more than a single line of text per bullet.
- Use clear and interesting graphics to illustrate your points.
- Make sure that text included on a graph or chart on a projected slide is fully accessible.
- Rehearse your presentation to colleagues: this helps get timing right and ensures the presentation is clear.
- Talk to your slides: a detailed description of a good graphic is a great way to keep an audience engaged.
- Look at the audience while you talk – you know the material well and the slide is visible on the computer on the lectern.
- Speak clearly (this can be greatly helped by rehearsing).

Don'ts
- Do NOT read your slides – the audience will do that for themselves – provide additional information related to the material on screen.
- Do not use graphs or charts that cannot be read from the back of a presentation room.
- Do not use blurry or pixelated pictures.
- Don't put more than six bullets on a single slide.
- Don't have any slides that are only text that the audience has to read (remember you should not read it to them).
- Don't fail to rehearse to get your presentation time close to the target 40fs minutes.

If you follow these "dos and don'ts" you will be able to give your audience an enjoyable and educational presentation and avoid giving them a "death by PowerPoint" experience!