



Instructions for use: Use the provided AAFP PowerPoint slide template and follow this style guide when preparing your presentation.

- **Slide Design:**

- Always use slide layout templates when creating slides. Never insert blank slides.
- Font size: 44pt for headings, 30+pt for body text
- Font: Arial
- Headers and Subhead Font: Adobe Garamond
- Do not use word art.
- Capitalize the first letter of each word in the slide titles (with the exception of articles).
- Check spelling (Use the spell check tool and have someone else review.)

- **Length of Presentation:**

- Consider the 10/20 rule.
 - 10 slides for every 20 minutes. This allows time for interaction and dialogue with the learners.
- Keep word slides visually clean and appealing.
 - Use slides for essential points.
 - Put more detailed information in handouts.
 - Use the notes section for your presentation notes and details.

- **Source Citations:**

- Always cite the source of your information.
 - Source citations must be noted on the slide in which the cited material appears.
 - Sources must be cited as footnotes in 12-point font and typed into a separate text box.
 - Do not include information from sources older than five years.
 - Exceptions are most recent guidelines greater than 5 years; historical perspective (i.e. citing a pioneer in the field)

- **Content:**


- Images (charts, diagrams, graphs, tables) should be used to illustrate what words cannot.
 - **Important note:** Images without copyright permission will not be included in course material.
 - Non-Clinical images will not be accepted.
 - Limit the use of special effects/movement and artwork (such as Clip Art).
- Use correct capitalization, punctuation, and spelling.
- Use clinical terminology.

- i.e. Instead of “do a work-up,” write “perform a physical examination.”
 - Abbreviate a term only on second reference. The first time it is mentioned, it should be spelled out.
 - i.e. blood pressure (BP)
 - Always include slides for the presentation’s introduction and conclusion.
 - Always list learning objectives on the slide before your presentation.
 - Place source citations and references on the last slide and include a list of suggested reading for attendees to conduct further research.
 - Drug names – use generic names when available. Trade names are included in parentheses on first mention if a generic is not available.
- **Be Prepared**
 - Remember the three Cs:
 - Clear
 - Concise
 - Complete series of slides
 - Rehearse before presenting.
 - Allow time for questions and answers.
 - Make your presentation interactive.
 - Engage the learners to think, process, and assimilate knowledge.
 - Get plenty of rest before your presentation.
 - If you are having fun, your audience is having fun!

Example of clean readable slide

Preeclampsia

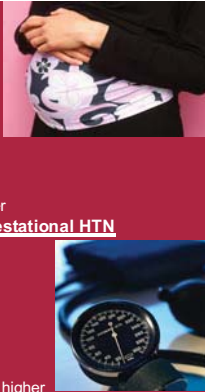
- Etiology
 - Poorly understood
- Diagnosis
 - Blood pressure (BP) level
 - Systolic 140 mm Hg or higher, or
 - Diastolic 90 mm Hg or higher
- Differentiating between chronic hypertension (HTN) and gestational HTN
 - Chronic presents before 20 weeks' gestation
 - Gestational presents after 20 weeks' gestation without proteinuria



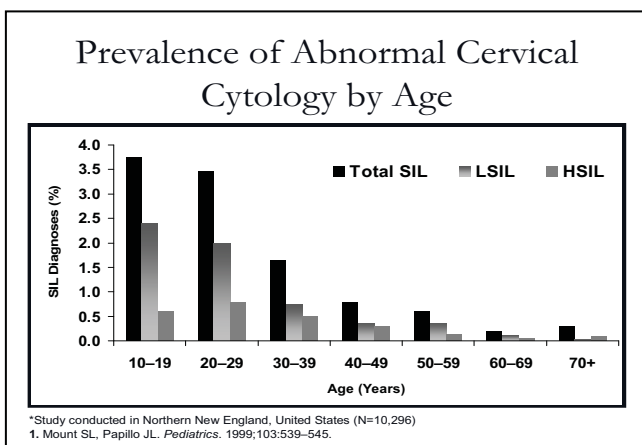
Example of hard to read slide

PE CAUSES AND DIAGNOSIS

- CAUSES
 - The causes of PE are poorly understood
- DIAGNOSIS
 - BP sys. 140 or higher OR BP dia. 90 or higher
- Differentiating between **chronic HTN** and **gestational HTN**
 - Chronic
 - Presents before 20 weeks
 - Primary or secondary
 - Often undetected prior to getting pregnant
 - Gestational
 - Presents after 20 weeks without proteinuria
 - Can turn into PE
- DEFINITION of **severe PE**
 - BP sys. is 160 or higher OR BP dia. is 110 or higher
 - Visual or cerebral disturbances
 - Oliguria
 - Proteinuria
 - FGR



Example of clear graph, with citations



American Medical Association (AMA) Style Guide Requirements for Source Citations

Journals

Print: Author(s). Article Title. *Journal Name*. Year;vol(issue No.): inclusive pages.

Online: Author(s). Article Title. *Journal Name*. Year;vol(issue No.): inclusive pages. URL. Accessed [date].

Books

Print: Author(s). *Book Title*. Edition number (if it is the second edition or above). City, State (or Country) of publisher: Publisher's name; copyright year.

Online: Author(s). *Book Title*. Edition number (if it is the second edition or above). City, State (or Country) of publisher: Publisher's name; copyright year. URL. Accessed [date].

Web Site: Author (or, if no author is available, the name of the organization responsible for the site). Title (or, if no title is available, the name of the organization responsible for the site). Name of the Web Site. URL. Accessed [date].

Other

Audio/Video/DVDs: Author(s). Title [media type]. City, State (or Country) of publisher: Publisher's name; copyright year.

Web Sites: Author(s), if given (often, no authors are given). Title of the specific item cited (if none is given, use the name of the organization responsible for the site). Name of the Web Site. Available at URL (provide URL name). Published (date). Updated (date).



Powerpoint

- Headers and subheads: Adobe Garamond
- Body copy: Arial
- Bullet points: Arial

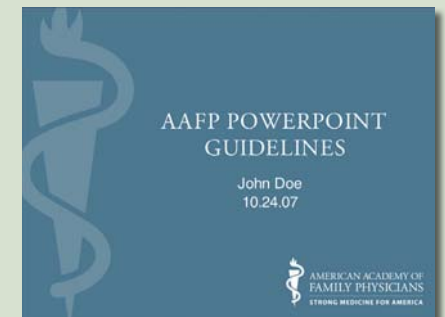
Cover Slide

Presentation title

39–42 point

Presenter/Date

26 point



Interior Slide

Typeface Color

Black

Highlight Colors

Red

Blue



Slide for Charts and Graphs

This slide does not feature the torch so that more room may be used for the graphics.

