

# General Formatting Requirements for Presentation Deliverables

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**Course:** BUS 497a  
**Title:** Capstone: Strategic Management (3 units)

“Above all else, show the data.”  
---Edward Tufte (1942-)

## Introduction

The presentations in BUS 497a are complex and detailed. It is not possible to give a case presentation in BUS 497a without the use of a presentation tool such as Powerpoint.

There is no single “best” way to generate a presentation deliverable; however, there are common practices that aid both the presenter and the audience. The purpose of this document is to enumerate the minimal requirements for all presentation assignments in this course. Students will lose points for not following the instructions below. Students that are stronger presenters have learned to allocate sufficient time (both lead time and re-writing time) to deliver quality work deliverables. At a minimum, quality work simply means “no sloppy errors.”

If this document is unclear, please contact the instructor.

## Opening Slide

Each printed presentation must have an opening (i.e., the first) slide. There is no single “one” format for this slide; in fact, some teams may choose a more professional format and some teams may choose a more creative format. Either is acceptable, as long as the following information is clearly identifiable—team number (and team name, if applicable), all of the team members (with the last name underlined), class # (or day/time identification), case name, and due date. The cover slide must not have a slide number.

## Style

The writing in oral presentations is less formal than the writing in written deliverables. However, students should avoid slang, trite phrases, and other terms that are not appropriate in a professional, managerial, and executive setting.

## Layout

Each slide, excluding the first slide, should have a slide number. Vertically, this slide number must be in the “footer” (or near the bottom) of each slide. Horizontally, this slide

number must be either in the center of the slide or on the right-side of the slide. The slide number can be in a font smaller than the font for the text on the page.

## **Fonts**

The text on the page should be in a sans-serif typeface, such as Verdana or Arial. The minimum size for all content is 18-point. A Courier (that is, “monospaced” or “fixed-width”) typeface may be used for special purposes, including that of displaying numbers that are aligned on a decimal place. The size of the Courier typeface may be smaller as needed to improve aesthetics and clarity.

## **Print Deliverable Format**

Presentations must be printed with either one (1) or two (2) slides per page. In Powerpoint, this is accomplished by selecting “File | Print,” selecting “Handouts” under “Print What,” and finally, selecting “1” or “2” under “Slides per Page.”

## **Print Quality**

All text on each page should be readable. There should be no areas on any page where the ink or the toner is poor or uneven.