SOMEWHERE, SOMETHING INCREDIBLE IS WAITING TO BE KNOWN

- CARL SAGAN

AGENDA

1. The aim of your PowerPoint presentation

2. Best practices for designing presentation slides

THE AIM OF YOUR POWERPOINT PRESENTATION

- Find balance between keeping the interest of your audience and maintaining their attention

- Enhance learning and understanding

CLICK ME

1. HAVE A TITLE PAGE THAT STANDS OUT

2. DON'T USE MORE THAN 6 LINES OF TEXT

This is too much. This is too much.

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Durso, Pop, Burnett & Stearman. (2011)
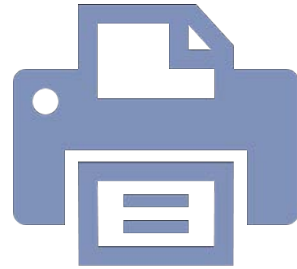
INSTEAD OF USING 6 LINES OF TEXT

- **Highlight** key points

- Use brief bullet points

- Use figures and images

3. USE SANS SERIF FONTS (NO MORE THAN 2 DIFFERENT FONTS)

Serif font are better for print and body text

Sans serif font are better for text and titles displayed on screen

Durso, Pop, Burnett & Stearman. (2011)

SERIF FONT

Serif font are better for print and body text

COMPARE SERIF FONT

VS

SANS SERIF FONT

- Sans serif font are better for text and titles displayed on screen

- E.g: Tahoma, Verdana, Ariel, Microsoft Sans Serif

4. SIZE FONTS APPROPRIATELY

Most people

Make fonts

TOO BIG

Or

TOO SMALL

Durso, F., Pop, V., Burnett, J., Stearman, E. (2011)
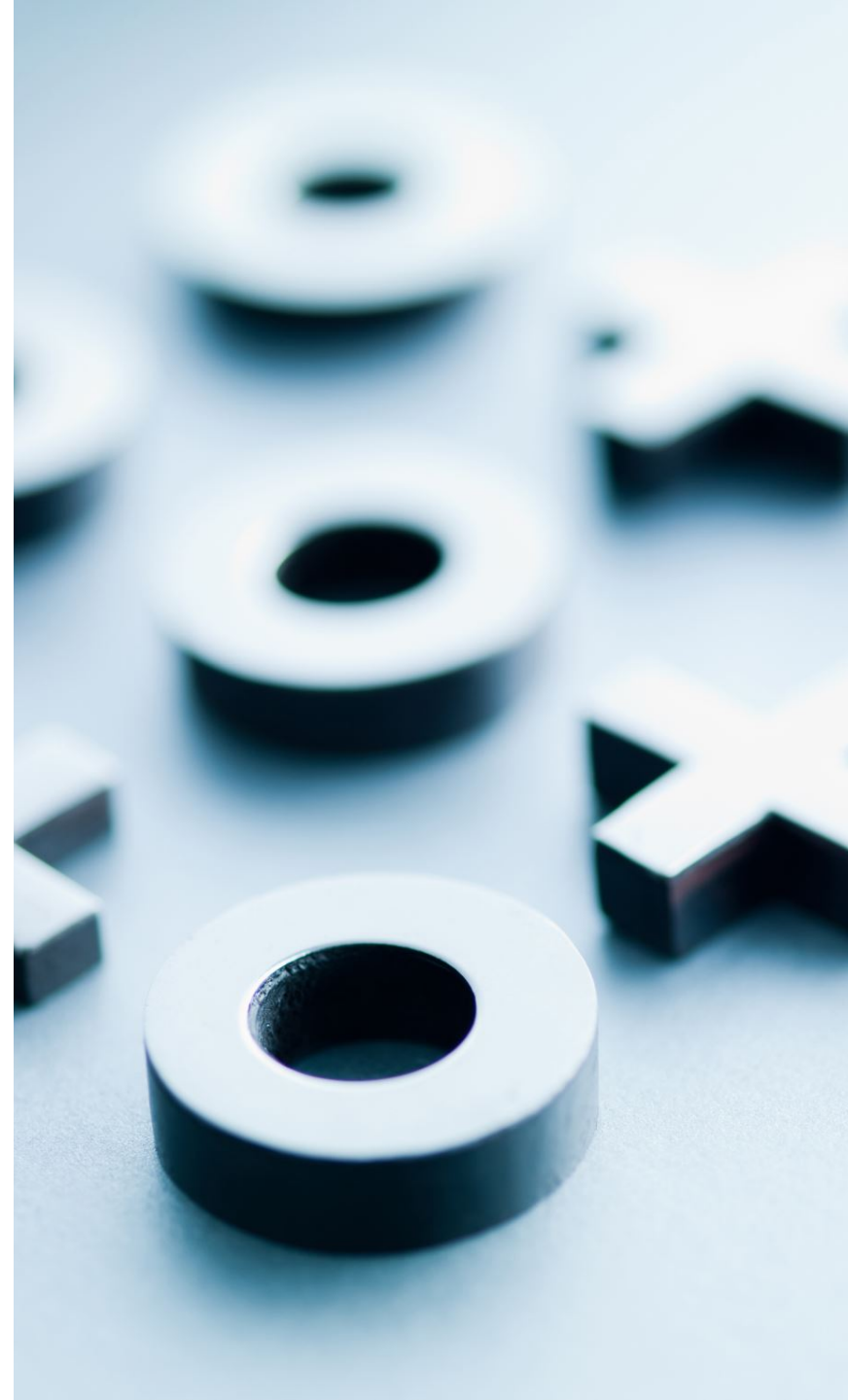
PREFERRED FONT SIZE FOR HEADERS : 36-44PTS

Preferred font size for main copy and bullets: 18-24 pts

5. MAINTAIN A STRONG CONTRAST BETWEEN TEXT AND BACKGROUND

- For your message to pop, you need high level of contrast between your text and the background

CAN YOU SEE THIS?

HOW ABOUT NOW?

HOW ABOUT NOW?

(BOLD + TEXT DROP SHADOW)

6. USE NO MORE THAN 5 COLORS

- A harmonious palette can easily enhance the look of your entire presentation

- Refer to "How to choose the right colors for your PowerPoint presentation" resource for more guidance

How to choose the right colors for your PowerPoint presentation

Resource

THREE TO FOUR COLORS IS SUFFICIENT FOR PRESENTATION

Too many colors on your slide can be distracting

INSTEAD...

THREE TO FOUR COLORS IS SUFFICIENT FOR PRESENTATION

It is all you need to keep it simple

COLOR DESIGN: COLOR PSYCHOLOGY

Blue:

- Seen as reliable and dependable

- Mostly used in tech, financial institutions and insurance companies' logos and promotional materials

Lerner. (2013).

COLOR DESIGN: COLOR PSYCHOLOGY

Yellow, orange & Gold:

- Cheerful and playful associated with fun and vitality.

- Attention getting colors

- Mostly used for presentations dedicated to youth or children

Lerner. (2013).

COLOR DESIGN: COLOR PSYCHOLOGY

Green:

- Associated with freshness, growth and renewal

- Mostly used to convey organic/sustainable products or found in environmental organization logos

Lerner. (2013).

COLOR DESIGN: COLOR PSYCHOLOGY

Red:

- Associated with love, vitality or vice and danger.

- Mostly used to grab attention and can stimulate appetite

Lerner. (2013).

COLOR DESIGN: COLOR PSYCHOLOGY

Purple:

- Associated with royalty and wealth

- Luxury brands and products

- Mostly used to convey exclusivity

Lerner. (2013).

COLOR DESIGN: COLOR PSYCHOLOGY

Black:

- The most neutral of all colors in eliciting an emotional response.

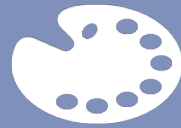- Used as a color to denote sophistication and finality

White:

- Calm and neutral color

- It conveys simplicity

- Mostly used for positive information where you want to purely focus on the message and not competing with a brand image

Lerner. (2013).

7. USE CONTRASTING TEXT COLORS TO DRAW ATTENTION

Use single color in your selected palette to emphasize important points in your text

Make sure to not <u>overdo it</u>

USE CONTRASTING TEXT COLORS TO DRAW ATTENTION

Your content is important. It can be easy to miss the point

INSTEAD...

USE **CONTRASTING** TEXT COLORS TO DRAW ATTENTION

- Your content is important. Isn't this better?

- Look where your eyes are going.

8. USE SINGLE IMAGES

- Your visuals tell a story

- Don't get carried away with too many on one slide

- Limit your designs to a single image with simple or no text

Schmaltz & Enstrom. (2014).

LET'S COMPARE

ABOUT E-LEARNING

VS

ABOUT E-LEARNING

9.USE VISUALS TO INCREASE EMOTIONAL APPEAL

- Visuals help support your message

- Enhance comprehension and retention

- Elicit emotional response and increases impact

- Use powerful visuals to get your point across
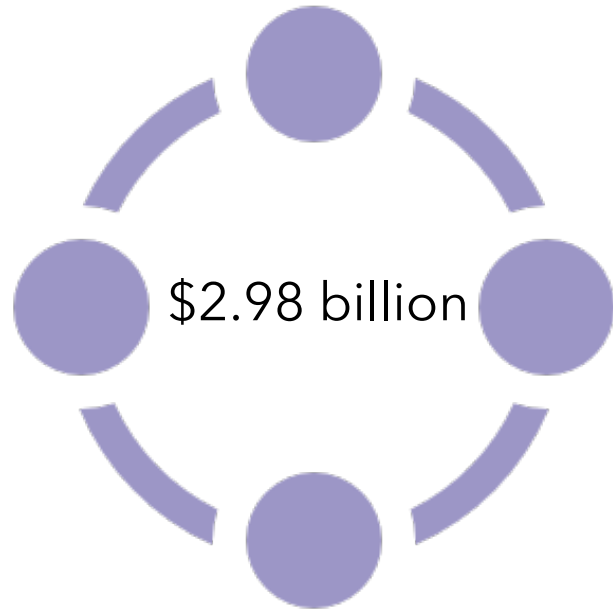
Schmaltz & Enstrom. (2014).

LET'S COMPARE

CALIFORNIA WILDFIRE DAMAGE COST IN 2018

- $2.97 billion

VS

CALIFORNIA WILDFIRE DAMAGE COST IN 2018

$2.98 billion

10. USE ANIMATIONS SPARINGLY

- Too many can be distracting to your audience

- Use animation on key elements on your slide

- Refer to "Transition and Animation: Silence Space Recital" for more guidance

Schmaltz & Enstrom. (2014).

11. LOGO PLACEMENT

- Avoid putting small logos on every slide
- Use a bigger logo on the first and last slide only

12. SELECT IMAGES AND GRAPHICS CAREFULLY

- The images used on slides must be consistent with the message of the presenter

- Verbal information supplemented with appropriate images is better retained than information presented simultaneously with both graphics and text

Schmaltz & Enstrom. (2014).

12. SELECT IMAGES AND GRAPHICS CAREFULLY

Avoid:

- Low-resolution images (no less than 1600 x 1200 pixels)

- Clipart or images with watermark

13. ENSURE THE JUXTAPOSITION OF TEXTS AND IMAGES

- Placing elements side-by-side combinations through images, matrices, tables, flow charts, and graphs
  - Enables to simultaneously present logical linkages between two or more different pieces of information

Knight, Paroutis & Heracleous. (2018).

EXAMPLE

13. ENSURE THE JUXTAPOSITION OF TEXTS AND IMAGES

Leadership & Teamwork

REFERENCES

Durso, Pop, Burnett & Stearman. (2011). Laws & Rules: Evidence-Based Human Factors Guidelines for PowerPoint Presentations. Human Factors and Ergonomics Society, 4-8.

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Williams & Hennig. (2015). Optimizing web site designs for people with learning disabilities. Journal of Research in Special Education Needs. Vol 5 (1). 25-36. Doi: 10.1111/1471-3802.12034