


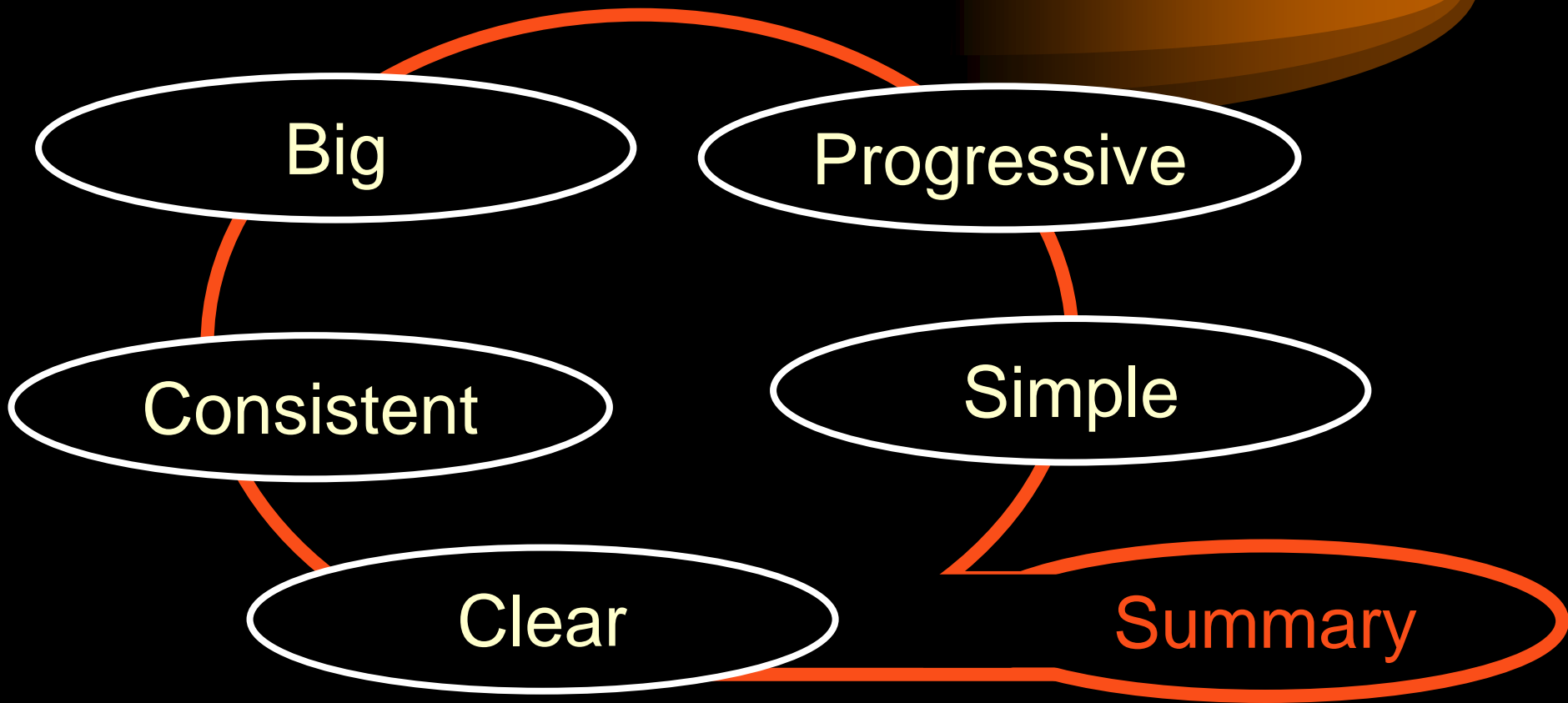
Designing Effective PowerPoint Presentations



K. Marsh, Glenforest Library

Adapted from Satajeet Singh's, "How to Design
Effective PowerPoint Presentations",
www.slideshare.net

Designing Effective PowerPoint Presentation



Make It **Big**



Make it Big (Text)



- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44

Make it Big (Text)

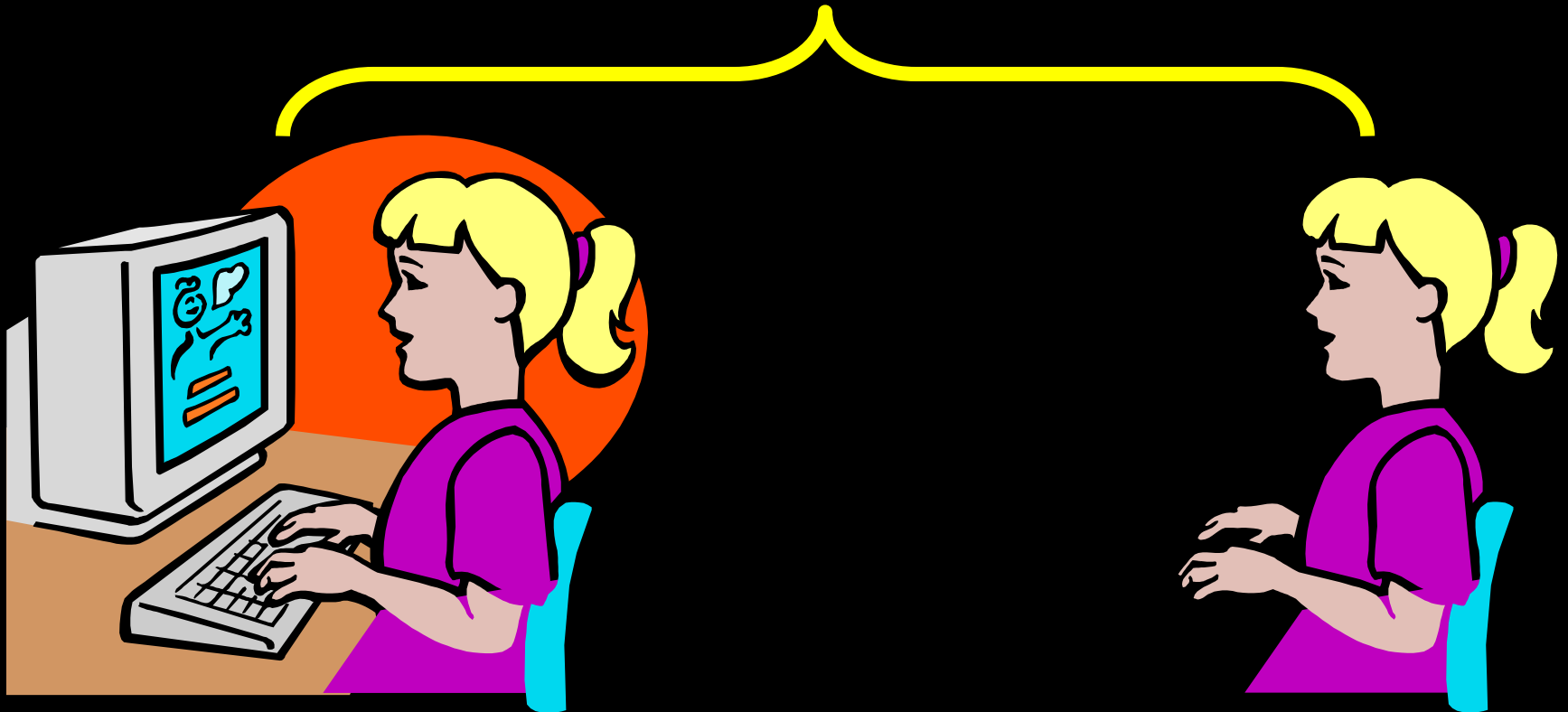
- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44



Too Small

Make It Big (How to Estimate)

- Look at it from 2 metres away
2 m



Keep It Simple



Keep It Simple (Text)



- Too many colours
- Too *Many* Fonts and Styles
- The 6 x 7 rule
 - No more than 6 lines per slide
 - No more than 7 words per line

Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems

and developing, evaluating, and managing learning

Too detailed !

problems in situations in which learning is purposive and controlled
(HMRS 5th ed.)

Keep It Simple (Text)



Instructional Technology:

A process

involving people, procedures & tools

for solving

Much Simpler

to problems in learning

(HMRS 5th ed.)

Falling Leaves Observed

	Christchurch	Dunedin	Wellington
January	11,532,234	14,123,654	3,034,564
February	1,078,456	12,345,567	16,128,234
March	17,234,778	6,567,123	16,034,786
April	16,098,897	10,870,954	7,940,096
May			6,456
June			3,656
July	8,890,345	15,347,934	18,885,786
August	8,674,234	18,107,110	17,230,095
September	4,032,045	18,923,239	9,950,498
October	2,608,096	9,945,890	5,596,096
November	5,864,034	478,023	6,678,125
December	12,234,123	9,532,111	3,045,654

Too detailed !

Falling Leaves in Millions

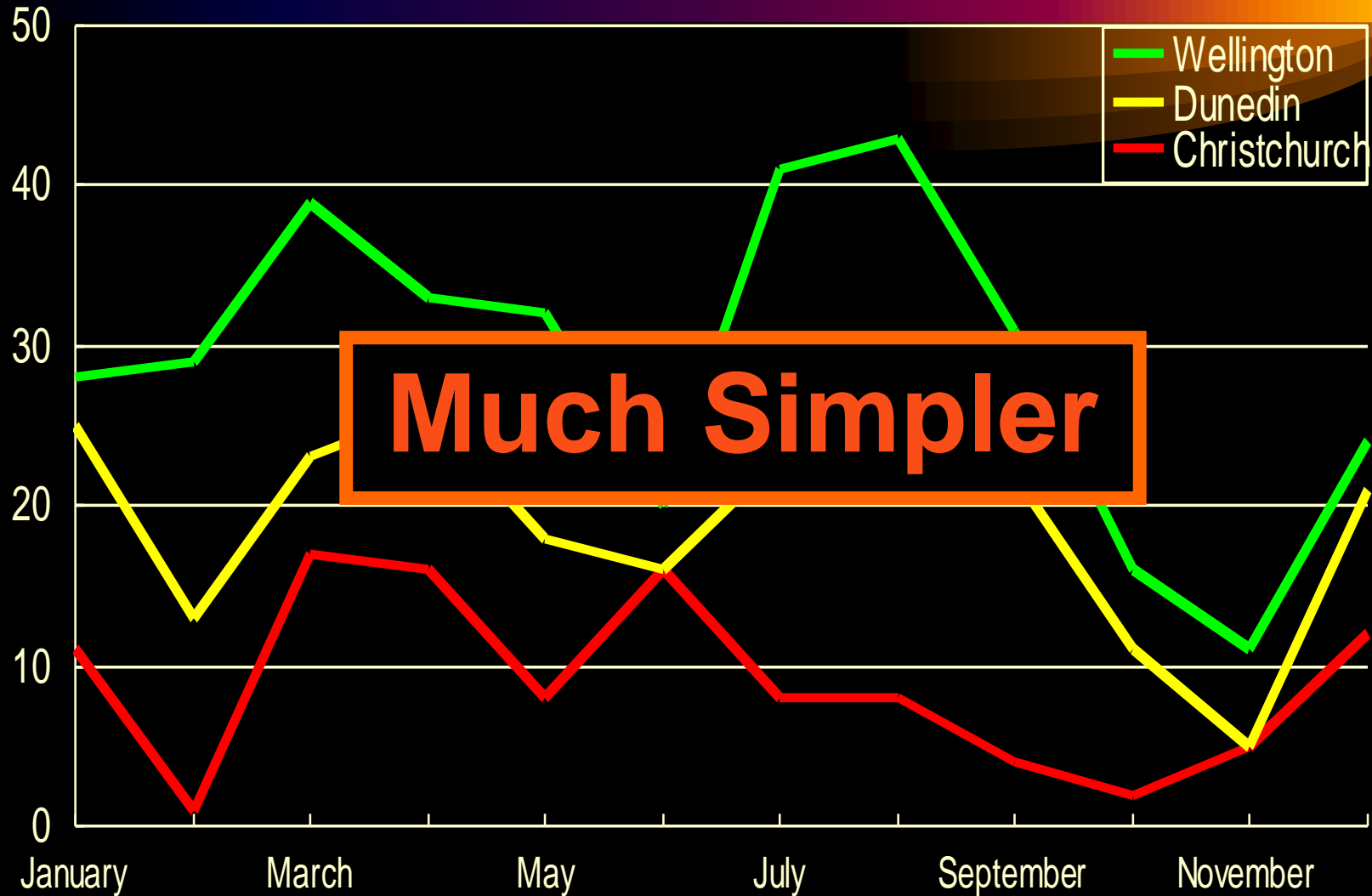
In 10 ⁶	Christchurch	Dunedin	Wellington
January	11	14	3
February	1	12	16
March	17	6	16
April	16	10	7
May			14
June			4
July	8	15	18
August	8	18	17
September	4	18	9
October	2	9	5
November	5	0	6
December	12	9	3

Much Simpler

Falling Leaves



Falling Leaves





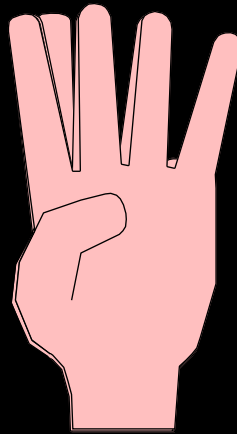
Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content



Keep It Simple (Sound)

- Sound effects may distract too
- Use sound only when necessary



Keep It Simple (Transition)



- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better

Keep It Simple (Animation)

2 m

Too distracting !



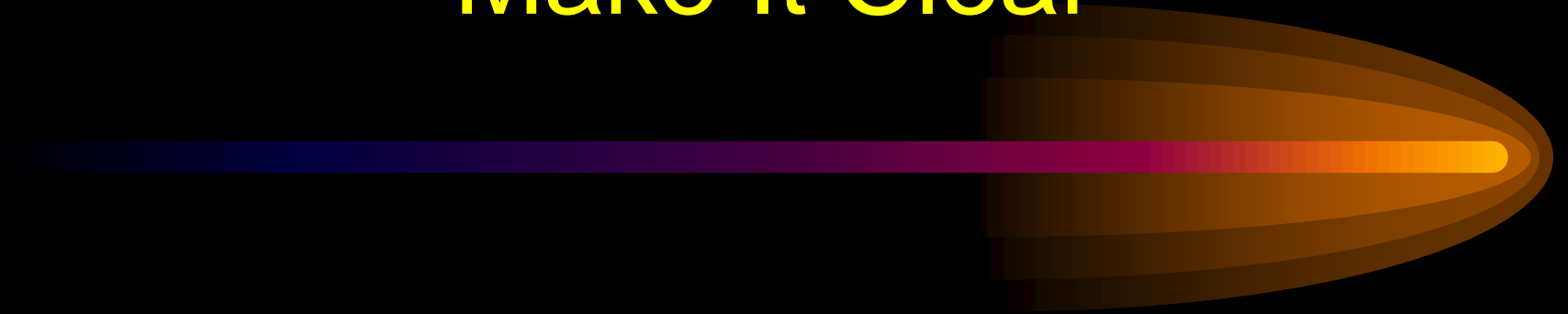
Keep It Simple (Animation)

2 m

Simple & to the point



Make It Clear



Make It Clear (Capitalisation)



- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
- Upper and lower case letters are easier

Make It Clear (Fonts)



Sanserif



Z

clear

Serif



Z

busy

Make It Clear (Fonts)

- Serif fonts are difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use **colours** to emphasise

Make It Clear (Numbers)

Use numbers for lists **with** sequence

For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door

Make It Clear (Numbers)

How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door

Make It Clear (Bullets)



Use bullets to show a list **without**

- Priority
- Sequence
- Hierarchy,

Make It Clear (Colours)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

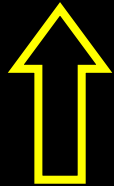
Make It Clear (Contrast)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours



high contrast



low contrast

Make It Clear (Contrast)



- Use contrasting colours
- **Light on dark vs dark on light**
- Use complementary colours

This is light on dark

Make It Clear (Contrast)

- Use contrasting colours

Light on dark vs dark on light

Use complementary colours

This is dark on light

Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours do not complement

Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours complement

Make It Clear (Size)

- Size implies importance



Make It Clear (Size)

- Size implies importance



Make It Clear (Focal Points)

- Focal points direct attention



Make It Clear (Focal Points)

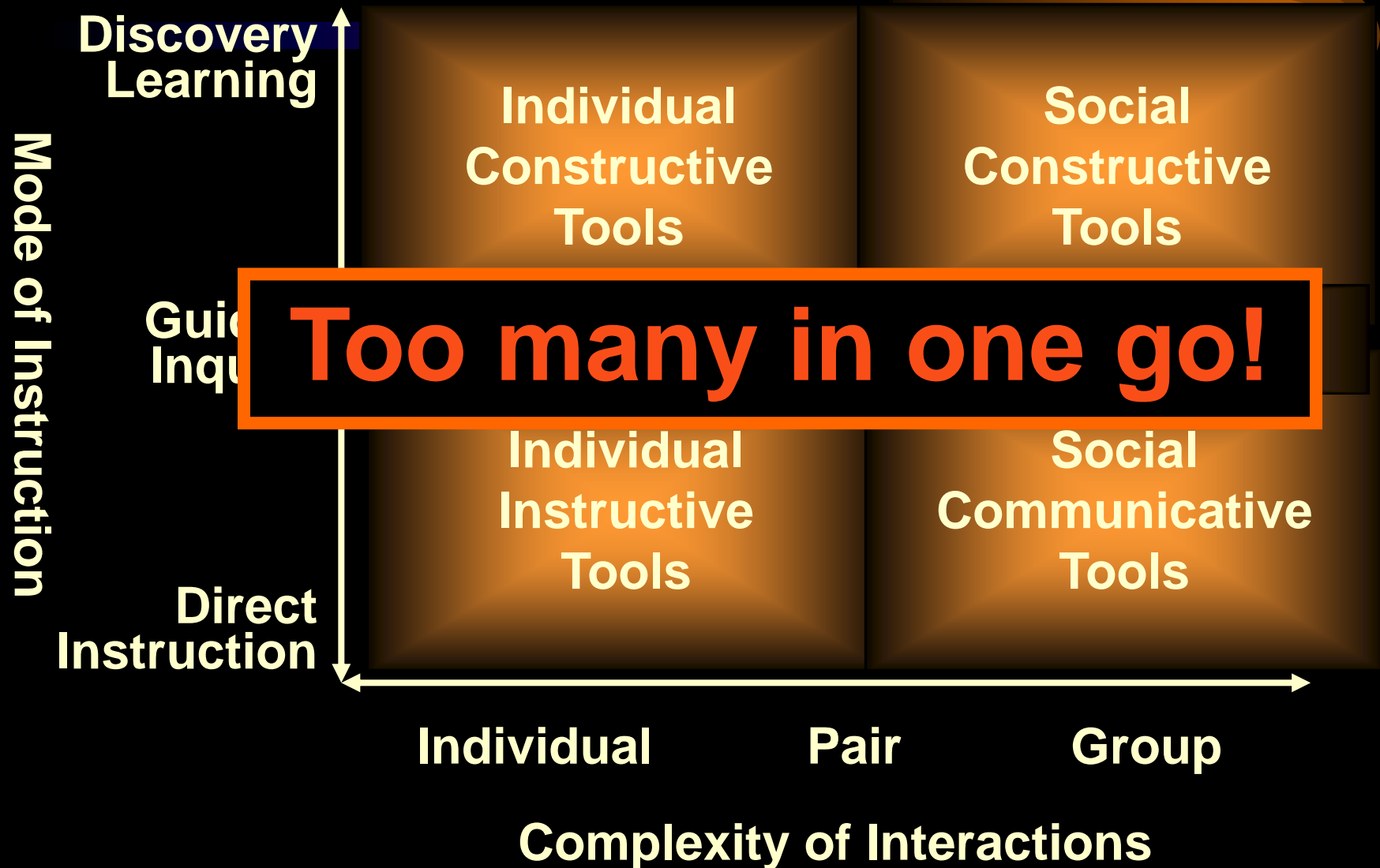
- Focal points direct attention



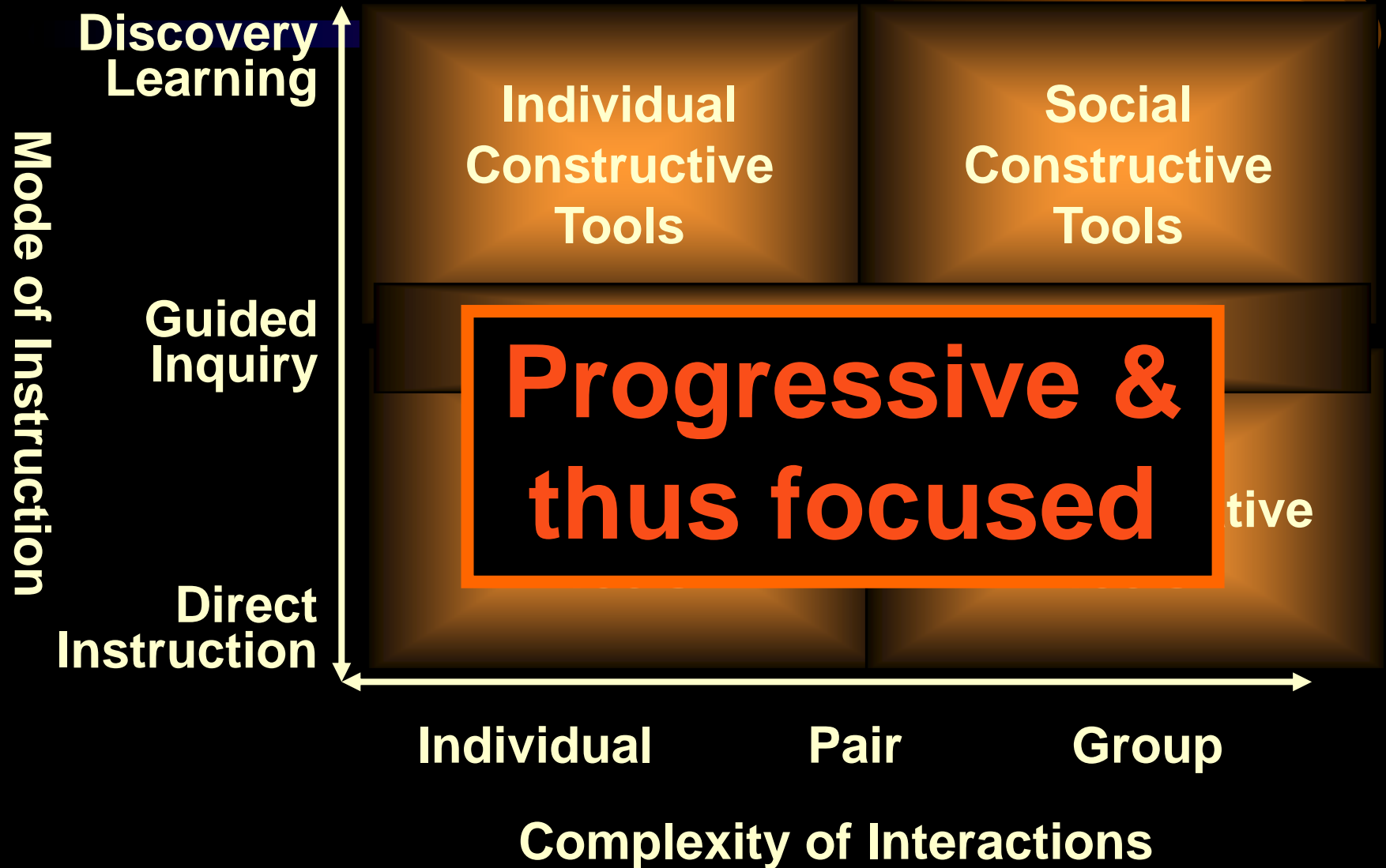
Be Progressive



Types of Instructional Tools



Types of Instructional Tools



Understanding Technology

Mouse

Main Storage

Function key

Software

Floppy disk

I/O Error

CPU

er interface

bugger

Backup system

**Too many &
not focused**



Understanding Technology

Mouse

I/O Error

Main Storage

CPU

Function key

er interface

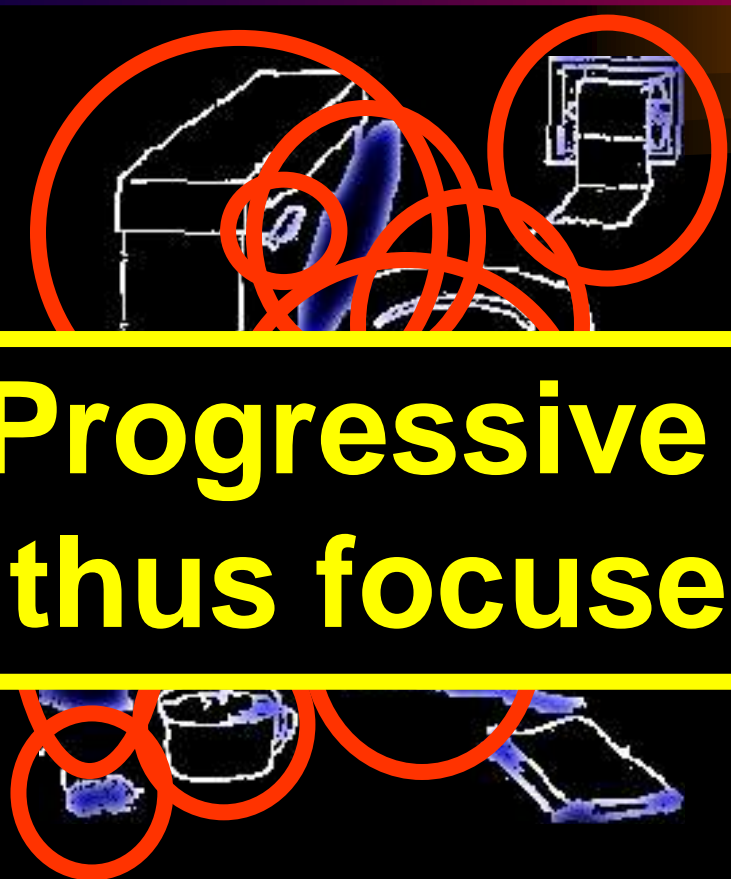
Software

bugger

Floppy disk

Backup system

**Progressive &
thus focused**



Be Consistent



Be Consistent



- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

Be Consistent



✓ Differences draw attention

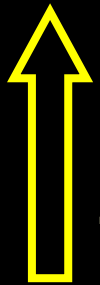
- Differences may imply importance
- Use surprises to attract not distract

└ This tick draws attention

Be Consistent



- ✓ Differences draw attention
 - Differences may imply importance
 - Use surprises to attract not distract



These differences distract!

Be Consistent



- Differences draw attention
- Differences may imply **importance**
- Use surprises to attract not distract

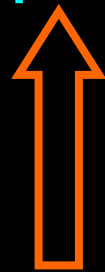
This implies importance



Be Consistent



- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



Confusing differences!

Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to **attract** not distract



This surprise attracts

Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These distract!

In Summary



- Big
- Simple
- Clear
- Progressive
- Consistent

Some Final Words



- Communication is the key
- Text to support the communication
- Pictures to simplify complex concepts
- Animations for complex relationships
- Visuals to support, not to distract
- Sounds only when absolutely necessary