

# Designing an Effective PowerPoint Presentation

# Design Principles

## 1. Make the text Big

This is Arial 18 ← This is too small

This is Arial 24

This is Arial 32

This is Arial 36

This is Arial 44

# Design Principles

## 2. Make it Clear - Fonts

- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
- Upper and lower case letters are easier
- Serif fonts are difficult to read on screen
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks, use **color** instead

# Design Principles

## 2. Make it Clear - Numbers

- Use numbers for lists with sequence

For example: How to change a light bulb?

1. Turn off the light switch.
2. Remove the burnt out light bulb
3. Screw in the new light bulb
4. Turn on the light switch.

# Design Principles

## 2. Make it Clear - Bullets

Use bullets to show a list **without**

- Sequence
- Priority
- Hierarchy

# Design Principles

## 2. Make it Clear - Colours

- Use contrasting colours
- Use complementary colours

Use complementary colours

Use complementary colours

Use complementary colours

# Design Principles

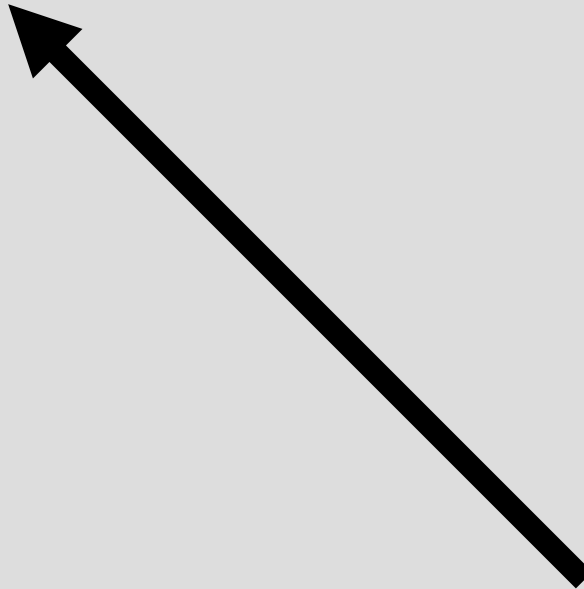
## **2. Make it Clear - Size**

- Size implies importance

# Design Principles

## 2. Make it Clear – Focal Points

- Focal points direct attention





# Design Principles

## 3. Be Consistent.

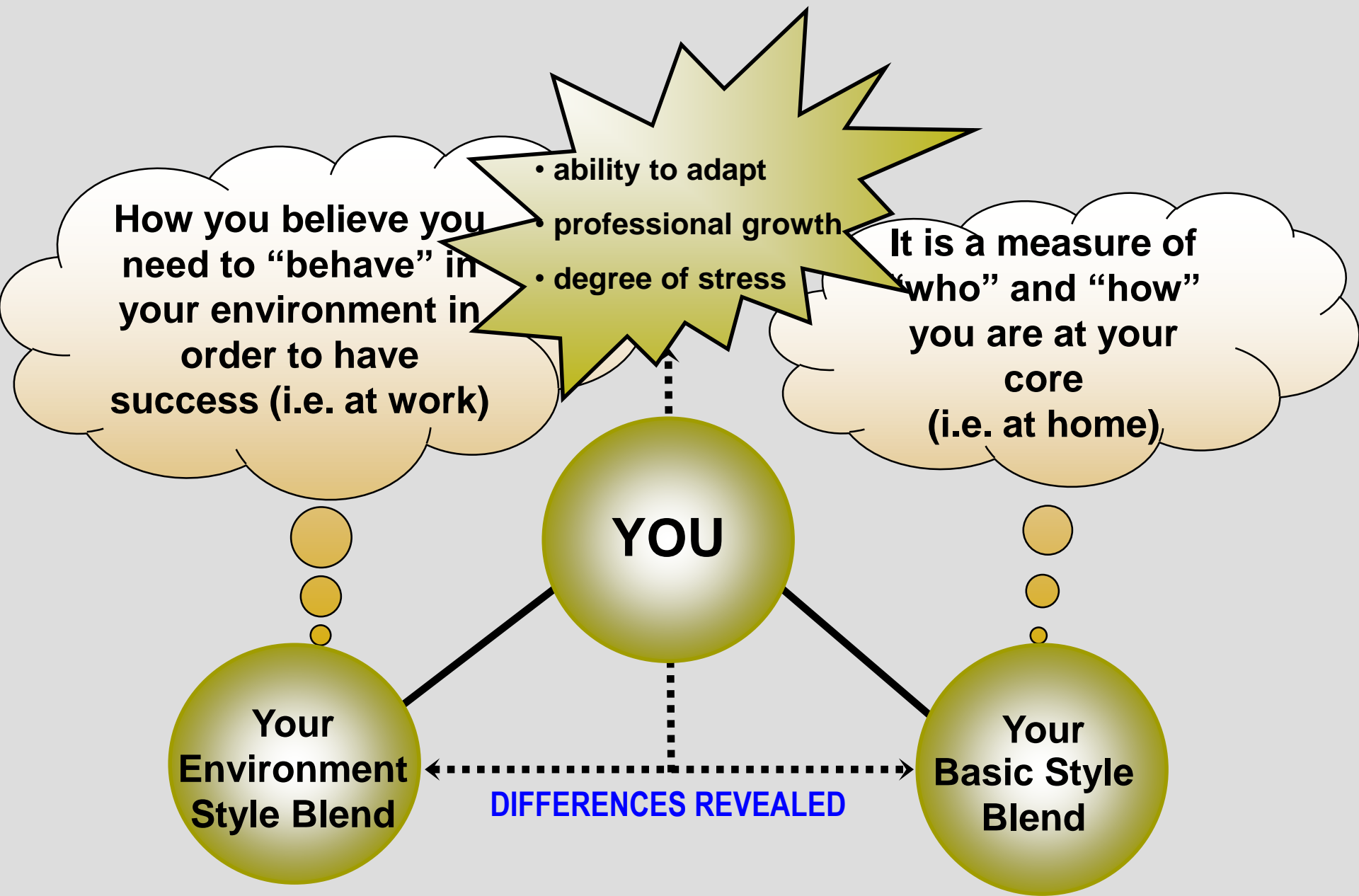


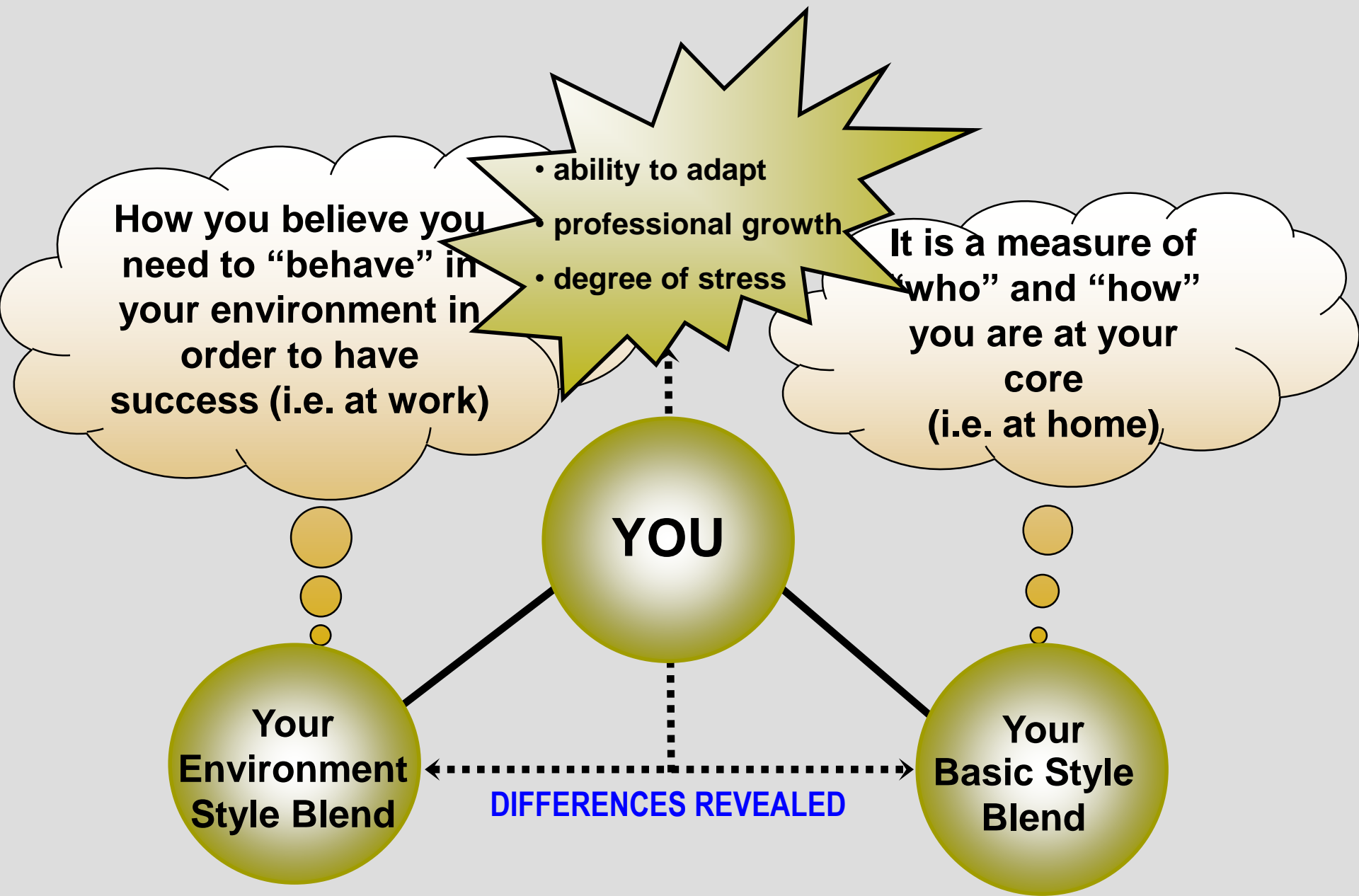
Differences draw attention

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

# Design Principles

## **4. Be Progressive**





# Design Principles

## **4. Be Progressive and focused**

# Design Principles

## 5. Keep it Simple - Text

- Limit your colors, don't use too many
- Limit your fonts and styles
- Use the 6 x 7 rule
  - No more than 6 lines per slide
  - No more than 7 words per line

# Design Principles

## 5. Keep it Simple – Text Example

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices and organization, for analyzing problems and devising, implementing, evaluating, and managing solutions to those problems in situations in which learning is purposive and controlled

(HMRS 5<sup>th</sup> ed.)

# Design Principles

## 5. Keep it Simple – Text Example

Instructional Technology:

a process

involving people, procedures and tools

for solutions

to problems in learning

(HMRS 5<sup>th</sup> ed.)



# Design Principles

## 5. Keep it Simple – Numbers Example

Falling Leaves Observed

	Richmond	Dunedin	Wellington
January	11,532,234	14,532,234	3,532,234
February	1,078,456	2,078,456	14,078,456
March	17,234,778	15,234,778	12,234,778
April	16,098,897	10,098,897	7,098,897

# Design Principles

## 5. Keep it Simple – Numbers Example

Falling Leaves Observed in Millions

	Richmond	Dunedin	Wellington
January	11	14	3
February	1	2	14
March	17	15	12
April	16	10	7

# Design Principles

## **5. Keep it Simple - Pictures**

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

# Design Principles

## Summary

- Make Text Big
- Make it Clear
- Be Consistent
- Be Progressive
- Keep it Simple

# Design Principles

## Summary

- Communication is the key
- Text to support the communication
- Pictures to simplify complex concepts
- Animations for complex relationships

