

POWERPOINT

By: Debbie DiBacco

GOALS OF A PRESENTATION

- To convey a message to an audience
- Keep the audience interested
- Have audience understand and remember information

Design Elements

Line

Color

Texture

Shape

Form

Value

Size

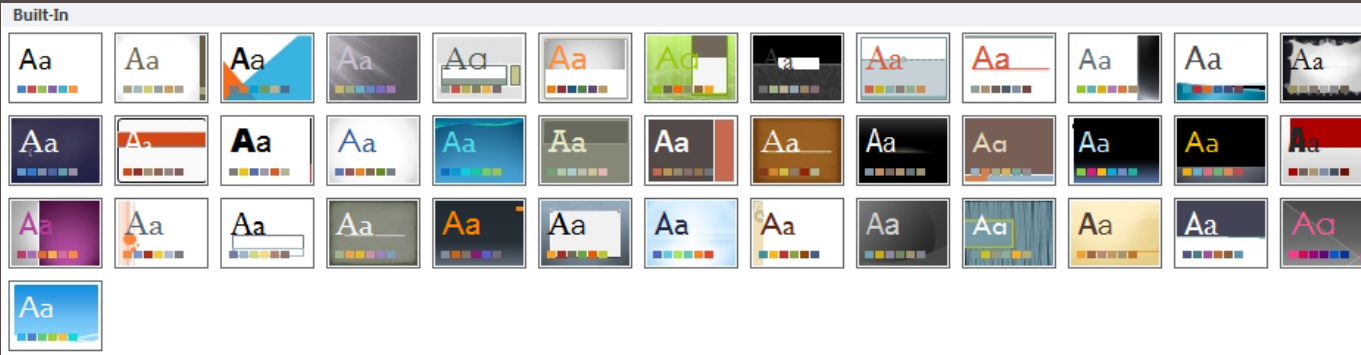
Design Principles

Balance
Gradation
Repetition
Dominance
Harmony
Contrast
Unity

TEMPLATES

- PowerPoint allows you to use a built in design template or you can build your own design
- Choose one template to use throughout a presentation
- Do not choose anything that is distracting

Utilize the tools PowerPoint already has



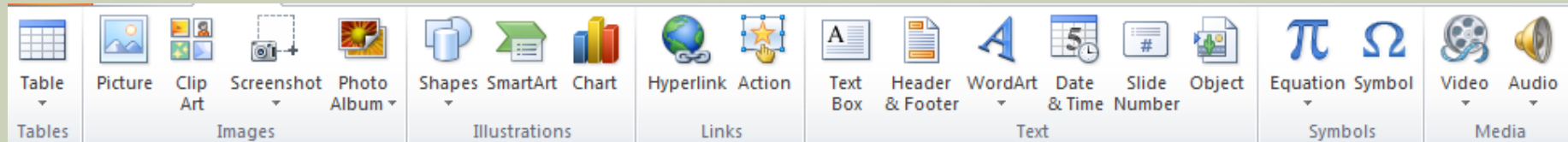
Built in design templates
give you a polished look

Create your own design template by clicking

- View
- Slide Master
- Create your slide design
- Apply to slides

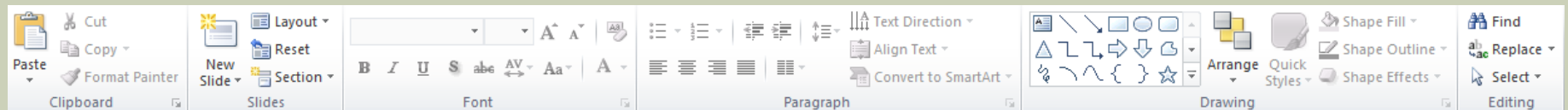
THE INSERT MENU

- Use the table tool to make tables in a presentation
- The picture tool allows you to effortlessly insert images
- SmartArt is a great tool to organize information and get creative
- Use shapes as decorative elements or to highlight information
- Use the chart tool for an easy way to create charts and graphs



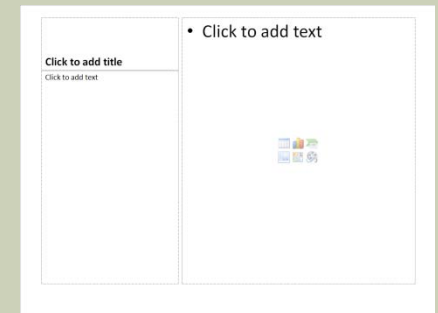
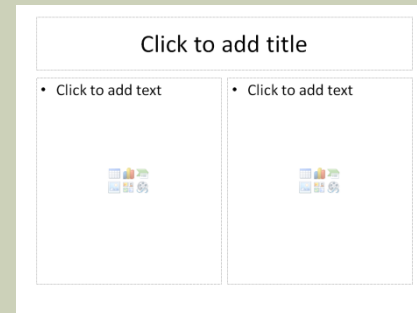
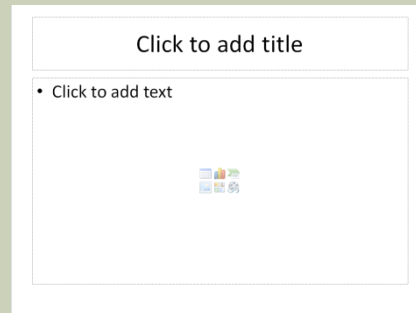
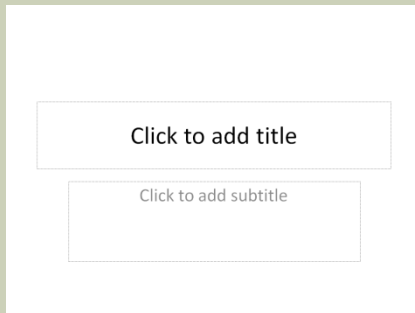
THE HOME MENU

- Allows you to edit and change your designs
- Edit your text color, font and size
- Make text bold, underlined or italic
- Edit layouts and align text
- Create bullets
- Create and edit shapes



LAYOUTS

- Where you place your text and images on a page is important
- Use the provided layouts
- Create your own layouts
- Use a layout consistently to create unity



Cropping

To crop an image

- Insert image
- Right click image
- Format picture
- Crop

Size

To change the size of an image

- Insert image
- Right click image
- Size and Position
- Size

IMAGE USE

- Use your own images
- Find image on image websites
- Use clear good quality images
- Do not use clipart or cartoons
- Images should relate to the text
- Crop and resize images to fit the presentation
- You do not need an image on every page

BAD IMAGE USE

Clip Art



BAD IMAGE USE

Blurry Images



BAD IMAGE USE

Poorly Cropped Images



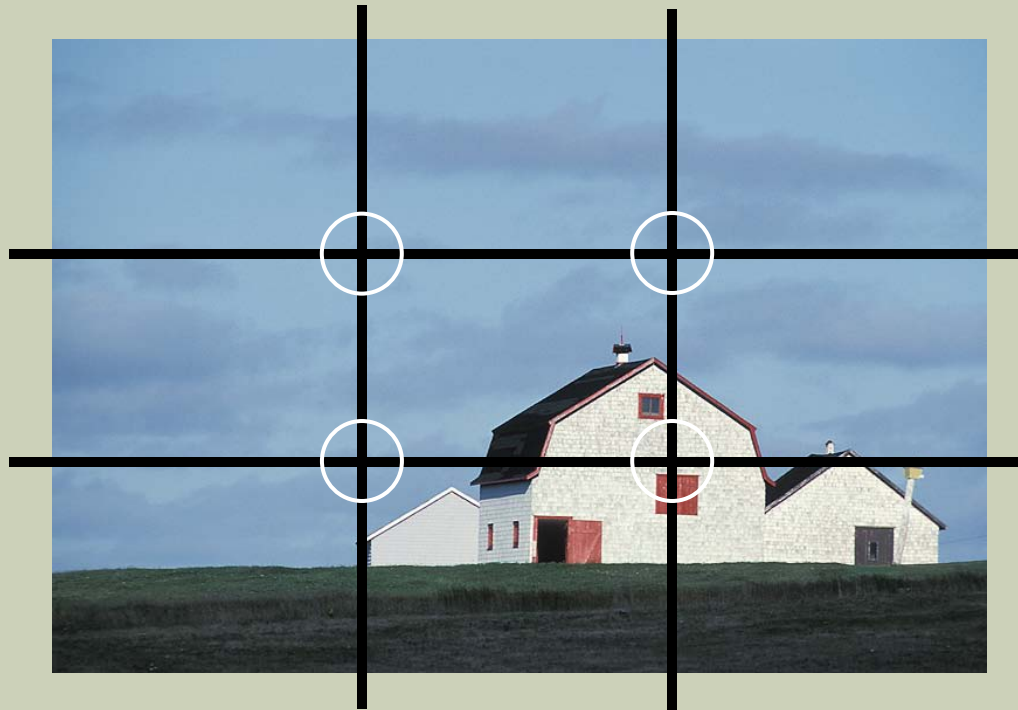
IMAGE USE

Correctly Cropped Images



THE RULE OF THIRDS

- Do not make the focal point of an image the center
- Break an image down into thirds vertically and horizontally
- Place points of interest at the line intersections



ALIGNMENT

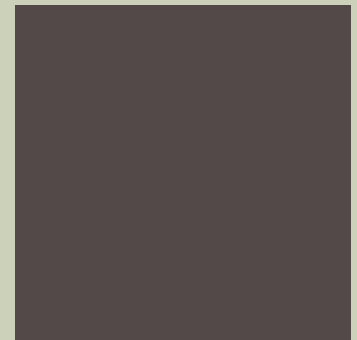
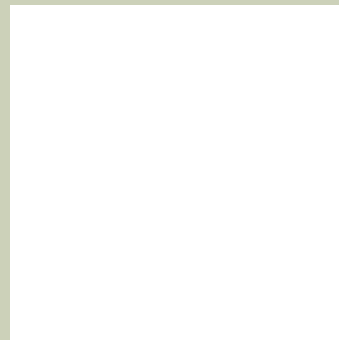
- You can align text to the left, right, and center as well as the top, bottom and middle of a page
- Use similar alignments on each page

COLOR SCHEME

- Choose a color scheme
- No more than five colors
- Use color to emphasize the message
- Avoid bright colors such as hot pink
- Use light and dark color combinations

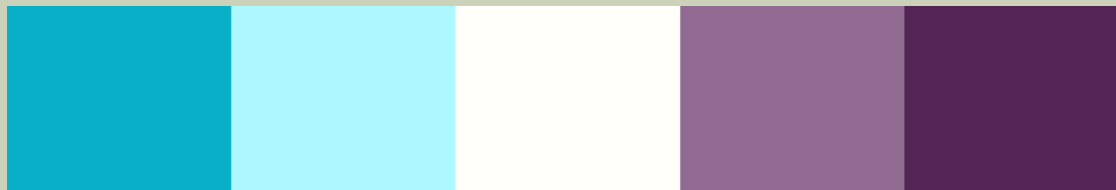
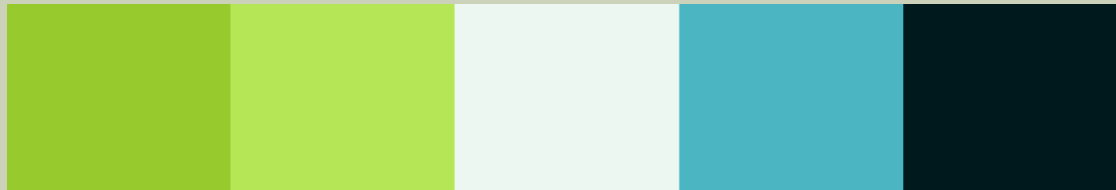
COLOR SCHEME

- This Presentations color scheme
- Four colors



COLOR SCHEME

- Example color schemes
- Endless possibilities



Fonts

- Think about the feeling you want to convey
- Choose a font size that is legible
- Keep font layout similar throughout presentation
- Only use one or two fonts within a presentation
- Do not use decorative fonts as main text
- Do not be afraid to use simple “boring” fonts they will help create an attractive design
- Do not use all capitals for the main text only for titles

Serif Fonts

- A serif is a decorative line added onto a font
- Serif fonts are professional and formal
- Serif fonts are easier to read when printed out

This is a serif font

This is a serif font

This is a serif font

San Serif Fonts

- San Serif fonts do not have serifs
- San Serif fonts are modern and clean
- San Serif fonts are easier to read
- San Serif fonts are better for on screen and for web

This is a san serif font

This is a san serif font

This is a san serif font

Decorative Fonts

- Do not use decorative fonts for text

They are

Difficult

To read

or look tacky

Readability

- Use a light background and a dark font or a light font and a dark background to create contrast

This is difficult to read

This is simple to read

Readability

- Make sure image and text size are readable

This is too small

This is too small

This is too small

This is a good size

This is a good size

**This is a good size
for titles**

Readability

- Be careful when placing text over images it is often difficult to read



This is difficult to read

TRANSITIONS AND ANIMATIONS

- Keep transitions and animations to a minimum
- Only use if it enhances the presentation

Animations like this do not enhance

Simple animations like this are acceptable in moderation

DESIGN TIPS

- Keep the design simple so it is not distracting
- Keep the text on each slide to a minimum
- Do not overload slides with images and bullets
- No large blocks of text
- Emphasize a word by making it bold or changing the text size
- Be consistent
- Do not use abbreviations
- Limit punctuation marks
- One topic on each slide
- Get creative there is no set way

HELPFUL WEBSITES

- Adobe Kuler - kuler.adobe.com
Create color schemes or use a premade one
- Piknik - color.aurlien.net
View colors on screen to see how they will look
- Stock.xchng - www.sxc.hu
Find high quality photos
- Flickr - www.flickr.com
Find high quality photos
- iStockPhoto - www.istockphoto.com
Find high quality photos

QUESTIONS