PPT Design Principles

Example

Design Tip

- **Choose design elements appro** Consider the audience's backgro elementary students might use k cartoon-like clip art. Fonts shoul For an adult audience, choose n photographs rather than cartoor show a more professional appea

Design Principle #1

Example	Design Tip
Delivery Tips • Rehearse timings • Arrive early • Maintain eye contact • Know your audience **Delivery Tips** • Rehearse timings • Arrive early • Maintain eye contact • Know your audience	• **Keep the design neat and clean.** This principle is often referred to as KISS: Keep it sweet and simple! Avoid using multiple fonts and font colors on a slide. Do not use more than three fonts on a slide. Avoid using multiple clip art images. Use white space (empty space) to open up your design.

Design Principle #2

Design Principle #3

Example

Design Tip

- **Create a focal point that leads the viewer's eyes to the critical information on the slide.**
  The focal point should be the main area of interest. Pictures should always lead the viewer's eyes to the focal point, not away from it. Images should not be so large that they detract from the focal point, unless your goal is to make the image the focal point.

Design Principle #4
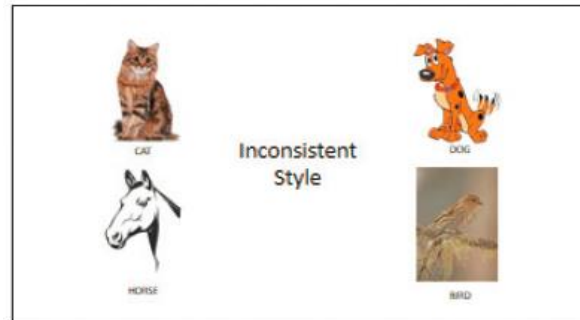
Example	Design Tip
	• **Use unified design elements for a professional look.** Visual unity creates a harmony between the elements of the slide and between the slides in the slide show. Unity gives the viewer a sense of order and peace. Create unity by repeating colors and shapes. Use clip art in only one style.

Design Principle #5

Example	Design Tip
Sans Serif *Serif* FIGURE 2.24 Sans Serif (left) and Serif (right) Fonts	• **Choose fonts appropriate for the output of your presentation.** If a presentation is to be delivered through a projection device, consider using sans serif fonts with short text blocks. If your presentation will be delivered as a printout, consider using serif fonts. Serif fonts help guide the reader's eyes across the page. You may use longer text blocks in printed presentations. When choosing a font, remember that readability is critical in a presentation.

Example

Text Guidelines

- Do not underline text.

- DO NOT USE ALL CAPS.

- Use **bold** and *italics* sparingly.

- Avoid text that leaves one word on a line on its own.

- Avoid using multiple spaces after punctuation.

Space once after punctuation in a text block. Spacing more can create rivers of white. The white "river" can be very distracting. The white space draws the eye from the message. It can throb when projected.

Design Tip

- **Do not underline text.**
  Underlined text is harder to read, and it is generally assumed that underlined text is a hyperlink.

- **Avoid using all capital letters.**
  In addition to being difficult to read, words or phrases in all caps are considered to be "yelling" at the audience.

- **Use italics and bold sparingly.**
  Too much emphasis through the use of italics and bold is confusing and makes it difficult to determine what is important.

- **Avoid creating lines of text that leave a single word hanging on a line of its own.**
  Modify the placeholder size so that more than one word is on a subsequent line.

- **Use just one space after punctuation in text blocks.**
  Using more than one space can create distracting white space in the text block.

Design Principle #6

Design Principle #7

Example	Design Tip
Title Text ▶ Title text should be in title case and 36pt or more ▶ Bulleted text should be in sentence case and 28pt or more	• **Make text readable.** Title text should use title case and be 36 pt or higher. Bulleted text should be in sentence case and be 28 pt or higher.