

Presentation Design

Terry Beadle

Academic Technology Services

Northeastern University

ABC Products

- All our products are created by skilled crafstman to the highest quality of workmanship available anywhere in the world
- Every product maintains accuracy that is measurably better than military or industrial standards.
- Our price structure puts the entire line of products within O.E.M. requirements
- We maintain large inventories throughout our product to enable us to ship from stock

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spel wurds corectly

~~— spel wurds corectly~~
spell words correctly

- ~~spel wurdz corectly~~
- spell words correctly
- check punctuation

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When you write a lengthy line, or more than one line of text, one word forced by itself to another line is an orphan.

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All our products are created by skilled craftsmen to the highest quality of **workmanship** available anywhere in the world.

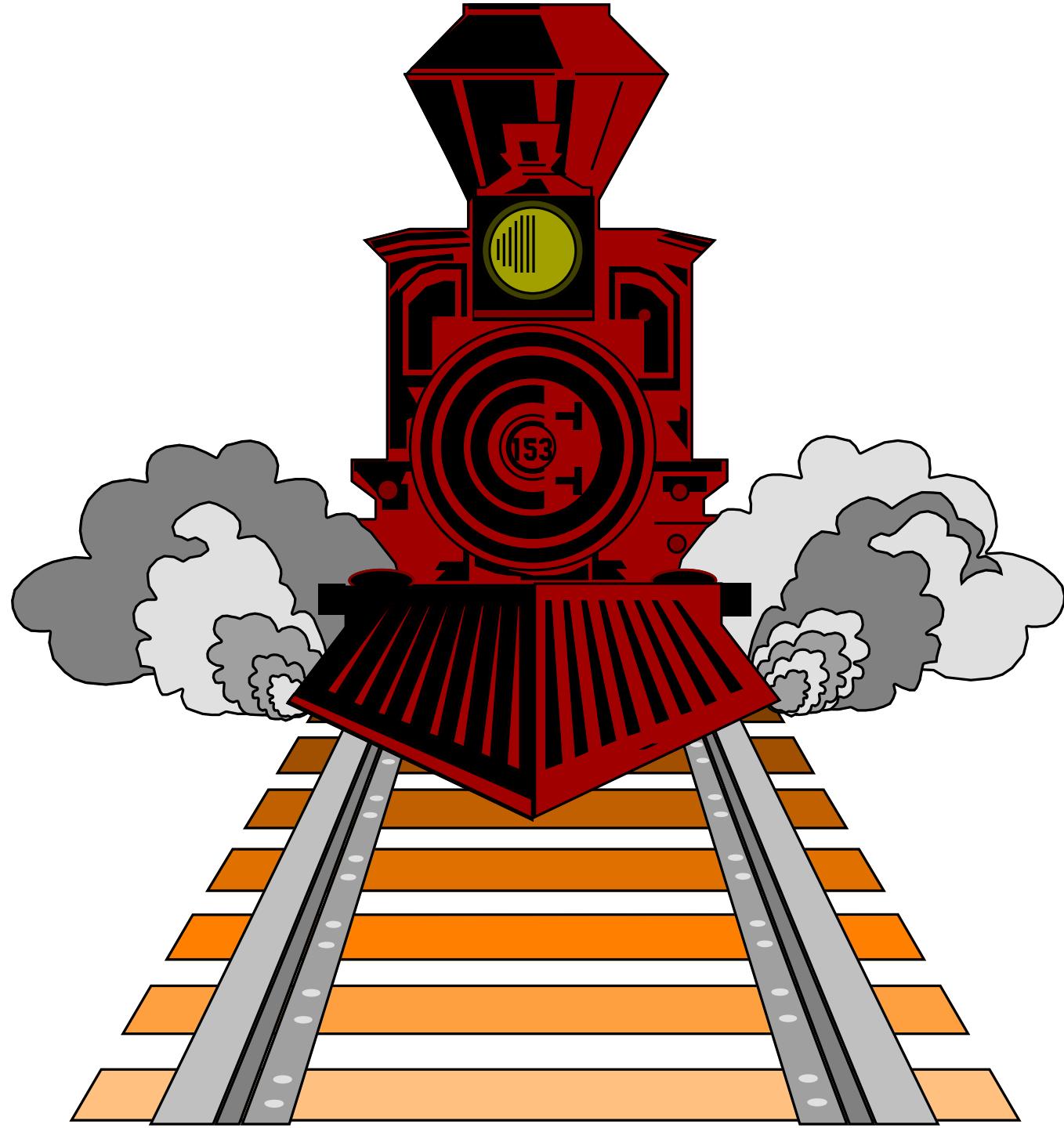
Every **product** maintains accuracy that is measurably better than military or industrial standards.

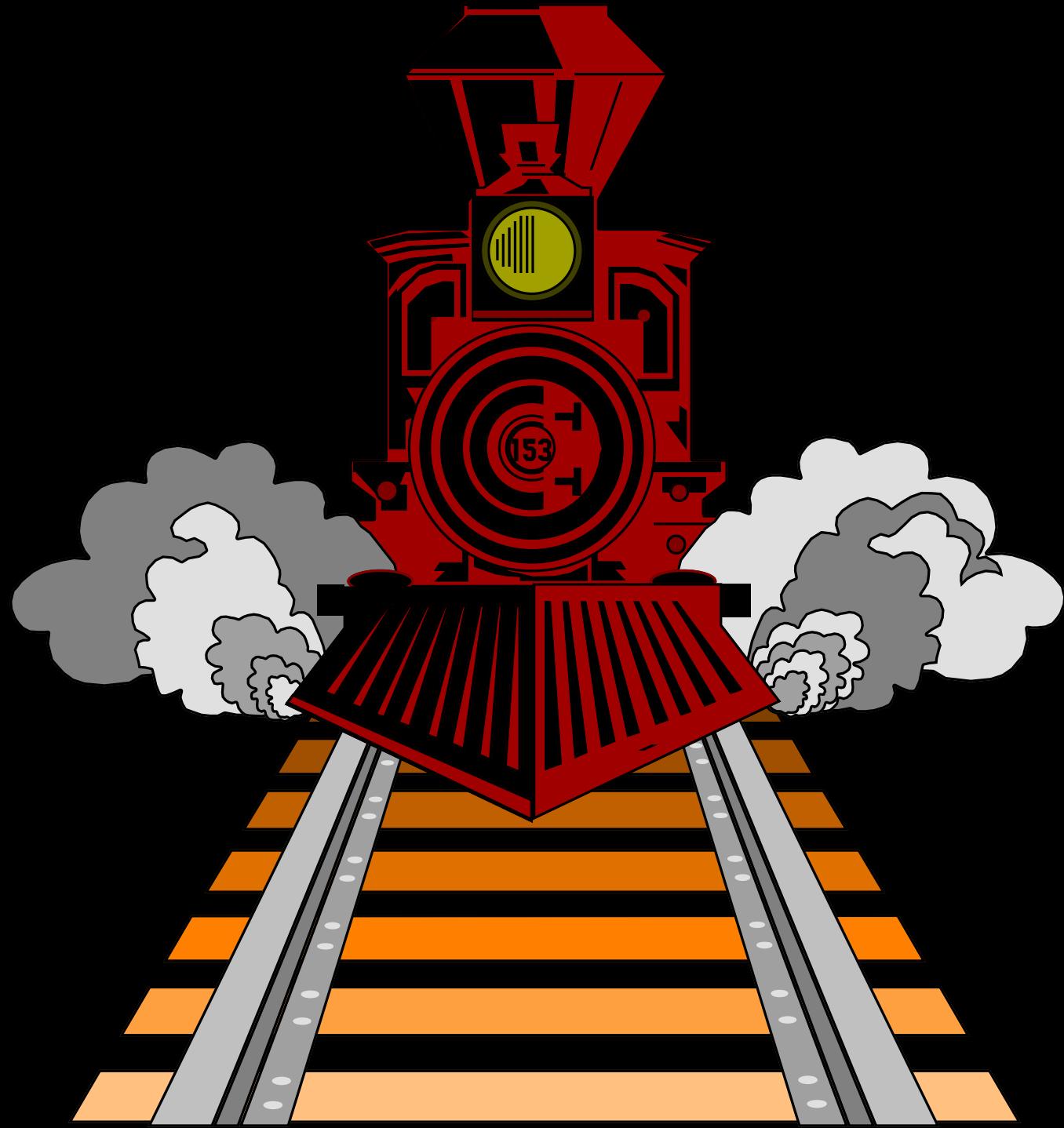
Our **price** structure puts the entire line of products within the original equipment manufacturer's requirements.

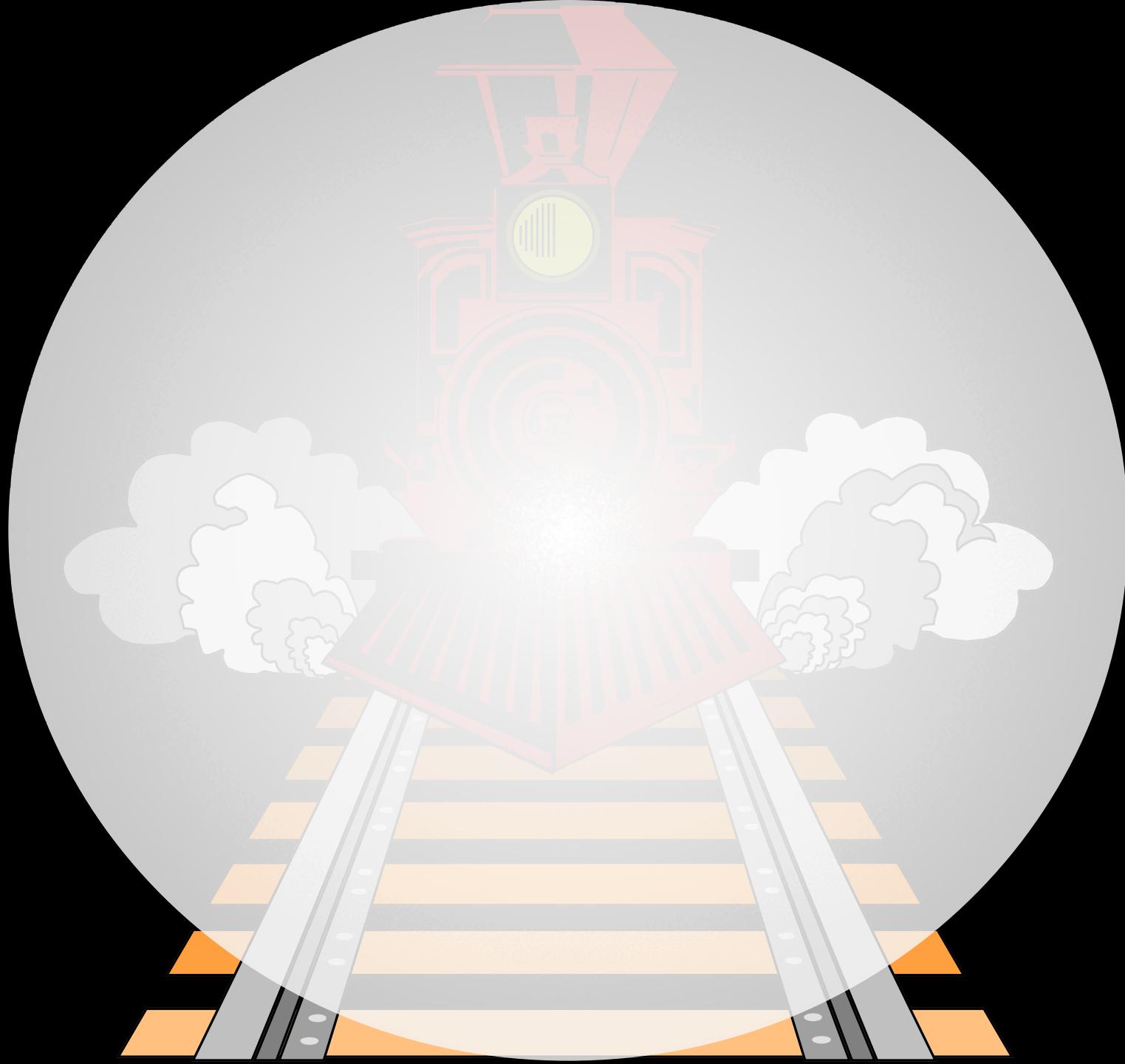
We maintain large **inventories** throughout our product to enable us to ship from stock.

ABC Products

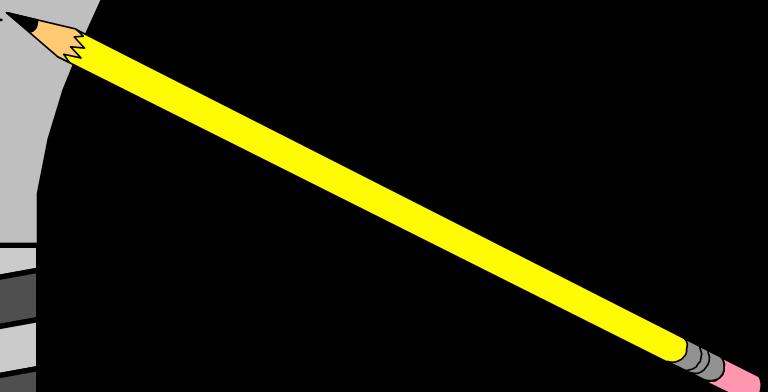
Workmanship
Product
Price
Inventory

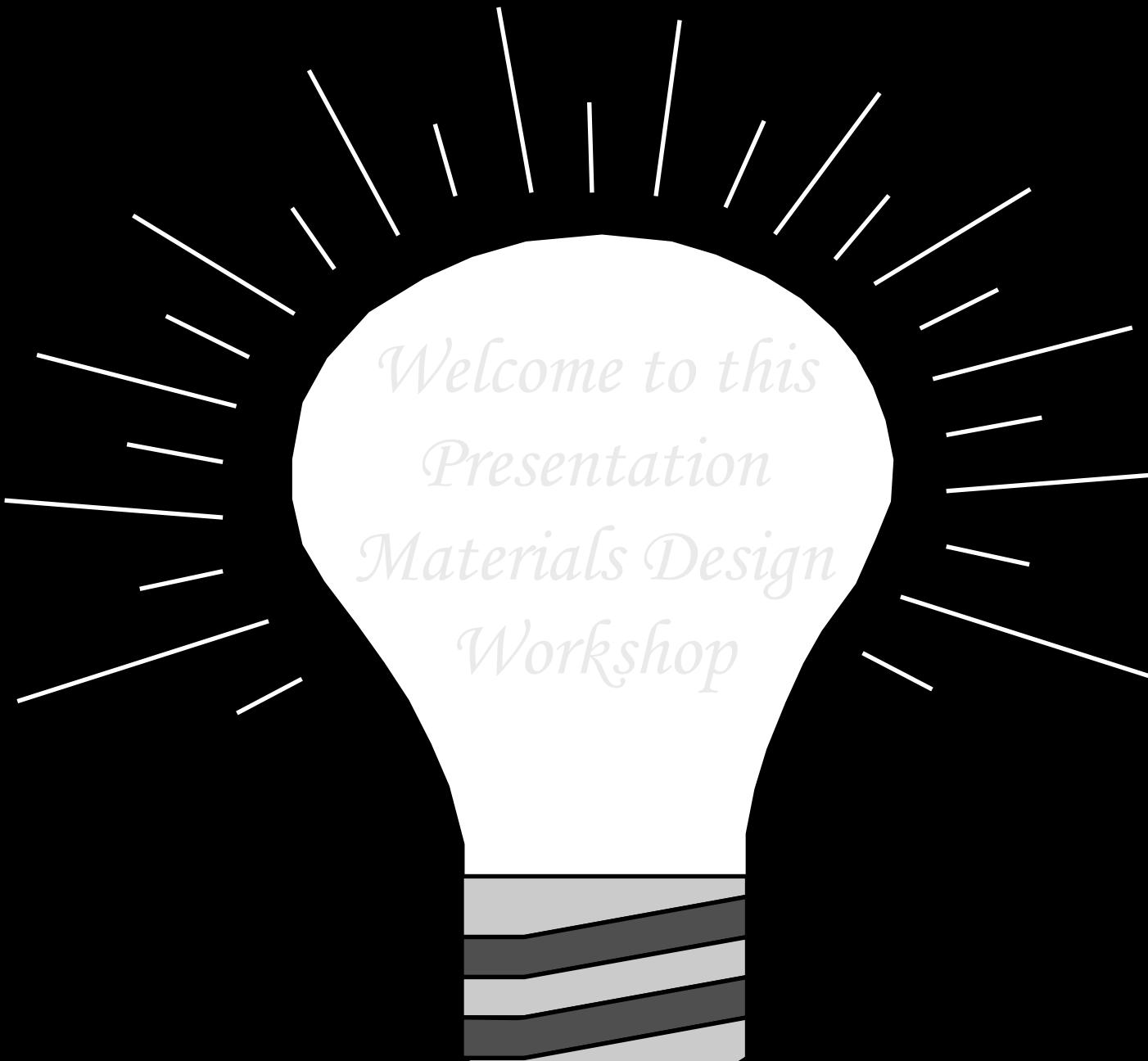






*Welcome to this
Presentation
Materials Design
Workshop*





*Welcome to this
Presentation
Materials Design
Workshop*

ABC Products

Workmanship
Product
Price
Inventory

ABC Products

Workmanship
Product
Price
Inventory

ABC Products

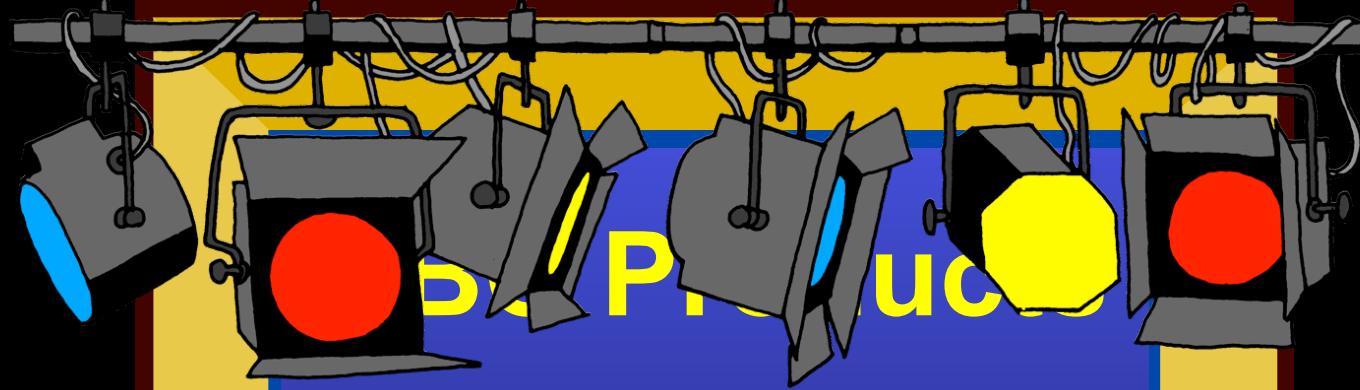
Workmanship
Product
Price
Inventory

ABC Products

**Workmanship
Product
Price
Inventory**

Proportion and Format

Horizontal, not vertical



Workmanship

Product

Price





ABC Products

Workmanship

Product

Price

Inventory

Proportion and Format

Horizontal, not vertical

Proportion and Format

Horizontal, not vertical

Six lines

NYSE

NEW YORK STOCK EXCHANGE

NYSE MOST ACTIVE

Delta Airlines

New York Stock Exchange

**Close
58³/₄**

-1/8

Proportion and Format

Horizontal, not vertical

Six lines

Proportion and Format

Horizontal, not vertical

Six lines

Six words per line

ABC Products

**Workmanship
Product
Price
Inventory**

ABC Products

**Highest quality workmanship
Excellent product standards
Price within O.E.M. standards
Inventory ready for shipping**

Proportion and Format

Horizontal, not vertical

Six lines

Six words per line

Proportion and Format

Horizontal, not vertical

Six lines

Six words per line

Minimum type: 18 pt.

Type sizes

12 point

18 point

24 point

36 point

48 point

72 point

Type sizes

12 point = 1/6"

18 point = 1/4"

24 point = 1/3"

36 point = 1/2"

48 point = 2/3"

72 point = 1"

ABC Products

Workmanship
Product
Price
Inventory

Serif

ABC Products

**Workmanship
Product
Price
Inventory**

Serif

ABC Products

**Workmanship
Product
Price
Inventory**

Sans Serif

ABC Products

**Workmanship
Product
Price
Inventory**

Sans Serif

ABC Products

Workmanship

Product

Price

Inventory

Display

ABC Products

**Workmanship
Product
Price
Inventory**

Display

ABC Products

**Workmanship
Product
Price
Inventory**

Display

Typefaces

The quick brown fox ...
The quick brown fox ...

The quick brown
fox ...

The quick brown
fox ...

The auick brown fox ...





Maximum of **2** typefaces

I'm going to show
the world that
My computer has
~~My computer has~~
28 TYPEFACES !

I'm Going to Show
The World that
My computer HAS
28 Typefaces!

A V L
v e e
o r t
i t t
d l e
c r
a l
l n
g

**SETTING TYPE
ALL IN UPPER CASE
CHARACTERS
IS DIFFICULT TO READ
AND TAKES TOO LONG**

NOW IS THE TIME FOR...

AaBbCc

NOW IS THE TIME FOR...

NOW IS THE TIME FOR...

AaBb

NOW IS THE TIME FOR...

NOW IS THE TIME FOR...



AaBbDd

Now is the time for ...

AaBbCc

Now is the time for ...

Now is the time for ...

AaBbCc

Now is the time for ...

Now is the time for ...

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCc

**Aoccdring to a rschheachr at an Elingsh uinervtisy, it
deosn' t mttaer in what oredr the Itteers in a wrod are,
the olny iprmoetnt tihng is that the frist and the lsat
Itteer is at the rghit pclae. The rset can be a toatl
mses and you can still raed it wouthit porbelm. This
is bcuseae we do not raed ervey Iteter by itslef but
the wrod as a wlohe.**

Using upper and lower
case type makes
readability easier
and quicker

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



Color

Cool colors

Red
Green
Blue
Maroon
Black

Warm colors

**White
Orange
Yellow
Lighter reds,
greens, blues**

Cool colors recede

Red

Green

Blue

Warm colors approach

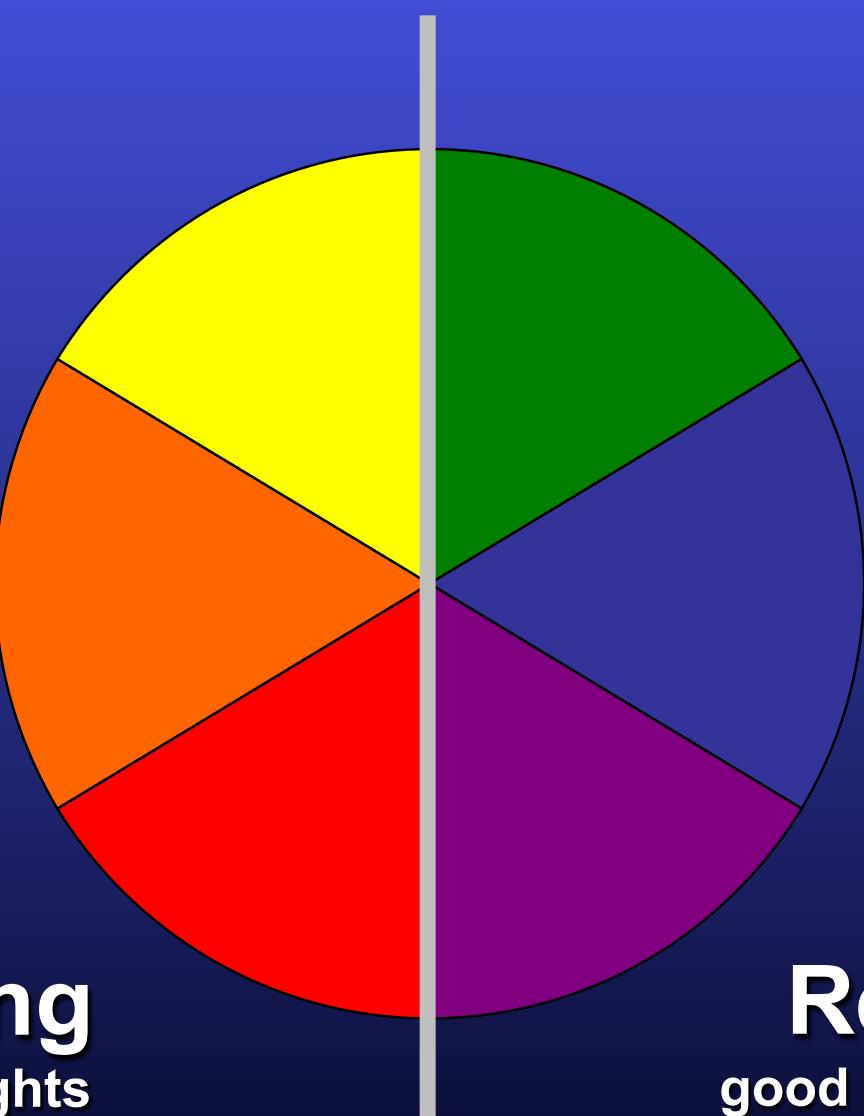
White

Yellow

Light red

Light green

Light blue

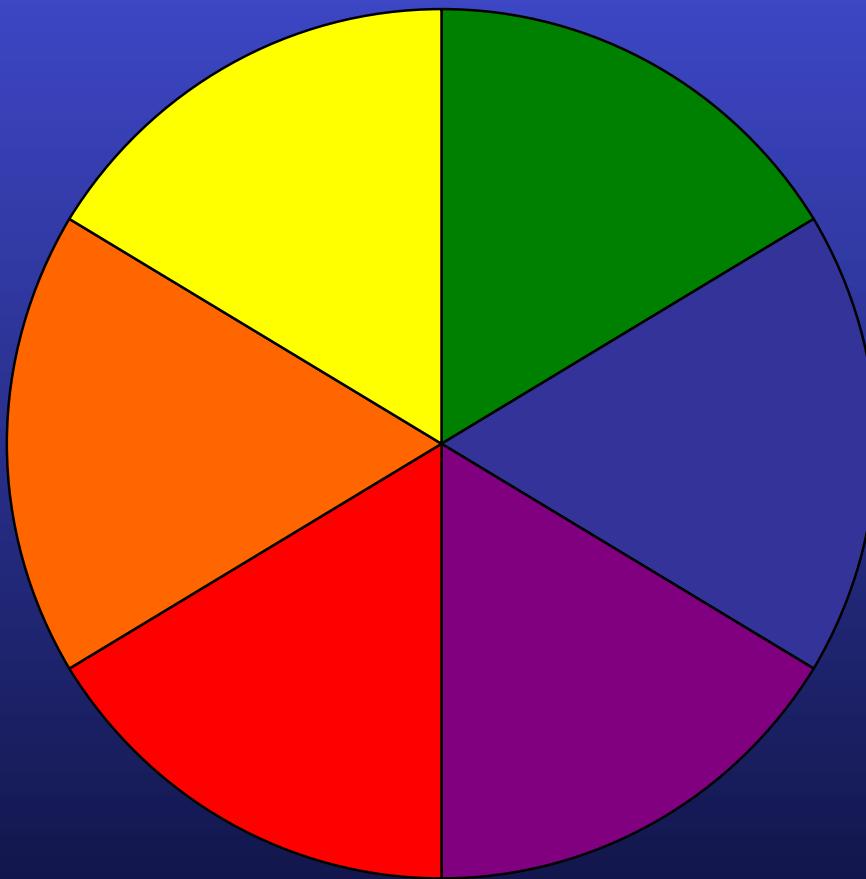


Warm

Cool

Advancing
good for highlights

Receding
good for backgrounds



Color appears to move

Color appears to move

**Light text on a
dark background ...**

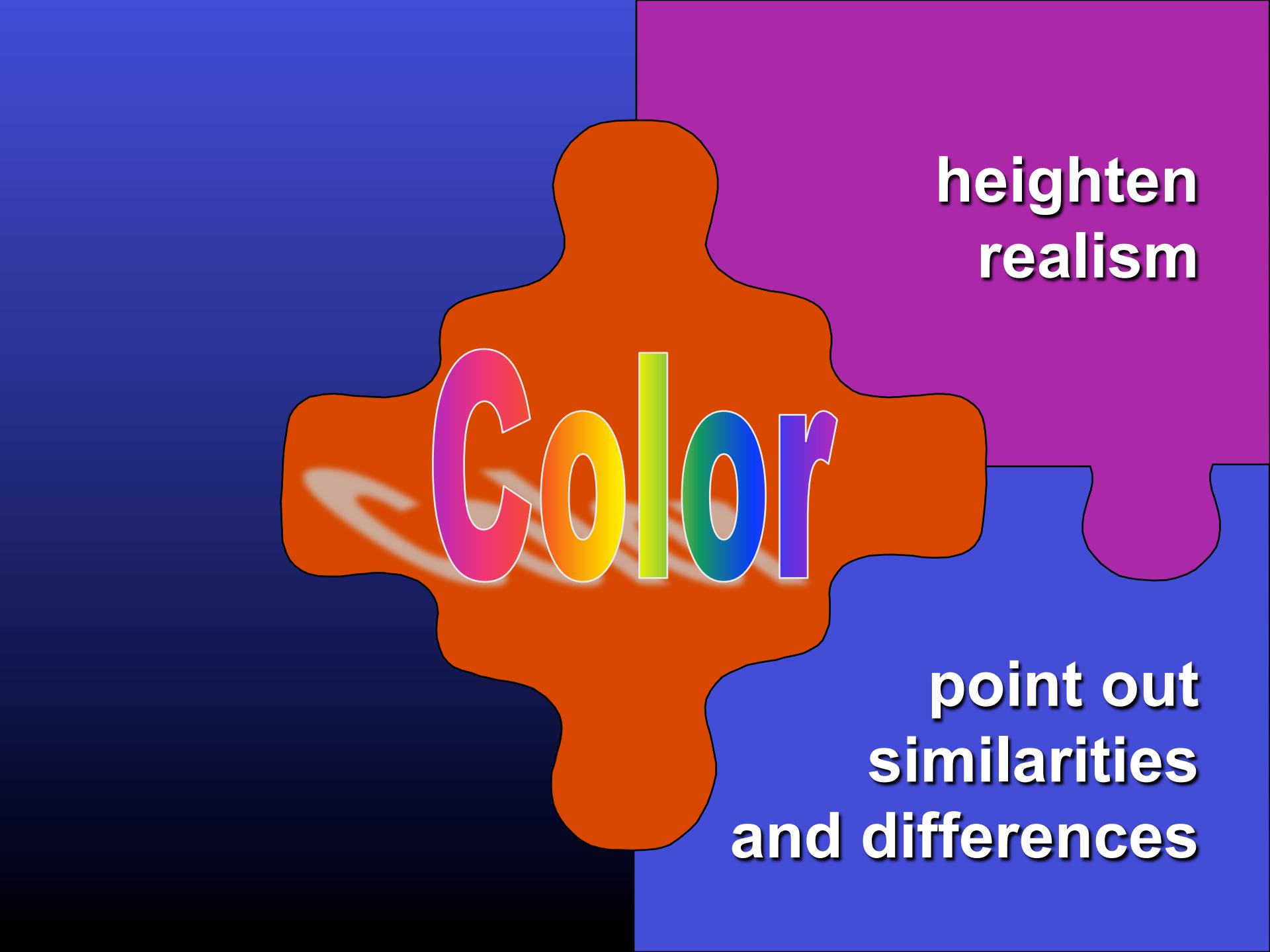
**Dark text on a
light background ...**



Color

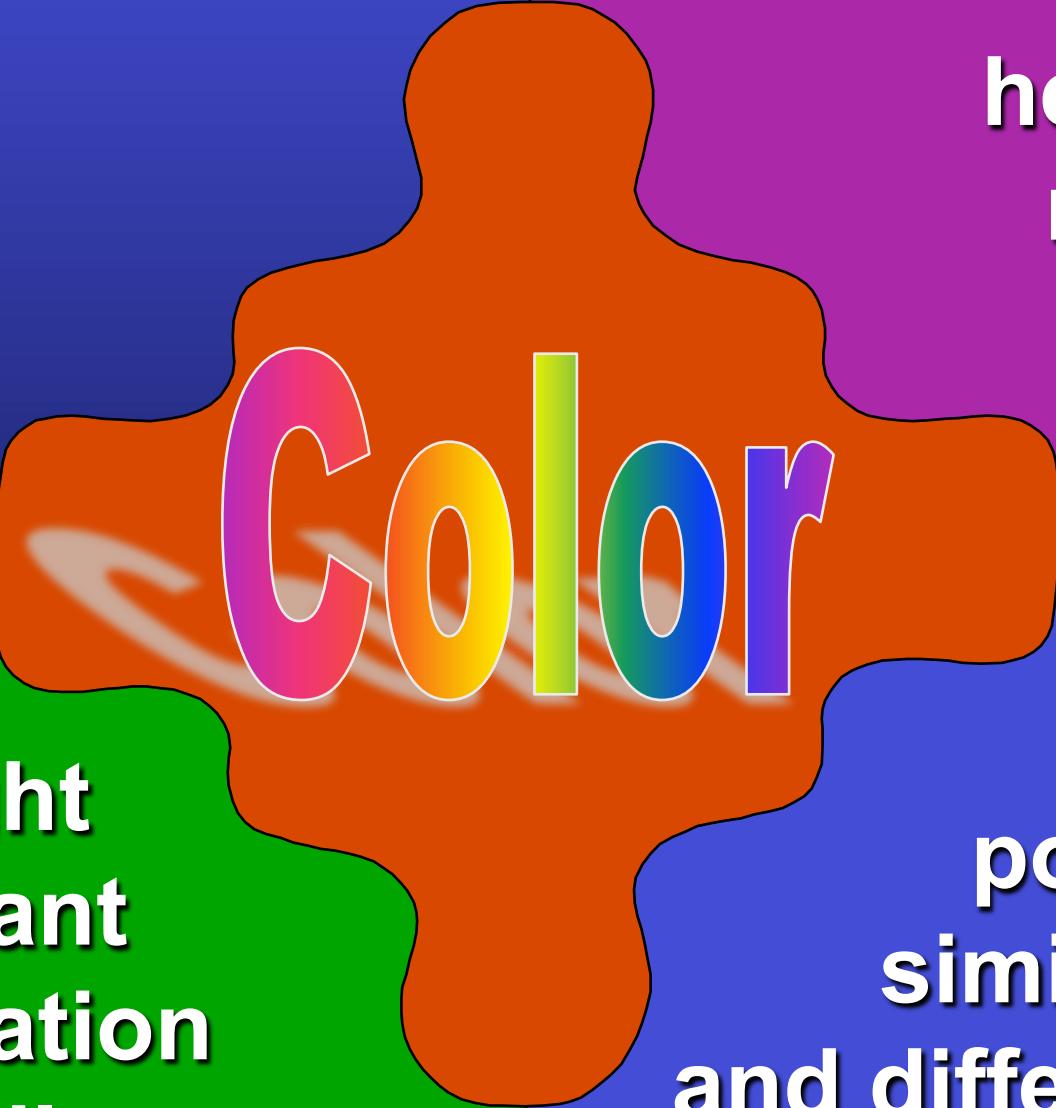


heighten
realism



**heighten
realism**

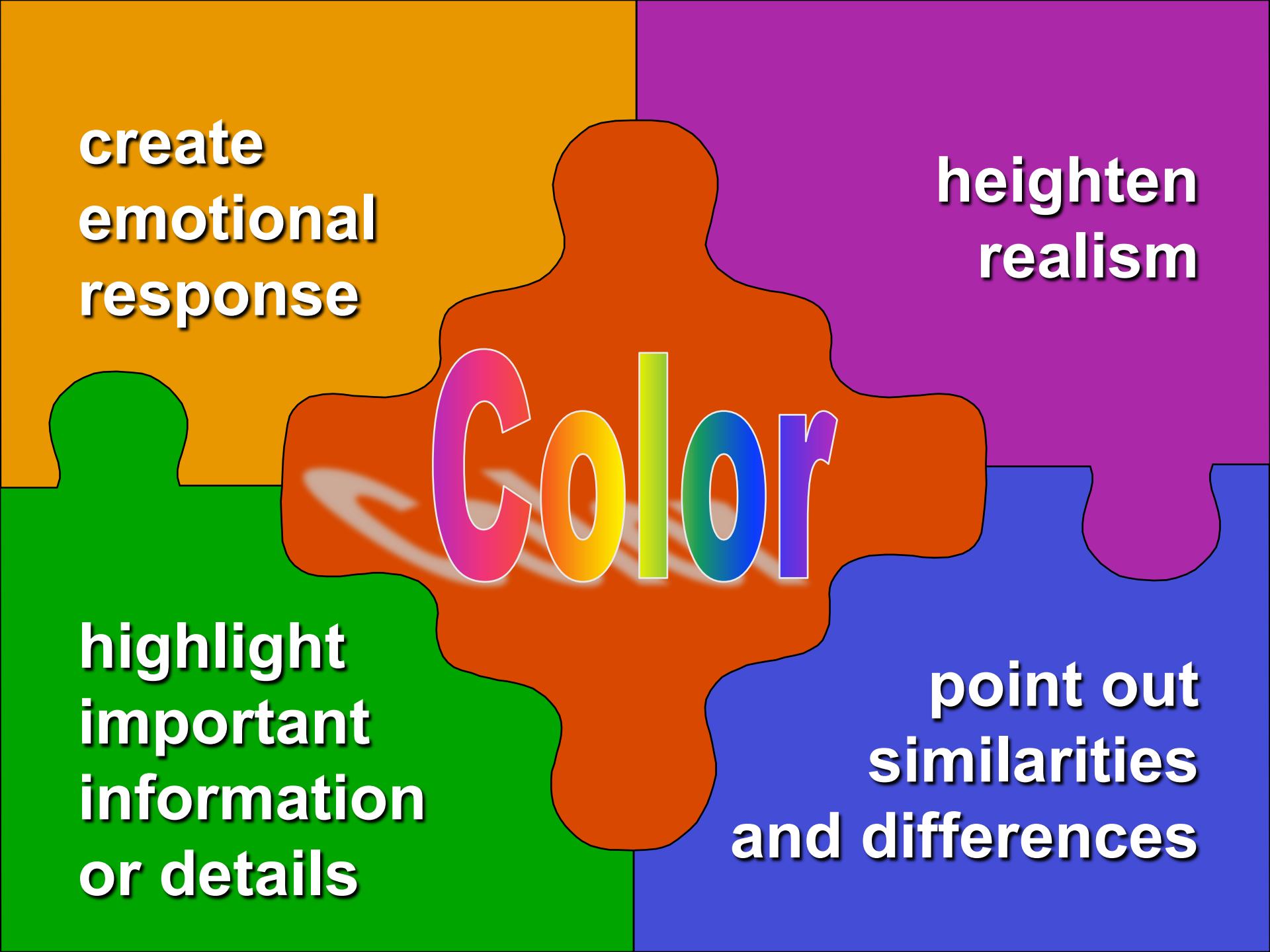
**point out
similarities
and differences**



heighten
realism

highlight
important
information
or details

point out
similarities
and differences



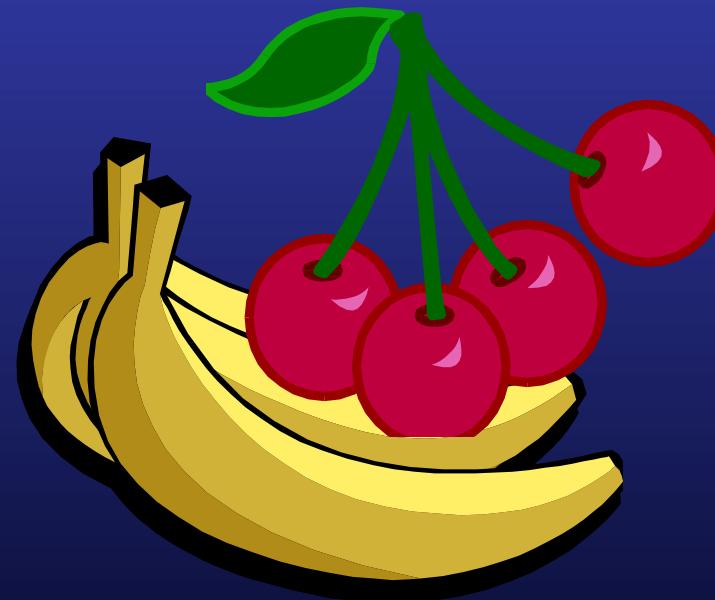
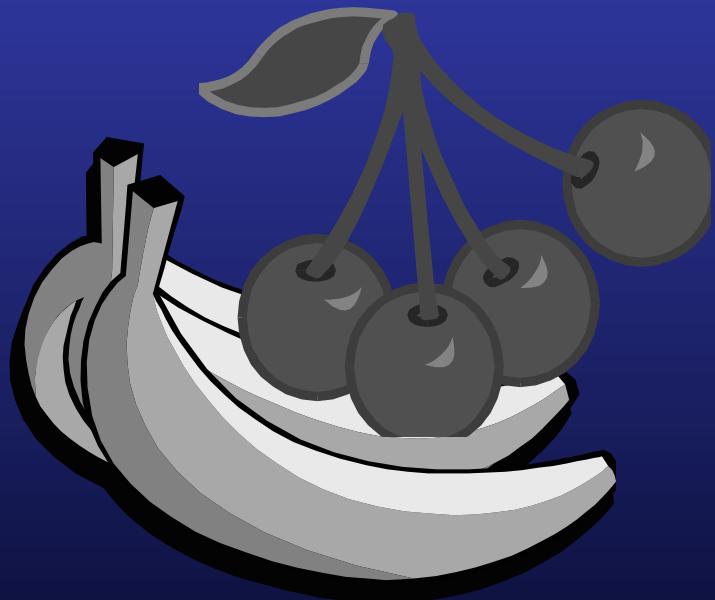
**create
emotional
response**

**heighten
realism**

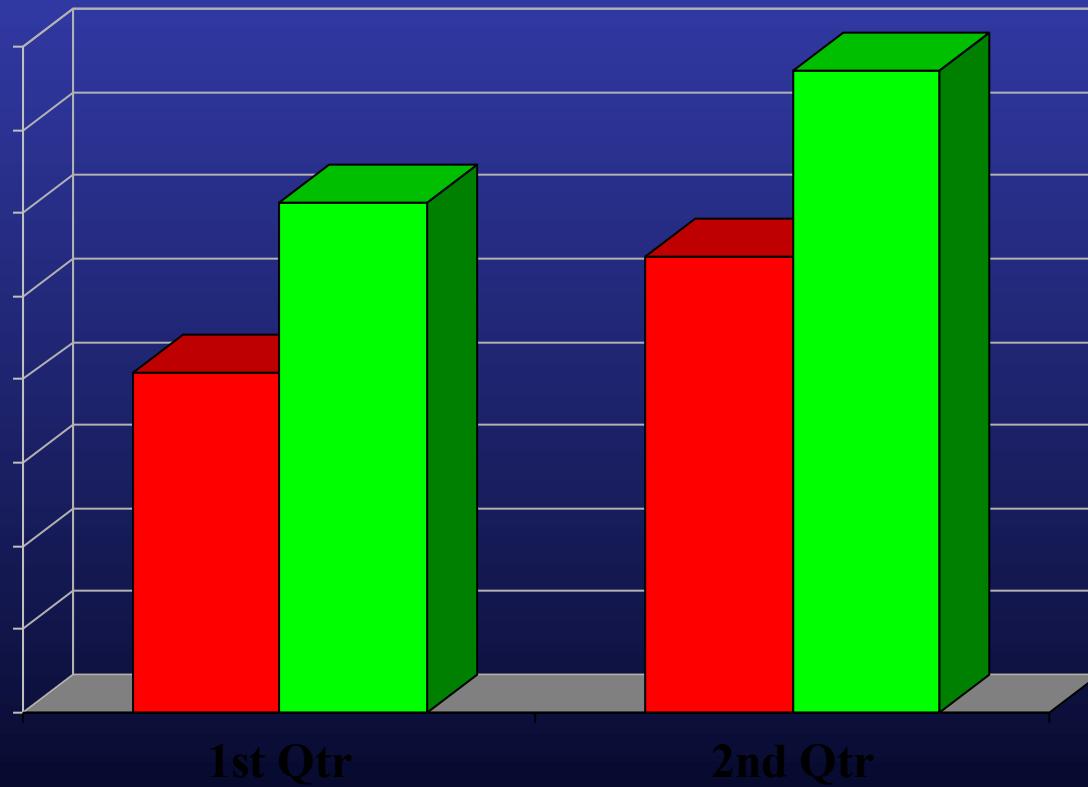
**highlight
important
information
or details**

**point out
similarities
and differences**

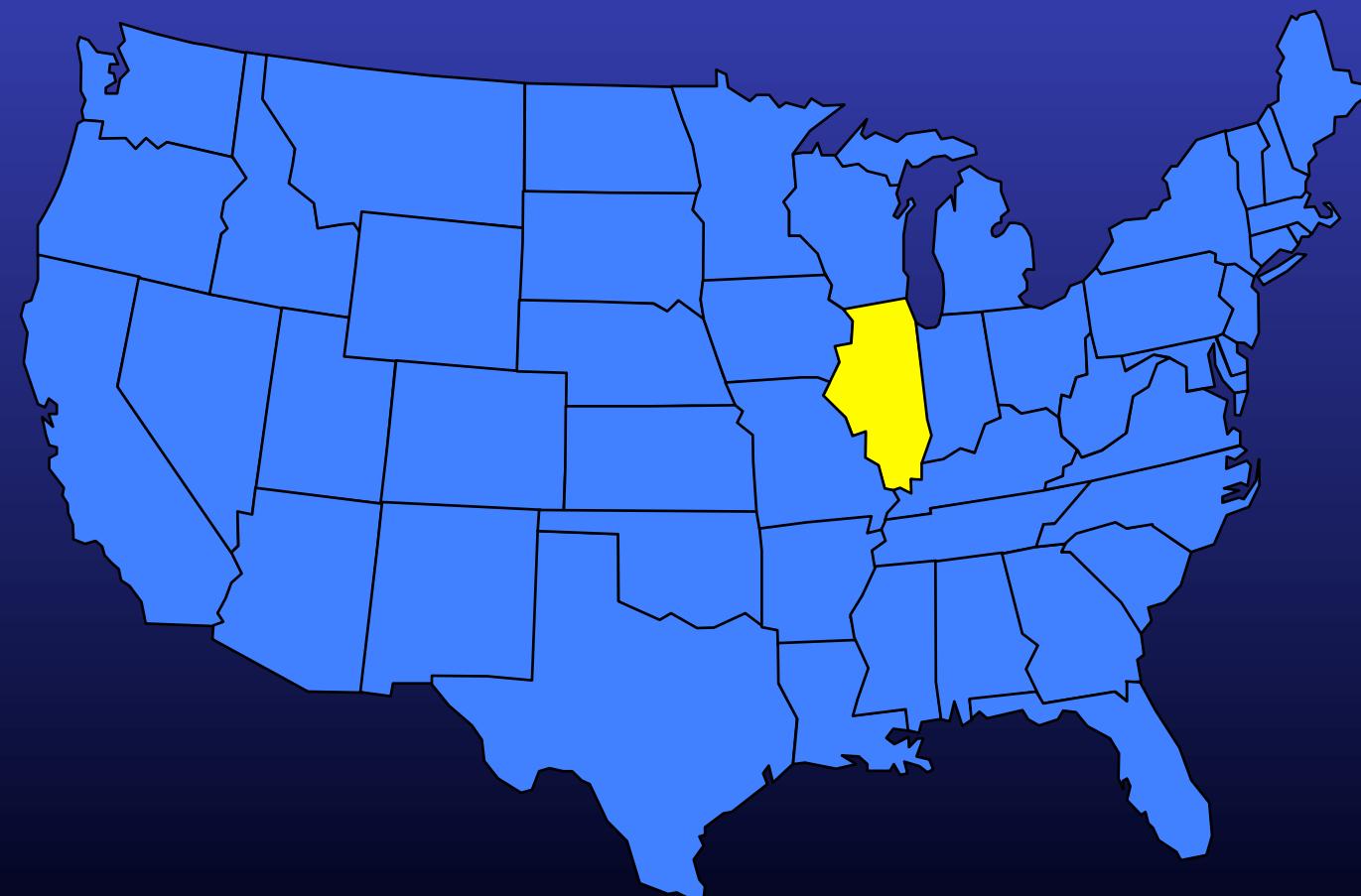
heighten realism



similarities and differences



highlight information



create emotional response



strong, fiery, warning

**emphasize point without
verbally expressing**

Delta Airlines

New York Stock Exchange

**Close
58³/₄**

-1/8

Delta Airlines
New York Stock Exchange

**Close
 $58\frac{3}{4}$**

-1/8

positive, upbeat, happy

good results, benefits, savings

energy, birth, growth

stimulate new thoughts, ideas

cool, calm, relaxing

results, summaries, conclusions

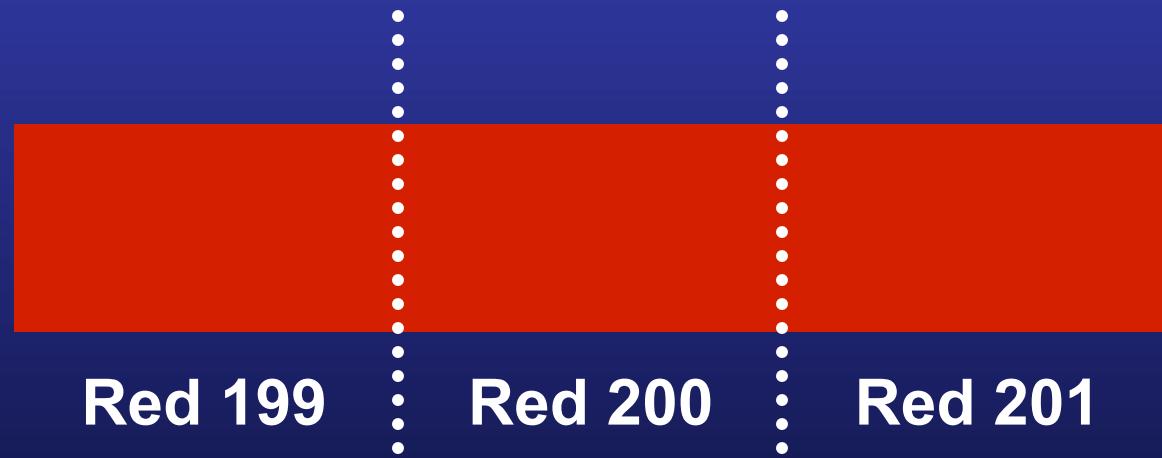
negative, depressing

portray competition in black

Don't overuse color

2 to 3 colors per visual

avoid being too busy



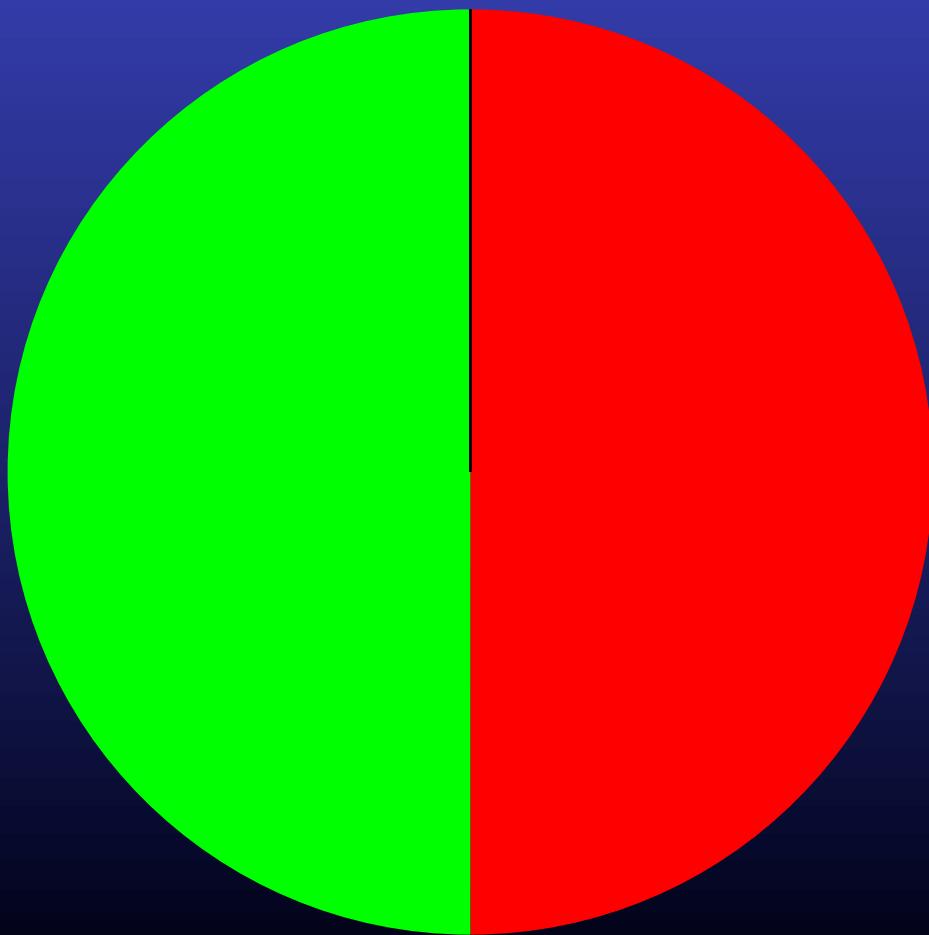


Red 150

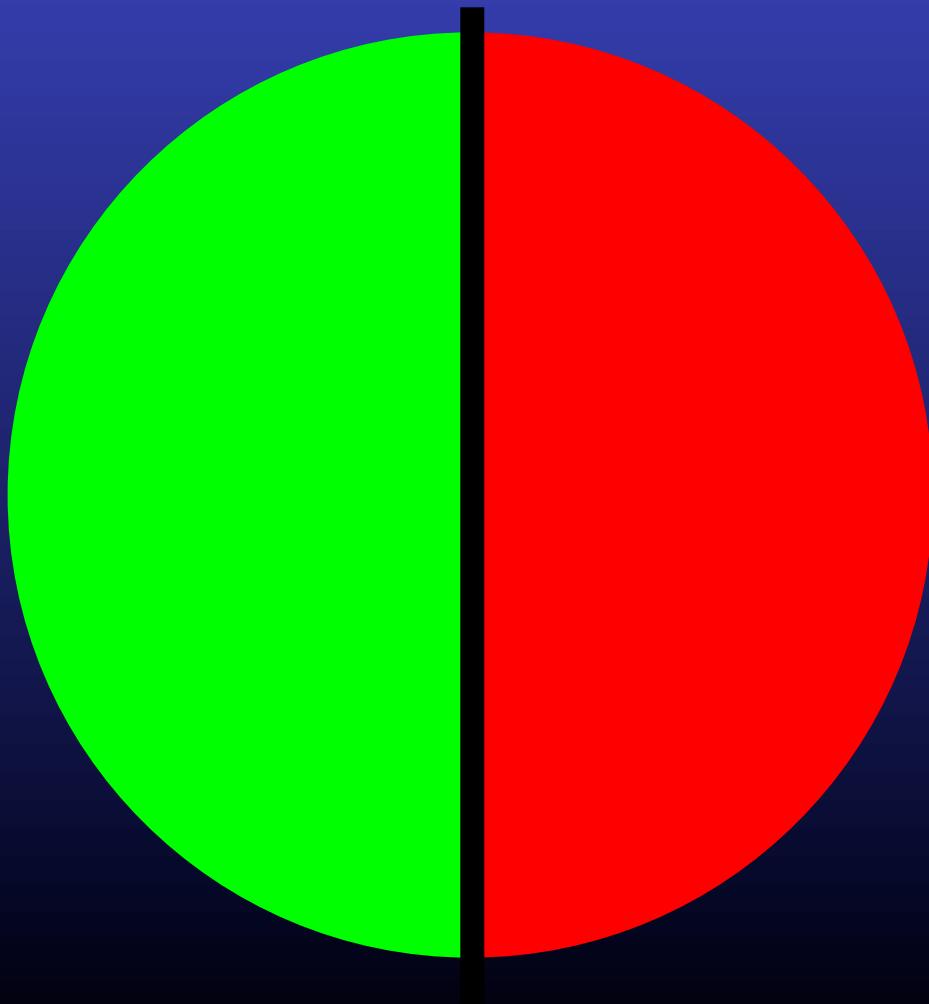
Red 200

Red 250

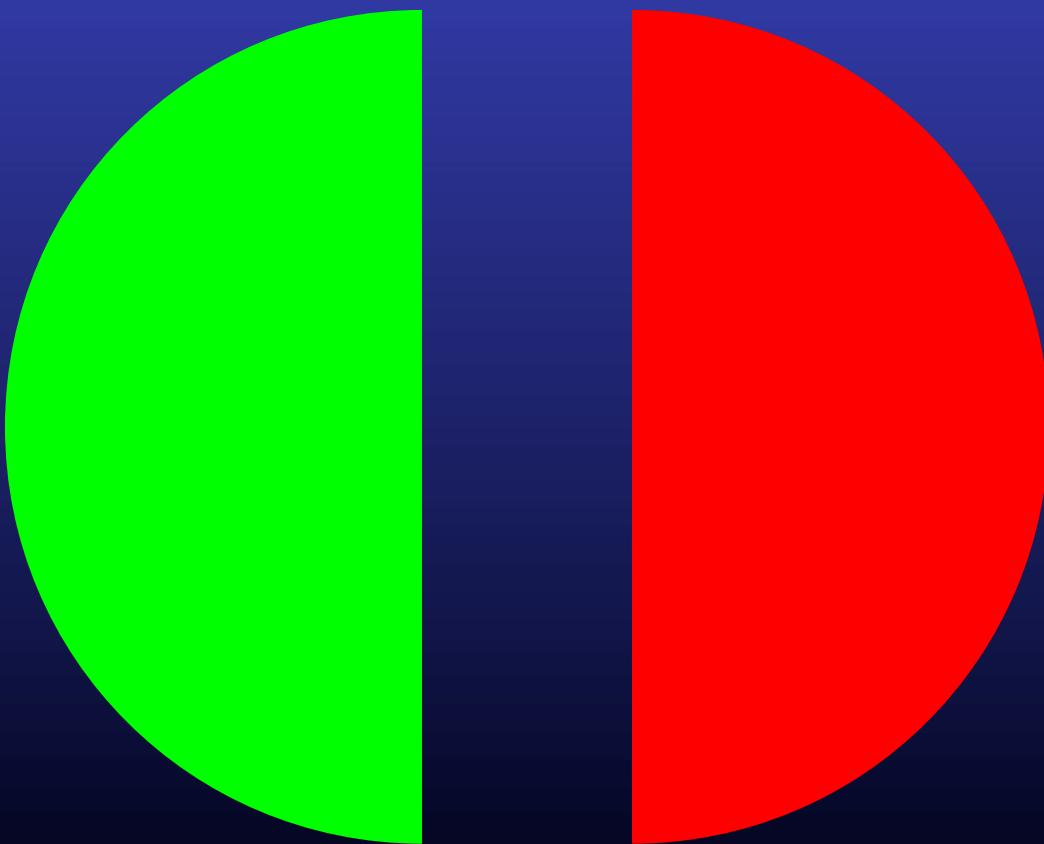
10% of population is color blind



10% of population is color blind



10% of population is color blind



Different cultures ascribe distinct values to colors

Yellow

**reserved for royalty, or
considered offensive**

Green

strong religious connotations



Titles should be no more than two lines because when the title is more than two lines it is no longer a title, it is a paragraph

- **bullet items are overwhelmed**

Headline always here

**text
and
graphics
here**

Anatomy of a leaf

cuticle

epidermal cells

lower epidermal cells

guard cells

stomate

Anatomy of a leaf

cuticle

epidermal cells

lower epidermal cells

guard cells

stomate

Anatomy of a leaf

cuticle

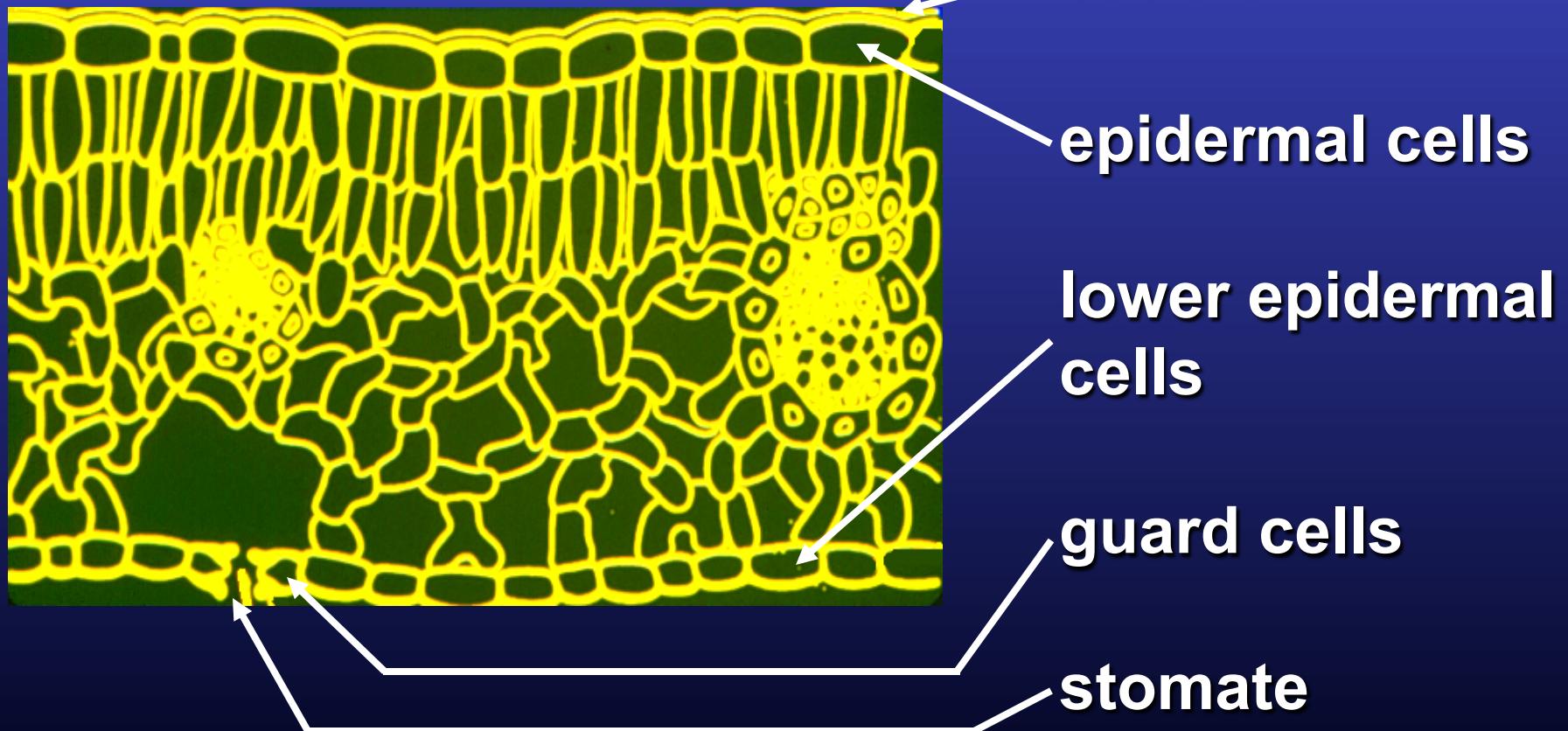
epidermal cells

lower epidermal cells

guard cells

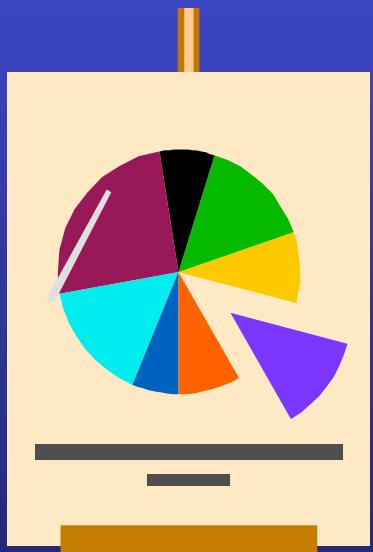
stomate

Anatomy of a leaf





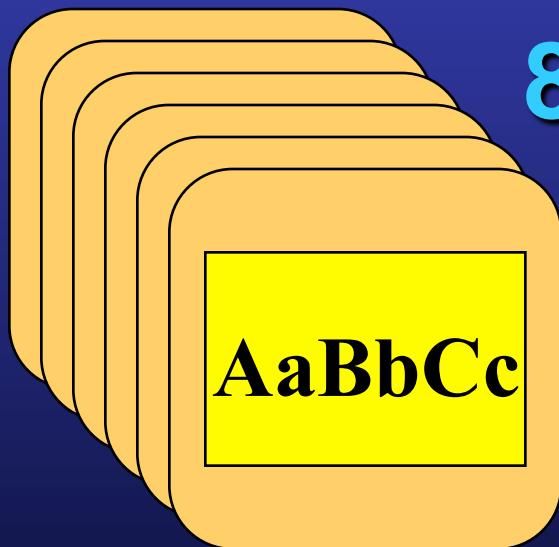
***Brilliant
speech***



*A picture is worth
a thousand words.*

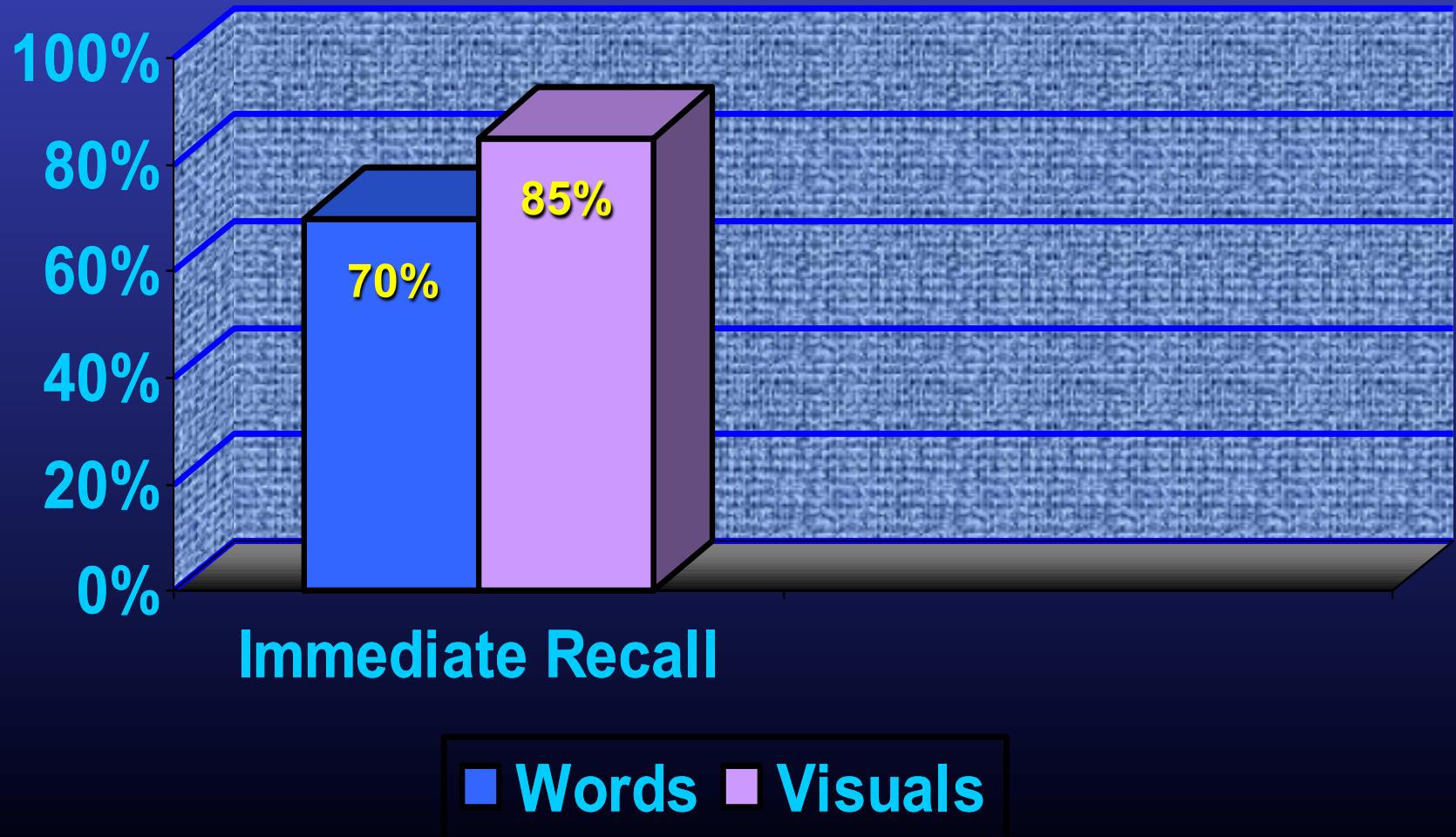


Be visual

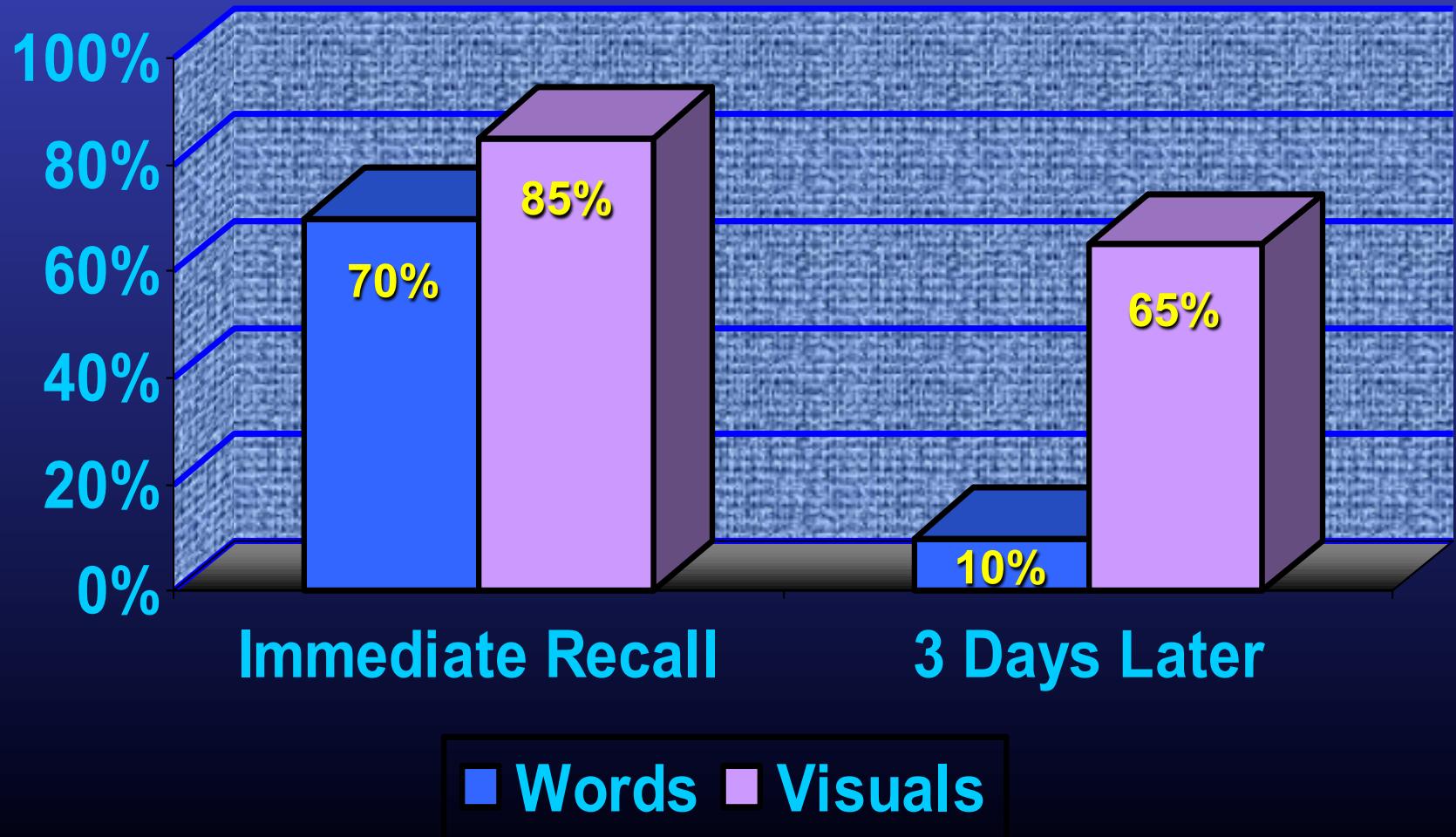


80% of all slides in U.S.
are pictures of words

Make What You Say Stick



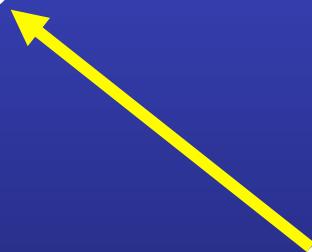
Make What You Say Stick

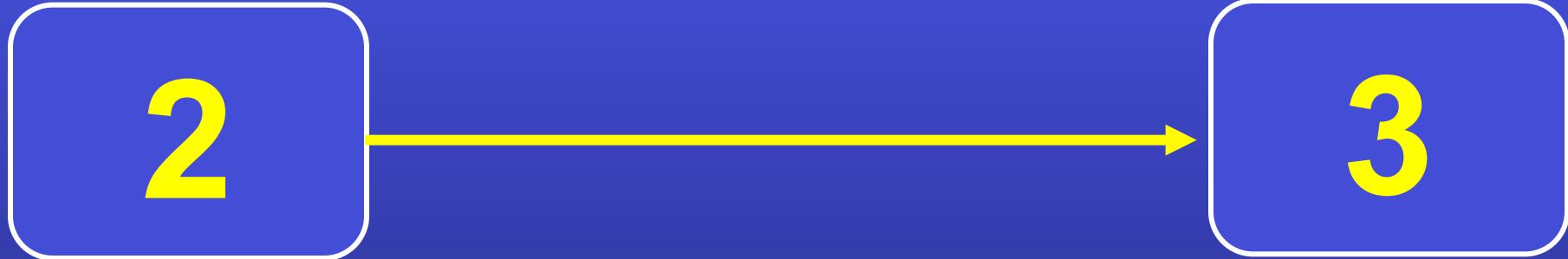


1

2

1





2

3

1

4



2

3

1

4

5



2

3

1

4

5

Look here first

Look here next

Look here first

Look here next

Look here next

Look here first

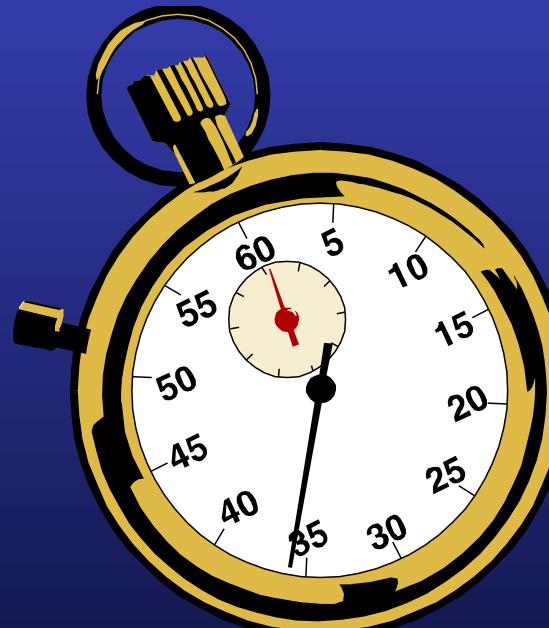
Bold

Italics

Look here next

Look here first

**New visual
every
30 to 45
seconds**



1 idea
per
visual

Review

Horizontal, not vertical

Six lines

Six words per line

Minimum type: 18 pt.

Review

**One visual for each point
Keep visuals simple
Direct eyes to key points
Never mix formats
Maintain consistency
Design for last row**

Review

Appropriate color for audience and subject

Light foreground against dark background

Appropriate font (typeface)

Restrain creativity

Keep sense of humor and healthy perspective

Thank you!

Questions?

