Creative & Effective Presentations

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Digital Integration Teaching Initiative (DITI)

LPSC 7312: Cities, Sustainability, and Climate Change
Joan Fitzgerald
Spring 2021

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NULab for Texts, Maps, and Networks

Feel free to ask questions at any point during the presentation!

Workshop Agenda & Outline

1. Learn guidelines, best practices and tips for making a PowerPoint presentation
2. Explore options for advanced design and collaboration
3. Learn how to consider accessibility in designing presentations
4. Explore key functions through demonstration
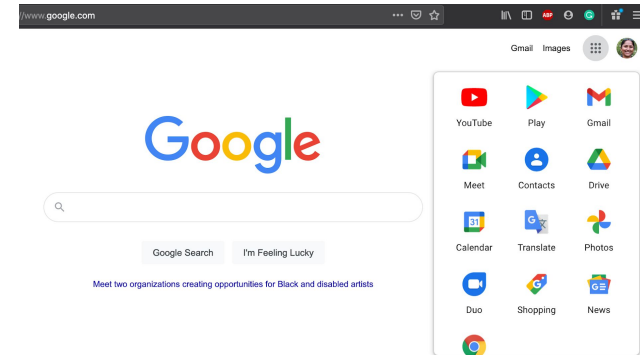
Slides and handouts available at https://bit.ly/3qWxxMM

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Getting Started: Tips

Feel free to ask questions at any point during the presentation!

What Do Apple, IKEA, and Google Have in Common?

Feel free to ask questions at any point during the presentation!

What Do Apple, IKEA, and Google Have in Common?

Simple and Effective Design

Feel free to ask questions at any point during the presentation!

Keep it Simple

- "Less is more" approach
- Clear, concise, and above all, understandable
- Nothing in your slide should be superfluous, ever!
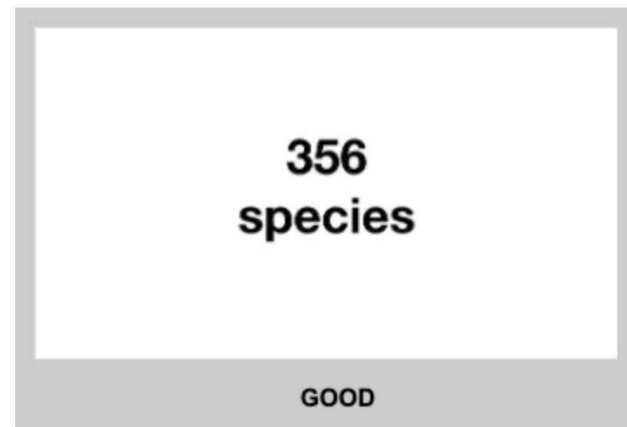- Plenty of "white space" or "negative space"

TURTLES

GOOD

Everything you need to know about turtles

By: John Doe

BAD

[TED Masterclass](#)

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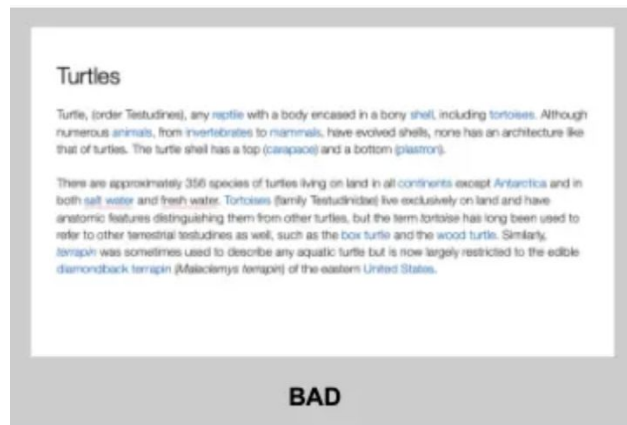*Feel free to ask questions at any point during the presentation!*

Limit Bullets and Texts

● The audience should listen to you, not read along!

356
species

GOOD

Turtles

Turtle, (order Testudines), any reptile with a body encased in a bony shell, including tortoises. Although numerous animals, from invertebrates to mammals, have evolved shells, none has an architecture like that of turtles. The turtle shell has a top (carapace) and a bottom (plastron).

There are approximately 356 species of turtles living on land in all continents except Antarctica and in both salt water and fresh water. Tortoises (family Testudinidae) live exclusively on land and have anatomic features distinguishing them from other turtles, but the term tortoise has long been used to refer to other terrestrial testudines as well, such as the box turtle and the wood turtle. Similarly, terrapin was sometimes used to describe any aquatic turtle but is now largely restricted to the edible diamondback terrapin (Malaclemys terrapin) of the eastern United States.
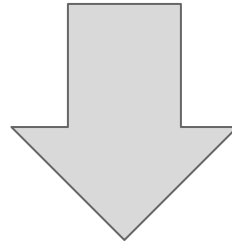
BAD

[TED Masterclass](#)

Feel free to ask questions at any point during the presentation!

Limit Bullets and Texts

- Think about putting main ideas front-and-center. Additional detail can go in the "Notes" section.

To access the "Notes" section for each slide, click "Notes" below! That opens up a text box prompting you to "Click to add notes."

Click to add notes

Notes   Comments   63%

Feel free to ask questions at any point during the presentation!

Keep it Visible: Fonts

- Sans serif fonts are typically the best for presentations.
- Be generous with spacing
- No more than two complementary fonts (e.g., Arial and **Arial Bold** for emphasis)
- Use mixed case, not all CAPS.
- Professional, maybe friendly

Times New Roman: Keep it Visible

EB Garamond: Keep it Visible

Arial: Keep it Visible

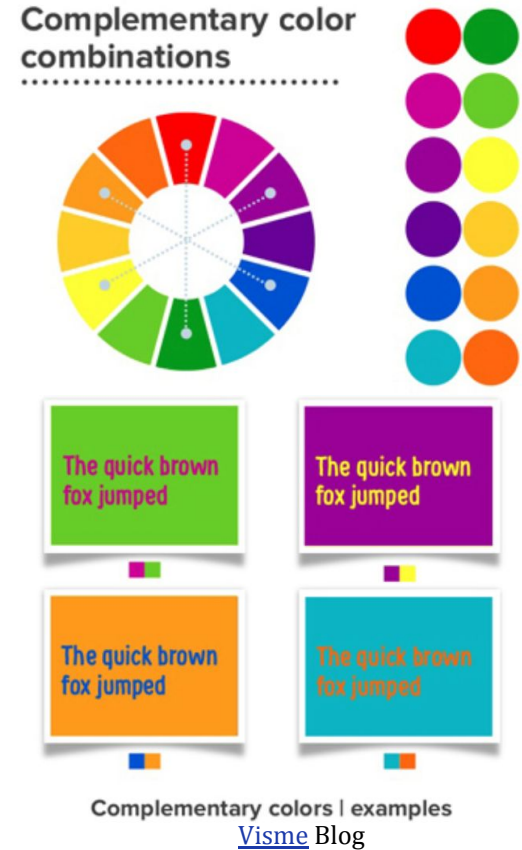Droid Sans: Keep it Visible

Caveat: Keep it Visible

Comic: Keep it Visible

Bold, <u>Underline</u>, *Italics*

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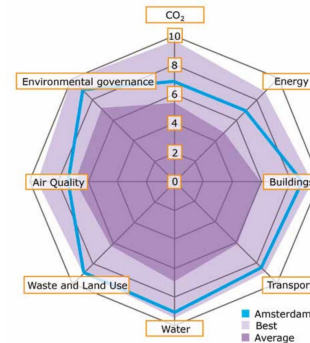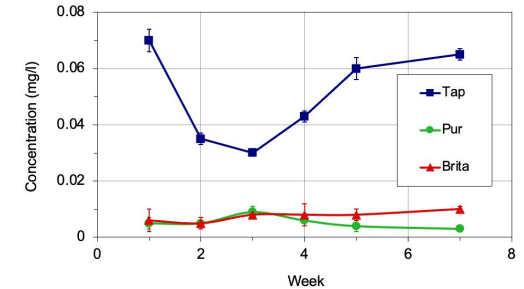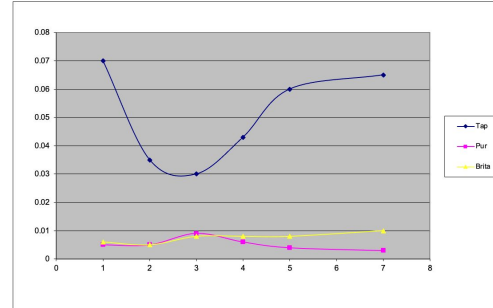*Feel free to ask questions at any point during the presentation!*

Keep it Visible: Colors

- Colors deeply impact visual communication
- Make color choices that appeal to aesthetics and are accessible to everyone
- Ideal color scheme
  - Color Theory: Warm/Cool; Complementary
  - Create high contrast: text to interactive element ratio 4.5:1
  - Don't use too many colors: 3 to 4
  - 60-30-10 rule
- PowerPoint offers multiple color palettes
- NU Colors

Complementary color combinations

The quick brown fox jumped

The quick brown fox jumped

The quick brown fox jumped

The quick brown fox jumped

Complementary colors | examples

Visme Blog

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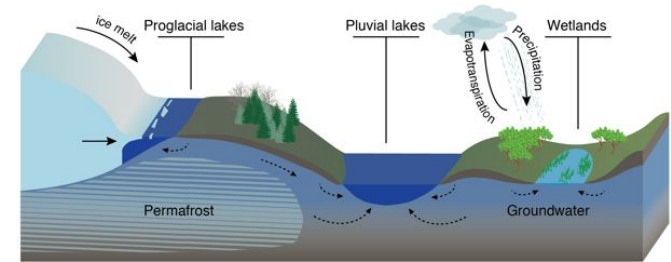
Use Graphics and Charts

- High-quality, accurate, and self-explanatory
- Charts: Data in graphic form
  - Bar charts
  - Trend lines
  - Pie charts
  - Spider/Radar chart
- Graphics
  - Photos
  - Diagrams
  - Maps
  - Icons
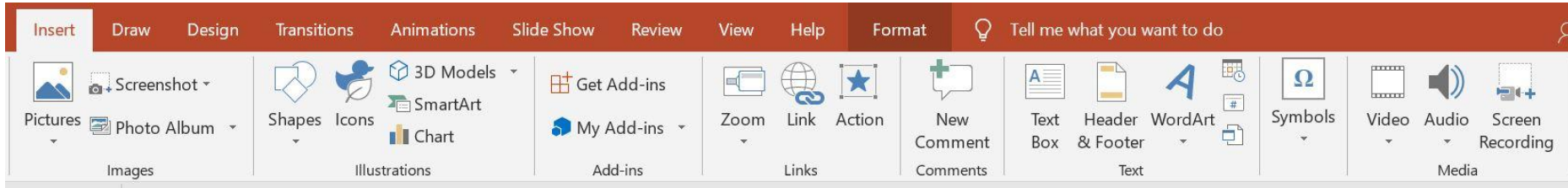 - Tables

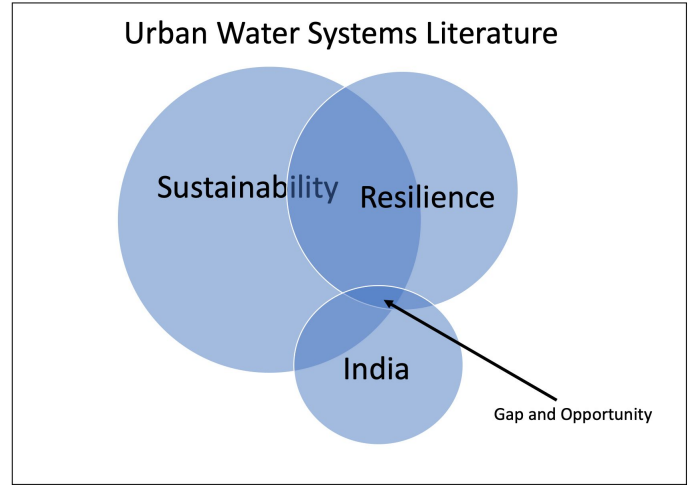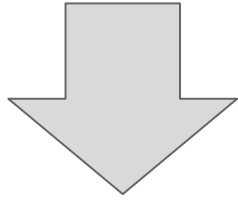European Commission

LDEO, Columbia

Northeastern University
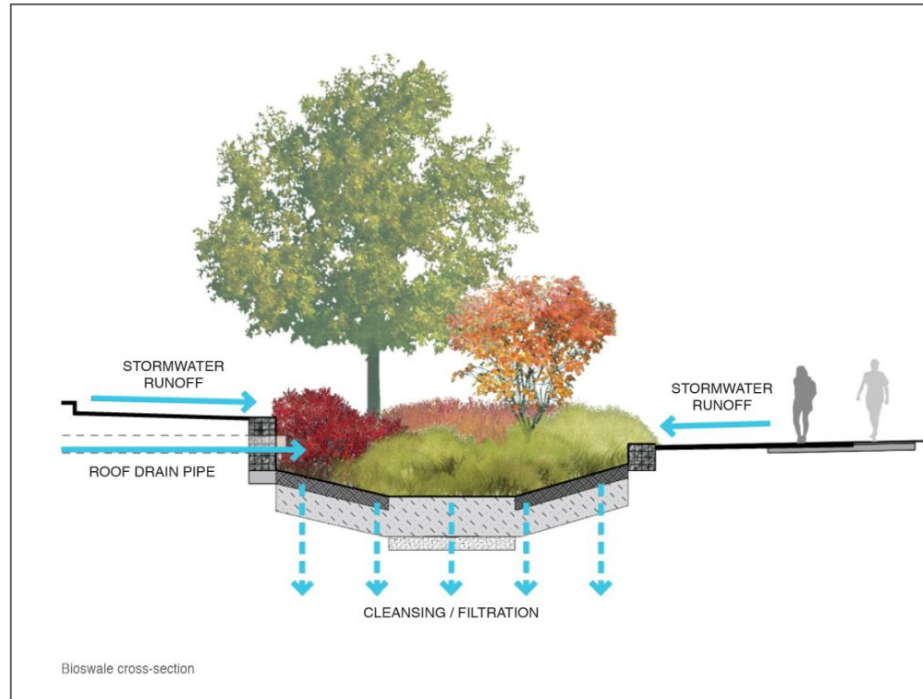NULab for Texts, Maps, and Networks

Feel free to ask questions at any point during the presentation!

Use Graphics and Charts

- Consider the 'Insert' option to add Images: Pictures, Screenshots, Photos; and Illustrations: Shapes, Icons, 3D Models, SmartArt and Charts.

Urban Water Systems Literature

Sustainability

Resilience

India

Gap and Opportunity

Insert Draw Design Transitions Animations Slide Show Review View Help Format 🔍 Tell me what you want to do

Pictures 📷 Screenshot 📷 Photo Album
Images

Shapes Icons 🔷 3D Models 📊 SmartArt 📊 Chart
Illustrations

🔲 Get Add-ins My Add-ins
Add-ins

Zoom Link Action
Links

New Comment
Comments

Text Box Header & Footer WordArt
Text

Ω Symbols
Symbols

Video Audio Screen Recording
Media

Feel free to ask questions at any point during the presentation!

Single Graphic or Charts

Feel free to ask questions at any point during the presentation!

Green Infrastructure

Bioswale

Feel free to ask questions at any point during the presentation!

Use Animations Judiciously

- Animations can add flair to your slide transitions
- However, using too many of them can make the presentation look less serious!
- The type of animation matters

Appear

Spin

Zoom Out

Fade Out

Fly In

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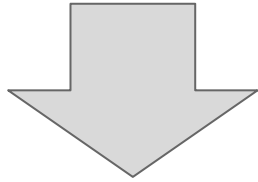- The type of animation matters

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Feel free to ask questions at any point during the presentation!
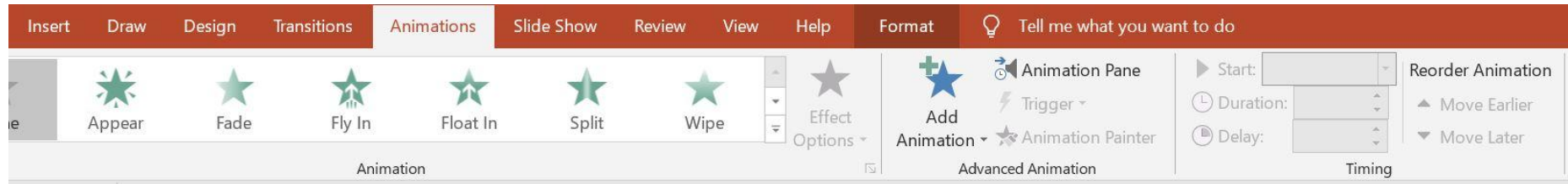
Use Animations Judiciously

- There are three types of animations: **entrance, emphasis, and exit**. To use advanced PowerPoint animations, click on the drop-down arrow for "Add Animation" (where the plus sign and blue star icon is located).

Animations are located here on the taskbar.

| Insert | Draw | Design | Transitions | Animations | Slide Show | Review | View | Help | Format | Tell me what you want to do |

| e | Appear | Fade | Fly In | Float In | Split | Wipe | Effect Options | Add Animation | Animation Pane / Trigger / Animation Painter | Start: Duration: Delay: | Reorder Animation / Move Earlier / Move Later |

Animation | Advanced Animation | Timing

Feel free to ask questions at any point during the presentation!

Use Audio/Video for Impact

LEE KUAN YEW
SINGAPORE PRIME MINISTER
(1959-1990)

Feel free to ask questions at any point during the presentation!

Use Audio/Video for Impact

- When you add audio, you can upload it from your computer or record your own audio within PowerPoint.

- When you add video, you can link to an online video or upload one saved to your computer.

- For the "Video" and "Audio" options to be highlighted, click on the text box where you'd like to add either.

Audio and video are available at the top-right when you click "Insert" on the taskbar.

Feel free to ask questions at any point during the presentation!
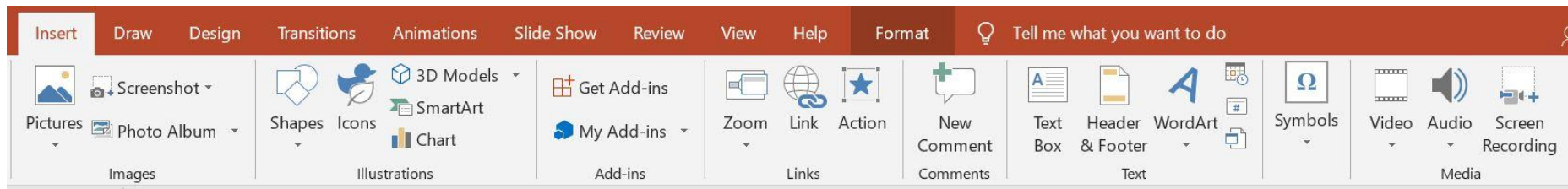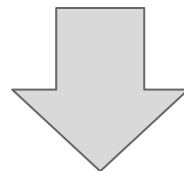
Be Consistent and Organized

- Be consistent in font size, color scheme, animation effects, design, formatting etc.

- Get your Master slides in place before you build content slides

- Organize your content with section headers and guideposts

- Keep your images consistent on each slide

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PowerPoint: Design & Collaborate

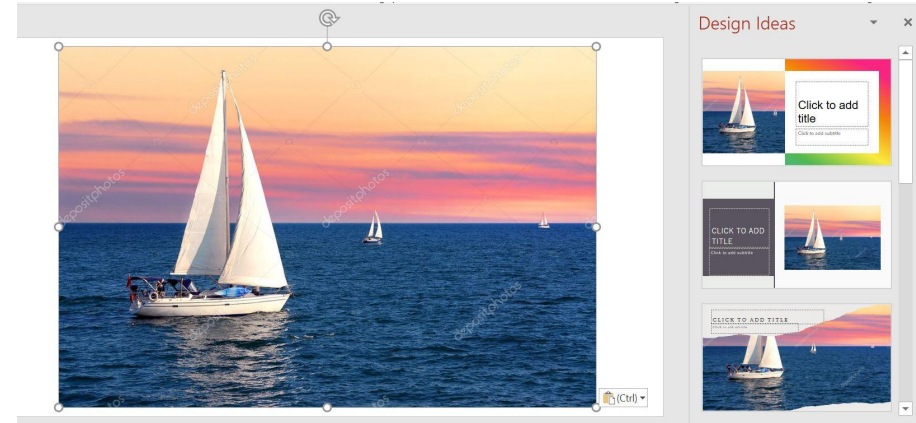*Feel free to ask questions at any point during the presentation!*

Design: Select Theme

- Design templates contain color schemes, slide and title masters with custom formatting, and styled fonts
  - Select the **Design** tab.
  - Select one of the **Themes**— click on the down arrow with a line over it for the drop-down menu.
  - Select one of the **Variants**.
- Your Own

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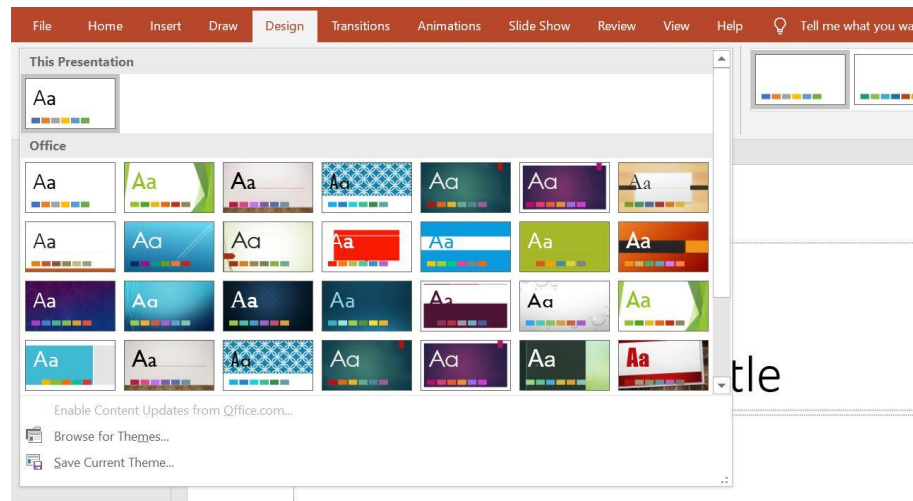
Design: Use Designer

- Designer improves slides by automatically generating design ideas to choose from.
  - Insert one or more pictures, a list of items, or a list of dates.
  - The **Designer** panel will open.
  - Select the design you want.
  - You can also bring up Designer by selecting a picture, and then selecting **Design** > **Design Ideas**.

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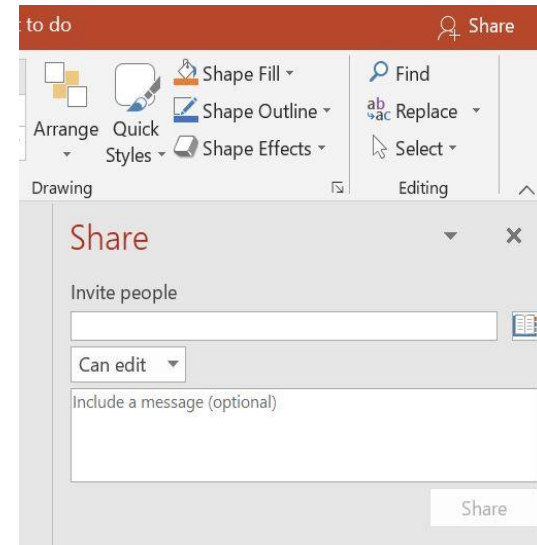*Feel free to ask questions at any point during the presentation!*

Collaborate

- For collaborative work in PowerPoint, you have to save the file on Microsoft OneDrive. PowerPoint will ask you to "Save to Cloud"—name and save the file in your OneDrive folder.
- Share - view only or editing (**Can edit/Allow editing** is checked by default)
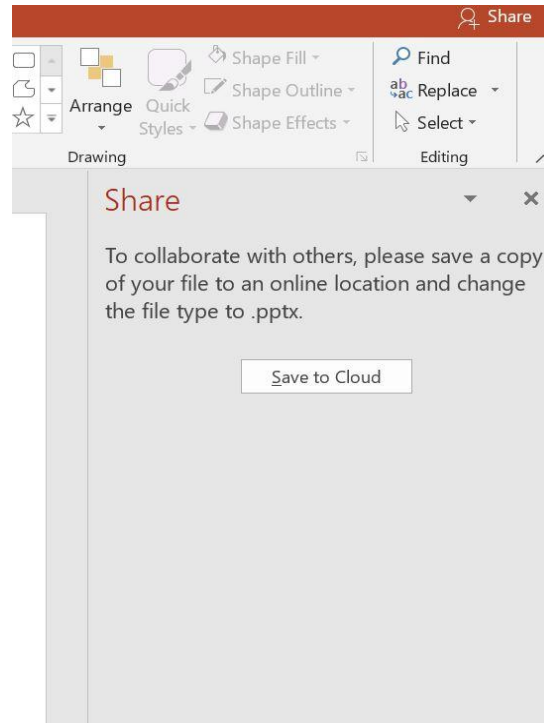
[Microsoft Support on Collaborate](#)

After clicking "Save to Cloud" and putting the file in your OneDrive folder, you will see what's on the image to the right.
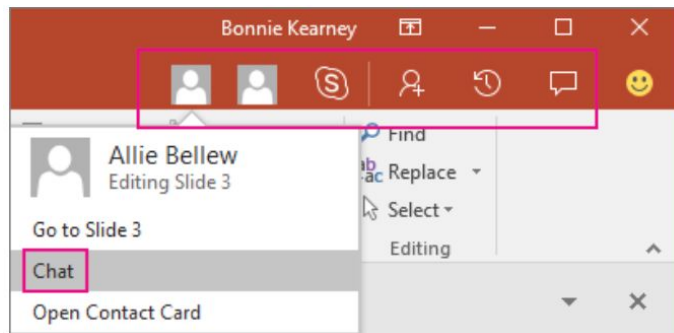
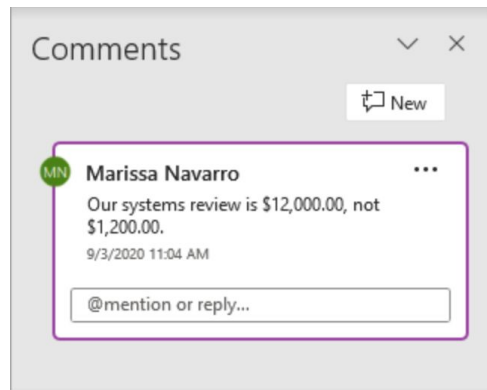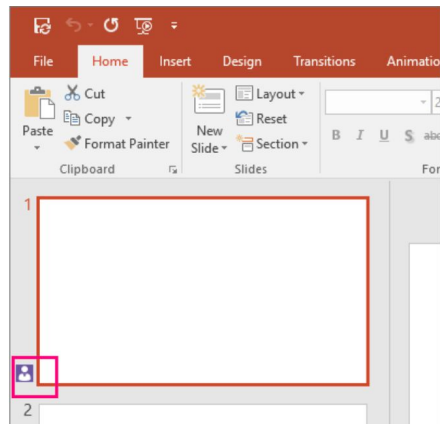*Feel free to ask questions at any point during the presentation!*

Collaborate

After you share your file, you can

- Work together at the same time
- Comment on presentation
- Chat while editing

[Microsoft Support on Collaborate](#)

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Improve Accessibility

- Accessibility Checker verifies your presentation against a set of standards that identify possible areas of concern for people who have disabilities.
- Running the Accessibility Checker is a critical process in optimizing your presentations for accessibility
  - This can be done when you have completed your project, OR
  - You can get notified of issues as you are working
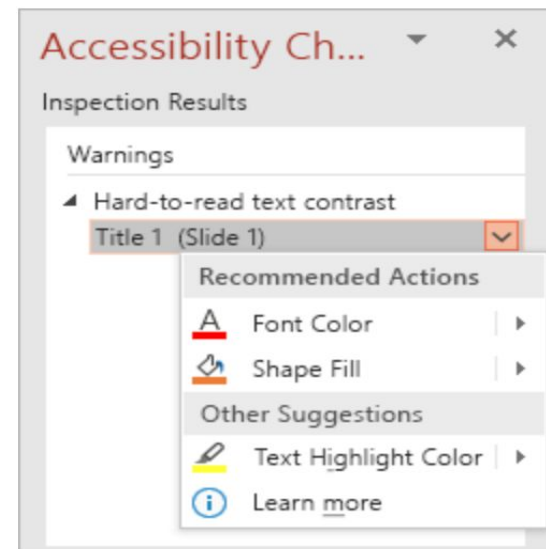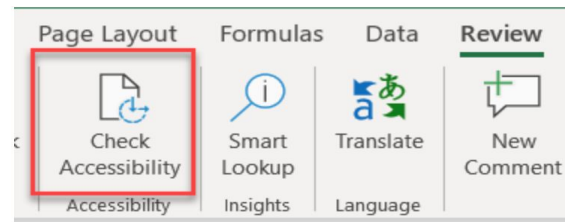
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Thank you!

If you have any questions, contact DITI at nulab.info@gmail.com

Developed by:

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Digital Integration Teaching Initiative

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Schedule an appointment with DITI: **http://bit.ly/diti-office-hours**

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