

Creative & Effective Presentations

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Digital Integration Teaching Initiative (DITI)

INTL3400
Youly Diamanti-Karanou
Fall 2023



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*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.
3. Learn how to consider accessibility in designing presentations.
4. Explore key functions through hands-on practice

Slides and handout available at:

<https://bit.ly/fa23-diamantikaranou-powerpoint>



Getting Started: The Basics



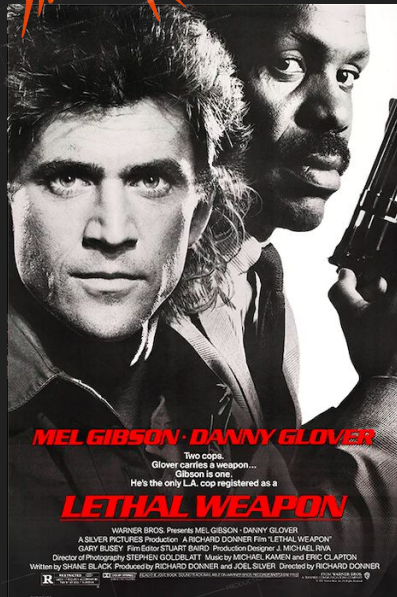
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Discuss: What design features make for an effective or ineffective presentation?



Blockbuster Movie Poster Design Trends Have Changed Greatly Over 40 Years



1987

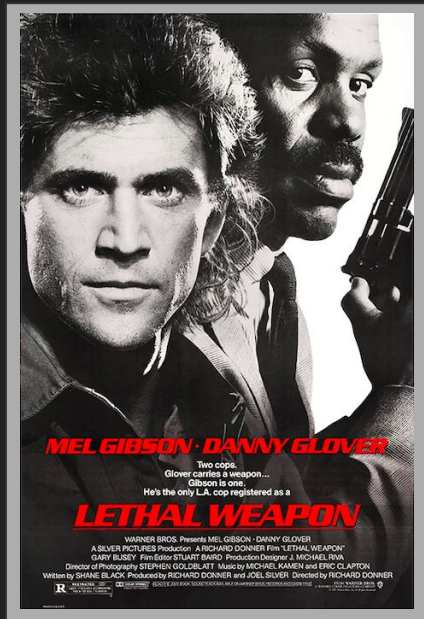
Posters that once featured only core characters originally posed in a single shot frame have now become posters that feature most if not all named characters presented through distinct headshots superimposed during post-editing. This reflects a film industry that has fallen into deeper and deeper dependence on digital technology for the benefit of production efficiency. Personally I find it a loss in the artistic merit of these marketing objects which possibly reflects a similar artistic loss in the films themselves. In this way the change in how posters get made functions as a metonymy for how the film industry as a whole has evolved. The use of *Mission: Impossible - Dead Reckoning Part One* here is in a way ironic, since lately Tom Cruise's entire career seems to revolve around an implicit critique of the very digital overdependence his own film's poster perfectly reflects. It's hard to say, then, to what degree I can take this critique seriously regardless of how many cliffs he drives a motorcycle off of.



2023

Blockbuster Movie Posters: Then vs Now

1987



Core characters

Single shot with minimal editing

2023



Most if not all named characters

Distinct headshots digitally superimposed

Organize your Points

- Treat your presentation like any other form of argument, explanation, or narrative— be intentional, and **organize your slides carefully!**
- **Put main ideas front-and-center.** Additional detail can go in the “Notes” section.
- **Use signposts** to orient your audience.



Keep it Simple

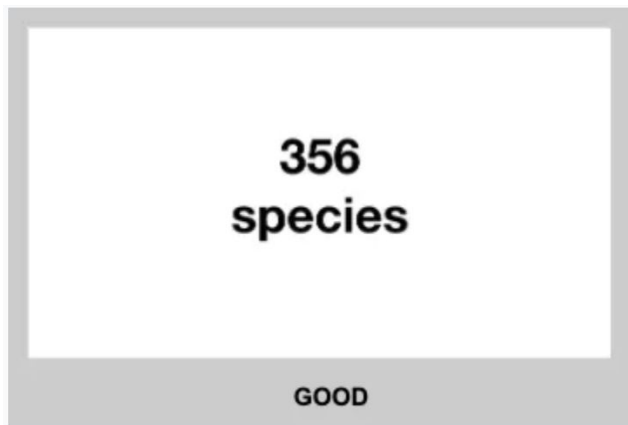
- **Less is more**
- Slides should be **clear**, **concise**, and above all, **understandable**.
- Nothing in your slide should be superfluous, ever!
- Slides need plenty of “negative space.”



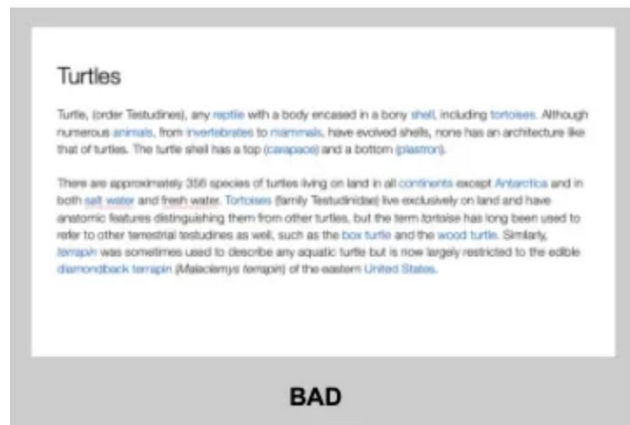
[TED Masterclass](#)



Limit Bullets and Text



VS.



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

[TED Masterclass](#)



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Getting Started: Presentation Design and Master Slides

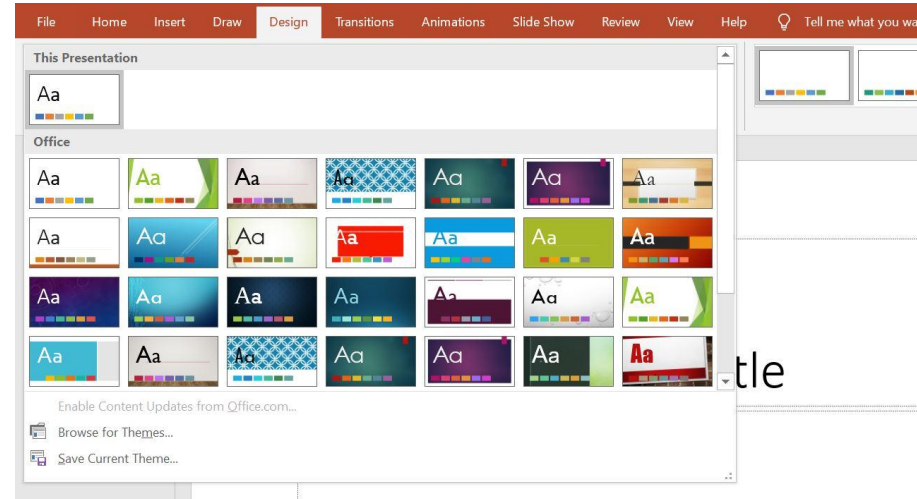


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Design: Select Theme

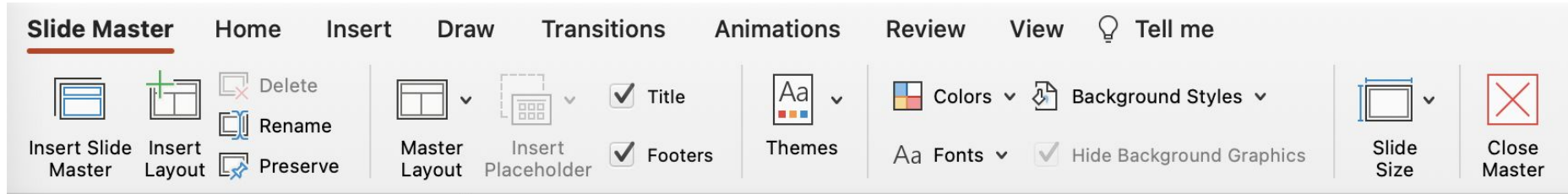
- Design templates contain color schemes, slide and title masters with custom formatting, and styled fonts
 - Select the **Design** tab.
 - Select one of the **Themes**—click on the down arrow with a line over it for the drop-down menu.
 - Select one of the **Variants**.



Master Slides

Master Slides provide your presentation with a consistent and professional look that will appear on each slide.

To set up Master Slides, go into “View” and choose “Slide Master” from the “Master” menu.



Master Slide Templates

Click to edit Master title style

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - Fifth level

6/4/21

Footer

Click to edit Master title style

Click to edit Master text styles

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - Fifth level



Click to edit Master title style

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - Fifth level



6/4/21

Footer

«»

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - Fifth level



Footer

«»



Presentation Tips: Text



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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.
- **Bold** vs. Underline vs. *Italics*.

Times New Roman: Keep it Visible

EB Garamond: Keep it Visible

Arial: Keep it Visible

Droid Sans: Keep it Visible

Caveat: Keep it Visible

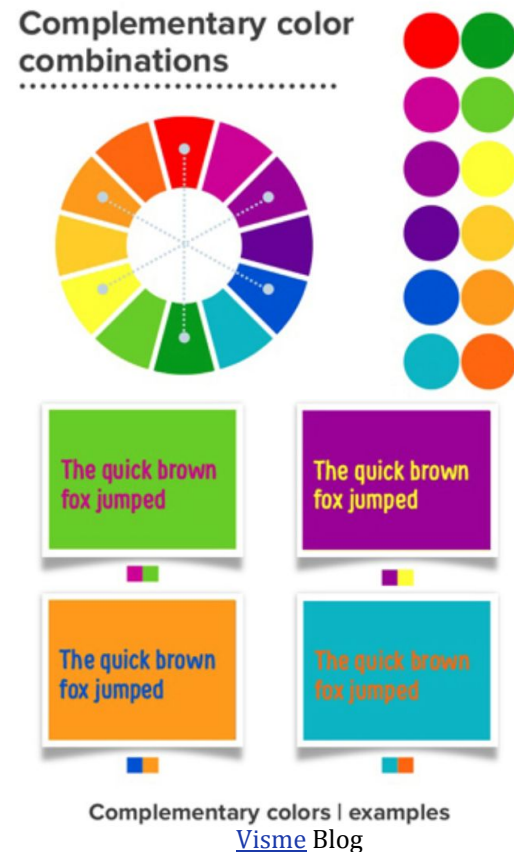
Comic: Keep it Visible

Cambria: Keep it Visible



Keep it Visible: Colors

- Colors deeply impact visual communication.
- Make color choices that are accessible to everyone (and appropriate for the presentation).
- Ideal color schemes are **high contrast**.
 - Limit your palette to 3 colors total.
 - PowerPoint offers multiple color palettes.
- [NU Colors](#)



Presentation Tips: Images



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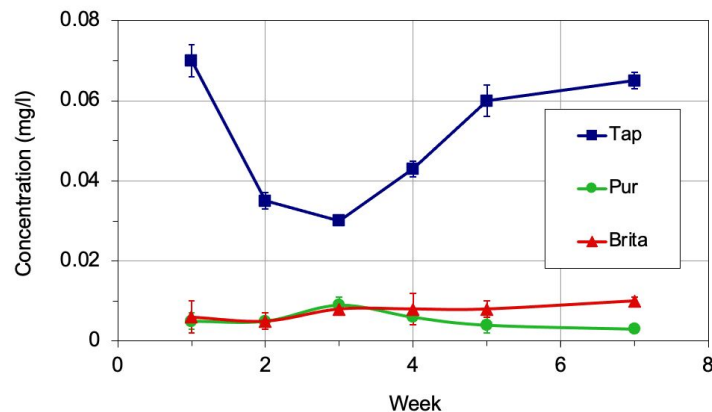
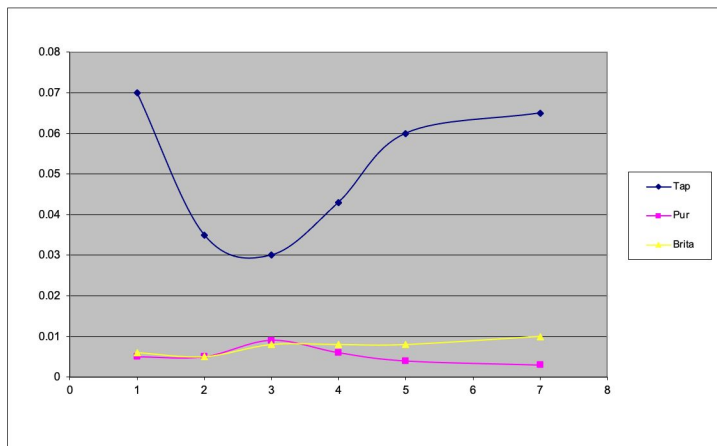
*Feel free to ask questions at any point
during the presentation!*

Use Graphics & Charts

- High-quality, accurate, and self-explanatory.
- Charts
 - Bar charts
 - Trend lines
 - Pie charts
 - Tables
- Graphics
 - Photos
 - Diagrams
 - Maps
 - Icons



Graphics & Charts: Readability is Key

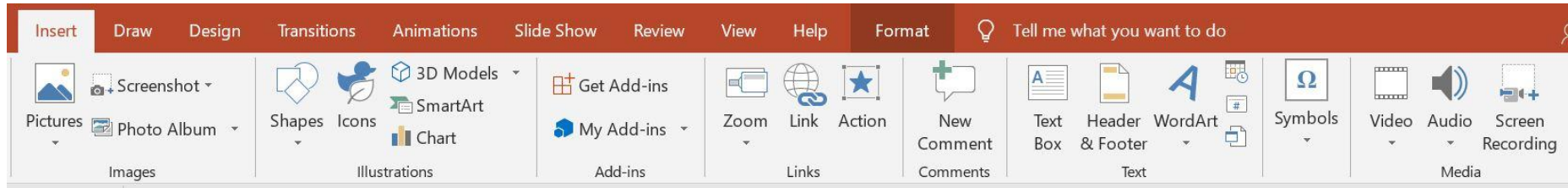
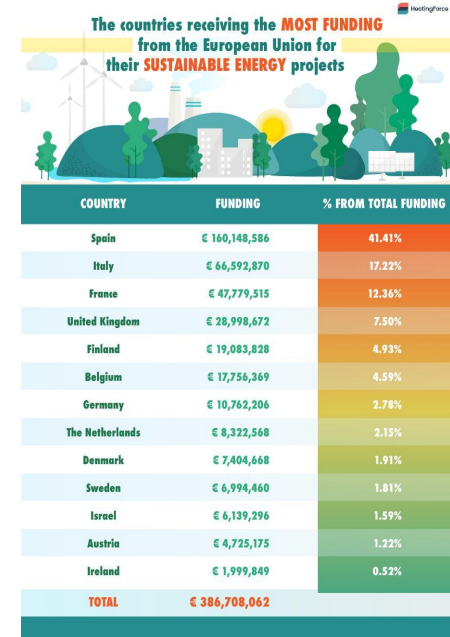
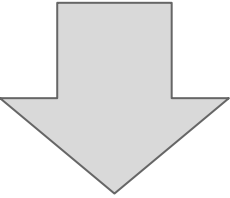


Which chart is more effective in a slide deck? What attributes should charts and graphs like these have to be readable in a presentation?



Inserting Images

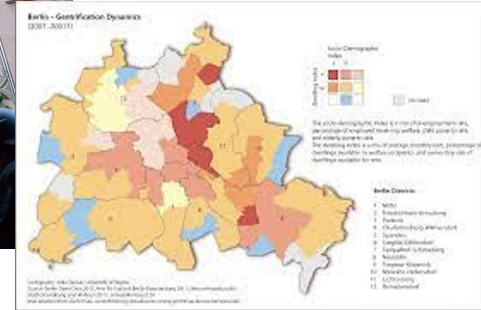
- Consider the 'Insert' option to add Images: Pictures, Screenshots, Photos; and Illustrations: Shapes, Icons, 3D Models, SmartArt and Charts.



Graphics & Charts: Keep it Simple



vs.



Presentation Tips: Animation Effects & Transitions



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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—use it to **enhance** the points you're making.

Appear

Spin

Zoom Out

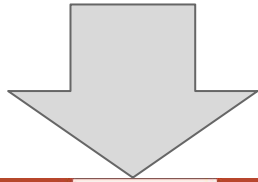
Fade Out

Fly In

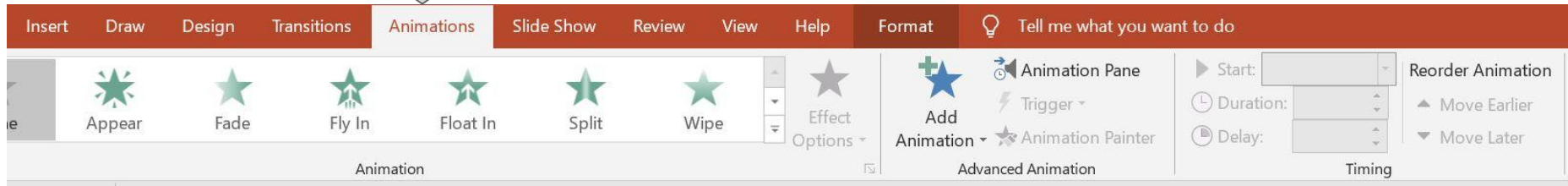


Adding Animation Effects

- 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).

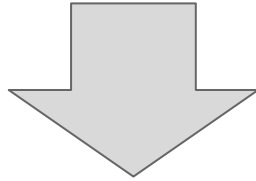


Animations are located here on the taskbar.



Adding Slide Transitions

- Slide transitions animate the movement from one slide to the next. To use PowerPoint transitions, click on the drop-down arrow for “Transitions” (where the plus sign and blue star icon is located).



Transitions are located here on the taskbar.



Presentation Tips: Audio, Video, & VoiceOver



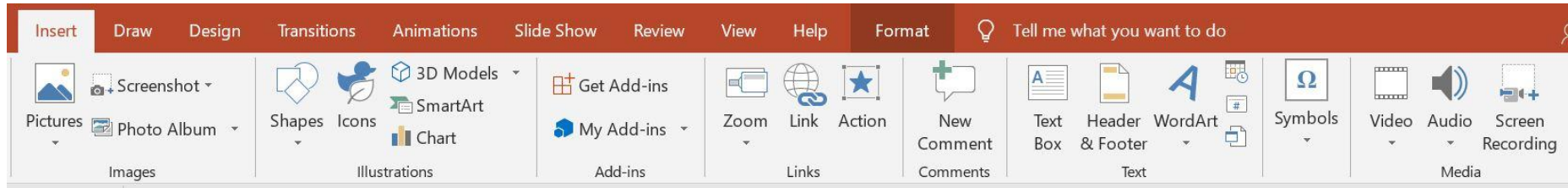
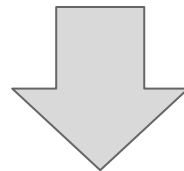
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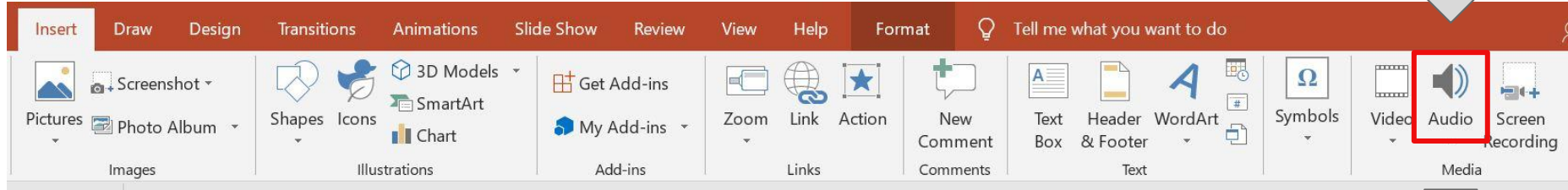
Use Audio/Video for Impact

- 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.

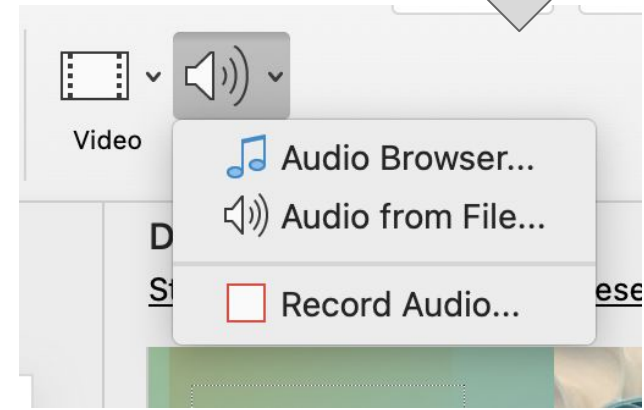


Use Voiceover for Impact



Voiceover is available at the top-right when you click “Insert” on the taskbar.

- Click “Record Audio” on the dropdown menu for “Audio.”
- OR select pre-recorded audio from your computer or browser in the dropdown menu.



How Voiceover Looks on a Slide

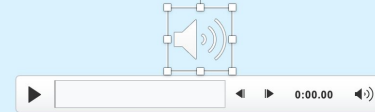
Voice Over in PowerPoint

Demo for Professor Fuchs' Summer 2021 Class



Voice Over in PowerPoint

Demo for Professor Fuchs' Summer 2021 Class



Advanced PowerPoint: *Designer* & Accessibility Checker

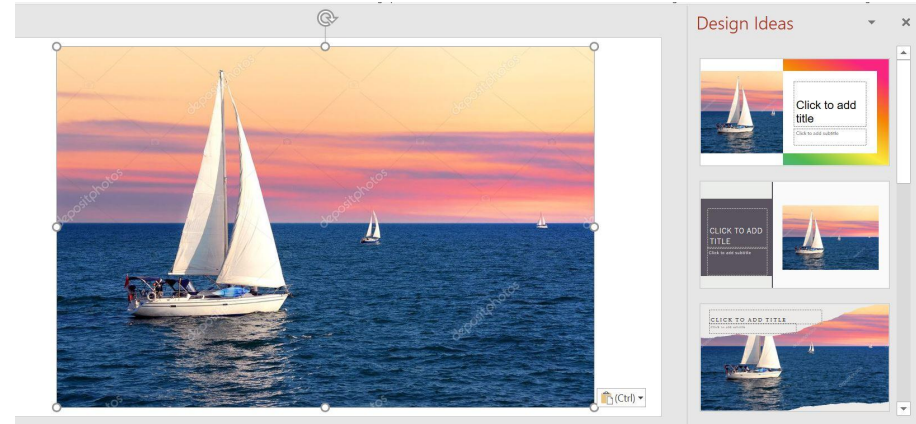


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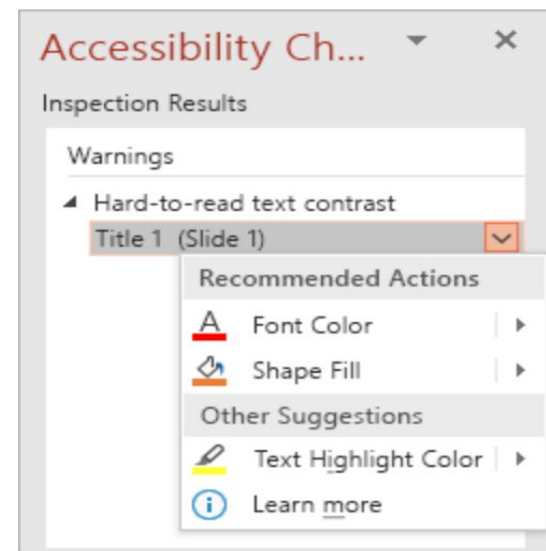
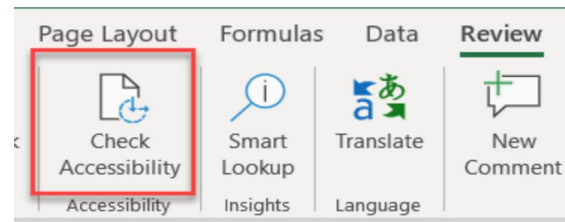
Using PowerPoint *Designer*

- Designer automatically generates design ideas for you 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**.



Improve Accessibility

- **Accessibility Checker** verifies your presentation against a set of standards that identify possible areas of concern for people who have disabilities. **Find it under the 'Review' tab.**
- 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.



Big Take Aways:



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Be Consistent & Organized

- **Be intentional** about design choices, and *keep it simple!*
- **Be consistent** in font, font size, color scheme, animation effects, design, formatting, etc.
- Set up **master slides** before you build content slides.
- Organize content with section headers and **signposts**.
- **Choose images/graphics mindfully**, and **don't mix visual types** on a single slide.
- **Limit bullets & text** on slides—keep negative space.



PowerPoint: Demo/Hands-On Practice, Q&A, & Discussion



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Demo/Hands-On Practice

1. Identify **your** hands-on practice and troubleshooting needs—this practice time should work for **you**!
2. Practice setting up **master slides**.
3. Practice adding **video or audio clips** to your presentation.
4. Practice adding **voice over** to your presentation.
5. Try using ***Designer*** to set up a practice slide.



Thank you!

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

Developed by:

Vaishali Kushwaha (DITI Research Fellow)

Julianna Wessels (NULab Co-Coordinator)

Adam Tomasi (DITI Research Fellow)

Slides and handout available at:

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Schedule an appointment with DITI: <https://bit.ly/diti-meeting>



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