Creative & Effective Presentations

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Digital Integration Teaching Initiative (DITI)

GER3800: German for Young Professionals
Carolin Fuchs
Summer 2022

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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/su22-fuchs-powerpoint

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Getting Started: **The Basics**

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

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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

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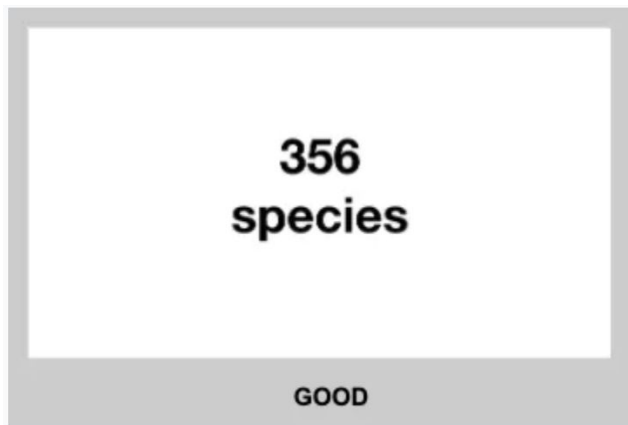
Keep it Simple

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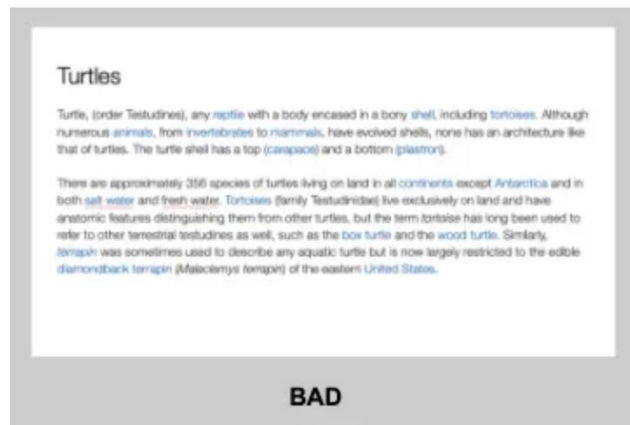- Slides need plenty of "negative space"

TURTLES

GOOD

Everything you need to know about turtles

By: John Doe

BAD

TED Masterclass

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Limit Bullets and Text

356
species

GOOD

vs.

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

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

TED Masterclass

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# Getting Started: **Presentation Design and Master Slides**

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**.

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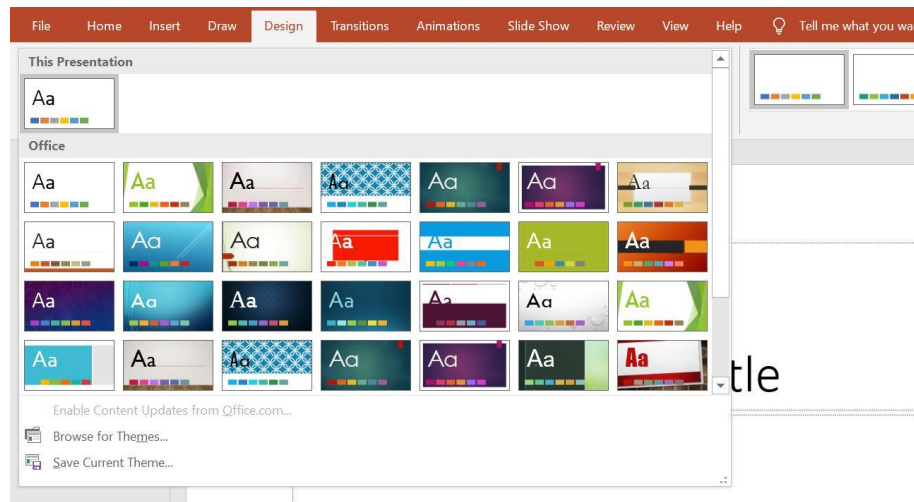
Master Slides

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.

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Master Slide Templates

Click to edit Master title style

- 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

- 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

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

6/4/21

Footer

6/4/21

Footer

‹#›

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Presentation Tips: **Text**

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.
- **Bold** vs. <u>Underline</u> 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

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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](#)

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

Feel free to ask questions at any point during the presentation!
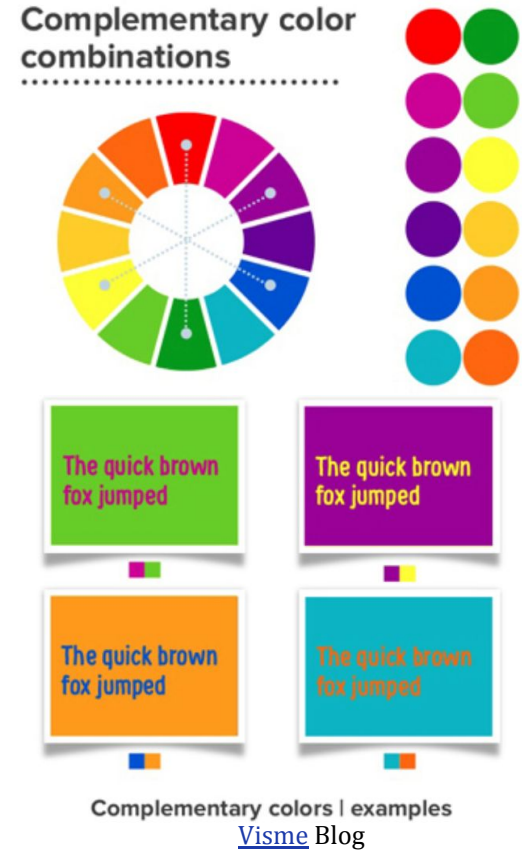
Presentation Tips: **Images**

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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

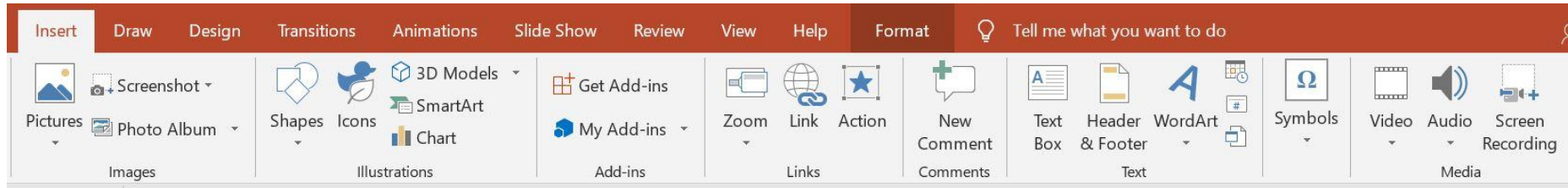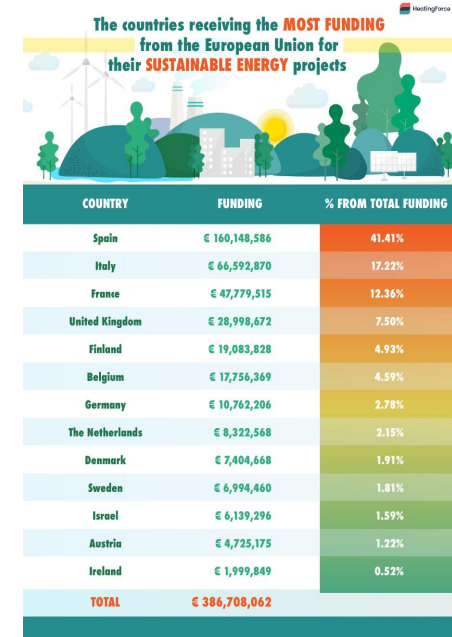*Feel free to ask questions at any point during the presentation!*
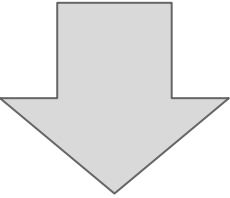
Graphics & Charts: Readability is Key
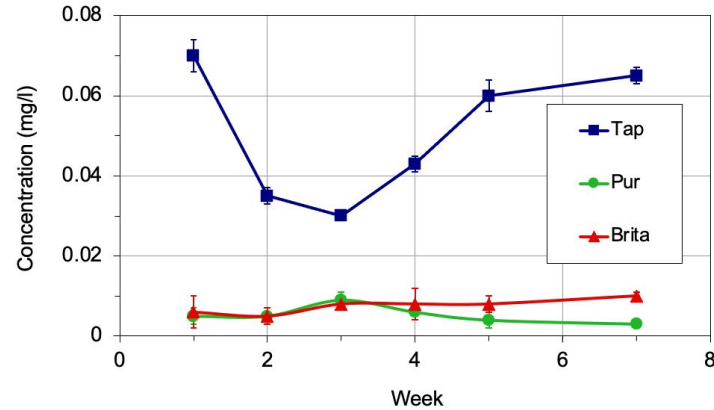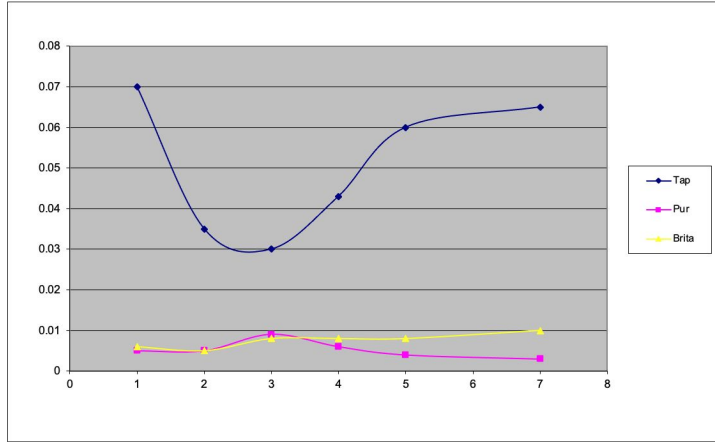
Which chart is more effective in a slide deck? What attributes should charts and graphs like these have to be readable in a presentation?

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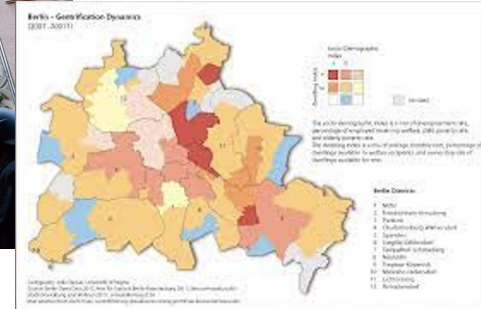*NULab for Texts, Maps, and Networks*

Inserting Images

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

The countries receiving the **MOST FUNDING** from the European Union for their **SUSTAINABLE ENERGY** projects

COUNTRY	FUNDING	% FROM TOTAL FUNDING
Spain	€ 160,148,586	41.41%
Italy	€ 66,592,870	17.22%
France	€ 47,779,515	12.36%
United Kingdom	€ 28,998,672	7.50%
Finland	€ 19,083,828	4.93%
Belgium	€ 17,756,369	4.59%
Germany	€ 10,762,206	2.78%
The Netherlands	€ 8,322,568	2.15%
Denmark	€ 7,404,668	1.91%
Sweden	€ 6,994,460	1.81%
Israel	€ 6,139,296	1.59%
Austria	€ 4,725,175	1.22%
Ireland	€ 1,999,849	0.52%
TOTAL	€ 386,708,062	

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

Pictures Screenshot Photo Album | Shapes Icons 3D Models SmartArt Chart | Get Add-ins My Add-ins | Zoom Link Action | New Comment | Text Box Header & Footer WordArt | Symbols | Video Audio Screen Recording

Images | Illustrations | Add-ins | Links | Comments | Text | Media

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

Graphics & Charts: Keep it Simple

vs.

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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
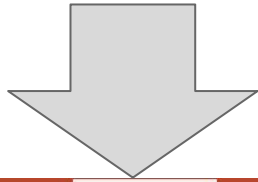- The type of animation matters—use it to **enhance** the points you're making
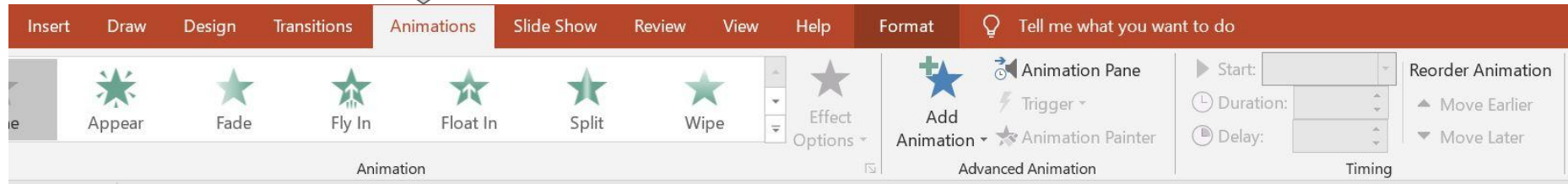
Appear

Spin

Zoom Out

Fade Out

Fly In

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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.

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

| 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

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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).
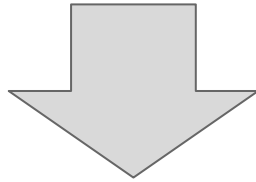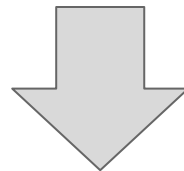
Transitions are located here on the taskbar.

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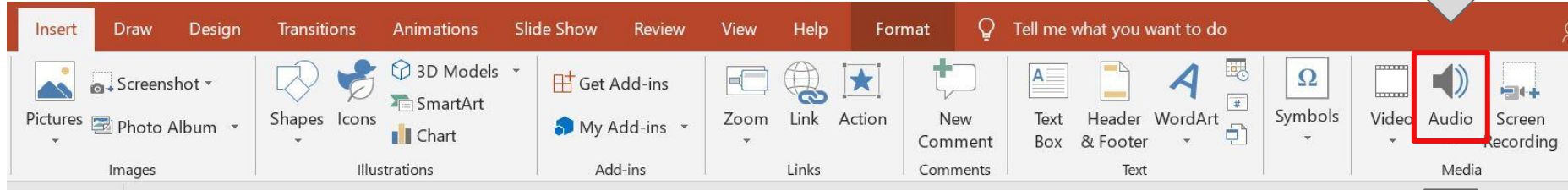*Feel free to ask questions at any point during the presentation!*

Presentation Tips:
Audio, Video, & VoiceOver

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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!
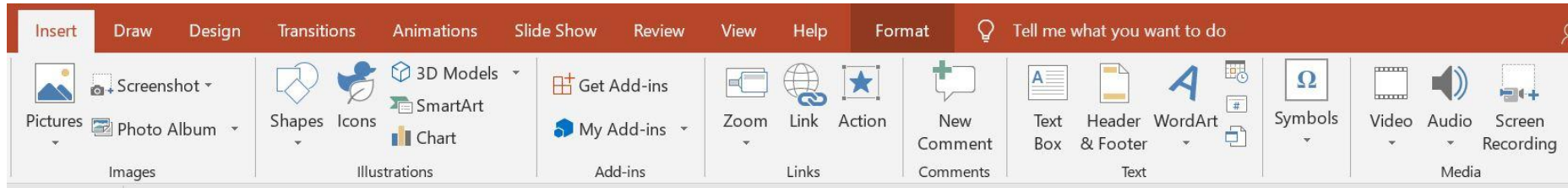
Use Voiceover for Impact

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

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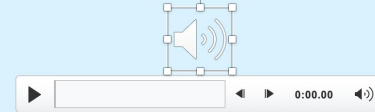- OR select pre-recorded audio from your computer or browser in the dropdown menu

Feel free to ask questions at any point during the presentation!
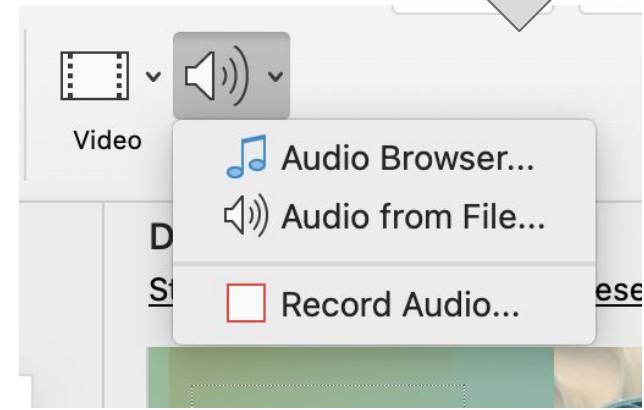
How Voiceover Looks on a Slide

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**.

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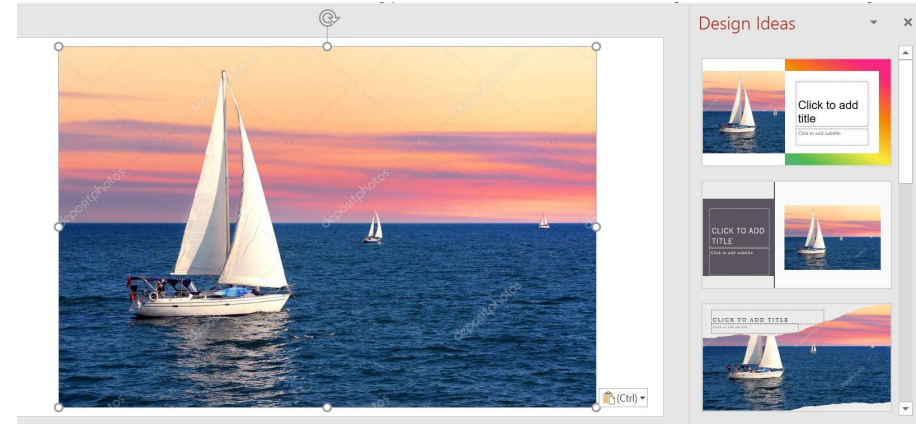
Improve Accessibility

- **Accessibility Checker** verifies your presentation against a set of standards that identify possible areas of concern for people who have disabilities. **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
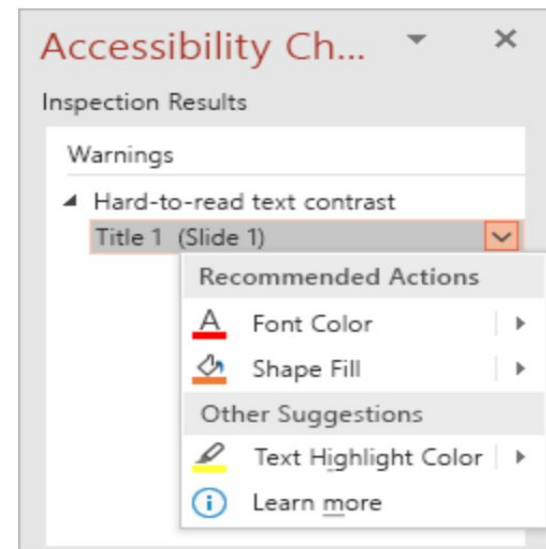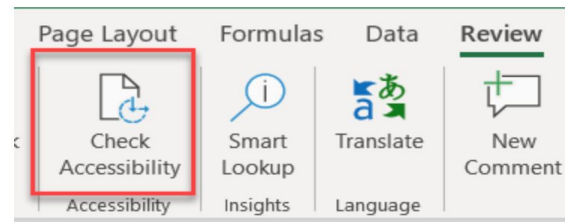
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Big Take Aways:

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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

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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

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Thank you!

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

Developed by:

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Julianna Wessels (NULab Co-Coordinator)
Adam Tomasi (DITI Research Fellow)

Taught by:

Chris McNulty (DITI Research Fellow)

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Schedule an appointment with DITI: **https://calendly.com/diti-nu**

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