

# Creative & Effective Presentations

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Digital Integration Teaching Initiative (DITI)

GER3800: German for Young Professionals

Carolyn Fuchs

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# 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>



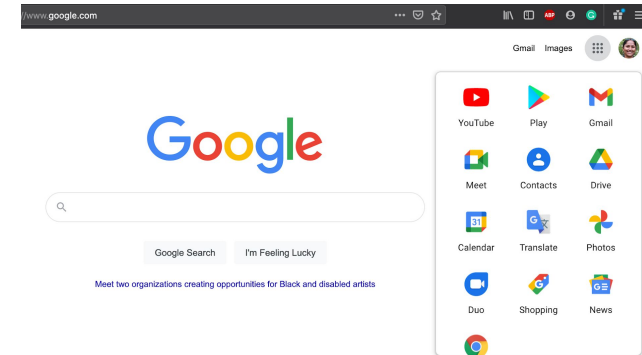
# Getting Started: The Basics



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



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

## Simple and Effective Design



# Organize your Points

- Treat your presentation like any other form of argument, explanation, or narrative—**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

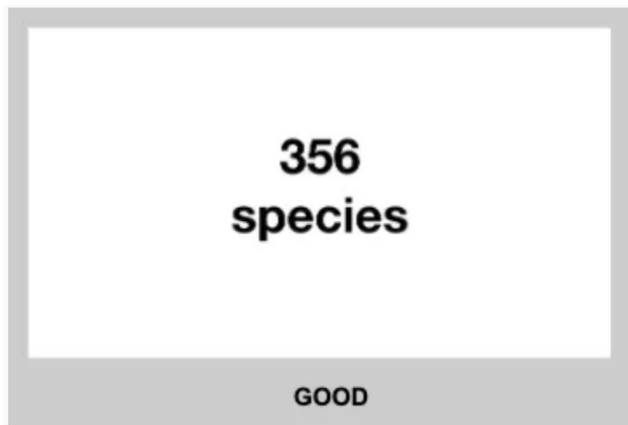
- **Less is more**
- Slides should be **clear**, **concise**, and above all, **understandable**
- Nothing in your slide should be superfluous, ever!
- Slides need plenty of “negative space”



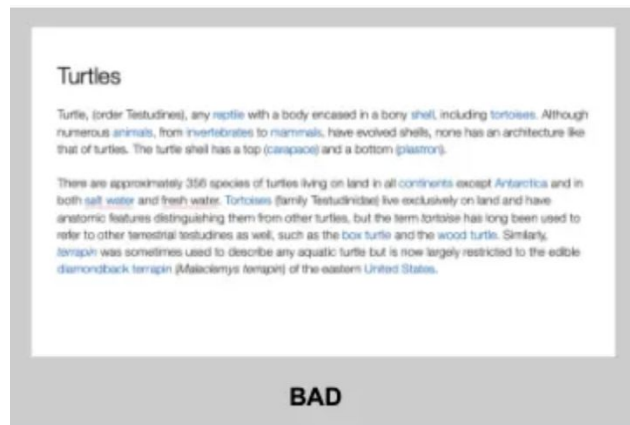
[TED Masterclass](#)



# 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

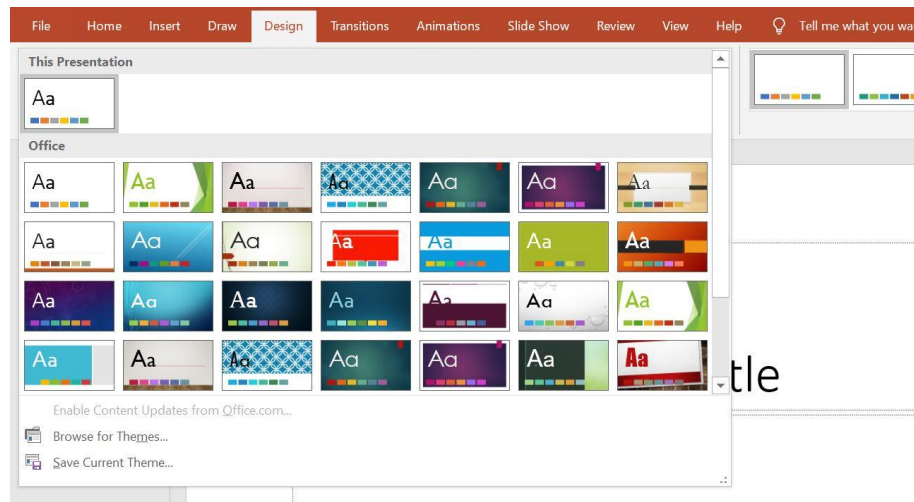


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# Design: Select Theme

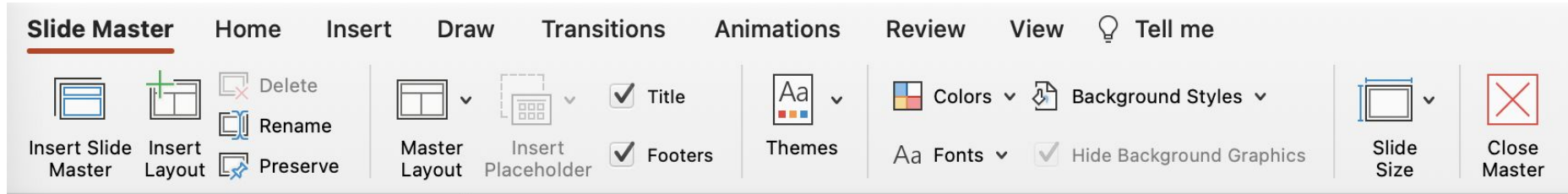
- Design templates contain color schemes, slide and title masters with custom formatting, and styled fonts
  - Select the **Design** tab.
  - Select one of the **Themes**—click on the down arrow with a line over it for the drop-down menu.
  - Select one of the **Variants**.



# 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

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# 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*

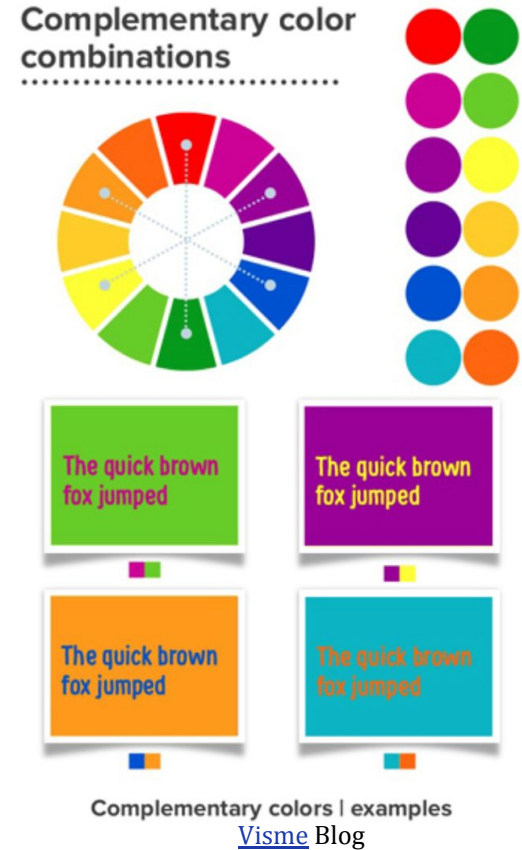
Comic: Keep it Visible

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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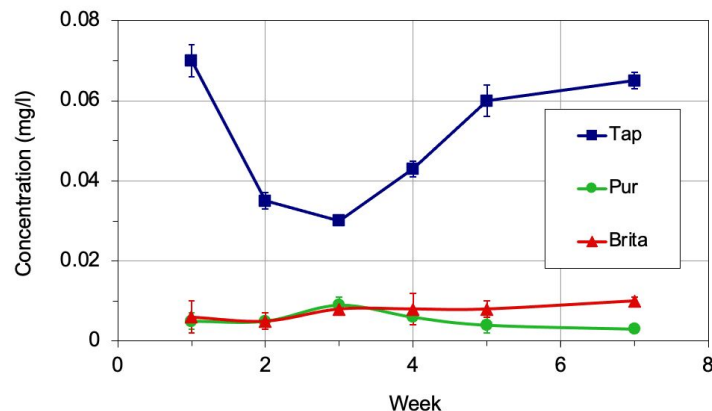
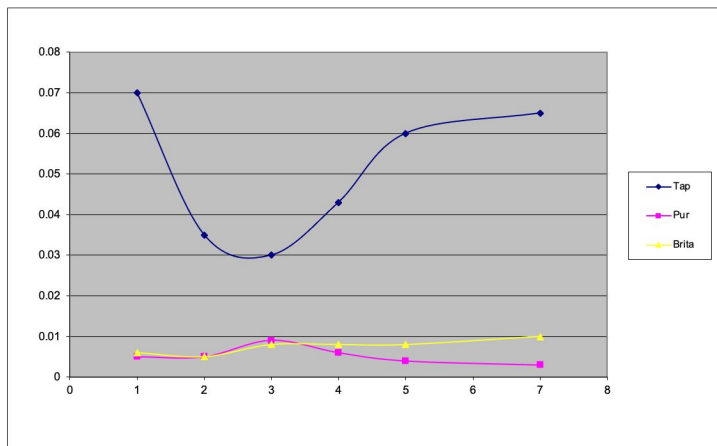


# Use Graphics & Charts

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



# Graphics & Charts: Readability is Key

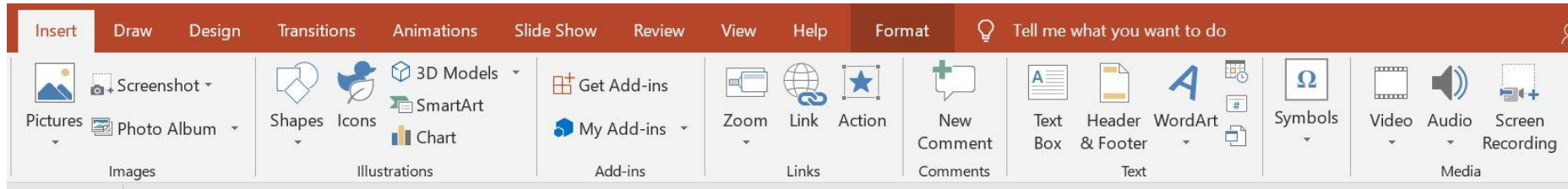
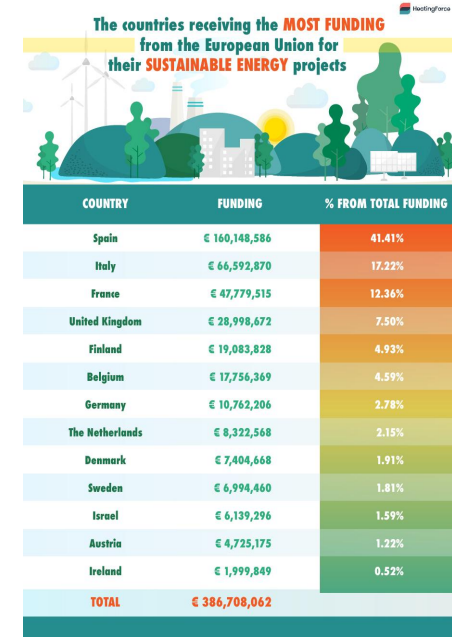
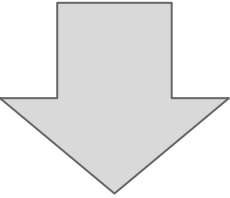


Which graph is more effective in a slide deck? What attributes should charts and graphs like these have to be readable in a presentation?



# Inserting Images

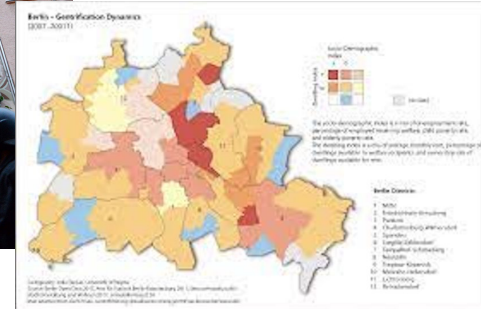
- Consider the 'Insert' option to add Images: Pictures, Screenshots, Photos; and Illustrations: Shapes, Icons, 3D Models, SmartArt and Charts.



# 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

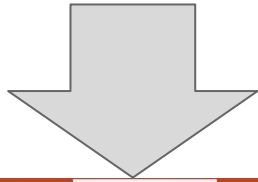
Fly In



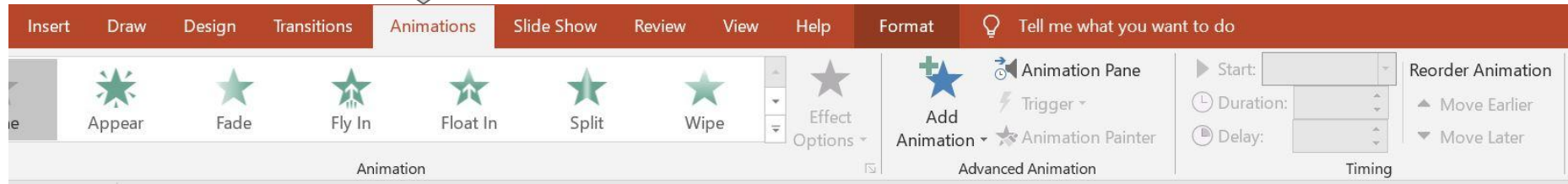


# Adding Animation Effects

- 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).

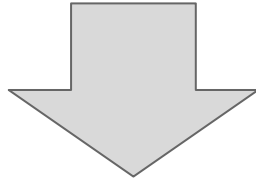


**Animations are located here on the taskbar.**



# 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



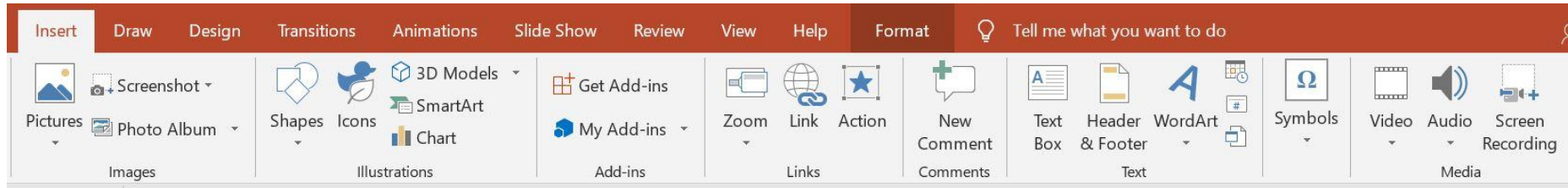
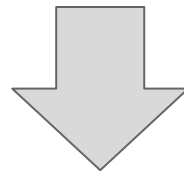
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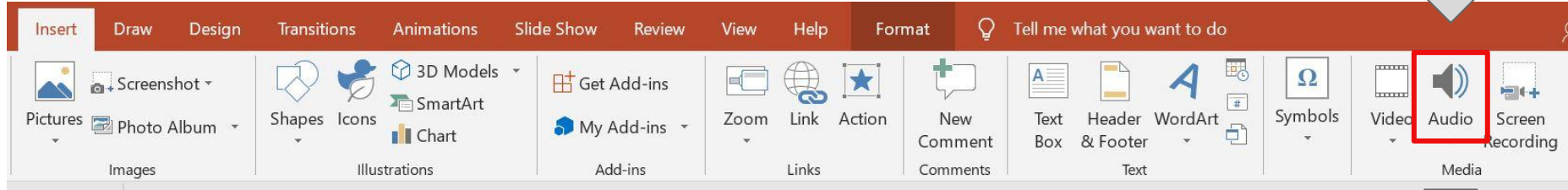
# Use Audio/Video for Impact

- 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.**

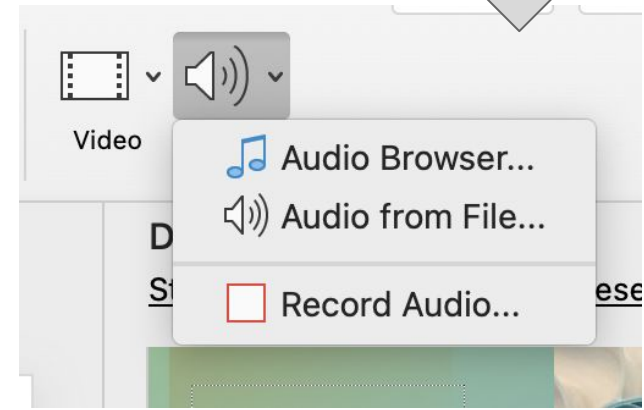


# Use Voiceover for Impact



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

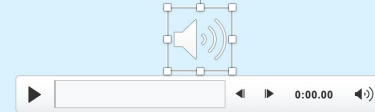
## Voice Over in PowerPoint

Demo for Professor Fuchs' Summer 2021 Class



## Voice Over in PowerPoint

Demo for Professor Fuchs' Summer 2021 Class



# Advanced PowerPoint: *Designer* & Accessibility Checker

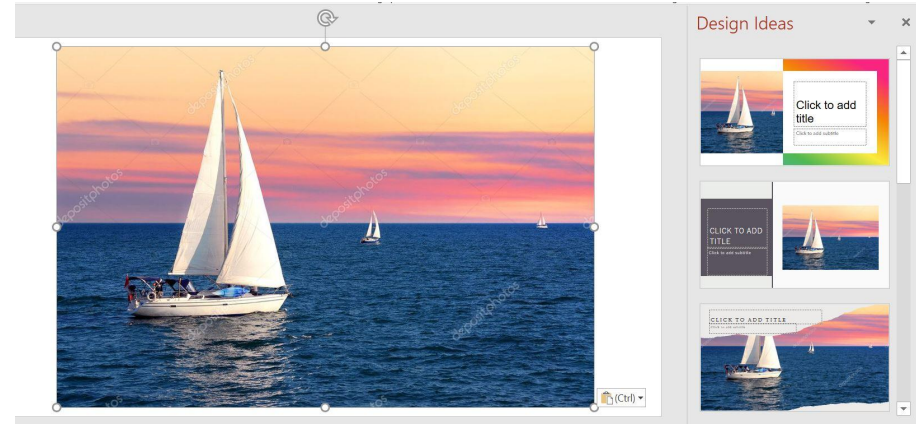


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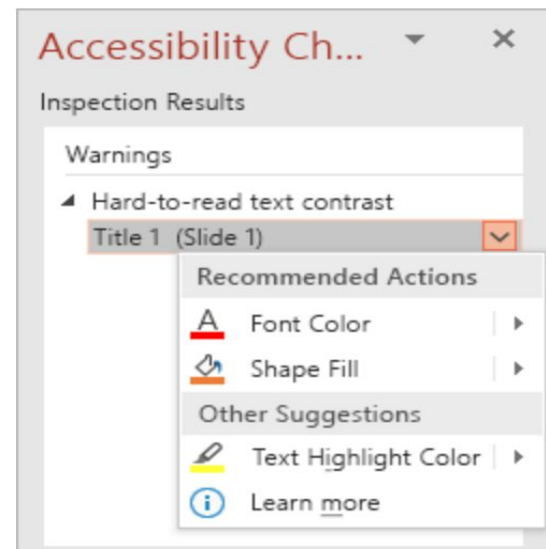
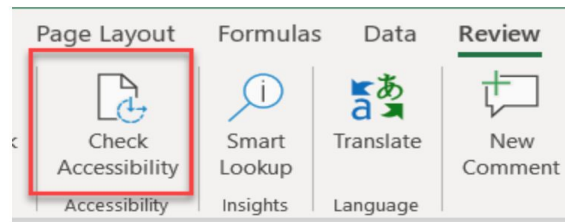
# Using PowerPoint *Designer*

- 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](mailto:nulab.info@gmail.com)

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**Adam Tomasi** (DITI Research Fellow)

**Taught by:**

**Chris McNulty** (DITI Research Fellow)

Slides and handout available at: <https://bit.ly/su22-fuchs-powerpoint>

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

