# Presentation Research

## Designing a Presentation (Lynda.com)

* Online Design Resources:
  + noteandpoint.com
  + slideshare.net/popular
  + sliderocket.com/gallery
  + slidesnack.com/templates-examples
  + prezi.com/explore
* **Big graphics, a few words per slide to prompt the presenter**
  + Text on any slide must be easily readable and prominent
* Expressing Presentation ideas:
  + Pencil/Paper
  + Tablet/Graphics Tablet
* Useful Design Applications:
  + Photoshop
  + Illustrator
  + InDesign
  + GIMP
* Presentation Applications:
  + PowerPoint
  + Keynote
  + Google Docs
  + Prezi
* Setting Up the Slide Deck
  + To Consider
    - The Projector
    - Resolution Available
    - Aspect Ratio
    - Audience Location
      * Classroom Shaped Setup
      * Conference Setup
      * Boardroom Setup
    - Subject Matter
      * How much info?
      * Do you have data?
      * Need for photos/videos?
      * Sound considerations
* Selecting Colours
  + **Choose 4-5 Base Colours to be used throughout the whole presentation (for text, backgrounds etc…)**
  + Alternate backgrounds of slides
    - Gives easy definition between each point being discussed in presentation. Allows for the conversation to be naturally changed.
  + **Select an accent colour (one of the bolder previously allocated base colours)**
    - Use this colour for emphasis to highlight importance of a point
  + What is the tone of the presentation?
  + Are there any branding guidelines?
  + Colour Inspiration Sources
    - Kuler.adobe.com
    - Colourlovers.com
    - Colorschemedesigner.com
    - Colorhunter.com
  + Colour affects mood
  + Colour sets tone
  + Colour gives life
* Choosing Images
  + **People remember imagery and quotes**
  + Avoid using clipart
    - Too ‘cookie cutter’ and distracting from your message
  + Finding images online
    - Istockphoto.com
    - Pond5.com
    - Thinkstock.com
    - Sxc.hu (lots of free stock images)
  + Image guidelines
    - Images must tell a story
    - Must fit the tone of the presentation
    - Should complement text
    - Shouldn’t appear “cut-out”
  + Avoid using Google Images
    - Can cause copyright issues
* Choosing Fonts
  + **Keep them simple**
    - **Commonly installed fonts reduce technical issues**
  + Keep them readable
  + Have a hierarchy
  + Don’t overdo it
  + Pick 2 Fonts
    - A Title Font
    - A Body Copy Font
    - **Typically, a single Serif font and a single Sans-Serif font work well together**
  + Examples of Good Fonts
    - Arial
    - Helvetica
    - Gotham
    - League Gothic
    - Times New Roman
  + Examples of Bad Fonts
    - Comic Sans
    - Bauhaus
    - Brush Script
    - Chalkduster
    - Giddyup
  + Fonts must fit the presentation
  + Say no to gimmick fonts
* Creating a Storyboard
  + Why do this?
    - Visualise the structure
    - Determine the storyline
    - Visually map out slides
  + Storyboards are a sketchpad
  + There is no right or wrong way to storyboard
  + Storyboards aren’t complex and need to be a simple as possible
    - Can be refined later
* Plan and Design Actual Presentation in Photoshop
* Setup a Template Document with the desired theme of the presentation
* Slide Typography
  + As previously stated, use basic fonts
    - Eliminates technical issues (“missing font” errors)
  + Don’t centre multiple lines of text
    - Difficult to read
  + **Don’t put too much information on slides**
    - **1-2 lines of text per slide**
    - Any more than this becomes difficult to read and distracting
    - This small amount of text exists to both prompt the presenter and set the tone for the topic at hand
  + **Use a minimum of a 30pt font**
    - 36pt font is particularly ideal
  + Say no to bullet points
    - Not bullet points in general, rather long lists of bullet points
    - 3-5 bullets per slide MAX
  + Have proper spacing between text
    - No big gaps
  + **Use contrasting fonts/colours**
    - E.g. Black text on white background and vice versa
* Less is More
  + **Avoid Information overload** 
    - More digestible for audience
    - Too much info can…
      * Give you an excuse to read
      * Bore your audience
      * Sway the focus of the audience
  + Limiting info should…
    - Make it easier to understand
    - Help guide the audience
    - Give you talking points
      * i.e. prompt the presenter
    - Force you to be “real”
      * Presentation feels more natural and unforced; not just listing off what everyone can already read
  + **Good to close presentation with an “any questions?” slide**
  + Let your images tell the story of the slide
  + Rehearse your talking points
  + **Abide by the K.I.S.S. Principle**
    - **Stands for “keep it super simple”**
* Data Visualisation
  + Design follows data
  + Think about what makes the info look good
  + Pie/Bar charts are for the weak
  + Data should be…
    - Presented in a clear way
    - Not hidden by the design
    - The main focal point
    - Not overshadowed by text
  + Visualisation of Data = Storytelling with Numbers
  + Don’t overdo it!
  + Learn from infographics
    - “Creating infographics with Illustrator” course on Lynda.com may help with this
  + Relationships in data
    - Can you relate data points over time?
    - Can you compare two groups of data?
      * If so, visualise it in that manner
  + Remember to cite your sources
* Controlling Focal Points
  + Focal Points should…
    - Draw the audience
    - Focus on a specific word or image
    - Have a purpose behind them
    - Bring meaning to a slide
  + Focal Points should not…
    - Divert attention from important info
    - Cause confusion
    - Happen by accident
    - Change the meaning of a slide
* Image Focal Points
  + **Draw the viewers eyes in naturally with lines that they can trace towards text**
  + A frame can be used to create an image focal point
    - E.g. “No talking or texting during the movie” message framed inside the display of a mobile phone
  + Placeholder Slots can also be used as focal points
    - Images with blank cut-out portions designed for text to be overlaid
      * E.g. “Hello, My Name is:” cards
  + Focal images need to…
    - Provide a lead-in for the eye
    - Offer space for text
    - Grab attention, but not distract
* Text Focal Points
  + Text is more difficult than images
  + Use Bold and Italic text to draw attention
  + Also use previously mentioned accent colours
  + Mix serif and sans-serif
  + Text focal points should…
    - Provide clear instruction on where to look
    - Appear different than surrounding elements
    - Not disrupt the flow of reading
    - Have meaning behind them
  + Font Resources
    - Losttype.com
    - Dafont.com
    - Urbanfonts.com
    - Myfonts.com