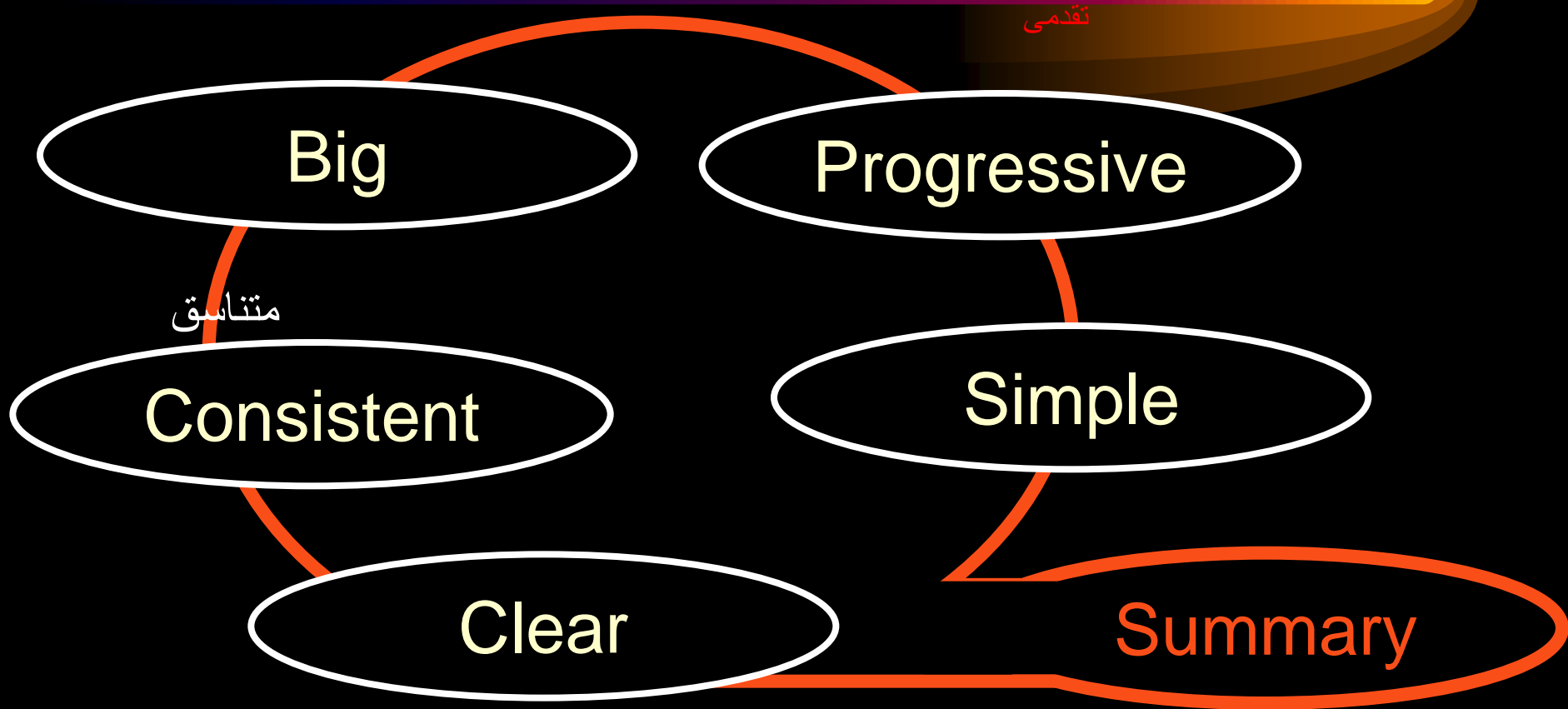


# Designing Effective PowerPoint Presentations



## Lecture 9

# Designing Effective PowerPoint Presentation



Make It **Big**



# Make it Big (Text)



- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44

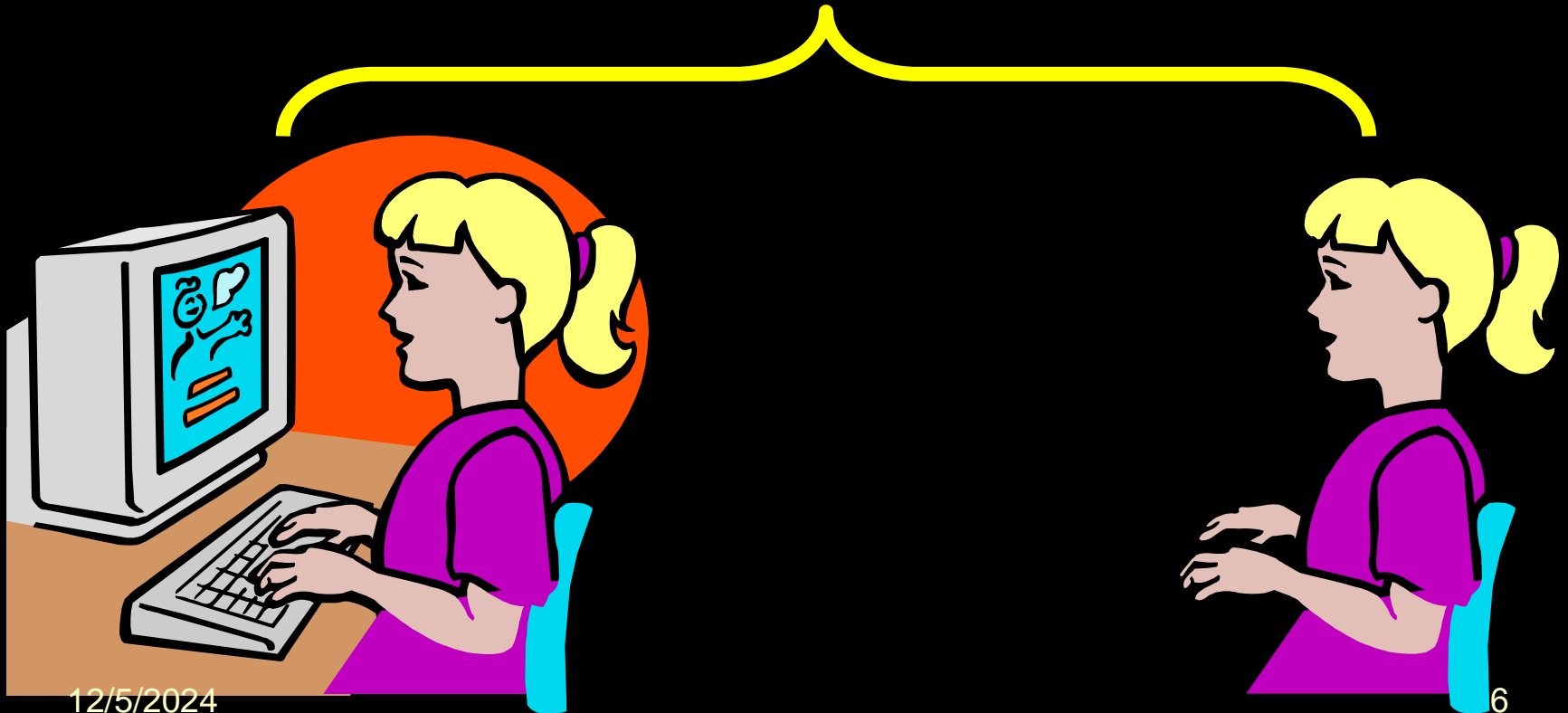
# Make it Big (Text)

- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44

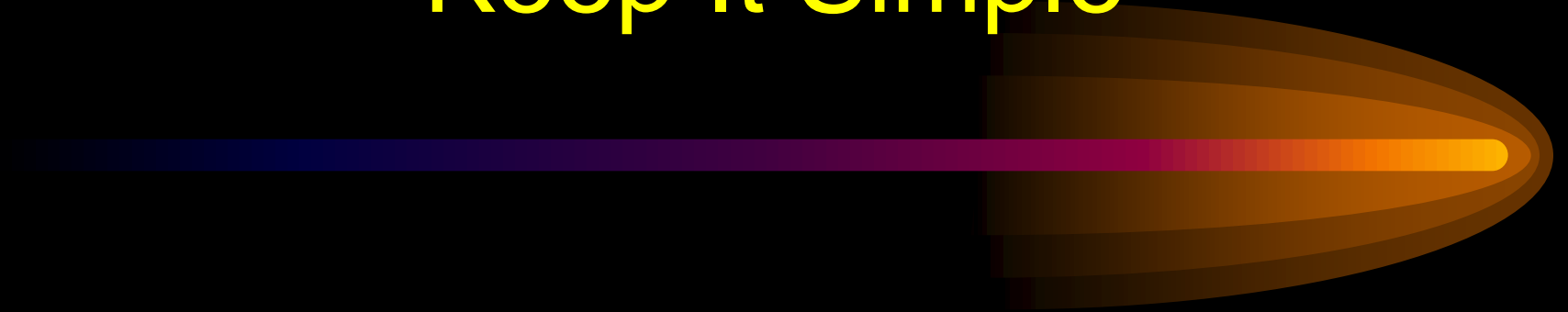


# Make It Big (How to Estimate)

- Look at it from 2 metres away  
**2 m**



# Keep It Simple



# Keep It Simple (Text)



- Too many colours
- Too *Many* Fonts and Styles
- The 6 x 7 rule
  - No more than 6 lines per slide
  - No more than 7 words per line



# Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems

and developing, evaluating, and managing

**Too detailed !**

problems in situations in which learning is purposive and controlled  
(HMRS 5th ed.)

# Keep It Simple (Text)



Instructional Technology:

A process

involving people, procedures & tools

for solving

**Much Simpler**

to problems in learning

(HMRS 5th ed.)

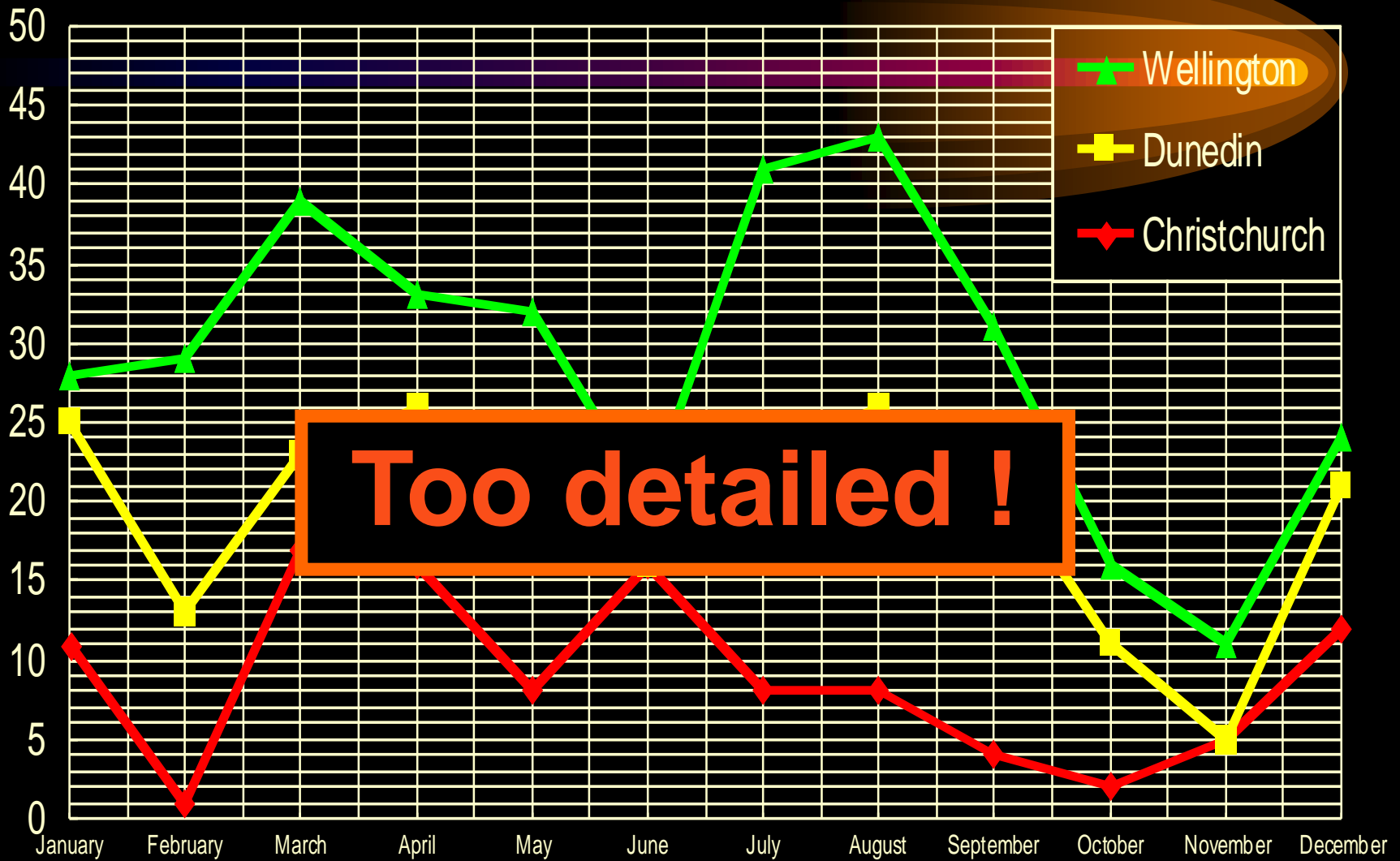
# Falling Leaves Observed

	Christchurch	Dunedin	Wellington	
January	11,532,234	14,123,654	3,034,564	
February	1,078,456	12,345,567	16,128,234	
March	17,234,778	6,567,123	16,034,786	
April	16,098,897	10,870,954	7,940,096	
May	8,036,897	10,345,394	14,856,456	
June	Too detailed !			23,656
July				85,786
August				30,095
September	4,032,045	18,923,239	9,950,498	
October	2,608,096	9,945,890	5,596,096	
November	5,864,034	478,023	6,678,125	
December	12,234,123	9,532,111	3,045,654	

# Falling Leaves in Millions

In 10 <sup>6</sup>	Christchurch	Dunedin	Wellington
January	11	14	3
February	1	12	16
March	17	6	16
April	16	10	7
May	8	10	14
June	<b>Much Simpler</b>		
July			
August			
September			
October	2	9	5
November	5	0	6
December	12	9	3

# Falling Leaves



# Falling Leaves





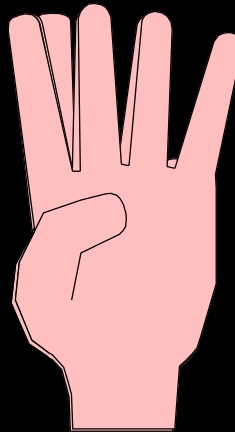
# Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content



# Keep It Simple (Sound)

- Sound effects may distract too
- Use sound only when necessary





# Keep It Simple (Transition)




- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better

# Make It Clear



# Make It Clear (Capitalisation)



- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
- Upper and lower case letters are easier

# Make It Clear (Fonts)



Sanserif

**Z**  
**clear**

Serif

**Z**  
**busy**

# Make It Clear (Fonts)



- Serif fonts are difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use **colours** to emphasise

# Make It Clear (Numbers)

Use numbers for lists **with** sequence

For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door

# Make It Clear (Numbers)



How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door

# Make It Clear (Bullets)

A decorative graphic consisting of a horizontal bar with a color gradient from dark blue to orange, and a large, stylized arrow pointing to the right, overlapping the bar and extending towards the right edge of the slide.

Use bullets to show a list without

- Priority
- Sequence
- Hierarchy, .....



# Make It Clear (Colours)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

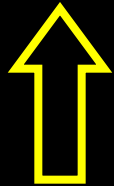
# Make It Clear (Contrast)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours



high contrast



low contrast

# Make It Clear (Contrast)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

This is light on dark

# Make It Clear (Contrast)

- Use contrasting colours

Light on dark vs dark on light

Use complementary colours

This is dark on light

# Make It Clear (Complement)



- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours do not complement

# Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours complement

# Make It Clear (Size)

- Size implies importance



# Make It Clear (Size)

- Size implies importance

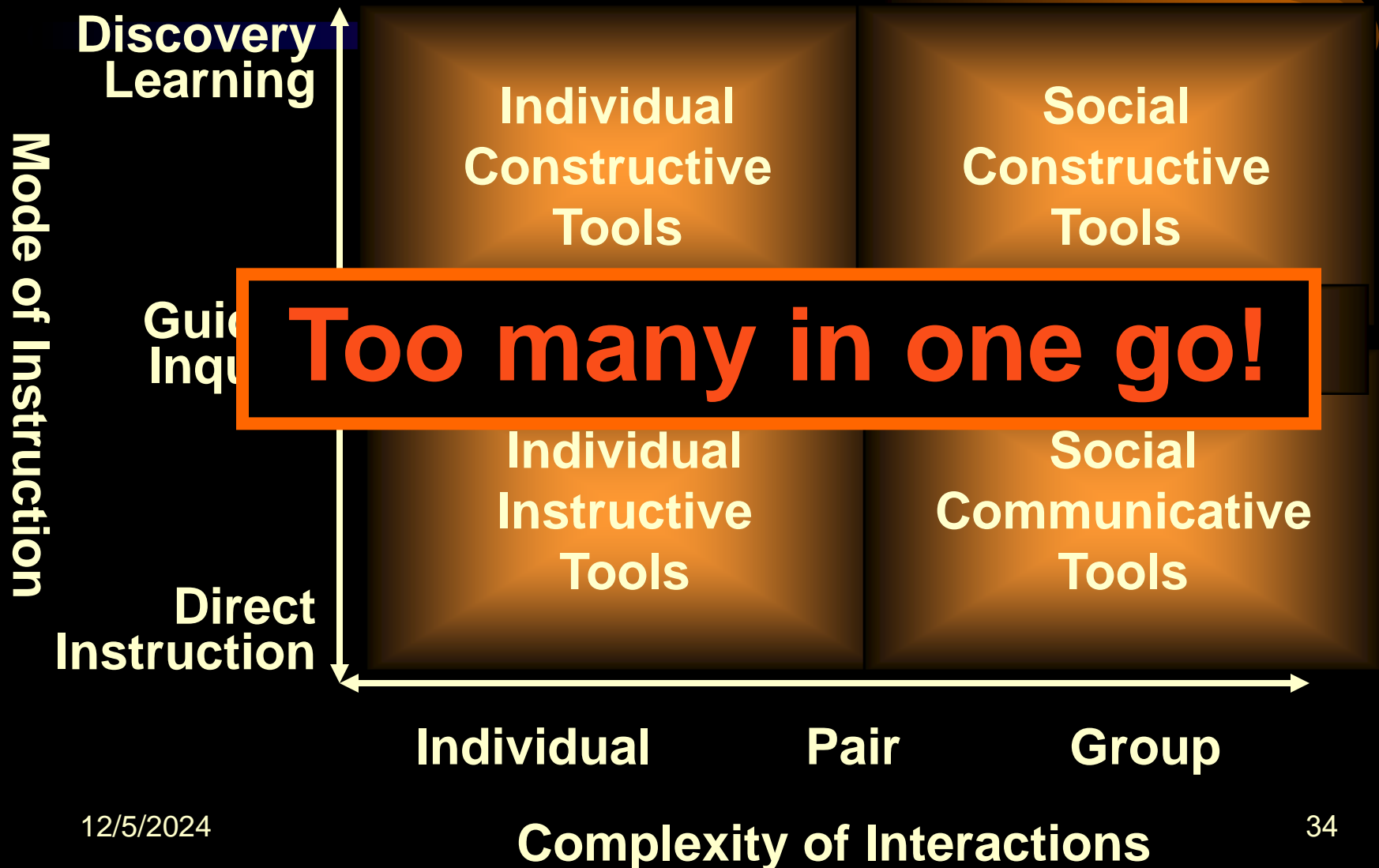




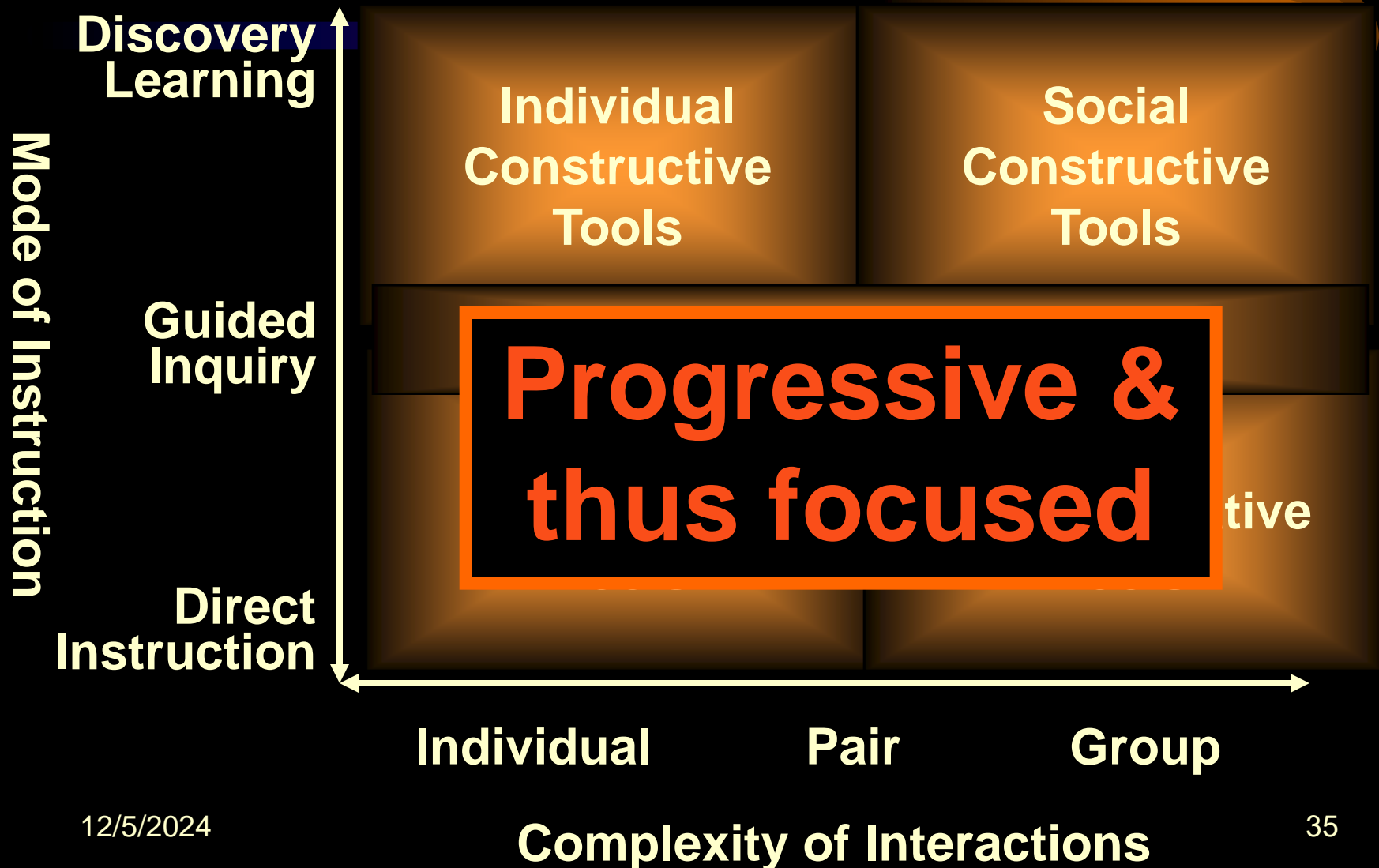
# Be Progressive



# Types of Instructional Tools



# Types of Instructional Tools



# Be Consistent



# Be Consistent

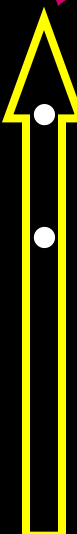


- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

# Be Consistent



✓ Differences draw attention

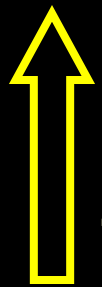
- 
- Differences may imply importance
  - Use surprises to attract not distract

└ This tick draws attention

# Be Consistent



- ✓ Differences draw attention
  - Differences may imply importance
  - Use surprises to attract not distract



These differences distract!

# Be Consistent



- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

This implies importance





# Be Consistent



- Differences draw **attention**
- Differences may imply **importance**
- Use **surprises** to **attract** not **distract**



Confusing differences!

# Be Consistent



- Differences draw attention
- Differences may imply importance
- Use surprises to **attract** not distract



This surprise attracts

# Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

These distract!

# In Summary



- Big
- Simple
- Clear
- Progressive
- Consistent

# Some Final Words



- Communication is the key
- Text to support the communication
- Pictures to simplify complex concepts
- Animations for complex relationships
- Visuals to support, not to distract
- Sounds only when absolutely necessary

# Task (2): Presentation



- Requirements:

1. Write a presentation on same topic of your report following the technical writing rules.
2. Maximum Number of slides: 20

- Deadline: 19/12/2024