



Everything you wanted to  
know about DESIGN but were  
afraid to ask...

---

Alignment

Proximity

The CARP Principles

Repetition

Contrast

Contrast

# What is Contrast?

Black

White

What's  
wrong  
with this  
slide?

Contrast is a bit like OPPOSITES!



White

Black

What was different?

---

Why was this slide easier to read? Do you have any other ideas for changing the *contrast*?

---

# What is CONTRAST anyway?

---

- Size - Large type with small type, large graphic with a small graphic
  - Font - Graceful oldstyle font with bold sans serif font
  - Color - A cool color with a warm color
  - Texture - Smooth or rough
-

Large type with small type



# Technology Club

November 10th



At least what size do you need for a large font?

88

16

44

66

18

20

24

48

28

72

96

32

54

36

60

80

40

100



# Fonts



## Sans Serif

This font is very plain and straight – nothing extra.

## Serif

Serif fonts have a very small, more decorative line on the letters.

Which is which?

S S



Fonts

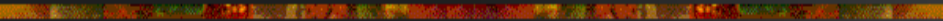
There are also ***DECORATIVE  
FONTS.***

And

***SCRIP***

***T*** fonts.

Using a graceful ***OLDSTYLE,  
SERIF*** font...



***TECHNOLOGY CLUB***

November 10th

with **sans serif** font



# Color

You can change the color of

- Text
- Background
- text box
- Contrasting - complementary
- warm-cool
- Use the Drawing Toolbar – it's easy

A cool color...



# Technology Club

November 10th

with a warm color...

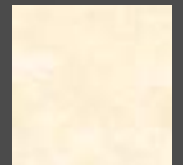
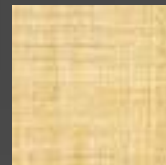
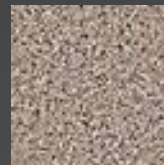
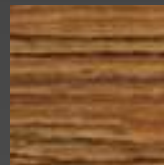
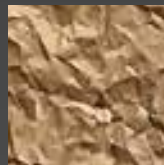
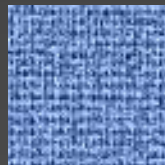
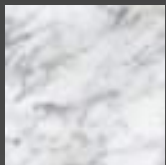


# Texture

---

Texture is how something feels. Sandpaper is rough and silk is smooth. We can add texture to a Power Point by using Format – Background.

Use Fill Effects – Texture. (Watch the demonstration)



Smooth texture with a rough  
texture



# Technology Club

November 10th



Large graphic with a small graphic



# Technology Club

November 10th



# C.A.R.P.

---

- Contrast is...



■ Now look at your document and evaluate the contrast.

- Size of font
- Color
- Texture
- Font
- Size of graphics

■ Is there anything else we could add for contrast?

