POWERPOINT
By: Debbie DiBacco
GOALS OF A PRESENTATION

- To convey a message to an audience
- Keep the audience interested
- Have audience understand and remember information
Design Elements

- Line
- Color
- Texture
- Shape
- Form
- Value
- Size
Design Principles

- Balance
- Gradation
- Repetition
- Dominance
- Harmony
- Contrast
- Unity
- PowerPoint allows you to use a built-in design template or you can build your own design.
- Choose one template to use throughout a presentation.
- Do not choose anything that is distracting.
Utilize the tools PowerPoint already has

Built in design templates give you a polished look
Create your own design template by clicking

- View
- Slide Master
- Create your slide design
- Apply to slides
Use the table tool to make tables in a presentation
The picture tool allows you to effortlessly insert images
SmartArt is a great tool to organize information and get creative
Use shapes as decorative elements or to highlight information
Use the chart tool for an easy way to create charts and graphs
 Allows you to edit and change your designs
- Edit your text color, font and size
- Make text bold, underlined or italic
- Edit layouts and align text
- Create bullets
- Create and edit shapes
Where you place your text and images on a page is important
Use the provided layouts
Create your own layouts
Use a layout consistently to create unity
Cropping

To crop an image
- Insert image
- Right click image
- Format picture
- Crop
Size

To change the size of an image
- Insert image
- Right click image
- Size and Position
- Size
IMAGE USE

- Use your own images
- Find image on image websites
- Use clear good quality images
- Do not use clipart or cartoons
- Images should relate to the text
- Crop and resize images to fit the presentation
- You do not need an image on every page
BAD IMAGE USE

Clip Art
BAD IMAGE USE

Blurry Images
BAD IMAGE USE

Poorly Cropped Images
Correctly Cropped Images
THE RULE OF THIRDS

- Do not make the focal point of an image the center
- Break an image down into thirds vertically and horizontally
- Place points of interest at the line intersections
You can align text to the left, right, and center as well as the top, bottom and middle of a page.

Use similar alignments on each page.
Choose a color scheme
No more than five colors
Use color to emphasize the message
Avoid bright colors such as hot pink
Use light and dark color combinations
COLOR SCHEME

- This Presentations color scheme
- Four colors
COLOR SCHEME

- Example color schemes
- Endless possibilities
Fonts

- Think about the feeling you want to convey
- Choose a font size that is legible
- Keep font layout similar throughout presentation
- Only use one or two fonts within a presentation
- Do not use decorative fonts as main text
- Do not be afraid to use simple “boring” fonts they will help create an attractive design
- Do not use all capitols for the main text only for titles
Serif Fonts

- A serif is a decorative line added onto a font
- Serif fonts are professional and formal
- Serif fonts are easier to read when printed out

This is a serif font
This is a serif font
This is a serif font
This is a serif font
San Serif Fonts

- San Serif fonts do not have serifs
- San Serif fonts are modern and clean
- San Serif fonts are easier to read
- San Serif fonts are better for on screen and for web

This is a san serif font

This is a san serif font

This is a san serif font
Decorative Fonts

- Do not use decorative fonts for text

They are

Difficult

To read

or look tacky
Readability

- Use a light background and a dark font or a light font and a dark background to create contrast

This is difficult to read

This is simple to read
Readability

- Make sure image and text size are readable

This is a good size

This is a good size

This is a good size for titles
Readability

- Be careful when placing text over images it is often difficult to read

This is difficult to read
TRANSITIONS AND ANIMATIONS

- Keep transitions and animations to a minimum
- Only use if it enhances the presentation

Animations like this do not enhance

Simple animations like this are acceptable in moderation
DESIGN TIPS

- Keep the design simple so it is not distracting
- Keep the text on each slide to a minimum
- Do not overload slides with images and bullets
- No large blocks of text
- Emphasize a word by making it bold or changing the text size
- Be consistent
- Do not use abbreviations
- Limit punctuation marks
- One topic on each slide
- Get creative there is no set way
HELPFUL WEBSITES

- Adobe Kuler - kuler.adobe.com
  Create color schemes or use a premade one

- Piknik - color.aurlien.net
  View colors on screen to see how they will look

- Stock.xchng - www.sxc.hu
  Find high quality photos

- Flickr - www.flickr.com
  Find high quality photos

- iStockPhoto - www.istockphoto.com
  Find high quality photos
QUESTIONS