

Visual Communication and Design for PowerPoint Presentations

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How many people have given a PPT presentation before?

Why and when would you use a PPT presentation?

What information would you present in the slides?

How many of you have fallen asleep during a PPT presentation before?

Why did you find it boring or annoying?

PPT as a Presentation Tool



- **Golden Rule:** Do not put every word of your presentation into PowerPoint and read the text to your audience line for line.
- PowerPoint is not a teleprompter. It should be used to augment an oral presentation, not replace it.
- PowerPoint is not intended as a stand-alone presentation tool. YOU, as the presenter, are the biggest factor as to whether a presentation is effective or not.

Golden Rule - Most common mistake of “bad” PowerPoint presentations.

Rules to Remember



- Bulleted Points
- **VISUAL** Communication Tools
- Consistency
 - Theme & Design

Bulleted Points

- not full sentences
- short, relevant and readable text on the slides and expand each point with what you say
- break up the information, don't try to fit your entire presentation onto one slide

VISUAL Communication Tools

- charts, graphs, diagrams, images
- ways to visually represent information that may be confusing when presented orally or in written format

Consistency

- theme & design
- fonts, colors, backgrounds, animations, etc.

Theme & Background



- Relate to Topic & Audience
- Built-in Templates
- Attractive & Simple
 - Focus on content
 - “Flashy” isn’t always better
- Consistent

Example situation

topic - Hamilton Athletics Stats

audience - Hamilton trustees vs. prospective students

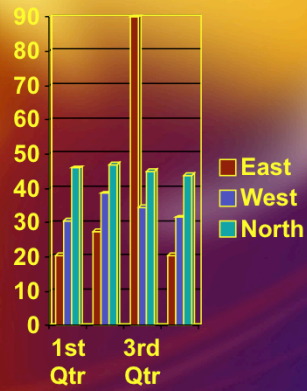
Built-in Templates aren’t always good

Background should compliment information not distract from it. Flashy backgrounds may grab your attention initially but will not keep if the information on top of it is not readable.

Keep same background and theme throughout presentation. Not different background for every slide.

My topic, audience and choice for slide design...

Theme & Background



F Relate to Topic & Audience

F Built-in Templates

F Attractive & Simple

F Focus on content

F "Flashy" isn't always better

F Consistent



Text & Fonts



- Clean and Legible
 - Size ≥ 24pt
 - Color
- WordArt
- Consistent



- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Easy to Read<ul style="list-style-type: none">• Arial• Georgia• Helvetica• Times New Roman• Verdana | <ul style="list-style-type: none">• Difficult to Read<ul style="list-style-type: none">• Courier• Harrington• <i>Lucida Handwriting</i>• Onyx• STENCIL |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Important that audience can READ information presented

Heading - 40pt

Bullet - 30pt

Sm Bullet - 26 pt

1-2 fonts for entire presentation

Be careful of wordart, it can be cheesy and unprofessional

Yellow text on a white background is difficult to read.



But, if you put a darker background behind it, you can read it.

Bright colors with little contrast don't read well either.

Text reads better when the background color is in high contrast.

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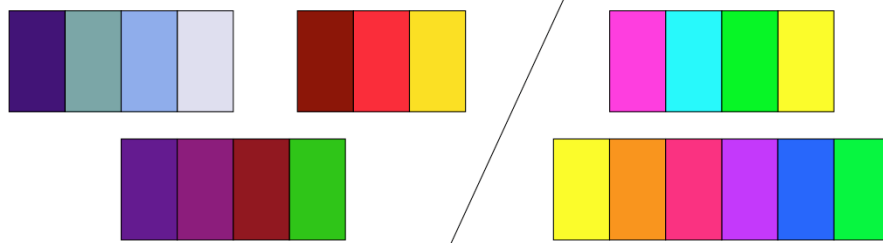
Text reads better when the background color is in high contrast.

Re-enforce information with use of color.

Color



- Relate to Theme & Background
- Limit Palette - 3-4 colors
- Be Cautious of Neon/Day Glow Colors
- Contrast



Built in color themes with templates work well.

Too many bright-glowing colors can be tough on eyes.

Contrast between colors in palette and between content colors and background.

Graphics



- Images, Graphs, Charts, Diagrams
 - Relate to Information
- Reinforce Information
- Communication Information
- Quality & Resolution
- Clipart & Animated GIFs

When used appropriately graphics are a great way to enhance presentation and communicate ideas visually.

Should just be used to “jazz up” presentation. But needs to have meaning.

Not too complex or audience won’t be able to absorb/comprehend information.

Appropriate resolution, not fuzzy or pixelated. Be careful of web images

Clipart & animated GIFs can be cheesy and distracting. Use sparingly if at all.

Replace text with visual.

Example - instead of displaying stats on pollution, create a graph or display an image showing it’s effects on the environment

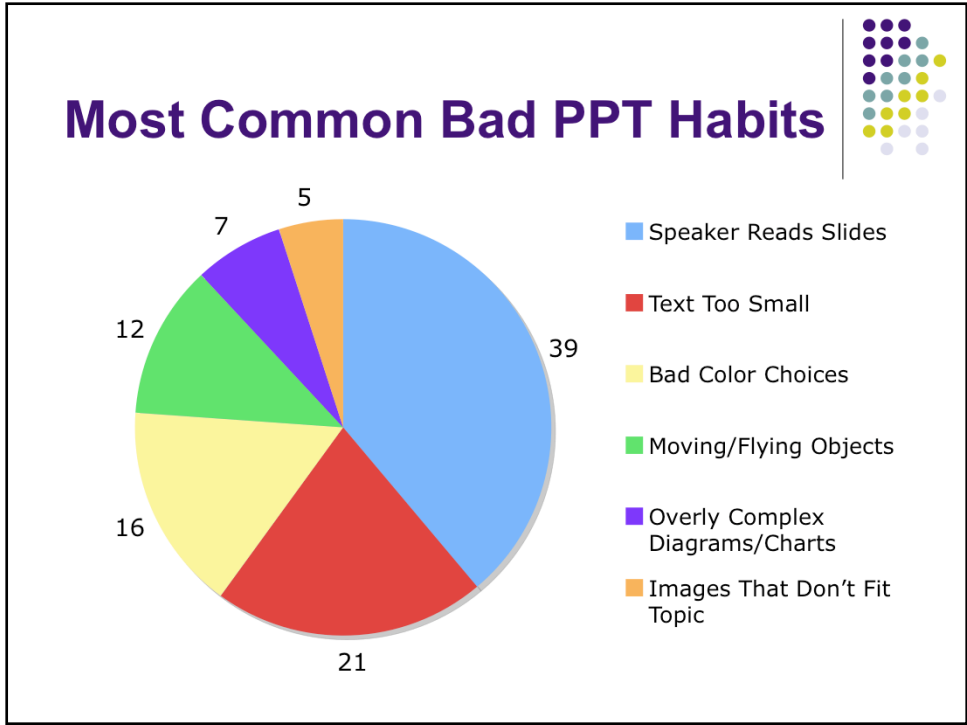
“An Image is worth 1000 words.”

Most Common Bad PPT Habits



- Speaker Reads Slides - 39%
- Text Too Small - 21%
- Bad Color Choices - 16%
- Moving/Flying Objects - 12%
- Overly Complex Diagrams/Charts - 7%
- Images That Don't Fit Topic - 5%

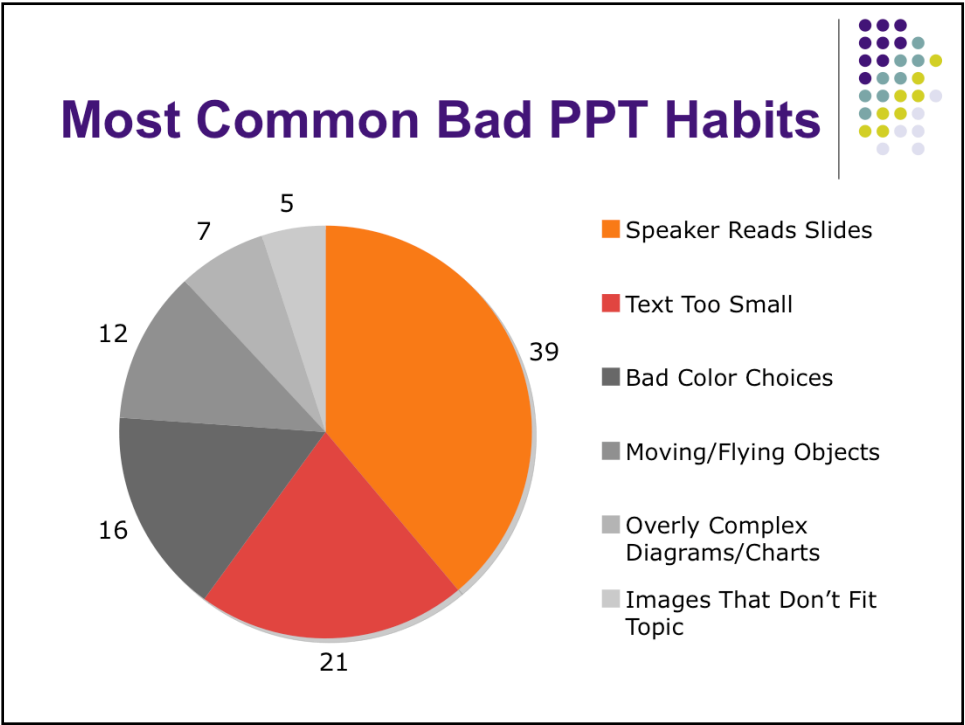
159 people asked to give top 3 most annoying features of bad PPT presentations.



A better way to display information but still confusing.

What point do you want to emphasize?

I want to show that the 2 most common mistakes are...



Much better way to emphasis information and not confuse the view.

Color as a visual cue

Help Desk Statistics



	Fall 04	Spring 05	Fall 05	Spring 06	Fall 06	Spring 07
Calls	121	139	188	214	175	162
Office Visits	13	15	20	36	18	11
Walk-ins	57	68	65	53	0	0
Appts	22	34	38	47	69	62
Satisfaction	77	80	82	93	95	97

Too much data for the view to read and analyze at a glance.

What are you trying to demonstrate with the numbers? What is the focus?

Really just want to notice that in Spring 06 something happened?

Help Desk Statistics

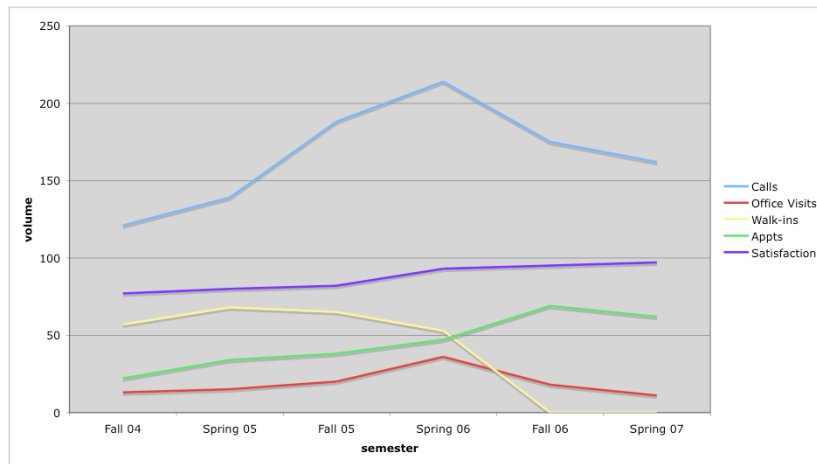


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Highlight just the important data.

But Still giving the viewer a little too much information.

Help Desk Statistics



Now the viewer can instantly see that something happened in Spring 06 that caused a change in pattern.

Not asking the audience to really analyze anything.

Now you can explain the pattern and change.

Animation & Transitions



- Keep to a Minimum
- Restrict Variety
- Distracting



Recommend not using them at all for most presentations. Flying/moving object can be very distracting to audience.

Consider topic and audience.

Video & Audio



- Less than 10% of total presentation.
- Sound Effects
- Technology Issues & Support

10 min presentation should contain no more than 1 min of audio/video clips.

Sound effects can be distracting and unprofessional. Again, consider topic and audience.

Inserting video and audio into PPT can be very tricky. Video compressed and lower quality. Issue displaying on PC & Mac.
TALK TO ITS!!!

Always ask - what is this adding to my presentation, how does this communicate/re-enforce the information I am trying to present.

Quick Tips



- Bulleted Points
- Remember Topic & Audience
- Easy to Read Information
- Consistent Design
- Ask Questions
 - What is this adding to my presentation?
 - How does this communicate/re-enforce the information I am trying to present?
- PPT Not Magic

All decisions - make sure topic and audience are considered.

PPT can be a very powerful, wonderful communication tool, but it is not magic.

YOU ultimately control how effective a presentation is with the decisions you make in how the information is presented.

Quick Tips

- ✓ Bulleted Points
- ✓ Remember Topic & Audience
- ✓ Easy to Read Information
- ✓ Consistent Design
- ✓ Ask Questions
 - ✓ What is this adding to my presentation?
 - ✓ How does this communicate/re-enforce the information I am trying to present?
- ✓ PPT Not Magic

Quarter	East	West	North
1st Qtr	20	30	40
2nd Qtr	30	40	50
3rd Qtr	40	50	90
4th Qtr	20	30	40

Built in template

Too distracting

Not tied to topic

Too many colors

WordArt

Hard to read graph - too small, color

Quick Tips

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- Ask Questions
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- PPT Not Magic



Too many colors

Some text is hard to read

Title gets lost

Image doesn't relate to topic

Quick Tips



- ✓ Bulleted Points
- ✓ Remember Topic & Audience
- ✓ Easy to Read Information
- ✓ Consistent Design
- ✓ Ask Questions
 - ✓ What is this adding to my presentation?
 - ✓ How does this communicate/re-enforce the information I am trying to present?
- ✓ PPT Not Magic

Built in template

Looks different on screen than on projector

Hard to read text

Animation that doesn't relate to topic - distracting from text



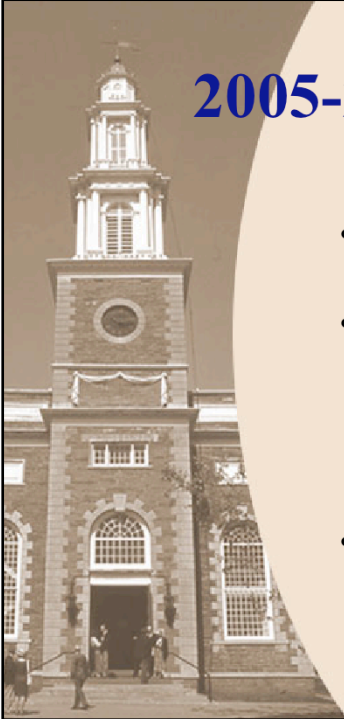
Sample Presentation

- Hamilton Athletic Stats
- Board of Trustees
- Prospective Students
- Seasons, Sports
 - Wins & Losses

2005-2006 Academic Year


- During the 2005-2006 academic year, 12 out of 20 Hamilton Athletics teams have had winning seasons.
- This is the most winning year the athletics department has had in 20 years.
- Teams with exceptional seasons include; women's swimming & diving, women's tennis, men's basketball, and men's soccer.
- Hamilton student and alumni attendance at sporting events has been higher than any previous year.

Sample slide



2005-2006 Academic Year

- 12 out of 20 teams had winning seasons.
- Most winning in 20 years.
 - women's swimming & diving
 - women's tennis
 - men's basketball
 - men's soccer
- Higher student and alumni attendance.

Hamilton 

Hamilton Trustees

2005-2006 Academic Year



- 12 out of 20 teams had winning seasons.
- Most winning in 20 years.
 - women's swimming & diving
 - women's tennis
 - men's basketball
 - men's soccer
- Higher student and alumni attendance.

H Continentals

Prospective Students



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