Designing
Effective PowerPoint Presentations

Designing Effective PowerPoint Presentation

Big

Progressive

Consistent
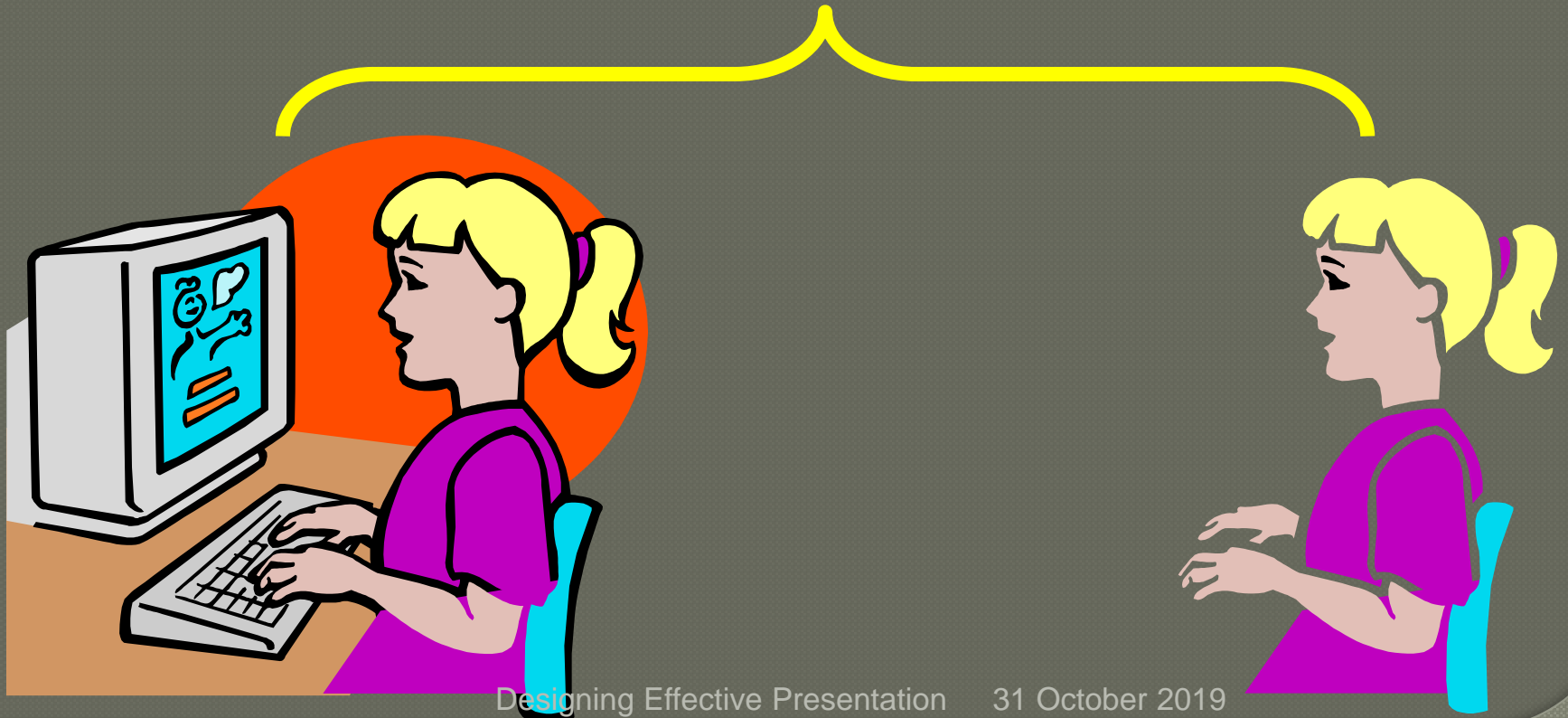
Simple

Clear

Summary
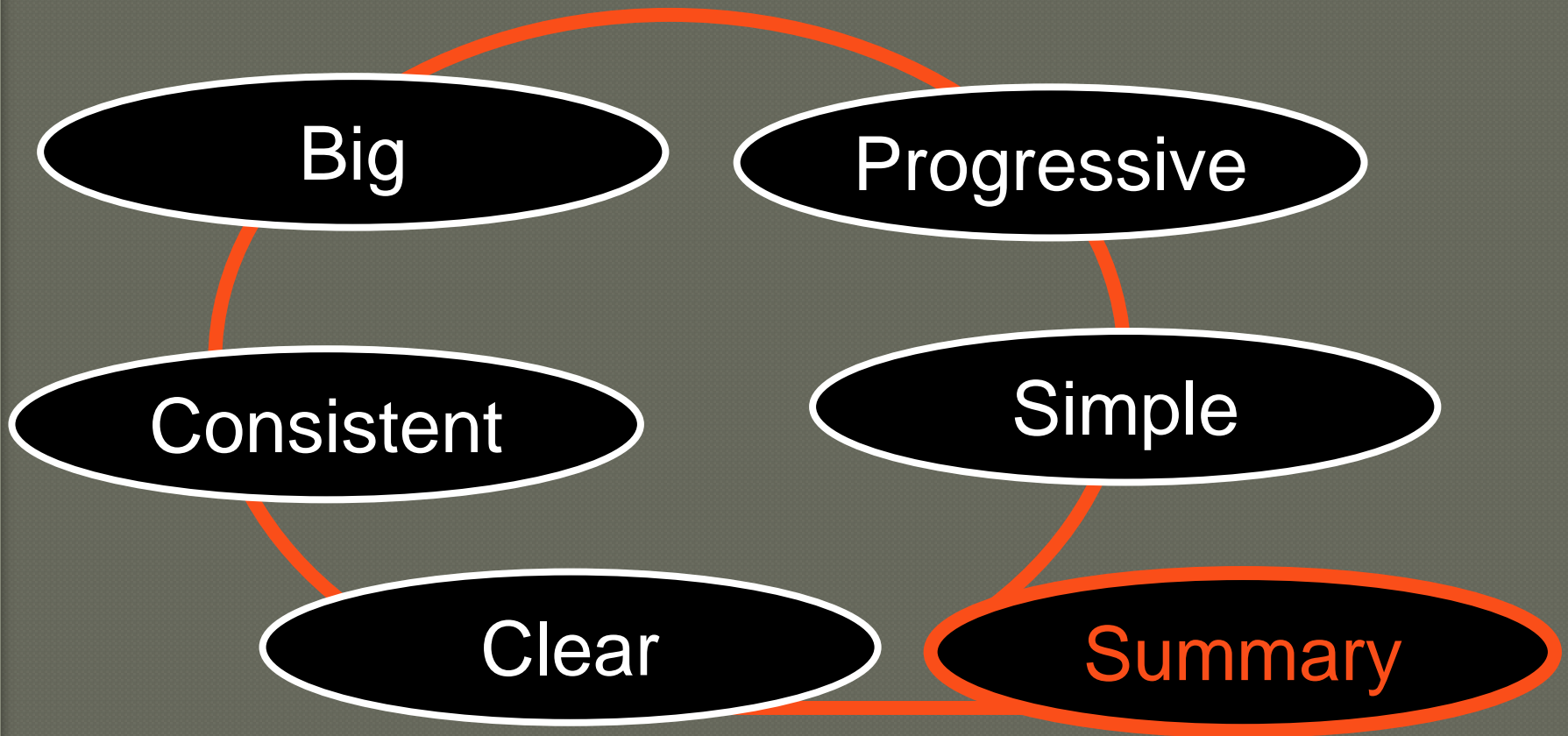
Make It **Big**

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

Too Small

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 <u>and</u> 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 devising, implementing, evaluating, and managing [Too detailed !] lems in situation [Too detailed !] rposive and controlled
(HMRS 5th ed.)

Too detailed !

Keep It Simple (Text)

Instructional Technology:

A process
involving people, procedures & tools
for solu[Much Simpler]
to prob
(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			6,456
June			3,656
July			5,786
August	8,674,234	18,107,110	17,230,095
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

Too detailed !

Falling Leaves in Millions

In 10^6	Christchurch	Dunedin	Wellington
January	11	14	3
February	1	12	16
March	17	6	16
April	16	10	7
May			14
June			4
July	8	15	18
August	8	18	17
September	4	18	9
October	2	9	5
November	5	0	6
December	12	9	3

Much Simpler
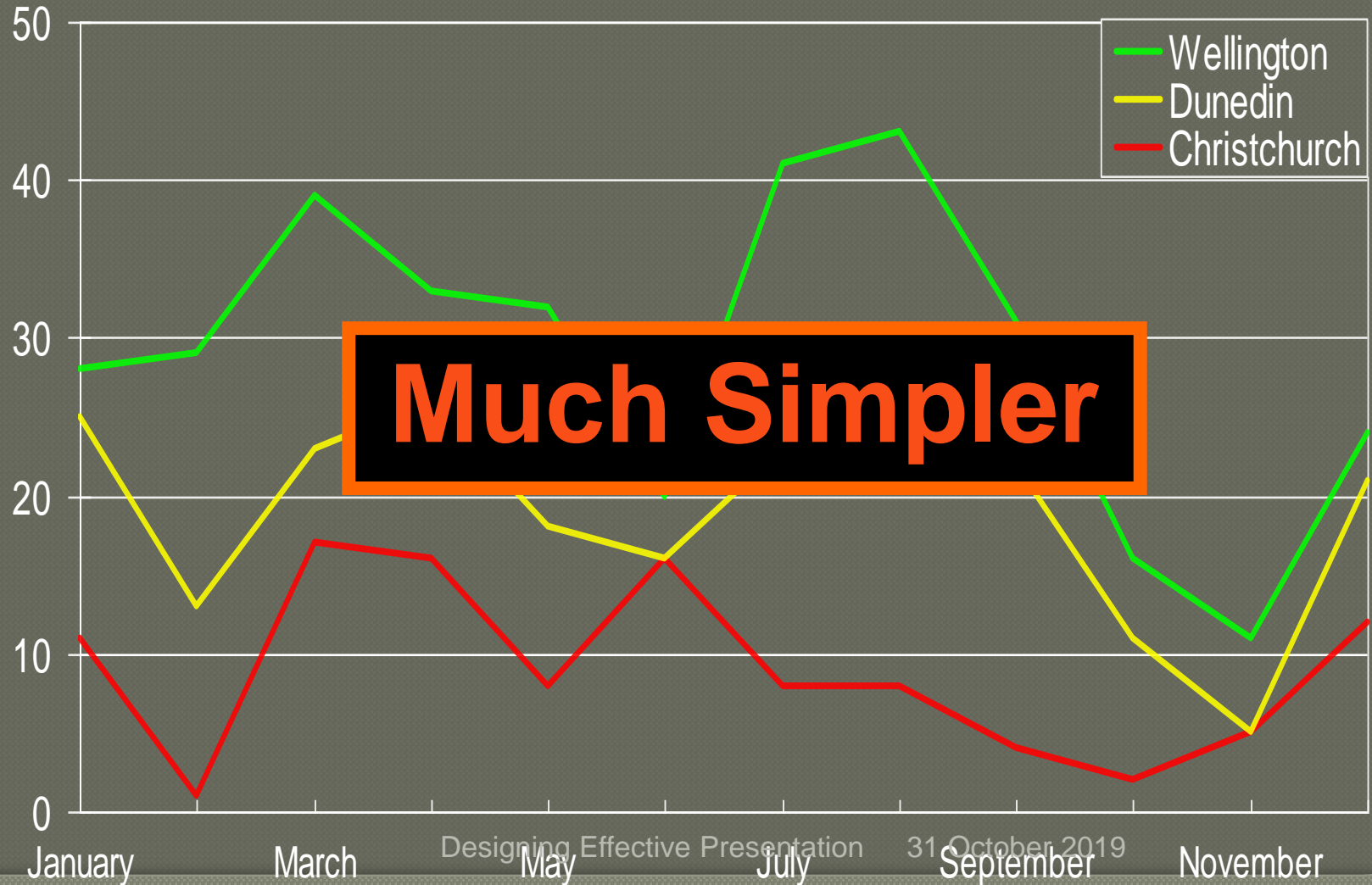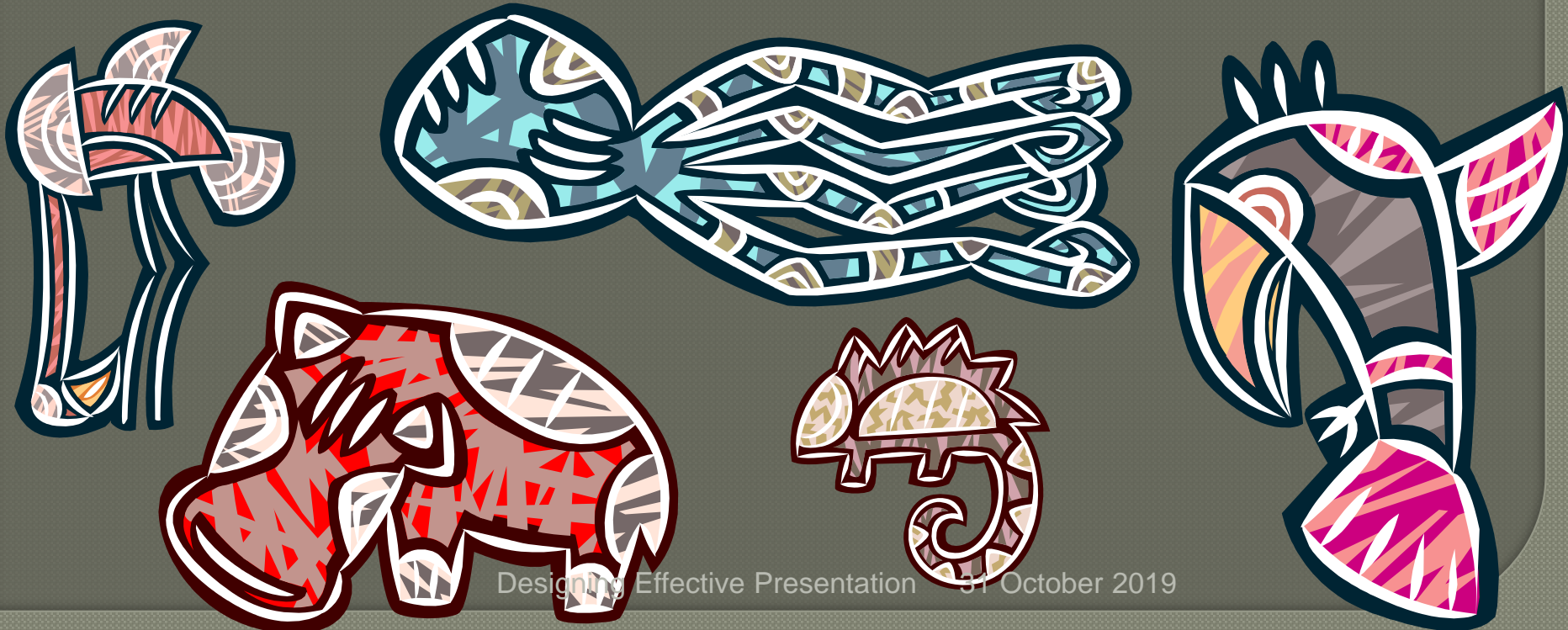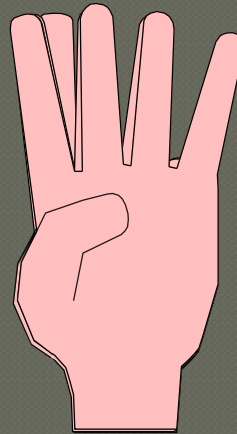
Keep It Simple (Picture)

- 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

Keep It Simple (Animation)

2 m

Too distracting !

Keep It Simple (Animation)

2 m

Simple & to the point

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**
- <u>Underlines may signify hyperlinks</u>
- 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 (Bullets)

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

Make It Clear (Focal Points)

- Focal points direct attention

Make It Clear (Focal Points)
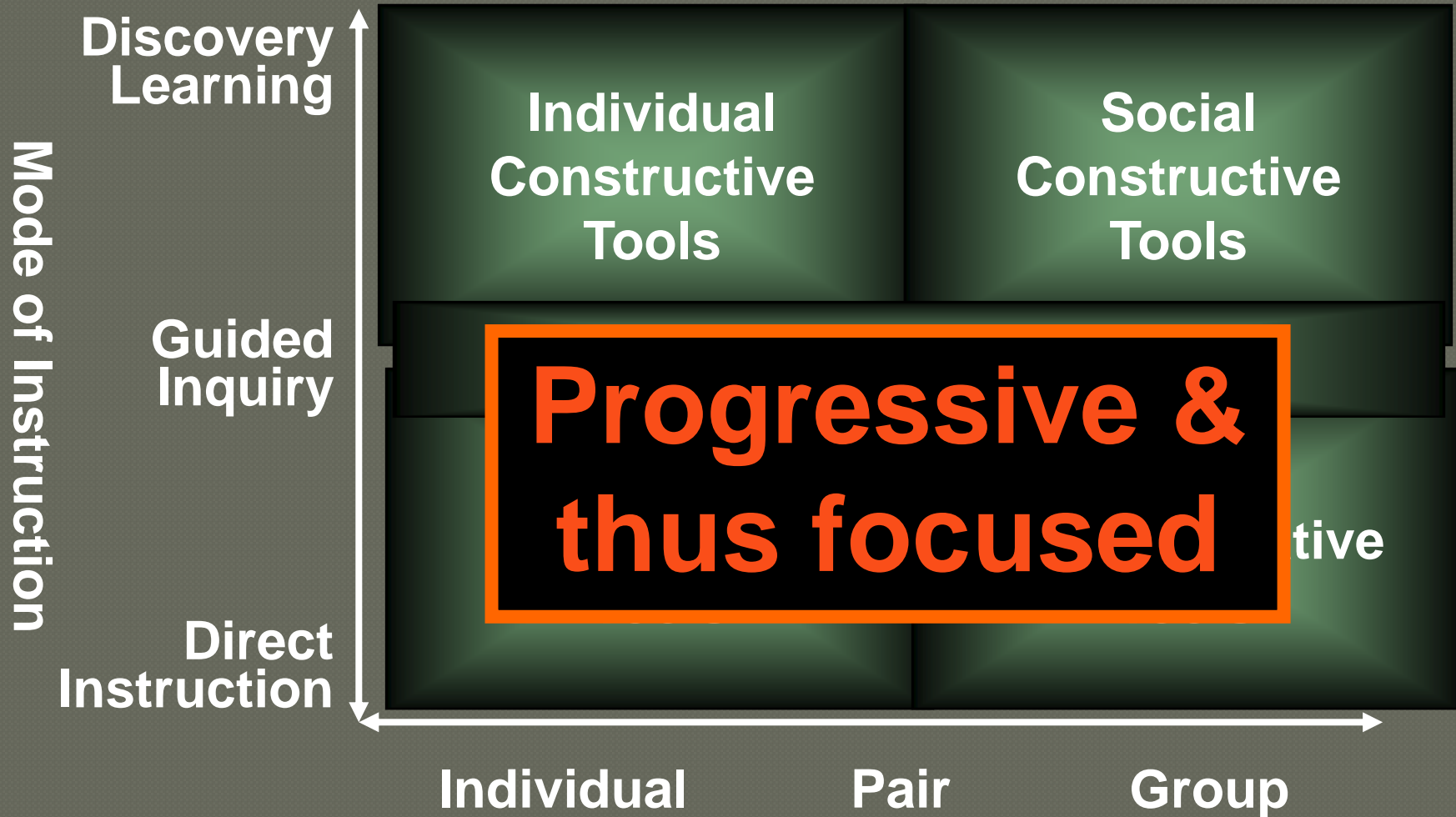
- Focal points direct attention

Be Progressive

Types of Instructional Tools

Mode of Instruction

Discovery Learning

Gui... Inqu...

Direct Instruction

Individual Constructive Tools

Social Constructive Tools

Individual Instructive Tools

Social Communicative Tools

Too many in one go!

Individual   Pair   Group

Complexity of Interactions

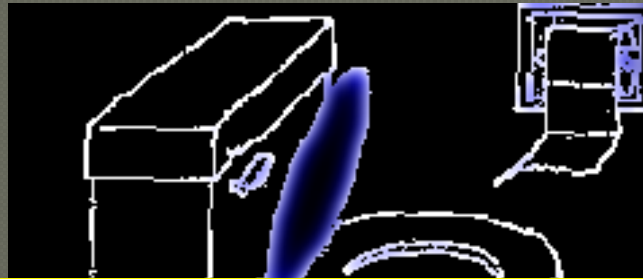# Understanding Technology

Mouse

Main Storage

Function key

Software

Floppy disk

I/O Error

CPU

er interface

ougger

Backup system

Too many & not focused

Understanding Technology

Mouse   I/O Error

Main Storage   CPU

Function key[...]   [...]er interface

Software   [...]bugger

Floppy disk   Backup system

Progressive & thus focused

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
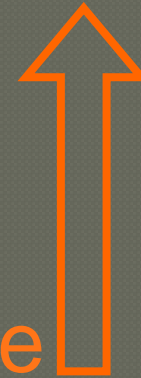
○ Use surprises to attract not distract
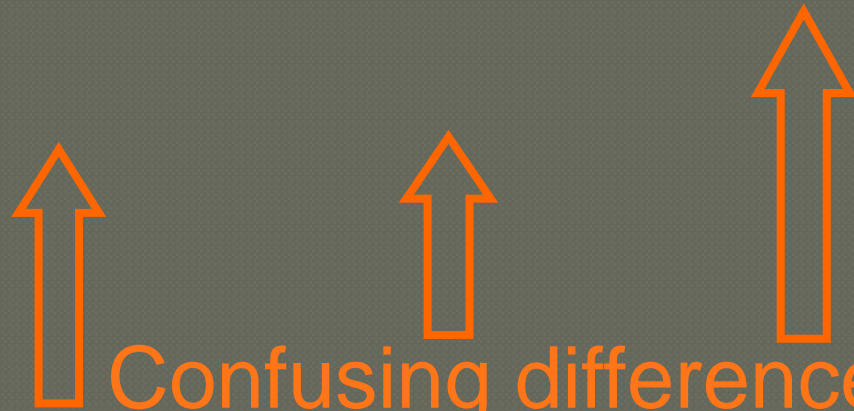
↑ These differences distract!

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
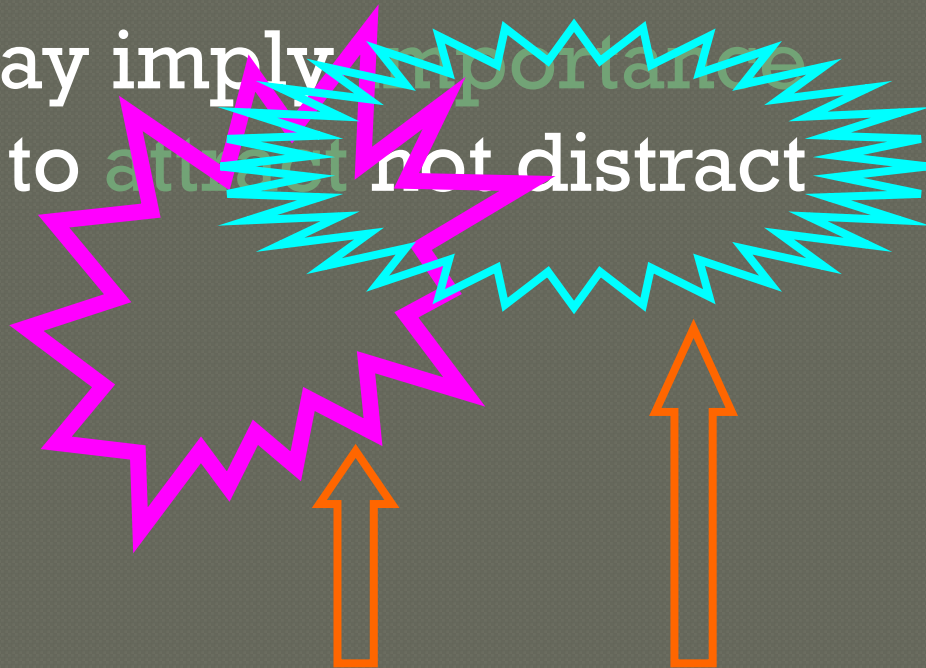
Confusing differences!

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

Thank You