Making Impact

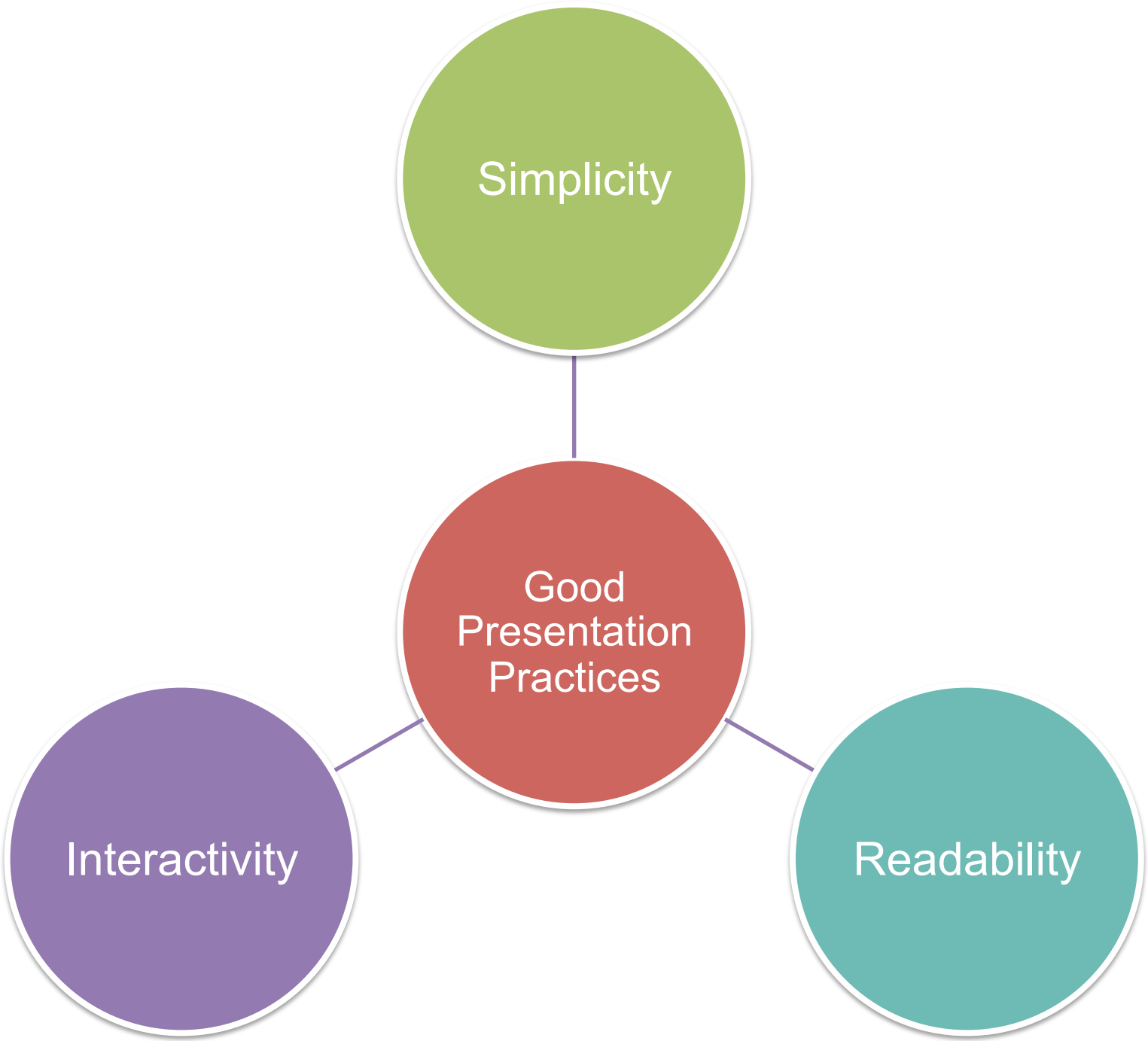
Designing effective presentations

Effective PowerPoint Presentations

- What makes a PowerPoint presentation effective from a design standpoint?

- What do you think are characteristics of ineffectively designed PowerPoint presentations?

Why is Design Important?


Simplicity
Good Presentation Practices
Interactivity
Readability

Simplicity:
Work to avoid
Information
Overload

Avoiding Information Overlo

- Notes function vs information overload on screen
- Studies have shown “More is not better” in terms of using technology to teach
- Avoid Information Overload
  - PowerPoint expert Cliff Atkinson, author of Beyond Bullet Points says, "When you overload your audience, you shut down the dialogue that's an important part of decision-making."
  - He points to research by educational psychologists: "When you remove interesting but irrelevant words and pictures from a screen, you can increase the audience's ability to remember the information by 189% and the ability to apply the information by 109%.”

Use the notes function to avoid information overload

More is not necessarily better

Simplicity: Information Overload

- Atkinson:
- "When you remove interesting but irrelevant words and pictures from a screen, you can increase the audience's ability to remember the information by 189% and the ability to apply the information by 109%.”

Observe the 6 x 6 guideline

- Follow the 6 x 6 guideline
  - 6 points per slide
  - 6 words per point

There is also the 10/20/30 rule

A PowerPoint presentation should have **10 slides**, last no more than **20 minutes**, and contain **no font smaller than 30 points**

Less is More

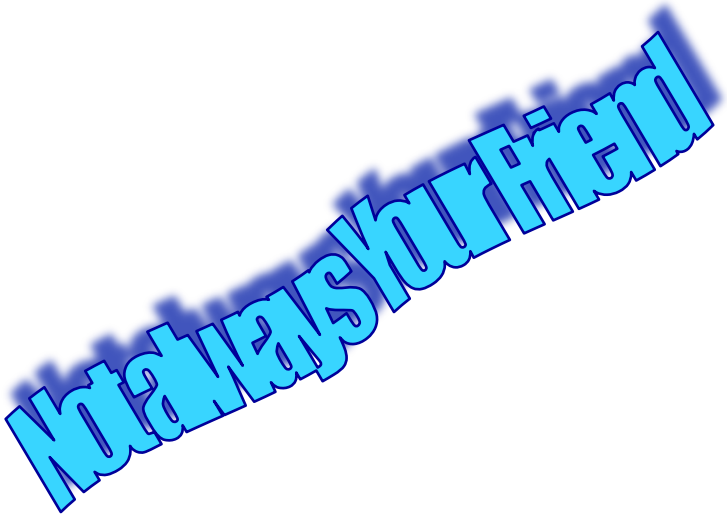
- White space is your friend
- Avoid pictures or graphics in background
- Avoid brightly colored backgrounds

Skip the Tricks

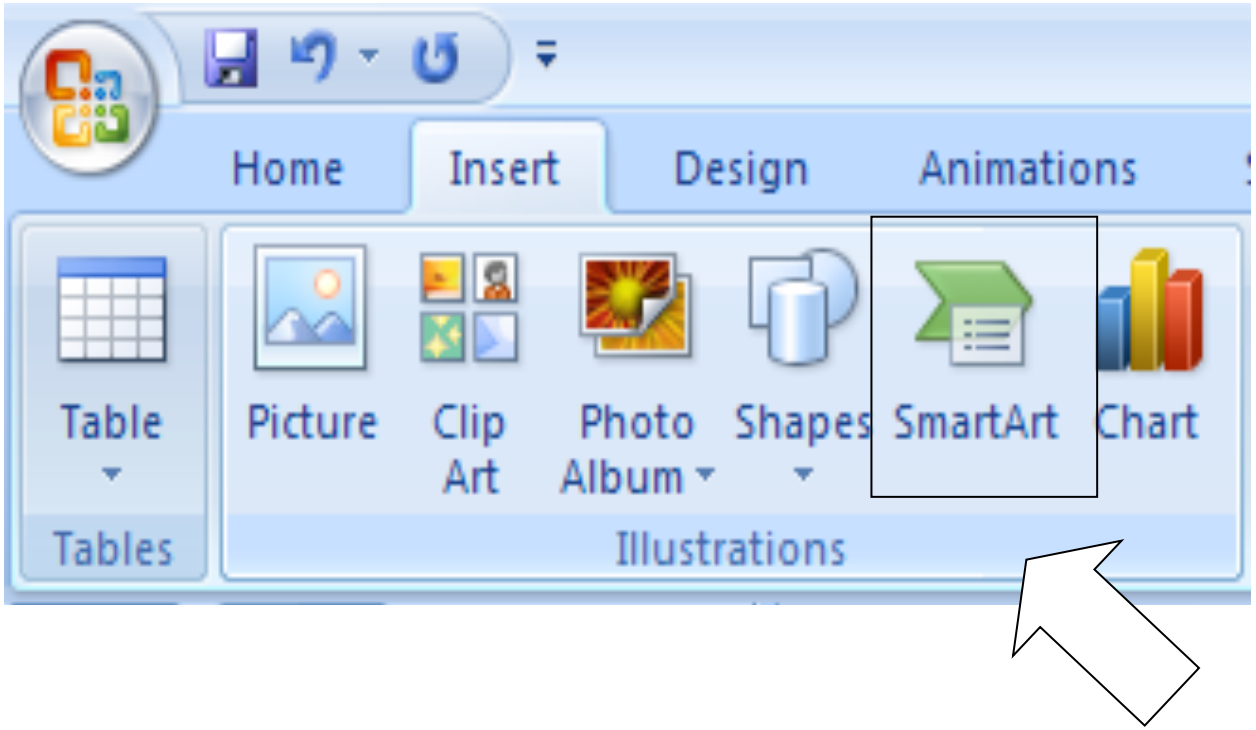
- Minimize or avoid animated texts, sounds, and fancy transitions

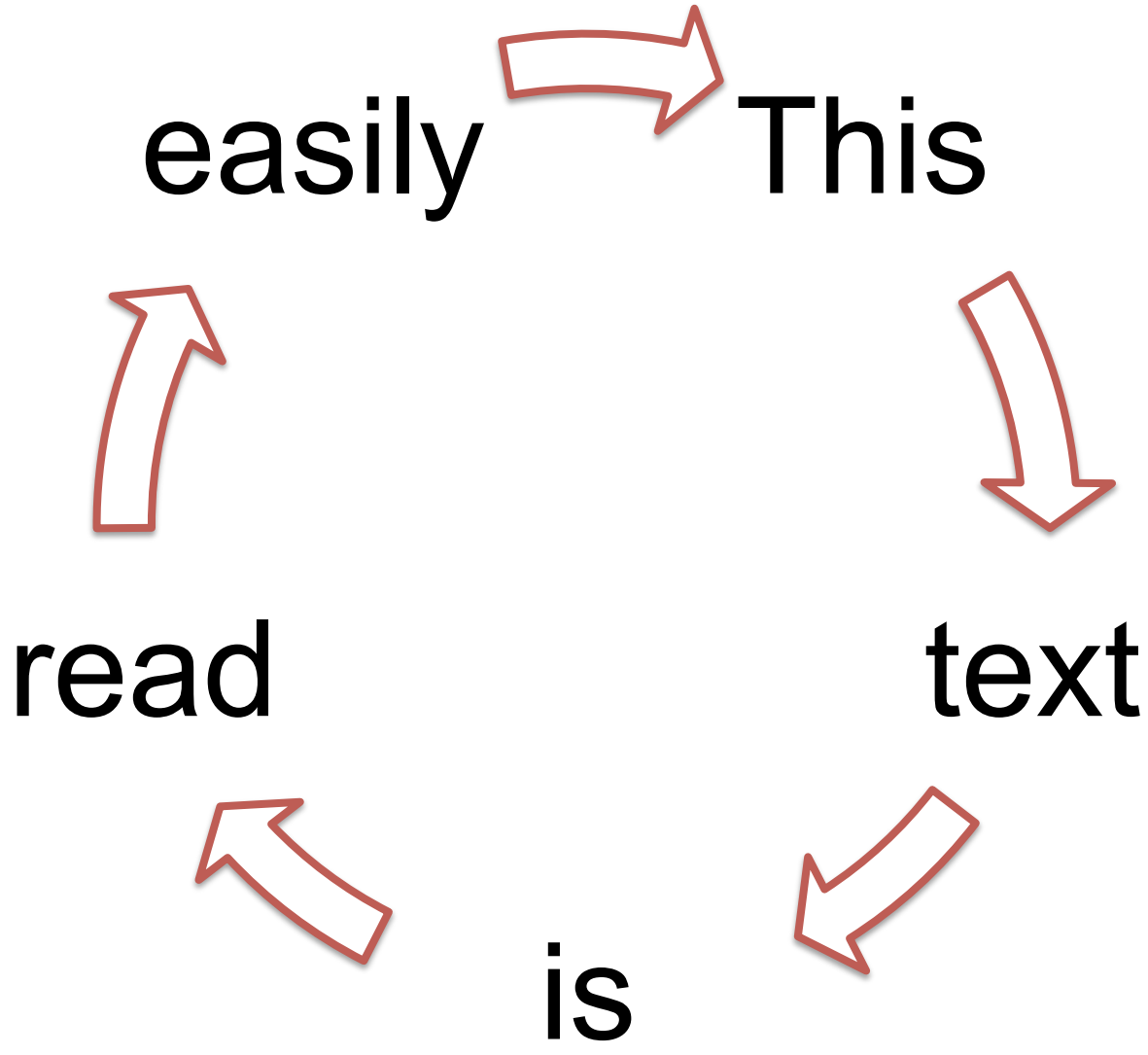
- These effects can be effective in certain situations, but often distract your audience from your main points

Use graphics wisely



Be smart about graphics, charts, and diagrams

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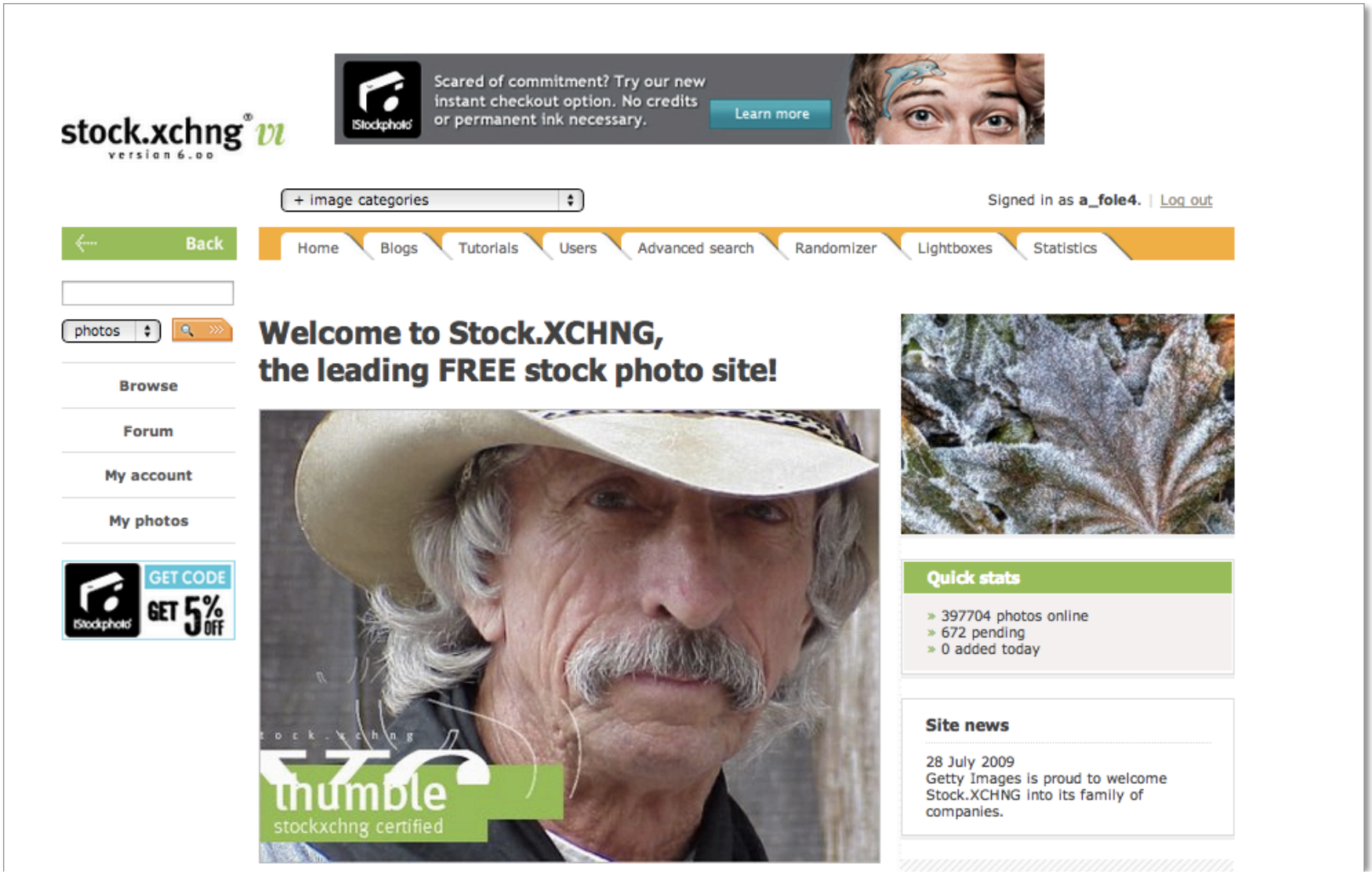
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GET 5% OFF
Welcome to Stock.XCHNG,
the leading FREE stock photo site!
thumble
stockxchng certified
Quick stats
» 397704 photos online
» 672 pending
» 0 added today
Site news
28 July 2009
Getty Images is proud to welcome Stock.XCHNG into its family of companies.

Use contrast to improve readability

- Strong contrast adds “visual interest” and keeps your students’ attention
- Makes content more attractive
- Highlights the most important concepts
- Difference implies importance

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- Strong **contrast** adds “visual interest” and keeps your students’ attention
- Makes content more attractive
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- Difference implies importance

Use **colors** to create contrast

Use **colors** to create contrast

Readability: Repetition

- Repetition involves repeating design concepts on each page
- Creates unity and consistency
- Readers take cognitive clues from consistency in design

-

Nothing should be placed on a page arbitrarily

Readability: Alignment

- Nothing should be placed on a page arbitrarily

- Every element should have some visual connection with another element on the page

Every object (graphics, photos, or text) should be aligned

Horizontal alignment

- Ideally every object (graphics, photos, or text) should be aligned with other objects
- Includes vertical and horizontal alignment

Vertical alignment

Readability: Proximity

- Group similar items together
  - Similar to paragraphing in writing
- Helps readers organize information
- Using bullets and templates to achieve “proximity” in design
-

Readability: Type Size

- Make sure your fonts are legible and large enough
- “Floor test" for readability
-

Readability: Type Size

- Preview your presentation in the classroom
- You should be able to read the slides from the back of the room

Readability

AVOID ALL CAPS! THEY ARE MUCH HARDER TO READ

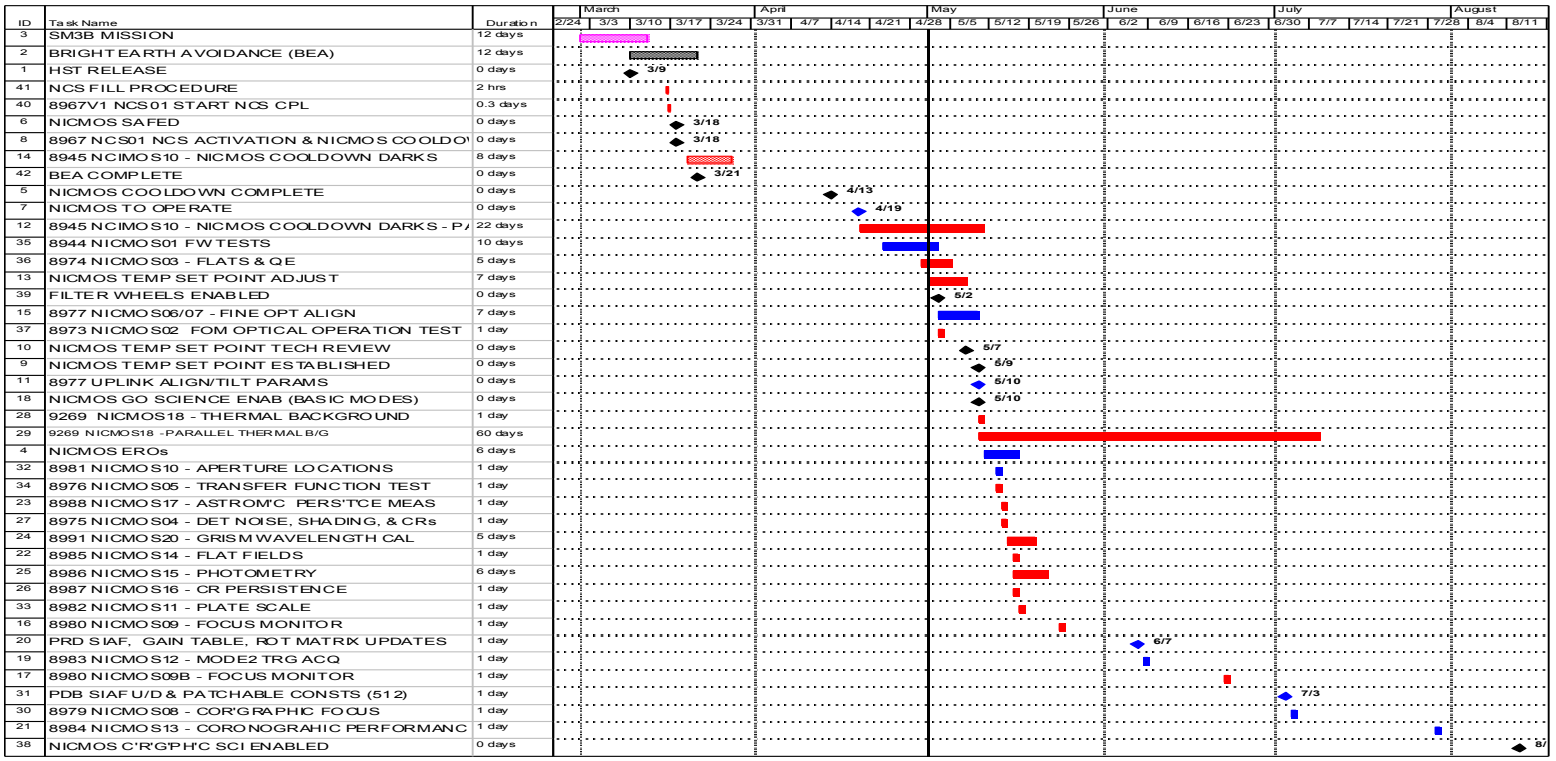
Interactivity: Student Learning

- Inquiry-based learning
- Interactive PowerPoint: An oxymoron?
- Ideas for interactivity
  - Pose questions
  - Fill in responses
  - Have students take notes responding to questions on PPT
  - Post notes to Moodle
- Other ideas to make PPT more interactive?

Slide Overkill

2. The data suggest that the high-level wells tap interconnected, though bounded, aquifers whose rate of water level decline is inversely proportional to its volume. Future well drilling for high-level potable sources must include accurate, well-designed aquifer tests that will aid in the determination of geologic boundaries to provide information on the geometry of the aquifer.
3. The data suggest that there may be more than geological mechanism that created the high-level aquifer.
4. The data suggest that there is a water level pattern observed in the high-level wells with Keopu being the "drain" for the ground-water flow system. The ground-water flux south of Keopu is to the north, and north of Keopu, the ground-water flow is to the south.
5. Some high-level wells do exhibit quasi-stable water levels, and show little variation over time. Use of long-term water level transducers in these wells should continue in conjunction with long-term water level transducers in those wells that show water level decline. Real time correlation between water levels in the wells with climatic conditions measured at Lanihau Rain Gage will provide better insight into the behavior of the potable high-level aquifers.

Inappropriate Use of Tables



ID	Task Name	Duration
3	SM3B MISSION	12 days
2	BRIGHT EARTH AVOIDANCE (BEA)	12 days
1	HST RELEASE	0 days
41	NCS FILL PROCEDURE	2 hrs
40	8967V1 NCS01 START NCS CPL	0.3 days
6	NICMOS SAFED	0 days
8	8967 NCS01 NCS ACTIVATION & NICMOS COOLDO'	0 days
14	8945 NCIMOS10 - NICMOS COOLDOWN DARKS	8 days
42	BEA COMPLETE	0 days
5	NICMOS COOLDOWN COMPLETE	0 days
7	NICMOS TO OPERATE	0 days
12	8945 NCIMOS10 - NICMOS COOLDOWN DARKS - P/	22 days
35	8944 NICMOS01 FW TESTS	10 days
36	8974 NICMOS03 - FLATS & QE	5 days
13	NICMOS TEMP SET POINT ADJUST	7 days
39	FILTER WHEELS ENABLED	0 days
15	8977 NICMOS06/07 - FINE OPT ALIGN	7 days
37	8973 NICMOS02 FOM OPTICAL OPERATION TEST	1 day
10	NICMOS TEMP SET POINT TECH REVIEW	0 days
9	NICMOS TEMP SET POINT ESTABLISHED	0 days
11	8977 UPLINK ALIGN/TILT PARAMS	0 days
18	NICMOS GO SCIENCE ENAB (BASIC MODES)	0 days
28	9269 NICMOS18 - THERMAL BACKGROUND	1 day
29	9269 NICMOS18 -PARALLEL THERMAL B/G	60 days
4	NICMOS EROs	6 days
32	8981 NICMOS10 - APERTURE LOCATIONS	1 day
34	8976 NICMOS05 - TRANSFER FUNCTION TEST	1 day
23	8988 NICMOS17 - ASTROM'C PERS'TCE MEAS	1 day
27	8975 NICMOS04 - DET NOISE, SHADING, & CRs	1 day
24	8991 NICMOS20 - GRISM WAVELENGTH CAL	5 days
22	8985 NICMOS14 - FLAT FIELDS	1 day
25	8986 NICMOS15 - PHOTOMETRY	6 days
26	8987 NICMOS16 - CR PERSISTENCE	1 day
33	8982 NICMOS11 - PLATE SCALE	1 day
16	8980 NICMOS09 - FOCUS MONITOR	1 day
20	PRD SIAF, GAIN TABLE, ROT MATRIX UPDATES	1 day
19	8983 NICMOS12 - MODE2 TRG ACQ	1 day
17	8980 NICMOS09B - FOCUS MONITOR	1 day
31	PDB SIAF U/D & PATCHABLE CONSTS (512)	1 day
30	8979 NICMOS08 - COR'GRAPHIC FOCUS	1 day
21	8984 NICMOS13 - CORONOGRAHIC PERFORMANC	1 day
38	NICMOS C'R'G'PH'C SCI ENABLED	0 days

Moving Text

- When text appears, we don't want the audience to be watching the animation.
- Use the

  "Appear effect"

  Not

  "FANCY EFFECTS"

Fonts and Background Colors

This is a good mix of colors. Readable!

This is a bad mix of colors. Low contrast. Unreadable!

This is a good mix of colors. Readable!

This is a bad mix of colors. Avoid bright colors on white. Unreadable!