



# ELEMENTS OF POWERPOINT DESIGN

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# Introduction

This workshop will cover the Elements of PowerPoint design. We will be covering the following elements of PowerPoint design.

What's wrong here?  
Planning your PowerPoint  
Typography  
Graphics

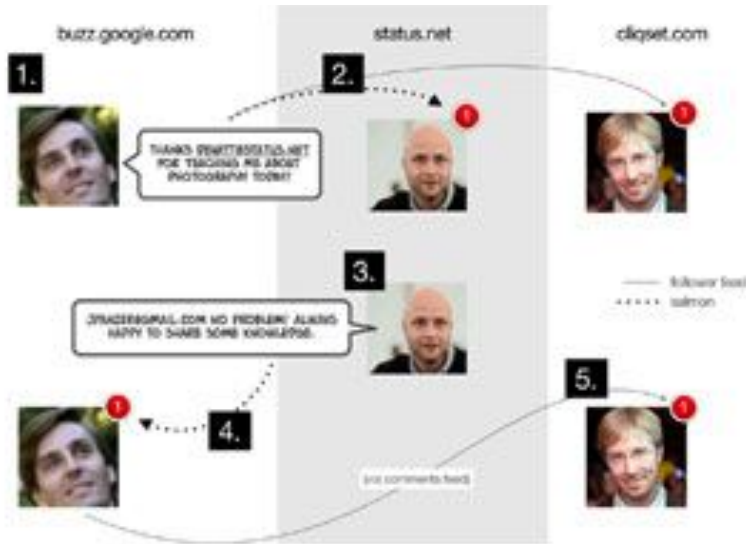
Themes  
Plugins/Templates  
Conclusion/Questions  
Workshop Activity

# What's wrong here???

We will look at the following examples and discuss any glaring mistakes.

I am hoping that this exercise will build a dialog and help us identify PowerPoint deadly mistakes.

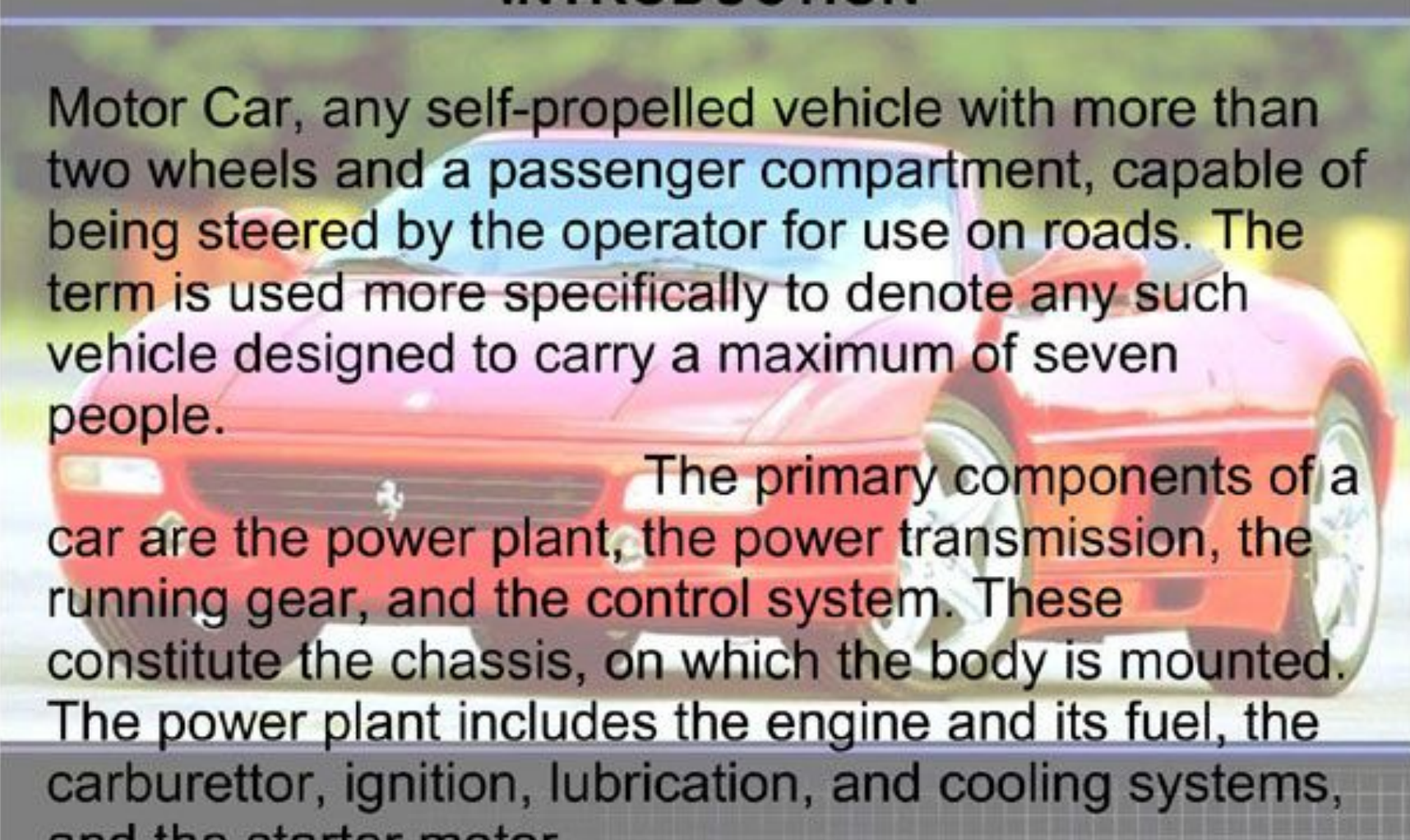
# What's wrong here???



# THE WORLD'S WORST

COLLECTIVE OF PRESENTATIONS

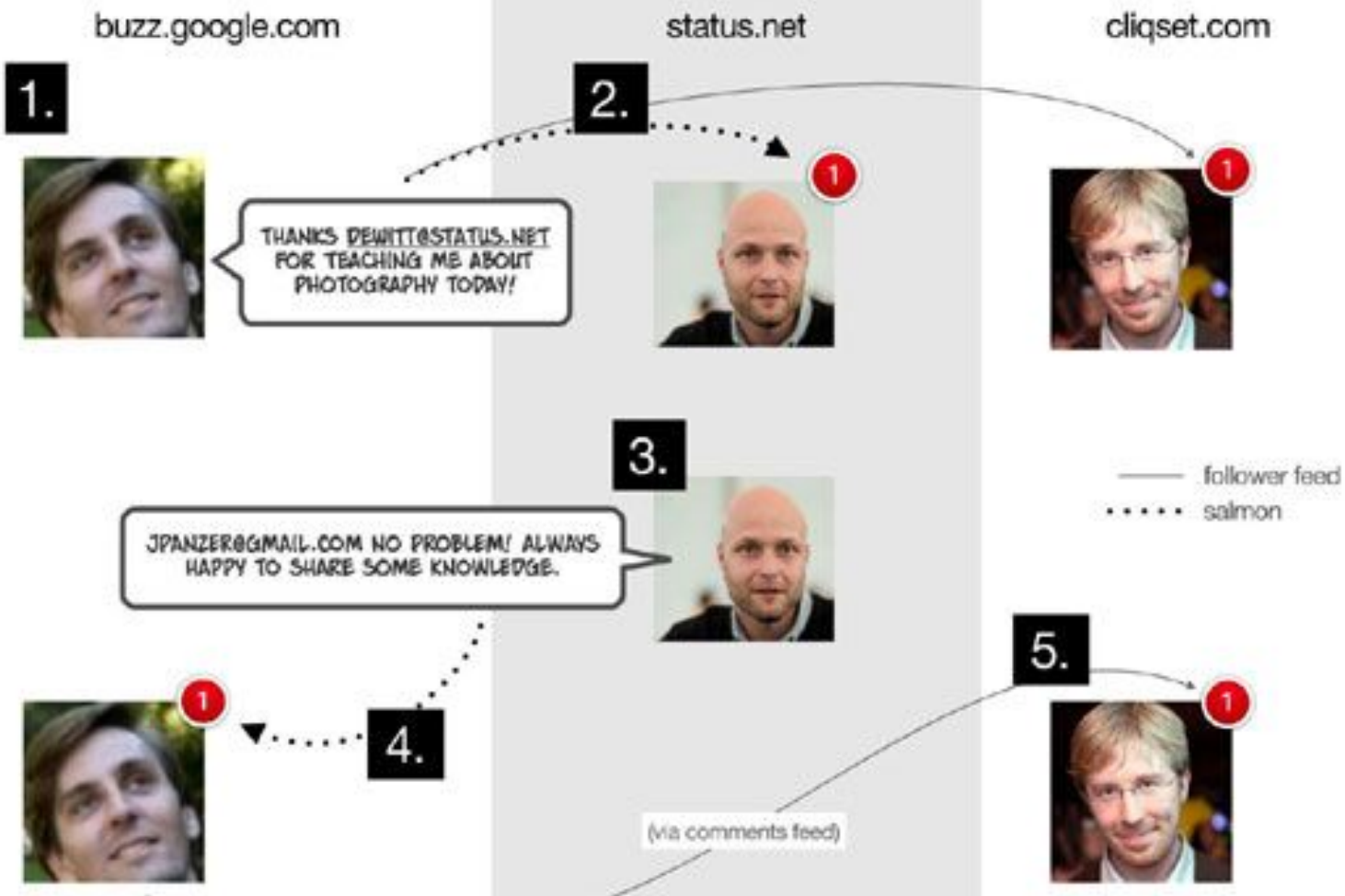
# What's wrong here???



Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

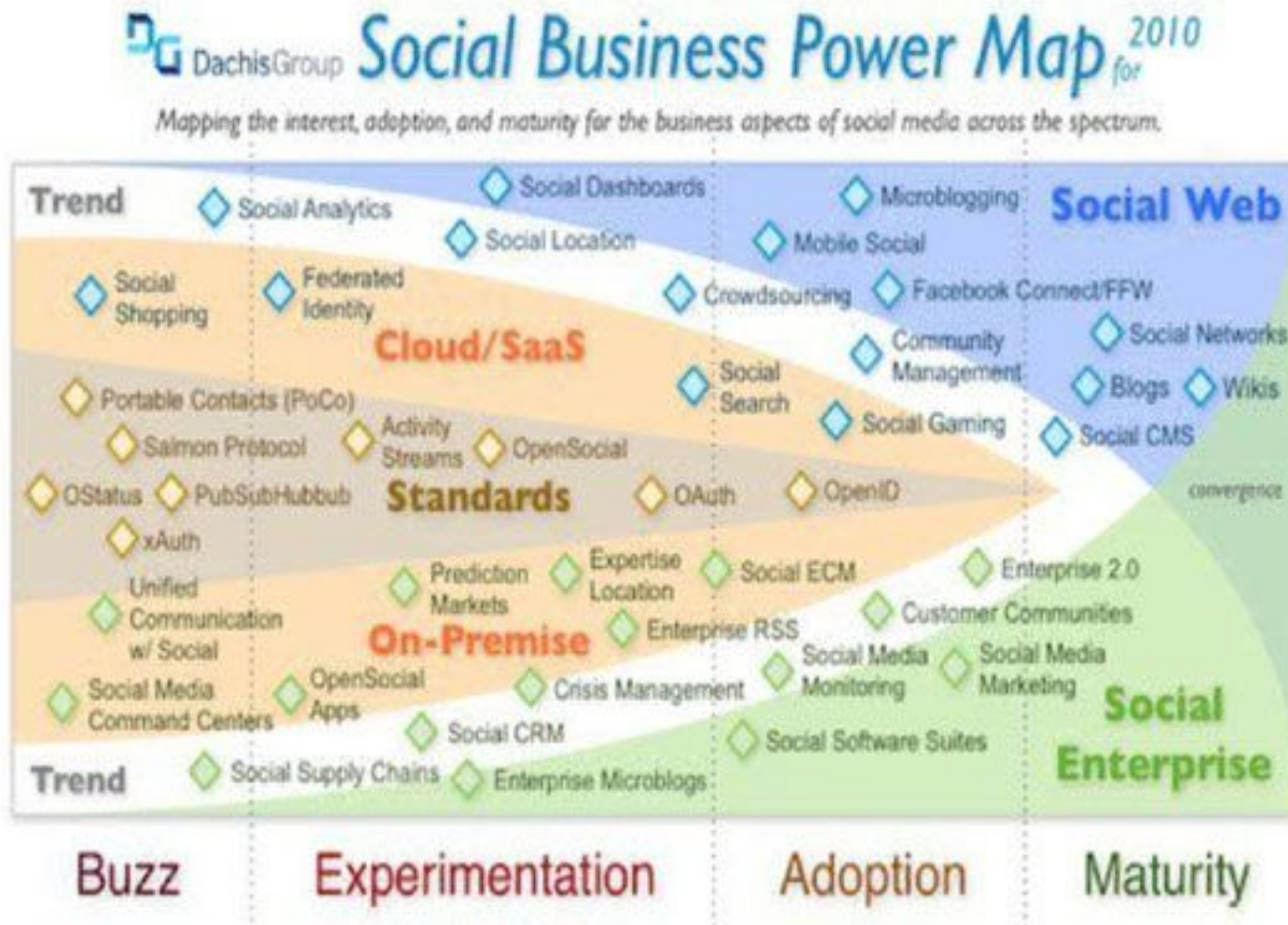
The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

# What's wrong here???





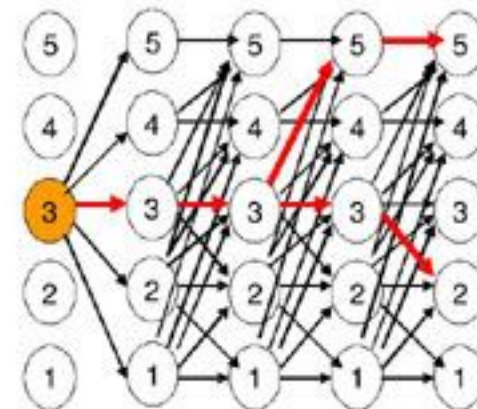
# What's wrong here???



# What's wrong here???

## Modeling customer dynamics

- **Model 1: Lost-for-good (Dwyer 1989)**
  - Two-state model: customer / no customer
  - Customer who has left never returns
  - Modeling issue: lifetime analysis
  
- **Model 2: Always-a-share**
  - multi-state model
  - More complete dynamics (includes Lost-for-good dynamics)
  - Modeling issues: describe state changes
  - Classical model: Markov Chains (Pfeiffer/Carraway (2000), Piersma/Jonker (2000), Tirenni (2005))
  - Basic assumption: the probability of a state change („hazard rate“) does not depend on the past, in particular not on the sojourn time!





# What's wrong here???

## US Wireless Market – Q2 2010 Update

### Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$5.4B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

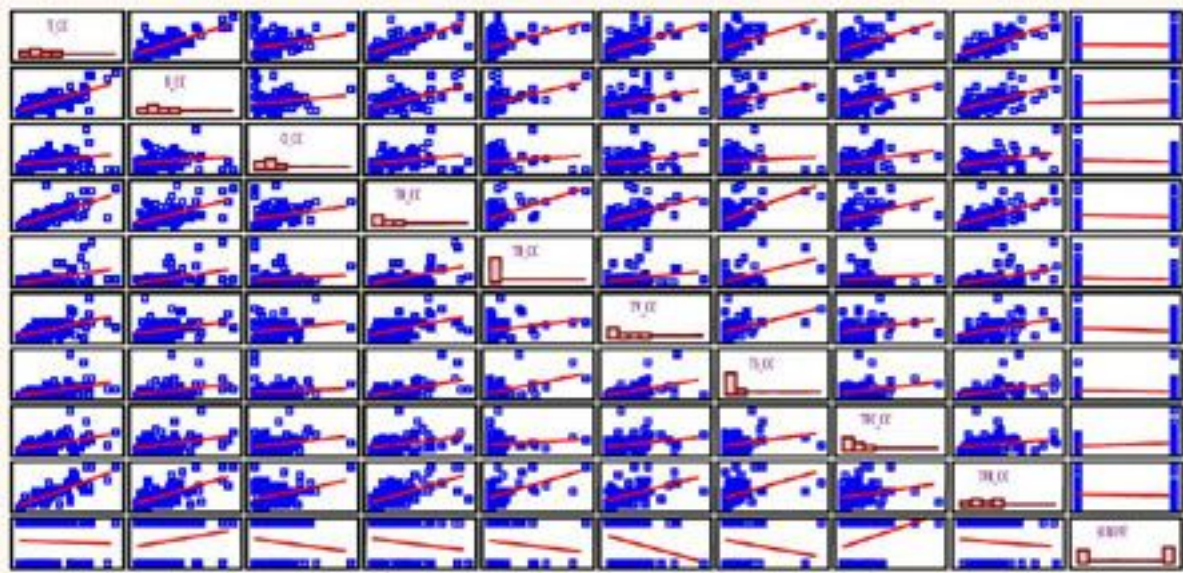
As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.



# What's wrong here???

## Logistic Regression Model of System: Immune Cell Ratio Factors - Survival Lung Cancer Patients:

Correlations (LCLSTA 117N108)  
Immune Cell Ratio Factors - 5-Year Survival  
Immunology of Lung Cancer Patients (n=108)  
Logistic Regression





# What's wrong here???



## My Snoring Solution | Chin Straps and Jaw Supporters Deemed Most Effective Anti-Snoring Device!

For a limited time, get a **2-for-1 Bonus!** I Bought It And the My Snoring Solution Jaw Supporter Proved to be the only effective non-invasive snoring cure. Read my story at my personal blog.

<http://www.Buy-MySnoringSolution.com>



# What's wrong here???

Get in touch with author

## The Delegation Temptation

**Leaders are understandably tempted to outsource or delegate responsibility for social media initiatives for the following reasons:**

- ❏ They are already extremely busy pursuing a host of other priorities and feel unable to add one more thing to their jam-packed To Do lists.
- ❏ They have limited familiarity with social media themselves and have barely begun to climb their own social media learning curves. Consequently, they may not feel qualified to assume a direct leadership role.
- ❏ Their lack of familiarity may also contribute to the perspective that social media initiatives are independent, add-on projects rather than projects that should be integrated into the pursuit of the organization's mission and priorities.
- ❏ Because there are low barriers to accessing and using many social media platforms and tools, as well as a seemingly low financial commitment, they may underestimate the strategic complexity of social media.
- ❏ Underestimating the strategic complexity of social media can lead them to assume the necessary approaches are primarily tactical, an assumption that is reinforced by the widespread emphasis on specific tactics such as blogging, microblogging, and social networking. Consequently, they may conclude these activities can be carved out and handled by someone who's not engaged in core organizational functions.
- ❏ There's no shortage of "hire me!" social media service providers who reinforce the idea that social media activities can easily be outsourced and still produce great results.

# What's wrong here???

1

**Mobiles will become the platform of choice** for workplace learning delivery

Just-in-time information (videos, documents, or mini courses) for learners accessible through corporate information systems



UPSIDE  
LEARNING

Image Courtesy: <http://www.flickr.com/photos/27048731@N03/4460542706/>

1

**Mobiles will become the platform of choice** for workplace learning delivery



Collaboration with colleagues

UPSIDE  
LEARNING

Image Courtesy: <http://www.flickr.com/photos/27048731@N03/4460542706/>



# Planning Your PowerPoint

Planning your project is critical. The following suggestions will help you create engaging PowerPoint presentations.

Presentation objectives:

Grab viewer's attention

Clearly communicate your information.

Stay in control of your presentation.

# Planning Your PowerPoint.

- ✧ Select or create your own theme.
- ✧ Use video and audio to convey your message more effectively.
- ✧ Use graphics to emphasize key points.
- ✧ Use animations and transitions wisely.

# Planning Your Project

- ✧ Start by outlining your presentation.
- ✧ Use masters and layouts to save time and help get better results.
- ✧ Consider difference between print and on-screen presentations.
- ✧ Use notes pages and handouts to help deliver the story.

# Planning Your Project

- ✧ Keep files size manageable.
- ✧ Use the tools available to get it right the first time.
- ✧ Turn off (or manage) AutoCorrect layout options.
- ✧ Know exactly what your viewers will see.



# Typography

“Typography” is medium-independent term used to describe how type is presented.

The following tips would help you efficiently design your typography .



# Typography

- ✧ Fonts should never be less than 12 points in size. Even with substantial magnification over a projection system, people have difficulty focusing on smaller type. This really works against you anytime the audience needs to carefully read something, since most of their effort is spent squinting and leaning forward and not on actually understanding the content. The only exception to the 12-point rule would be small copyright information, dates or watermarks that are not related to the primary content.

# Typography

- ✧ Bigger is better. Headlines should float around 20-24 pt, larger if needed. Body copy generally works well in the 16-18 range, although 14-point is not uncommon for squeezing a few extra lines in. Headline point size should never be smaller than the content size.
- ✧ Don't be afraid of leading. "Leading" is the term for adjusting the space between lines, and can be found under **Format > Line Spacing**. This does not have to be drastic; often, a subtle 1.1 – 1.5 can really open up the design on a page and make long blocks of text much easier to read.

# Typography

- ✧ Stick with the standard font faces that are included on a typical Windows machine. These include Times New Roman, Impact, Arial, Verdana, Georgia and Trebuchet. Using off-beaten fonts that you've installed may make your presentation more visually interesting, but it will cause numerous problems when moving the piece between different computers. While these non-standard fonts can conceivably be moved with your file, the end product is rarely worth the resulting headaches.

# Typography

✧ When choosing fonts, it is often better to stay with sans-serif typefaces like Arial and Verdana. Their blocky, minimal nature makes them ideal for headline applications, where they can be displayed at larger sizes and still retain maximum readability. In PowerPoint, it is even more important to use sans-serif fonts in bullets, paragraphs and other small point size applications. Serif fonts like Times New Roman and Georgia are more decorative, and while they perform superbly in the printed realm (look no further than The New York Times for endless columns of the Times face), study after study demonstrate they hinder reading speed and comprehension when presented on screen.

# Typography

✧ Pick font colors that contrast with the background:

For white backgrounds, black and dark versions of red and blue work exceptionally well.

For dark backgrounds, like black or rich blues, white is ideal, but options such as yellow or very pale, icy blues can achieve interesting and often captivating color.



# Typography

✧ Pick font colors that contrast with the background:

A good visual trick is to use a background color that accepts both white and black font colors. Dark oranges, rich greens (apple green especially) and even certain blues can be excellent choices for the design-adventurous.

Color combinations to avoid: Black and red, in any situation. Color-similar combinations, such as orange text on yellow backgrounds, or light blue text on dark blue backgrounds.

# Typography

✧ Since PowerPoint works so well with bullet points, it is a presentation technique widely adopted as a means of displaying important information in bite-sized chunks. But consider exploring different typographic solutions for bullets; small changes can often encourage better readability and audience interest. There are several techniques that I have successfully used.

# Typography

Consider making the actual bullet a different color than the text. For instance, if your text is black, a medium gray bullet might work well. They serve to primarily guide the eye from line to line, so it is not always critical to make them as visually important as the text.

# Typography

Also, making the active bullet line a different color might be a good way to reinforce what you are saying. If each bullet appears manually, dependent on where you are in your speech, this can be a subtle but powerful means of reminding the audience what you are talking about.

# Typography

Also, try using different shapes for bullets!

PowerPoint's flexible options allows a variety of pre-installed symbols, or even an imported graphic, to be used in place of the rather dry default circles.

# Graphics

As you seen with the bad examples, the use of graphics is critical in communicating your concept or idea in PowerPoint.

✧ Clip Art, is it bad?

✧ Finding free photos and images for PowerPoint.

# Graphics

- ✧ Importing art into the clipart gallery.
- ✧ Use PowerPoint as a graphics program.
- ✧ Creating a grid for perfect layout.

# Themes

- ✧ Customize your theme. Most built in themes are not well designed.
- ✧ Use the themes as starting points.
- ✧ Themes help keep consistency through the presentation.



# Plugins/Templates

PowerPoint has a lot of plugins. Plugins enhance the functionality of PowerPoint. They enhance the ability to add graphics, multimedia, and other mediums. Here are some plugins to use with Microsoft PowerPoint.

Five PowerPoint ad-ons that go beyond ordinary slide shows - <http://www.techrepublic.com/blog/five-apps/five-powerpoint-add-ons-that-go-beyond-ordinary-slide-shows/1355>

There are more links on the Moodle site for this class located at <http://moodle.umeedu.maine.edu/course/view.php?id=36#section-10>

# Plugins/Templates

Free PowerPoint Add-ins to Download -

<http://presentationsoft.about.com/od/templatesaddins/tp/97-powerpoint-addins.htm>

Power Up PowerPoint with Add-ins and templates -

<http://www.smallbusinesscomputing.com/biztools/power-up-powerpoint-with-add-ins-and-templates.html>

# Extra Tips

Here are links to two tips that may help enhance your PowerPoint presentations.

## ✧ Embed Fonts –

✧ Office 2007/2010 -

[http://blogs.office.com/b/office\\_blog/archive/2010/07/01/how-powerpoint-font-embedding-and-replacement-can-save-your-presentation.aspx](http://blogs.office.com/b/office_blog/archive/2010/07/01/how-powerpoint-font-embedding-and-replacement-can-save-your-presentation.aspx)

✧ Office Mac 2011 – Embedded fonts not supported.

# Conclusion

This presentation covered different elements of a PowerPoint presentation.

Each section on an element provided tips you can use to create and develop engaging PowerPoint presentations.

Please go to Moodle site for Elements of Good PowerPoint Design -

<http://moodle.umeedu.maine.edu/course/view.php?id=36#section-10>, for copy of this presentation, as well as other resources you can use with your students.

I hope you enjoyed this class, feel free to contact me at [acd1135@gmail.com](mailto:acd1135@gmail.com) if you have any questions.

# Workshop Activity

The workshop activity is an opportunity to apply the information learned in this class to create engaging PowerPoint presentations.

Activity: Please go to the following website.

<http://www.teachervision.fen.com/tv/browse.php?term=81401030000>

The activities are arranged by K-13 grade. Please select an activity that would apply to the grade level you are teaching. I will be here for any questions while you work on your selected activity.

# Resources

“Microsoft at Work, 12 tips for creating better PowerPoint presentations” -

<http://www.microsoft.com/atwork/skills/presentations.aspx#fbid=aTKjf8pdx0L>

“The Worlds Worst PowerPoint Presentations” -

[http://www.pcworld.com/article/203396/worlds\\_worst\\_powerpoint\\_presentations.html](http://www.pcworld.com/article/203396/worlds_worst_powerpoint_presentations.html)

“Typography in PowerPoint” -

<http://graphicpush.com/typography-in-powerpoint>



# Resources

“PowerPoint – The Ugly” –

[http://presentationsoft.about.com/od/powerpoint101/a/good\\_bad\\_ugly\\_3.htm](http://presentationsoft.about.com/od/powerpoint101/a/good_bad_ugly_3.htm)

“Make Font Color and Styles Stand Out on PowerPoint Slides” -

[http://presentationsoft.about.com/od/powerpoint101/ss/change\\_font\\_2.htm](http://presentationsoft.about.com/od/powerpoint101/ss/change_font_2.htm)

“Why Do Fonts Change on My PowerPoint Presentation on a Different Computer” –

[http://presentationsoft.about.com/od/powerpointtipsandfaqs/f/change\\_fonts.htm](http://presentationsoft.about.com/od/powerpointtipsandfaqs/f/change_fonts.htm)

# Resources

“Guide to Using PowerPoint For Image Base Presentations” -  
[http://www.princeton.edu/visualresources/tutorials/  
PowerPointGuidePU.pdf](http://www.princeton.edu/visualresources/tutorials/PowerPointGuidePU.pdf)

“Add and precisely position graphics on a PowerPoint slide” -  
[http://office.microsoft.com/en-us/powerpoint-help/add-and-  
precisely-position-graphics-on-a-powerpoint-slide-  
HA001159310.aspx](http://office.microsoft.com/en-us/powerpoint-help/add-and-precisely-position-graphics-on-a-powerpoint-slide-HA001159310.aspx)

# Resources

“PowerPoint Tips Blog, Create your own graphics and icons for PowerPoint: Part I – Using clip art” -

<http://www.ellenfinkelstein.com/pptblog/creating-your-own-graphics-and-icons-for-powerpoint-part-i-using-clip-art/?pccpitstop>

PowerPoint Tips Blog, Find free photos and images for PowerPoint” -

<http://www.ellenfinkelstein.com/pptblog/find-free-photos-and-images-for-powerpoint/>

# Resources

“PowerPoint Tips Blog Importing art into the clip gallery” -  
<http://www.ellenfinkelstein.com/pptblog/importing-art-into-the-clip-gallery/>

“PowerPoint Tips Blog, Using PowerPoint as a graphics program” -  
<http://www.ellenfinkelstein.com/pptblog/use-powerpoint-as-a-graphics-program/>

“PowerPoint Tips Blog, Creating a grid for perfect layout” -  
<http://www.ellenfinkelstein.com/pptblog/creating-a-grid-for-perfect-layout/>