Microsoft Office Skill Builders Series Part 2: Dynamic Power Point Design

(Using PowerPoint 2010/PC)
PowerPoint Design

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Introduction: Designing PowerPoints

This webinar will focus on the “should do” in PowerPoint Presentations rather than the “how to do” aspects of PowerPoints.

Our objective today is to explore the options available in PowerPoint and how to create the most professional looking presentations.

If you need help with the “how to do” aspects of PowerPoint, you can find Instructional Tutorials in the Academic Skills Center (MS Office Help-Microsoft PowerPoint Resources)
http://academicguides.waldenu.edu/ASCsoftware/msoffice

This session will last approximately 30 minutes.
Getting Started: Think About Your Audience

What types of things should you consider?
Making Slide Choices

• Background: Consider how your background will affect viewing of your presentation

• Fonts: Select fonts that easily allow your reader to understand your presentation

• Colors: You want your colors to contrast enough to allow ease in viewing, but not so much that it become difficult
First, consider if there is standard background you need to apply. For example, Walden has a PowerPoint template you can use for presentations at Walden (such as a dissertation presentation) Find Walden’s template here- 
http://academicguides.waldenu.edu/writingcenter/templates/general

If you do not have a standard template, select a background that
1. Matches your presentation type
2. Is not too distracting for your viewers
3. Allows you to clearly present your materials

Let’s look at few different types of background and decide if they are a good choice, or a poor choice.
What about this background- Is it a good choice or a poor choice?
WHAT ABOUT THIS BACKGROUND- IS IT A GOOD CHOICE OR A POOR CHOICE?

When might it be appropriate to use this type of background?
WHAT ABOUT THIS BACKGROUND- IS IT A GOOD CHOICE OR A POOR CHOICE?
WHAT ABOUT THIS BACKGROUND- IS IT A GOOD CHOICE OR A POOR CHOICE?
What about this background-
Is it a good choice or a poor choice?
What about this background- Is it a good choice or a poor choice?

When might this background be appropriate?
Backgrounds: Recap

- Consider your audience
- Consider how the background will appear to the viewer
- Add interest without being overwhelming
Color Schemes

• Consider how the color of your font will appear against your background.

• Consider how it will contrast and stand out.

• You want to make reading easy for your viewers, you can achieve this through the right color schemes.
Poor Contrasts

Not enough contrast

Poor visibility

Not enough contrast

Too much contrast
What about these?
Color Schemes

• Consider how your audience will feel looking at your presentation.
• Does the color scheme “hurt your eyes”?
• Is there enough contrast to really see the information presented?
• You might need to play around with options to find the best fit
Fonts

When designing your PowerPoint you need to consider the font type and size.

There are two basic type of fonts, Serif and Sans Serif

Sans Serif fonts, like **calibri**, and **arial** are the most common and should used in most PowerPoints

Serif fonts include extra protruding /decorative strokes, such as **Times New Roman**, and **Garamond**, however, consider how these decorative strokes might impact readability.
Font Sizes

- Font sizes can vary based on the type of information you are presenting and how you are presenting it.

- Consider different font sizes to make clear distinctions between types of content (such as larger fonts for titles).

- Font sizes will also depend on the font style you are using.

- When determining font size, consider readability and your audience. Your font should be large enough for your audience to read easily (it is typically recommended not to go lower than a font size of 20).

- In this presentation, the title slides are 44 and the bullet points are 20.
Best Fonts to Use

- Calibri
- Arial
- Times New Roman
- Garamond
- Gils Sans
- Rockwell
Some Fonts to Avoid

- Algerian
- Palace Script MT
- Tempus Sans ITC
- Arbermann
- Informal Roman
- Edwardian Script
Maintaining Consistency

It is important to maintain consistency throughout your presentation. Here are some items to consider-

- Are all titles the same color and aligned the same?

- Are fonts and colors consistent for similar types of information?

- Are all topics covered similarly? If you use bullet points are they all the same type?
Let’s Look at This Presentation!

For this presentation we are using

- Blue for titles which are aligned left and in a larger sized font
- Brown for details on the topic
- Bullet points to highlight key features.
Let’s Change it Up!

Now that we have changed it up, the viewer might not recognize key features as there is no distinction between types of information presented.

This can cause confusion when viewing presentations.
Why is Consistency Important?

What are some reasons consistency is important?
Connecting Text and Images

• When using images in your PowerPoint you want to make sure your viewers can recognize the connection.

• Consider the placement of images and text.
Poor Placement

Professional PowerPoints can help you graduate!
Poor Example-

In the poor example the text and the image are too far apart. The viewer cannot connect them visually.

What could be done to remedy this?
Better Example

Professional PowerPoints can help you graduate!
Design Checklist

• Background selected is appropriate for your presentation

• Color Schemes allows for ease of reading

• Select font styles and sizes that allow for easy reading

• Every slide maintains consistency with types of information presented.

• Images and text are connected for the reader to help build association.
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