Skill Builder Session – PowerPoint Design – Part two

>> Hello, everybody.
My name is Nancy, the moderator for today, and we'll be getting started in about ten minutes.
Feel free to chat in our chat box area and we will be getting started shortly.
Nans test.
>> Nancy: This is a test.
>> Nancy: Hi, everyone, my name is Nancy, I'm going to be your moderator today.
And we're just going to get started with a few housekeeping items.
We will not actually start our presentation until 1:00 eastern time -- 12:00 eastern time.
But I just want to thank you for joining the Academic Skills Academic Skills Center for a presentation of the Microsoft Office Skill Builder Series, Dynamic PowerPoint Design.
This is part 2 of a series of presentations on Microsoft Office PowerPoint.
Okay.
Before We Get Started, I Want to Mention That This Session Is Being Recorded, and will be available for future viewing on Academic Skills Center website.
The link to recorded websites can be found in the web links for you box.
Now, let's go over a few housekeeping items.
So, our room has a presentation area, a
captioning area, web links for you, a
chat area, and a polls area.
If you have any questions during the
session, please type them into the chat
box area.
We have muted the microphones and will
not be using the raise hand feature.
Please participate in our polls
throughout the session.
You'll find them in the box below the
presentation screen, and the polls will
change throughout the program.
If you want to expand the viewing area
of the presentation, you will see a
square four-arrowed box at the top of
the screen.
This will expand the presentation area
to view full screen on your computer.
This can be minimized with the same
control when hovering over the top
right-hand corner of the full screen
view.
Again, everyone, I want to thank you for
joining the Academic Skills Center for
this presentation of the Microsoft
Microsoft
Office Skill Builder Series Dynamic
PowerPoint Design.
This is part 2 of a series of
presentations on Microsoft Office
PowerPoint.
And today our presenter is Shawna
Burtis.
-- Burtis.
I'm Nancy Brown.
And I'm your moderator for this session.
I will work with the Academic Skills
Center as a learning resource
coordinator and a graduate assistant.
And our presenter today is Shawna
Burtis.
Shawna has been a Walden student since September 2012. Since that time, she has earned her master's of science in psychology and is currently a doctoral candidate working on her dissertation, investigating gender differences in communication patterns of asynchronous online undergraduate psychology majors. Shawna started as a graduate assistant to Emily Dahlin in December 2014. She was pleased to help launch and continues to manage the student tip of the week area in the e-guide. In addition to her other responsibilities, Shawna is also an adjunct professor at NSINS university where she designs and teaches various psychology courses through a military education program that offers undergraduate-level classes to service members -- to service members, veterans, and their families. Everyone, please welcome Shawna Burtis.

Shawna: Thank you, Nancy. Welcome, everyone, and thanks for joining us today. Let's get started.

The objective of this webinar will focus on selecting the best options in PowerPoint to help you develop dynamic and professional-looking PowerPoints. We are going to focus on the should dos rather than the how tos. This can kind of be subjective, but there are tools to help you out with this. If you are not familiar with the how tos, the Academic Skills Center has some great tutorials available, the link for the PowerPoint resources website is
available in the web links for you box
to your right.
So, some should dos before you even
begin to develop a PowerPoint is to make
some design choices.
You should consider both your audience
and your topic and how best to convey
the information to them.
So, what do you think are some types of
things you should consider before
beginning your PowerPoint?
You can enter your responses in the poll
below.
All right.
I'll get started, since no one's
entering.
You want to consider your audience, the
information, target audience, good.
You also want to consider the type of
information you're presenting, what your
topics are, if there's any themes within
that visibility, how long your
presentation is, those are good things,
color, fonts, audience, good.
We also want to consider color schemes,
maintaining consistency throughout the
entire presentation.
Guidelines for included information,
that's good.
Sometimes when you develop PowerPoint,
like for school, there are certain
guidelines within a PowerPoint you need
to follow.
You also want to make sure that you
think about the readability of your
PowerPoint.
If your information is large enough for
your viewers to see, if the colors
clash, if your backgrounds are hard to
look at.
All right.
Those are all good things.
All right.
Some factors you'll need to determine before you begin your PowerPoint is how you want your slides to appear.
This includes selecting backgrounds, fonts and colors.
This is very subjective and can vary greatly between different types of presentations, so you really just have to use your best judgment.
Let's start with looking at backgrounds.
When selecting a background, you want to consider a few things.
First, do you have a required template to use?
Some projects, like a dissertation oral defense, might have a required template. At Walden, a PowerPoint template is available through the Writing Center. A link for this template is available for the Web Links for You box to the right.
If you don't have a standard template, then you need to select one from the options available in PowerPoint.
When selecting a background, you want to make sure that it matches your presentation type.
Some themes might not work for some topics.
For example, using a darker theme might not work for a presentation on the benefits of sunshine.
Consider the background and how it will be viewed.
Make sure it's not too distracting or too busy for your topic.
This is really subjective.
You have to consider both your topic and your audience and use your best
judgment.
I have five examples of different types of backgrounds.
Let's review and consider them.
You can use the polls at the bottom to respond to each background.
So what do we think about this background?
Wait a second for everyone to answer.
Er all right.
Looks like most people don't think that this is a very good background, and I would have to agree.
This background is really plain, it might work in some presentings, but it provides no interest and it can be hard to look at for longer presentations.
And, in general, it's just kind of boring.
So, let's look at something with more interest.
What do we think of this one?
Give it a second for responses.
It looks like most people are saying no, which I'm pleased to see.
This slide, while it does have a lot of interest, is not suitable for all academic projects.
Can anyone think of a topic that might work for this slide?
As a teacher, I have seen this template used for a variety of different things from a presentation on behaviorism to a presentation on field development.
This background does not make sense with topics like that.
Literature might be a good topic.
When I see this, I always think of Edgar Alan Poe.
Awards might be a good one, depending on the type of awards, theater is another
good option that might work for this type of background.
Grandmas, that's a good one, too.
So, yeah, those are all good options, another reason why you should think about what your topic is while you choose your slide.
All right.
Let's look at another one.
What do we think about this background?
Is it a good choice?
Poor choice?
Not sure?
This slide does have less interest than the previous one, but stare at it for a few seconds.
Does it look like it's moving?
Do you find yourself having to readjust your eyes?
A longer presentation on a background like this might make it difficult for your viewers to look at for too long.
So, let's try another one.
What do we think of this one?
It does provide interest, but it doesn't hurt the eyes.
It looks like a lot of you are thinking that this might be a good one.
A little more than half think that it's not.
This one is, again, where the subjectivity plays in.
This might be a good background, but it might not be a good color choice for the text.
So let's try another one.
What do we think about this background?
So, I think this is a nice background.
It does provide interest, but it doesn't hurt the eyes.
But notice in the center that line
design, you can't remove that. So that might disrupt the flow of your slides, unless you're having a top part and a bottom part in every slide. So that's another thing to consider. All right. What do we think about this one? [ dog barking ] >> Most people are saying no. I would have to say that, again, this is one that would depend on the type of presentation. It does provide interest, but it doesn't hurt the eyes to look at, but it can be distracting. So, again, you just got to use your best judgment on that one. All right. Basically when it comes to backgrounds, you need to consider how your viewer will see it, does it make sense with your topic. So don't choose a background with leaves if you're creating a presentation on the Industrial Revolution. And find a theme or background that fits within that topic. Make sure it's not too overwhelming or distracting. So, once we figure out our background, we need to consider our color scheme. Remember that gray background with the lighter gray text, the contrast, while it might be obvious to some, might be harder for others to read. When selecting color schemes, you want to think about how your text will stand out against the background. You also want to consider how the contrast might appear to your viewer. So, let's look at some poor examples of
colors.
So, notice the red on red, it can be hard to seek out the text.
Same with the yellow on white.
While the white on blue is noticeable, notice how the background lightens towards the right side?
It's easier to read pour than it is to read the end of visibility, when your background colors fade or change, you need to consider the readability at every shade.
The black on yellow contrast is easy to read, however it might strain the eyes in larger presentations so you need to consider that, too.
So let's look at some color scheme options.
You can answer the poll below, which color scheme are you drawn to?

Again, this goes back to the subjectivity of creating PowerPoints.
It looks like we're pretty evenly spread.
I don't think anyone likes number 2, the green on green, it can be hard to read.
I'm personally drawn to the yellow on white -- or the orange and white and the purple and black color schemes.
So you just -- you got to play around until you find a color scheme that works for your topic that will -- that you think will be easy for your audience to read.
When selecting a color scheme remember your audience and consider how they feel looking at and reading through your presentation.
Does the color scheme hurt your eyes? It will likely hurt their eyes, too.

For additional help, contact the Academic Skills Center Tutoring Services:
ASCTutoring@Waldenu.edu
To schedule a tutoring session, go to:
https://waldenu.mywconline.com/
Is it hard to read?
Can the information be clearly and easily presented?
You might need to consider a few different options and try them out to find one that works best.
Again, you just got to use your best judgment here.
All right.
So now we have the background and the color scheme determined.
Next, we have to select a font to use.
There are two main types of font that you can use.
Sans certify I have and certify itch fonts.
The certify I have fonts include decorative strokes like in the times new Roman or the gar mont font, sometimes these decorative strokes may interfere with the readability so you need to be careful if you want to select one of those.
Gar mond.
When selecting a font, you want to consider both the font type and the font size to use.
Font sizes can vary based on your font selection.
But, again, when sizing your text, consider readability.
You want your font large enough for your readers to easily read.
Again, this can be subjective but a good general rule of thumb is to never use a font size that is less than 20.
This presentation uses a 20-font for the Brown text and the blue text is in 44, just to give you an idea of font sizes.
All right.
Here we have a mix of sheriff and Sans
certify I have fonts.
Notice the certify I have fonts are
clearly readable like the times new
Roman and the Rockwell.
So let's look at some fonts that aren't really a good idea to use.
These are some poor font choices.
While they might add interest, they are hard to read.
Think about how difficult the lettering will be for your viewers.
Note, all of these are size 28.
While normally I was using a 20-point font, I wanted to demonstrate the
difference in font size and readability at a larger font size.
Notice how much larger Algerian and tempus Sans is compared to pal script or
wardan script, even though they are all the same size.
Again, when sizing your fonts, just have to use your best judgment.
All right.
So now that we've selected our background color scheme and fonts, let's consider how to create the slides.
When creating a PowerPoint, you want to maintain consistency in how you present all your information.
This includes which colors you use.
Notice I have blue titles and Brown details.
The font and font sizes.
Notice my titles are larger and my details are smaller.
If you want to use different fonts or different font sizes, you can, but never use more than two different types of font on one slide.
Such as one font for titles and one font for details.
Again, maintain consistency and use the same types of font for the same types of information. You also want to consider your alignment, and if all your titles and bullet points are aligned the same. I have seen presentations that jump between center alignment and left alignment. It can be confusing for your viewer. They might think that you're trying to convey something new or different or that something might have more importance than something else. Or perhaps that you just haphazardly created your presentation, thus, thinking you don't really care. Which is never a good thing.

All right. Let's look at this presentation a little closer. At this point, you're aware that the titles are in blue, aligned left at the top and larger font. You can recognize that the details are in a smaller Brown font and you're also aware that the key features are highlighted with bullet points. So let's change it up. What do we think of this? Anyone confused by what information to focus on? What is the most important information presented in this slide? It can be hard to tell. You are so used to focusing on certain areas and looking for key features that when the presentation's consistency is disrupted, it becomes difficult to comprehend. So, what are some reasons that
consistency is important?
Give it a second for responses to pop up.
To keep the audience attention.
So everyone's on the same page.
Clarity.
It makes it easier to read.
Easier to read.
Yup.
Other things is it makes information easier to identify.
It shows care and consideration in design choices.
Your viewers know what to expect.
The reader can know where to find important information.
It looks organized.
Those are all good reasons to make sure you maintain consistency.
All right.
The last thing we're going to go over is the use of images or graphics.
When you place images and graphics in PowerPoint, you want to make sure, first, that the graphic or image is needed.
Just because you can upload a graphic doesn't mean you should.
Again, this is subjective and dependent on your presentation type.
You just have to use your best judgment.
Anyone miss the graphic completely on this slide?
The image and information are so disconnected that a viewer might not even realize that it's there.
So what are some things that we could do to improve that last slide?
We'll just wait for Nancy to pop up that poll.
Had.
Nancy: I'm sorry. Having a little technical difficulty, but bear with me one second.
Shawna: All right. There we go.
Nancy: There we go. Thank you for your patience.
Shawna: So I'm going to pop back to that last slide real quick so you can see it one more time.
Make it bigger.
Make a larger image.
Centered on the page.
Increase the graphic size.
Those are all good ways that we can fix that.
So let's look at one option for how to fix it.
So, this is one option, the image was resides and placed in the center of the slide.
Now the viewers can easily connect the image and the information.
Other options might be to resize and place before or after the text.
You could even have the text appear in one column with the image next to it.
Again, this is subjective and you need to used your best judgment.
Make sure, though, that your placement of graphics allows your viewers to easily connect them.
So, let's recap all the things that you should consider when designing a PowerPoint.
You should consider the background and if it's appropriate for your topic and your audience.
You want to consider your color scheme and if it's easy to read against the background.
Your font sizes and styles to make sure that it's easy to read for your viewers. You want to also consider how to maintain consistency with all of the types of information that's presented. And you want to make sure your images and text are connected to help your reader build association. Remember, if you're unsure how to do any of these things in PowerPoint, like changing backgrounds or color schemes or how to add images, check out the Academic Skills Center MS PowerPoint resources website by following the link in the Web Links for You box to your right.

Thanks again for joining us. And we have some time for questions, if anyone has some.

With using animation in your slides, you really want to consider how it's going to appear to your audience and what type of presentation you're going to be doing. Again, this is really subjective. It might be distracting to watch something moving around on your slide, if you're doing a presentation where you're doing a lot of talking. To add like curtains to a page, I think that would be in your background itself or maybe like pictures or clip art. You could access that at the top of the page. There are some tutorials on how to add those with the Academic Skills Center website on PowerPoint. This PowerPoint should be up in a couple of days, I think Nancy said that it would take a couple of days to get a
recording of this PowerPoint and a copy of this presentation up.
How do you know what to put on your slide?
Most important, when developing PowerPoints, you never want to have a PowerPoint that has everything you want to say on it.
You want to highlight the key features. And then sometimes, you know, it might be needed to add a little introduction to help your viewers make connections to the key features, like this is what we're going to talk about, bullet point bullet point bullet point.
You never want to have large paragraphs of text on a PowerPoint, though. The dissertation PowerPoint template is available at the Writing Center. There's a link in the Web Links for You box.
The template is also really helpful because it has suggestions on how to cite within a PowerPoint, how to upload tables, how you should present those, too.
Are headings capitalized or does it matter?
Again, that would go back to consistency and what you want to do.
If you want to have your headings in sentence case, you can.
If you want to have every letter capital, you can.
But maintain consistency.
Have every title the same.
How much is bold appropriate?
Again, that would be subjective, if you want to bold the text within your PowerPoint, you can.
I don't find it very necessary, but you
might have a topic which does necessitate it. A bullet point should be no more than one sentence. You don't even have to have it be a complete sentence. It can be just a quick little snippet of the most important thing. Max number of words per bullet, again, that would be very subjective. How does it look? How does it feel? Can your readers and viewers understand what you're saying? More often than not, when you have a PowerPoint presentation, you'll usually be talking through it. If you're turning it in as an assignment where you're just sending it off for someone else to look at and comprehend, you want to make sure that it makes sense, but if you're talking through it, you definitely don't want to have, you know, a bullet point with several sentences. You want to break those up. Let me go back a couple of slides. So, on this one, when we're looking at this presentation, I have "for this presentation we are using," and that is not a bullet point because that is not a key feature of what I want you to take away for this slide. Also notice my bullet points, I'm not using complete sentences. I'm just using quick little snippets for you to understand the main point of what I'm talking about during this slide.

>> Nancy: Shawna, we had a question earlier about special effects. Are special effects important?
Shawna: Again, that would depend on your type of presentation. I've never used special effects because the types of presentations that I create don't require it. But that might be a great question for a tutor at the Academic Skills Center or looking through the tutorials there. Yes, it is not a good thing to read during your presentation. If you are reading off your PowerPoint, there's something wrong, you want to be able to connect with the people you're presenting to.

Should a bullet point end with a period? Depends.

Do you want it to?

If it's a complete sentence, yeah, you might as well end it with a period. But if it's just short, little snippets, I don't think it needs to.

Graphs and charts.

That goes back to the images, the little dancing graduating man.

You want to make sure that your charts and graphs are connected enough to your text for your readers to connect them.

On the Writing Center PowerPoint template, there is a page that walks you through how to connect graphs and charts.

I think usually they use the two-column approach where the writing is on the left and the graph or chart is on the right.

So, you can check that out.

If you're not sure how to upload them, I know the PowerPoint resources website has some great tutorials on how to add those, including how to upload an Excel spreadsheet.
You can create your own template, going back to that white on black background, you can choose your own colors for the background and you can choose effects, like you can shade it and you can, you know, choose the colors that way if you're not finding something that works. Do you need to add notes to your slide? That's really more for you if you want to review the notes as you're talking through. I have to -- I often find it's easier when I'm presenting to either have a script with me or have note cards with the key features of what I want to talk about.

Yes, the Walden U template that I use is ready to download at the Writing Center, but the presentation that I use won't be ready for a couple of days. Are speakers notes, can they be seen by the audience, I think that would be dependent on how you present it in your setup. That would be a good question for Nancy, she might know the answer to that. 

>> Nancy: Yes. And the answer is, it's optional. You can hide your notes. You can also hide your notes when you print your PowerPoint, if you're handing it out, or you can include them.

Shawna: Okay. Do you need to ask your professor first before presenting a PowerPoint for a project? I would always say yes, if it's not outlined in the syllabus or if the professor hasn't outright said you can do a PowerPoint, you should always ask before you do that.
>> Nancy: Well, you all have had some wonderful questions.
Shawna: Oh, yeah.
>> Nancy: and we do need to start wrapping up our presentation, but if you have any more questions, you know, feel free to type them in while I'm chatting. Oh, there's a very good question. What about the use of prezi?
I've used -- Shawna.
I'm not familiar with that.

>> Nancy: I have used Prezi and it does make for a different kind of presentation than PowerPoint, it has more motion to it. And the reason that I've used Prezi is because I'm in the business field. So, it works well for me in the business field. I'm not sure that in the academic world it would be as comfortable of a presentation.
Shawna: Cheryl asks if the title needs to be at the top of each page? Again, this is subjective. You can.
I like to just to maintain my consistency throughout so that everyone knows that the slide is the same. For example, I have three or four slides on fonts, and the title is always "fonts." I could do the first slide with a title "fonts" and then not have a title for the subsequent slides but that's a personal preference. Again, you just got to figure out what's going to make the most sense for your viewers.
Are they going to be a little figure out that you're still talking about whatever you're talking about? This recorded session should be up in a couple of days, right, Nancy?
>> Nancy: Yes.
Shawna: Okay.
>> Nancy: Yes.
And I was just reading Claudette's comment, the URL in the e-mail note did not connect. I have not put any links in our -- oh, in the e-mail note. Claudette, can you clarify? Do you mean what you got e-mailed from Walden for this seminar?
Shawna: Yes, you should cite in your bullets whenever you use a resource, you should definitely cite. The template at the Writing Center does cover how to cite within your PowerPoint. And that might help make it a little shorter for you. What I like to do when I'm citing is if I have several references for one bullet point, I like to break them up. But, again, this is your choice. You might, like, for, like for a dissertation, you might have seven resources to support one point, and that can get a little long. But you definitely want to credit your resources in your PowerPoints.
>> Nancy: Pansy, you have a very good question about participation certificates, and that is something we do not have for this presentation. However, I know it is something that's being considered for our conferences.
later in the year.
So, thank you.
That's a great suggestion.
And we will keep that in mind.
But we've run a little bit over our time.
So, I just want to say, thank you to everyone for joining us today.
And I hope you will be able to join us for additional Skill Builder sessions sponsored by the Academic Skills Center at Walden.
Thank you, Shawna, for an informative, dynamic session.
Everyone, on your screen you'll see additional information of about the Walden University Academic Skills Center, including how to reach a tutor, if you need free one-on-one support in your studies.
Please join our social media sites for updates, tips, and events.
Also, please complete our survey to help Academic Skills Center continue to improve upon our offerings.
The link can be found in the web links box and I will also post it in the chat box as well.
And if you have any questions about our center, about this webinar, please e-mail us at ASCtutoring@waldenu.edu, and, again, thanks, everyone.