Putting the “Power” into PowerPoint

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Brief Overview

• Font Characteristics
• Templates & Colors
• Graphics Considerations
• Visual Considerations
• Animation and other media
Font Characteristics
Typography: Factors Affecting Readability

- Fonts
  - Font typefaces
  - Font Color
  - Size
Typography: Font Typefaces

• Font Typefaces
  – Use simple fonts
  – Be consistent throughout
  – Sans Serif fonts
  – **NOT** Serif fonts
    • Times, Georgia, Courier
Typefaces: Serif vs. Sans Serif

• Serif
  – More commonly used in print media
  – More difficult to read from distance
  – Sometimes included in PowerPoint templates
    • Change in the “Slide Master” before presentation

• Sans-serif
  – Clean and consistent in thickness
  – Easier to read from distance (DOT uses these)

More information:
www.masterviews.com/2002/01/15/what_are_serif_and_sansserif_fonts.htm
Example: Serif (Times)

- CAST addresses issues of animal sciences, food sciences and agricultural technology, plant and soil sciences, and plant protection sciences with inputs from economists, social scientists, toxicologists or plant pathologists and entomologists, weed scientists, nematologists, and legal experts.
Example: Sans-Serif (Gill Sans MT)

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A Point of Caution About Fonts!

• Be careful…
  – Using unique-looking fonts
    • May not exist on other computers
    • Can be difficult to read

Here is an example of a “unique” font
Font Colors

• Color and Design
  – Dark text on light background
  – If colors necessary
    • High-contrast colors, avoid pastels
  – No more than 3 font colors
Font Colors

• Font color
  – Be consistent with font colors
  – May use different to **emphasize**
  – Avoid **reds** and obnoxious **colors**
  – Coordinate with backgrounds
Templates and Colors
Design Templates

• Dark text on light background
• Human eye reads slower on reverse (dark background)
• Edit templates provided by PPT
  – Choose View ➔ Slide Master
  – Change Background color with “Format” ➔ Background
No!!
Yes!!!
Background Colors

• What background color should one use in their presentation?
  – Depends upon desired effect
Color Psychology - Red

• Can denote desire, passion
• Can also denote fear, danger
• Can increase pulse and breathing rates
• Use red with caution
Color Psychology – Blue

• Cool, calming and conservative
• Can slow breathing and pulse rate
• Often overused in PowerPoint presentations
• If blue is used, combine with other design elements
Color Psychology - Green

• Stimulates interaction
  – Good choice for educators, trainers
• Also associated with money
Color Psychology - Black

• Denotes finality, authority
Colors to Avoid

• Pure Brown
  – Uneasiness and passivity

• Purple
  – Immaturity
  – Unimportant
Color Problems

- Red and Green besides each other tend to “vibrate”
- Avoid blue on black (edges tend to look fuzzy)
Color Order

• Use “earth to sky” scheme in displaying colors
  – Darker colors on the bottom
  – If gradient colors are used
    • Darker gradient on the bottom or left side
Graphics Considerations
Font Sizes

• Size
  – Be consistent with size
  – Avoid smaller than 24 point in body
  – Title - recommend “40 point”
  – Decrease font size for
    • Each level
      – You use
Graphics

• Clipart & Photos should **NOT**:  
  – Be excessive (many on one slide)  
  – Exceed 1/3 of slide
Photos

Use JPEG Photos
- Do not use TIF in PowerPoint (too much memory)
- If from your camera...
  • Either resize with MS Office Picture Manager (comes with Office 2003), or
  • Use “Compress Pictures” under “Format Pictures”
Try to avoid:

– Using GIF images from the Web
– Always use images from DGL
  • dgl.microsoft.com

– WHY???????????????????????
See for Yourself

DGL Image (vector)  GIF Image (indexed)
Graphs

- Only use to show trends
  - Minimize amount of data
Visual Considerations
Words and Wording

• Avoid USING ALL UPPER CASE
  – Avoid Using All Upper Case
  – Difficult to read
  – Confused often as shouting!!

Let’s Test This Theory
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Words and Wording

• The primary work of CAST is the publication of task force reports, commentary papers and issue papers written by scientists from many disciplines. These publications and their distribution are fundamental activities that accomplish our mission to assemble, interpret, and communicate credible science-based information regionally, nationally, and internationally to legislators, regulators, policymakers, the media, the private sector, and the public.
Words and Wording

• Try to always use 6x6 Rule
  – Six lines per slide
  – Six words per line

• Minimize words
  – Abbreviate if possible
  – Leave out articles (a, an, the)
  – Leave out punctuation
Animation & Other Media
Animations on Slides

• Don’t get carried away with:
  – Different transition effects (pick one)
  – Different builds (pick one – use slide master)

• Use sound in moderation

• Use animation in moderation (Animated GIFs)
  – Try not to resize animated GIFs (quality decreases)
  – Animated GIFs are found under “movies” in Clipart
Digital Video

• Convert digital footage to .wmv format
  – Windows Video Encoder

• Quicktime videos (.mov) do not insert into PPT

• Make clip open in entire screen
  – Right click on video, choose edit object
  – Choose scale to full screen
New Toy!!!!

- Microsoft Photo Story 3.0
- Free – creates WMV movies from digital pictures
- Creates music for you

http://www.microsoft.com/downloads/