Designing Effective “PowerPoint Presentations”

By: Satyajeet Singh
satyajeet.singh@yahoo.com
Designing Effective PowerPoint Presentation

- Big
- Consistent
- Clear
- Simple
- Progressive

Summary
Make It Big
Make it Big (Text)

- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44
Make it Big (Text)

- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44

Too Small
Make It Big (How to Estimate)

• Look at it from 2 metres away

2 m
Keep It Simple
Keep It Simple (Text)

- Too many colours
- Too Many Fonts and Styles
- The 6 x 7 rule
  - No more than 6 lines per slide
  - No more than 7 words per line
Instructional Technology: A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and developing, implementing, and managing solutions to those problems in situations in which learning is purposive and controlled (HMRS 5th ed.)
Keep It Simple (Text)

Instructional Technology:
A process involving people, procedures & tools for solutions to problems in learning (HMRS 5th ed.)
Falling Leaves Observed

<table>
<thead>
<tr>
<th></th>
<th>Delhi</th>
<th>Mumbai</th>
<th>Goa</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11,532,234</td>
<td>14,123,654</td>
<td>3,034,564</td>
</tr>
<tr>
<td>February</td>
<td>1,078,456</td>
<td>12,345,567</td>
<td>16,128,234</td>
</tr>
<tr>
<td>March</td>
<td>17,234,778</td>
<td>6,567,123</td>
<td>16,034,786</td>
</tr>
<tr>
<td>April</td>
<td>16,098,897</td>
<td>10,870,954</td>
<td>7,940,096</td>
</tr>
<tr>
<td>May</td>
<td>8,036,897</td>
<td>10,345,394</td>
<td>14,856,456</td>
</tr>
<tr>
<td>June</td>
<td>16,184,345</td>
<td>6,789,095</td>
<td>4,123,656</td>
</tr>
<tr>
<td>July</td>
<td>8,890,345</td>
<td>15,347,934</td>
<td>18,885,786</td>
</tr>
<tr>
<td>August</td>
<td>8,674,234</td>
<td>18,107,110</td>
<td>17,230,095</td>
</tr>
<tr>
<td>September</td>
<td>4,032,045</td>
<td>18,923,239</td>
<td>9,950,498</td>
</tr>
<tr>
<td>October</td>
<td>2,608,096</td>
<td>9,945,890</td>
<td>5,596,096</td>
</tr>
<tr>
<td>November</td>
<td>5,864,034</td>
<td>478,023</td>
<td>6,678,125</td>
</tr>
<tr>
<td>December</td>
<td>12,234,123</td>
<td>9,532,111</td>
<td>3,045,654</td>
</tr>
</tbody>
</table>

Too detailed!
# Falling Leaves in Millions

<table>
<thead>
<tr>
<th></th>
<th>Delhi</th>
<th>Mumbai</th>
<th>Goa</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>February</td>
<td>1</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>March</td>
<td>17</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>April</td>
<td>16</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>June</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>July</td>
<td>8</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>August</td>
<td>8</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>September</td>
<td>4</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>October</td>
<td>2</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>November</td>
<td>5</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>December</td>
<td>12</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>

Much Simpler
Falling Leaves

Too detailed!
Falling Leaves

Much Simpler
Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content
Keep It Simple (Sound)

- Sound effects may distract too
- Use sound only when necessary
Keep It Simple (Transition)

• This transition is annoying, not enhancing
• "Appear" and "Disappear" are better
Keep It Simple (Animation)

2 m

Too distracting!
Keep It Simple (Animation)

2 m

Simple & to the point
Make It Clear
Make It Clear (Capitalisation)

- ALL CAPITAL LETTERS ARE DIFFICULT TO READ

- Upper and lower case letters are easier
Make It Clear (Fonts)

Sanserif  Z  clear
Serif     Z  busy
Make It Clear (Fonts)

- Serif fonts are difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use **colours** to emphasise
Make It Clear (Numbers)

Use numbers for lists with sequence
For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door
Make It Clear (Numbers)

How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door
Make It Clear (Bullets)

Use bullets to show a list without

• Priority
• Sequence
• Hierarchy, …..
Make It Clear (Colours)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours
Make It Clear (Contrast)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours
Make It Clear (Contrast)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

This is light on dark
Make It Clear (Contrast)

- Use contrasting colours
  Light on dark vs dark on light
- Use complementary colours

This is dark on light
Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours do not complement
Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours complement
Make It Clear (Size)

- Size implies importance
Make It Clear (Size)

- Size implies importance
Make It Clear (Focal Points)

- Focal points direct attention
Make It Clear (Focal Points)

- Focal points direct attention
Be Progressive
Too many in one go!
Types of Instructional Tools

- Discovery Learning
- Guided Inquiry
- Direct Instruction

Mode of Instruction

- Individual
- Pair
- Group

Complexity of Interactions

- Individual
- Constructive Tools
- Social Constructive Tools

Progressive & thus focused
Understanding Technology

Mouse
Main Storage
Function key
Software
Floppy disk
I/O Error
CPU
User interface
Debugger
Backup system

Too many & not focused
Progressive & thus focused
Be Consistent
Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract
Be Consistent

Differences draw attention

- Differences may imply importance
- Use surprises to attract not distract

This tick draws attention
Be Consistent

✓ Differences draw attention
  ▪ Differences may imply importance
  ○ Use surprises to attract not distract

These differences distract!
Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

This implies importance
Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

Confusing differences!
Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to *attract* not distract

This surprise attracts
Be Consistent

• Differences draw attention
• Differences may imply importance
• Use surprises to attract, not distract

These distract!
In Summary

- Big
- Simple
- Clear
- Progressive
- Consistent
When Creating

- Text to support the communication
- Pictures to simplify complex concepts
- Animations for complex relationships
- Visuals to support, not to distract
- Sounds only when absolutely necessary
- Think about the people in the back of the room when creating slides
When Presenting

- Speak loudly and clearly with fluctuation
- Direct your words to all aspects of the room
- Maintain eye contact with your audience
- Ask questions of your audience
  - (if applicable)
- Don’t read the slides word-for-word, use them for reference
Closing Remarks

• Practice your presentation before a neutral audience
  – Ask for feedback
• Be particular about the time allotted for presentation
• Leave time for questions
Thank You!