

Principles of Presentation for PowerPoint

David Jones

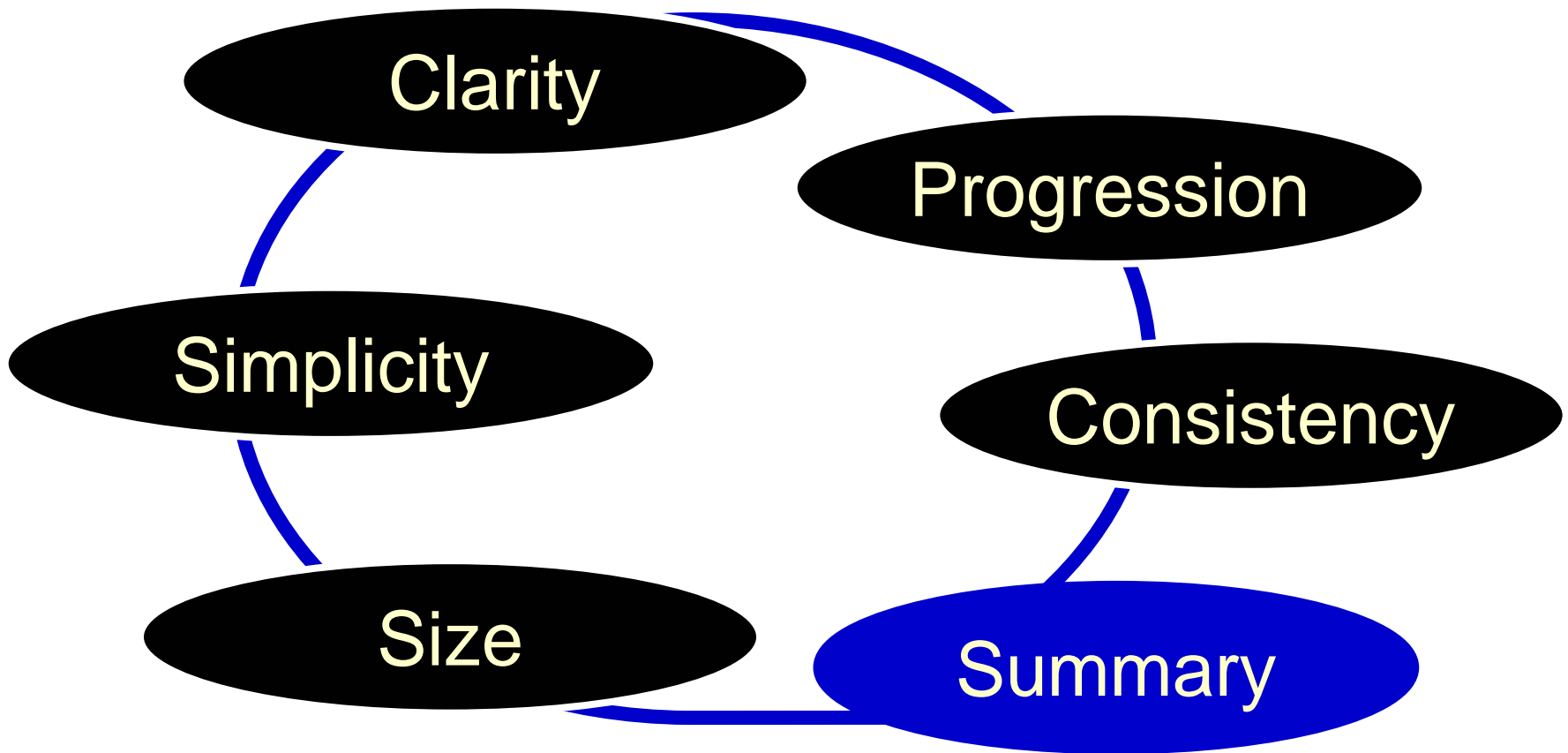
Meteorological Service of Canada

(Modified from the original by Victor Chen)

- Best viewed with PowerPoint 2001 or later



The Principles...



Make It Big

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

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** test

Look at it from 2 metres away



Keep it Simple

- Too many colours
- Too *Many* Fonts and Styles



Keep it Simple

The 6 x 7 rule:

- No more than 6 lines per slide
- No more than 7 words per line

For example...



Keep it Simple

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing solutions to those problems in situations in which learning is purposive and controlled
(HMRS 5th ed.)

Too detailed !



Keep it Simple

Instructional Technology:

A process

involving people, procedures & tools

for solutions

to problems in learning

Much Simpler



Keep it Simple

Falling Leaves Observed

	Christchurch	Dunedin	Wellington
January	11,532,234	14,123,654	3,034,564
February	1,078,456	12,345,567	16,128,234
March	17,234,778	6,567,123	16,034,786
April	16,098,897	10,870,954	7,940,096
May	8,036,897	10,345,394	14,856,456
June	16,184,345	678,095	4,123,656
July	8,890,345	15,347,934	18,885,786
August	8,674,234	18,107,110	17,230,095
September	4,032,045	18,923,239	9,950,498

Too much detail!



Keep it Simple

Falling Leaves (in millions)

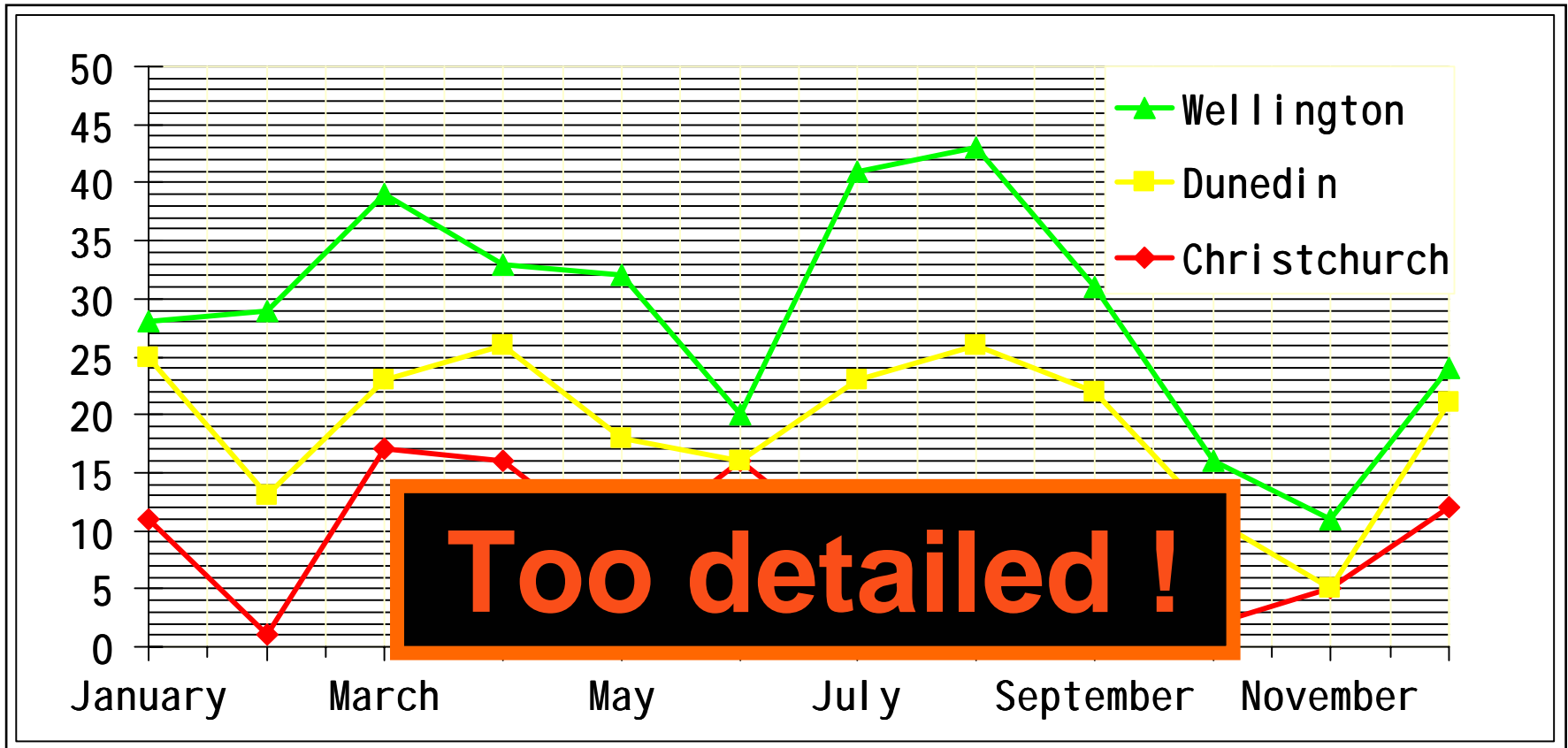
	Christchurch	Dunedin	Wellington
January	11	14	3
February	1	12	16
March	17	6	16
April	16	10	7
May	8	10	14
June	16	0	4
July	8	15	18
August	8	18	17
September	4	18	9

Simpler = Better



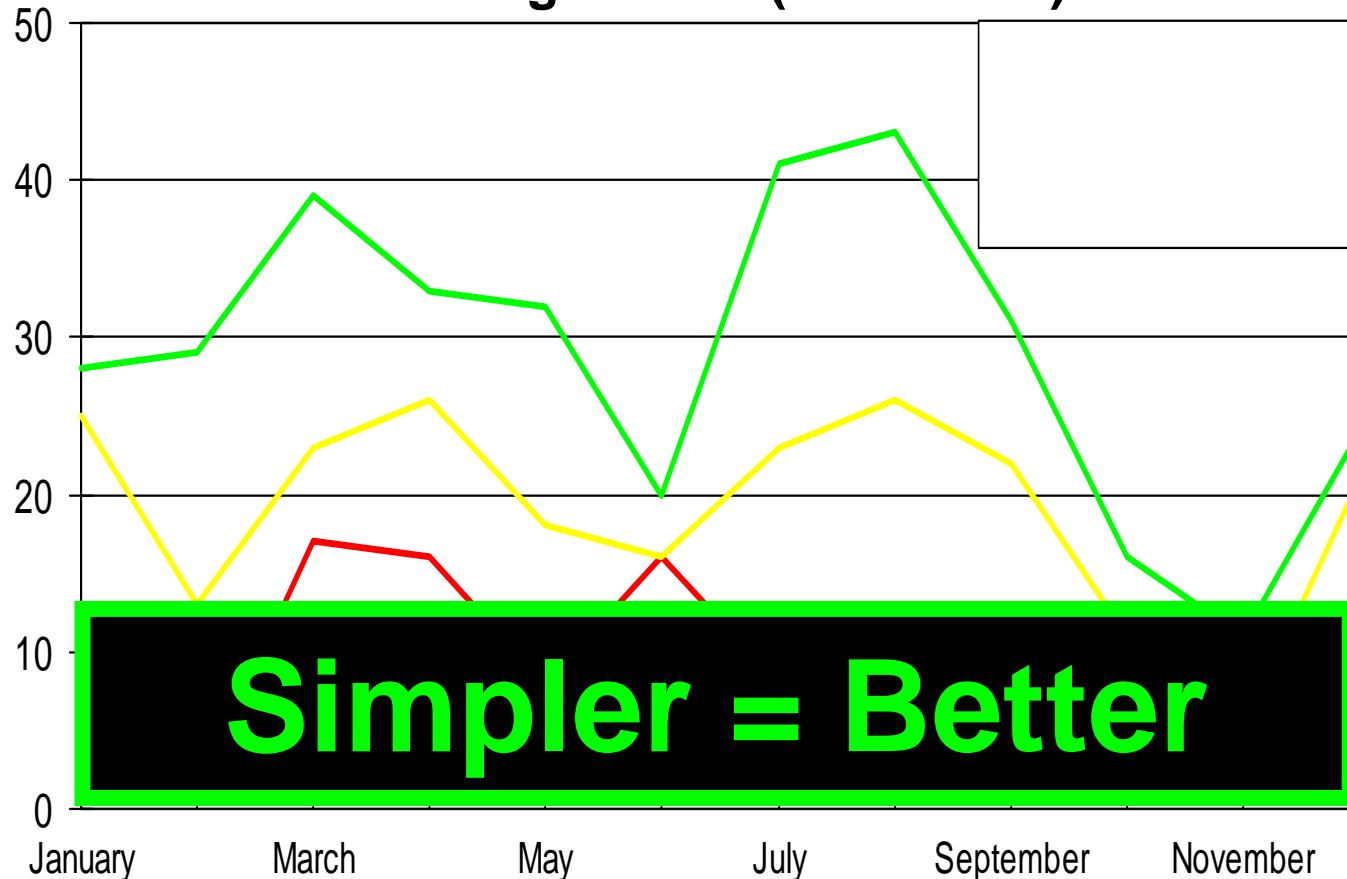
Keep it Simple

Falling Leaves (in millions)



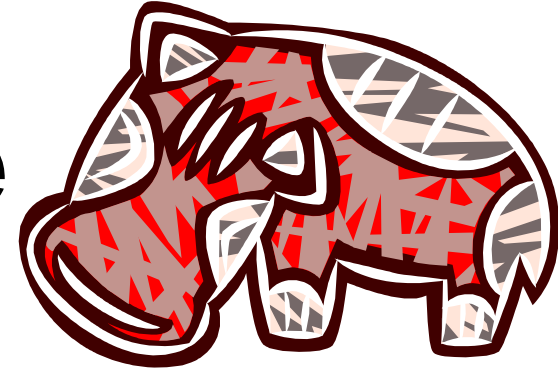
Keep it Simple

Falling Leaves (in millions)

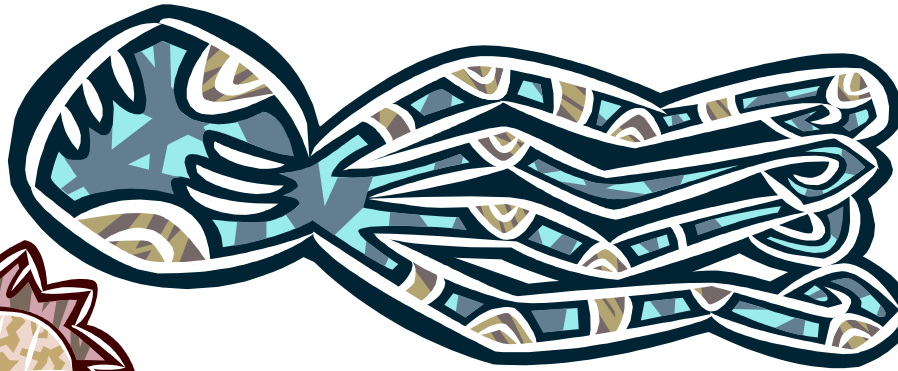




Keep it Simple

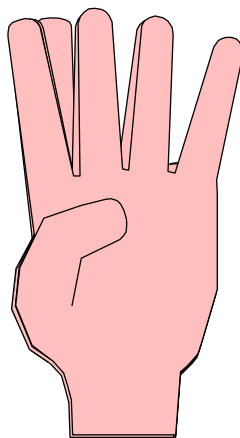


- Art work may distract your audience
- Artistry does not substitute for content



Keep it Simple

- Sound effects may distract too
- Use sound only when necessary



Keep it Simple

- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better



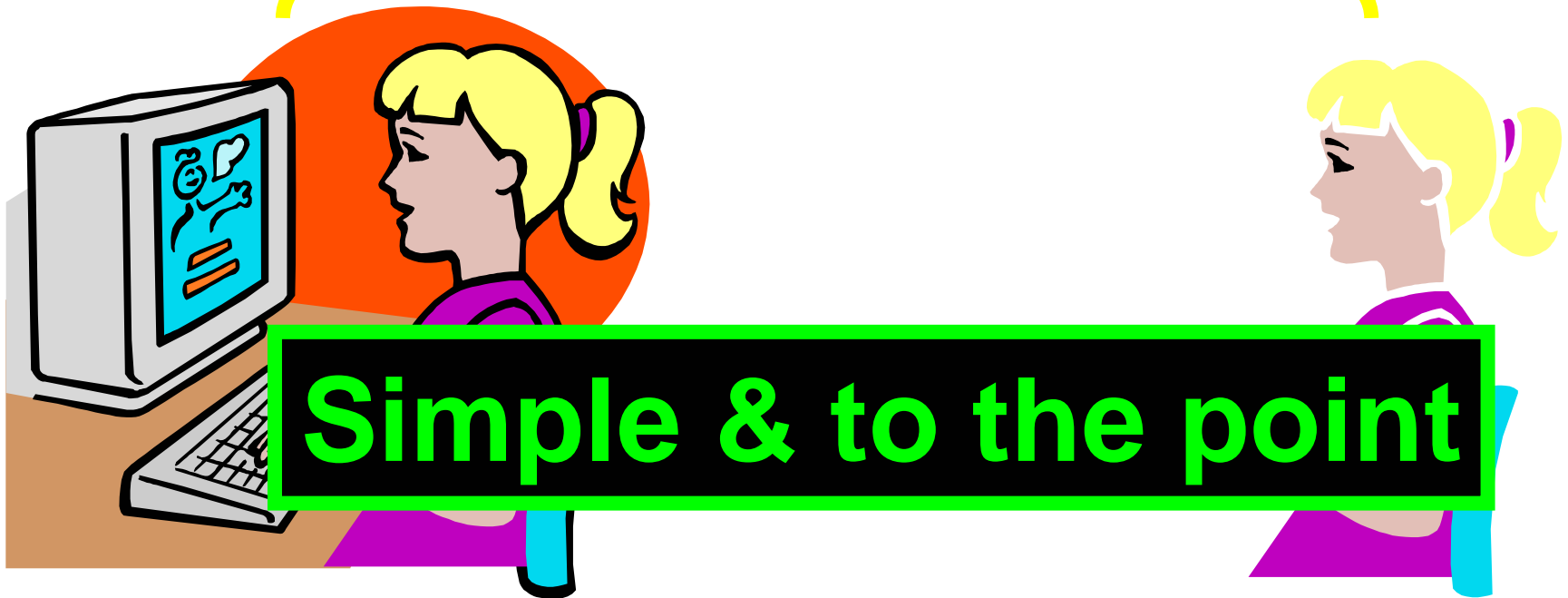
Keep it Simple

2 m



Keep it Simple

2 m



Make it Clear

Sanserif

Z

Serif

Z

clear

busy



Make it Clear

ARE YOU HAVING TROUBLE READING
THIS ALL-CAPITALS SENTENCE?

Mixed case is much easier to read



Make it Clear

- 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 emphasize



Make it Clear

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

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

Use bullets to show a list **without:**

- Priority
- Sequence
- Hierarchy



Make it Clear

Use contrasting colours

- light on dark OR dark on light

Use complementary colours



Make it Clear

Are you having trouble seeing this?

Low contrast 



Make it Clear

This is dark on light

This is light on dark



Make it Clear

These colours do not complement

These colours complement



Make it Clear

Size matters



Make it Clear

Size implies importance



Make it Clear

Focal points direct attention



Make it Clear

Focal points direct attention



Be Progressive

For example...

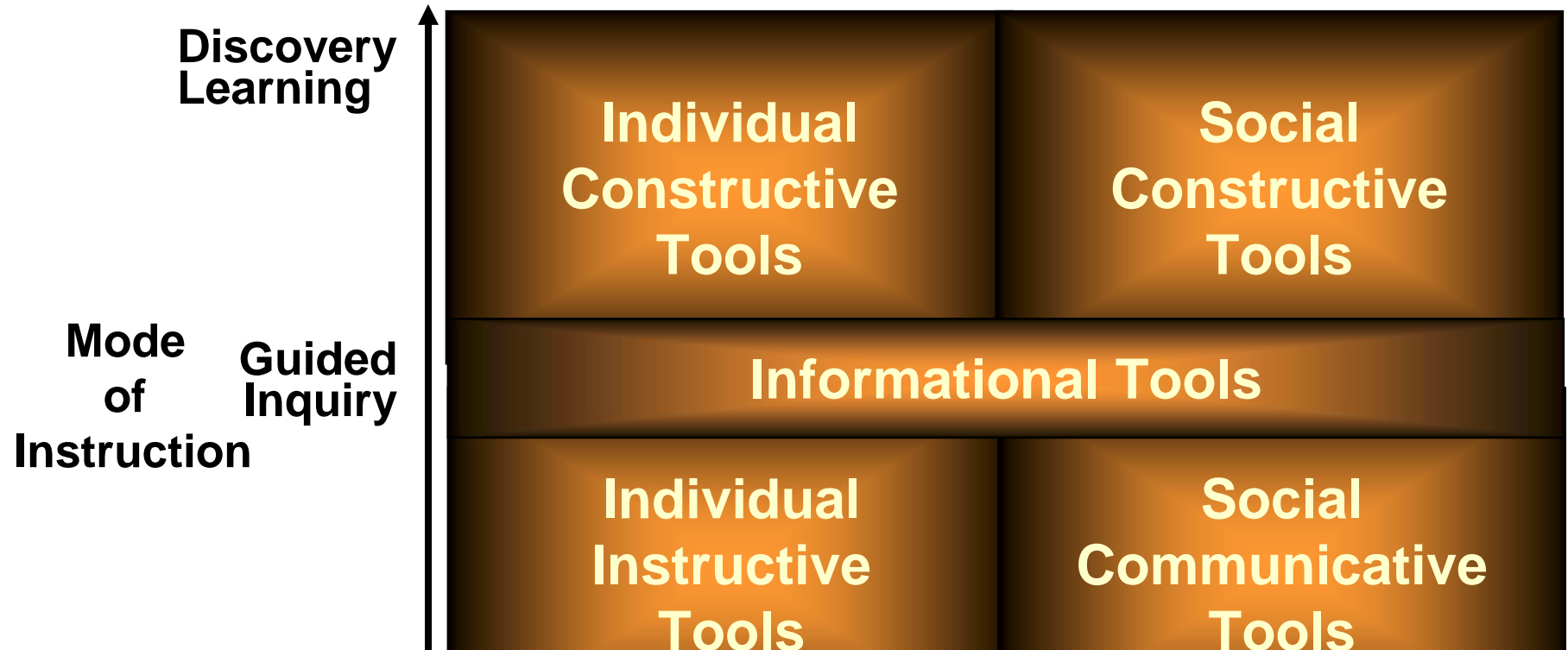


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Types of Instructional Tools...



Too much information at once!

Complexity of Interactions

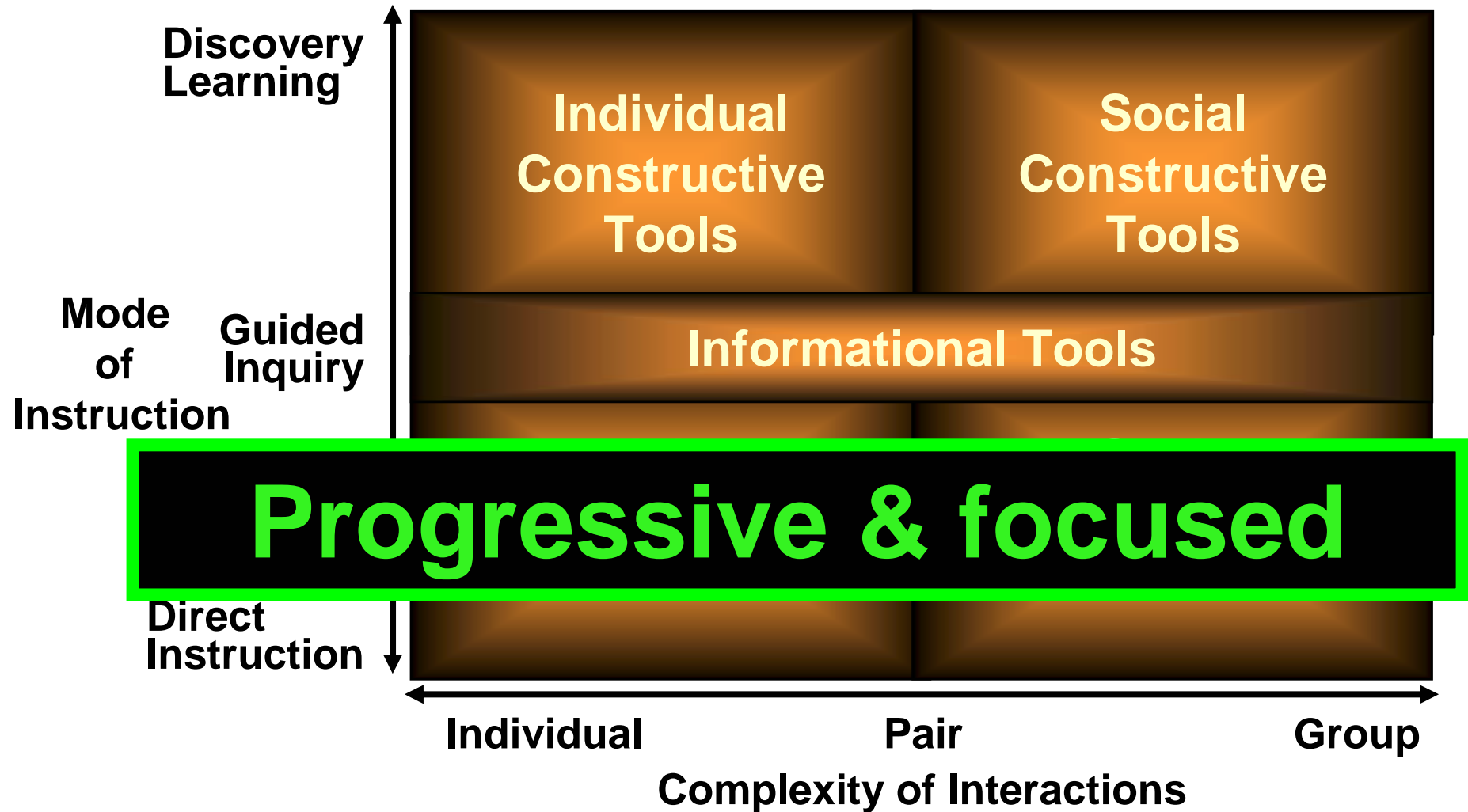


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Types of Instructional Tools...



Be Consistent

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



Be Consistent



Differences draw attention

This tick draws 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



These differences distract!



Be Consistent

- Differences draw attention
- Differences may imply importance
This implies importance ↑
- Use surprises to attract, not distract



Be Consistent

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

These are confusing differences!



Be Consistent

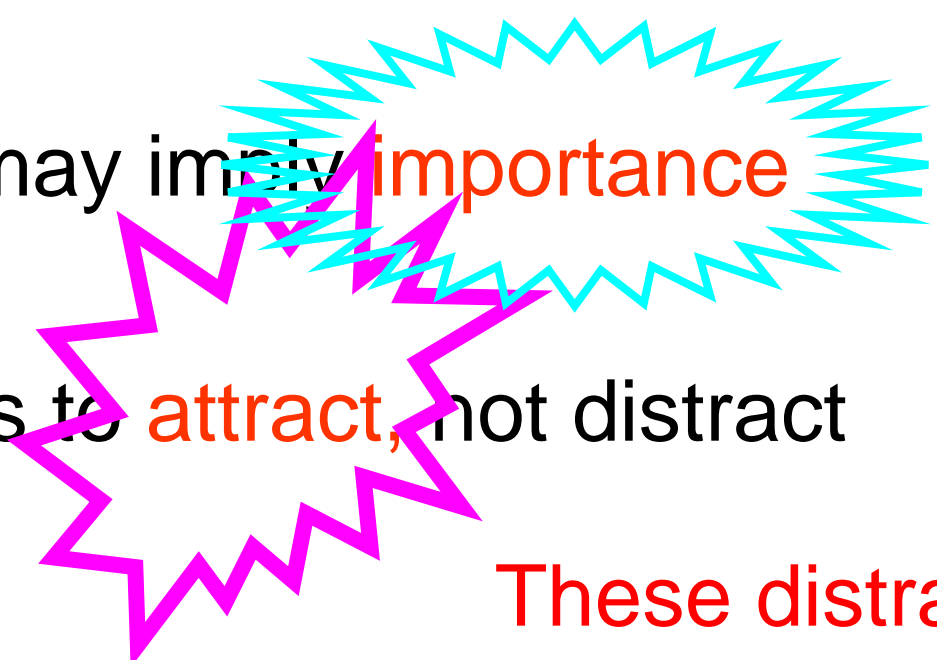
- Differences draw attention
- Differences may imply importance
- Use surprises to **attract**, not distract

This surprise attracts



Be Consistent

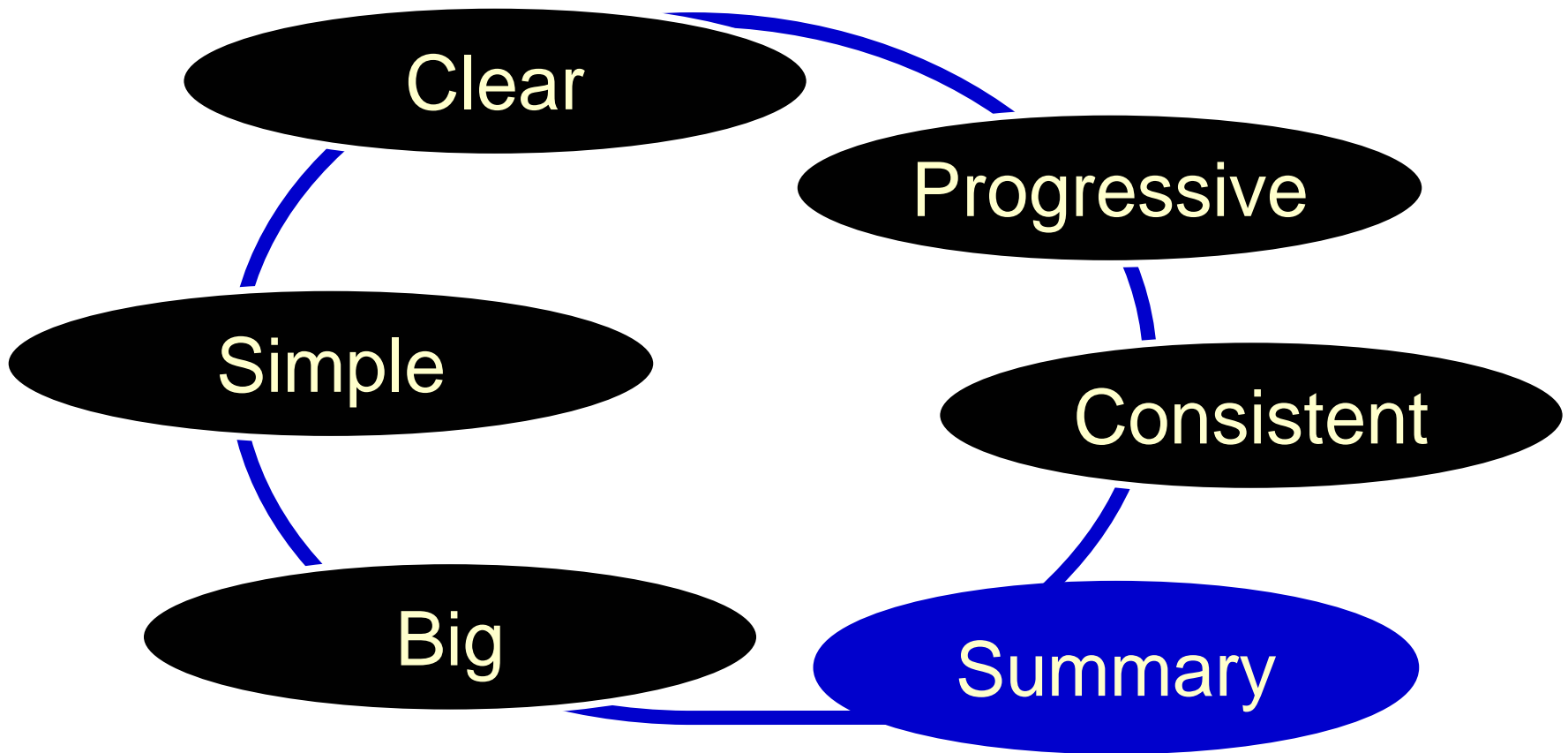
- Differences draw attention
- Differences may imply importance
- Use surprises to attract, not distract



These distract!



Summary



and finally...

- Communication the key
- Text supports communication
- Pictures simplify complex concepts
- Animations for complex relationships
- Visuals support, not distract
- Sounds only if necessary



For more information

Contact David Jones

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Differences draw attention

jklkjl

jhjh

jkj





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