






<i>Good</i>	<i>Bad</i>	<i>Ugly</i>	<i>Effective</i>
			

Getting the Most Out of Presentation Software

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What Makes Messages Stick?



Garr Reynolds, *Presentation Zen* (p. 77)

Using Slides/Visuals

DO use for:



- _____
- Outlining

- _____ &

- To _____

DO NOT use for:



- _____
- _____

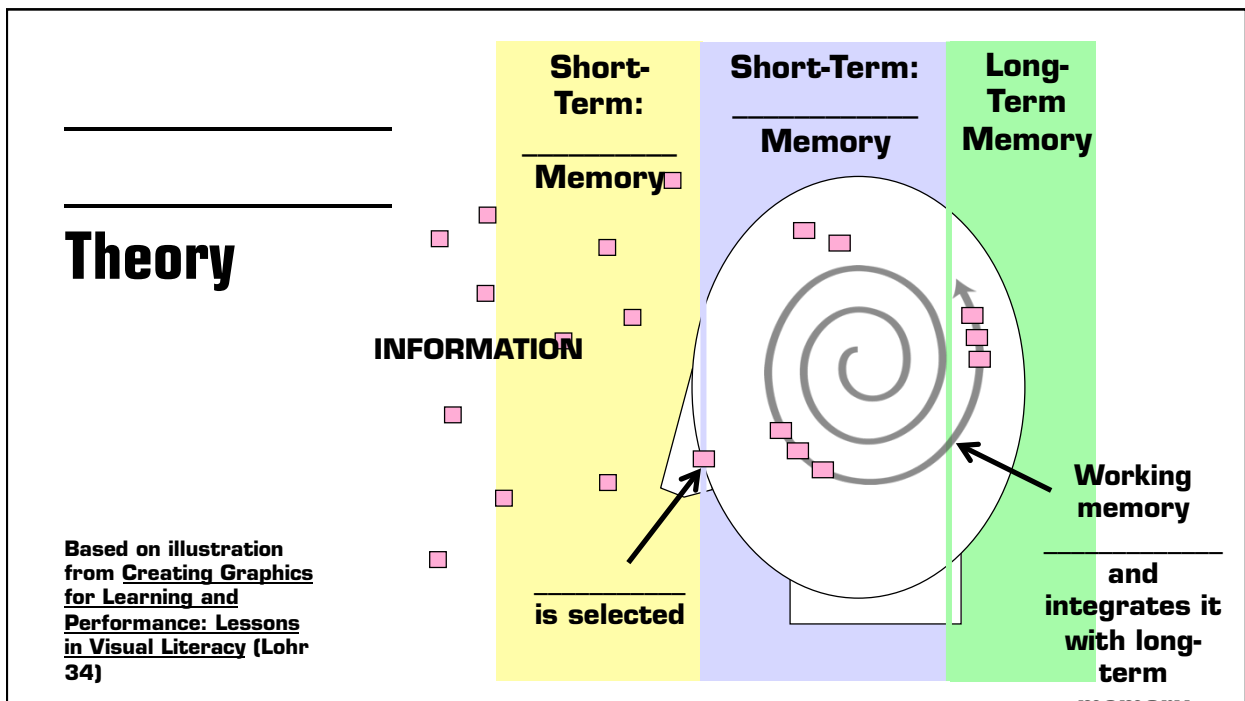
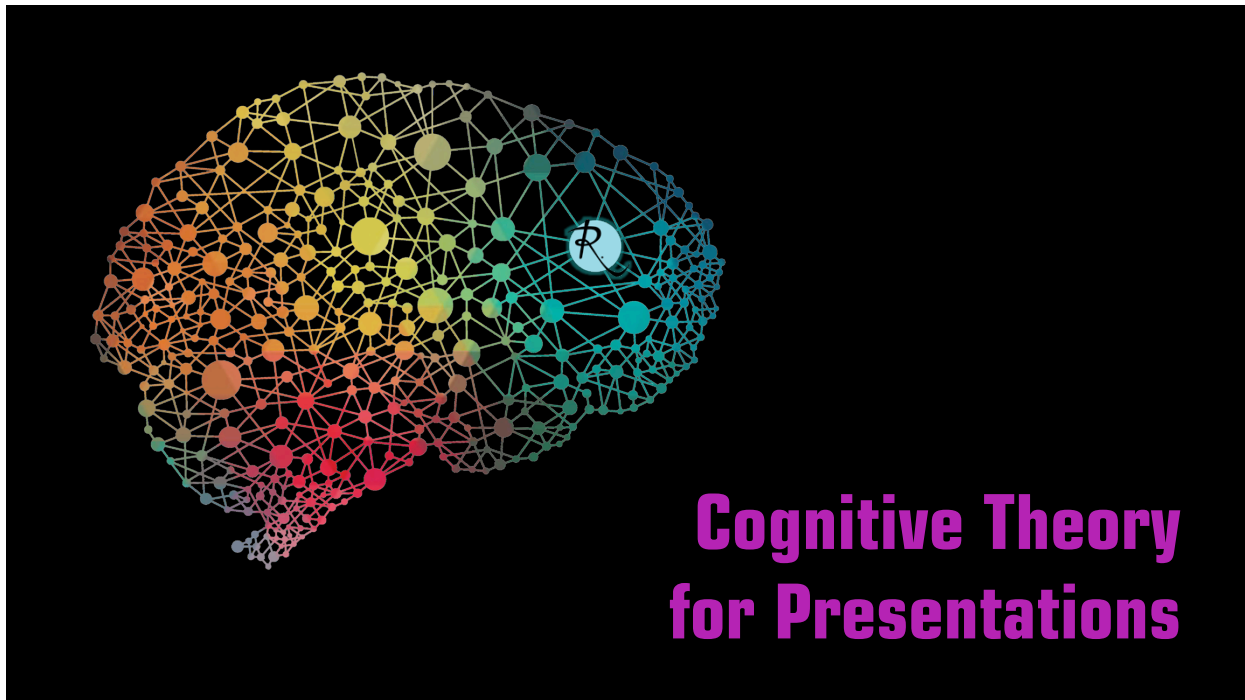
Too Much Text

Why Speakers Write Out Speeches on Slides

- Speaker assumes _____
- _____ of organization dictates all major/minor points included
- Speaker uses slide as _____
- Organization intends to use slide as _____

Traci Nathans-Kelly & Christine G. Nocmeto

*Slide Rules: Design, Build & Archive Presentations
in the Engineering & Technical Fields (p.50)*

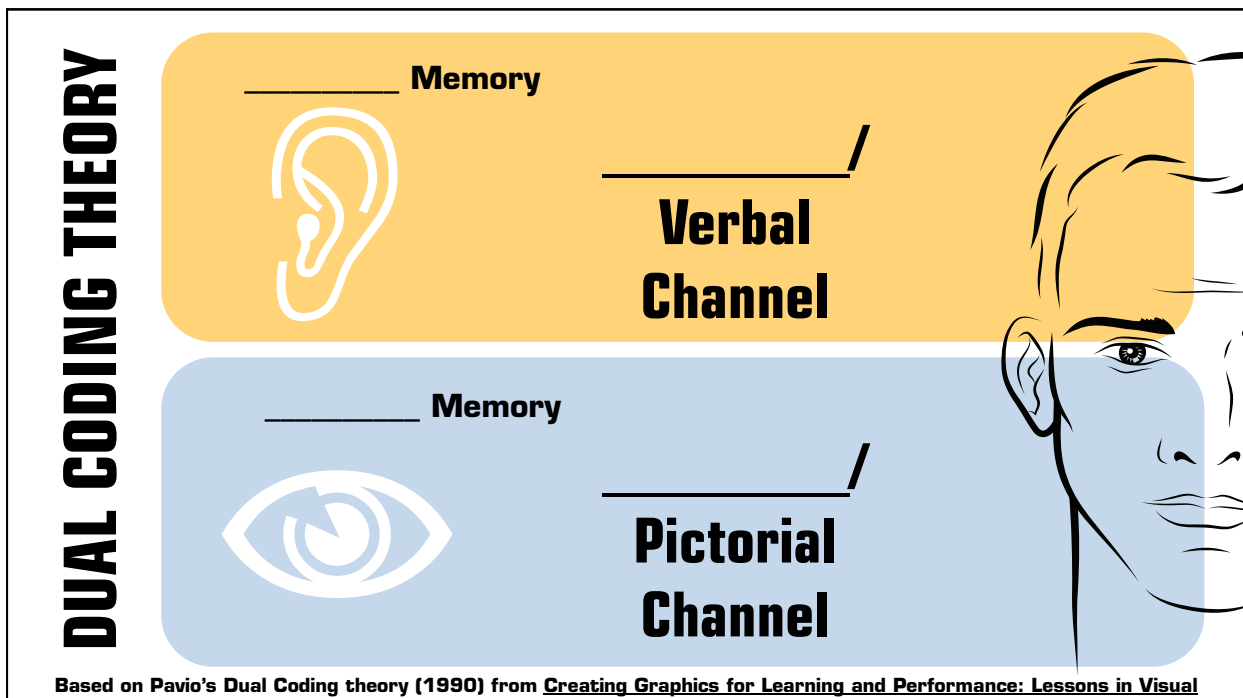


“Chunking” Information

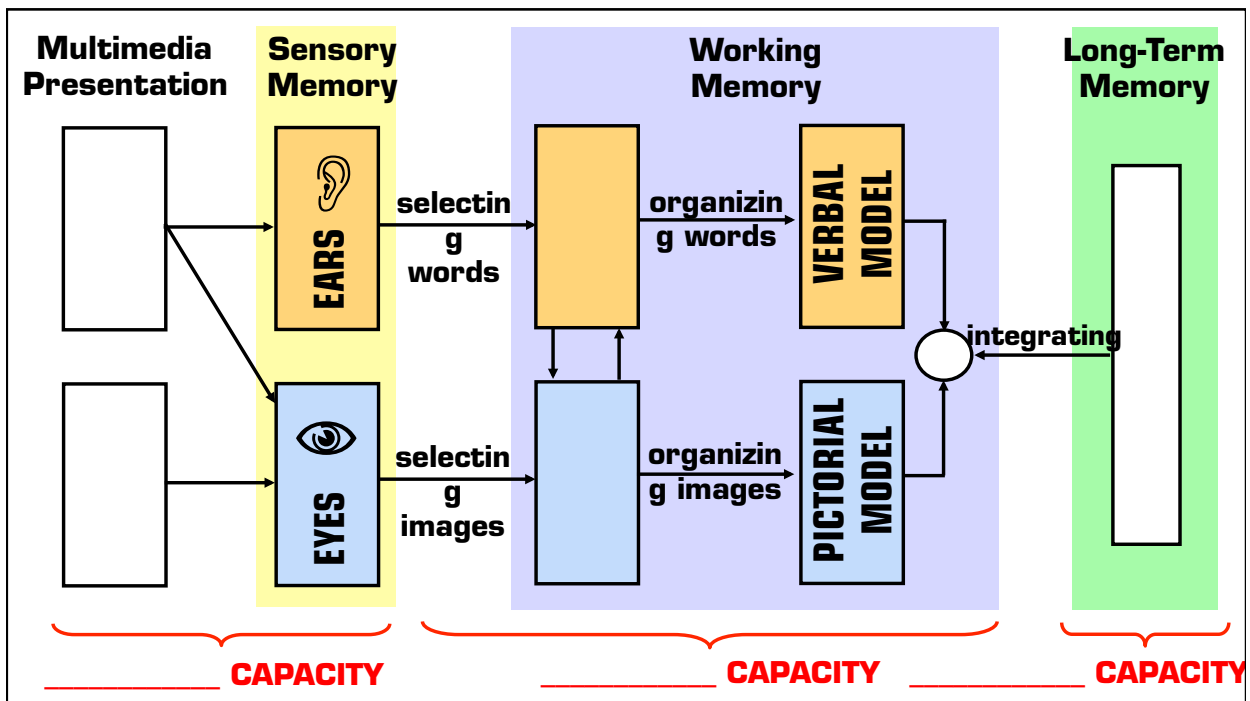
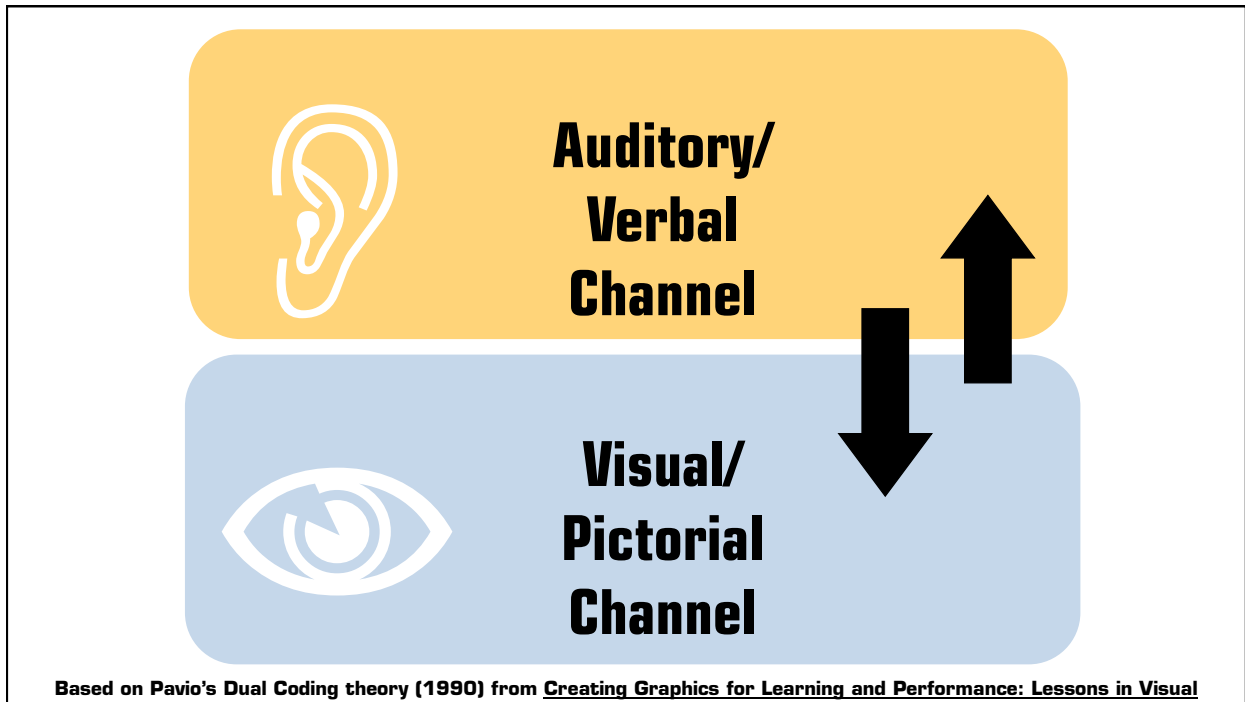
2023473000

202 347 3000
2-0-2 347 3000

The magic number _____, +/- _____



Based on Pavio's Dual Coding theory (1990) from *Creating Graphics for Learning and Performance: Lessons in Visual*



A Thought on Reading Slides

- Can you read this on the screen? Of course you can.
- You can also hear me reading these same words to you.
- But, you'll have more difficulty processing them and moving them into your memory because of cognitive overload.

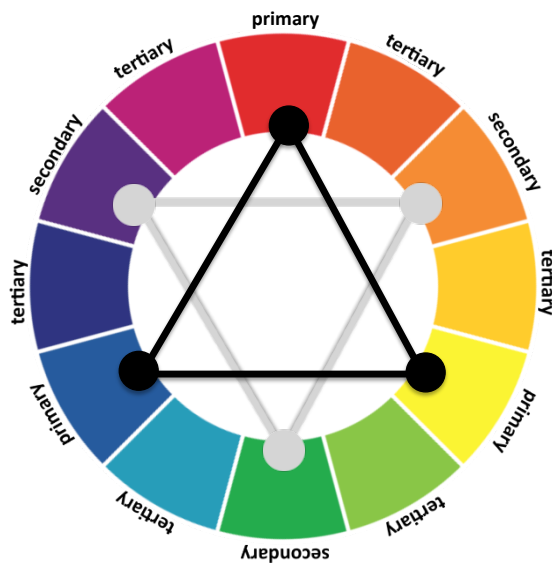
Don't forget Mayer & Moreno's (2000) research

"B" key = black screen
"W" key = white screen



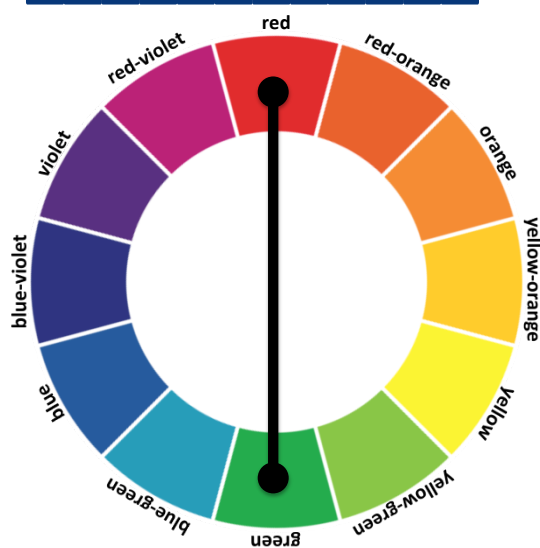
Color Wheel

- _____ Colors (3)
 - » Red
 - » Yellow
 - » Blue
- _____ Colors (3)
- _____ Colors (6)



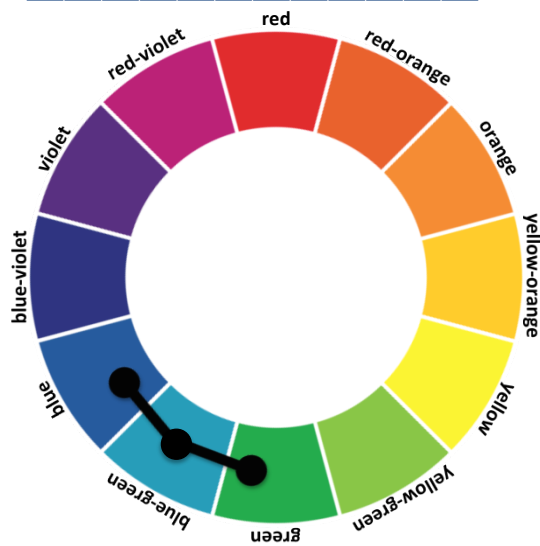
Color Schemes:

- Colors that are directly opposite each other in the color wheel
- Examples
 - » Red & Green
 - » Blue & Orange
 - » Violet & Yellow



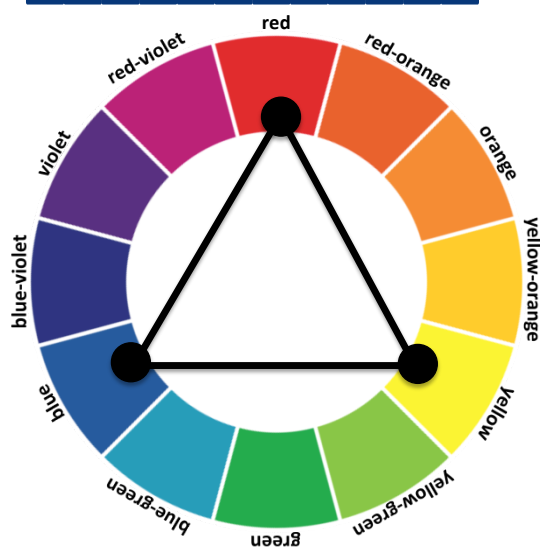
Color Schemes:

- Colors next to each other on the color wheel
- Example
 - » Blue, Blue-Green & Green



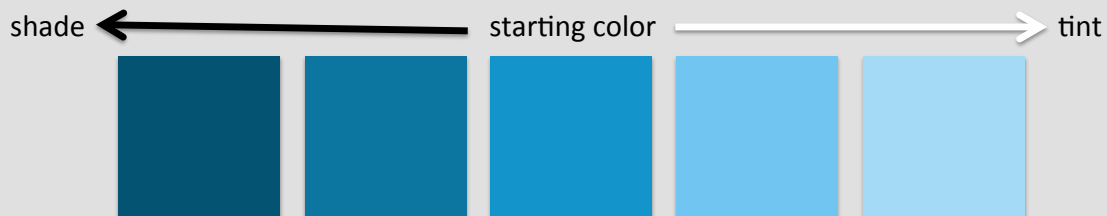
Color Schemes:

- Colors even spaced around the color wheel
- Would be primary, secondary, or sets of tertiary colors
- Example
 - » Yellow, Red & Blue

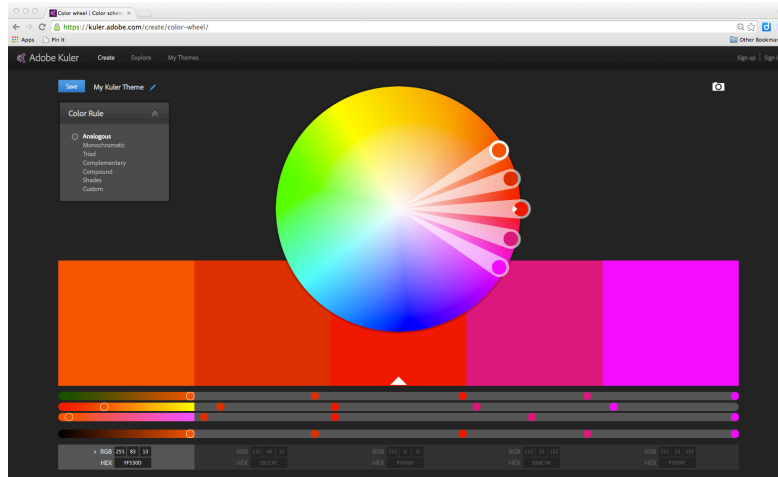


Color Scheme: Monochromatic

- Using any shade, tint, or tone of a single color
 - » _____: color mixed with a percentage of black
 - » _____: color mixed with a percentage of white
 - » _____: color mixed with black & white (greying)
- *PowerPoint color selector setup in this format*

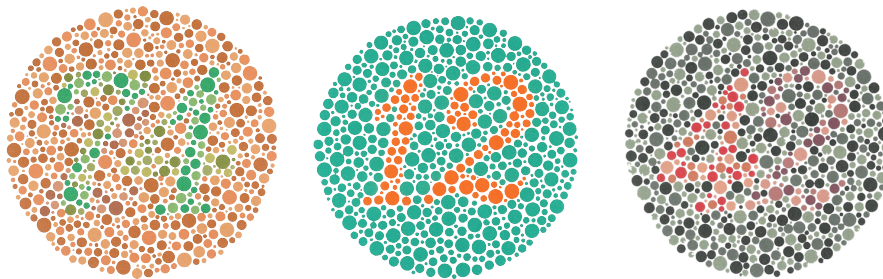


Color Resource: Adobe Kuler



<http://kuler.adobe.com>

Consider Color Blindness



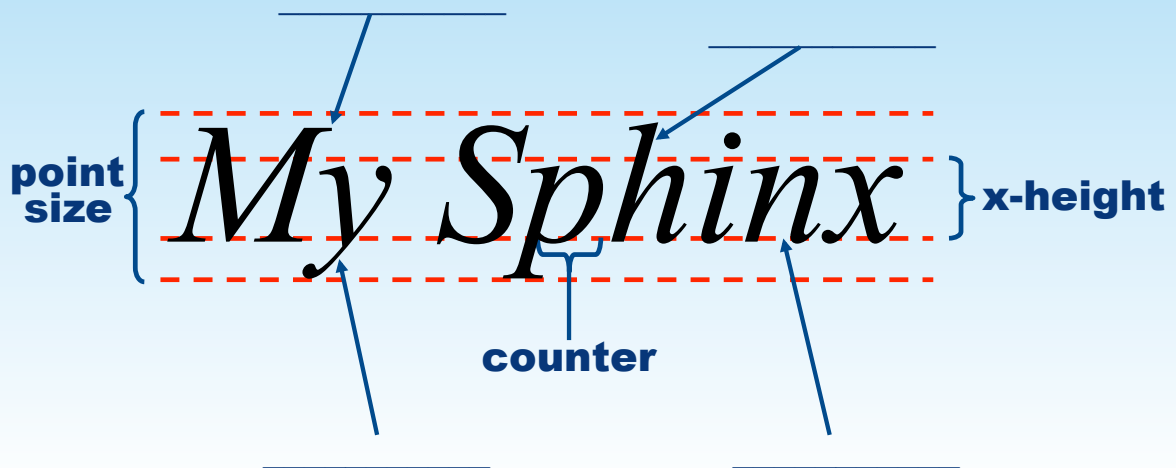
Ishihara Color Test or Color Perception Test

http://en.wikipedia.org/wiki/Color_perception_test

TYPOGRAPHY



Typography terminology



Typography terminology

My Sphinx

Ran Away

Types of fonts

- **Serif:** Has tiny strokes (or serifs) at the tip of each letter
- **Sans Serif:** Has no serifs
- *Cursive:* Looks like handwritten script
- **Novelty:** Adds flavor and character

BE CONSISTENT!

- Limit your font choices for a single presentation
- Use them consistently throughout
- Use novelty and cursive fonts sparingly *(if at all)*
- _____!

Positioning text

*Single spaced text
(default)*

**Understanding
Typography**

Separate text boxes

**Understanding
Typography**

*Alternative text
treatment*

**Understanding
Typography**



Pixel Power

minimum: 72 dpi
maximum: 100-120 dpi
formats: .jpg & .png

Vector Versatility

**scales to any size
format: .eps**

$y = 2x^2 - 5x + 2x - 5$
 $y = 8x^3 - 15x^2 + 2$
 $y = (x^2 + 1) - (5x - 3) = 5x^2 - 3x^2 + 5x - 3$
 $y' = 15x^2 - 6x + 5$
 $y = (4x^2 + x - 1) \frac{1-x}{2} = \frac{1}{2}(-4x^2 + 3x^2 + 2x - 1)$
 $y = \frac{1}{2}(-12x^2 + 6x + 2)$
 $y = -6x^2 + 3x + 1$
 $y = x(\cos x + 1)$
 $y = 1(\cos x + 1) + x(-\sin x) = \cos x - x \sin x + 1$
 $y = \frac{2}{x+1}$
 $y = -\frac{2}{(x+1)^2}$
 $x_0 = ? y(x_0) = 1$
 $y = 6x^2 - 4x + 1$
 $6x^2 - 4x + 1 = 0 + 1$
 $6x^2 - 4x = 0$
 $x(6x - 4) = 0$
 $x = 0$
 $x = \frac{2}{3}$
 $A(0, 1)$
 $B(\frac{2}{3}, \frac{17}{27})$
 $y = \frac{3x}{2^2} = (\frac{3}{2})^2$
 $y = (\frac{3}{2})^2 \ln \frac{3}{2}$
 $y = \ln(-x)$
 $y = -\frac{1}{2}$
 $x_0 = ? y(x_0) = 3$
 $6x^2 - 4x + 1 = 3$
 $6x^2 - 4x - 2 = 0$
 $3x^2 - 2x - 1 = 0$
 $x_1 = 1$
 $x = -\frac{1}{3}$
 $A(1, 0)$
 $B(-\frac{1}{3}, -\frac{4}{27})$
 $y = \ln x - 2x$
 $y = \frac{1}{2} \frac{1}{\ln 10} + 2$
 $\frac{dx}{x} = \ln|x|$
 -1
 $x = 1 - 0, 1$
 $f_0 = 3$
 $x(1) = -(0, 1)$
 $\ln 0, 1$
 $x(3) = -(0, 1)$
 $(-\ln 10) = \ln 10$
 $0, 0, 0, 1 = 0, 0, 0, 2, 3$
 $f(x) = \ln x$
 $x_0 = 1$
 $f = \frac{1}{2} \frac{x - \ln x + 1}{x^2} = \frac{1 - \ln x}{x^2}$
 $f = \frac{1 - \ln x}{x^2}$
 $\ln 1 = 0$
 $f(x_0) = 1$
 $x(t) = 2(1 - \frac{1}{3})$
 $x(t) = -2(3)$
 $\frac{1}{2} = 2 \cdot 3 \cdot \frac{1}{3} \cdot 3 = 2 \cdot 3 \cdot \frac{1}{3} \cdot 3 = \frac{2}{27} \ln 3 = 0, 0214$
 $y = x^2 + \ln x$
 $y = 2x \ln x + x^2$
 $\frac{1}{x} = 2x \ln x + x$
 $y(1) = 1$
 $\lg a = 1$
 $\int dx = x^2 = 2 - (-1) = 3$
 $\int_0^1 \sqrt{x} dx = \frac{2}{3} x^{\frac{3}{2}} \Big|_0^1 = \frac{16}{3}$
 $2x^2$
 $y = \ln \frac{1}{x} = \ln 1 - \ln x = -\ln x$
 $y = -\frac{1}{x}$
 $y = \frac{1 - \lg x}{2}$
 $y = \frac{1}{2} \left(-\frac{1}{\epsilon \sin^2 x} \right) = -\frac{1}{2\epsilon \sin^2 x}$
 $\frac{dx}{x} = -\epsilon \lg x$
 $-(0-1) = 1$
 $y = x^2 + 1$
 $y = x(1 - \lg 5)$
 $y = \lg(4 - 12)$
 $x = ? y = 9, y = 10$
 $y = 2 \times 10 \ln 10$
 $\int x(1 - \lg 5) = \lg(4 - 12)$
 $1 - \lg 5 = \lg 10 - \lg 5 = \lg 2$
 $\int_4^{12} 2 = \lg(4 - 12)$
 $\lg(0) = \lg(4 - 12)$
 $2 = 4 = 12$
 $4 - 2 = 12$
 $0 = 2 = 6$
 $6 > 0$
 $y = \lg x + \frac{1}{\cos x}$
 $y = \frac{1}{\cos^2 x}$
 $y = \frac{1}{\cos^2 x} = \frac{1 + \sin^2 x}{\cos^2 x}$

Rule of Thirds Photo Example



Rule of Thirds Slide Example



Image Resources

Pay Sites

- **ThinkStock:**
www.thinkstock.com
- **Dreams Time:**
www.dreamstime.com
- **Fotolia:**
www.fotolia.com
- **Shutter Stock:**
www.shutterstock.com

Free Sites

- **Morgue File:**
www.morguefile.com
- **Flickr Creative Commons:**
www.flickr.com/
creativecommons
- **Everystockphoto:**
www.everystockphoto.com

Find a Visual Metaphor: Use these sites as search engines!

Determining the Right Visual

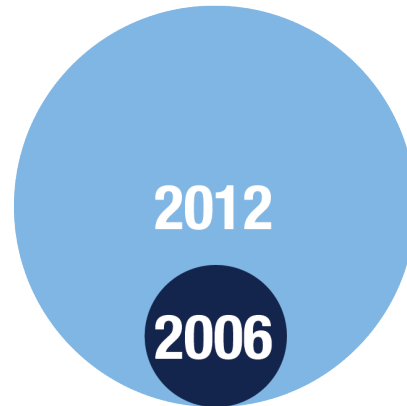
- Is the information included in the graphic suitable
_____?
- Is the information included suitable
_____?
- What sort of graphic makes the most sense?

Traci Nathans-Kelly & Christine G. Nocmeto

*Slide Rules: Design, Build & Archive Presentations
in the Engineering & Technical Fields [p.111]*

Simplify, Simply, Simplify!

800%
increase in number
of online videos
watched in just
6 years



Source: comScore Video Metrix, December 2012

Know What You Want to _____



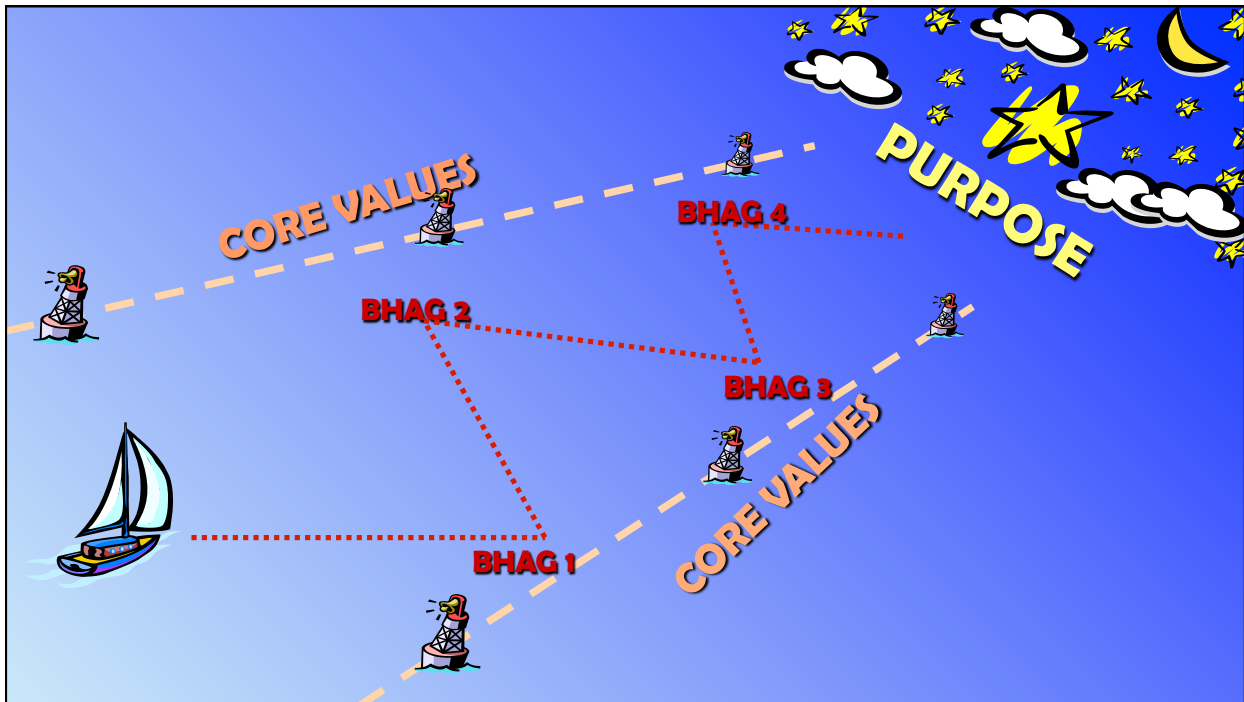
Present Data in Clearest Way Possible

- Tell the truth
- Get to the point
- Pick the right tool for the job
- Highlight what's important
- Keep it simple

Nancy Duarte

slide:ology (p. 65)





Think beyond the single slide

Expand your canvas via transitions & animations

The diagram illustrates a sequence of slides with transitions and animations. The slides are arranged in two columns. The left column shows a sequence of slides with transitions labeled 'animation', 'shortened path', and 'shortened path'. The right column shows a sequence of slides with transitions labeled 'animation'. A central image shows a group of people in a clinical setting, labeled 'HOPES Clinic'. A yellow bracket groups the 'shortened path' slides. A dashed line with a dot is labeled 'animation'.

An Alternative to Slides



www.prezi.com

<i>Good</i>	<i>Bad</i>	<i>Ugly</i>	<i>Effective</i>
A cartoon superhero character with brown hair, wearing a purple suit with a yellow cape and a glowing circular emblem on his chest, standing with one arm raised in a power pose.	A cartoon devil character with a red body, horns, and a pitchfork, standing with one arm raised.	A cartoon blue monster with a single large eye, sharp teeth, and spiky hair, standing with its arms outstretched.	A target with a bullseye and an arrow hitting the center, set against a dark background.

Getting the Most Out of Presentation Software

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A stylized, black, cursive letter 'R' with a blue circular background behind it.