Getting the Most Out of Presentation Software

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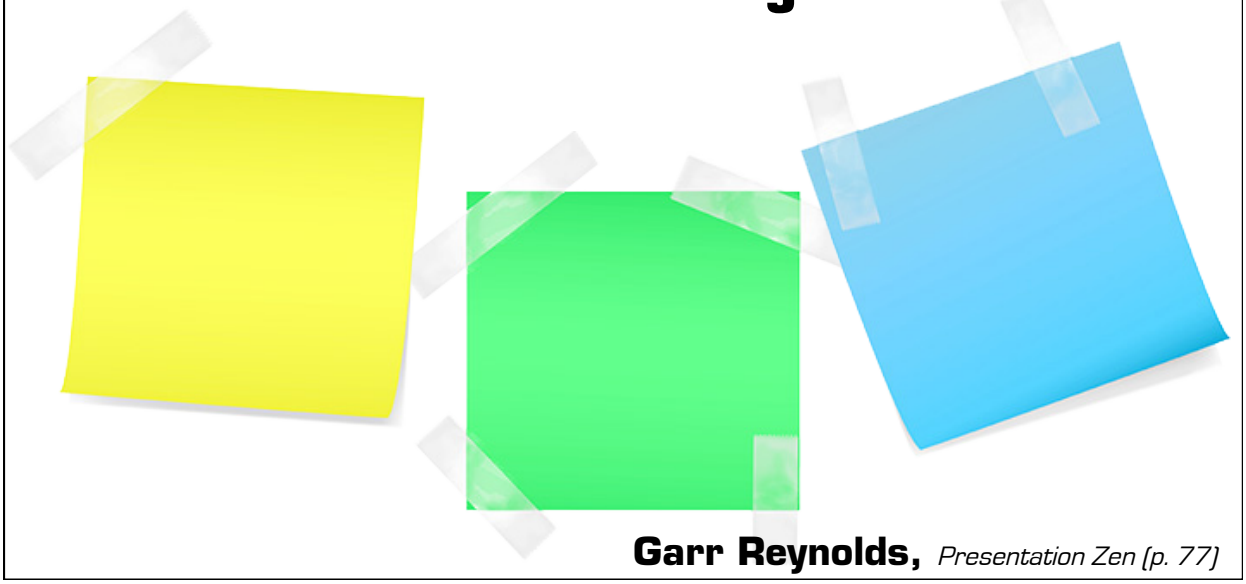
What Makes Messages Stick?



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

Using Slides/Visuals

DO use for:

- _____
- Outlining _____
- _____ & _____
- To _____ _____

DO NOT use for:

- _____
- _____

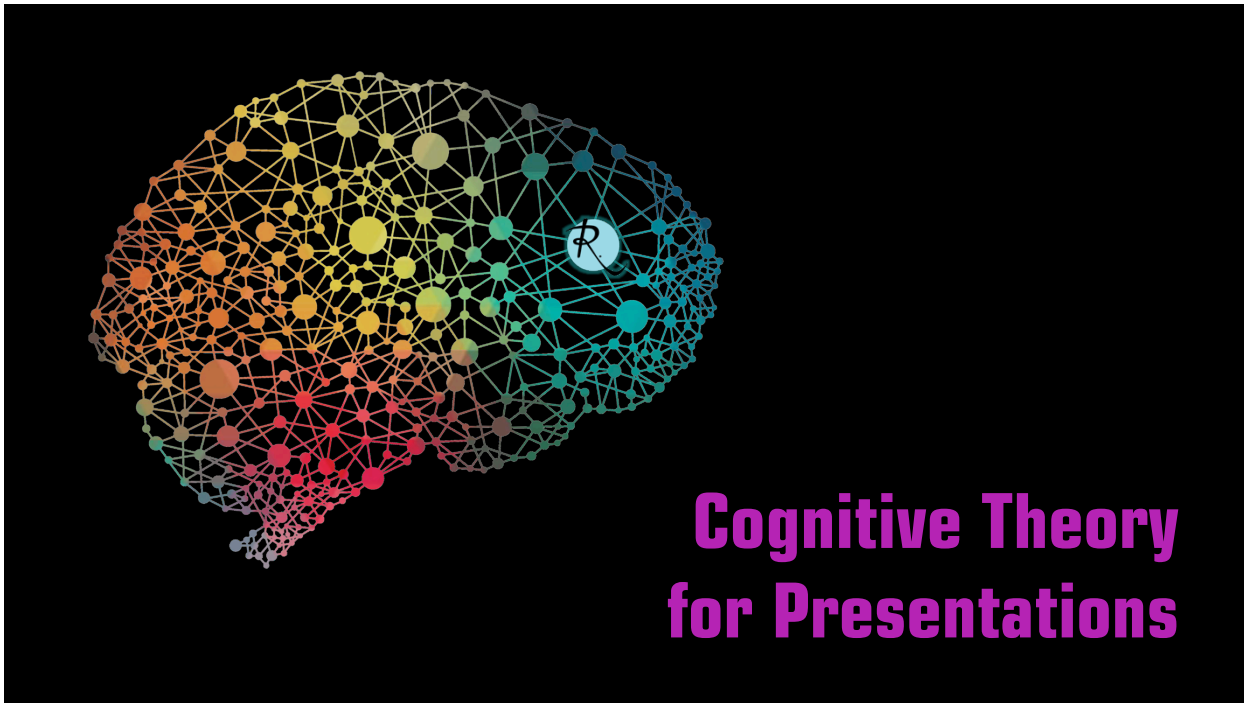
Too Much Text

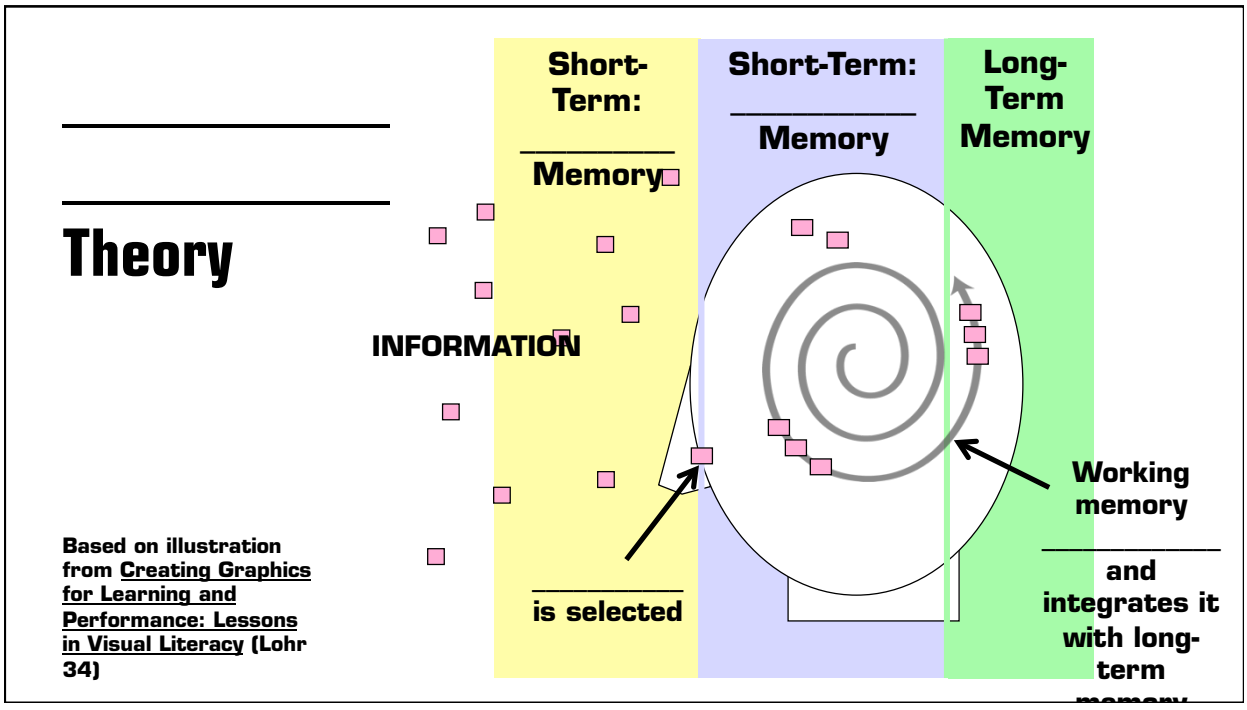
Why Speakers Write Out Speeches on Slides

- 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)


Cognitive Theory
for Presentations


_____
_____
Theory
Short-Term: _____ Memory
Short-Term: _____ Memory
Long-Term Memory
INFORMATION
_____ is selected
Working memory _____ and integrates it with long-term
Based on illustration from Creating Graphics for Learning and Performance: Lessons in Visual Literacy (Lohr 34)

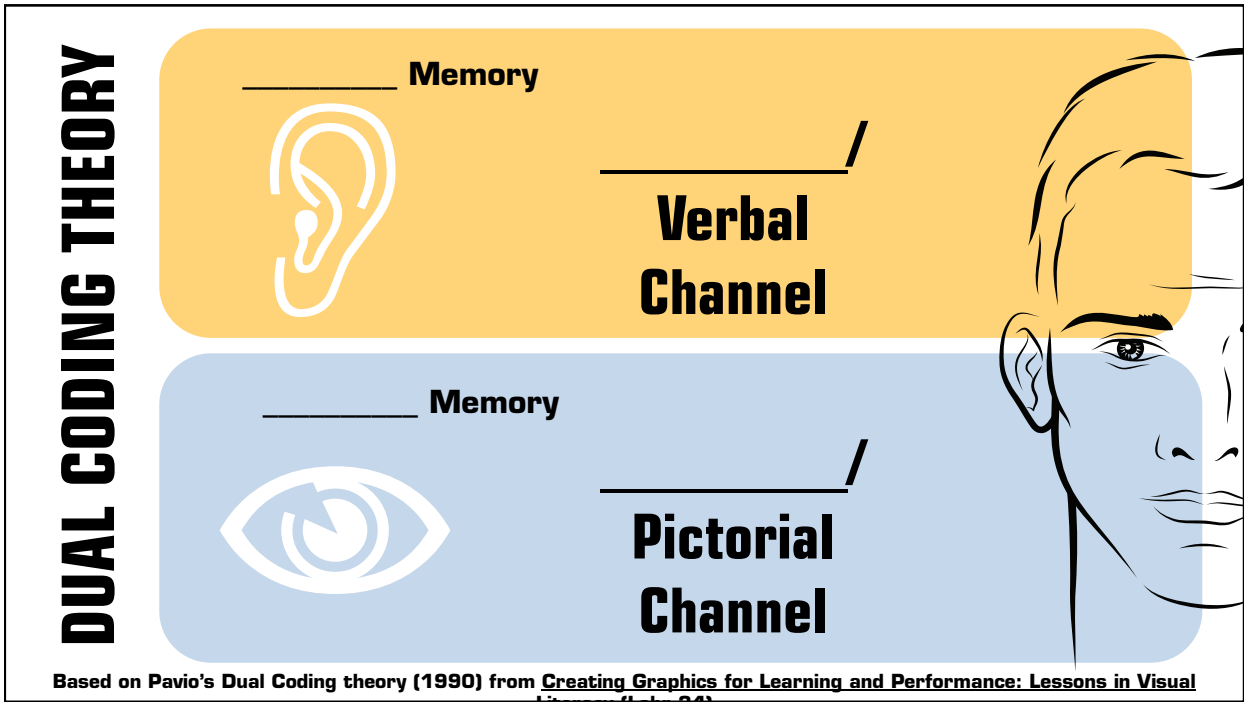
"Chunking" Information

2023473000

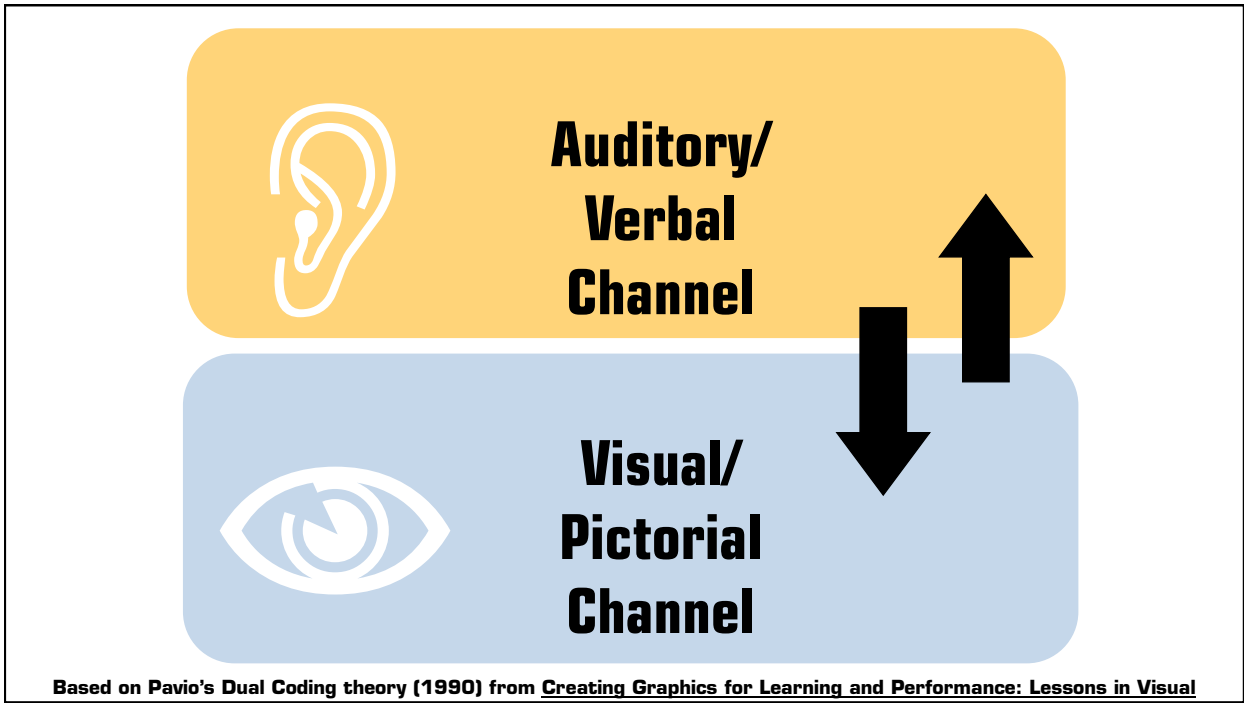
202 347 3000
2-0-2 347 3000

The magic number _____ , +/- _____

DUAL CODING THEORY



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



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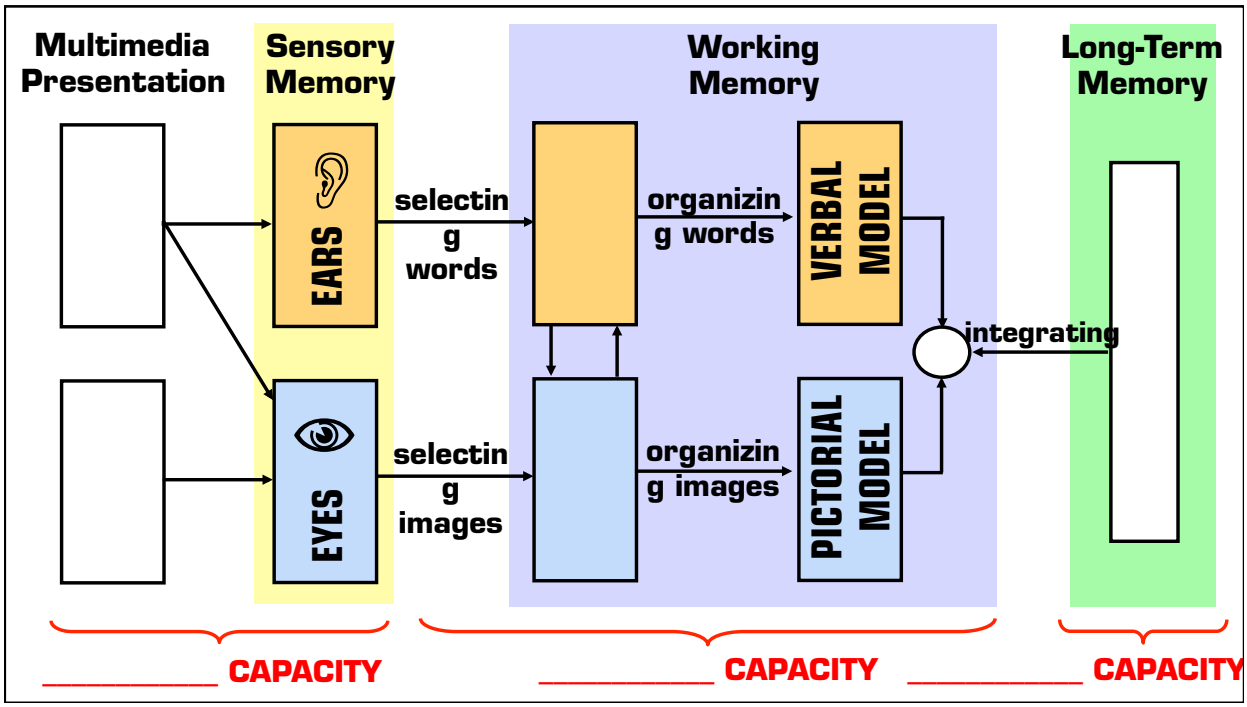


A Thought on Reading Slides

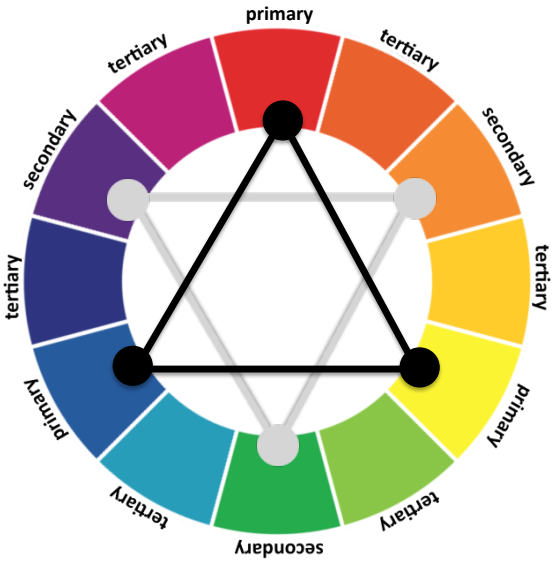
- Can you read this on the screen? Of course you can.
- You can also hear me reading these same words to you.
- But, you'll have more difficulty processing them and moving them into your memory because of cognitive overload.

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

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

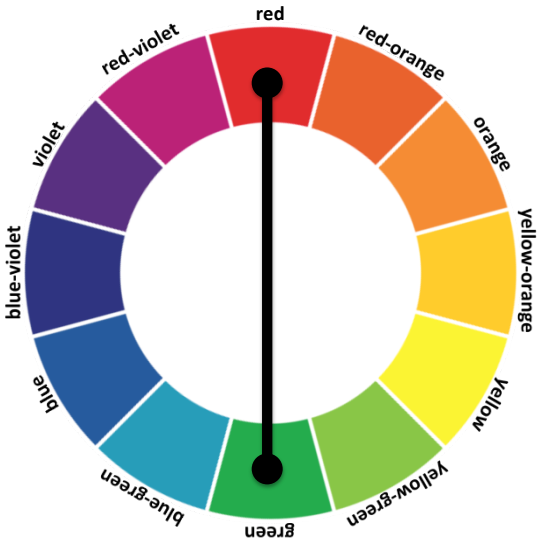
Color Wheel

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



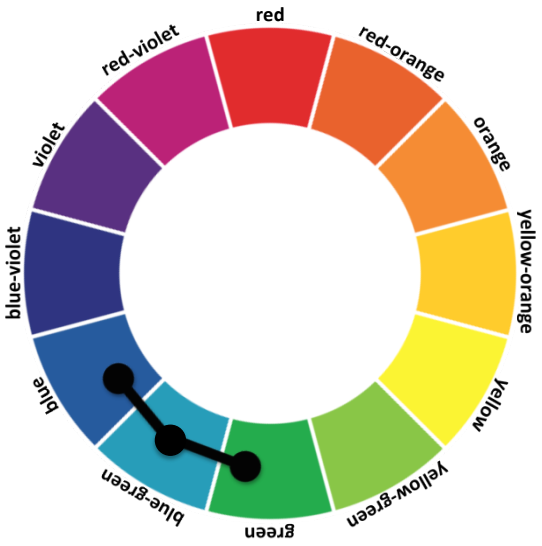
Color Schemes: _____

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



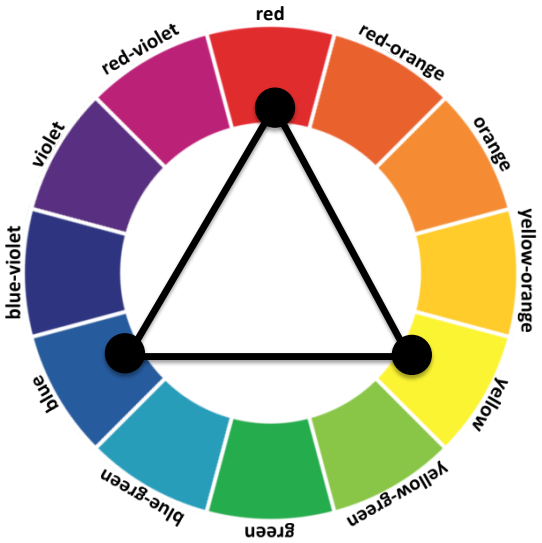
Color Schemes: _____

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



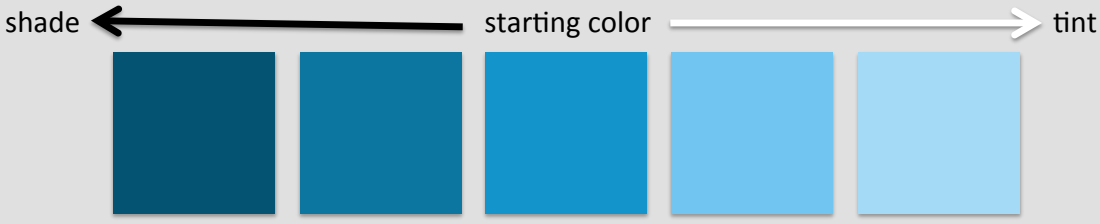
Color Schemes: _____

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

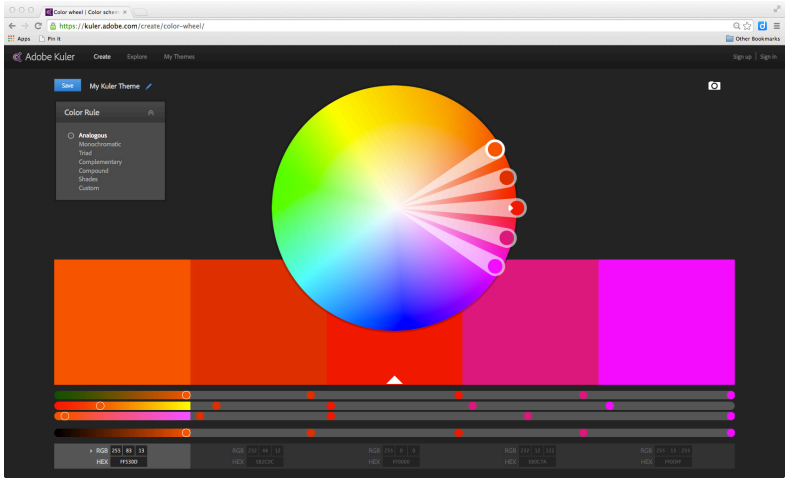


Color Scheme: Monochromatic

- 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*

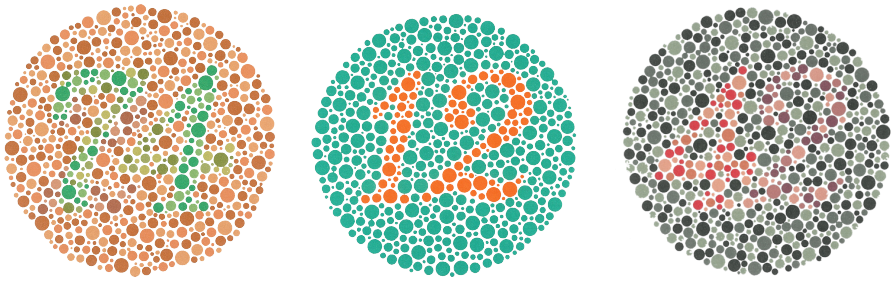


Color Resource: Adobe Kuler



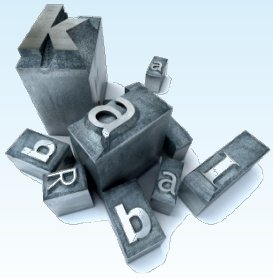
http://kuler.adobe.com

Consider Color Blindness

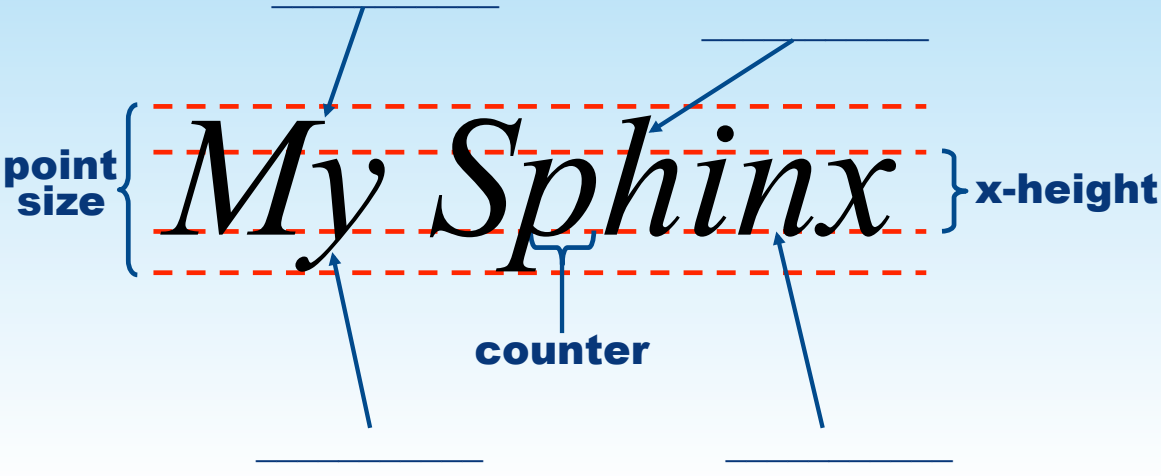


Ishihara Color Test or Color Perception Test
http://en.wikipedia.org/wiki/Color_perception_test

TYPOGRAPHY



Typography terminology



Typography terminology

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

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?

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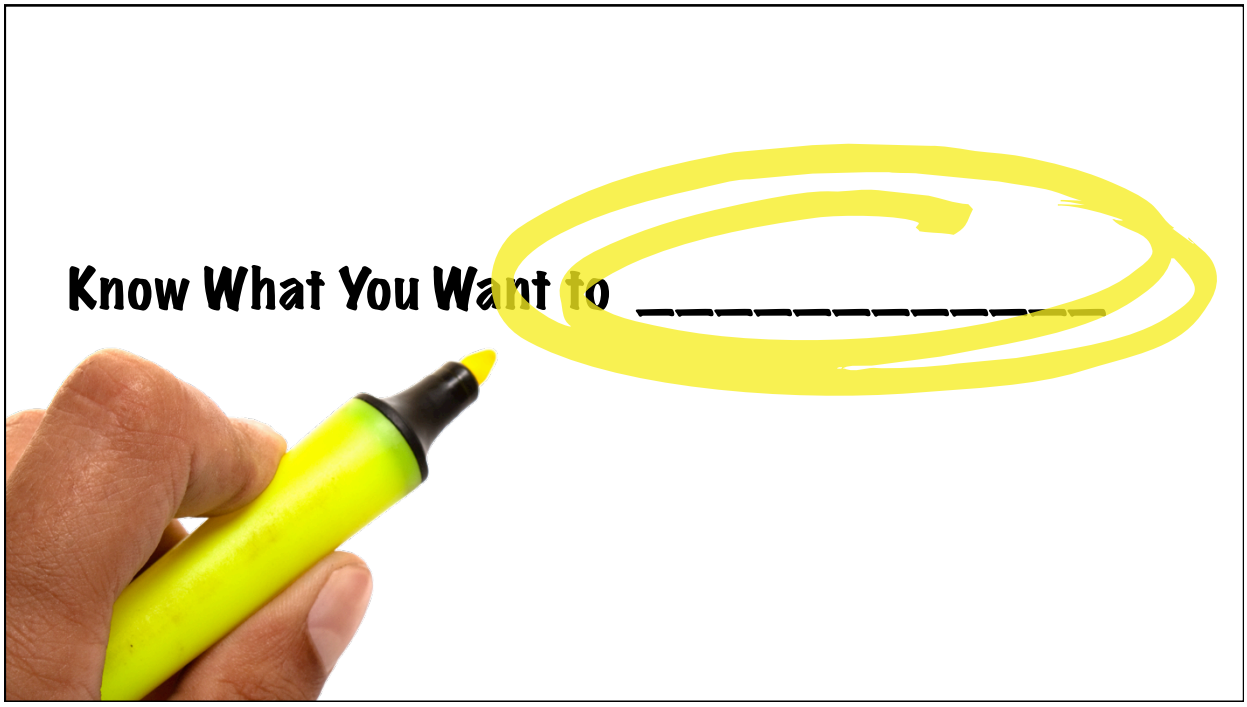
Slide Rules: Design, Build & Archive Presentations in the Engineering & Technical Fields (p.111)

Simplify, Simply, Simplify!

800%

increase in number of online videos watched in just 6 years

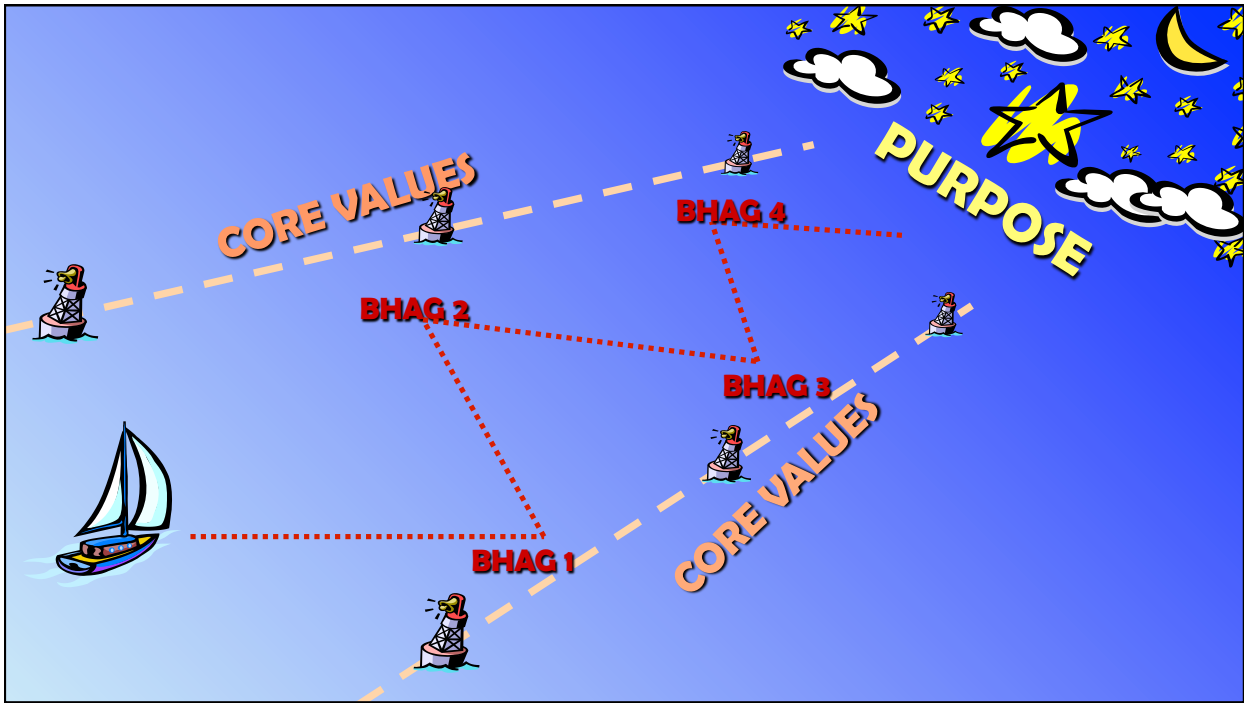
Source: comScore Video Metrix, December 2012



Present Data in Clearest Way Possible

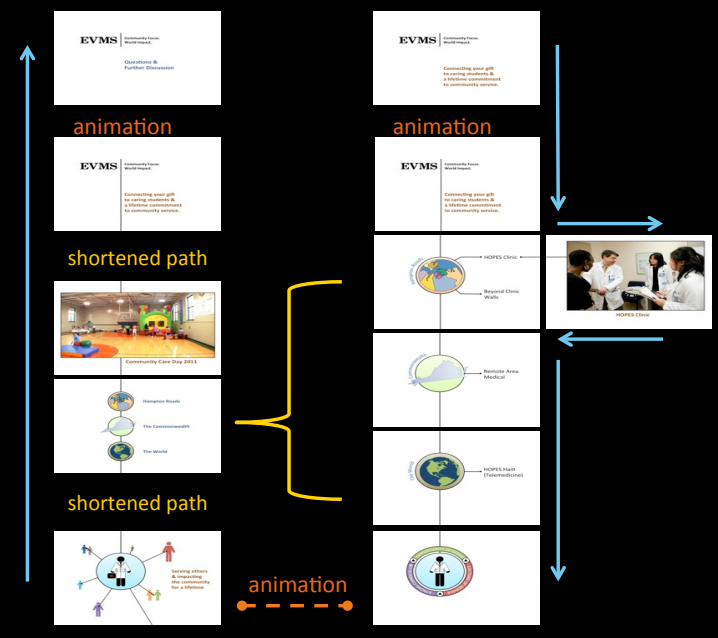
- Tell the truth
- Get to the point
- Pick the right tool for the job
- Highlight what's important
- Keep it simple

Nancy Duarte
slide:ology (p. 65)



Think beyond the single slide

Expand your canvas via transitions & animations



An Alternative to Slides

Prezi

www.prezi.com

Getting the Most Out of Presentation Software

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