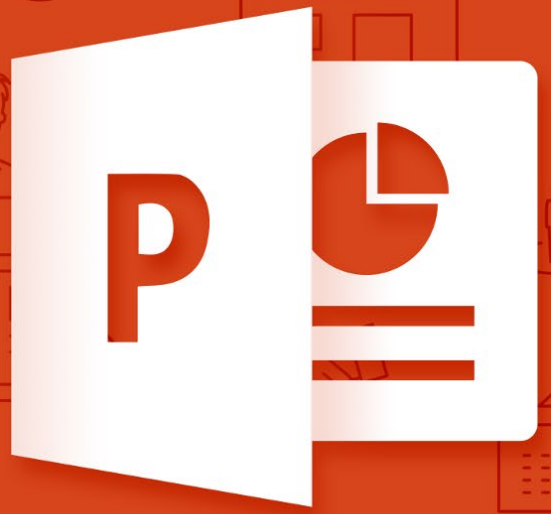
Knowledge Sharing Session

Microsoft PowerPoint Slide Makeover



Zamani Umar Husin

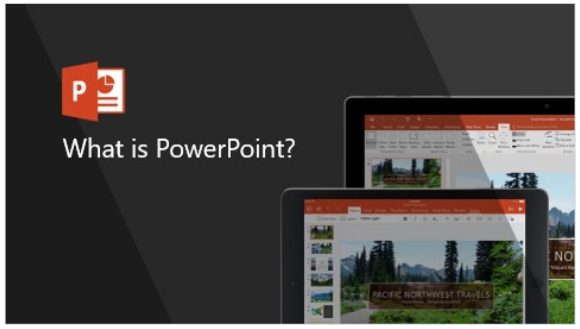
19 November 2020

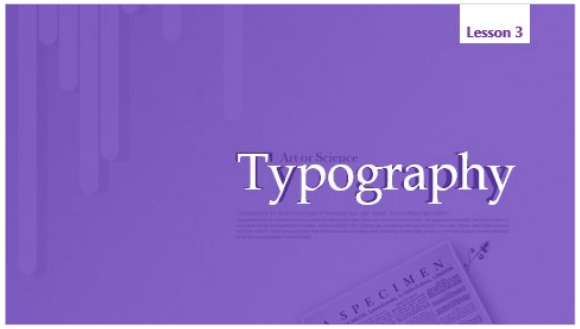
Organized by

UNIVERSITI TEKNOLOGI MARA

Pejabat Pembangunan Infrastruktur dan Infostruktur

INFOSTRUKTUR WEBINAR 2020





Knowledge Sharing Journey

Office 365

Always have the latest version of Office across **multiple** devices.

Office 365 vs Microsoft 365

Microsoft Office 365

O365 is a productivity suite that includes a range of familiar and innovative apps to get work done.

It's available across practically any device, supporting PC, Mac, iOS, Android and Windows devices.

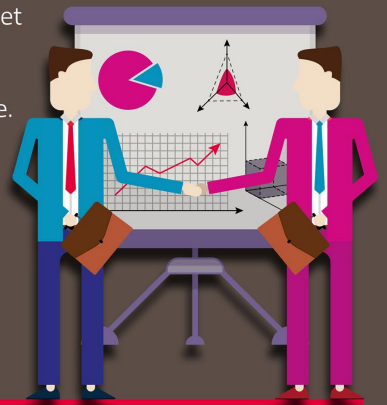
Depending on your subscription, these can include:

- **Excel** — Flexible spreadsheet development and management, bringing data to life.
- **Skype for Business** — Collaborate with colleagues wherever they are.
- **PowerPoint** — Simple and creative presentation development.
- **Outlook** — Manage your hectic life through emails and calendar.
- **Word** — Get word processing done simply and cleanly, in the most familiar way possible.
- **OneDrive** — Provide cloud-based document access to workers no matter where they are.

Microsoft 365

M365 is a packaged set of services aimed at empowering workers to be more productive.

By choosing M365, organisations can minimise Total Cost of Ownership (TCO) across deployment, management and servicing.



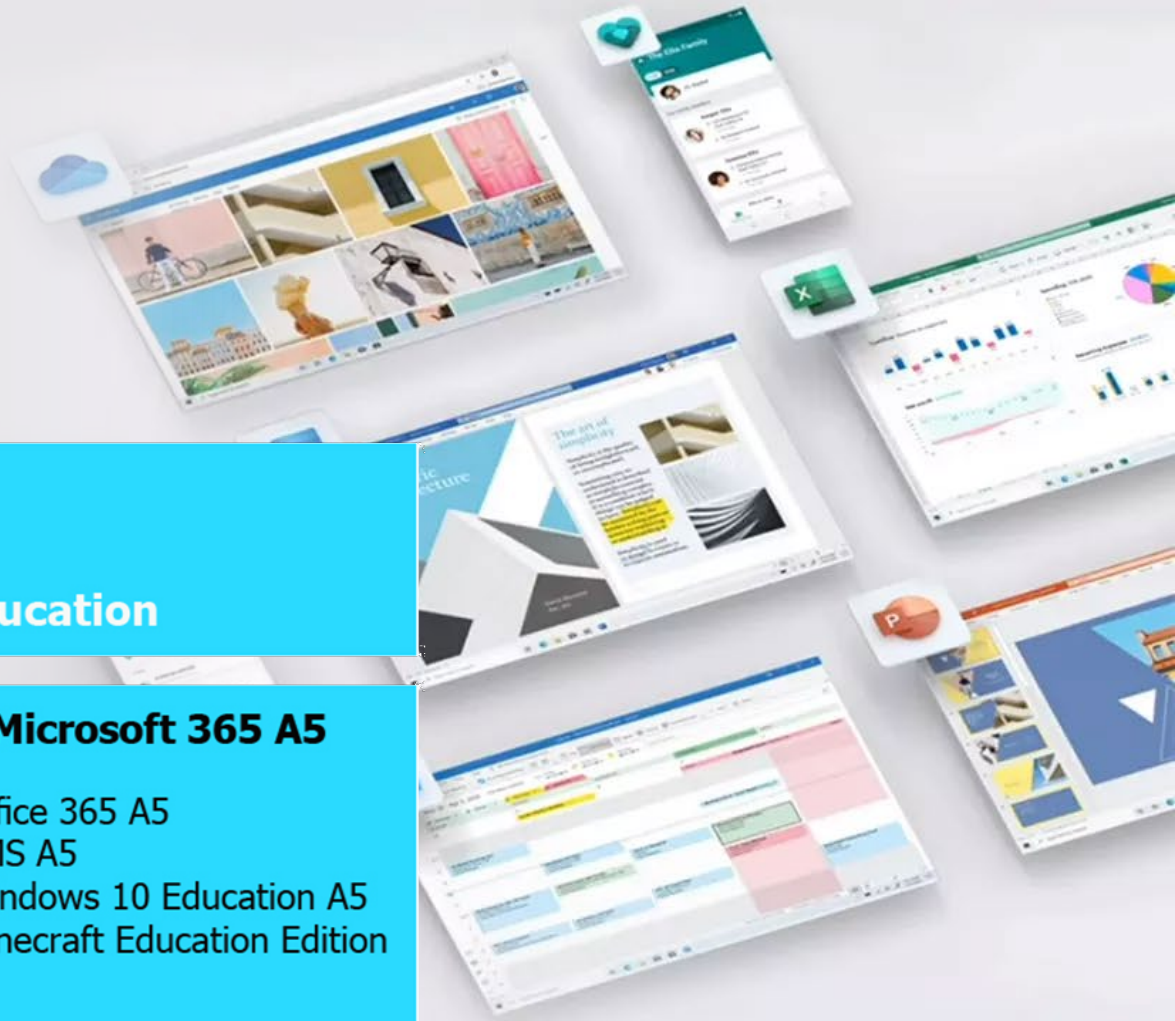
The package includes all of the benefits and apps O365 delivers:

Excel | PowerPoint | Word | Skype for Business | Outlook | OneDrive

Plus these additional services:

- **Windows 10 Enterprise** — The ideal operating system with the highest specification to help workers get things done effectively and securely.
- **Enterprise Mobility + Security (EMS)** — A cloud-based, identify-driven security solution, designed to keep the modern, digital workplace secure.

Microsoft 365



Office 365

Office 365 Education

Microsoft 365 Education

Office 365 A1

No Cost

- Office Online
- Exchange Online
- SharePoint Online
- Skype for Business Online
- Office 365 apps

Microsoft 365 A3

- Office 365 A3
- EMS A3
- Windows 10 Education A3
- Minecraft Education Edition

Pakej yang diperolehi oleh UiTM

Microsoft 365 A5

- Office 365 A5
- EMS A5
- Windows 10 Education A5
- Minecraft Education Edition

What's the difference between **Office 365** and **Office 2019**?

- ☑ Get latest version
- ☑ Security update
- ☑ New Features
- ☑ Multiple devices
- ☑ Extra Storage
- ☑ More robust Mobile App

Office 365 is a **subscription service** that ensures you always have the most up-to-date tools from Microsoft.

There are Office 365 plans for home and personal use, as well as for small and midsized businesses, large enterprises, schools, and nonprofits.

- ☑ 1 Download
- ☑ Security updates
- ☒ New Features

Office 2019 is **sold as a *one-time purchase*,** which means you pay a single, up-front cost to get Office applications for one computer.

One-time purchases **don’t have an upgrade option**, which means if you plan to upgrade to the next major release, you'll have to buy it at full price.

- ☑ Online
- ☑ Mobile App
- ☑ Limited Features

Office Online is the **free version** of Office that you can use in your **web browser.**

Office 365 for Education

Get Office 365 for free

It's not a trial! Students and teachers are eligible for Office 365 Education, which includes Word, Excel, PowerPoint, OneNote, and now Microsoft Teams, plus additional classroom tools.

Organize in one place

Capture and organize all your class materials in OneNote, your digital notebook.

Engage in new ways

Create interactive lessons and spark student creativity using Sway.

Individualize learning

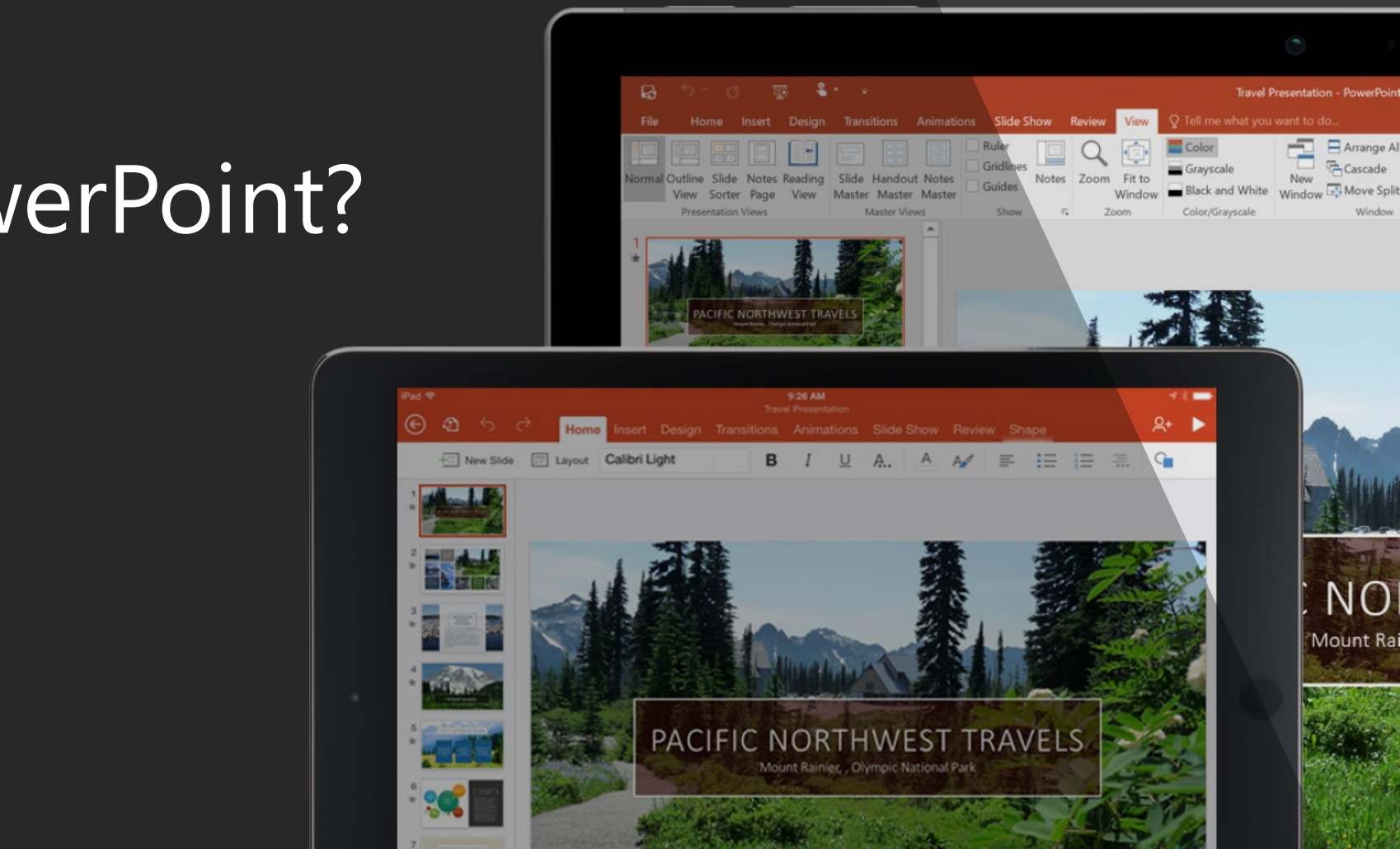
Bring students together in a collaborative space or giving them individual support in private notebooks within Class Notebook.

Collaborate without boundaries

Create, share and even collaborate real-time with Word, Excel, PowerPoint and OneNote—without worrying about lost formatting.

[More information @ Microsoft 365 Education]

What is PowerPoint?



Digital Storytelling

Combination of **oral** traditional storytelling with **visual** and **sound** capabilities of digital media.

Digital Storytelling Format

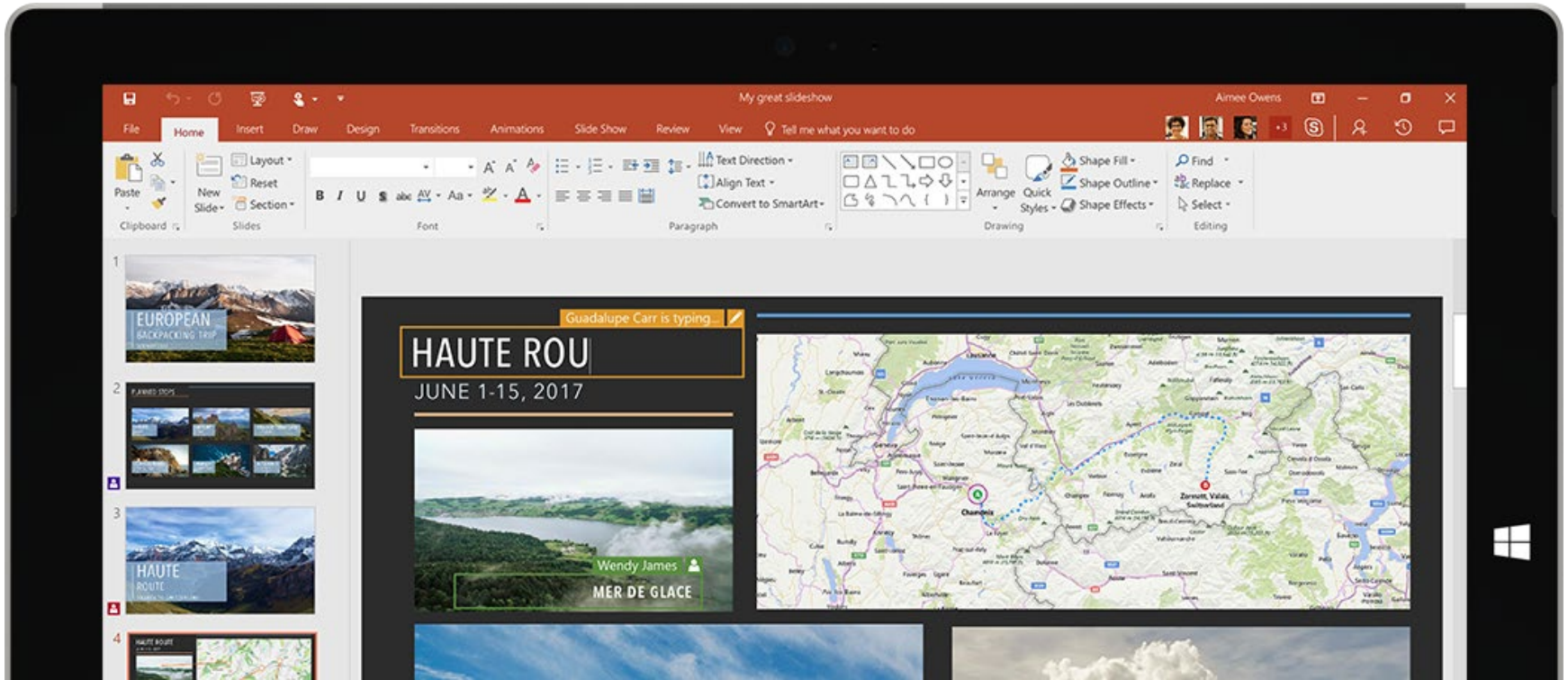
Digital storytelling has different types of formats in which people can present their stories to the world in the form of:

- **Data Visualization**
- **Virtual Reality**
- **Listicles**
- **Slideshows**
- **Video records**
- **Photo Stories**
- **Animated infographics**

Source **https://www.brandloom.com/digital-storytelling-that-really-inspires**

What is PowerPoint?

PowerPoint is a **slideshow presentation program** that's part of the Microsoft office suite of tools. PowerPoint makes it easy to **create**, **collaborate**, and **present your ideas** in dynamic, visually compelling ways.



New Features Update

As an Office 365 subscriber, user regularly get new and improved Office 2019 features. Take a look below to see what's available to you today.

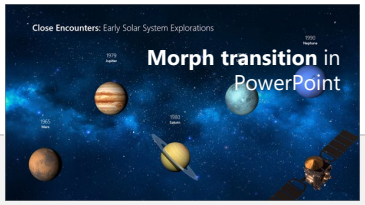
[What's new in PowerPoint for Microsoft 365 - Office Support]

2015

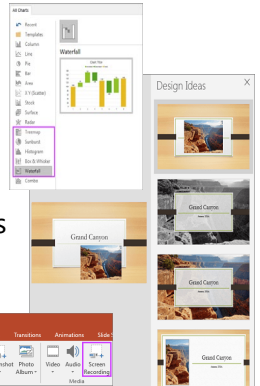
14

2

September (12)
November (2)



- **Morph Transition**
- **PowerPoint Designer**
- Ink Equations
- Screen Recording
- **Six new chart type**
- Better video resolution
- Improve Smart Guides
- Colorful, Dark Gray, and White Office Themes

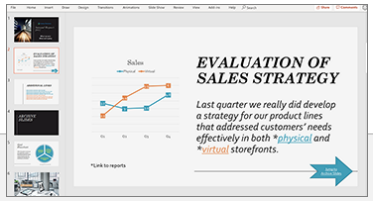


2016

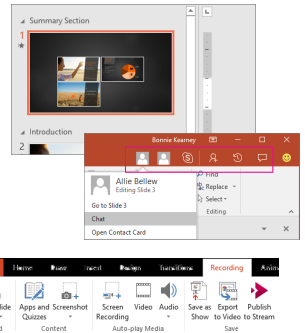
19

9

January (2)
April (3)
June (1)
July (1)
August (1)
September (4)
October (2)
November (3)
December (2)



- Real-time Presence
- Ink Annotation
- Enhance collaboration
- Text Highlighter
- **Zoom for PowerPoint**
- Ink replay
- Better presentation recording
- **Design ideas for process-oriented text**



2017

23

10

February (2)
March (3)
April (1)
May (1)
June (2)
July (3)
August (5)
October (3)
November (2)
September (1)

- **Easier background removal**
- A straightedge for drawing straight lines
- Run a slide with your digital pen
- **Design suggestions for charts**
- **Customizable, portable pen set**
- **Insert 3D models** to see all angles
- Publish to Microsoft Stream
- New ink effects
- Export to 4K
- QuickStarter
- Insert recent links

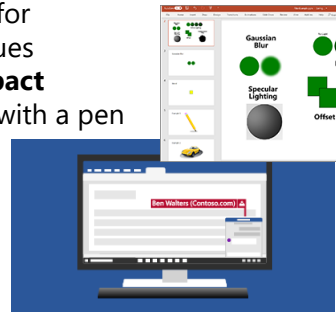
2018

7

4

March (1)
April (1)
May (1)
June (4)

- Chat with co-authors while you edit
- One-click fixes for accessibility issues
- **Add visual impact**
- Title your slide with a pen



PowerPoint Environment

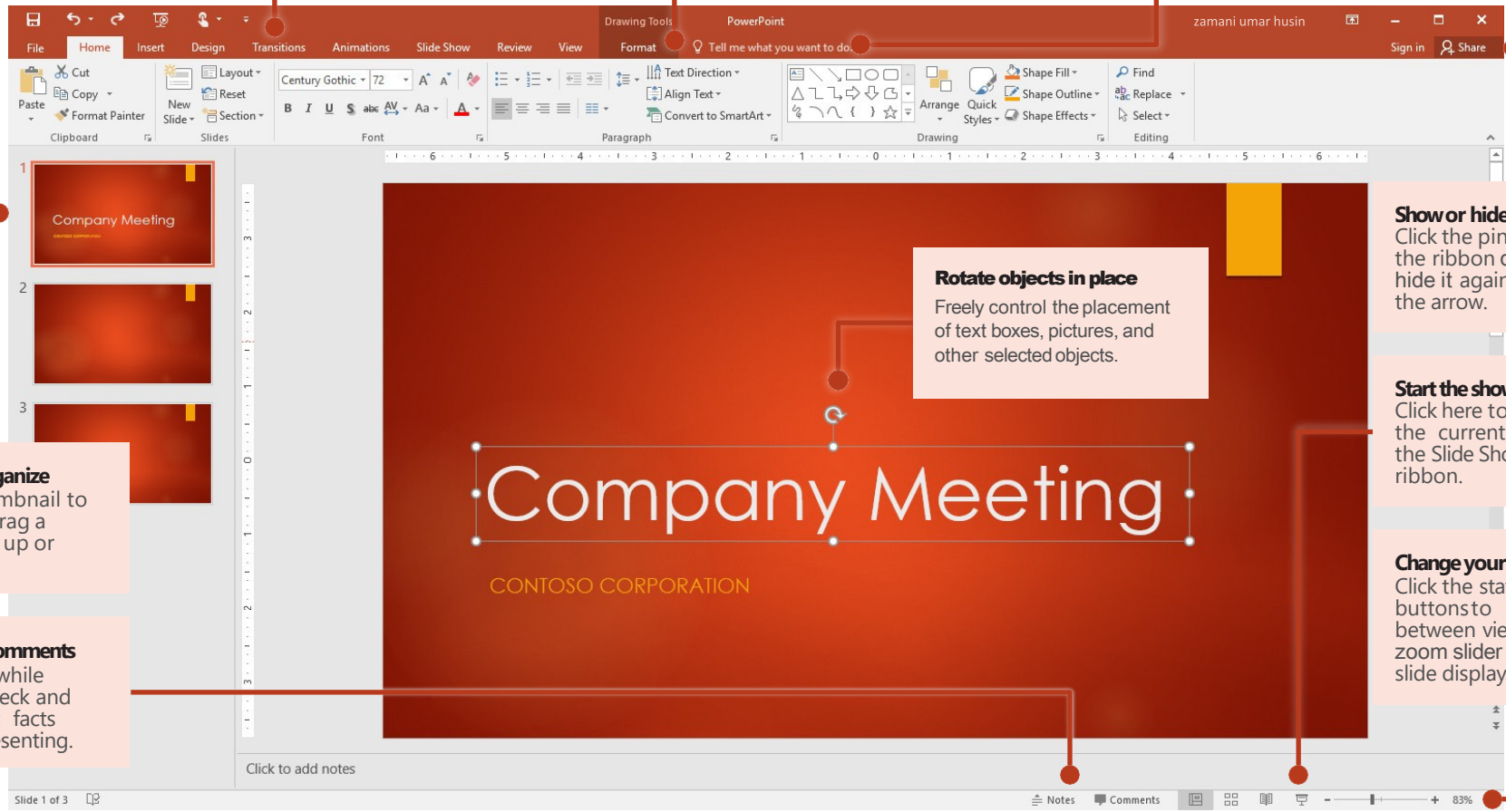
Quick Access Toolbar
Keep favorite commands permanently visible.

Explore the ribbon
See what PowerPoint can do by clicking the ribbon tabs and exploring available tools.

Discover contextual commands
Select text, pictures, or other objects in a presentation to reveal additional tabs.

Find whatever you need
Look up PowerPoint commands, get Help, or search the Web.

Share your work with others
Invite other people to view and edit cloud-based presentations.



Navigate and organize
Click a slide thumbnail to switch to it or drag a slide to move it up or down in the list.

Add notes and comments
Track feedback while drafting your deck and keep important facts handy while presenting.

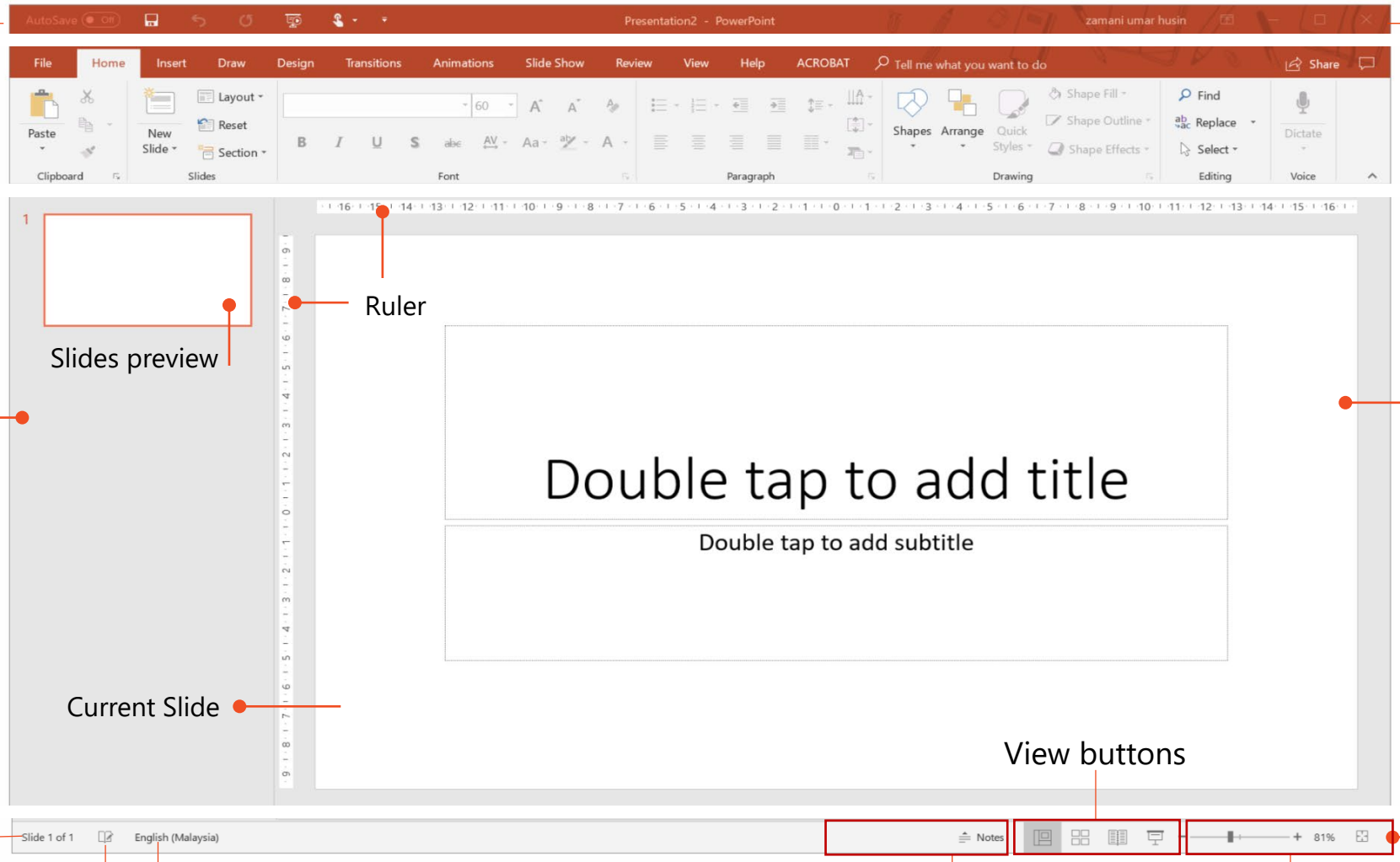
Rotate objects in place
Freely control the placement of text boxes, pictures, and other selected objects.

Show or hide the ribbon
Click the pin icon to keep the ribbon displayed, or hide it again by clicking the arrow.

Start the show
Click here to present from the current slide, or click the Slide Show tab on the ribbon.

Change your view
Click the status bar buttons to switch between views, or use the zoom slider to magnify the slide display to your liking.

PowerPoint Environment | User Interface

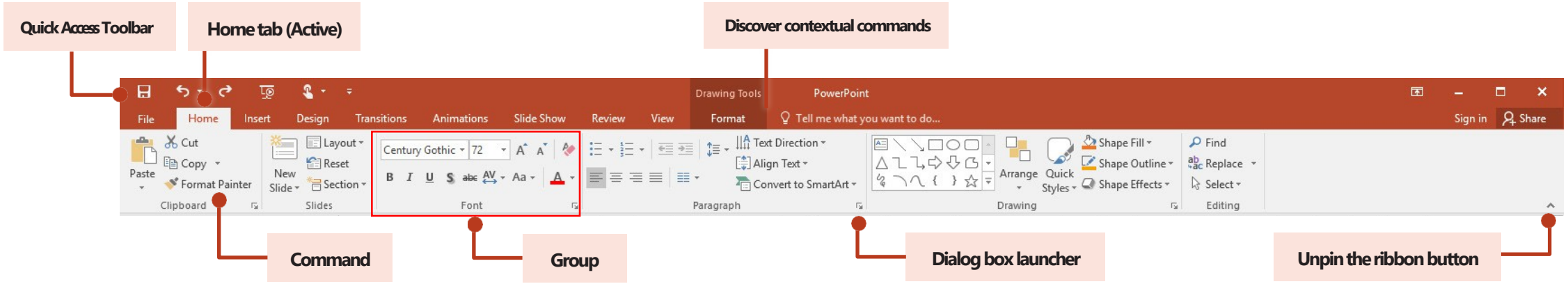


This bar across the top of the program window displays the name of the active presentation and provides tools for managing the program and the program window.

Task pane: To the right of the slide is an area called the *task pane*. The task pane is designed to help you complete common tasks quickly.

Slides pane: To the left of the slide is an area that shows thumbnail icons of your slides. You can use this area to easily navigate to other slides in your presentation.

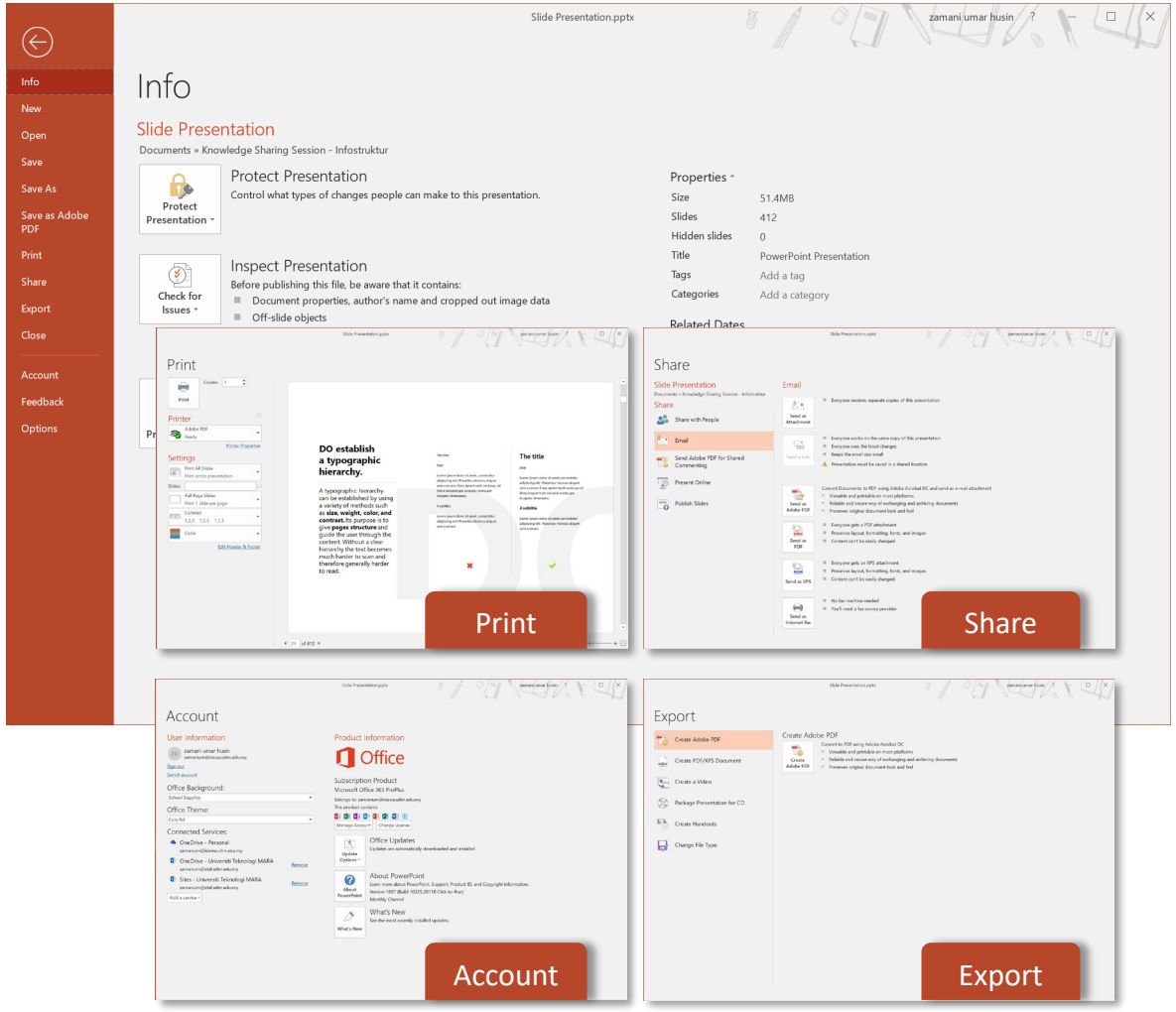
PowerPoint Environment
The Ribbon



- The Ribbon is divided into **tabs**, and each tab contains several **groups** of related **commands**.
- The ribbon is where you will access a majority of the commands you will use to create and develop your presentation.
- The ribbon was designed to provide you with a central location for accessing the various functions of PowerPoint without having to navigate the user interface extensively.

Source: https://bit.ly/393cTEy

PowerPoint Environment
Backstage View



Info: Shows information about the active presentation and provides commands that control permissions, sharing, and version management.

New: Lists available templates from which you can create a new presentation.

Open: Opens an existing presentation from your computer, OneDrive, a network drive, or an external drive.

Save: Saves the current presentation in your choice of locations.

Save As: Lets you re-save a previously saved presentation with a different name, type, or location than before.

Print: Provides settings and options for printing a presentation in a variety of formats.

Share: Provides options for sending the presentation via email, inviting others to view it online, and publishing slides to a slide library.

Export: Offers a variety of options for saving a presentation in different formats, as well as creating a video, packaging a presentation for CD, creating handouts, and changing the file type.

Close: Closes the currently open presentation.

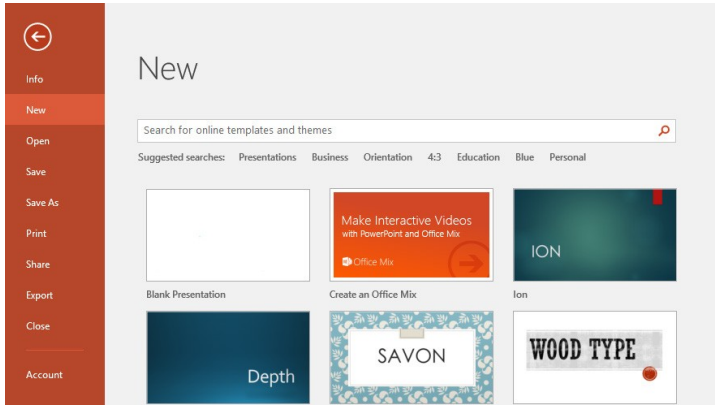
Account: Enables you to choose which account you are signed into Office with, manage connected services like Facebook and YouTube, and get activation information.

Options: Opens the PowerPoint Options dialog box, from which you can configure many aspects of program operation.

Feedback: Opens the Windows Feedback dialog box, which allows you to provide feedback to Microsoft and explore other users' feedback.

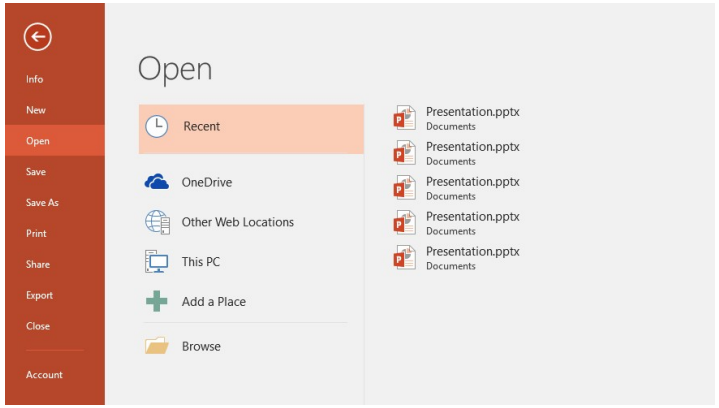
Create something

Begin with a **Blank Presentation** to get right to work. Or save yourself a bunch of time by selecting and then customizing a template that resembles what you need. Click **File** > **New**, and then select or search for the template you want.



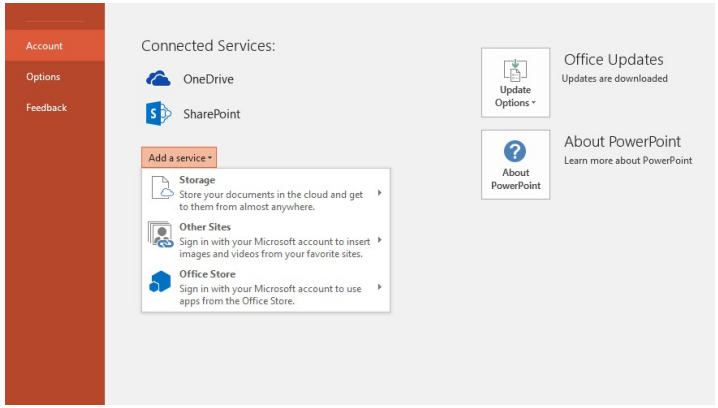
Find recent files

Whether you only work with files stored on your PC's local hard drive or you roam across various cloud services, clicking **File** > **Open** takes you to your recently used presentations and any files that you may have pinned to your list.



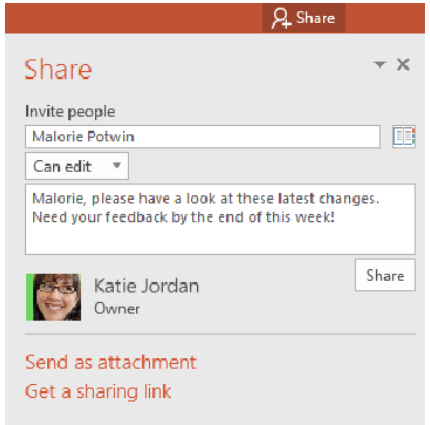
Stay connected

Need to work on the go and across different devices? Click **File** > **Account** to sign in and access your recently used files anywhere, on any device, through seamless integration between Office, OneDrive, OneDrive for Business, and SharePoint.



Share your work withothers

To invite others to view or edit your presentations in the cloud, click the **Share** button in the top right corner of the app window. In the **Share** pane that opens, you can get a sharing link or send invitations to the people you select.



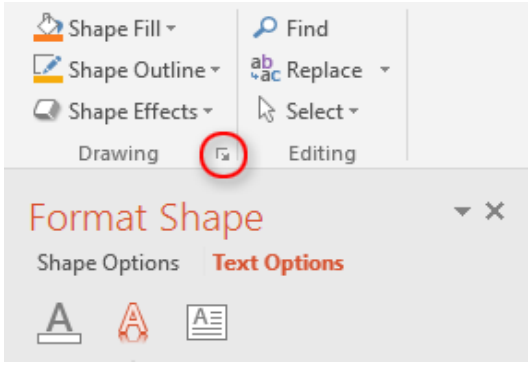
Get inspired while you work

Pressed for time or feeling uninspired? Let PowerPoint create great-looking slides for you based on the content you've added. Insert or paste an image on your current slide and then click your preferred layout in the **Design Ideas** task pane.

A brief introduction to the history of Wall Street

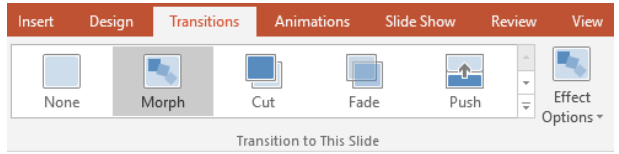
Format shapes with precision

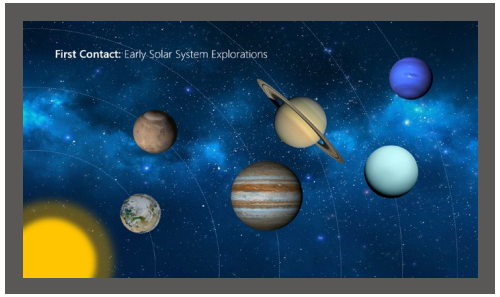
Precisely format a selected picture, shape, or object with the comprehensive tools available in the **Format Shape** task pane. To display it, click the **Home** tab, and then click the small arrow in the lower right corner of the **Drawing** ribbon group.



Morph images and objects

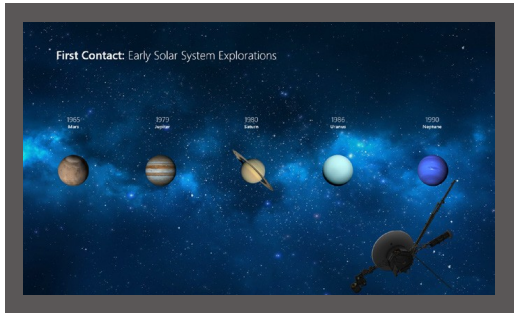
PowerPoint 2016 introduces **Morph**, a new cinematic effect that creates smooth, animated transitions by tracking and moving images and other objects across multiple slides in your presentation.





Create a new slide and then add any text and pictures or objects that you want. This first slide indicates the placement of objects at the beginning of the transition.

Next, right-click the slide thumbnail and click **Duplicate Slide**.



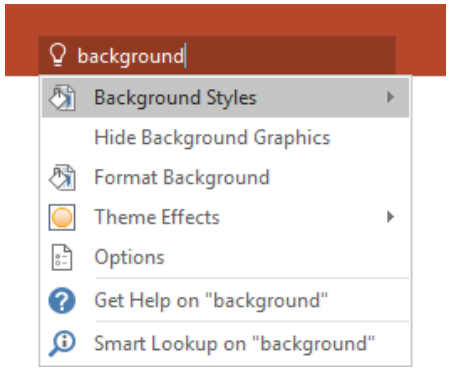
On the copied slide, move and resize any of the text, pictures, or objects as needed. For example, you can make an item stand out by increasing its size, or you can line things up and add descriptions. This second slide indicates the placement of objects at the end of the transition.

To apply the effect, select both slide thumbnails, click the **Transitions** ribbon tab, and then click **Morph**. PowerPoint tracks the objects found on both slides and then animates their size and position when the effect is viewed.

To preview the effect, click **Preview** on the **Transitions** ribbon tab. If you want to customize the effect, click the **Effect Options** button on the **Transitions** tab.

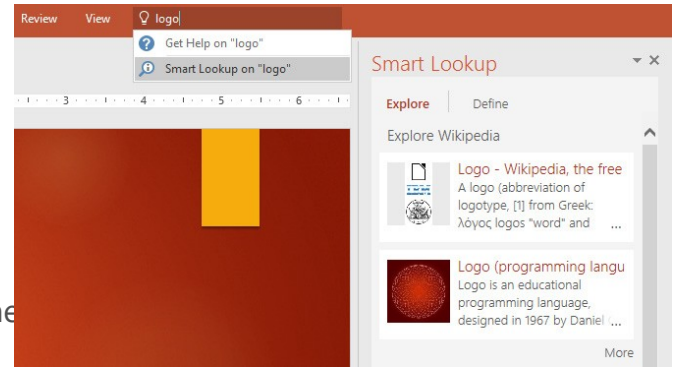
Find whatever you need

Type a keyword or phrase into the **Tell me what you want to do** search box on the ribbon to quickly find the PowerPoint features and commands you're looking for, to discover **Help** content, or to get more information online.



Look up relevant information

With **Smart Lookup**, PowerPoint searches the Internet for relevant information to define words, phrases, and concepts. Search results shown on the task pane can provide useful context for the ideas you're sharing in your presentations.



Get other Quick Start Guides

PowerPoint 365 is just one of the newly designed apps in Office 365. To download free Quick Start Guides for any of the other new versions of your favorite apps, visit **http://aka.ms/office-QS-Guides**

Next steps with PowerPoint

See what's new in Office 365

Explore the new and improved features in PowerPoint 2016 and the other apps in Office 365. Visit **http://aka.ms/office-365-whatsnew** for more information.

Get free training, tutorials, and videos for Office 365

Ready to dig deeper into the capabilities that PowerPoint 2016 has to offer? Visit **http://aka.ms/office-365-training** to explore our free training options.

Send us your feedback

Love PowerPoint 365? Got an idea for improvement to share with us? On the **File** menu, click **Feedback** and then follow the prompts to send your suggestions directly to the PowerPoint product team. Thank you!

My Experiences

Slide Presentation
Booklet
Brochure
Poster
Name Tag
Kiosk
Bunting
Programme Book
Flyer
Video

Lesson 1

What to do before designing your presentation?

A New Way to Think About Presentations

Say It Visually

For most people, using presentation software to create slide decks has become second nature: They simply choose a design template, insert text, create bullet points for each slide, add a few images here and there and voilà! You're done - right?

The most effective speakers have learned to wean themselves off bullet-ridden slides in favor of highly **visual presentations** that reinforce their words instead of repeating them.

This comes to no surprise since human beings are hardwired to process images quicker than textual information - as fast as **13 milliseconds**, according to one of the latest studies.

Sadly, however, most students, academics and busines people are taught to stick to the old way of creating presentations: full of text- heavy slides that make it harder - not easier - to understand and act upon your message.

Source:
https://news.mit.edu/2014/in-the-blink-of-an-eye-0116

Types of Learners in the General Population

are visual learners

are auditory learners

are experiential learners

What to do before designing your presentation
Module 1: The Ingredients of a Successful Presentation

- Whether you're dealing with a multimedia presentation, a Hollywood movie or a novel, one thing will always reign supreme: the power of **storytelling**.
- Therefore well-designed slides will always start with a **good story** and **good content** -not the other way around.
- The three essential ingredients to a successful presentations are:
  the content, the design and the delivery.

What to do before designing your presentation

Module 2: The 6 Things You Need to Do Before You Create Your Presentation

Brainstorm

Define Your Audience

Define Your Goal And Purpose

Define Your Setting

Define Your Story

Create An Outline

What to do before designing your presentation
Module 3: What Is Your Objective?

- We all learned in high school or college that a piece of communication can have one of four purposes: to **inform, entertain, inspire or persuade.**

- These same communicational objectives can be applied to presentation giving.

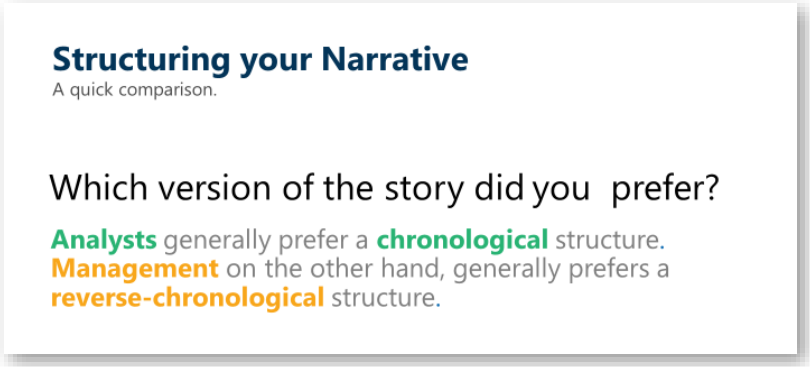
  For example, within a business setting, your goal may be to accomplish more than one of these objectives: to inform your audience and also inspire them to take action.

What to do before designing your presentation
Module 4: What Is Your Message?

- The best presentations are the product of careful planning and purposeful brainstorming.
- You can use diagrams such as **mind maps, Venn diagrams, tree diagrams, and spoke diagrams** to illustrate your initial ideas.
- You can also use abstract diagrams or visual analogies to determine a visual theme that will tie your presentation together.

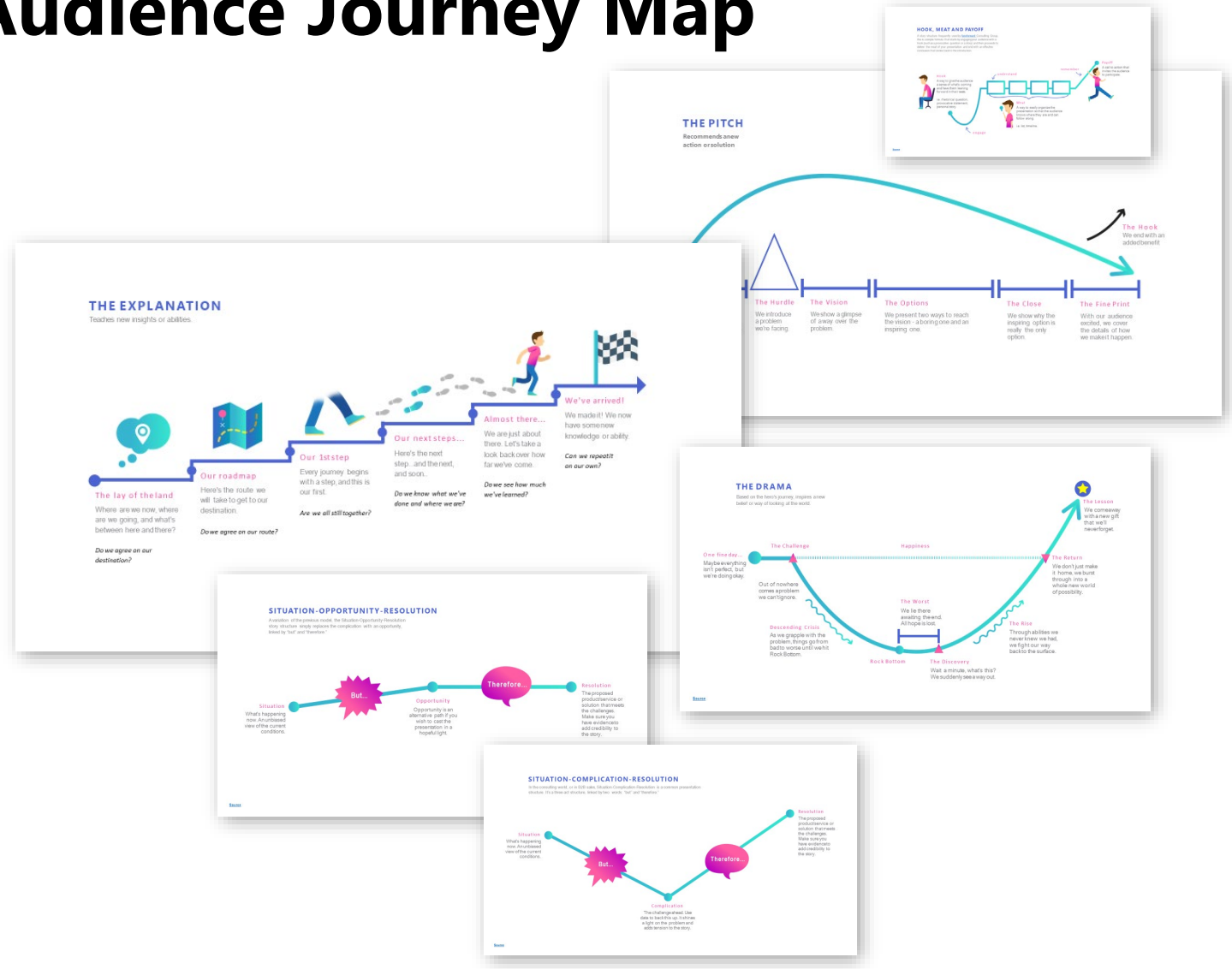
What to do before designing your presentation
Module 5: Create Audience Personas

- Who is your typical audience member?
- What pressing **problem** can you help them with? What **information** do they hope to attain from your talk? What do they hope to achieve with it?
- How do they want to **receive information**? Are they busy people who want a **general overview** in an **easy-to-process visual presentation**? Or are they more **interested in a detailed** report in document format as well?



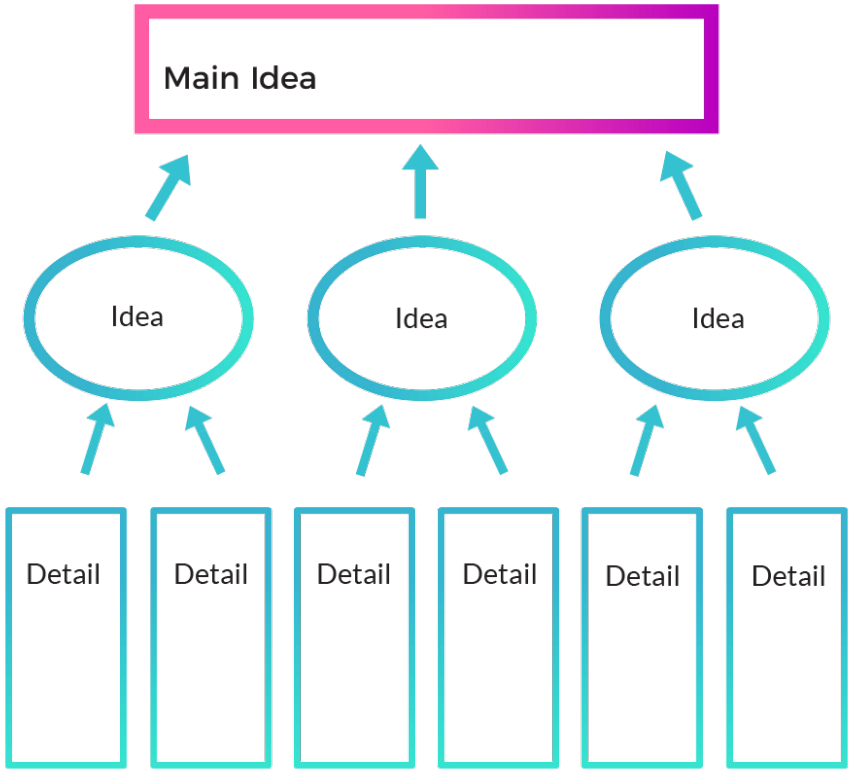
What to do before designing your presentation
Module 6: Create an Audience Journey Map

- Think of your presentation as a **journey** in which you will **take your audience from point A to point B**.
- To take your audience to that next level, it is first necessary to map out this figurative journey.
- Since presentations have a narrative structure - just like stories - start by creating an **audience journey map**, with key milestones along the way. Besides Duarte's sparkline, you can use any of these story structures:



What to do before designing your presentation
Module 7: The Big Idea

- Once you've mapped your audience's journey, make sure to not lose sight of the main focus of your presentation. Just like an academic paper needs a thesis statement, your presentation should have **one "big idea"** that can be summed up in a few sentences.
- To build an airtight case within your narrative, you will need to use corroborated **facts** and **figures** to back up your claims.
- You can start **outlining** your case by going back to your **one big idea** and then **identifying each of your main points,** followed by supporting details. To help you craft an airtight argument, you can use an idea map like this one.



Lesson 2

How to STORYBOARD Your Presentation

& craft a perfect story...

Digital Storytelling Process

Source https://edtechteacher.org/8-steps-to-great-digital-storytelling-from-samantha-on-edudemic/

Create a Storyboard

Since a successful presentation is built not just on **good content** but on an **effective design**, the next step is **to create a visual storyboard**, much like those used to outline the content in a video.

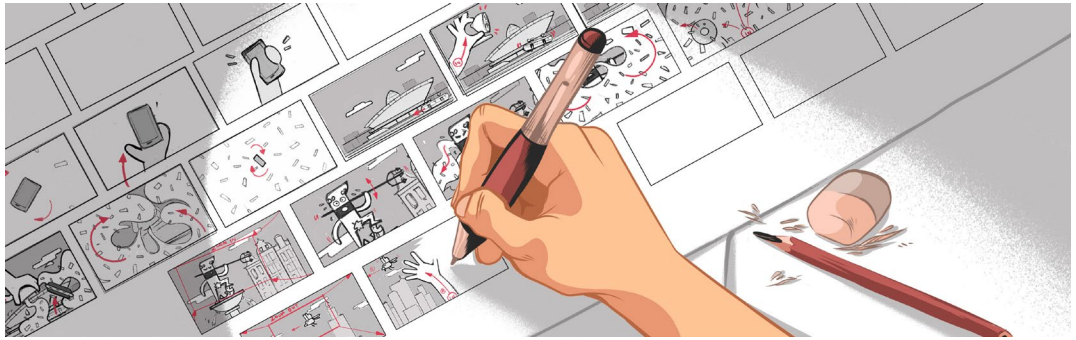
The overarching theme you decided on in the brainstorming process will be useful for visualizing your deck in this stage, which **should contain no more than one idea per slide**, as in this example.

> Your slides should be a billboard not a document!
>
> *Lee Jackson*

What is Storyboarding and Why Should You Do It?

Storyboard is a written and graphic representation of your story.

Typically involves a **series of sketches** to pre-visualize how your story will unfold. In one word, it's a blueprint.



This technique was developed by Walt Disney for his classic cartoon Mickey Mouse in the 1920s.

To sum up, the basic rule of Storyboarding is to-
Start on paper, not in PowerPoint!

Here's why storyboarding is essential to craft a successful pitch:

- Help to **visualize** the **structure** of your presentation- beginning, middle and end.
- It gives the **opportunity** and **space to think-out** your presentation, it's flow and content.
- It gives you **creative ideas**.
- Act as **sketchpad** to throw all the ideas and choose the best ones.
- Lets you **focus on the idea** and not the tool.
- **Save** a LOT of **time**.

What is Storyboarding and Why Should You Do It?

Step 1:

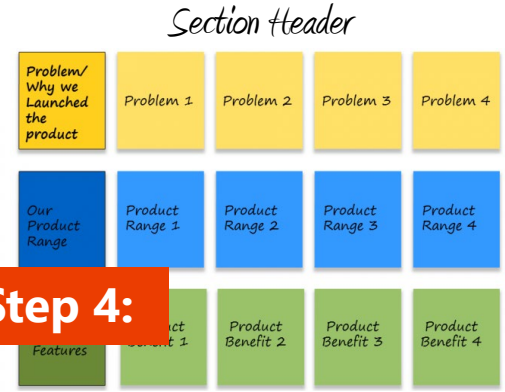
Answer The Question- Why Should The Audience Listen To You?

Step 2:

Prepare Rough Presentation Outline

Step 3:

Remove The Weak Parts

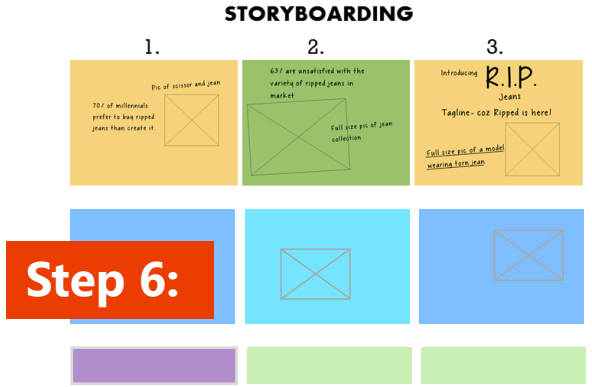


Step 4:

Add Section Headers

Step 5:

Prepare Your Final Presentation Outline



Step 6:

Storyboard The Presentation (Rough Sketches Of Slides)

Step 7:

Convert Sketches Into Polished Slides

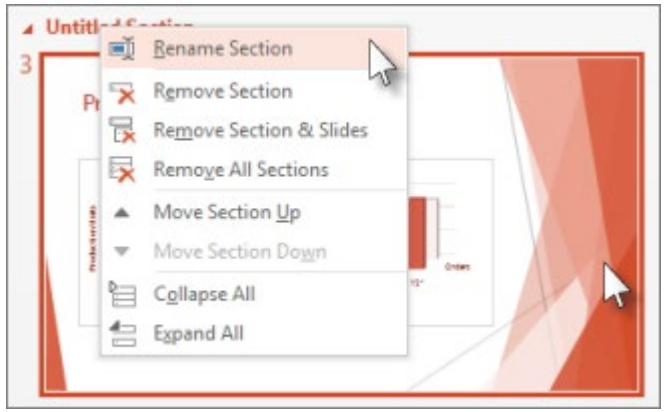
Organize your PowerPoint slides into sections

Add a section

Right-click between the two slides where you want to add a section, and then click **Add Section**, or press Ctrl + <.

Rename a section

1.To rename an existing section, right-click the **Untitled Section**, and click **Rename Section**.



2.Enter a meaningful name for the section, and then click **Rename**.

Move a section up or down

Right-click the section name that you want to move, and then click **Move Section Up** or **Move Section Down**.

View all sections

On the **View** tab, click **Slide Sorter**.
Tip: In **Slide Sorter** view, you'll see thumbnails of all the slides organized into sections.

Remove a section

Right-click the section name that you want to remove, and then click **Remove Section**.

Lesson 3

Typography

Art or Science

Typography is the art and technique of arranging type, type design, and modifying type glyphs.

Typography traces its origins to the first punches and dies used to make seals and currency in ancient times. The typographical principle, that is the creation of a complete text by reusing identical characters, was first realized in the Phaistos Disc, an enigmatic Minoan print item from Crete, Greece, which dates between 1850 and 1600 BC. It has been put forward that Roman lead pipe inscriptions were created by movable type printing,but this view has been recently dismissed by the German typographer Herbert Brekle.

Module

How to **Handle Text** Like a Designer
Quick Tips for **Pairing Fonts**
What Is **Leading**?
List Your **Favorite Fonts**
Pairing Fonts: Before and After Examples
How to **Use Images Like a Pro**
Types of Images: How to Choose the Right One
Use **Full-Screen** Images
Use **Partial-Bleed** Images
Use **High-Resolution** Images
Cropping Images
Use One Image per Slide
How to **Combine Text With Images**

Lesson 3: How to combine text and images like a pro.

Module 1

Handle Text Like a Designer

1 Point Size

Placing text on a slide may seem like a simple task, but it involves a number of important design choices that will affect the way your **viewers perceive and process your message.**

Make sure to use:

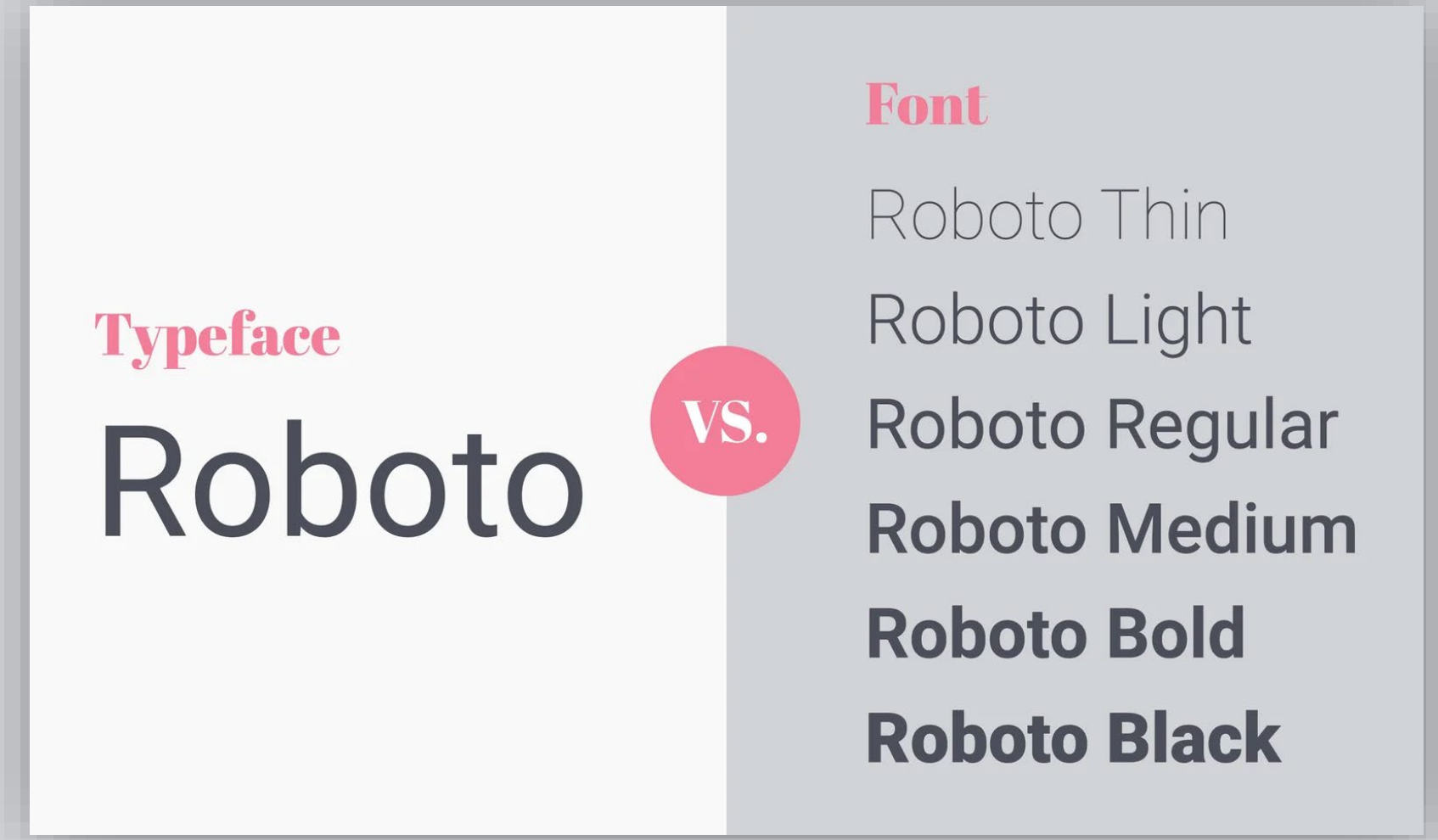
- **uppercase letters for short titles** and **not complete sentences**

- **text with a point size no smaller than 30.** ***Business guru Guy Kawasaki***

Module 1

The main difference between these two terms is that a **typeface (or type family)** is **the name of a specific collection** of related fonts. In comparison, **font refers to a particular weight, width, and style** within that typeface.

To put it in simple terms, each variation of a typeface is a font. For example, Helvetica would be the typeface chosen for a project, but the actual font in use might be Helvetica Regular 9 points.

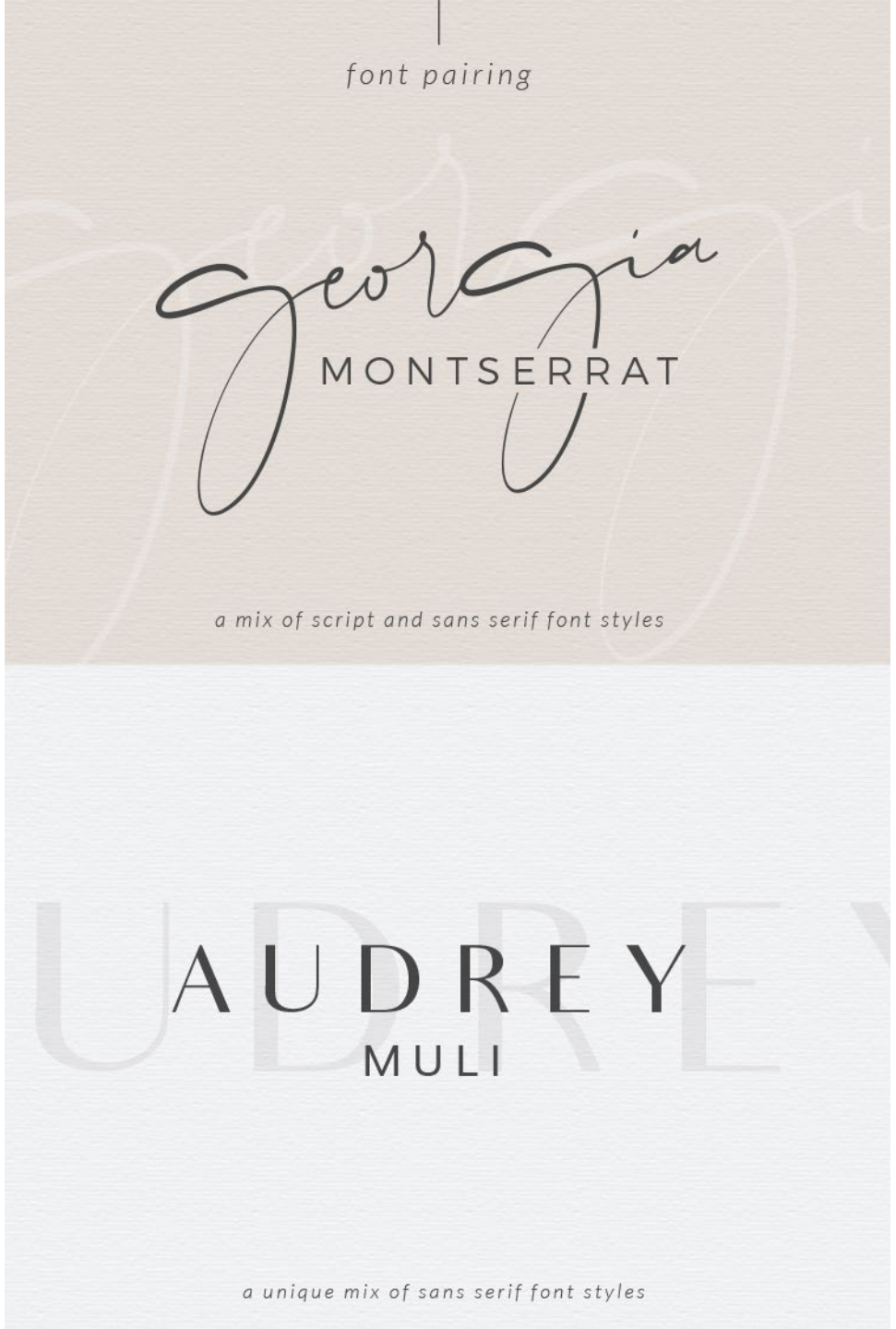


Module 2

Quick Tips for Pairing Fonts

1. **Types of Fonts**
2. **Contrast**
   - Size, Weight, Spacing, Style, Color
3. **Consistency**
   - Avoid multiple type of font
   - Don’t mix different moods
4. **Content**

https://www.macaronsandmimosas.com/font-pairing-%E2%80%A2-april/



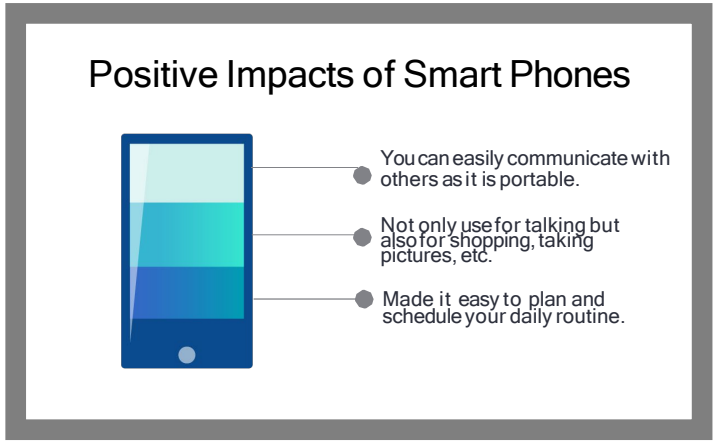
Module 3

2 LEADING

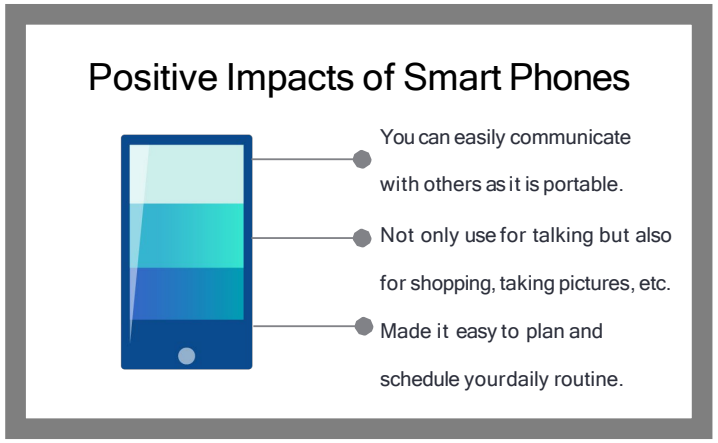
Common mistake - **too little** or **too much space between lines,** known as **leading**.

Most presentation tools allow you to adjust the leading so that your **text can breathe.**

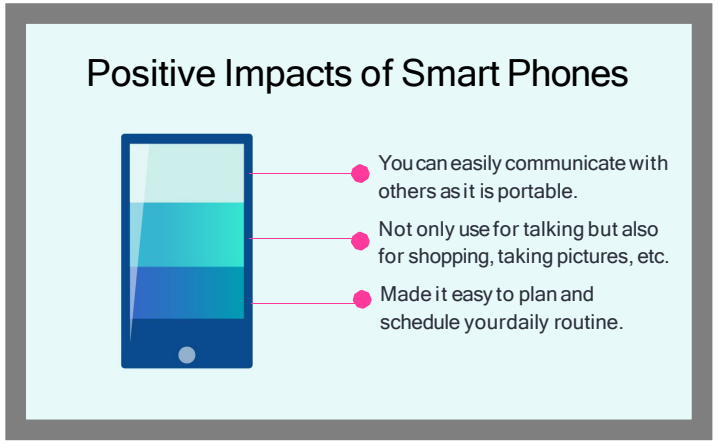
Default spacing between lines in presentation software is often too high, it's a good idea to **modify** it in **accordance with your chosen font**.



Too little leading



Too much leading



Just right

Module 3

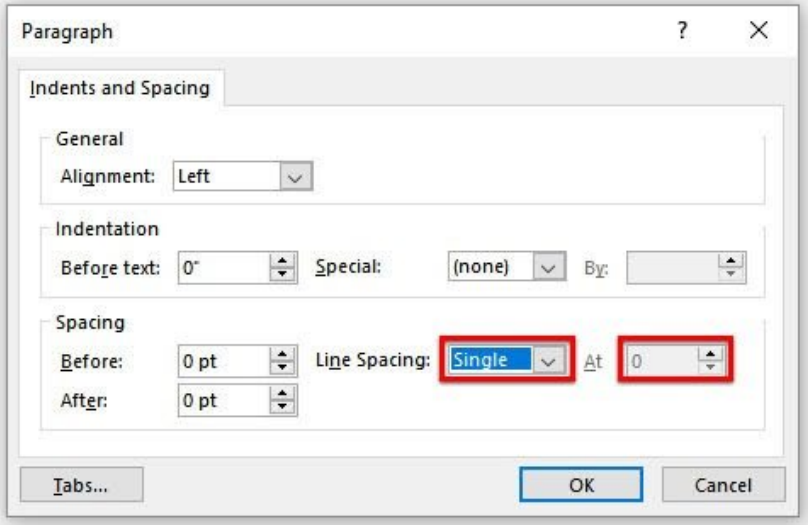
Single (1.0)

Line Spacing

Line Spacing.

To make the text on your slides easier to read, you might want to change the spacing between lines of text and between paragraphs in your PowerPoint presentation. You can also adjust the alignment and indentation of lines of text.

To make the text on your slides easier to read, you might want to change the spacing between lines of text and between paragraphs in your PowerPoint presentation. You can also adjust the alignment and indentation of lines of text.



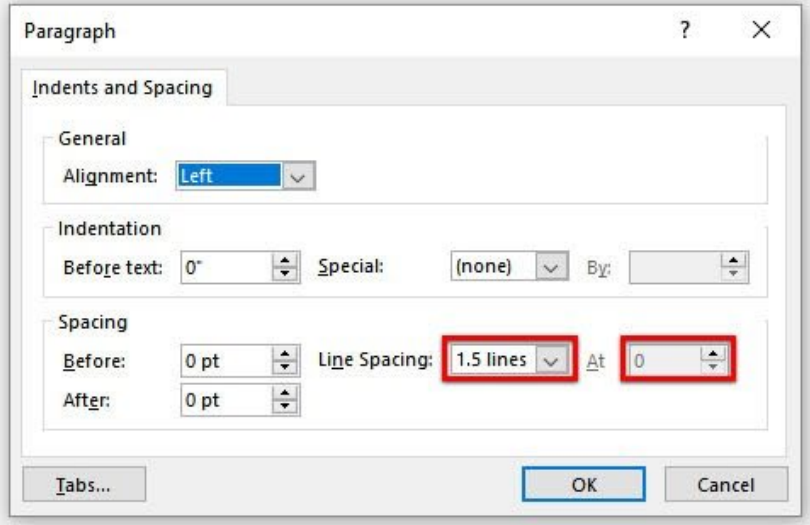
Module 3

1.5 Lines

Line Spacing

Line

Spacing.



To make the text on your slides easier to read, you might want to change the spacing between lines of text and between paragraphs in your PowerPoint presentation. You can also adjust the alignment and indentation of lines of text.

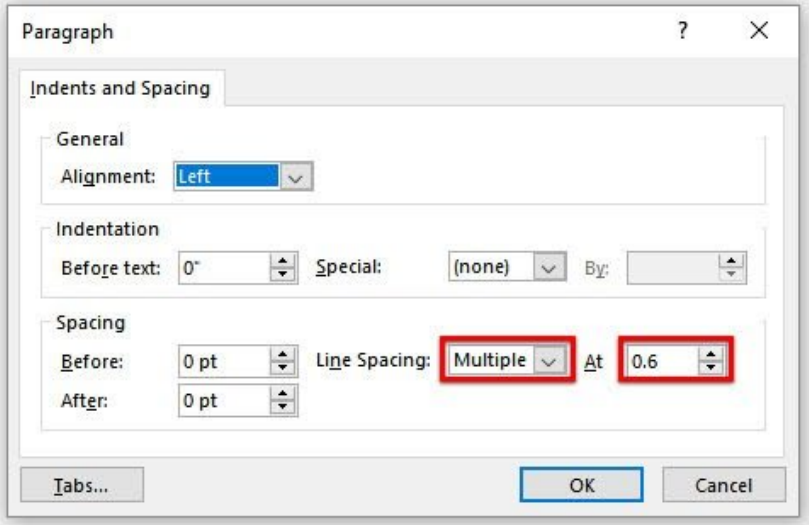
Module 3

Multiple (Custom)

Line Spacing

Line Spacing.

To make the text on your slides easier to read, you might want to change the spacing between lines of text and between paragraphs in your PowerPoint presentation. You can also adjust the alignment and indentation of lines of text.



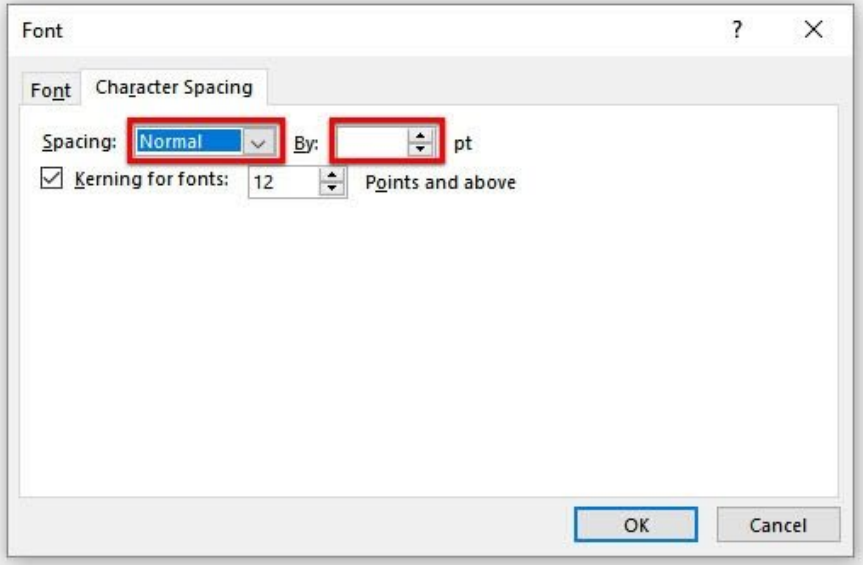
Module 3

Normal
Character Spacing

Character Spacing.

Selecting **Expanded** or **Condensed** alters the spacing between all selected letters by the same amount. Kerning alters the spacing between particular pairs of letters - in some cases reducing and in other cases expanding the space depending upon the letters.

Selecting Expanded or Condensed alters the spacing between all selected letters by the same amount. Kerning alters the spacing between particular pairs of letters - in some cases reducing and in other cases expanding the space depending upon the letters.



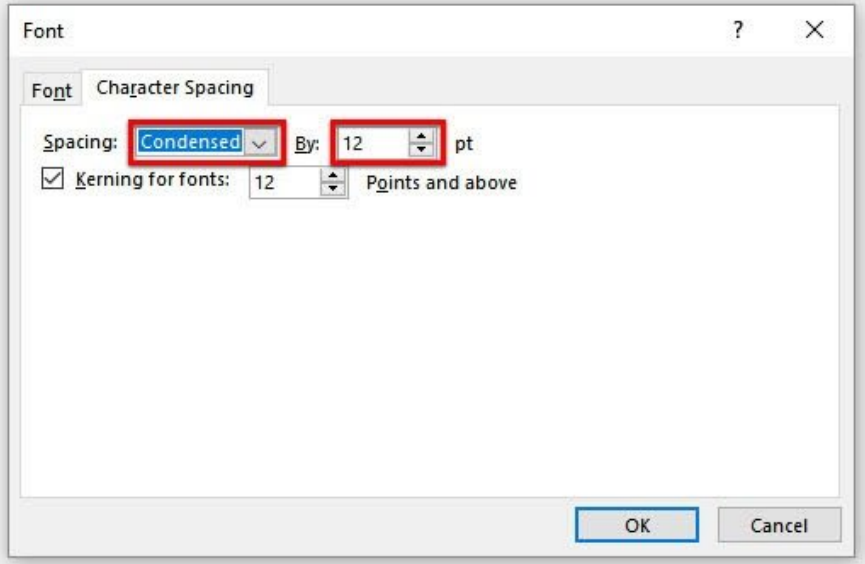
Module 3

Condensed

Character Spacing

Character Spacing.

Selecting **Expanded** or **Condensed** alters the spacing between all selected letters by the same amount. Kerning alters the spacing between particular pairs of letters - in some cases reducing and in other cases expanding the space depending upon the letters.



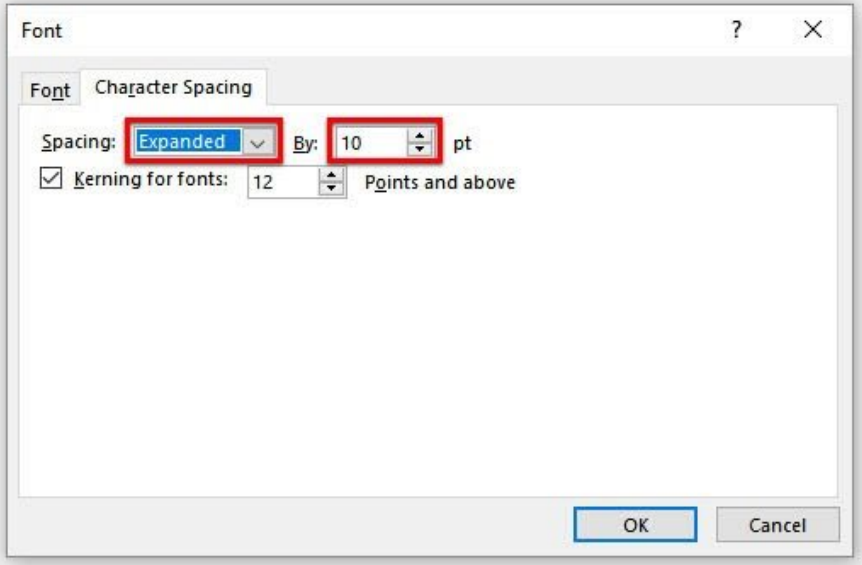
Module 3

Expanded

Character Spacing

Character Spacing.

Selecting **Expanded** or **Condensed** alters the spacing between all selected letters by the same amount. Kerning alters the spacing between particular pairs of letters - in some cases reducing and in other cases expanding the space depending upon the letters.



Design Thinking

Edward Tufte prefers Serif – what do you prefer

Sans-serif	Arial	Serif	Times New Roman
Caps lock	ARIAL		TIMES NEW ROMAN

Source: The Visual Display of Quantitative Information (pg. 187) – Edward Tufte

Module 4

3 LIST YOUR FAVORITE FONTS

With so many fonts out there, it can easily become a **time-consuming task to choose the best ones** for your slide deck.

Solution:
Create a list of your preferred fonts for use in any visual presentation.

Presentation guru **Garr Reynolds** lists some of his favorite fonts: **Caslon, Garamond, Baskerville, Helvetica, Futura, Bodoni, Frutiger, Rockwell** and **Franklin Gothic.**

Task:
You can create your own list by browsing through this selection of free web fonts, as we've done here.

https://www.typewolf.com/

Module 5

4 HOW TO PAIR FONTS

Use fonts from the same typeface.

One of the easiest ways to **avoid design blunders** is to **choose fonts from the same font family.**

For example, by pairing a bold font with a thinner variation from the same family, you'll achieve just the right amount of **contrast**.

Before

Business Outlook
Economic Boom

After

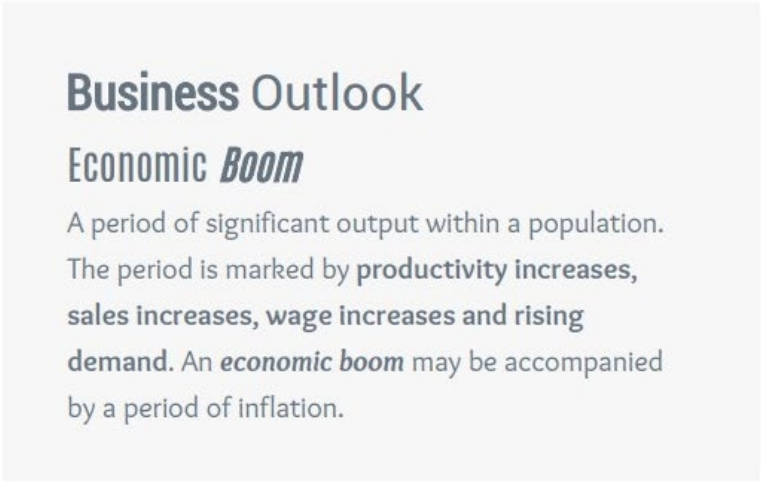
Business Outlook
Economic Boom

Module 5

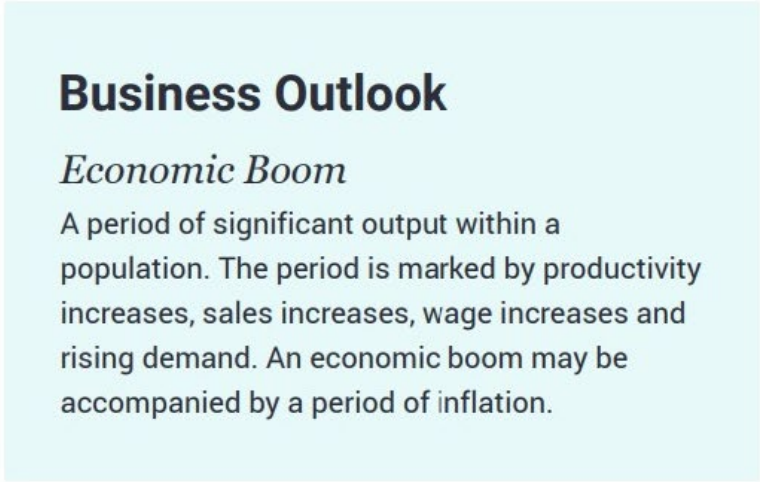
Stick to two - max three typefaces.

You might be looking too hard for just the right combination. Instead of overthinking it, just stick to **two or three combinations** and, above all, keep it simple.

Before



After



Module 5

Assign distinct roles to each font.

A good tip to remember is that **consistency** is crucial to a **professional-looking design**.

One way to do this is to **assign a role to each of the fonts used** throughout your presentation.

Before

After

Module 5

Choose fonts with the right personality.

Another key to pairing fonts is recognizing that each font has a **personality** and a **mood**.

Don't make the mistake of

- **pairing fonts** that simply **aren't meant to go together** or
- **don't match the visual theme** of your slide deck.

Before

Marketing Research

Consumer research

Information for marketing research is collected from direct observation of the consumers, mail surveys, telephone or face-to-face interviews, and from published sources.

After

MARKETING RESEARCH

Consumer Research

Information for marketing research is collected from direct observation of the consumers, mail surveys, telephone or face-to-face interviews, and from published sources.

Module 5

Avoid similar-looking fonts.

Fonts from the same family are meant to be used together, combining similar-looking fonts from different families can **fail to achieve the right kind of contrast**.

If you want to understand why, think of how you'd look if you wore a navy-blue blazer with royal blue pants - terrible combination!

Before

After

Module 5

Create the right amount of contrast.

A key characteristic of any good design is **contrast**.

- to use enough difference in **point size** between your titles, sub-headers and body text.
- to **vary the weight (or boldness) of the different fonts used.**
- to **combine a serif font with a sans serif** or a **distinct font with a more neutral one**.

Before

Marketing Research

Consumer research

Information for marketing research is collected from direct observation of the consumers, mail surveys, telephone or face-to-face interviews, and from published sources.

After

MARKETING RESEARCH

Consumer Research

Information for marketing research is collected from direct observation of the consumers, mail surveys, telephone or face-to-face interviews, and from published sources.

DO’S AND DON'TS OF TYPOGRAPHY

Helvetica Neue

AaBbCc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

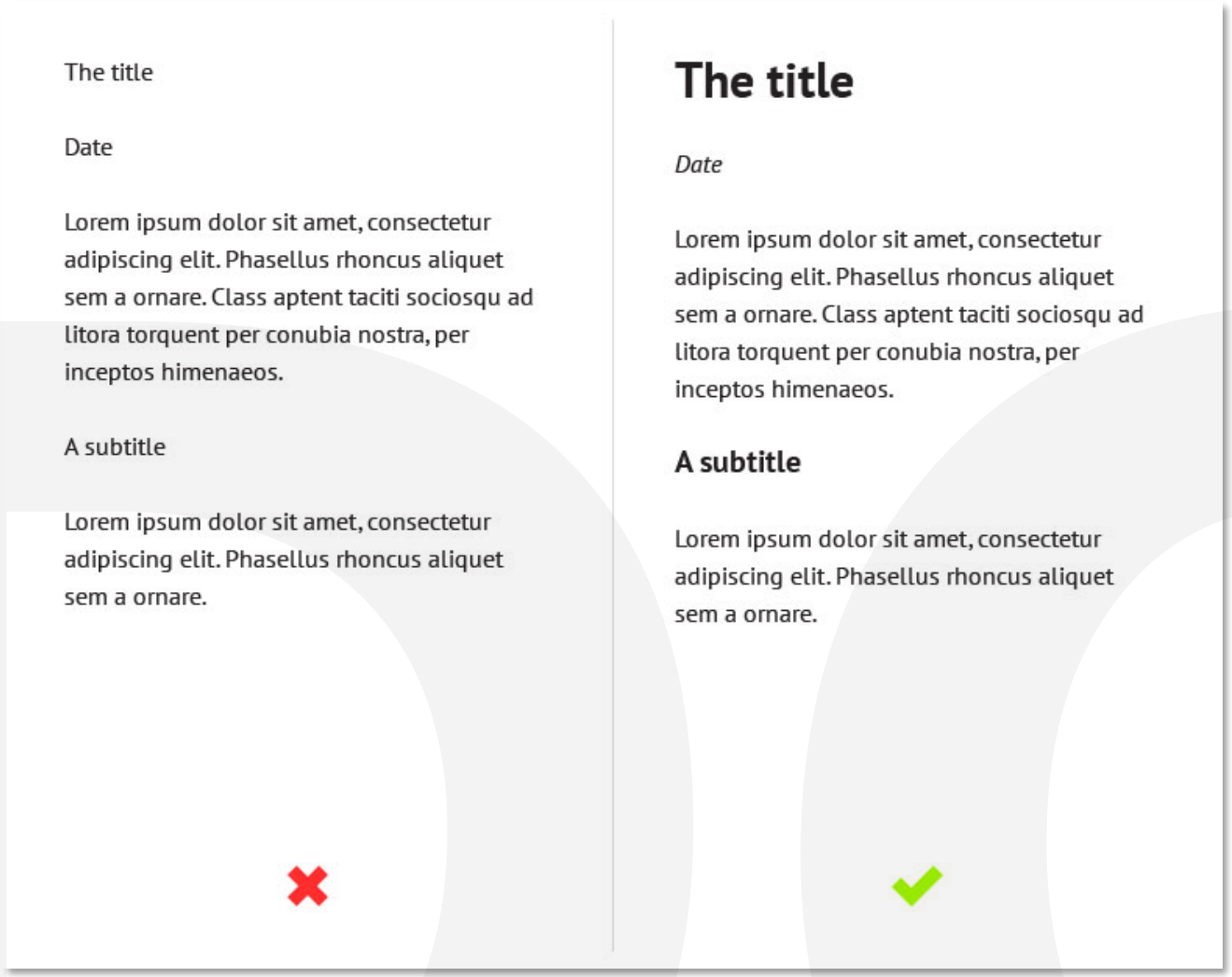
1234567890

Helvetica

DO establish a typographic hierarchy.

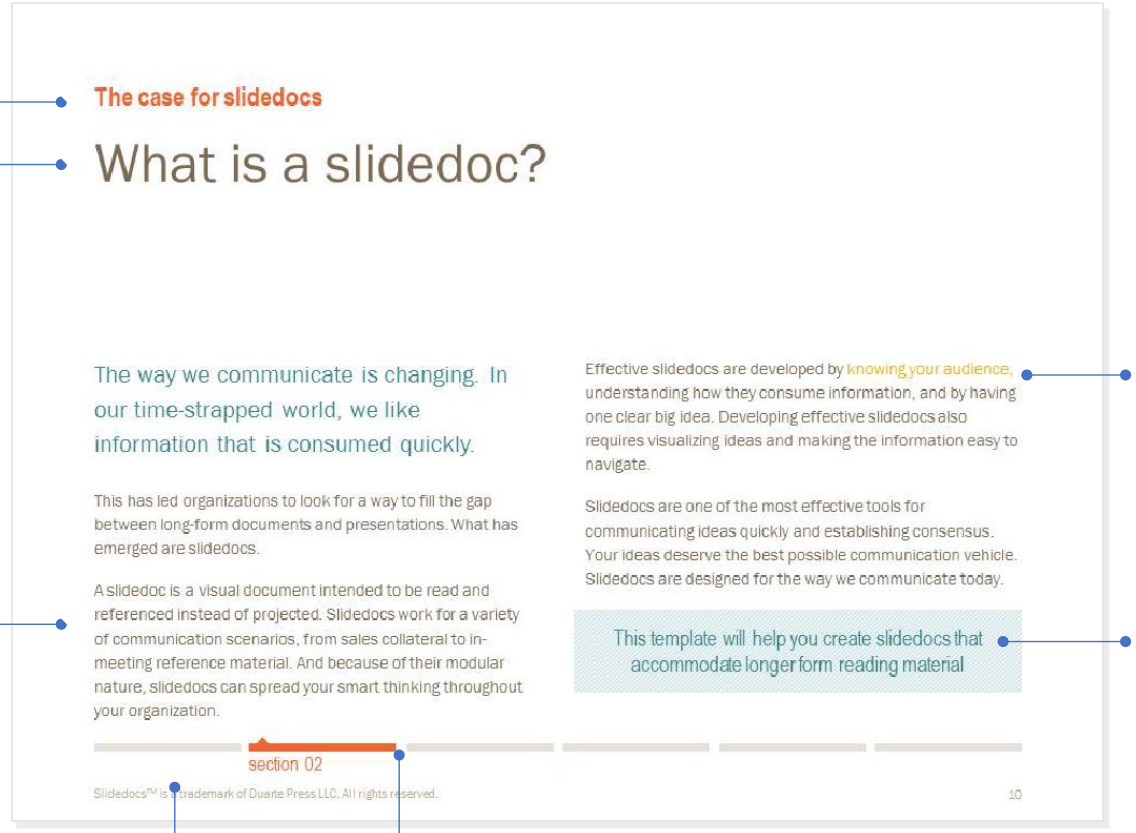
A typographic hierarchy can be established by using a variety of methods such as **size, weight, color, and contrast.**

Its purpose is to give **pages structure** and guide the user through the content. Without a clear hierarchy the text becomes much harder to scan and therefore generally harder to read.



Anatomy of Text Hierarchy

Adding order to chaos.



Subtitle supports the main title.

Title text is larger and the most dominant text on the page.

Web links can be color-coded, underlined, or both.

Body copy is a neutral color and smaller than headline copy, so headlines and subheads stand out.

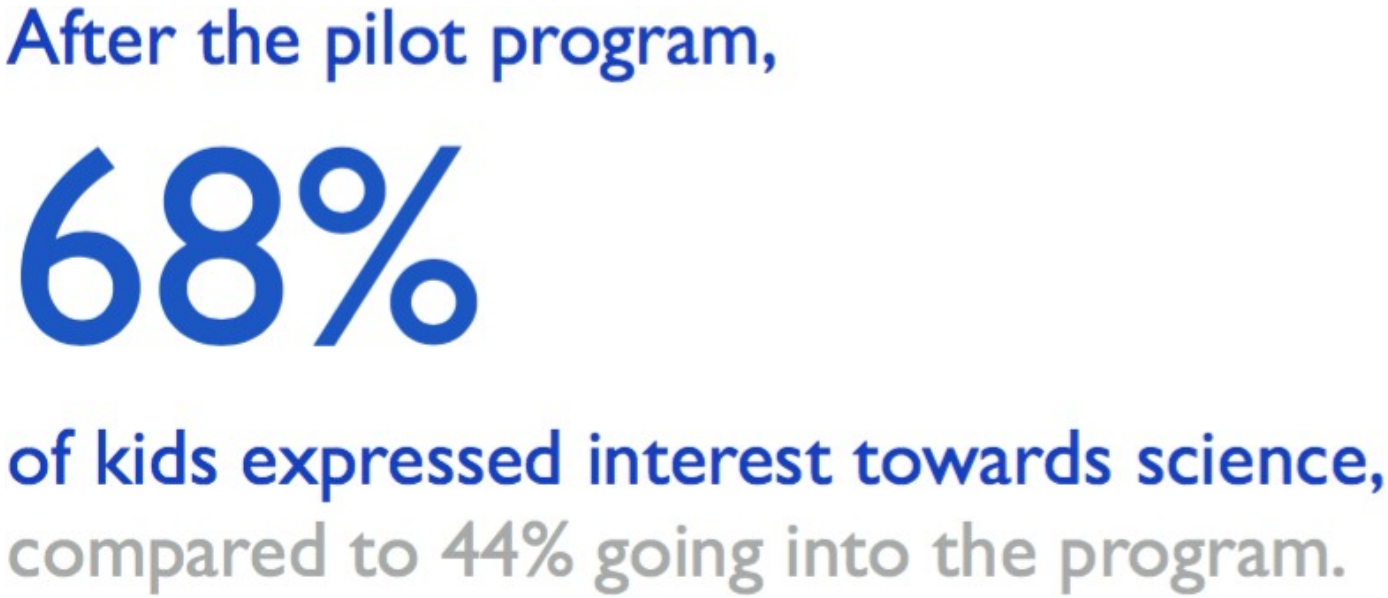
Colored box is great for emphasized text or pull quotes.

Footers are the least dominant element on the page.

Tabulated navigation helps identify where you are; colored text identifies the current page.

Source: Slidedocs – Nancy Duarte (2014)

Design Activity
Sample visual 5: *Impact Metric*

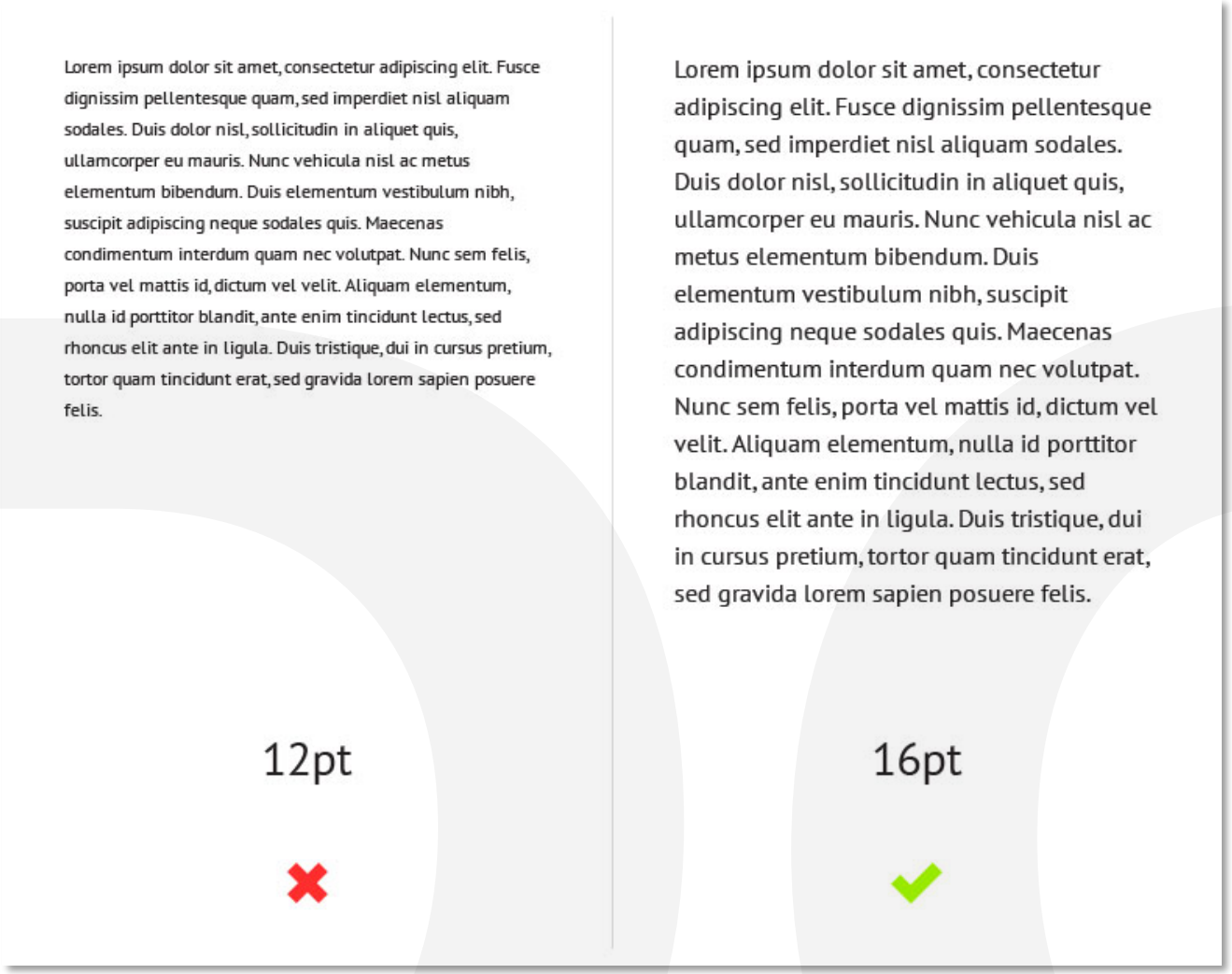


Source: Storytelling with Data – Cole Nussbaumer Knafflic

DON’T make the text too small.

Not everybody has 20-20 vision so it’s important to make sure that your body **text is big enough for people to read comfortably.**

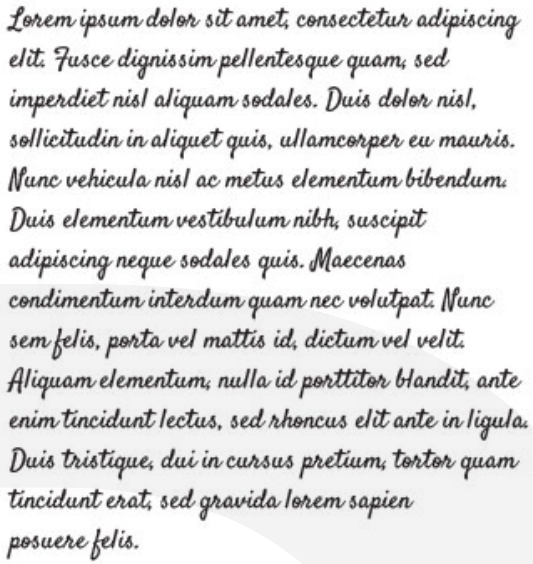
Personally I would recommend no smaller than a size of 18pt.



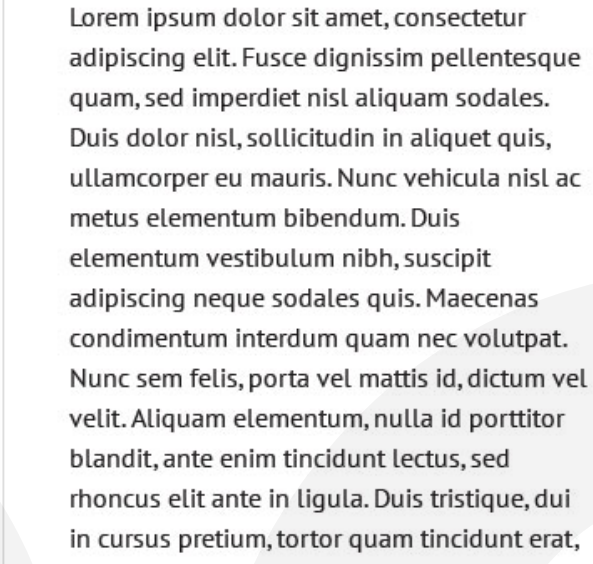
DO choose an appropriate font for the body text.

Another important factor when it comes to your body text is legibility. Although a typeface like Satisfy might suit a design with a hand-made aesthetic, using a typeface such as this for your body text will have a negative impact on your users.

This is because it's much **harder to read** than your average serif or sans-serif.



Satisfy

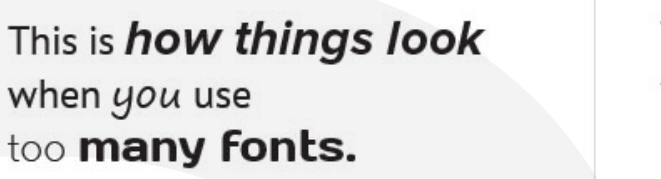


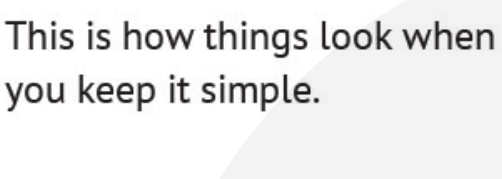
PT Sans

DON’T use too many different fonts on one page.

Services like Typekit and Google Fonts may give you access to thousands of fonts but it doesn’t mean that you have to use them all.

As you can see from the example, unless it’s done really well, using multiple fonts can be very distracting. **Recommend using not more than 3.**





DO give your text room to breathe

A lack of white space between each line can **affect readability** because it makes it **difficult for the eye to track from one line to the next.**

However, this problem can easily be solved by **increasing your line-heights**, but be careful not to overdo it, too much space can also affect readability in a negative way.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dignissim pellentesque quam, sed imperdiet nisl aliquam sodales. Duis dolor nisl, sollicitudin in aliquet quis, ullamcorper eu mauris. Nunc vehicula nisl ac metus elementum bibendum. Duis elementum vestibulum nibh, suscipit adipiscing neque sodales quis. Maecenas condimentum interdum quam nec volutpat. Nunc sem felis, porta vel mattis id, dictum vel velit. Aliquam elementum, nulla id porttitor blandit, ante enim tincidunt lectus, sed rhoncus elit ante in ligula. Duis tristique, dui in cursus pretium, tortor quam tincidunt erat, sed gravida lorem sapien posuere felis.

Line-height: 20pt

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Line-height: 24pt

DON’T make continuous use of all caps

People aren’t used to reading large chunks of text set in all caps and because of this **it’s actually harder for people to read.**

Due to this it’s important to think about how and when you’re going to use all caps and to make sure that you use it in moderation.

KNIGHT RIDER, A SHADOWY FLIGHT INTO THE DANGEROUS WORLD OF A MAN WHO DOES NOT EXIST. MICHAEL KNIGHT, A YOUNG LONER ON A CRUSADE TO CHAMPION THE CAUSE OF THE INNOCENT, THE HELPLESS IN A WORLD OF CRIMINALS WHO OPERATE ABOVE THE LAW.

All caps

Knight Rider, a shadowy flight into the dangerous world of a man who does not exist. Michael Knight, a young loner on a crusade to champion the cause of the innocent, the helpless in a world of criminals who operate above the law.

Upper and lowercase

DO try and limit paragraphs to 40-60 characters per line

If a line is too long the reader gradually begins to **lose focus** and can often **have trouble reading from one line to the next.**

If a line is too short it causes the reader's **eye to travel back too often,** which **disrupts their rhythm**.

This is why the optimal line length for body text is said to be around **40-60 characters per line.**

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.

I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now. When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees.

110-120

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.

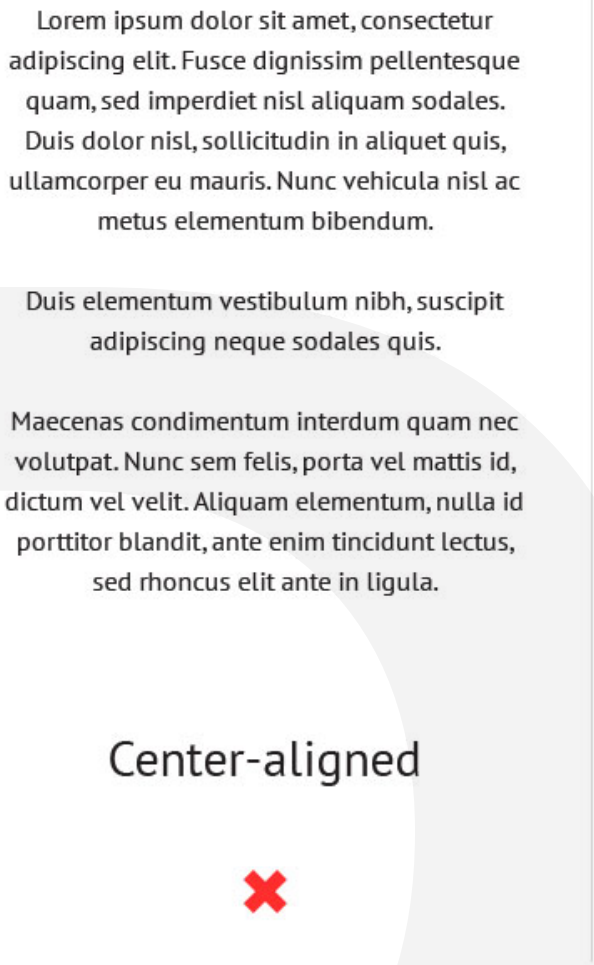
40-60

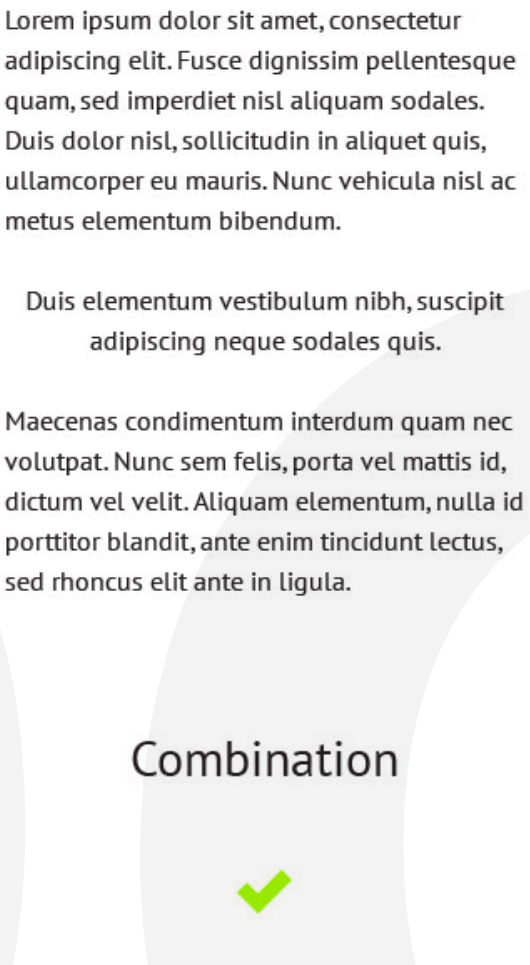
DON’T use large amounts of centered text.

Centered text is **difficult to read** because the edges of the text block are uneven which makes it harder to scan because each line has a different starting point.

Centered text blocks are also **difficult to align to other objects** on the page and are often considered to look quite amateurish.

This is why, like all caps, **it’s best to use centered text in moderation**, opting for left aligned text as standard instead.





DO make sure there is enough contrast between your text and the background.

Contrast is another aspect of typography that can **affect readability**. If there's not enough contrast between the text and the background, the content can become illegible.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dignissim pellentesque quam, sed imperdiet nisl aliquam sodales. Duis dolor nisl, sollicitudin in aliquet quis, ullamcorper eu mauris. Nunc vehicula nisl ac metus elementum bibendum. Duis elementum vestibulum nibh, suscipit adipiscing neque sodales quis. Maecenas condimentum interdum quam nec volutpat. Nunc sem felis, porta vel mattis id, dictum vel velit. Aliquam elementum, nulla id porttitor blandit, ante enim tincidunt lectus, sed rhoncus elit ante in ligula.

Low contrast

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dignissim pellentesque quam, sed imperdiet nisl aliquam sodales. Duis dolor nisl, sollicitudin in aliquet quis, ullamcorper eu mauris. Nunc vehicula nisl ac metus elementum bibendum. Duis elementum vestibulum nibh, suscipit adipiscing neque sodales quis. Maecenas condimentum interdum quam nec volutpat. Nunc sem felis, porta vel mattis id, dictum vel velit. Aliquam elementum, nulla id porttitor blandit, ante enim tincidunt lectus, sed rhoncus elit ante in ligula.

High Contrast

Lesson 4

How to Use Images Like a Pro

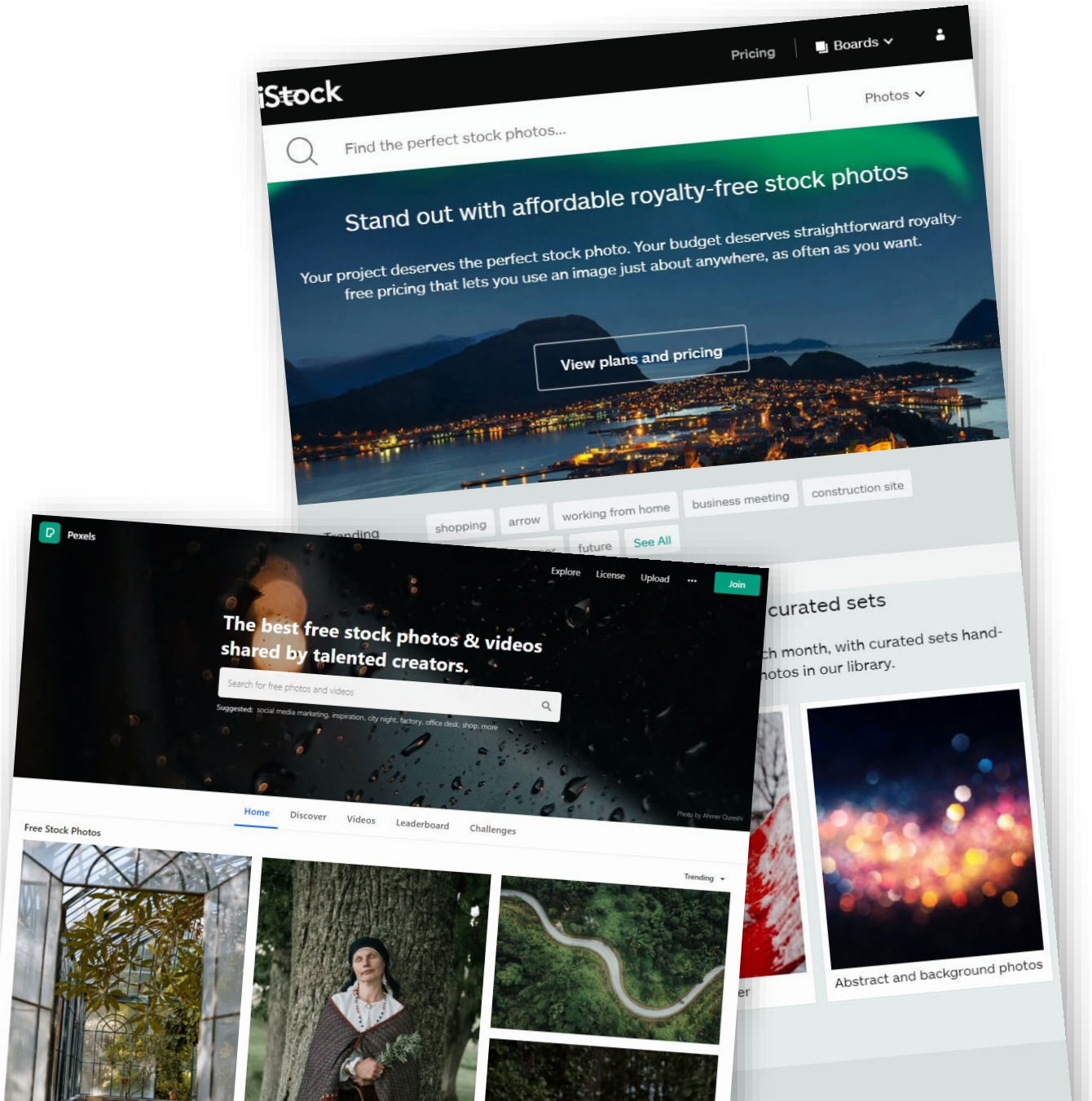
Module 6

How to Use Images Like a Pro

1 AVOID STOCK PHOTOS

If you want to stand out from run-of-the-mill presentations, make sure to avoid stock photos as much as possible. Or, at the very least, **avoid cheap-looking**, **overused stock images of hands shaking** in front of a globe or **happy co-workers with perfect smiles**.

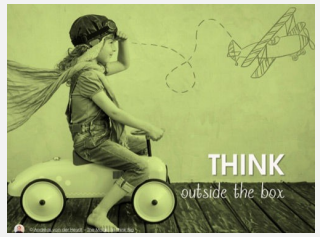
Choose "**natural**" above all else. This means **natural lighting**, **natural poses**, **natural settings**, and even people or things that will be natural for your specific audience.

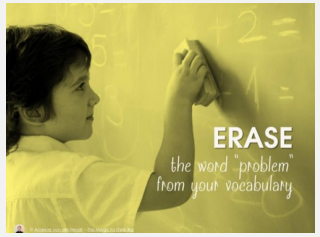


Module 7

2 TYPES OF IMAGES

There are several types of images to choose from for your visual slide deck.





Source: https://bit.ly/3ft3ZSh

Thematic images

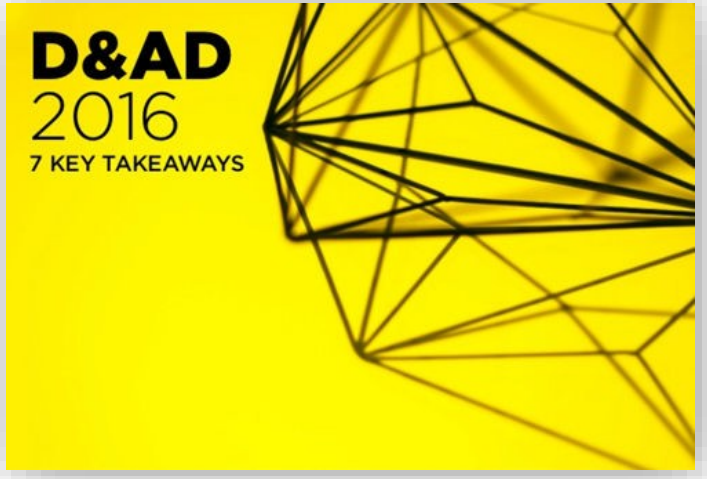
Depending on the visual theme you chose for your presentation, select **appropriate images to illustrate this concept**.

Source: https://bit.ly/3pKRrKp

Module 7

Abstract images

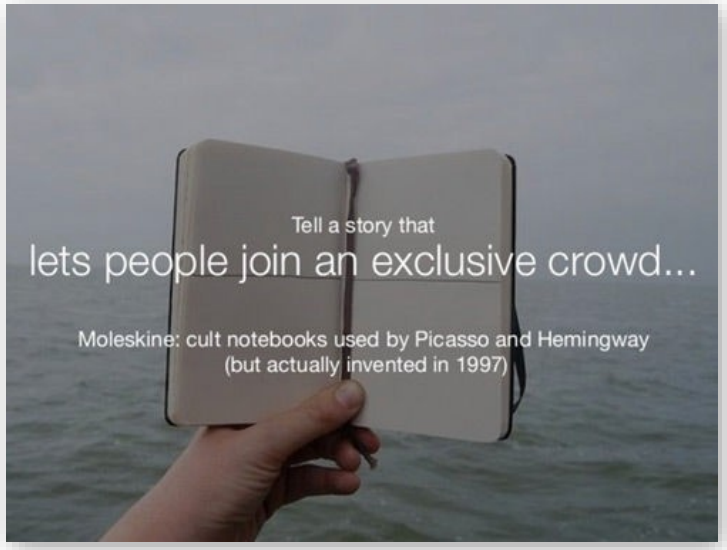
Although you want to avoid the typical PowerPoint templates with gradient backgrounds and abstract curves, there are certain **abstract background images that evoke just the right mood or feel.**

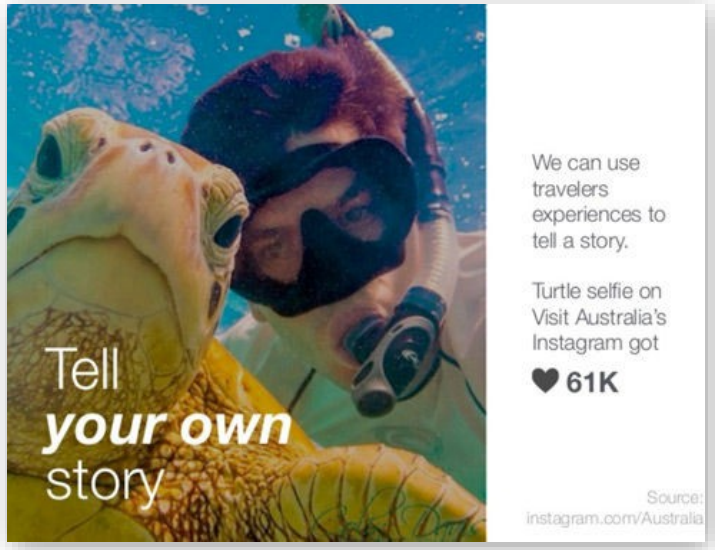


Module 7

Real-life images

If you're going to refer to **real-life examples** in your presentation, you can also use your smartphone or camera to **take your own images.**



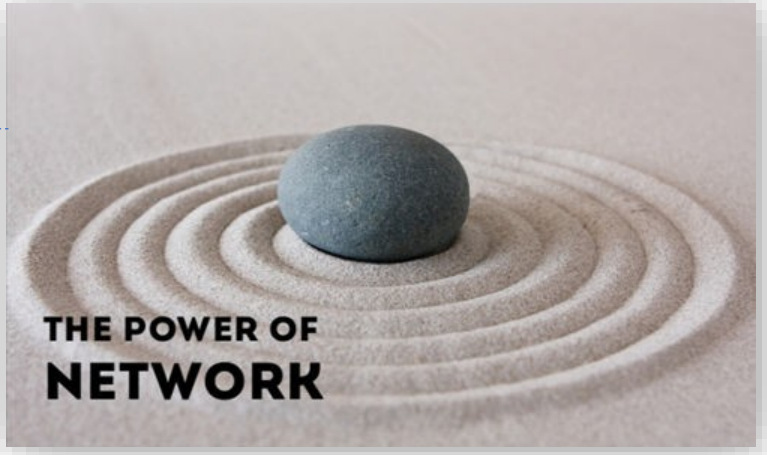


Module 7

Illustrating concepts

You can also illustrate a concept by **choosing just the right image.**

For example, if you're discussing **diversity** in the workplace, you can **use images that exemplify the concept** without using stock images of humans. Also, you can use **contrasting images** to make the concept even clearer.



Module 7

Humorous images

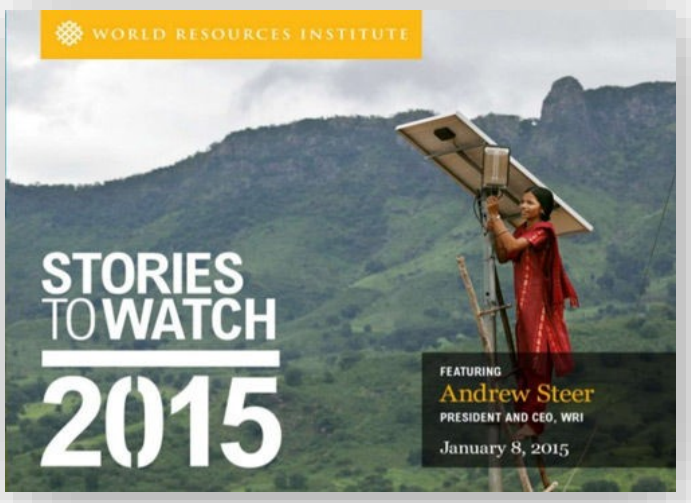
Renowned public speaker **Seth Godin** uses humorous images to engage his audience. For example, he used this image of bats turned upside down to make the point that a problem can look very different from an alternative perspective. A simple change in angle makes the bats look like they're having a good time at a party.

Module 7

Evocative images

Powerful imagery that evokes strong **emotions** is also useful for weaving a captivating visual story.

Tips: Just be careful not to overdo it.

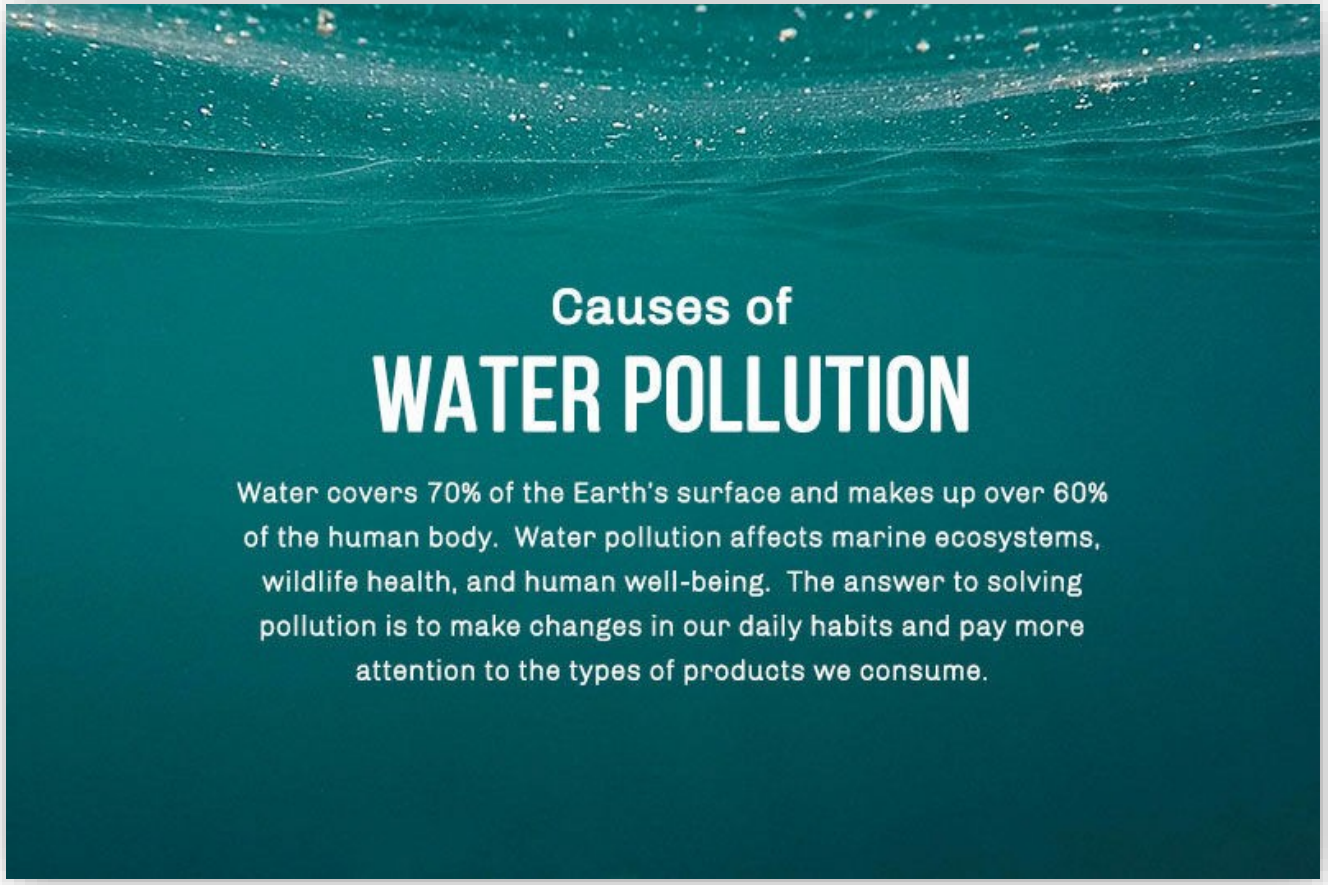


Module 8

3 FULL-SCREEN IMAGES

Many amateur presentation designers make the mistake of **using small images** in their slide decks. Instead, why not use full-bleed images that act as slide backgrounds?

Look at how this image background is much more impactful than its smaller counterpart.

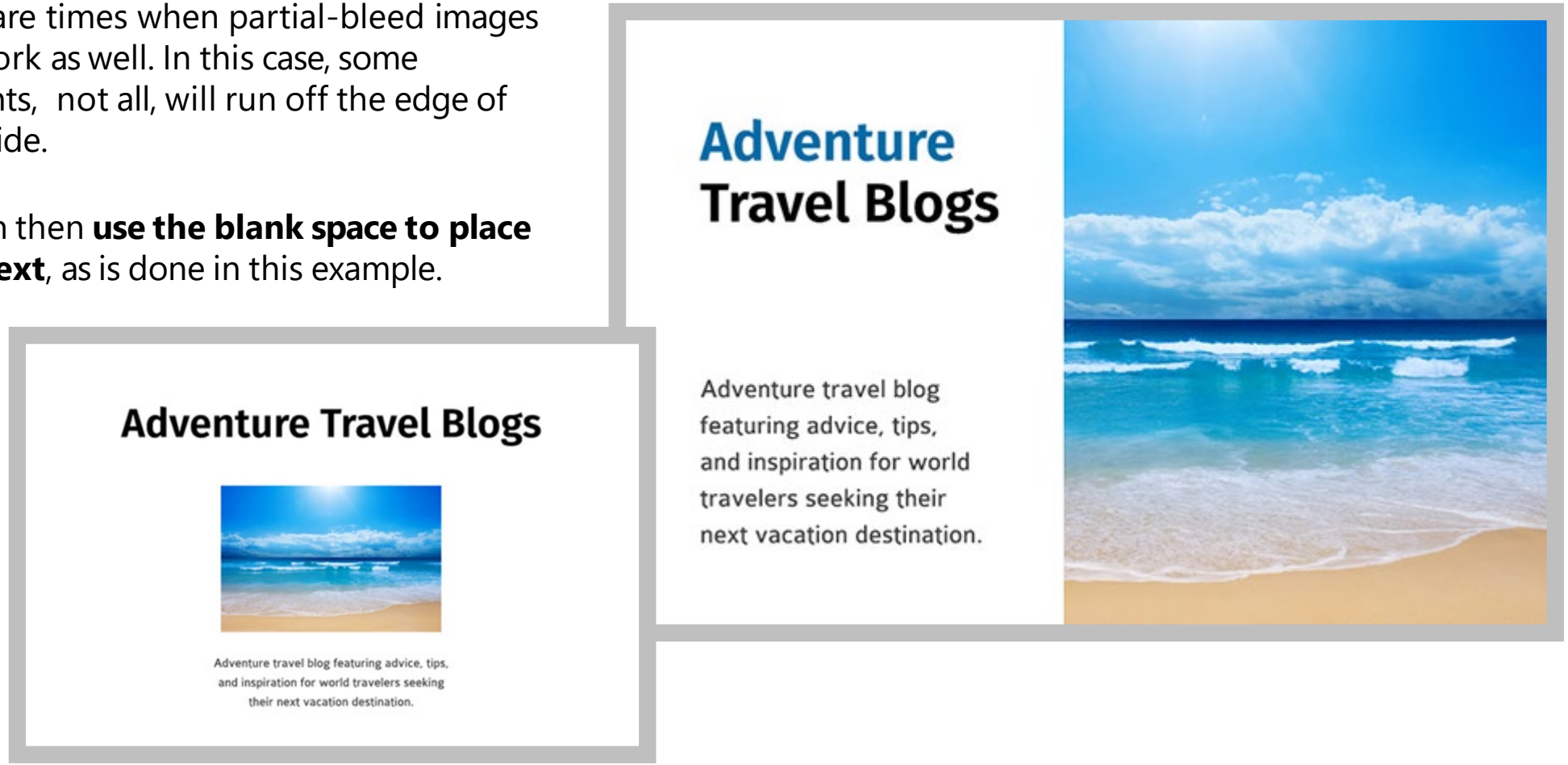


Module 9

4 PARTIAL-BLEED IMAGES

There are times when partial-bleed images may work as well. In this case, some elements, not all, will run off the edge of your slide.

You can then **use the blank space to place your text**, as is done in this example.

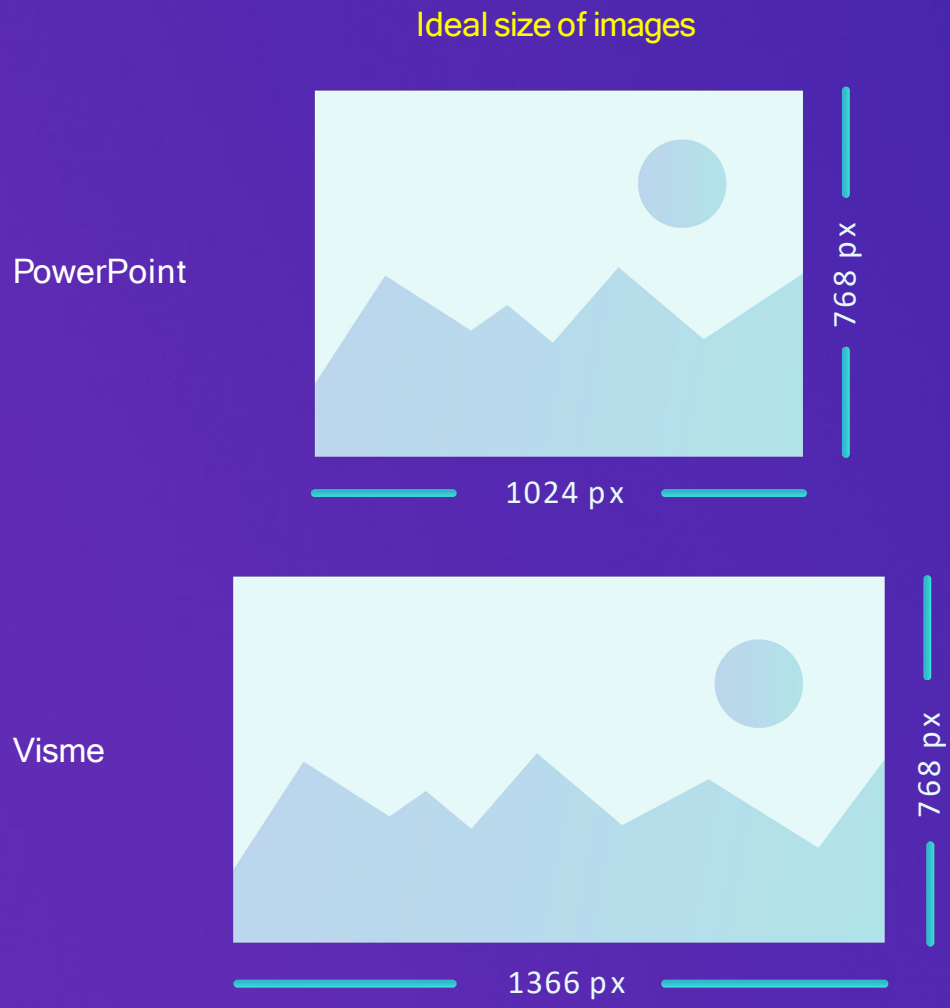


Module 10

5 USE HIGH-RESOLUTION IMAGES

You can create image-based backgrounds by using **high-resolution images** that are larger than your slides. This way, you can extend them a bit beyond the edges of your presentation slides.

For example, if you're using PowerPoint, you'll need to find **images larger than 1024 x 768 pixels**. But if you're using newer presentation tools with a more expansive, cinematic feel like Visme, then you should search for images larger than 1366 x 768 pixels.



Module 10

Don’t distort images

Make sure to never distort your images by **stretching them without locking the aspect ratio**, which keeps the ratio of the length to the width constant.

DON'T

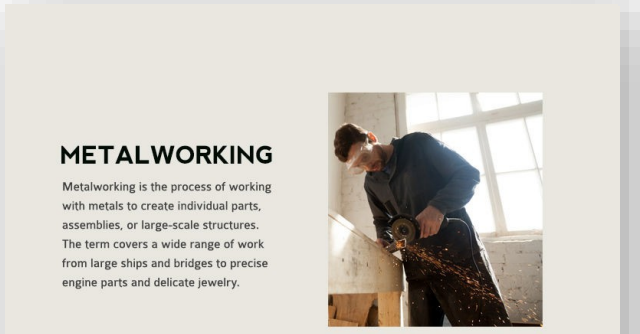
DO

Module 11

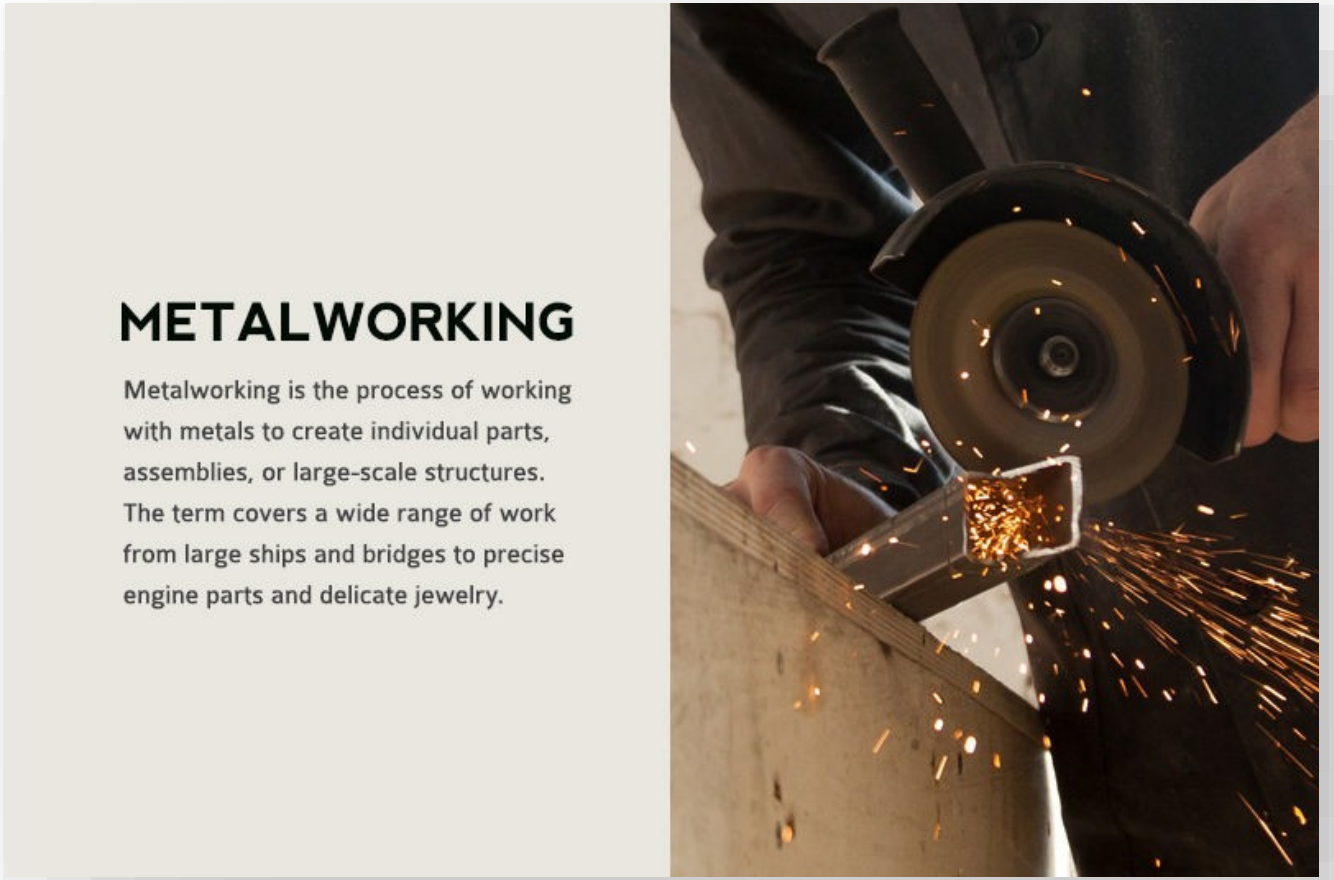
6 CROPPING IMAGES

Another important technique for creating impactful visual slides is **cropping**. There are times when a mediocre image can be vastly improved by cropping it so that your subject of interest comes into focus.

DON'T



DO



Module 11

Cropping may also help your image combine more **harmoniously** with the rest of elements on your slide, as is done in this example.

If you do decide to crop your image, make sure it's large enough so that it can still be used without having to stretch it, which would result in a pixelated image.

DON'T

DO

Module 12

Use one image per slide.

Also, avoid using several images on a single slide, unless you're creating a collage. In this case, don't make the mistake of placing several tiny images on a slide; instead, frame them nicely and use partial-bleed images, as seen in this example.

DON'T

DO

Module 13

7 HOW TO COMBINE TEXT WITH IMAGES

Combining text with images is as much an art as it is a science. But there are certain rules you can apply to help you create **effective visual slides**, even if you don't consider yourself the artistic type.

For starters, look for images with one or more of the following characteristics, which allow you to neatly overlay text without compromising readability:

- **Images with lots of empty space**
  or uncluttered portions. Landscape images work particularly well for this purpose.

Module 13

- **Images with blurred sections**

  where you can place text. This will also help your text "pop" as it clearly delineates the foreground from the background of your slide.

Module 13

- **Images with elements**

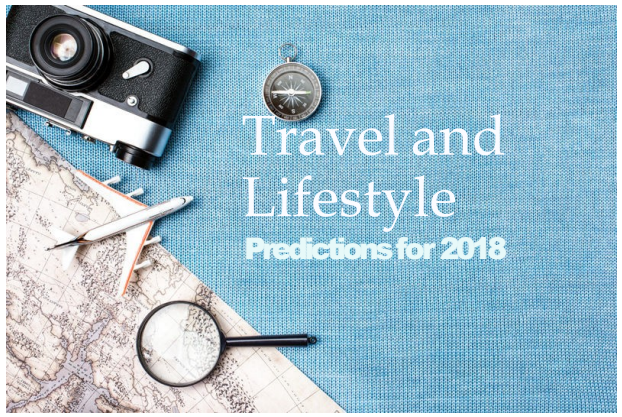
  Direct the viewer's gaze toward the section where you will place your text. For example, an image with a person looking in the direction of your text will conveniently draw viewers' eyes to your message.

Module 13

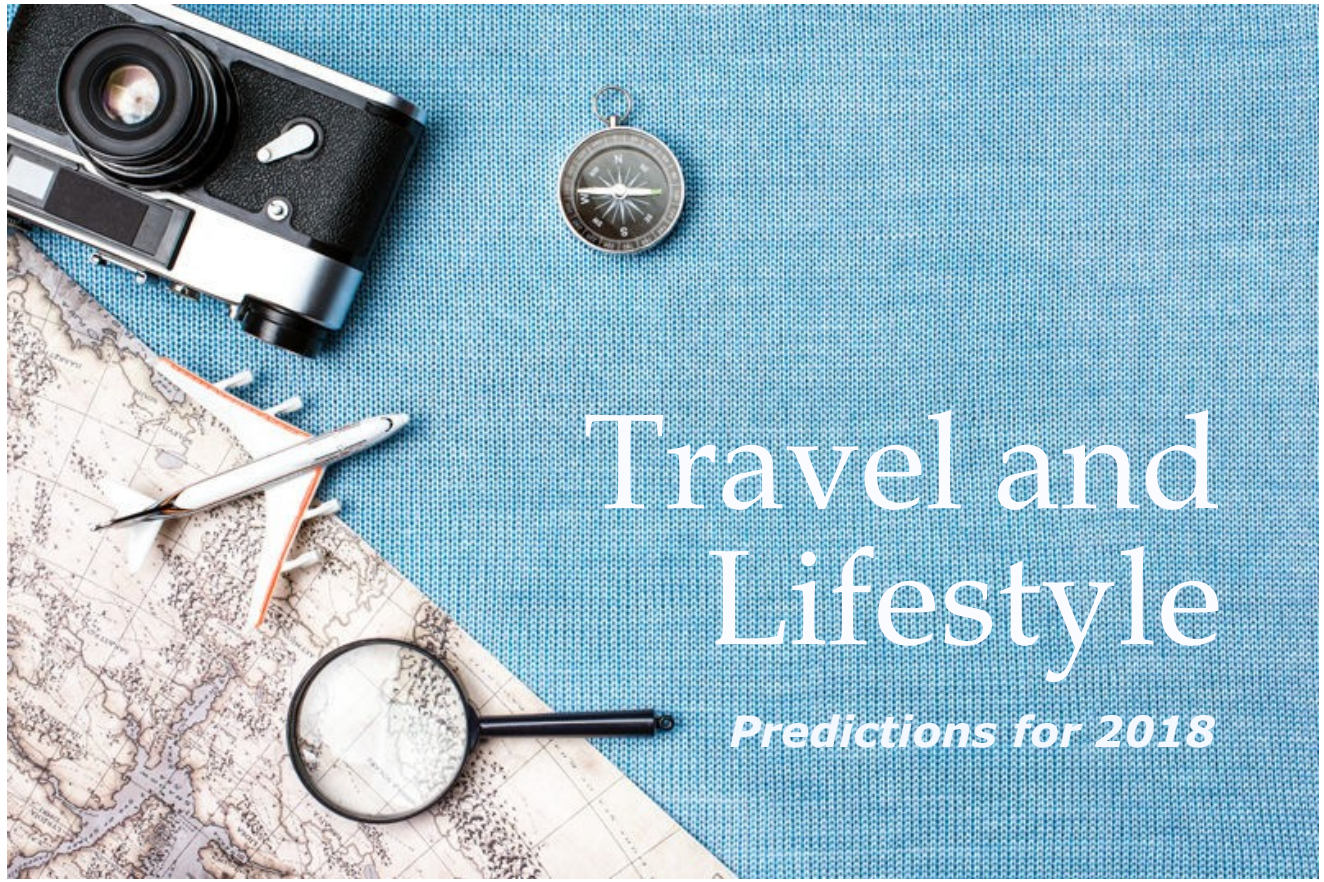
How to Create Visual Balance

Next, place your text in such a way as to **create balance** in your overall composition. As a general rule of thumb, you should **place elements so that the visual "weight" of each object is counterbalanced** by another element of comparable visual interest.

DON'T



DO

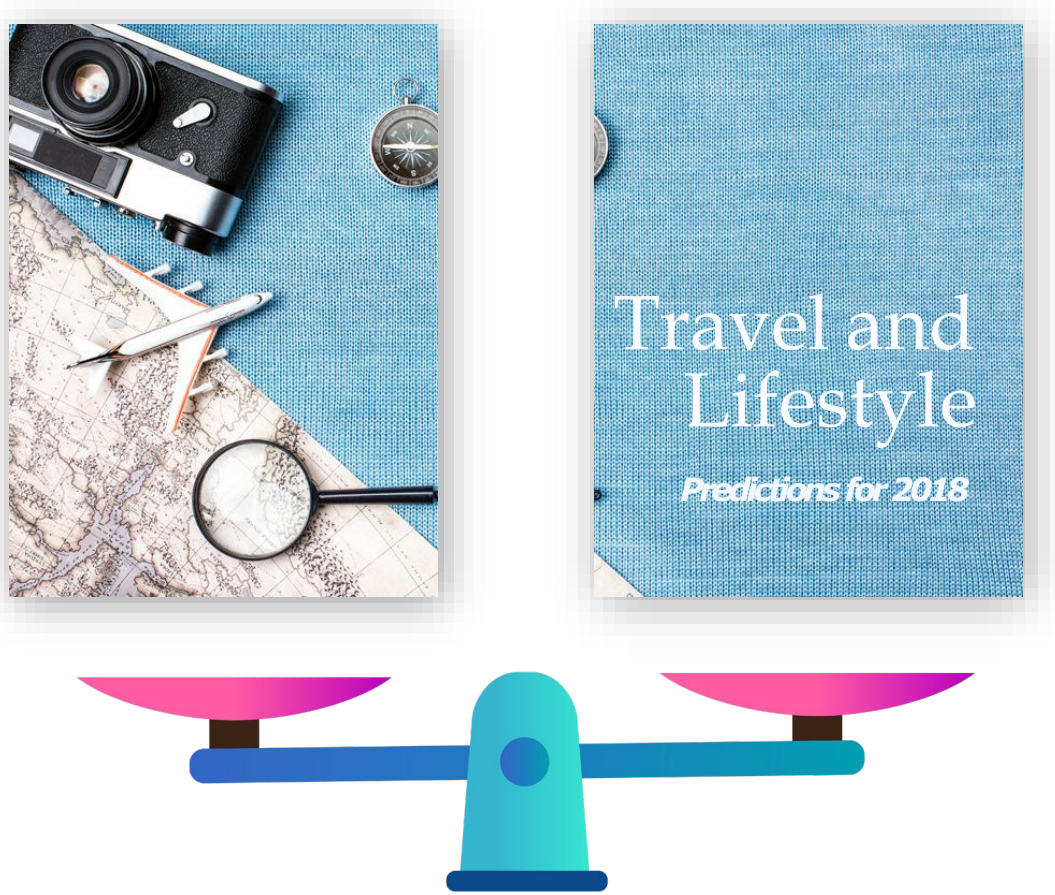


Module 13

Think of it as balancing a scale: The side with the heavier object will make the scale tip to one side, so you need to place some weight on the other end to keep the two sides on an even keel.

UNBALANCED

BALANCED



Module 13

How to Marry Images With Text

Another important principle to keep in mind when designing slides is that **"the whole is always greater than the sum of its parts."**

This means that **each part of your slide should come together** to create **a meaningful whole** to be interpreted quickly and effortlessly by your audience.

To create a **harmonious design**, make sure to not only **use fonts and images with a consistent feel**, but also **tie elements together** by using implied movement created by a line of gaze, as in the previous example, or a **color scheme** that is drawn from your image, as is done here.

Module 13

Another technique for seamlessly **combining text with images** is to use a **layered effect**, as is done here.

See how the text here is weaved into the image so that the two look "married" rather than forced together.

Module 13

In fact, the **placement of text** can in itself send a message. For instance, designers often tilt text to create a sense of energy and dynamism, as in this example.

Module 13

Use Overlays and Shapes

Another trick to help keep your text readable is to use overlays.

These can come in a variety of styles, such as rectangles, circles or any other geometric shape with a degree of transparency to let some of your background come through.

You can also use solid shapes to frame your text, without interfering with any meaningful visual elements in the background.

Lesson 5

How to Choose the Right **Colors** & **Create Visual Hierarchy**

Module

How to Choose the **Right Color Scheme**
The **Meaning** of Colors
How to **Combine Colors**
How to Choose a **High-Contrast Color Scheme**
Color Scheme Tools
Quick Tips: **Slide Design Rules**
How to Create Your **Own Palettes**
Apply Your **Color Scheme** to a Slide
Adjust the Color of Your **Images**
How to Achieve **Visual Hierarchy**
Pay Attention to **Color Depth**

Create an **Illusion of Depth**
Use **Contrast to Attract Viewers' Eyes**
Use **Alignment** to Direct the Eyes
Use **the Rule of Thirds** to Create a **Focal Point**
Use Negative Space to **Emphasize Key Elements**
How to Create a **Coherent Design**
Suggest a **Visual Connection Through Closure**
Use **Repeated Elements** to Tie Your Design Together
Invert the Color Scheme to Create Visual Interest
Use **Proximity to Group Similar Elements**

Lesson 5: How to Choose the Right Colors and Create Visual Hierarchy

Module 1

How to Choose the Perfect Colors

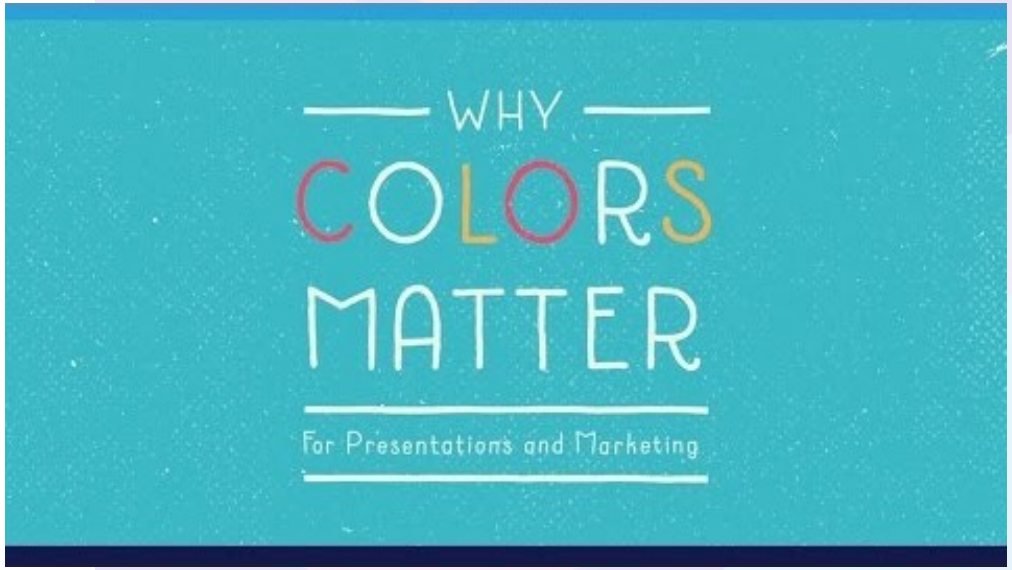
1 THE MEANING OF COLORS

Colors speak volumes all on their own. Color is so powerful, in fact, that it can **improve learning by up to 75 percent** and **increase comprehension on a subject by up to 73 percent.**

While **warm colors communicate energy, optimism** and **enthusiasm**, **cool colors send a message of dependability, professionalism and peace.**

Within these categories, each color is **associated with an emotion or concept,** depending on the **cultural context** (while red can mean passion and love in the West, in China, it is associated with prosperity).

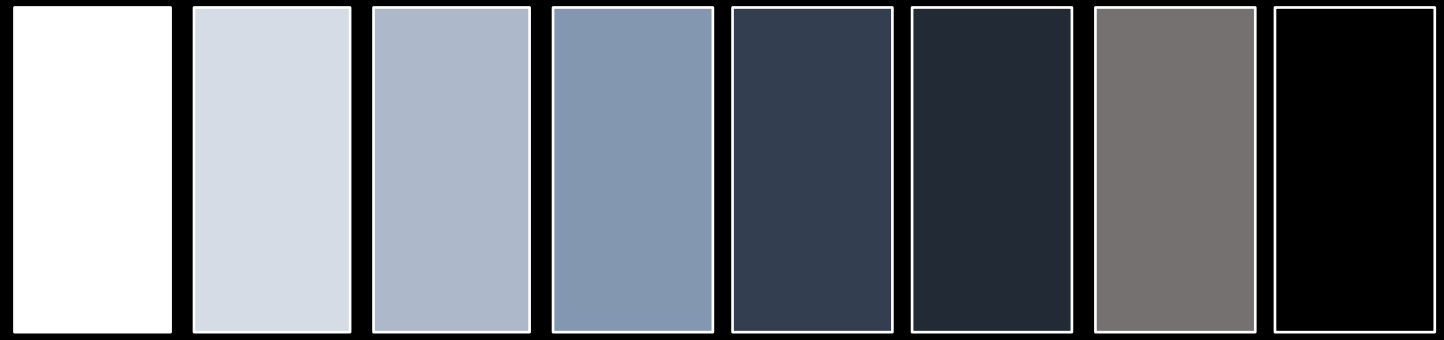
Video: https://www.youtube.com/watch?v=A-slfeWiQ1A&feature=youtu.be



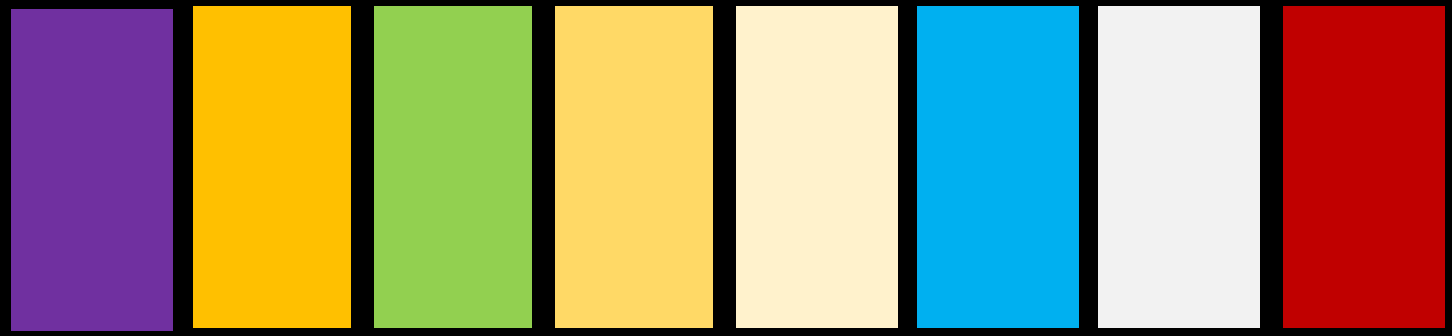
Module 2

Design Thinking

Do not use more than 5-8 colors at once.



Use Color Purposefully

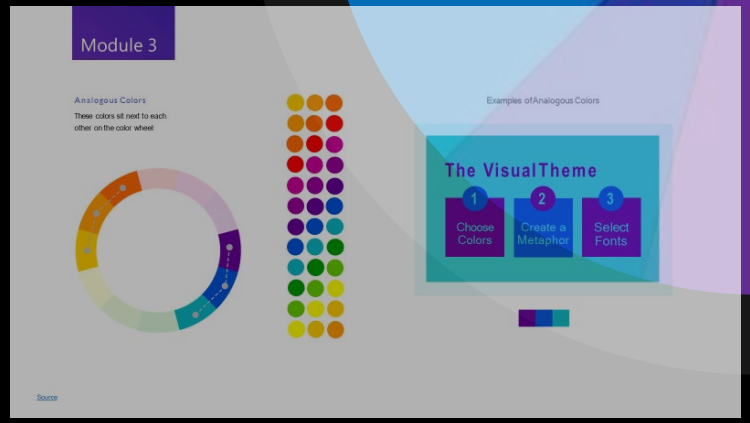


Module 2

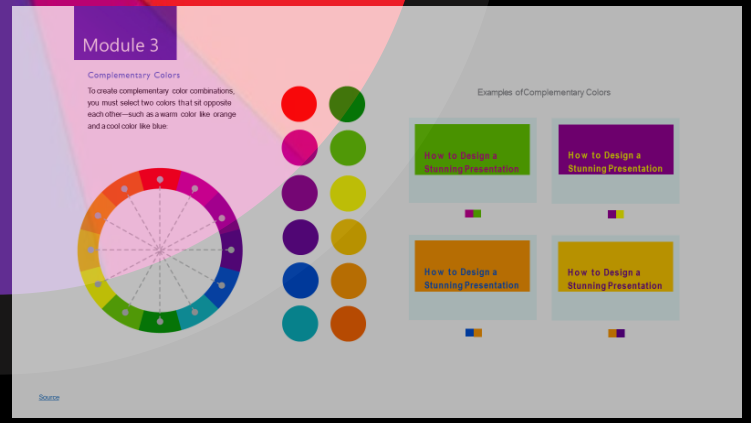
Design Thinking

Use the Color Wheel

Monocratic Color



Analogous Color



Complementary Color

Module 2

Design Thinking

Opposites attract

1. Opposite colors on the color wheel.

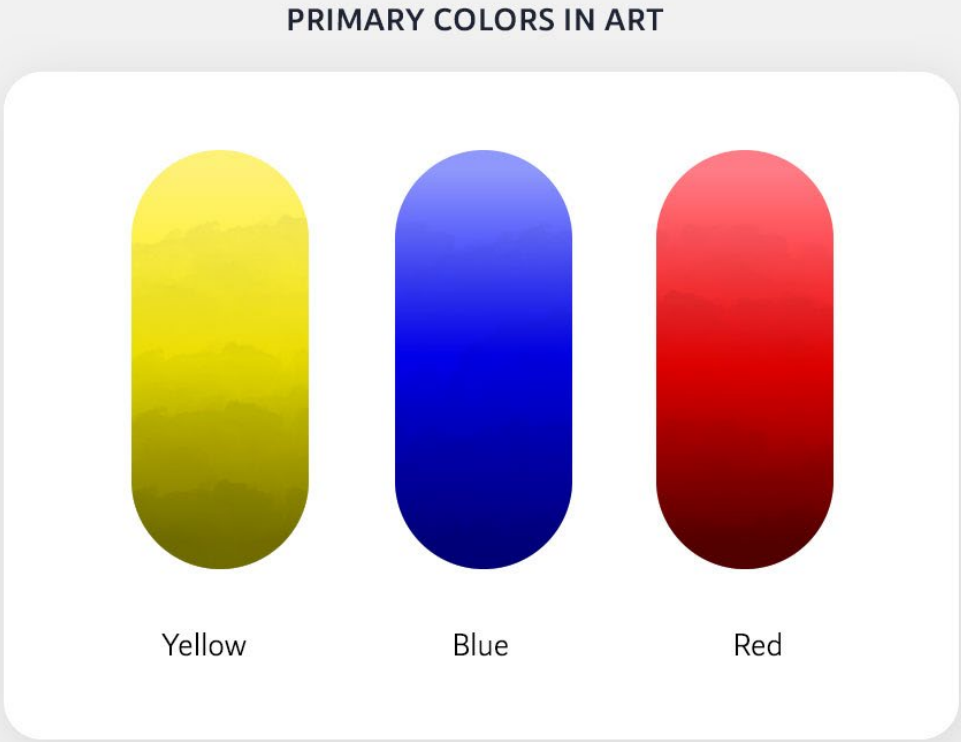
2. These are also less-susceptible to color-blind interpretation.

Module 3

Primary Colors in Art, CMYK and RGB

Primary colors are colors **which cannot be created by mixing any other two colors**. In fact, they form the basis for all the other colors.

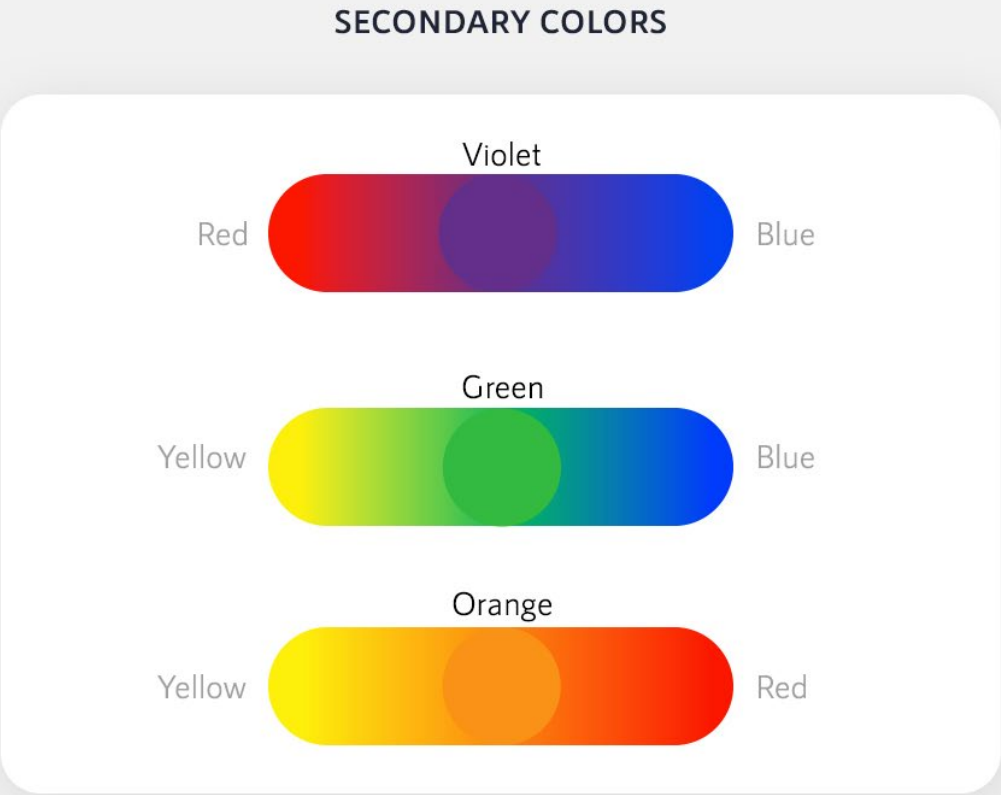
In the classic color wheel, the three primary colors are **red**, **yellow** and **blue**.



Module 3

Secondary Colors

Secondary colors are created from **the mix of two primary colors**. In the color wheel, these are visualized in between the primary colors.

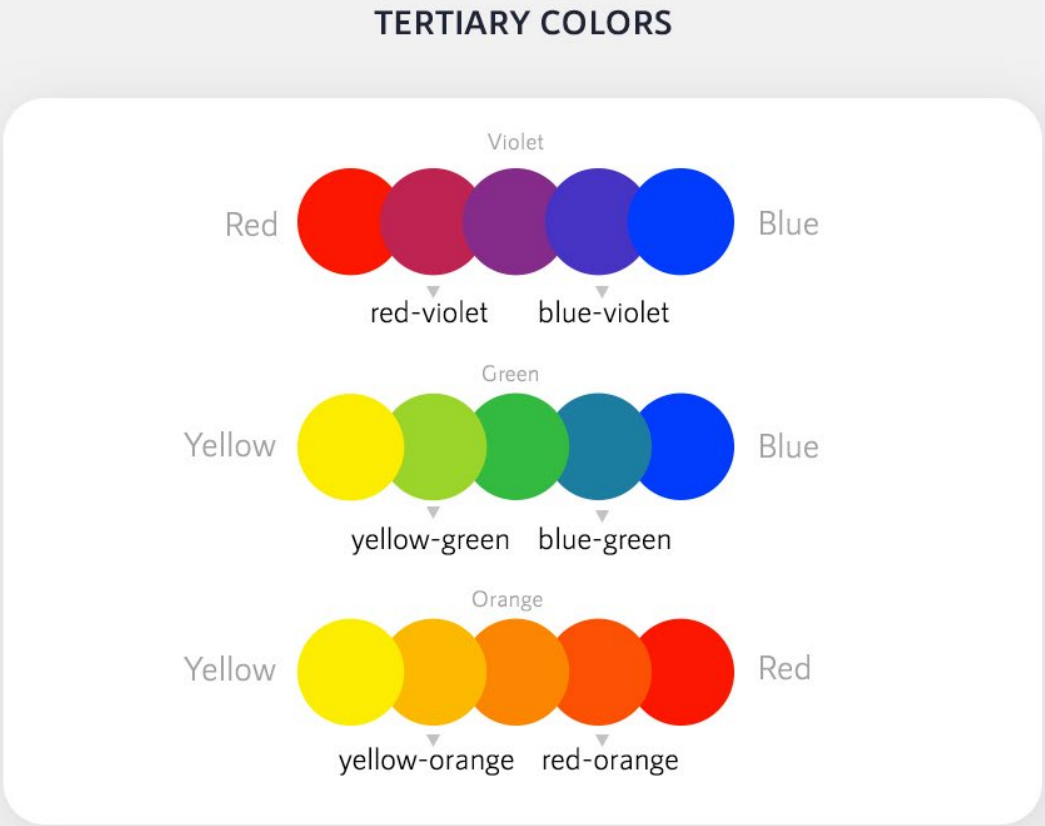


Module 3

Tertiary Colors

Tertiary colors are the **six colors** created from a mix of one **primary color** and one **secondary color.**

These **only apply to colors that are next to each other** in the color wheel.



Module 3

The Nuances of Color

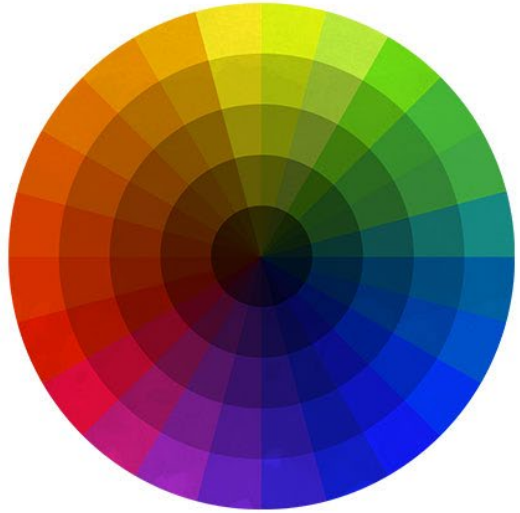
Take a look at the color wheels on the right. At first sight, we notice the **primary**, **secondary** and **tertiary** colors.

Then we notice how the center of the wheel is **white** on the left and **black** on the right.

THE COLOR WHEEL

Tints

Shades

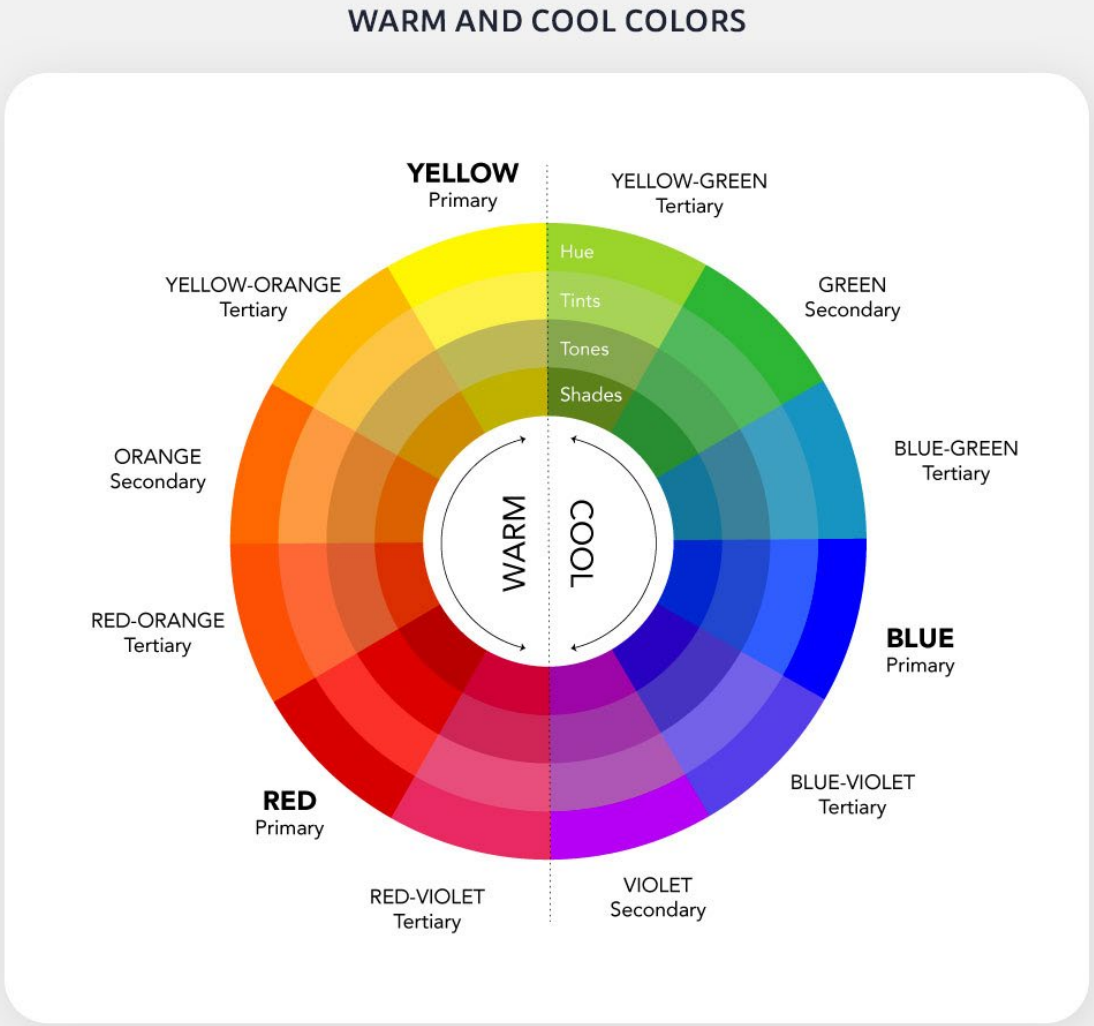


Module 3

Warm and Cool Colors

To visualize the warm and cool groups of colors, the color wheel is separated with a straight line through the center.

The warm colors are yellow, orange and red, while the cool colors are blue, green and violet.



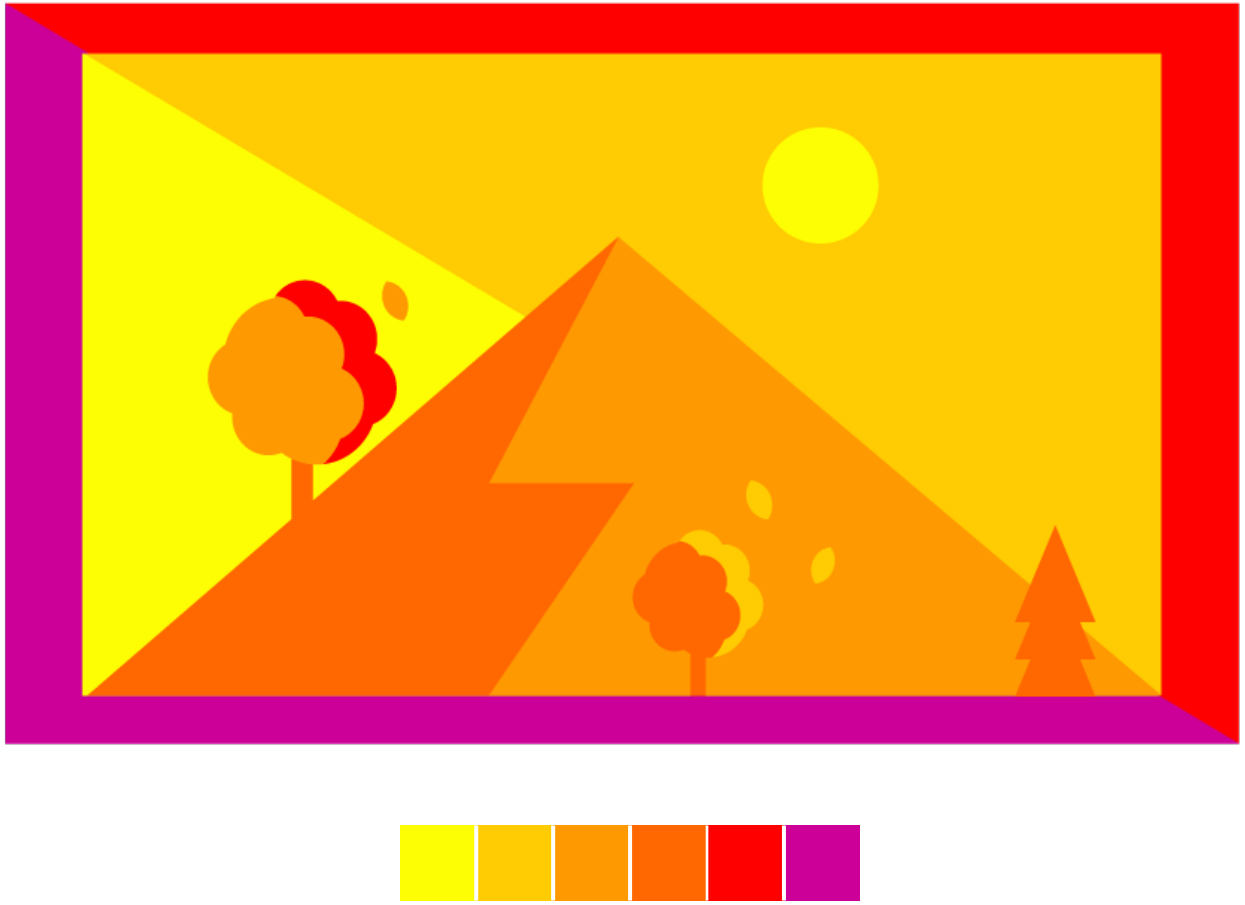
Module 3

2 HOW TO COMBINE COLORS

Now that we've covered common color associations, we can go through the process for creating different color combinations. To do this, we must first learn the different classifications of colors, depending on their placement on the color wheel.

Warm Colors

For example, the warm colors on the wheel are the **reds**, **oranges** and **yellows**:

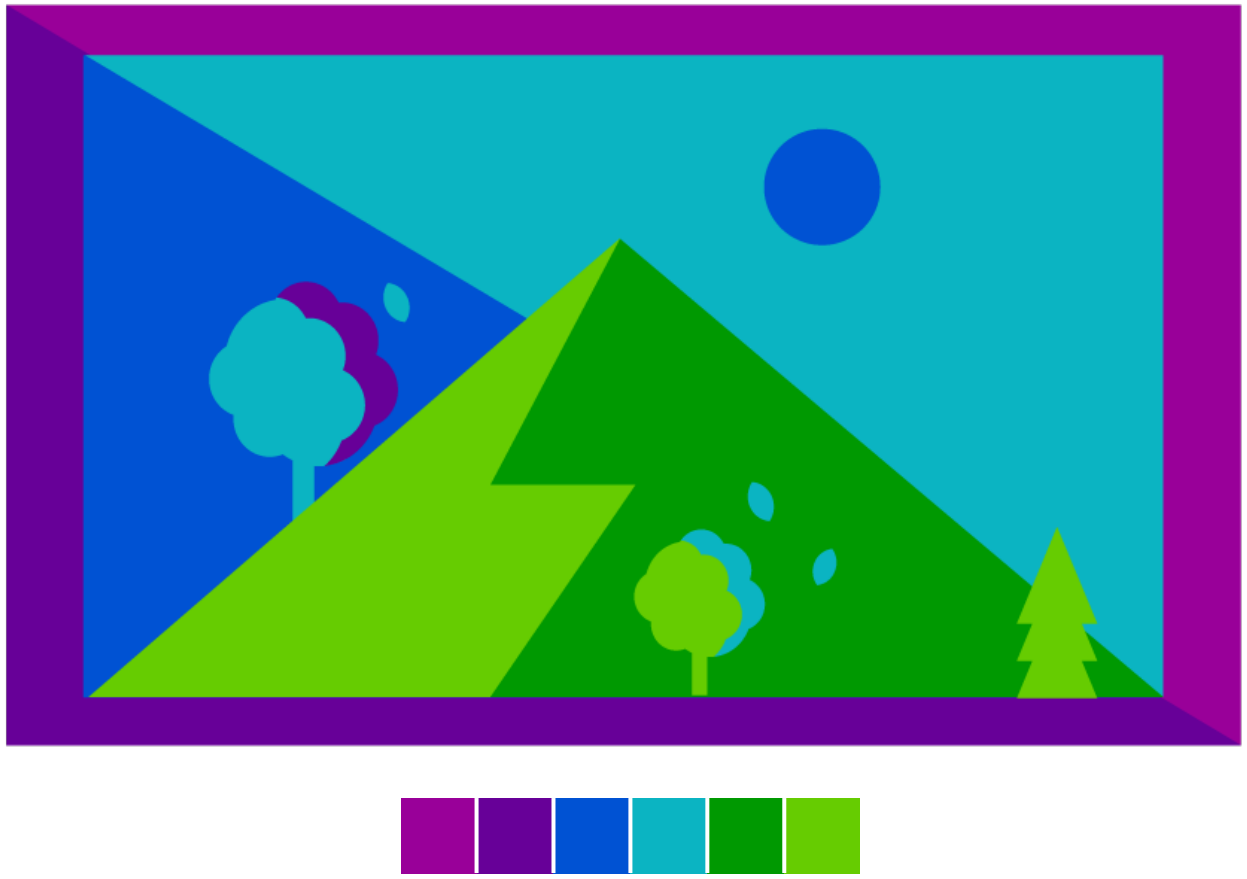


Source: https://www.slideshare.net/Presentitude/basic-color-theory-for-presentation-design-part-ii/

Module 3

Cool Colors

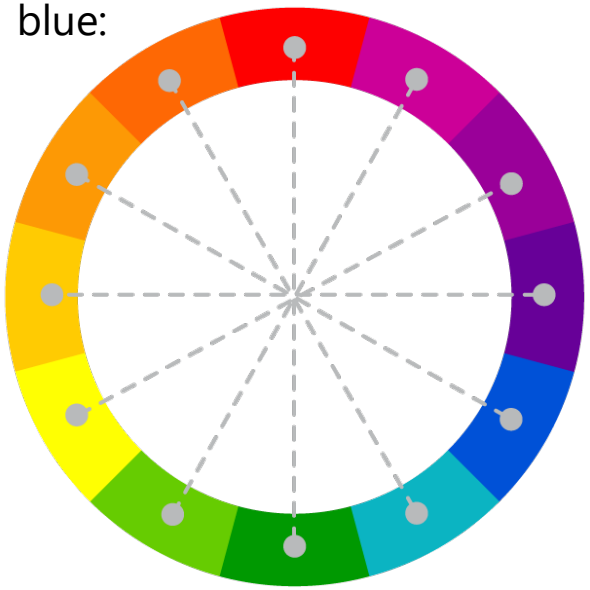
On the opposite side are the cool colors: the **greens, blues** and **violets**:

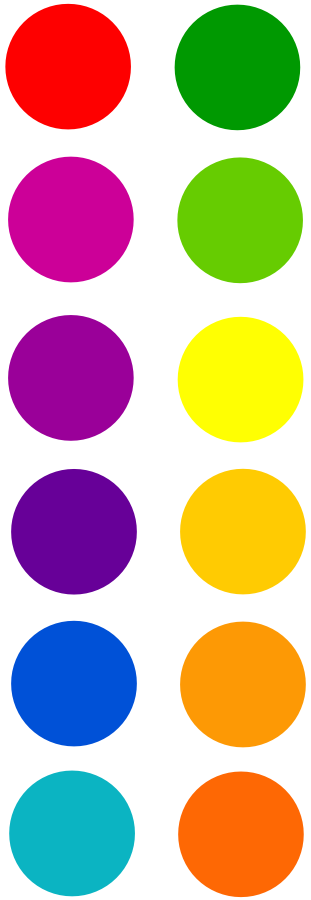


Module 3

Complementary Colors

To create complementary color combinations, you must select two colors that sit opposite each other-such as a warm color like orange and a cool color like blue:





Examples of Complementary Colors

Module 3

Complementary Colors

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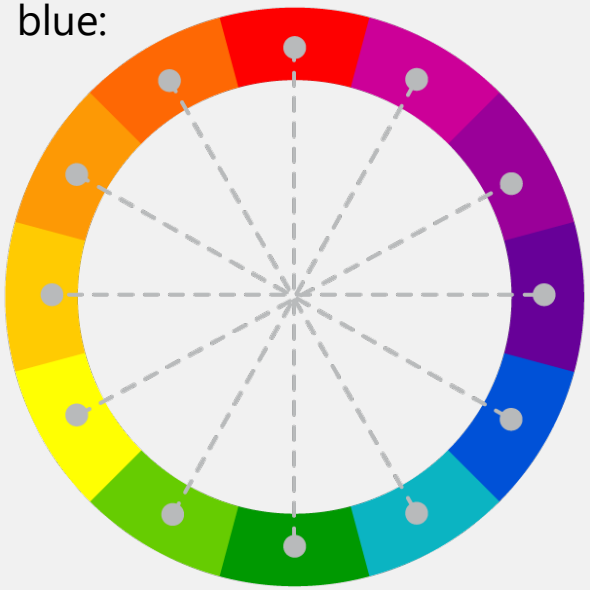

Module 3

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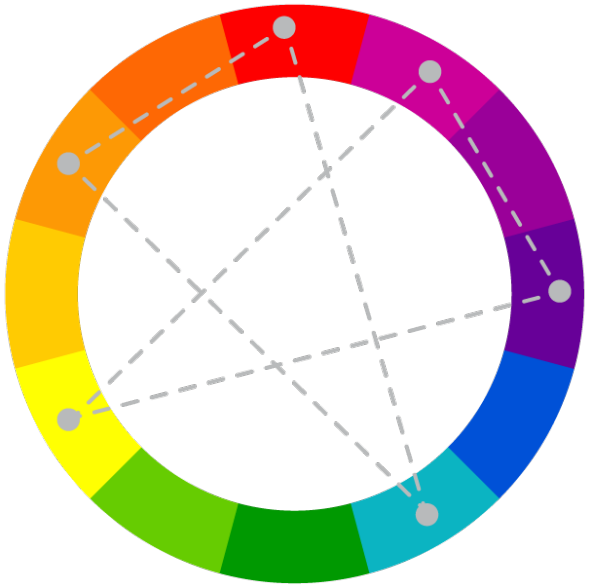
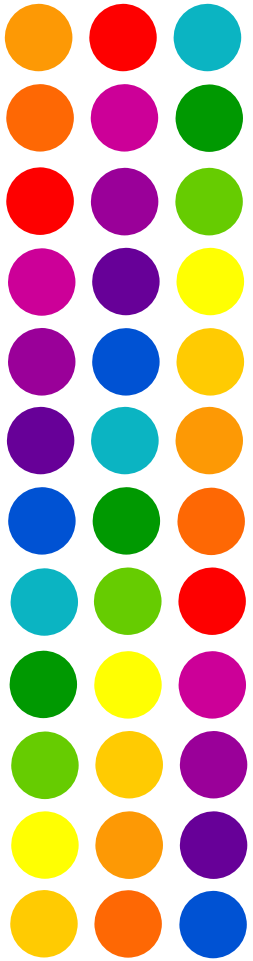
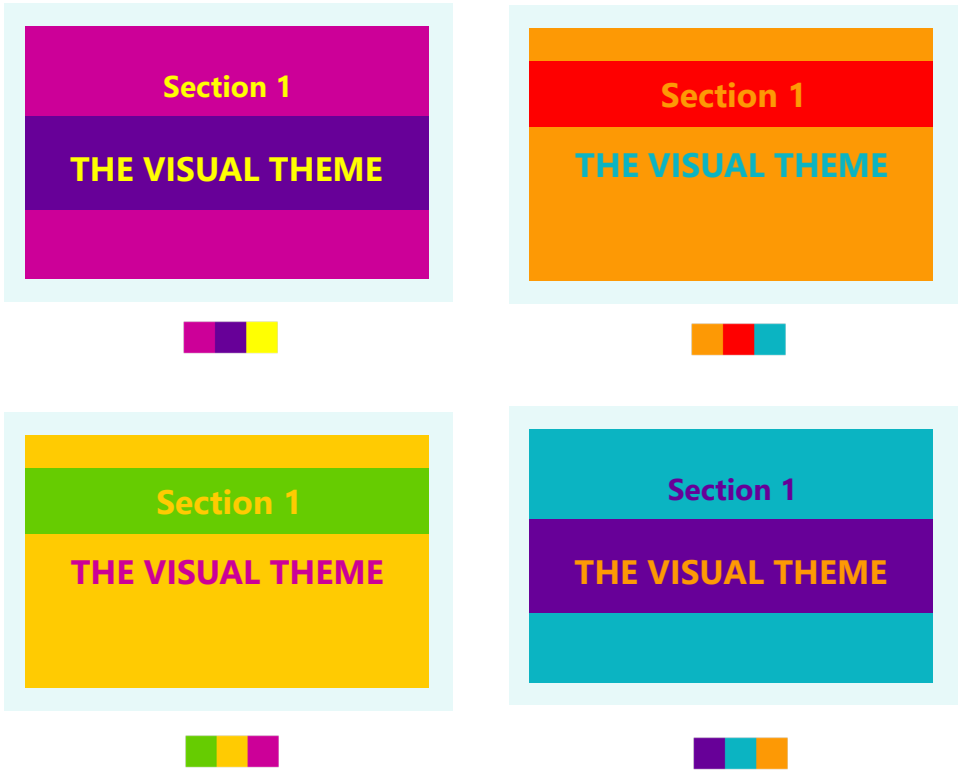




Examples of Split Complementary Colors



Module 3

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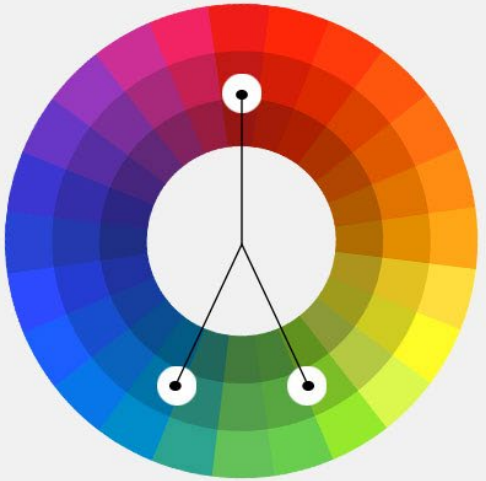
COLOR HARMONIES

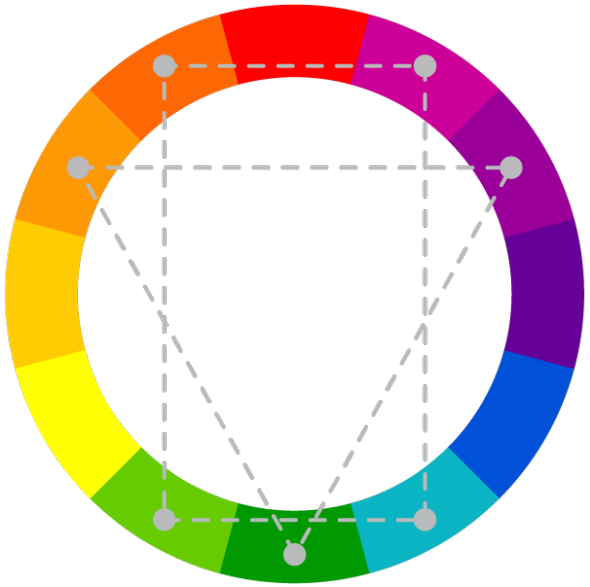
Split Complementary Colors



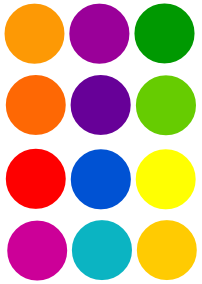
Module 3

Triads and Tetradic Color Combinations

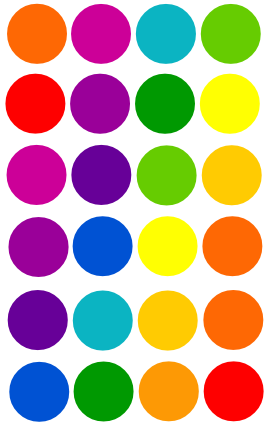
These color schemes use geometric shapes to choose and combine three or four different hues from the color wheel:



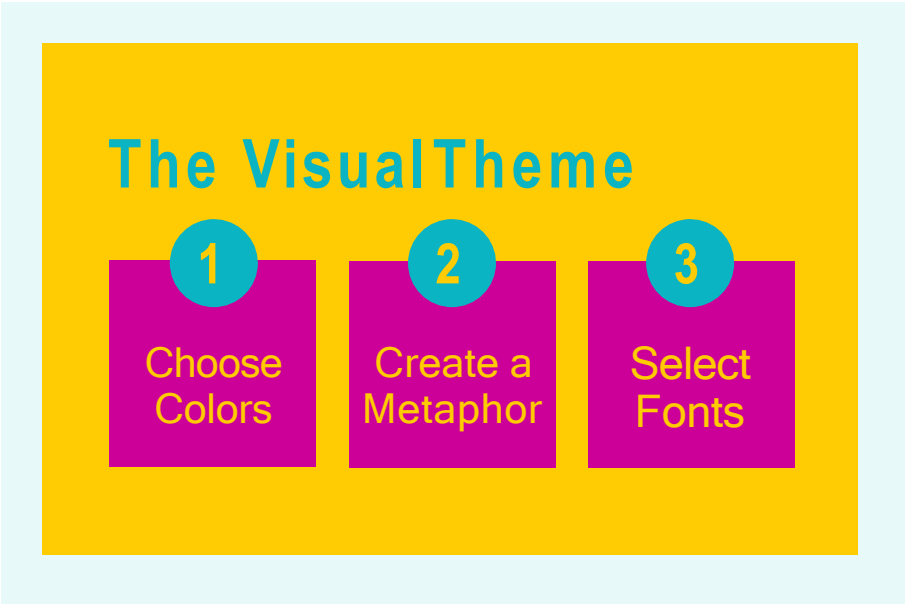
Triads



Tetradic



Examples of Triad Colors



Module 3

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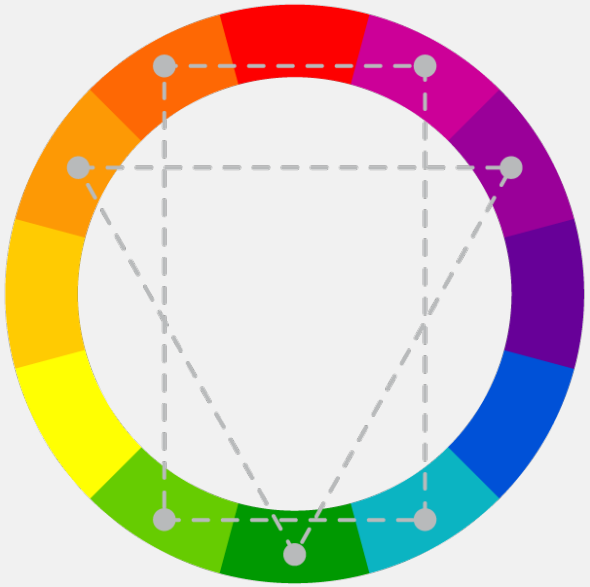
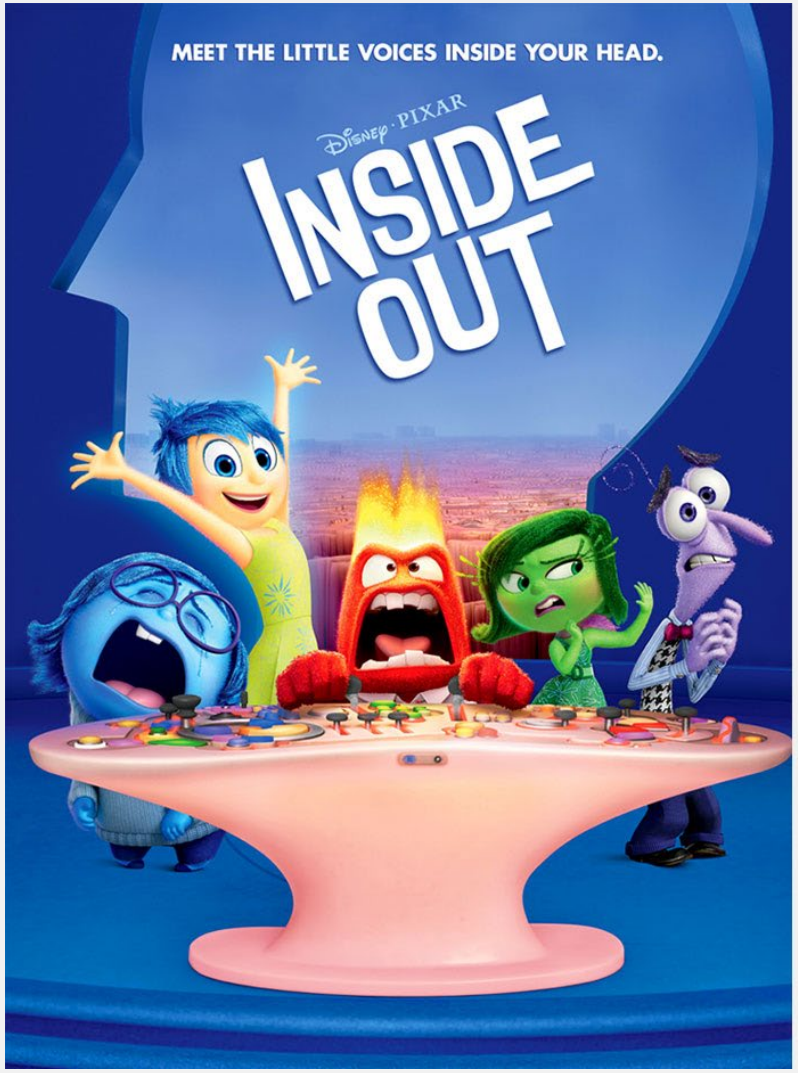
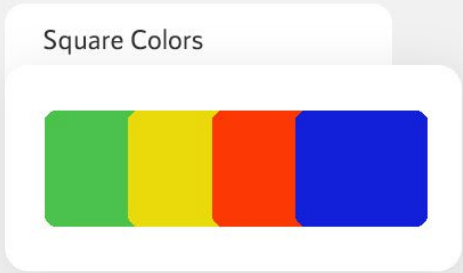
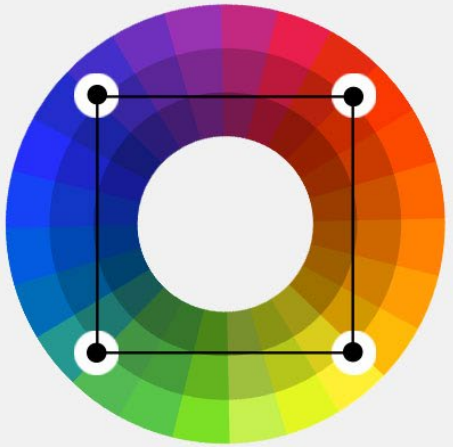




COLOR HARMONIES





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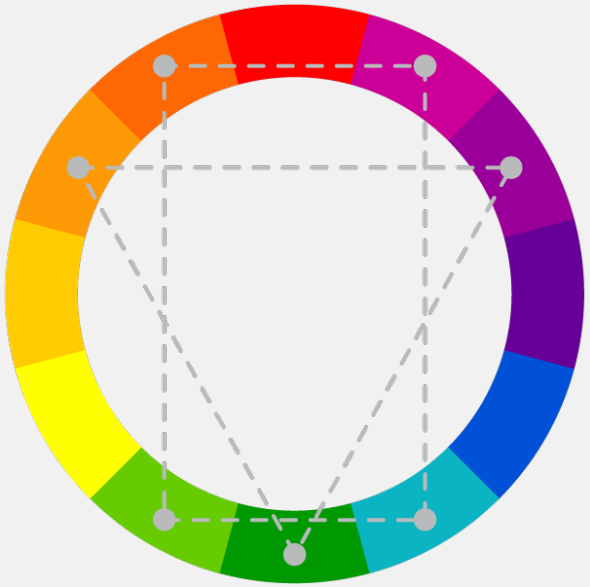
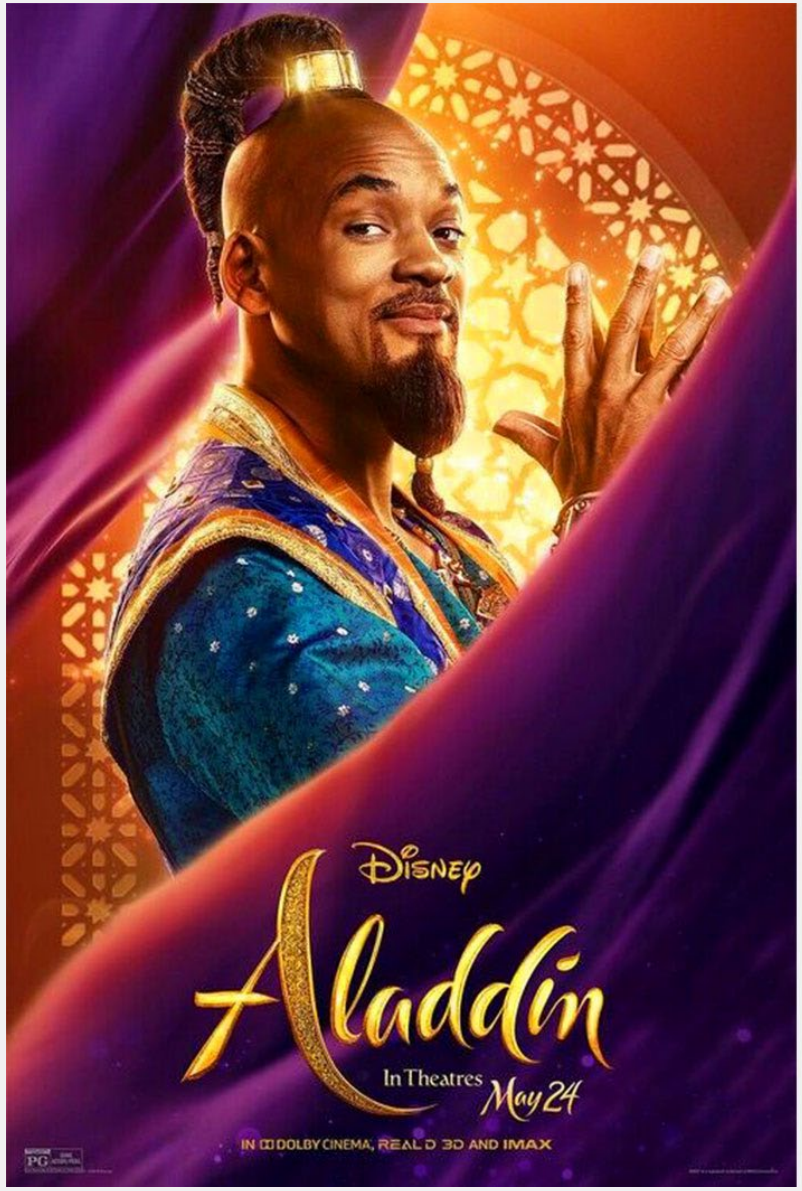
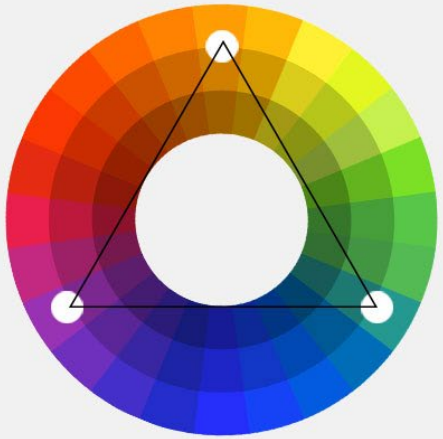




COLOR HARMONIES

Triadic Colors



Module 3

Triads and Tetradic Color Combinations

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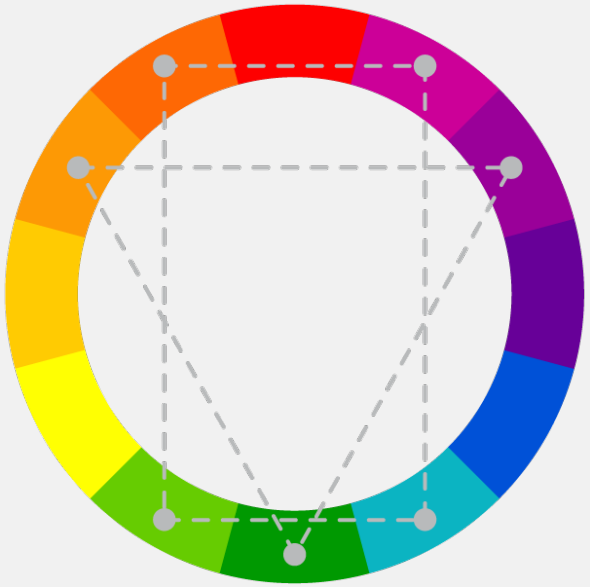
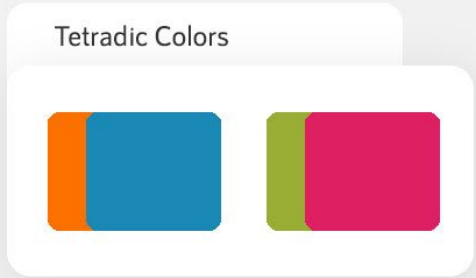
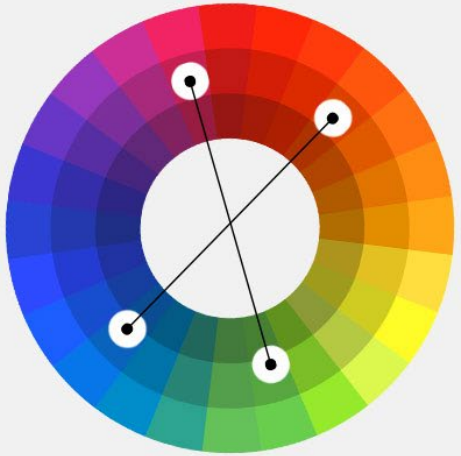


COLOR HARMONIES

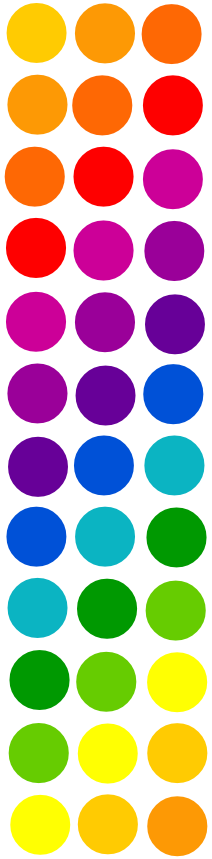




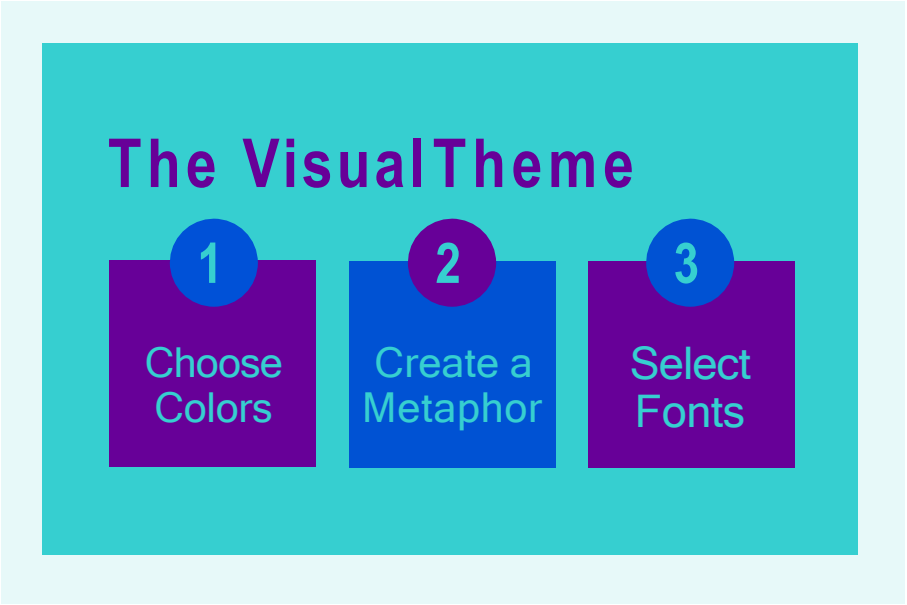
Module 3

Analogous Colors

These colors sit next to each other on the color wheel:



Examples of Analogous Colors



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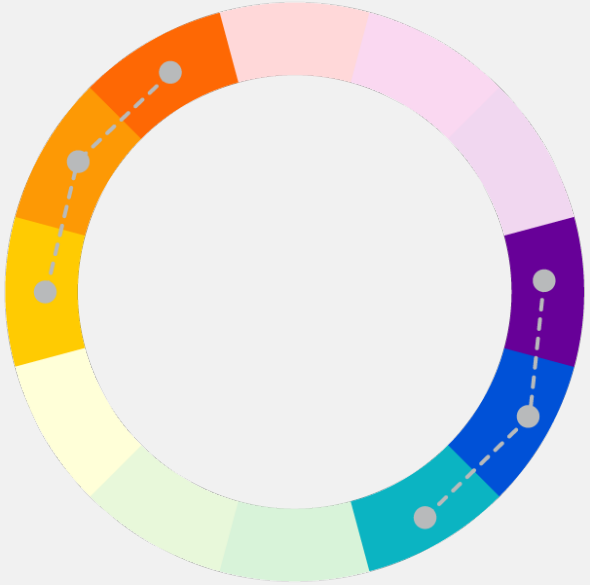

COLOR HARMONIES

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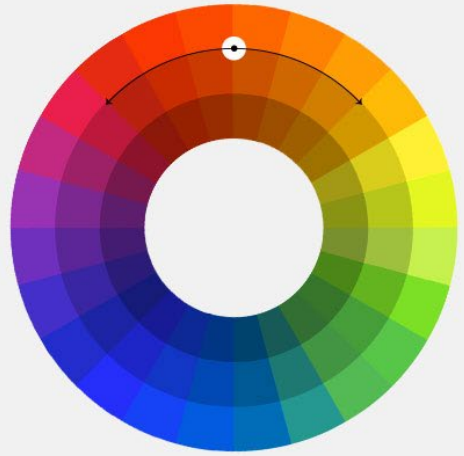
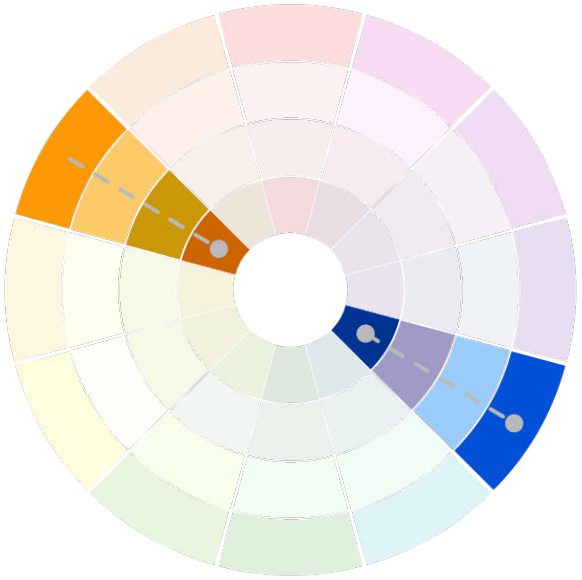
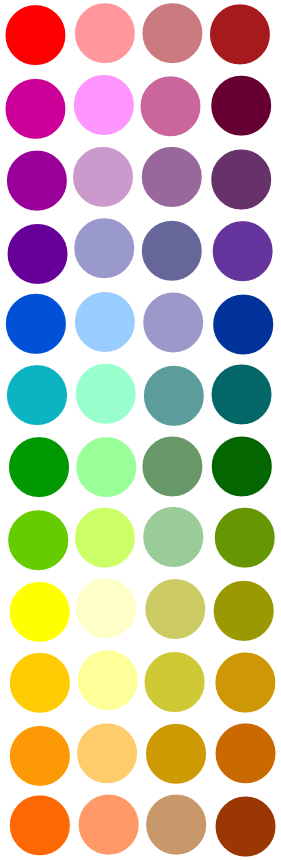


Module 3

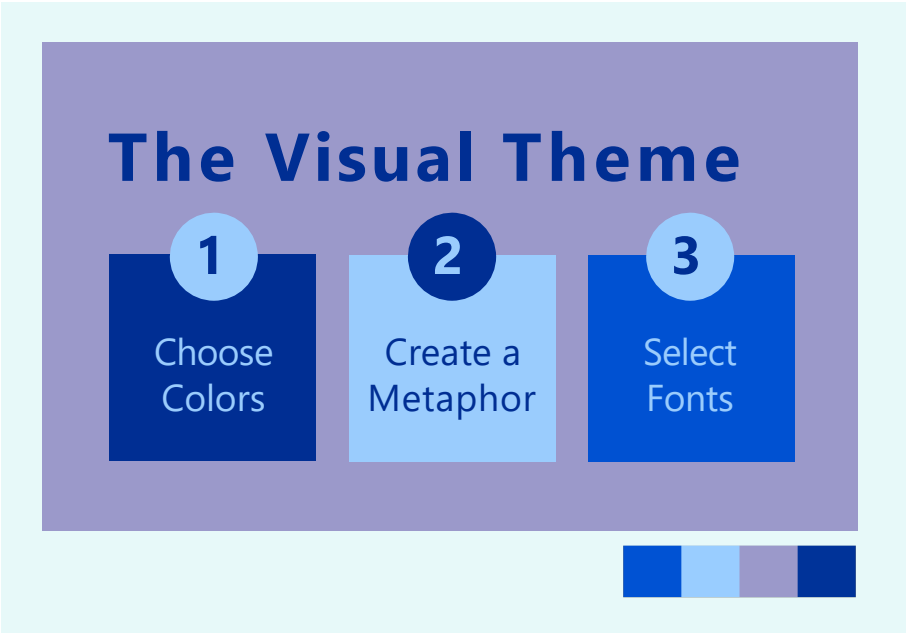
Monochromatic Colors:

This type of color combination is made up of different tints, tones and shades of the same hue:





Examples of Monochromatic Colors



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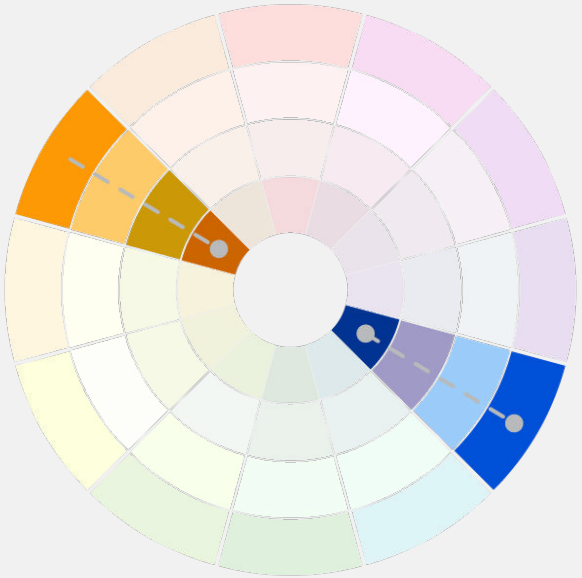
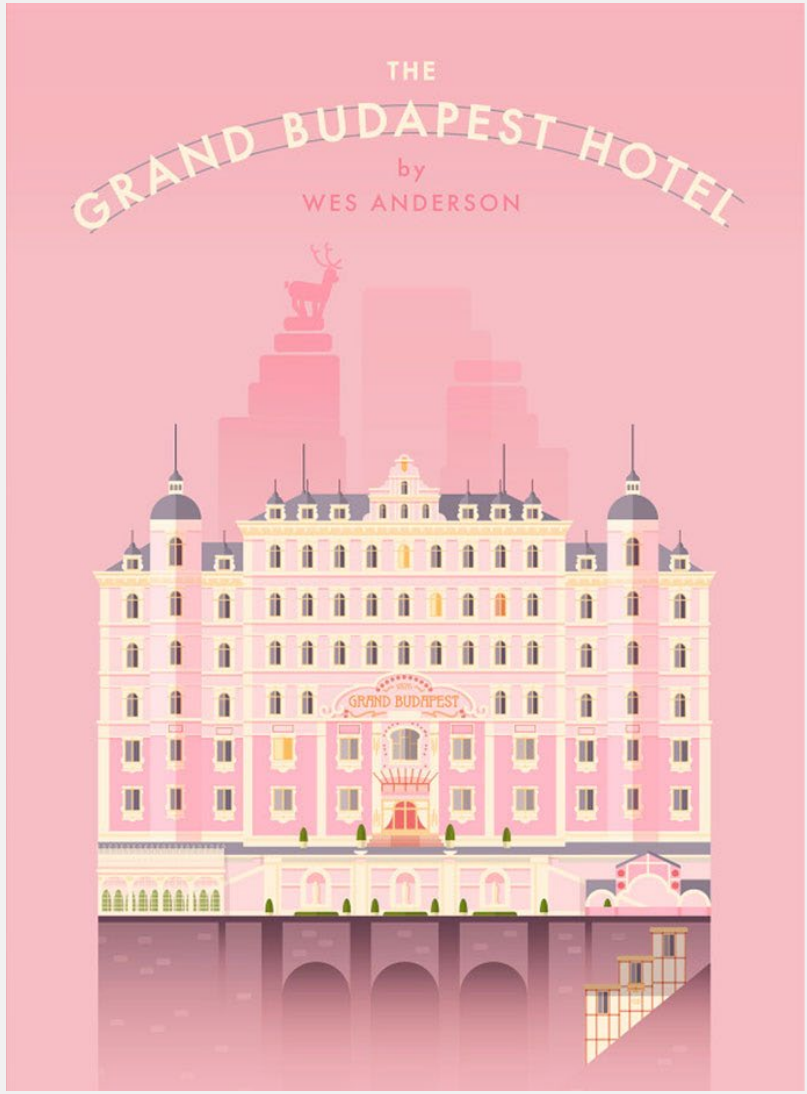
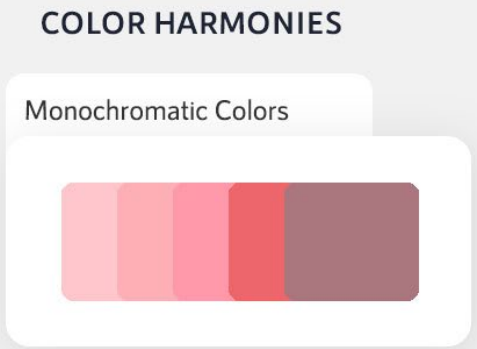
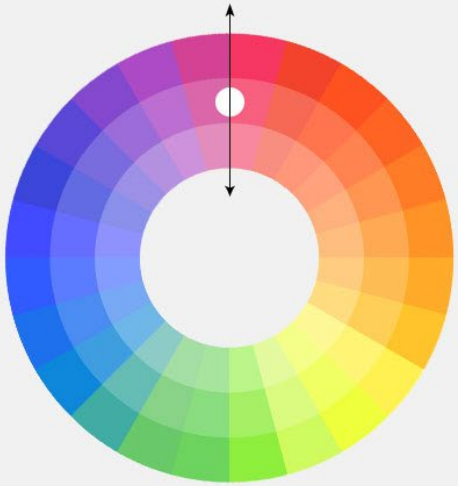






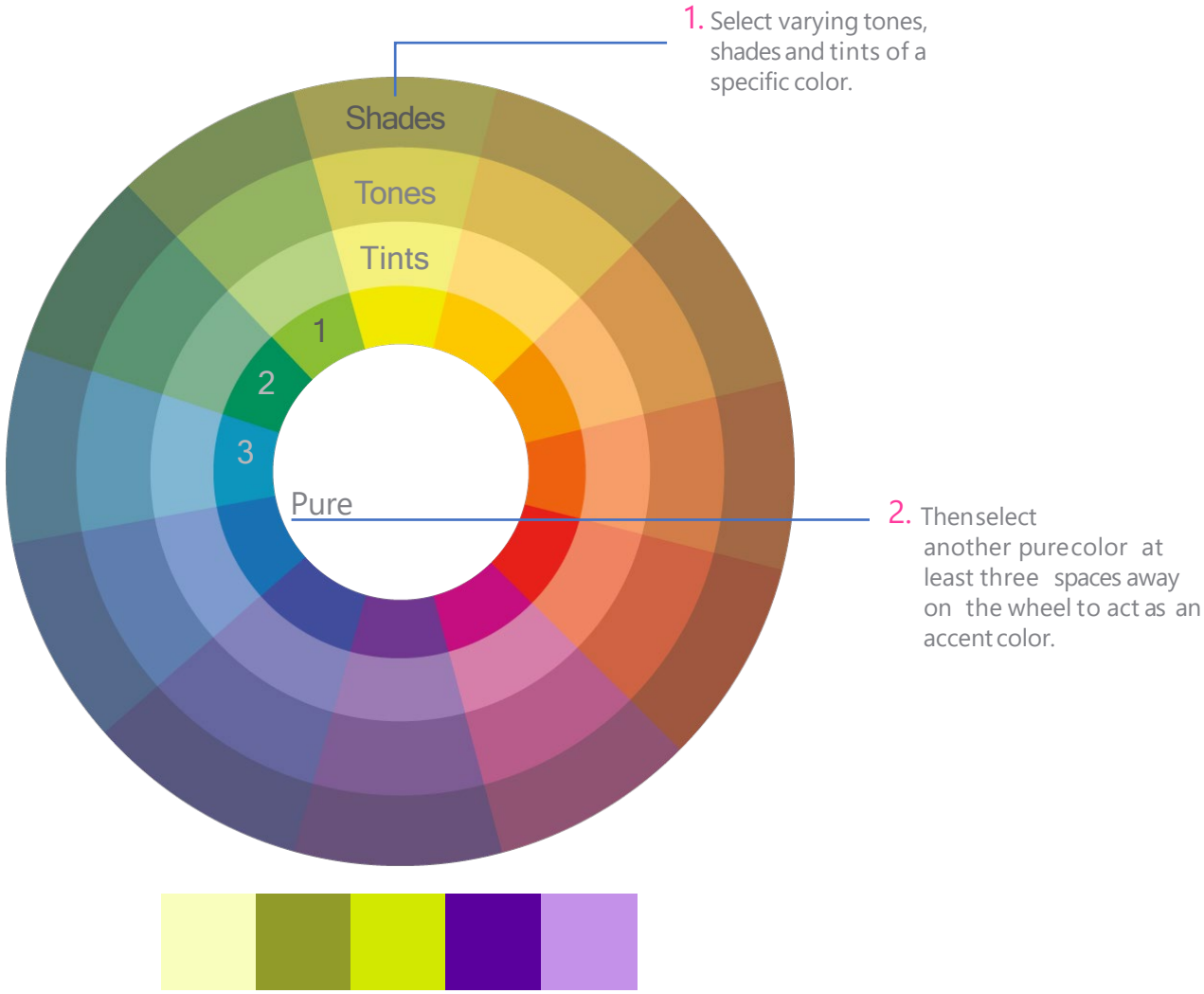


Module 4

3 HOW TO CHOOSE THE IDEAL COLOR SCHEME

It's important to create **high contrast** to achieve the highest impact possible. Contrast is not simply about choosing different colors but selecting those that will create the most visual interest when placed side by side.

An easy but **effective way to create** your own **high-contrast color** scheme is to **select varying tones, shades and tints of a specific color** (not the pure hue) and then select another pure color at least three spaces away on the wheel to act as an accent color.



Module 4

According to **Smashing Magazine,** some of the most common associations made in the West include:

power sophistication mystery death	hope simplicity cleanliness goodness purity	love passion romance danger energy
intellect friendliness warmth caution cowardice	peace sincerity confidence integrity tranquility	authority maturity security stability
life growth nature money freshness	innovation creativity thinking ideas	royalty luxury wisdom dignity

SMASHING MAGAZINE

https://www.smashingmagazine.com/

Module 4

We all have different associations for things

Color associations differ depending on the culture

Source: https://www.six-degrees.com/an-international-guide-on-the-use-of-color-in-marketing-advertising/

Module 4

Yellow is the color of fresh sunflowers and rubber duckies, and generally one of the "**happy**" colors in color psychology.

It's usually associated with **creativity**, **optimism** and **liveliness**.

Using yellow in your visual marketing strategy can give your brand a sense of playfulness and vibrancy.

Module 4

Red is the **first color humans see as babies**. It's powerful, strong and literally in your face. It's also the color of **firetrucks**, **stop signs** and around 150 different country flags.

Throughout history, red has always been an important color—**symbolizing power**, **importance**, **protection** and **endurance**. It's not surprising then that many CTA buttons on websites and apps are usually red.

Module 4

The color blue holds a wide range of **emotions**.

Blue skies symbolize **freshness** and **airiness**, **deep** and navy blues symbolize **leadership** and **knowledge**, and lighter blues are associated with **babies** and **children's toys**.

Module 4

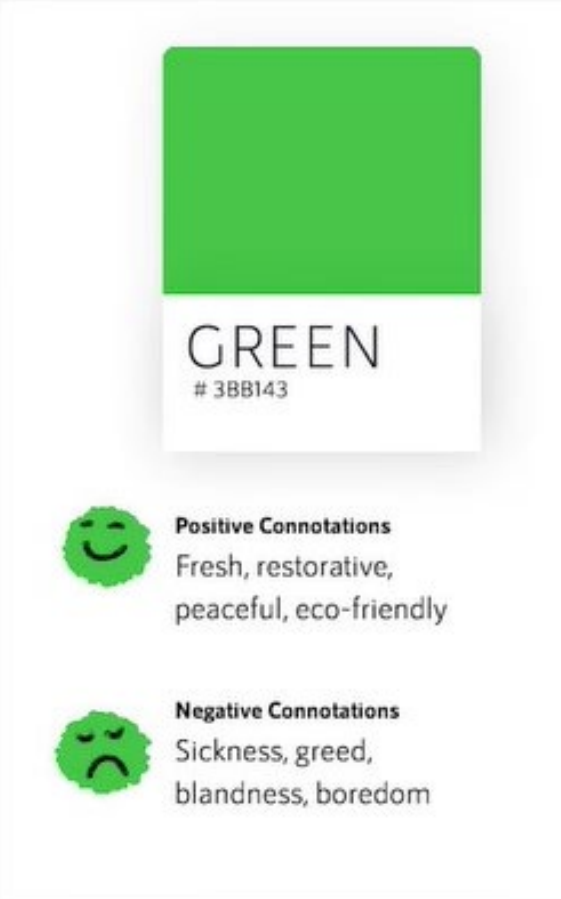
The playful and vibrant orange inspires **movement** and **happiness**.

As a mix of red and yellow, orange is both inviting and creative. It's the kind of color that really stands out and can be the uniting factor in many different color schemes.

Module 4

Green is the color of **nature**; **grass**, **trees** and all the plants in between. It emits a feeling of balance, harmony and refreshment.

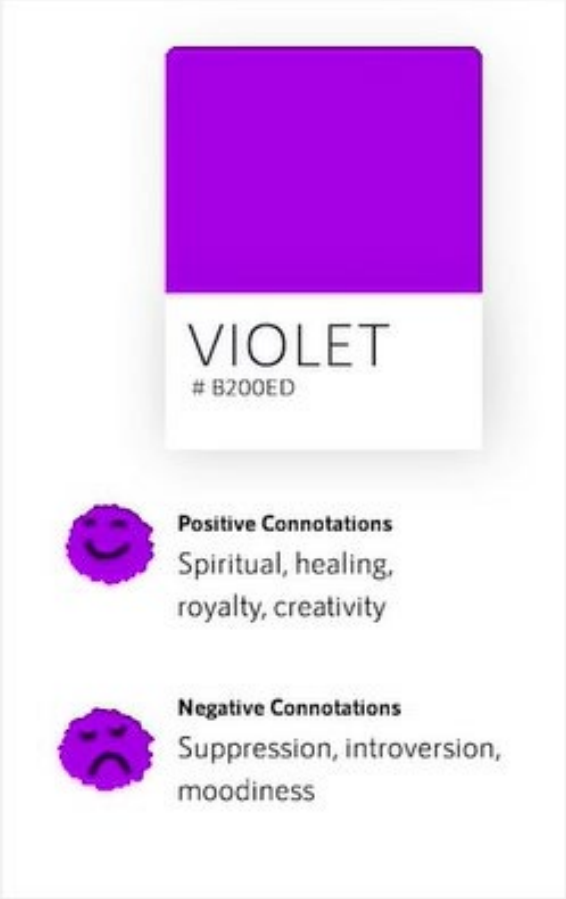
Green is almost always associated with **natural** and **eco-friendly** products and services. So much so that if you have this type of company and don't use any green, it might not be instantly recognized for what it is.



Module 4

Violet or purple has long been considered a **regal color.** It's historically rich in the **world of religion** and **power**.

Aside from that, violet is generally a "pretty" color in most of its shades and tones. It's the favorite color of most female consumers and emits a feeling of **truthfulness**, **well-being** and **holistic renewal.**



Module 4

There is no color quite like pink. It's **versatile**, **positive** and makes people **happy**.

The color pink is used a lot on products targeted at **younger women**.

But even though pink is generally a feminine color, it can also work for **gender neutral products.**

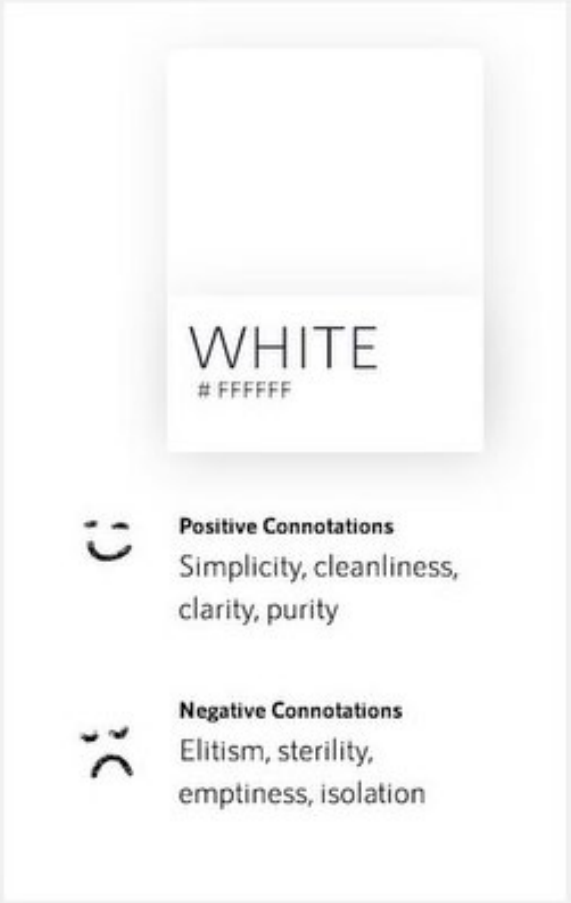
It all depends on your audience—it will be hard to sell carpentry tools with the color pink, but it can work for sports attire!

Module 4

White is the color we generally use for paper and wedding dresses. It's the color of snow, clouds and doctors' lab coats.

White is an **essential part of most color schemes**—it can work as a **complement**, an **accent**, or a **background**.

In fact, a graphic without any white—pure or blended—can be shocking and overwhelming.



Module 4

The color black is **elegant** and **refined**.

When black is **shiny**, it exudes **luxury** and **finesse**. A black background with vibrant foreground colors give an impression of good, clean fun and a sense of wonder.

Many fancy products use black packaging or black-centered visuals. Think of makeup packaging, smartphones and other products that are black and visually elevating.

Module 4

Similar to green, brown depicts **nature** and is **perfect for natural products.**

Brown is like a **supportive color** that supplies a rooting effect to other colors and creates an ambiance. It's also easy to get wrong but looks good in a light shade combined with bright colors.

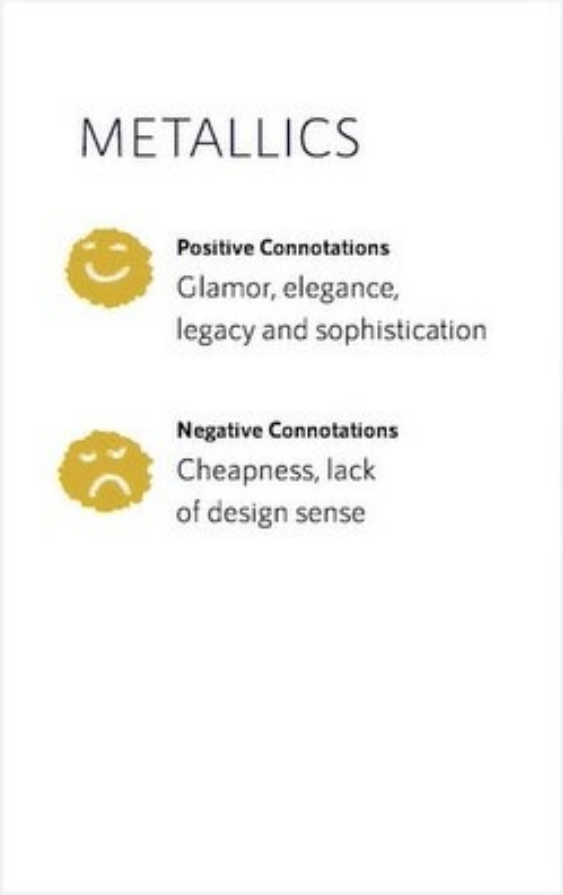
Natural brown paper is very common for **organic**, **eco-friendly products.**

Module 4

The metallics are a range of colors that resemble **gold**, **silver** and **bronze**.

Using metallic colors in visuals is **very different on screen** and **on print.**

If you want metallics on print, talk to the printers about their options and ask for proofs to see how it comes out before making a decision.



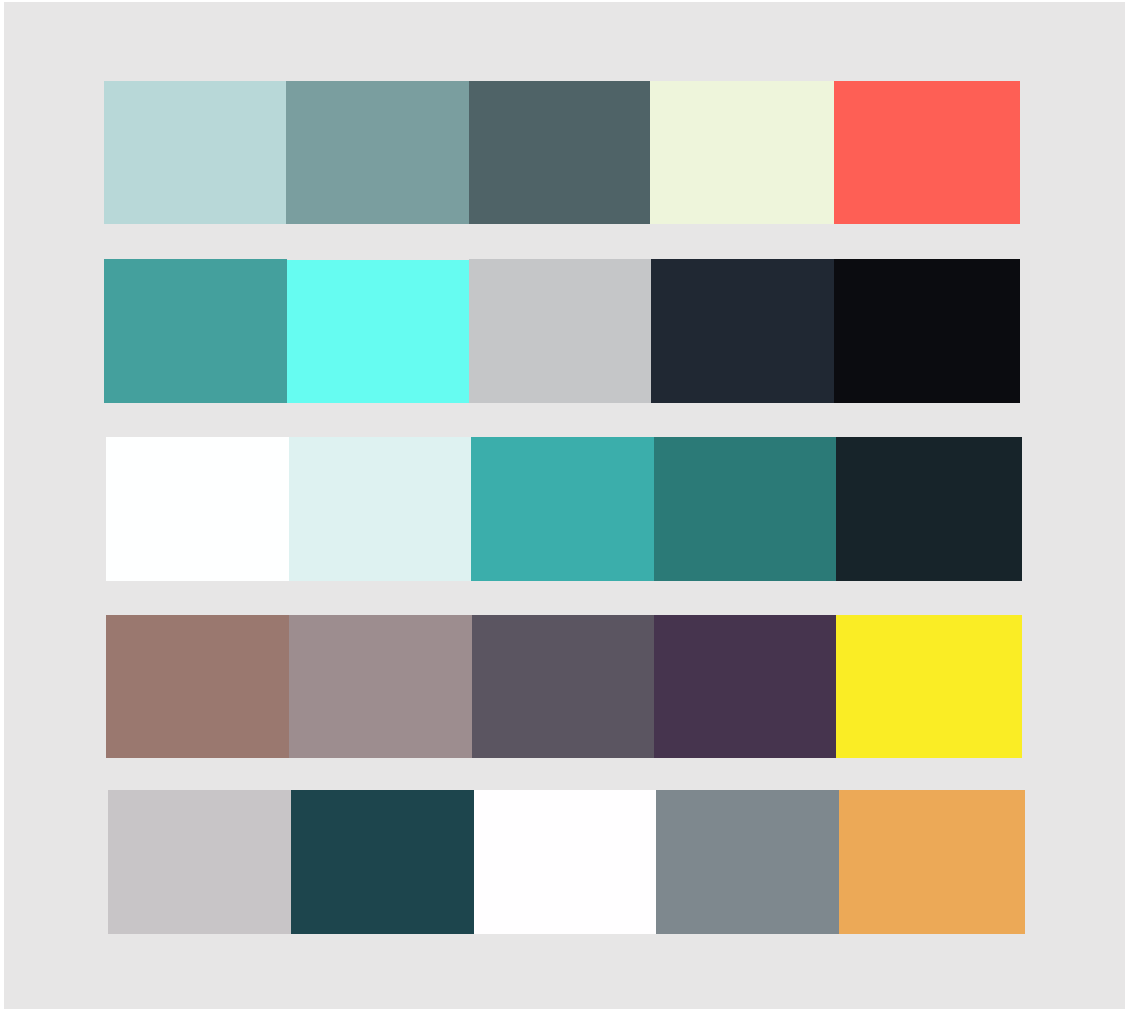
Module 5

Color Scheme Tools

If you don't have time to create your own color schemes, there are plenty of free color scheme generators such as:

- Adobe Color CC
- Coolors.co
- Paletton.com

Here are a few color schemes automatically generated by these tools:



Module 6

Keep It Simple

You've probably heard this before, but when it comes to design, less is usually more.

Try to keep it simple and don't use too many colors. In general, **three to four colors i**s sufficient for a presentation.

Module 6

The 60-30-10 Rule

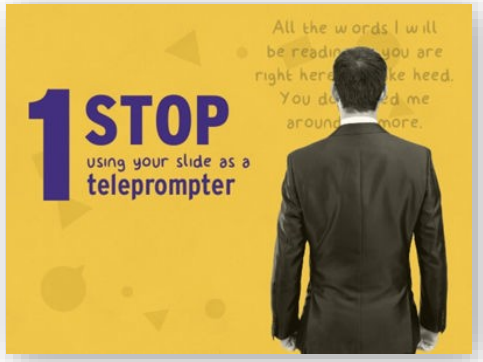
An easy way to create a balanced slide deck is to stick to the **60-30-10 rule.**

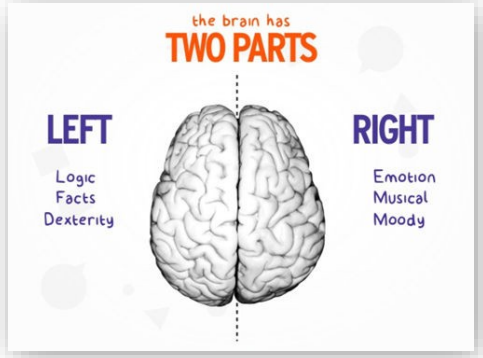
This means that if you've chosen three colors, as recommended previously, then you should devote **60 percent** of the space to the **primary color**, **30 percent** to the **secondary** and **10 percent** to the **accent color.**

Module 6

Spread Content Out

Another simple rule is to spread your content out into bite-sized morsels throughout your presentation so that it is as easy to digest as possible.





Source: https://bit.ly/3nLPHyV

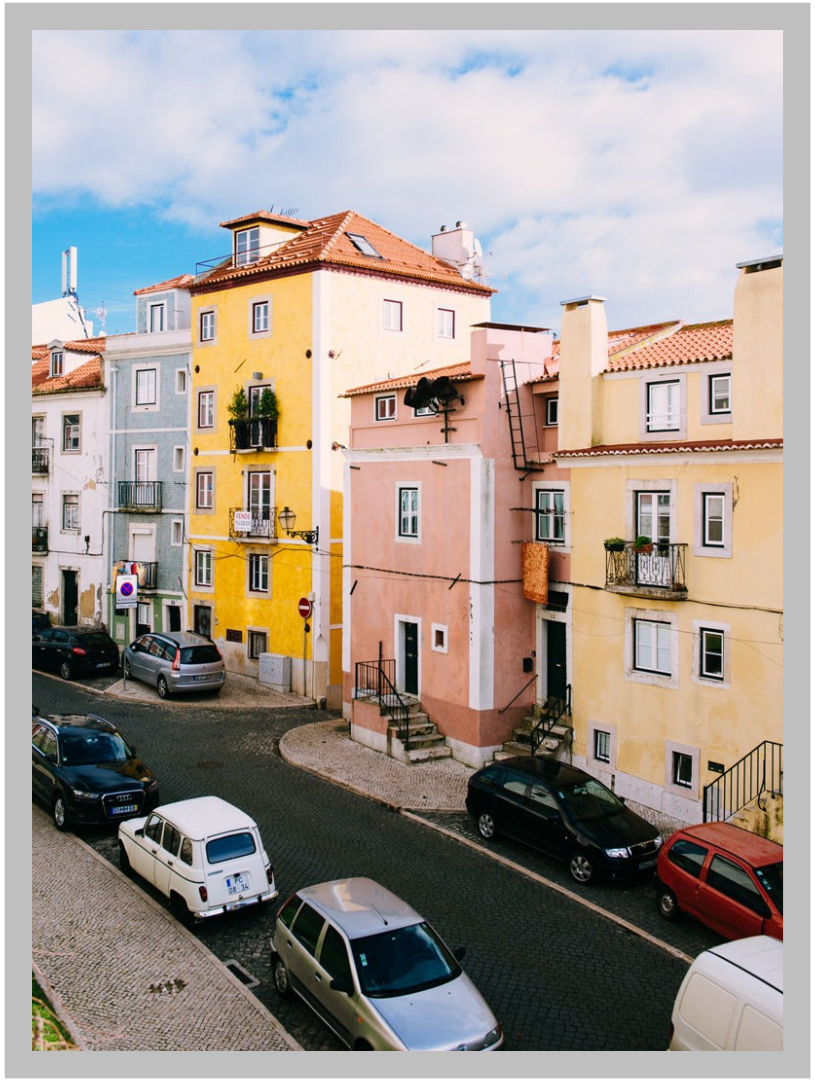
Module 7

How to Create Your Own Palettes

One designer's secret for finding just the right color scheme for your presentation is to use one of the color scheme tools listed here to create vivid color palettes from your favorite photos.

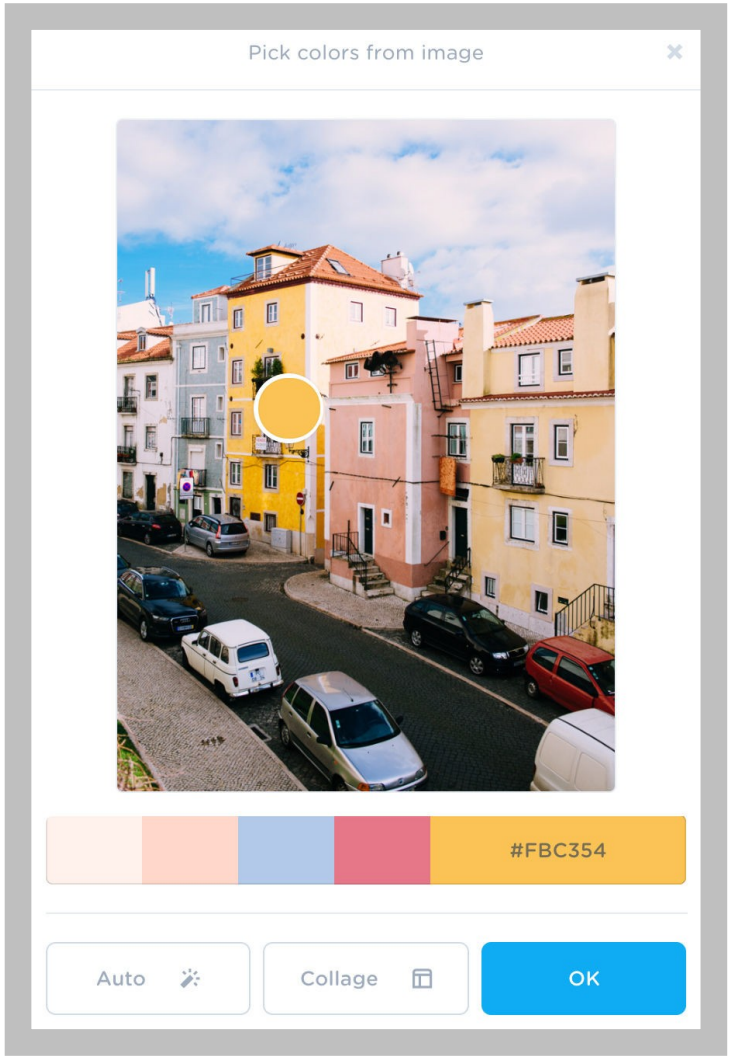
All you have to do is **upload an image** with a color scheme that evokes the emotions you're going for and then save the hex color codes generated by the tool.

For example, we chose this image because of the way the colors convey calmness and warmth:



Module 7

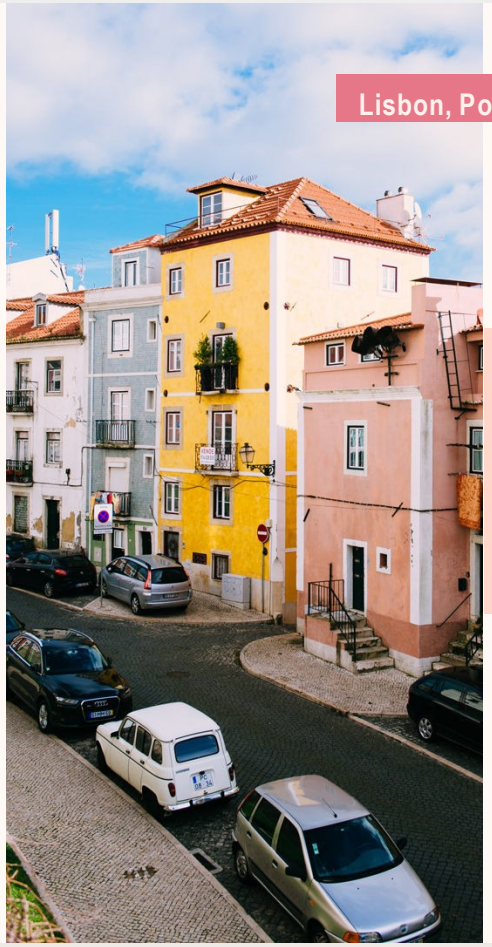
The tool Coolors then generated this color scheme for us:



Module 7

And this is how it looks on a slide:

European Destinations & Vacation Spots



Lisbon, Portugal

It's said to be one of the oldest cities in the world and according to legend, Lisbon was founded by Ulysses on his journey back from the Trojan War.

Module 8

Adjusting the Color of Your Images

Sometimes stock photography suffers from a lack of contrast or unnatural lighting. If you feel the subject of the photo doesn't have enough "pop," you can play with the contrast and color to add visual interest and improve your image.

BEFORE

AFTER

Module 9

How to Create Visual Hierarchy

The goal of a good visual design is to orient viewers' eyes in a specific direction.

The first step to doing this is creating a **visual entry point** into your design using **a focal point.** Then, you can provide a path for your viewers' eyes to follow by applying other rules such as **visual hierarchy principles**, which are used to organize design elements in order of importance.

This slide, for instance, does just this by varying certain characteristics, such as size, contrast, color, typography and spacing. Even a viewer not trained in graphic design can tell that the focal point is the penguin, and that viewers' eyes are then drawn to the words "stand out," followed by the rest of the text.

http://104.236.43.209/pdf/7-tips-presentations.pdf

Module 10

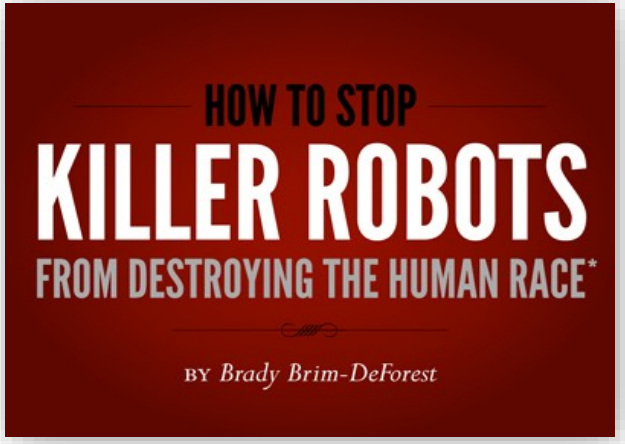
Here are some ways you can apply visual hierarchy principles to your design to reinforce the main points of your message and guide your viewers through a visual story in the form of a slide.

1 SIZE OBJECTS ACCORDING TO IMPORTANCE

One way to indicate the relative importance of elements is to **adjust their scale.** The **most important elements** are **usually larger** and **more prominent** than less important ones.

In an **effective design**, all elements **shouldn't have the same visual weight**; if so, they would all be competing for attention and the viewer wouldn't know where to look first.

This series of slides, for instance, uses oversized text to create a dramatic effect and quickly draw attention to the main message.



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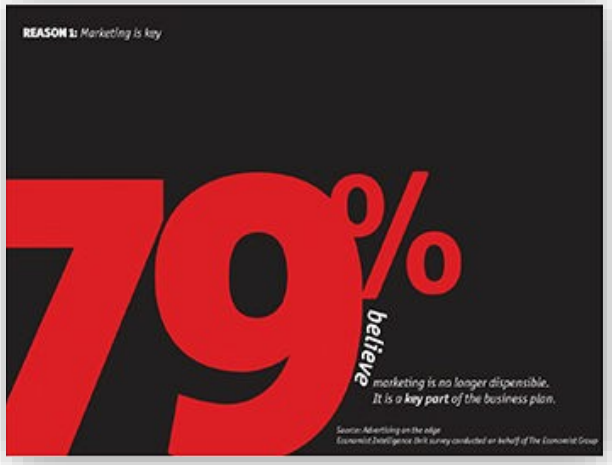


Source: https://bit.ly/3flIP8o

2 CREATE AN ILLUSION OF DEPTH

By creating an illusion of depth ranging from a few inches to several miles, you can make certain elements in your design really "pop."

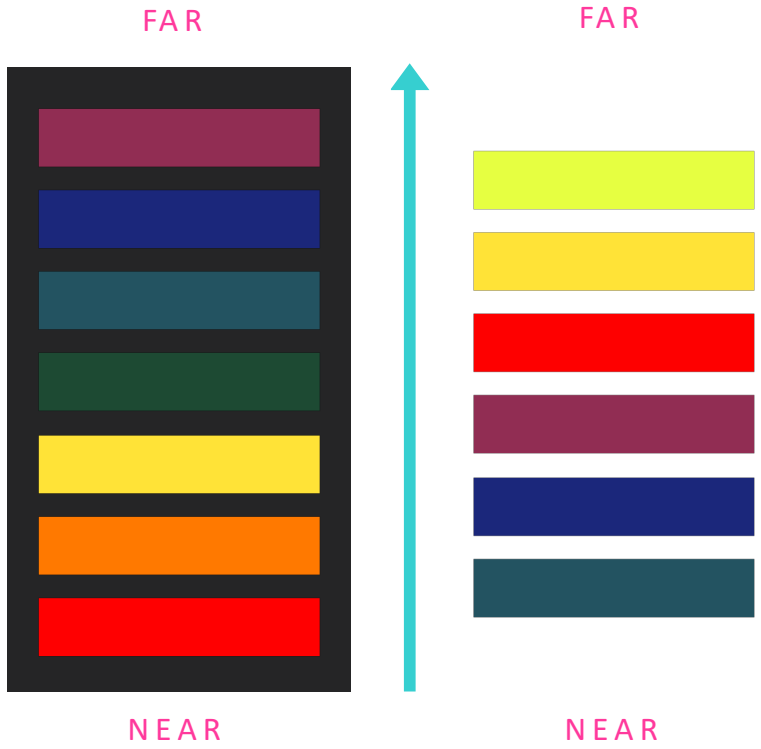
For example, you can **blur the background image** to make it clearly distinct from the foreground, thereby attracting attention to your text as the focal point of your slide.

Module 11

Color choice can even suggest distance. **Warmer colors**, such as red and yellow, advance into the foreground of a design with a **dark background**, while **cool colors** such as blue or green usually **recede into the background.** The opposite occurs with a design over a light background:

Cool colors such as blue and green appear closer than warm colors.

Therefore, color choice can truly affect viewers' ability to identify a figure from the background within a design. Mixing warm and cool colors can create depth, just like perspective.



Module 12

3 USE CONTRAST TO ATTRACT VIEWERS' EYES

Contrast is one of the most effective tools for making certain elements in your design stand out. As human beings, one of the first things our eyes notice is **difference**, whether this be a difference in color, shape, texture, size or position, among other things.

By nature, we tend to group similar objects together and differentiate between those that are dissimilar. Take, for example, these slides from real presentations. Our eyes are immediately drawn first to the object that stands out the most: the yellow words over a muted background. Our gaze then moves to the rest of the text, and finally to the elements in the background.

https://bit.ly/3plqd7k

Module 12

In this **slide deck**, we see the **same effect**.

Color is used to **create contrast** and thereby draw attention first to the text in an eye-catching red color and then to the black-and-white image in the background.

Module 13

4 USE ALIGNMENT TO DIRECT THE EYES.

Alignment is **part of the structure** by which elements are placed in a design. It dictates that visual components, whether they be text or images, are not positioned arbitrarily throughout a composition. For example, a typical page of text is aligned to the left, so that objects share a left margin.

Simple visual designs most frequently align in the center of the frame, a format that provides **balance and harmony**. But not all designs have to be perfectly symmetrical to be aesthetically pleasing.

Source: https://bit.ly/3kOyXVJ

Module 13

Take a look at how this slide draws viewers' attention first to the woman and then to the left-aligned text, and then back to the woman. The left-aligned text helps to balance the design, which is visually heavy on the right side.

Most Western readers are accustomed to reading from the left to the right side of a page.

Therefore, designs featuring text are often aligned to the left margin in the same fashion.

Module 13

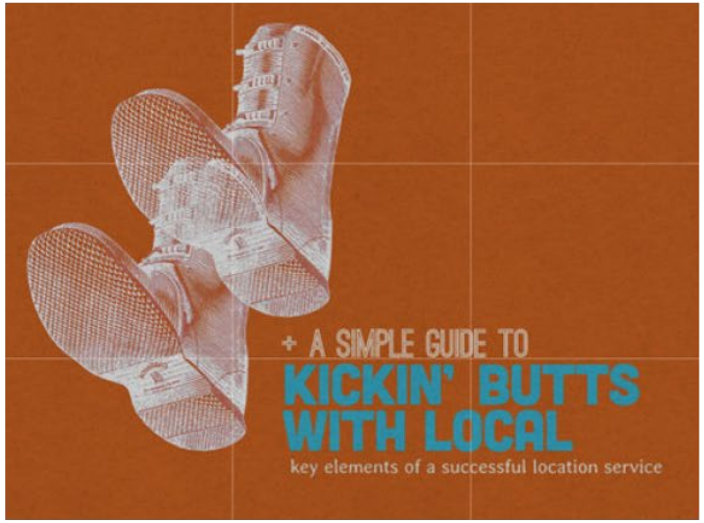
But right alignments are also employed to provide balance to a design that may be more visually heavy on the left side.

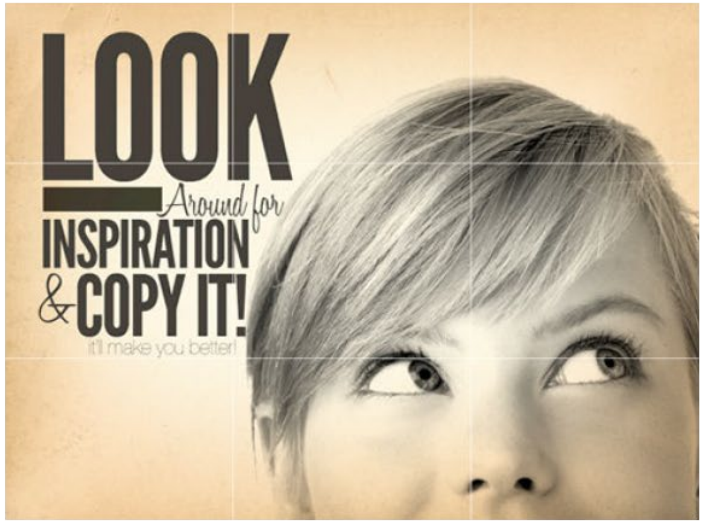
Module 14

Use The Rule Of Thirds To Create A Focal Point.

Artists, photographers and graphic designers have long employed the **rule of thirds** to improve the overall balance of their compositions. The rule involves mentally **dividing a composition into a grid composed of two horizontal** and **two vertical lines** or **nine separate sections.**

Important visual elements are **placed along the lines,** emphasizing the four points where the lines meet. Off-center compositions are generally considered more aesthetically-pleasing when compared to designs in which the main focal point is placed in the center of the frame.





Module 15

Use Negative Space To Emphasize Key Elements.

You've probably heard this before, but **negative space** (or white space) is just as important to your design as the positive elements. It has many functions within a visual:

- **lets the readers' eyes rest**;
- gives room for **visual pathways that the eye can follow**;
- **draws attention to the main elements** of your design; and
- makes your **design look clean, sophisticated** and **efficient**.

Take a look at how the use of negative space emphasizes the key elements in these slides.

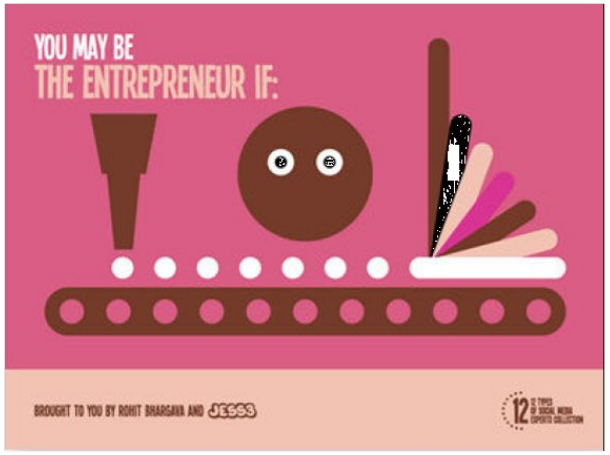
Module 16

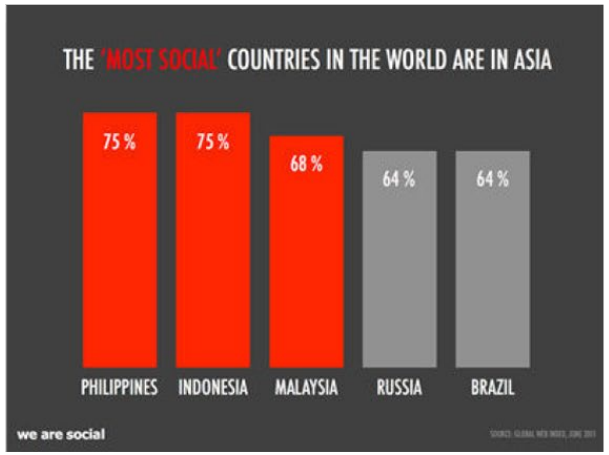
How to Create a Coherent Design

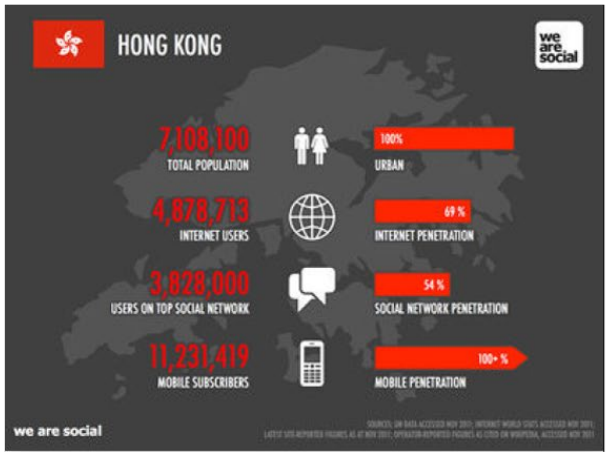
Create Associations Between Elements

You can easily **tie the elements of a design together** by making them similar. For example, if you have a slide with three different types of elements, you can visually relate them by using the same color for each type. Even if elements of the same color are not close to each other on the slide, viewers will unconsciously group them together.

For example, look at how the use of orange in the first slide at the top creates an association between the word "pretender" and half of the human figure. In the two slides in the second row, the use of the color red creates an instant association between the key words and their graphical counterparts.







Module 17

Suggest a Visual Connection Through Closure

A good slide design is the **efficient use of space.** In order to eliminate unnecessary details, designers often apply the **Gestalt principle of closure**, which is an effect that allows us to see complete figures even when some information is missing.

Example, this slide design. Although we can only see part of an image, the viewer automatically fills in the rest of the details to create a complete picture.

So, instead of trying to fit complete pictures of objects into your slides, simply display enough of it to conjure up the right mental image in your viewers' minds.

ALL INFORMATIÓN PROVIDED

TOO MUCH INFORMATION MISSING

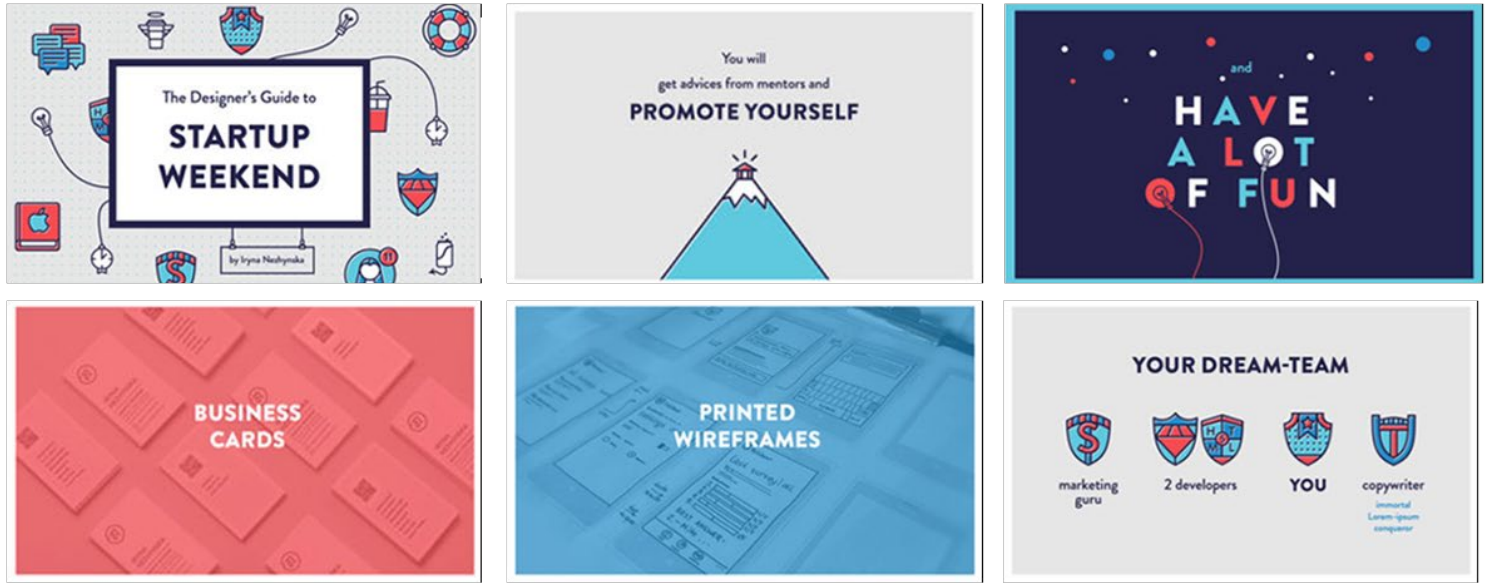
JUST ENOUGH INFORMATION

Module **18**

Use Repeated Elements to Tie Your Design Together

Another way to achieve a **cohesive design** is to **repeat certain elements.** This way, the viewer recognizes a visual pattern and knows what to expect next.

In this presentation design, for example, the same **border style** is seen on several slides, along with the **same color overlays** and **style of icons.**



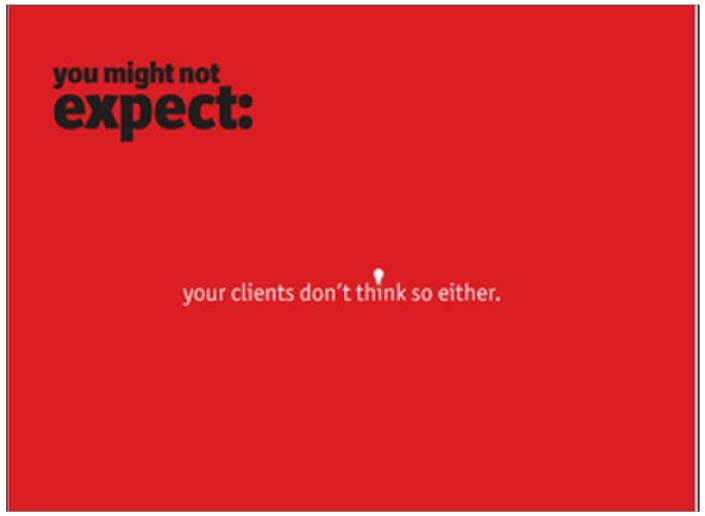
Module 19

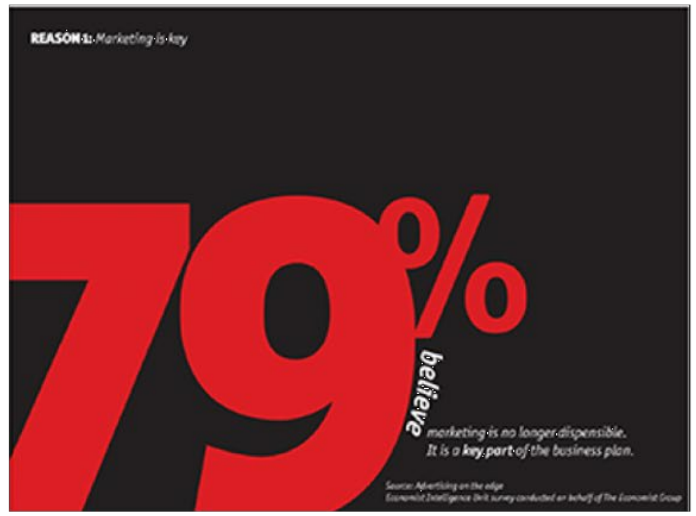
Invert the Color Scheme to Create Visual Interest

This doesn't mean, however, that a decorative element such as a **shape must appear in the same color** and the **same exact position on each slide.**

For example, you can create visual interest by inverting the color scheme of the introductory slide for each section or varying the placement of decorative shapes.

In this case, the red-and-black color scheme is inverted for certain slides to **break the monotony** of the presentation.





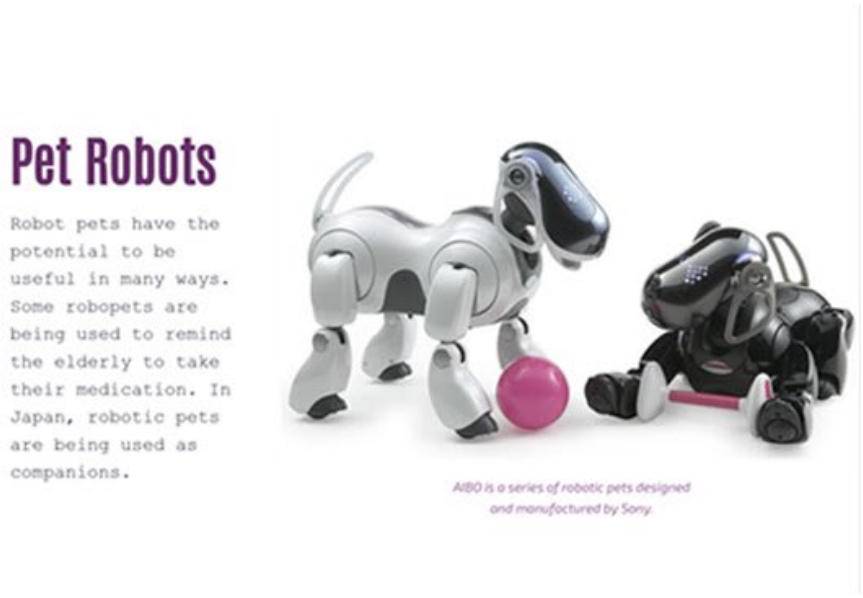
Module 20

5 Use Proximity to Group Similar Elements

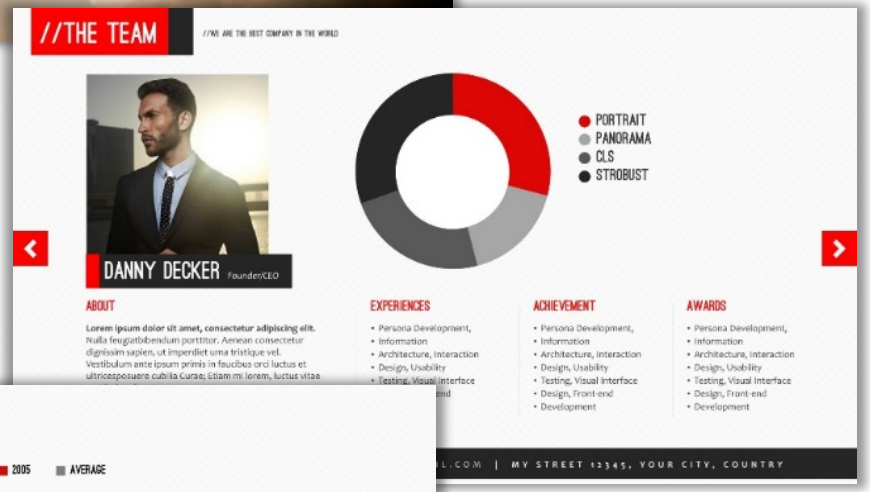
Another important part of the visual grammar of your slide deck is the proximity of elements. Make sure to associate related elements by placing them near each other. For example, an image and its caption should appear near each other. If not, viewers will not make the proper association.

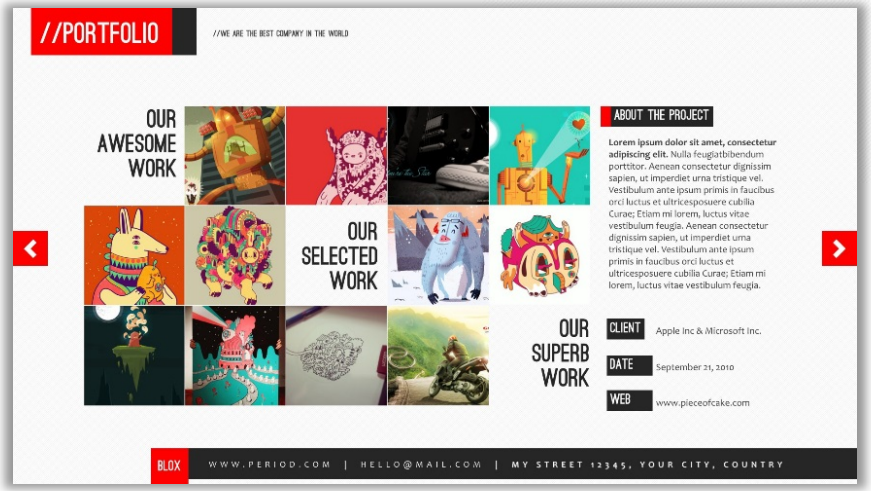
BEFORE

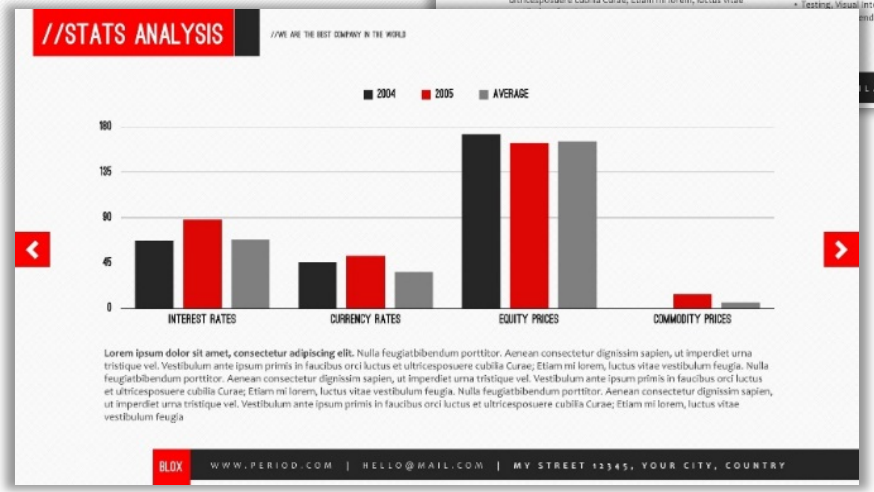
AFTER



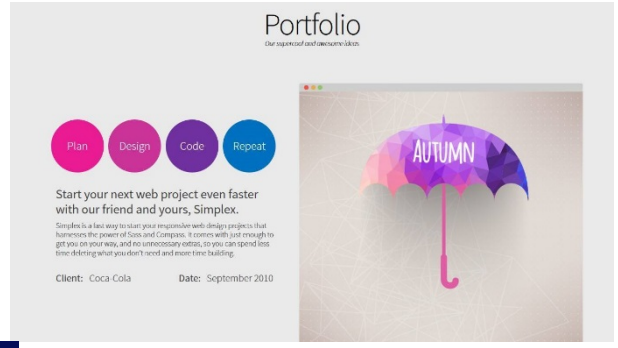
Sample **PowerPoint Slide Design 1**

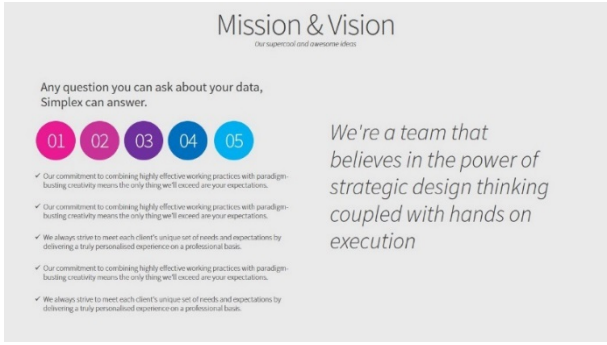


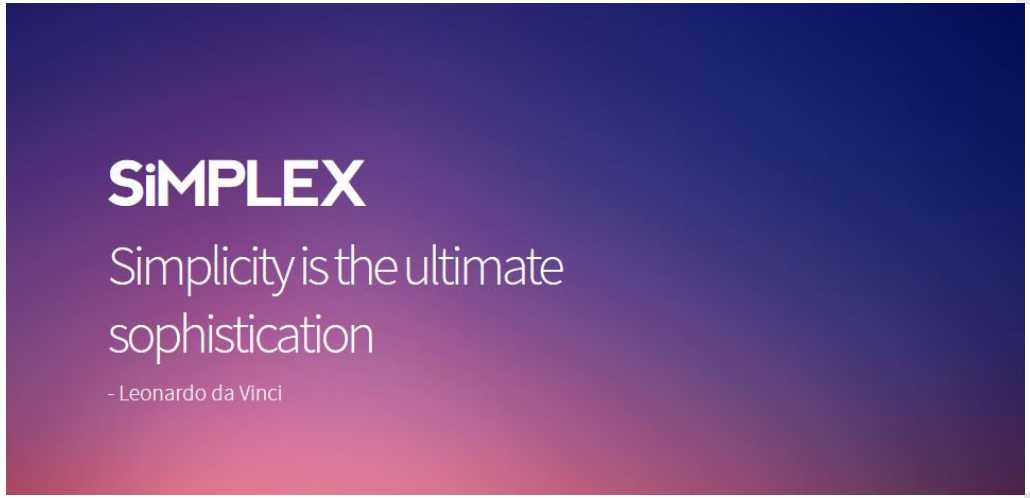


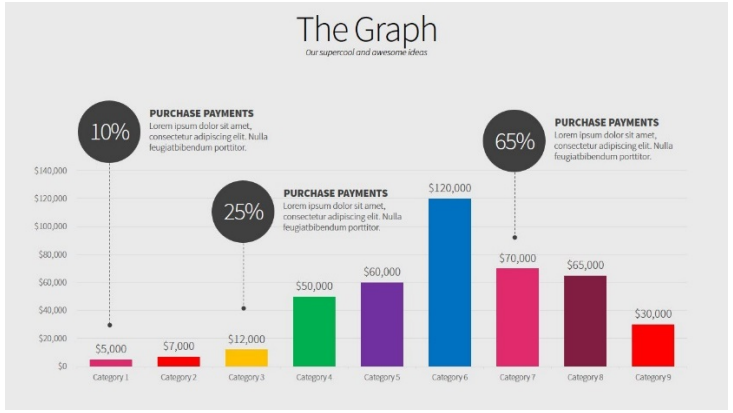


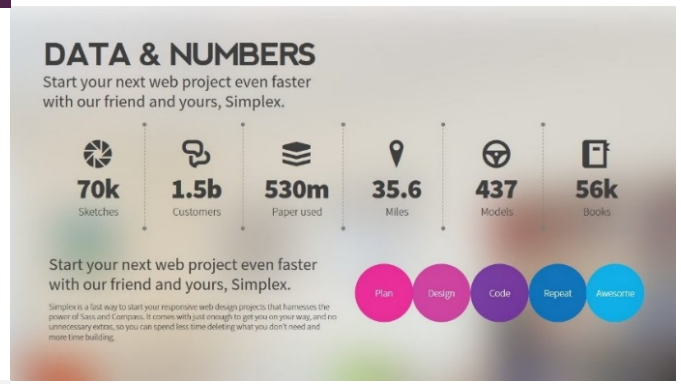
Sample **PowerPoint Slide Design 2**





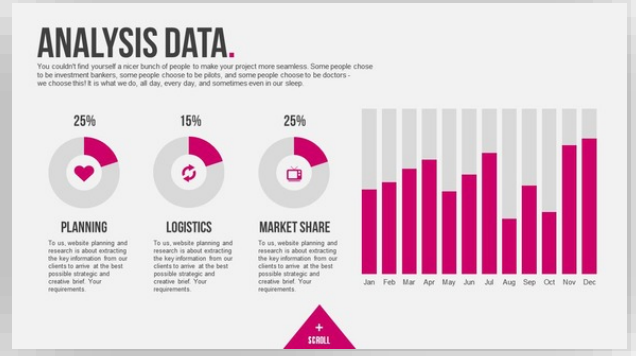






Simplex Business PowerPoint by AWSM Designs |
https://creativemarket.com/warnaworks/31634-Simplex-Business-PowerPoint

Sample **PowerPoint Slide Design 3**



Revolution PowerPoint by AWSM Designs |
https://creativemarket.com/warnaworks/50981-Revolution-PowerPoint

Lesson 6

Why use ICON ?

Module 1

Why use icons?

Icons are VERY popular these days in **2D design**. You may seem them a lot on websites and on mobile devices, but also in other marketing materials. Icons may take the place of text labels or be included along with labels.

- They help **organize a page** or a **slide**, giving the audience or reader a clearer **understanding** of complex material.
- Icons are usually **minimalist**, so they look modern. Often, they are one color and many are gray or black.
- Because they are vector images, it can **resize** without that grainy look.

Module 2

How do you add icons in PowerPoint?

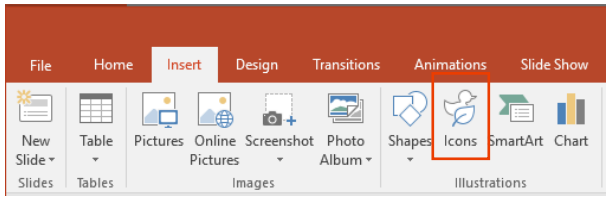
1. To add icons, choose **Insert Tab** and click **Icons**.
2. Then the Insert Icon dialog box opens and select the icons you want. Scroll down or choose a category.

   Note:

   You can select multiple icons at a time.

   Here you see the **People** and **Technology & Electronics** categories.

3. Click **Insert button** to add icon on selected slide.



Module 3

What can you do with icons?

When you select an icon on a slide, the Graphics Tools Format tab appears, as you see here.

Basically, you can do everything with icons **except ungroup** and use the Merge Shapes commands on them.

Thank You

Contact Us

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Please Scan **QR Code** to participate in
Microsoft PowerPoint Slide Makeover Challenge

Please Scan **QR Code** for You
Feedback & Attendance