

Knowledge Sharing Session Microsoft PowerPoint Slide Makeover

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22 December 2020



Organized
by

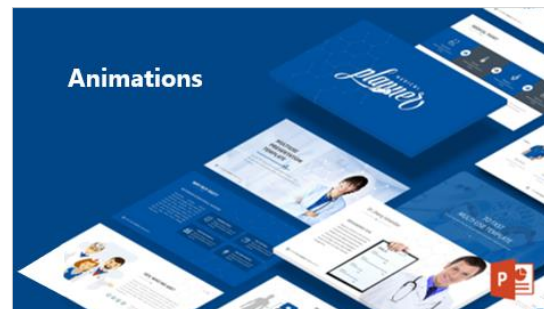
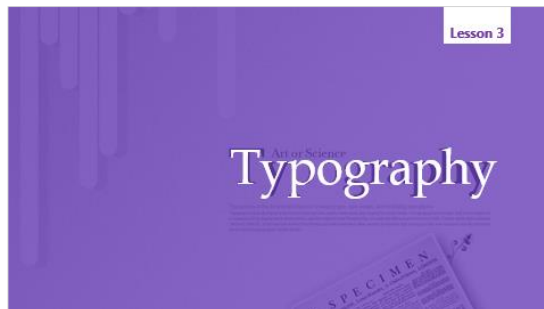


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dan Infostruktur

INFOSTRUKTUR
WEBINAR
2020

Part2



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.

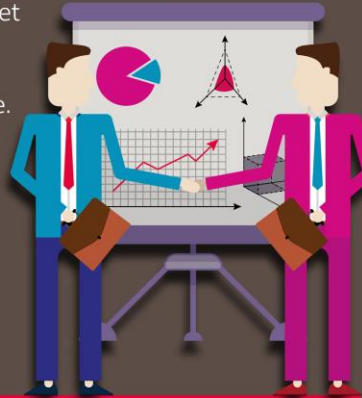
Depending on your subscription, these can include:

 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
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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, identity-driven security solution, designed to keep the modern, digital workplace secure.
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Microsoft 365



Office 365 Education

Office 365 A1

No Cost

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



Microsoft 365 Education

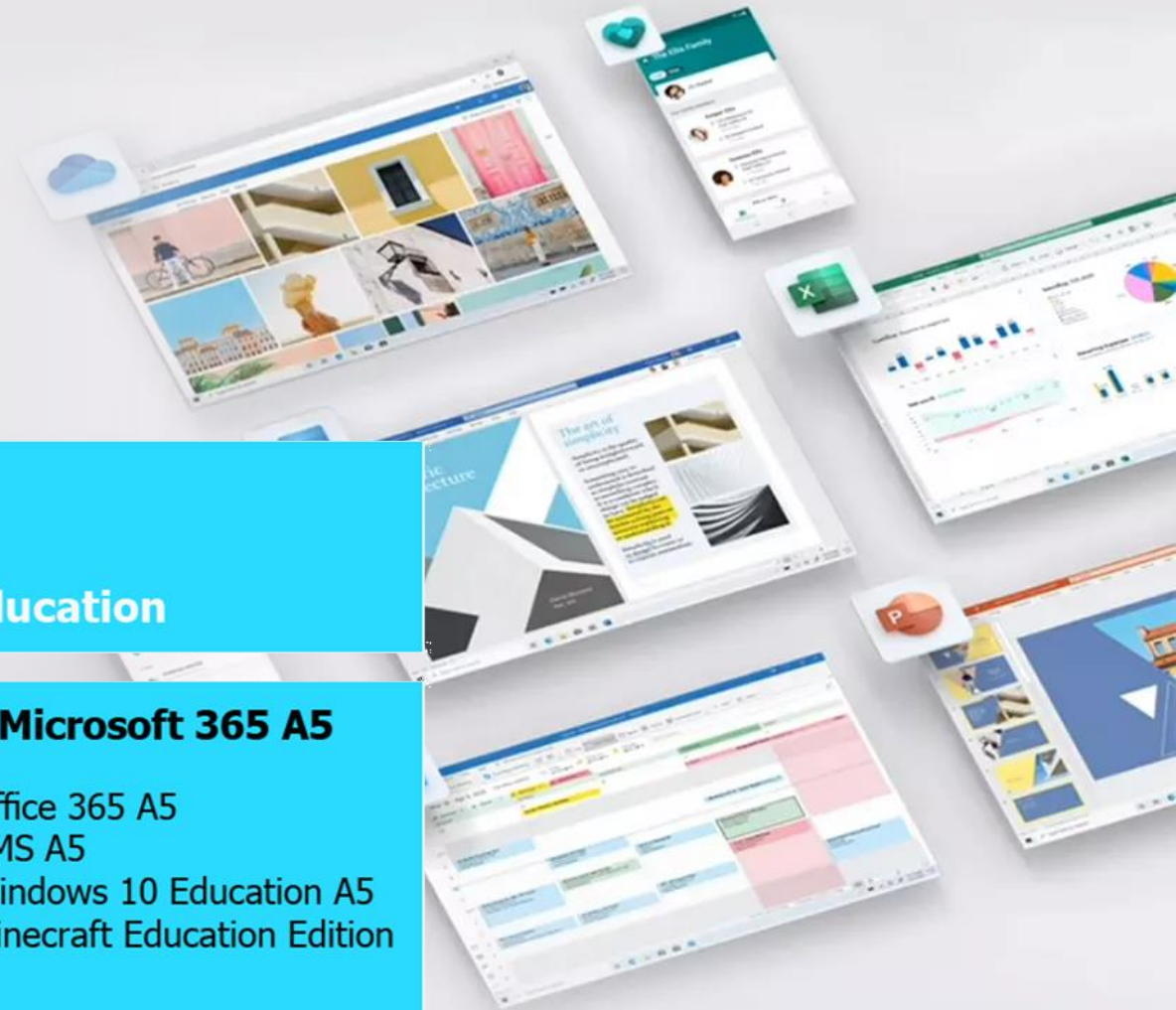
Microsoft 365 A3

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

Microsoft 365 A5

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

Pakej yang
diperolehi oleh
UiTM



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 mid-sized 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.



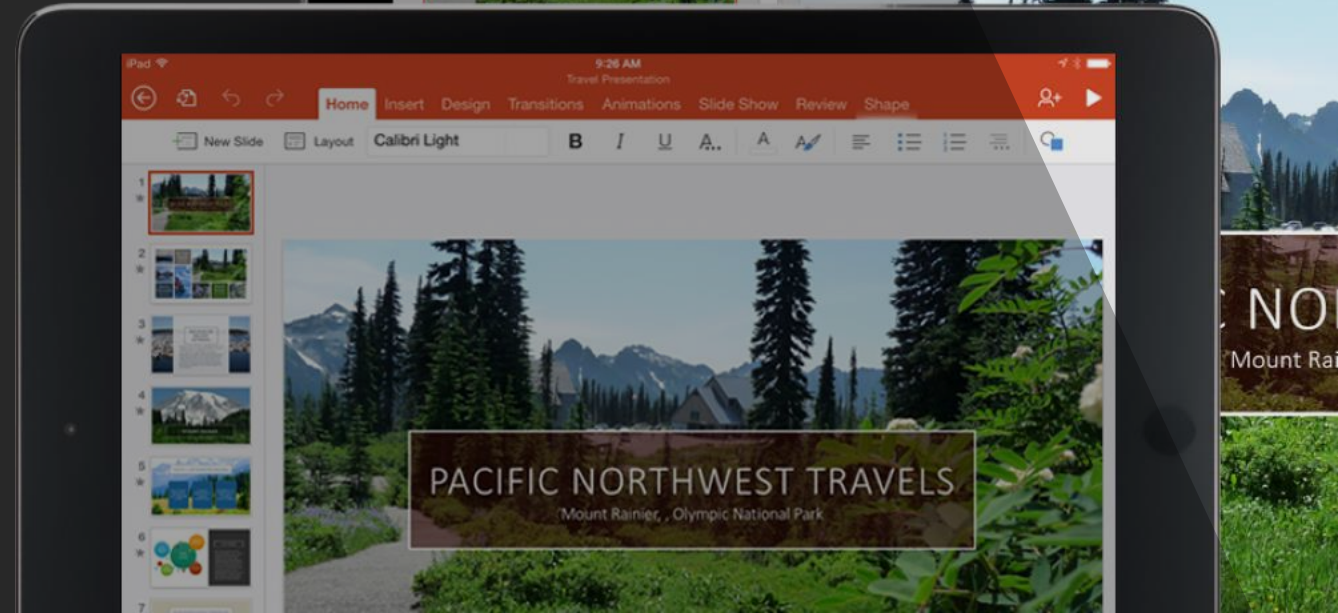
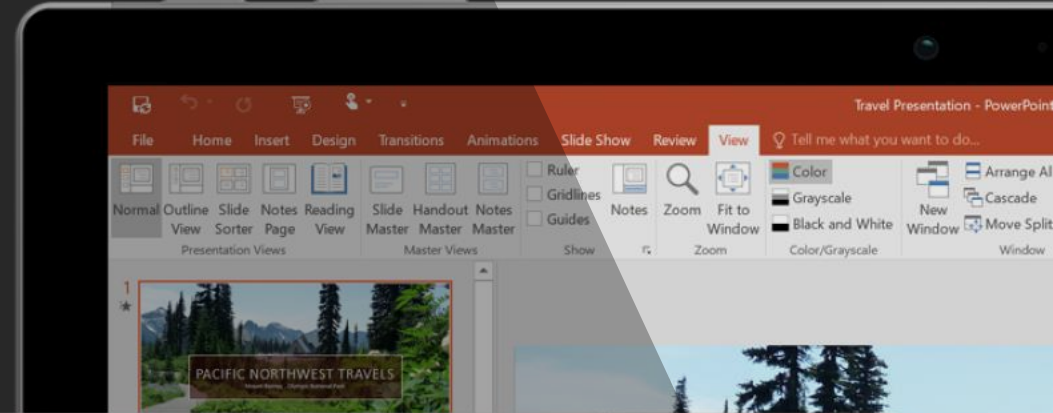
Collaborate without boundaries

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

[More information @ Microsoft 365 Education](https://www.microsoft.com/education/office365)

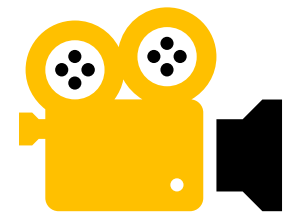
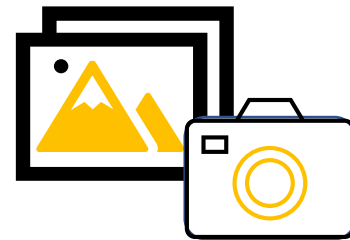


What is PowerPoint?



Digital Storytelling

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



Digital Storytelling Format

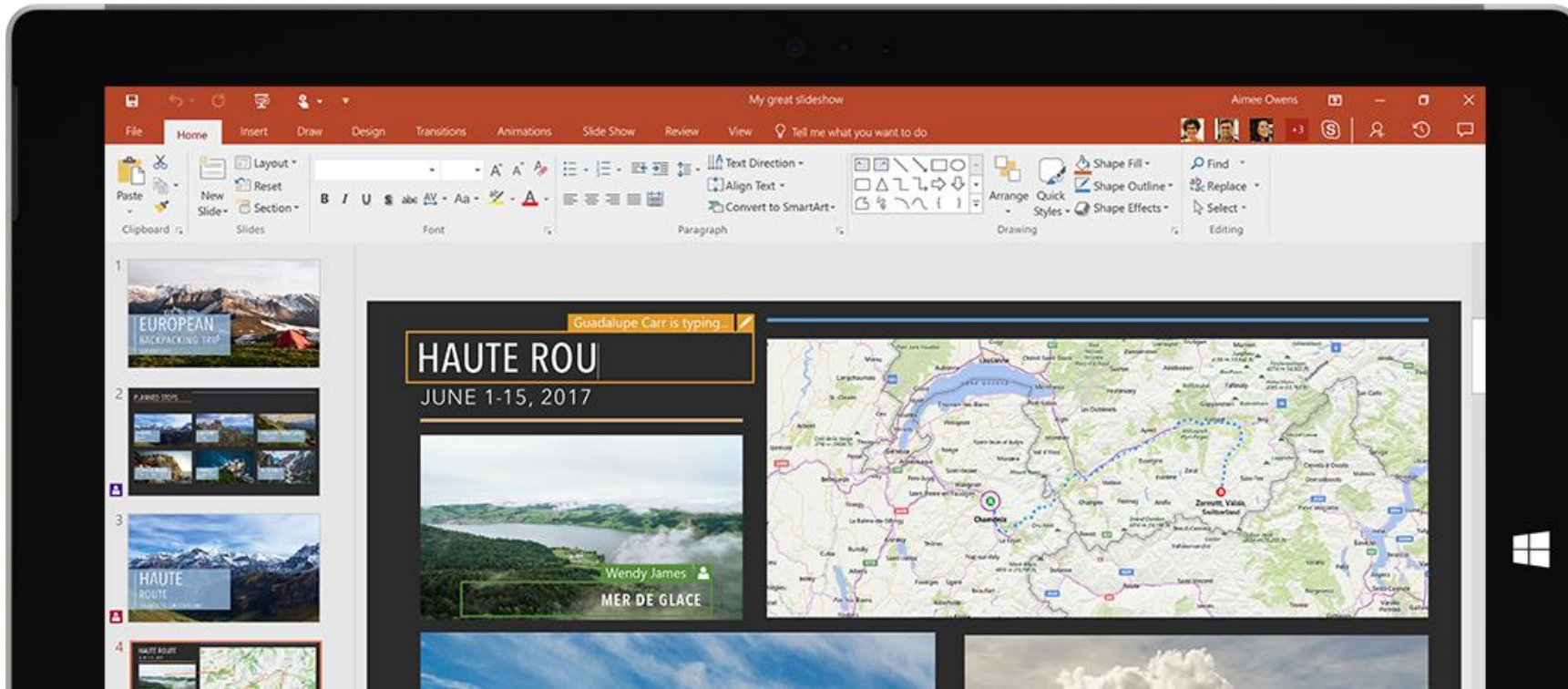
Digital storytelling has different types of formats in which people can present their stories to the world in the form of:

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



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

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

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.

14

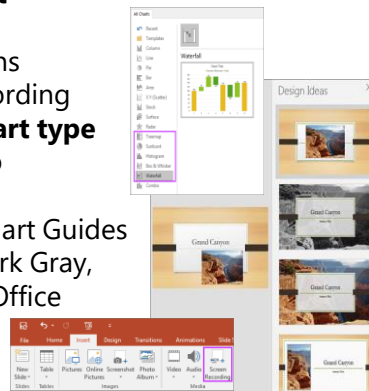


2

September (12)
November (2)

2015

- **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



19

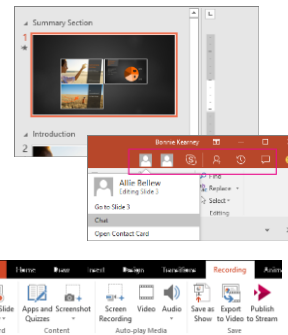


9

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

2016

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



23

10

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

2017

- **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



7

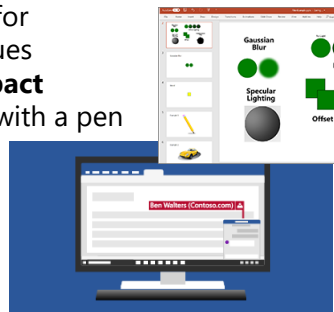


4

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

2018

- 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.

The screenshot shows the Microsoft PowerPoint application window. The title bar at the top displays the name of the presentation, 'zamani umar husin', and standard window controls. Below the title bar is the ribbon, which is currently set to the 'Home' tab. The ribbon contains several groups of commands, including 'Clipboard', 'Slides', 'Font', 'Paragraph', 'Drawing', 'Shape', and 'Editing'. A 'Tell me what you want to do...' search box is located on the right side of the ribbon. The main workspace is divided into three panes: a slide thumbnail pane on the left, a central slide area, and a notes pane at the bottom. The central slide area displays a slide titled 'Company Meeting' with the text 'CONTOSO CORPORATION' below it. The slide is currently in 'Normal' view. The status bar at the bottom shows 'Slide 1 of 3', a zoom level of 83%, and buttons for 'Notes', 'Comments', and 'Share'.

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.

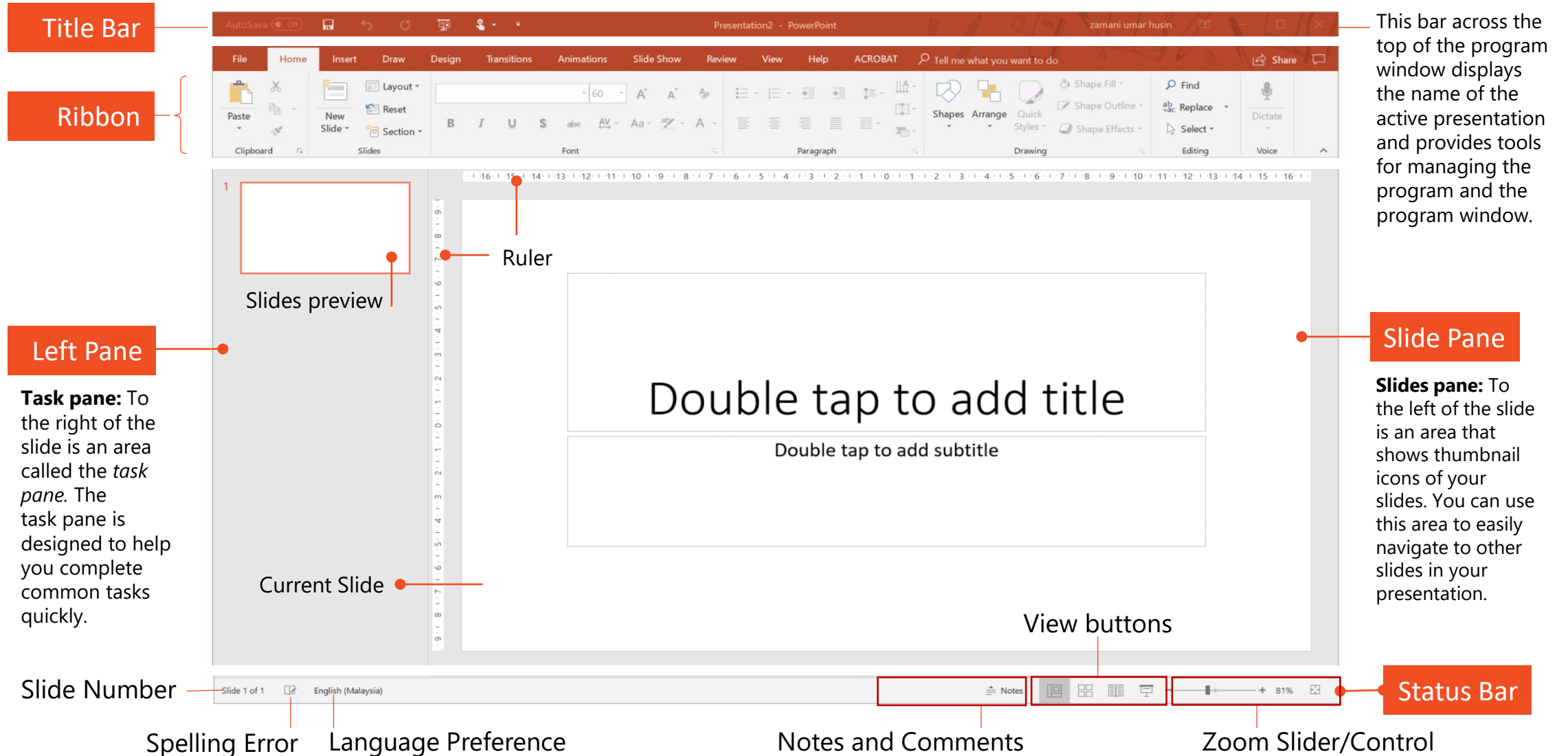
Start the show
Click here to present from the current slide, or click the Slide Show tab on the ribbon.

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.

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

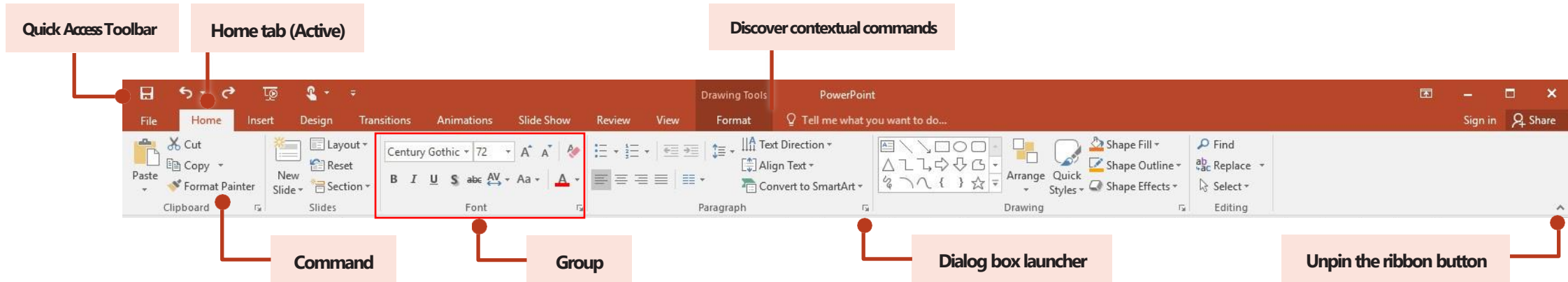
Add notes and comments
Track feedback while drafting your deck and keep important facts handy while presenting.

PowerPoint Environment | User Interface



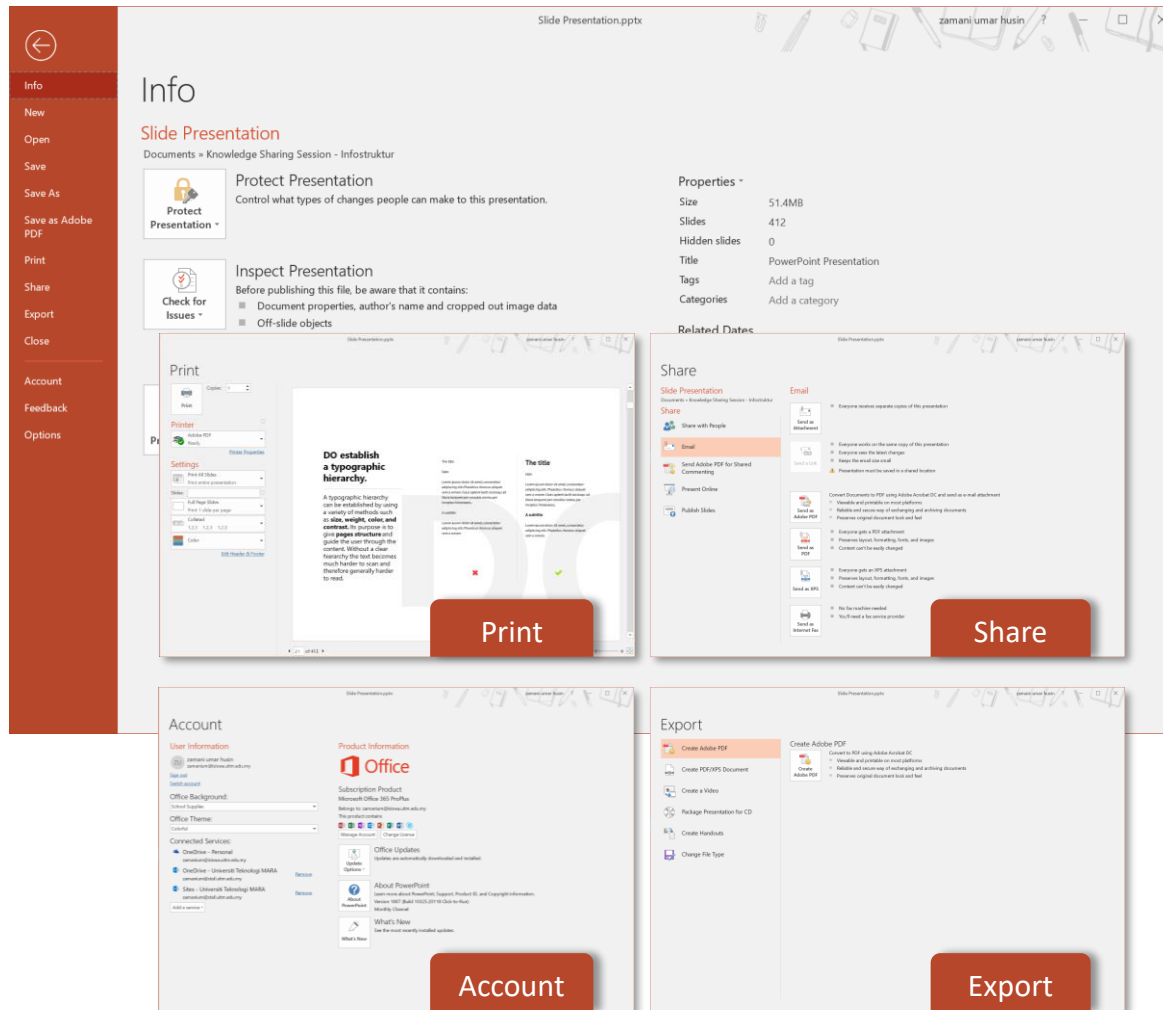
PowerPoint Environment

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.

PowerPoint 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.

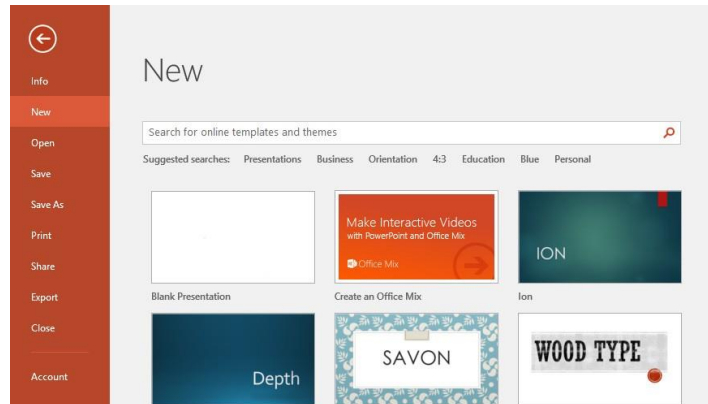
Account: Enables you to choose which account you are signed into Office with, manage connected services like Facebook and YouTube, and get activation information.

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.

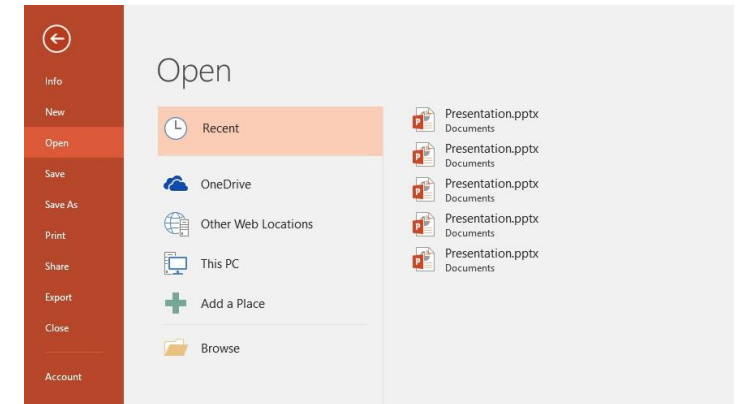
Create something

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.



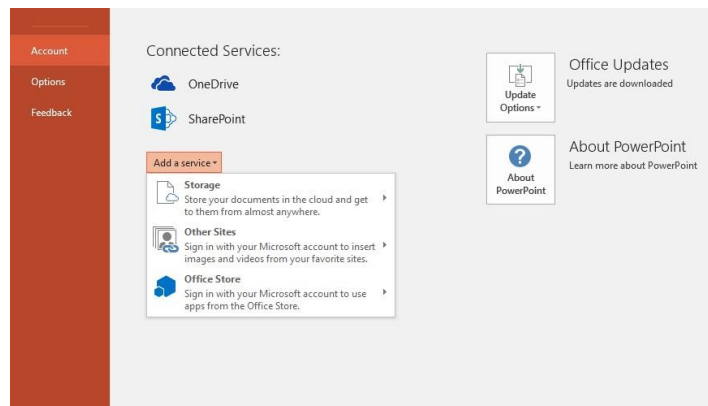
Find recent files

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.



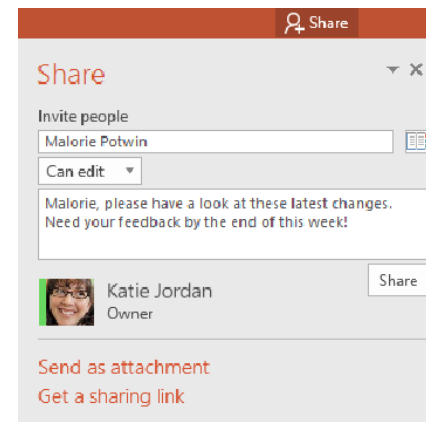
Stay connected

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 with others

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.



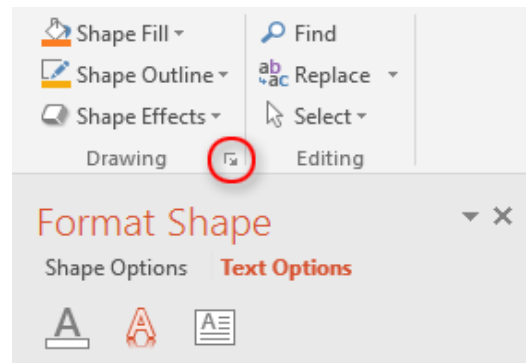
Get inspired while you work -----

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.



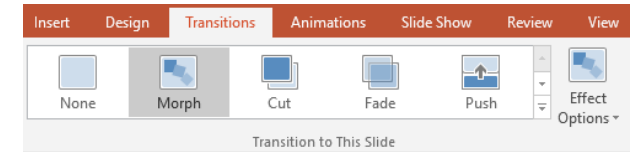
Format shapes with precision -----

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.

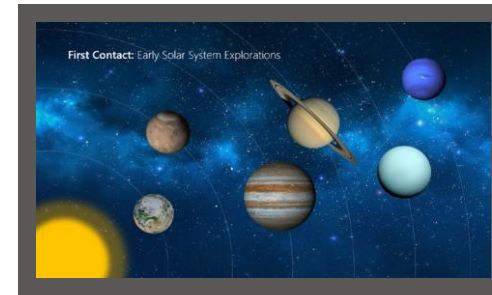


Morph images and objects -----

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.

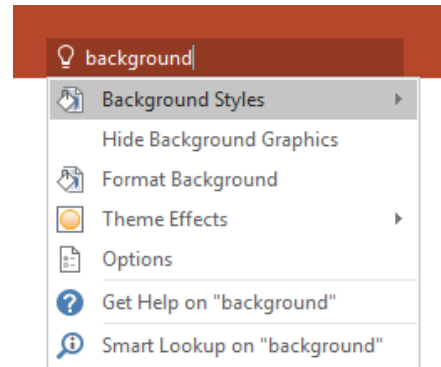


To apply the effect, select both slide thumbnails, click the **Transitions** ribbon tab, and then click **Morph**. PowerPoint tracks the objects found on both slides and then animates their size and position when the effect is viewed.

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.

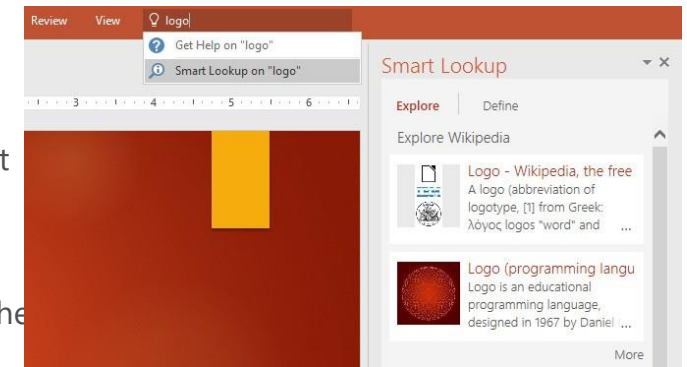
Find whatever you need

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.



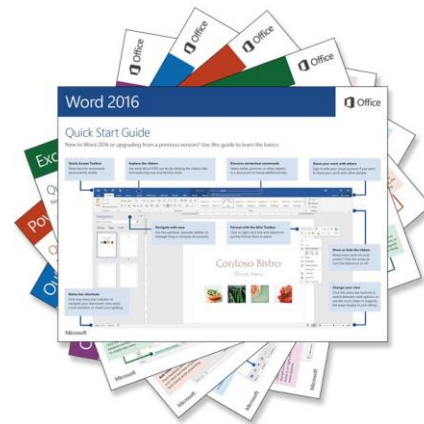
Look up relevant information

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



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.

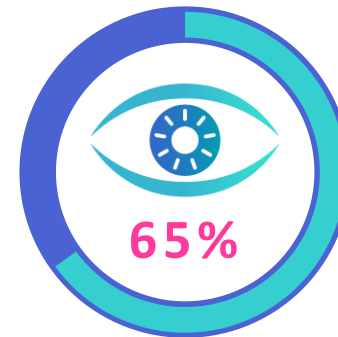
This comes to no surprise since human beings are hardwired to process images quicker than textual information - as fast as **13 milliseconds**, according to one of the latest studies.

Sadly, however, most students, academics and business 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>

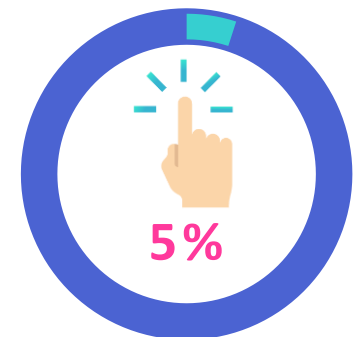
Types of Learners in the General Population



are visual learners



are auditory learners

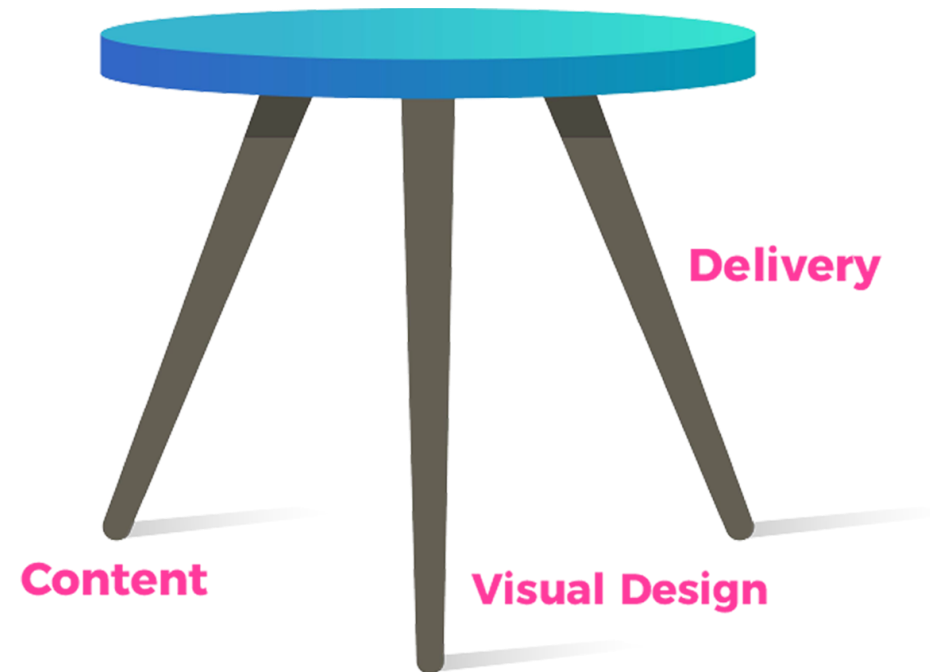


are experiential learners

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



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?

Structuring your Narrative

A quick comparison.

Which version of the story did you prefer?

Analysts generally prefer a **chronological** structure.
Management on the other hand, generally prefers a **reverse-chronological** structure.

Rachel

Small Business Owner

- Social Media Marketing
- Key decision maker



► Demographics

- Age 32-39
- Skews female
- \$70,000 / yr
- Urban location
- Master's Degree
- Married, no kids

► Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

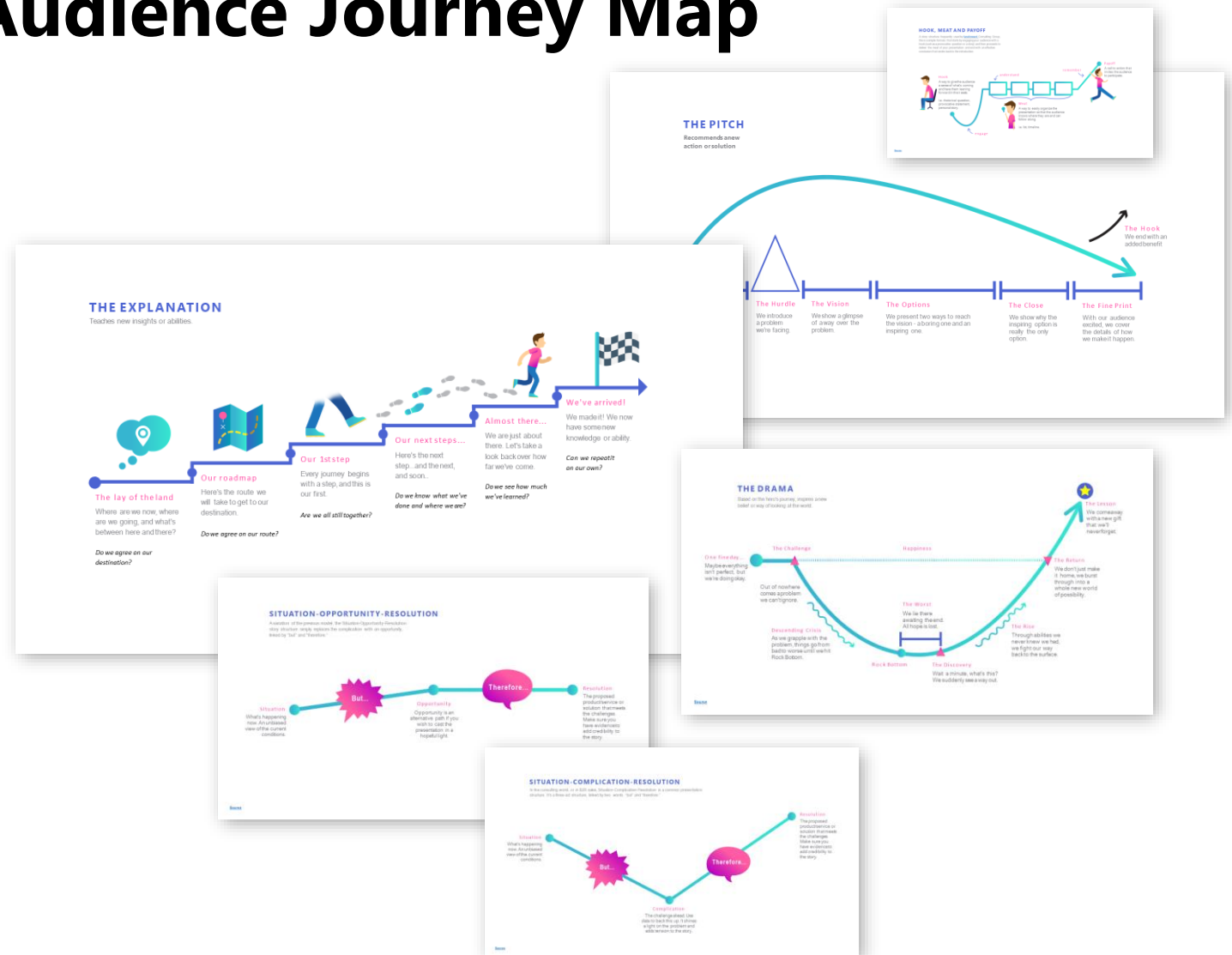
► How we can help

- Schedule post to a queue
- Content suggestions

What to do before designing your presentation

Module 6: Create an Audience Journey Map

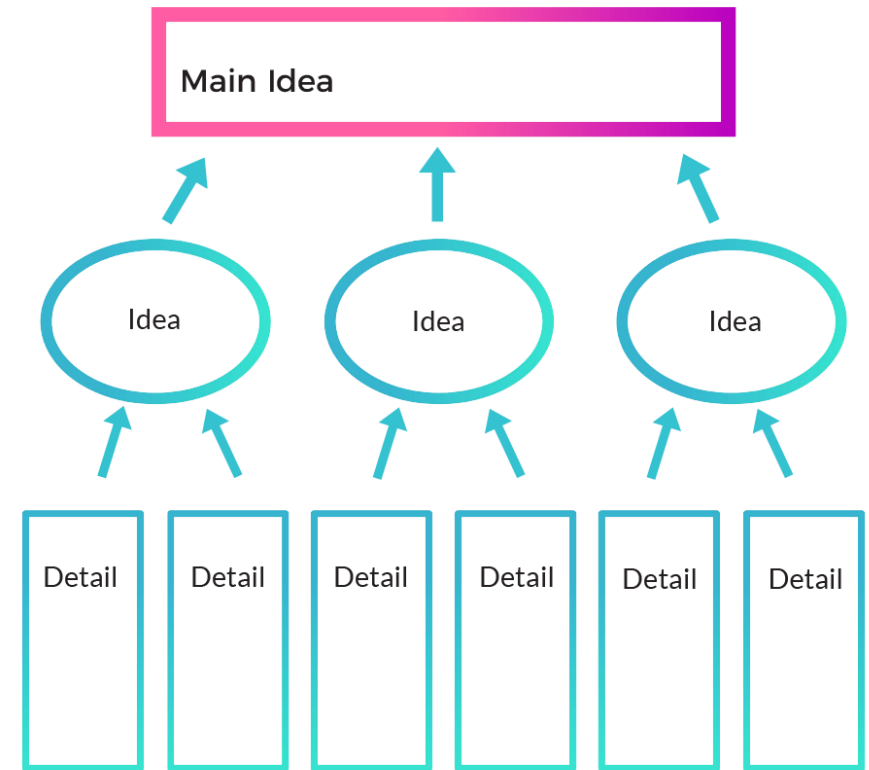
- Think of your presentation as a **journey** in which you will **take your audience from point A to point B**.
- To take your audience to that next level, it is first necessary to map out this figurative journey.
- Since presentations have a narrative structure - just like stories - start by creating 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.





How to

STORYBOARD

Your Presentation

& craft a perfect story...

Digital Storytelling Process



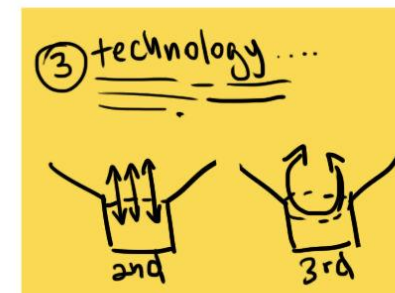
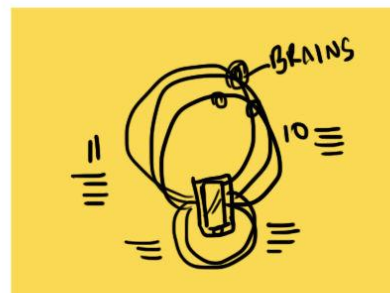
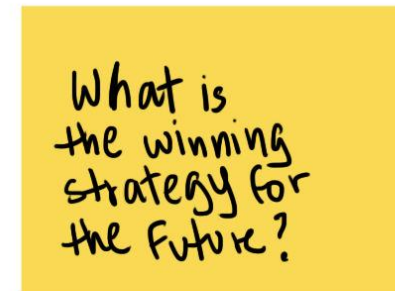
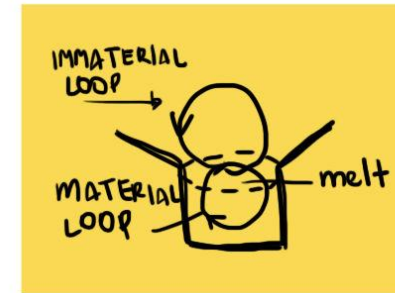
Create a Storyboard

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?



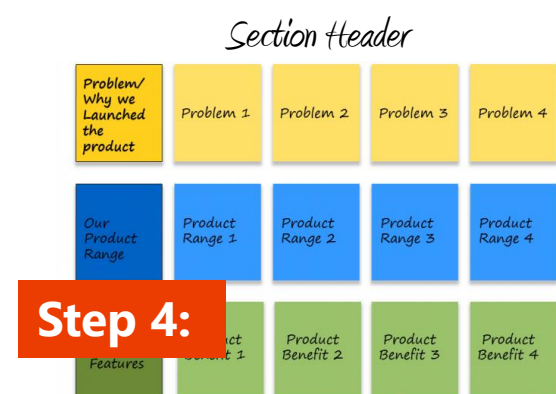
Step 2:

Prepare Rough Presentation Outline



Step 3:

Remove The Weak Parts



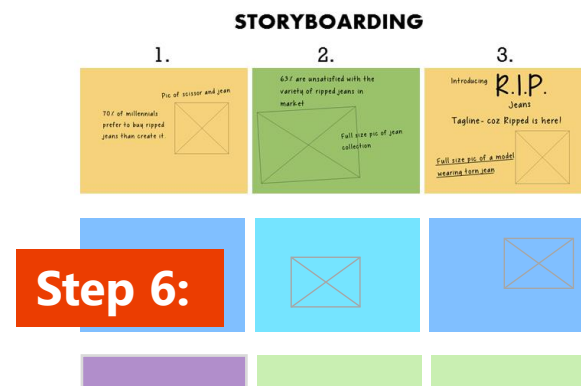
Step 4:

Add Section Headers



Step 5:

Prepare Your Final Presentation Outline



Step 6:

Storyboard The Presentation (Rough Sketches Of Slides)



Convert Sketches Into Polished Slides

Organize your PowerPoint slides into sections

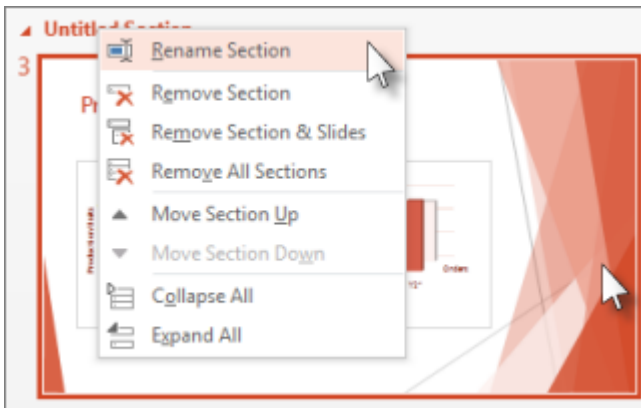
Add a section

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**.

Art or Science Typography

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***

hello 30 pts.

hello 48 pts.

hello 60 pts.

hello 72 pts.

hello 120 pts.

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.

Typeface

Roboto

VS.

Font

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

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**.

Positive Impacts of Smart Phones



- You can easily communicate with others as it is portable.
- Not only use for talking but also for shopping, taking pictures, etc.
- Made it easy to plan and schedule your daily routine.

Too little leading

Positive Impacts of Smart Phones



- You can easily communicate with others as it is portable.
- Not only use for talking but also for shopping, taking pictures, etc.
- Made it easy to plan and schedule your daily routine.

Too much leading

Positive Impacts of Smart Phones



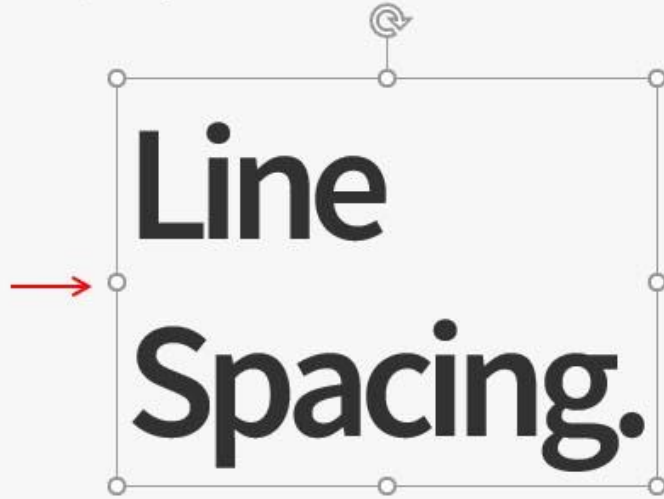
- You can easily communicate with others as it is portable.
- Not only use for talking but also for shopping, taking pictures, etc.
- Made it easy to plan and schedule your daily routine.

Just right

Module 3

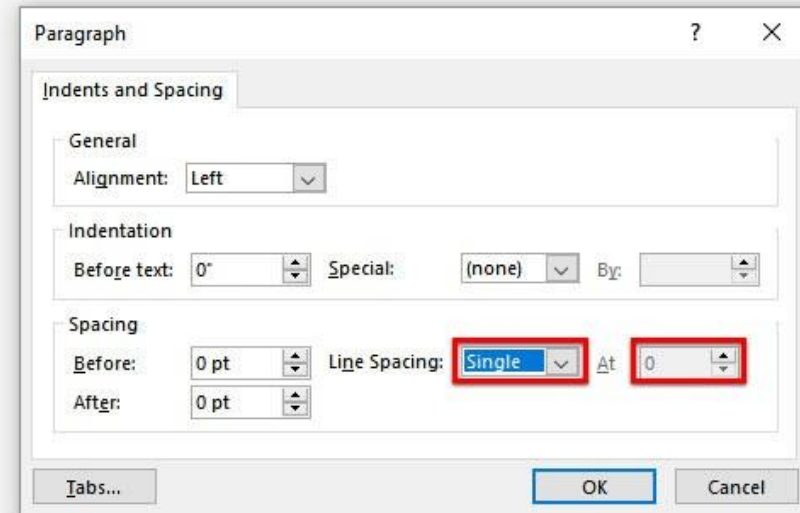
Single (1.0)

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.

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Module 3

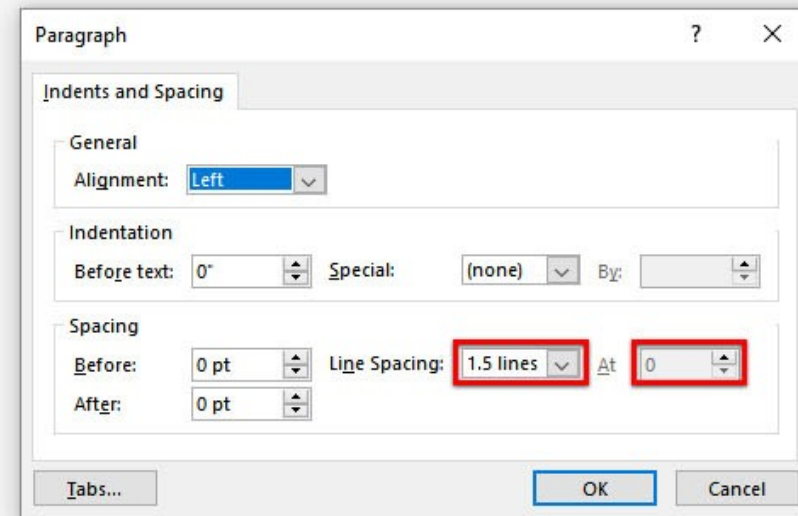
1.5 Lines

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.



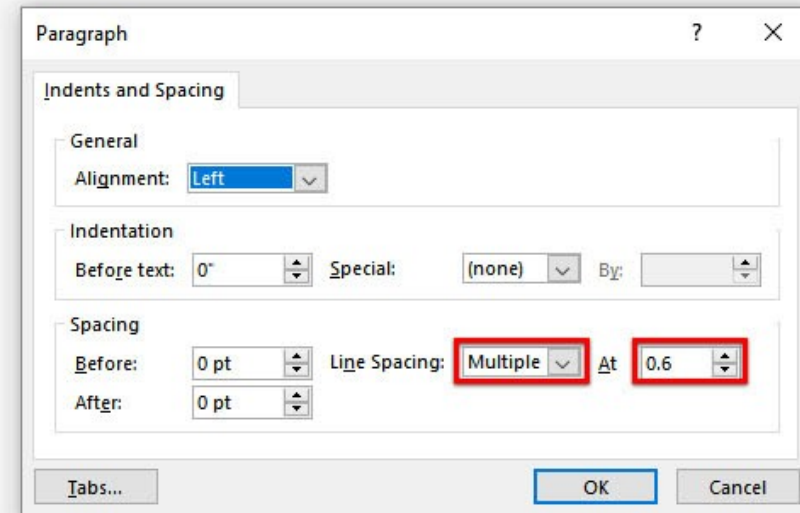
Module 3

Multiple (Custom)

Line Spacing



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

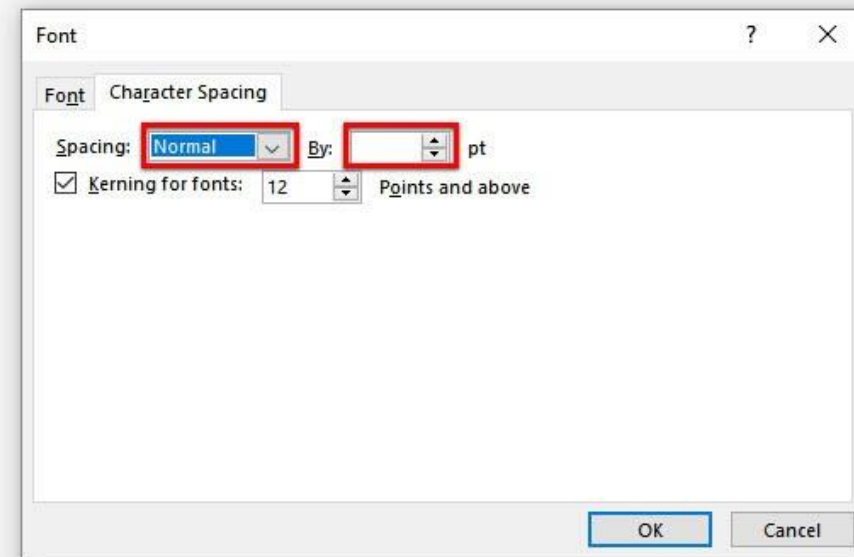
Character Spacing



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.



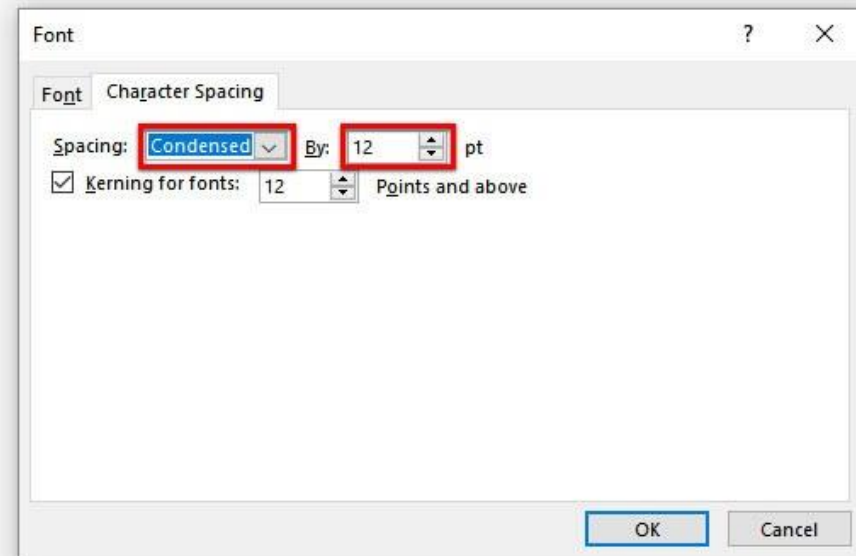
Module 3

Condensed

Character Spacing



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

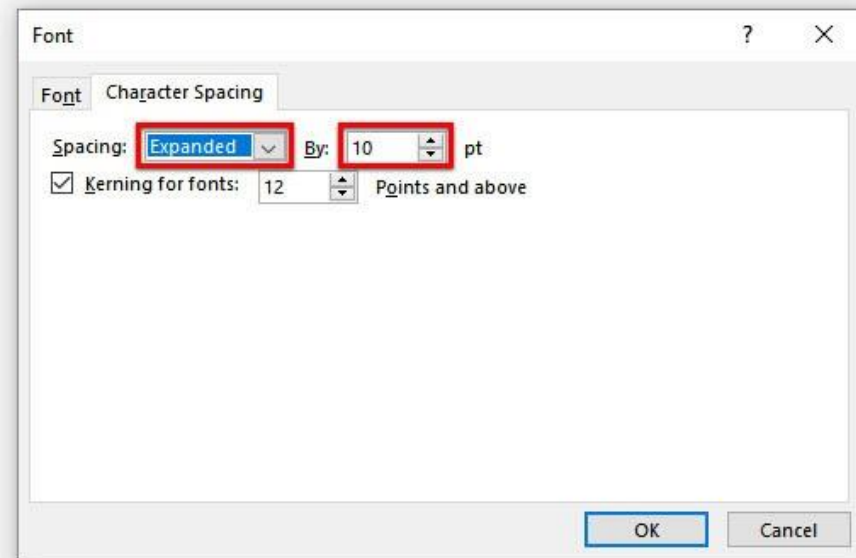
Expanded

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/>

Rubik

Alegreya Sans

Libre Franklin

Cormorant

Playfair Display

Fira Sans

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



After



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

Business Outlook

Economic *Boom*

A period of significant output within a population. The period is marked by productivity increases, sales increases, wage increases and rising demand. An *economic boom* may be accompanied by a period of inflation.

After

Business Outlook

Economic Boom

A period of significant output within a population. The period is marked by productivity increases, sales increases, wage increases and rising demand. An economic boom may be accompanied by a period of inflation.

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

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

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

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

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.

The title

Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

A subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare.



The title

Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

A subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare.



Anatomy of Text Hierarchy

Adding order to chaos.



Design Activity

Sample visual 5: *Impact Metric*

After the pilot program,

68%

of kids expressed interest towards science,
compared to 44% going into the program.

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.

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12pt



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16pt



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.

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Satisfy



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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.**

This is *how things look* when *you* use too **many fonts**.



This is how things look when you keep it simple.



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.

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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.

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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.

Center-aligned



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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.

Combination



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.

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Low contrast



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High Contrast



Lesson 4

How to Use Images Like a Pro

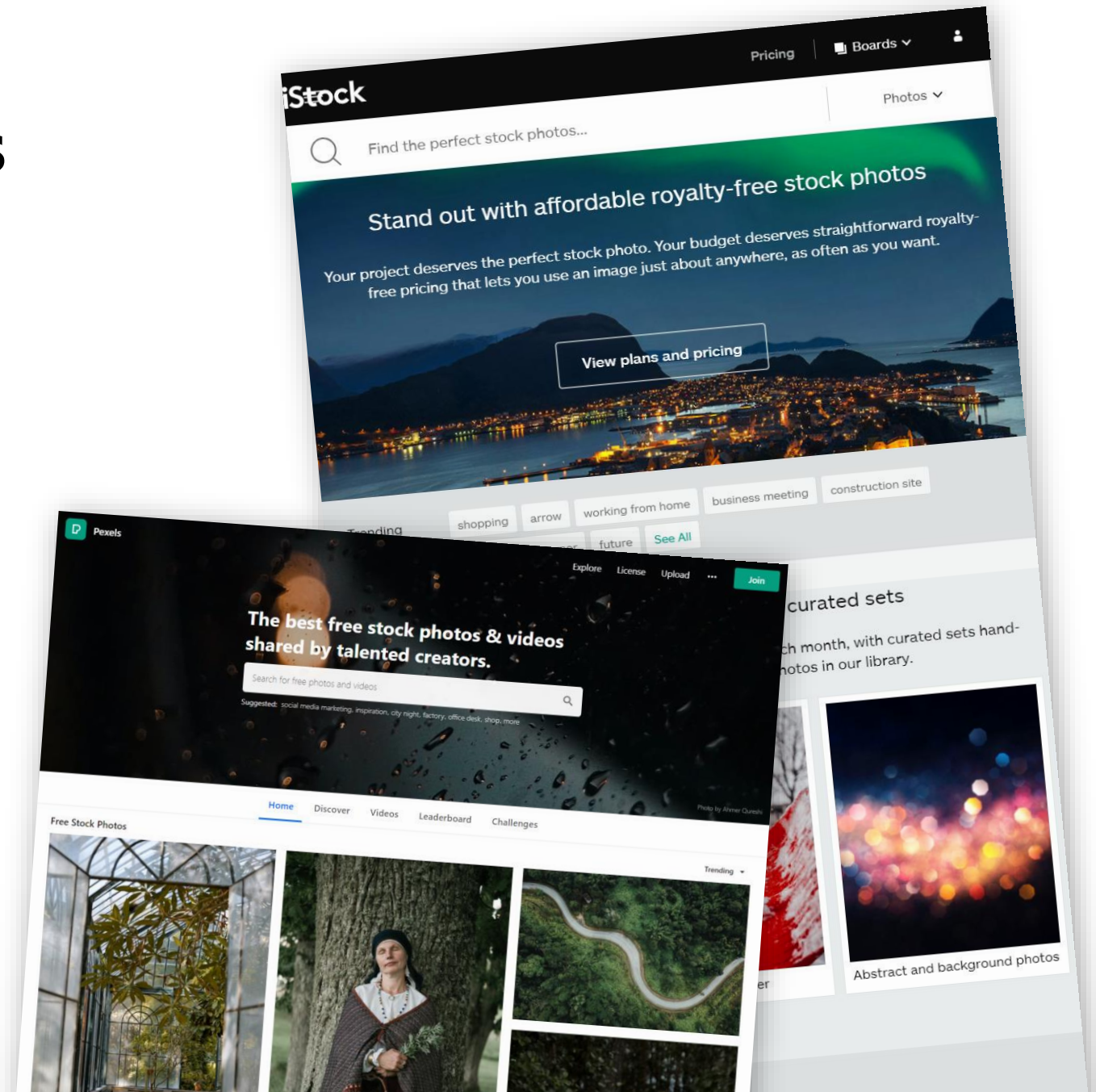
Module 6

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.



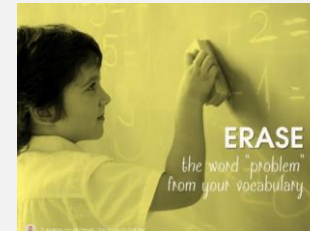
Module 7

2 TYPES OF IMAGES

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

Thematic images

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



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



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

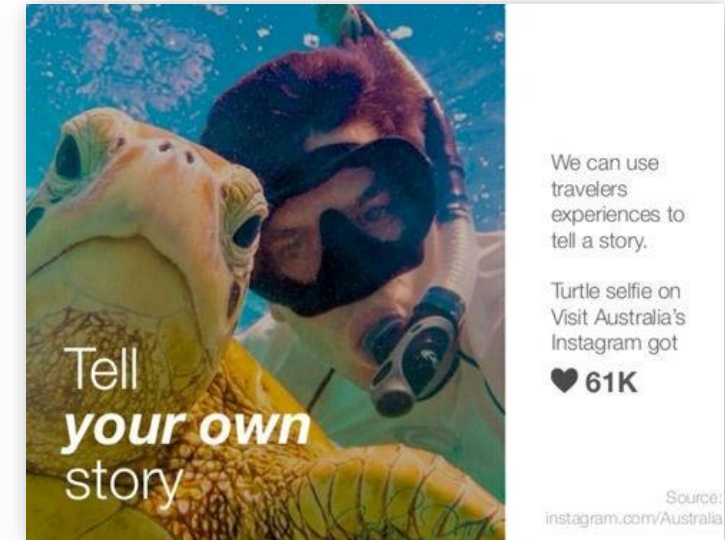
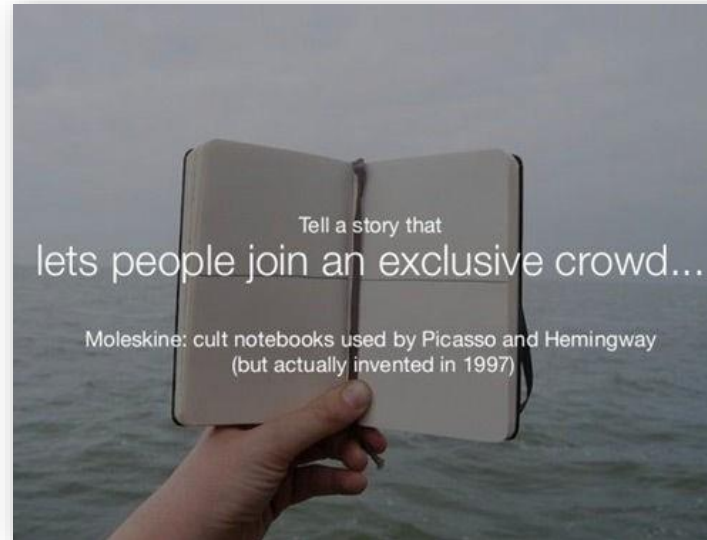
Module 7

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**.

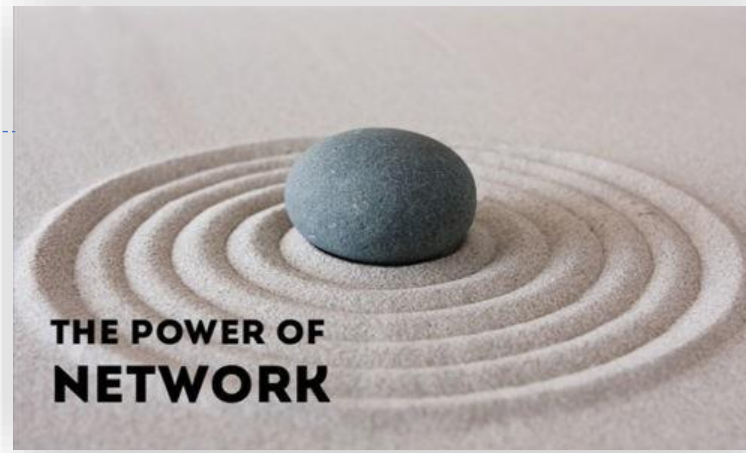


Module 7

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.

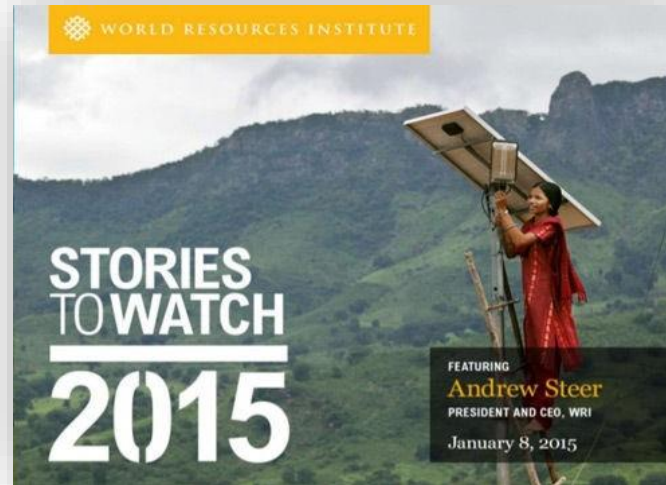


Module 7

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.

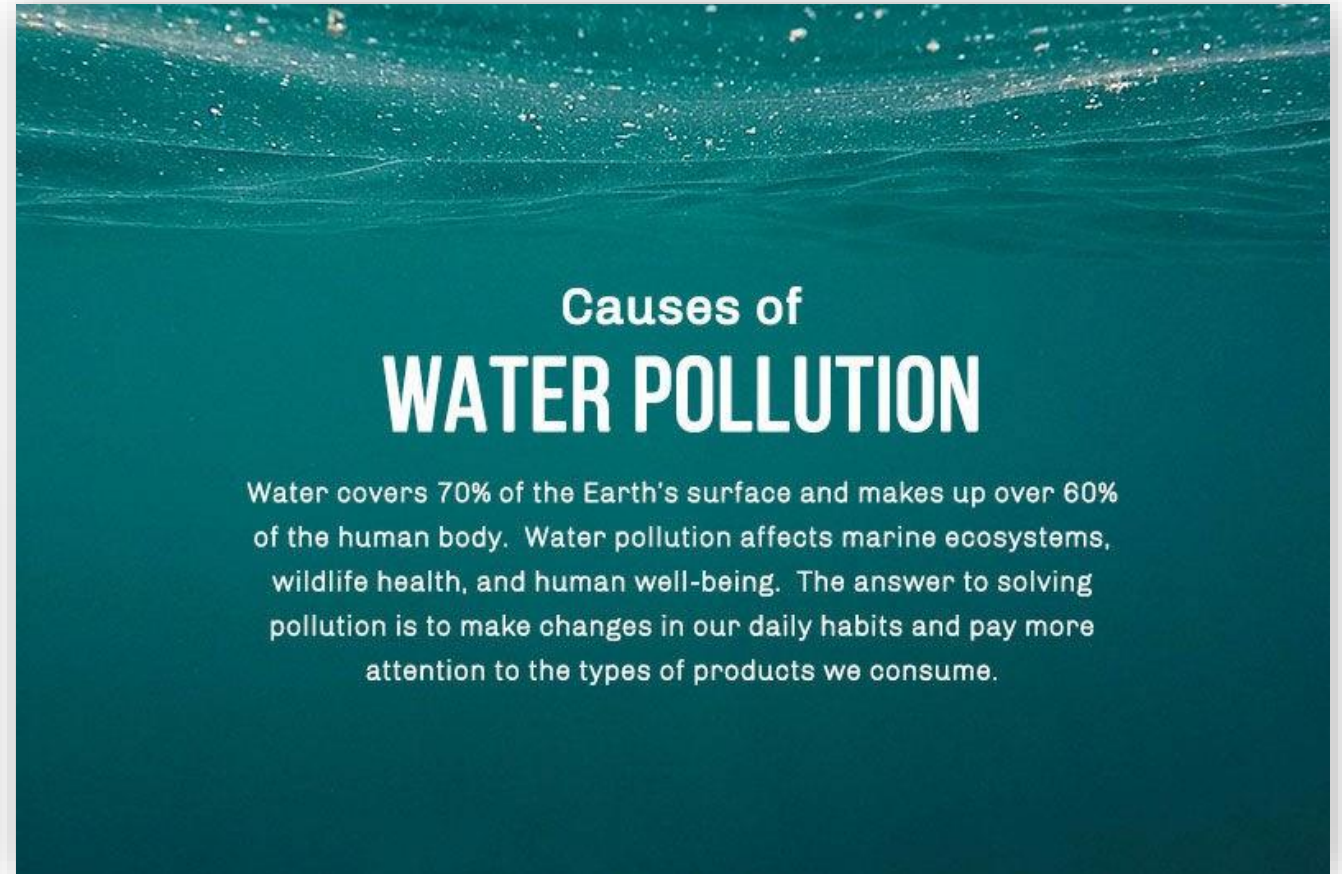
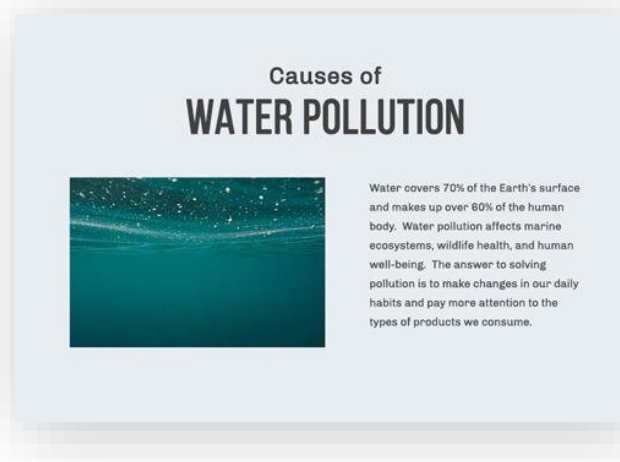


Module 8

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.

Adventure Travel Blogs



Adventure travel blog featuring advice, tips, and inspiration for world travelers seeking their next vacation destination.

Adventure Travel Blogs

Adventure travel blog featuring advice, tips, and inspiration for world travelers seeking their next vacation destination.



Module 10

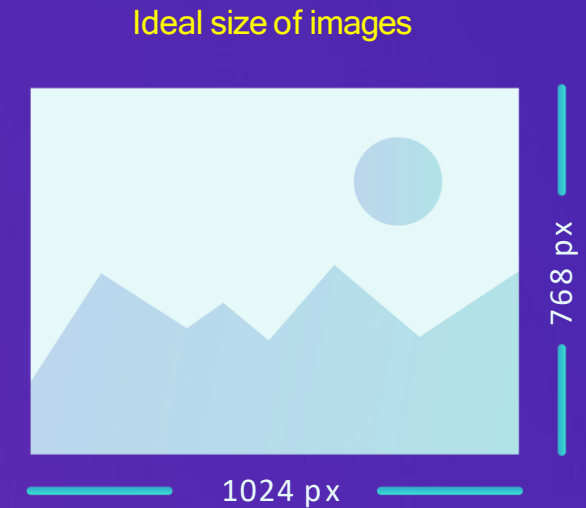
5 USE HIGH-RESOLUTION IMAGES

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.

PowerPoint



Visme

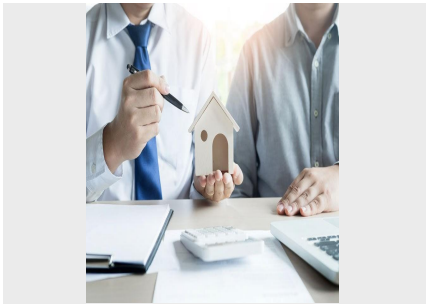


Module 10

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

METALWORKING

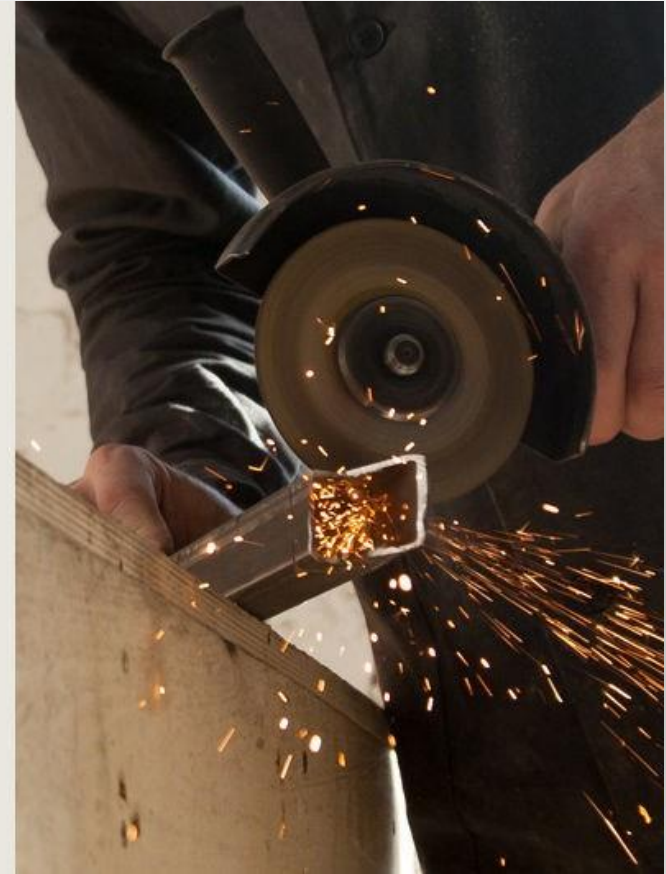
Metalworking is the process of working with metals to create individual parts, assemblies, or large-scale structures. The term covers a wide range of work from large ships and bridges to precise engine parts and delicate jewelry.



DO

METALWORKING

Metalworking is the process of working with metals to create individual parts, assemblies, or large-scale structures. The term covers a wide range of work from large ships and bridges to precise engine parts and delicate jewelry.



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

Back to School



DO



BACK TO
SCHOOL

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

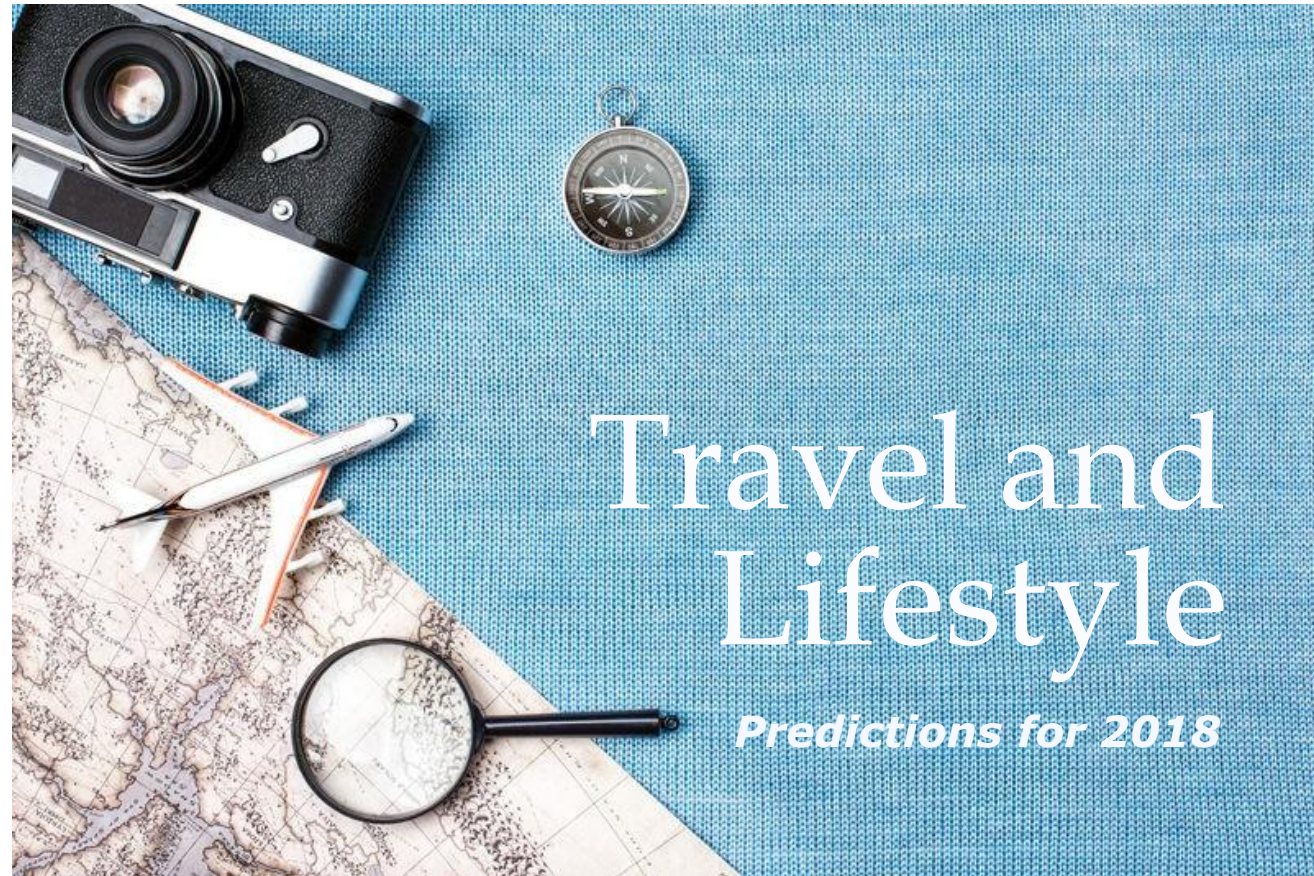
How to Create Visual Balance

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



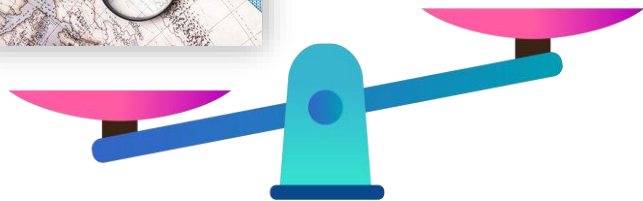
DO



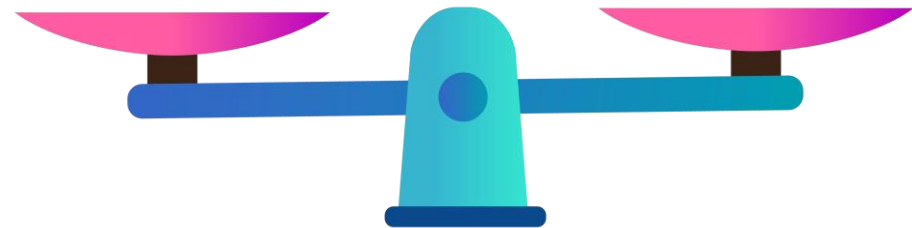
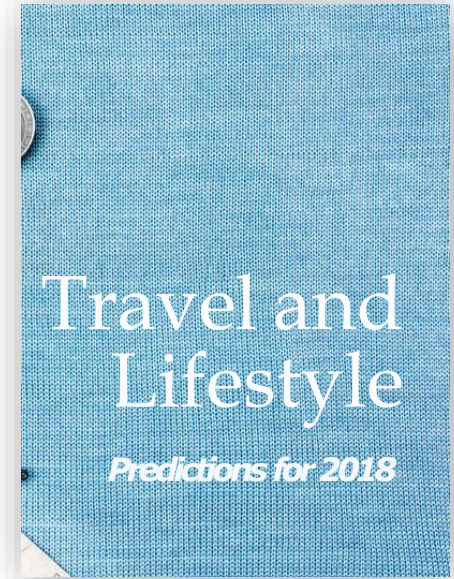
Module 13

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.



HEALTH BENEFITS

Many studies have suggested that increasing consumption of plant foods like raspberries decreases the risk of obesity, diabetes, heart disease, and overall mortality while promoting a healthy complexion, increased energy, and overall lower weight.

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.



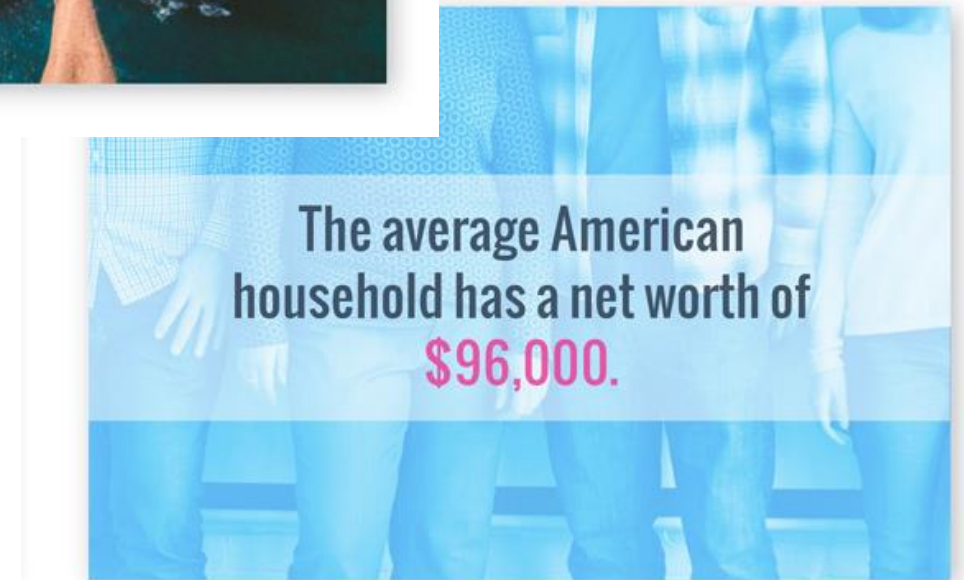
Module 13

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

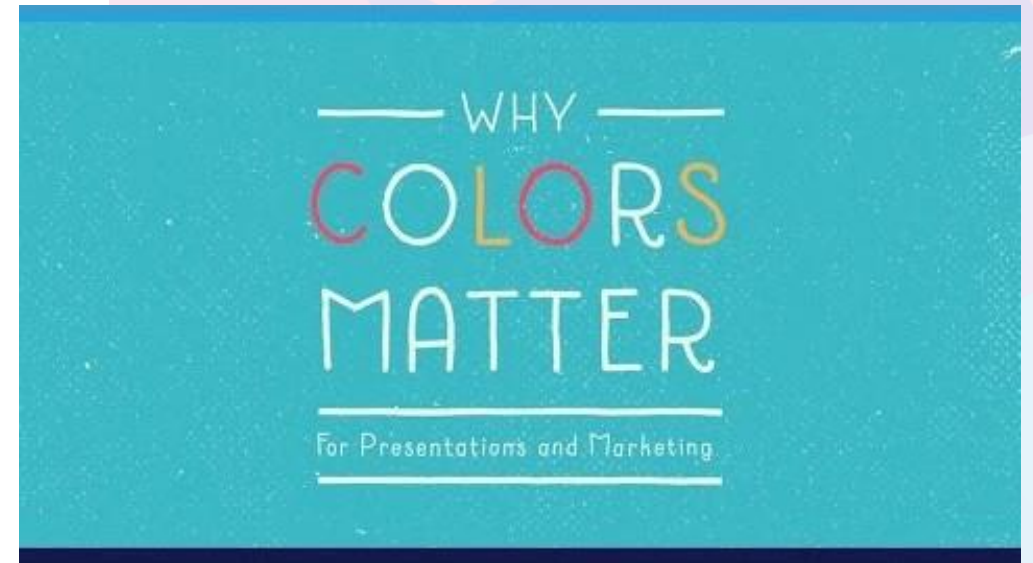
1 THE MEANING OF COLORS

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).

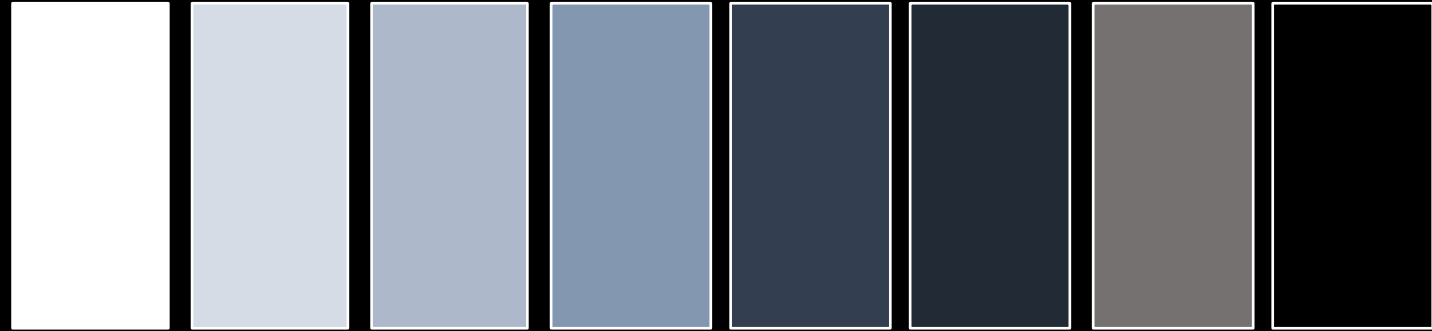
Video: <https://www.youtube.com/watch?v=A-slfeWiQ1A&feature=youtu.be>



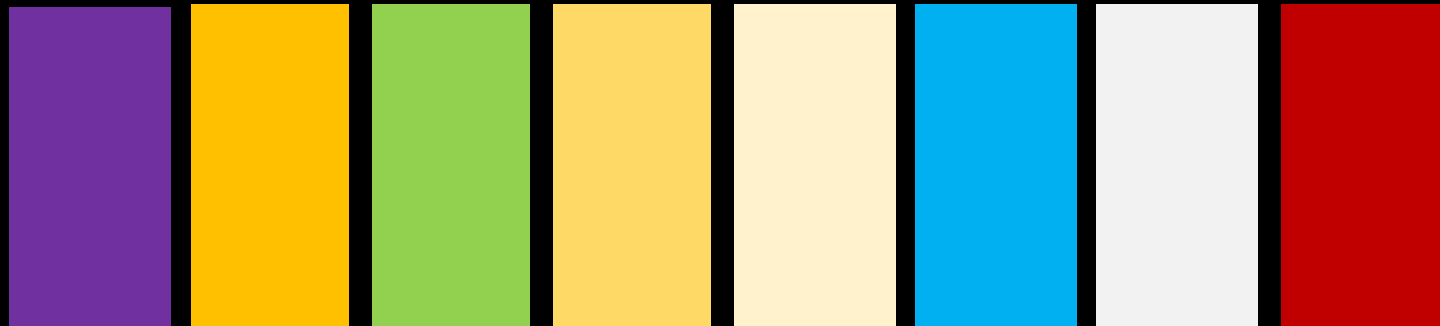
Module 2

Design Thinking

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



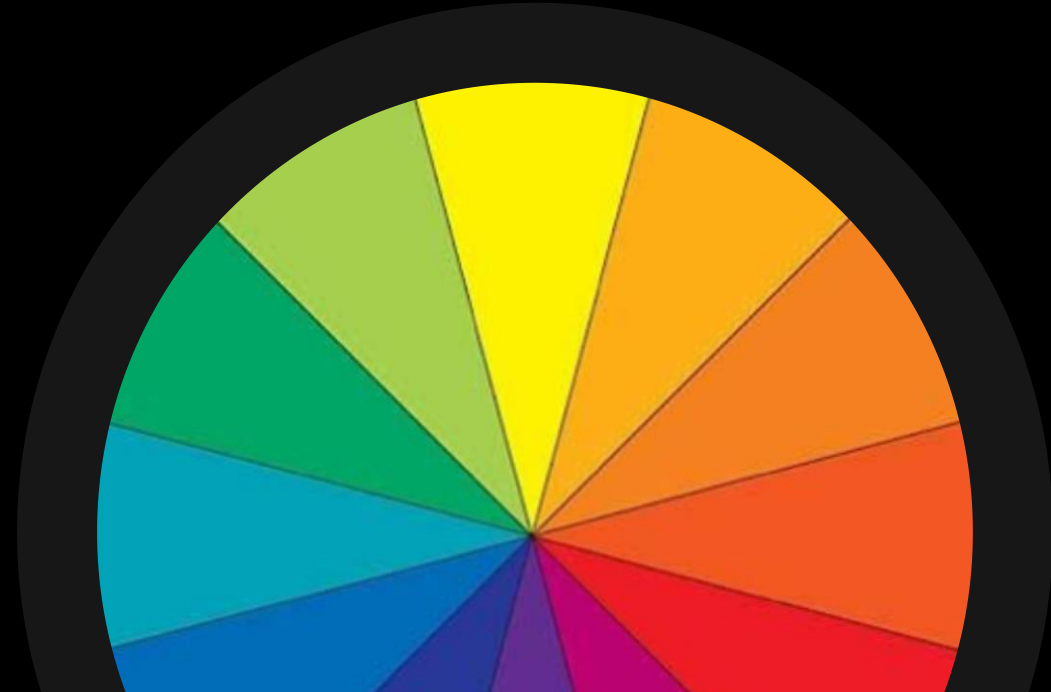
Use Color Purposefully



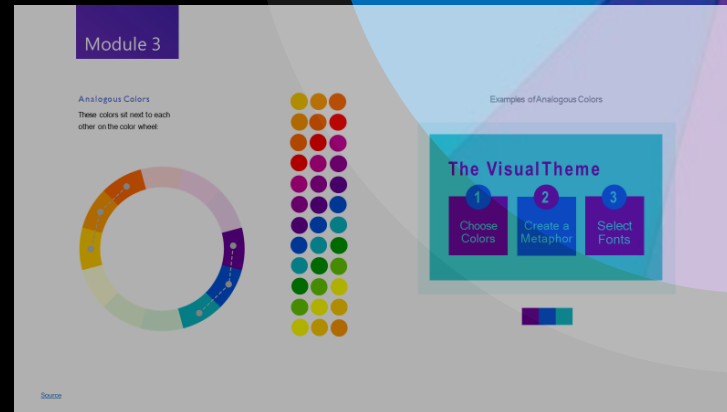
Module 2

Design Thinking

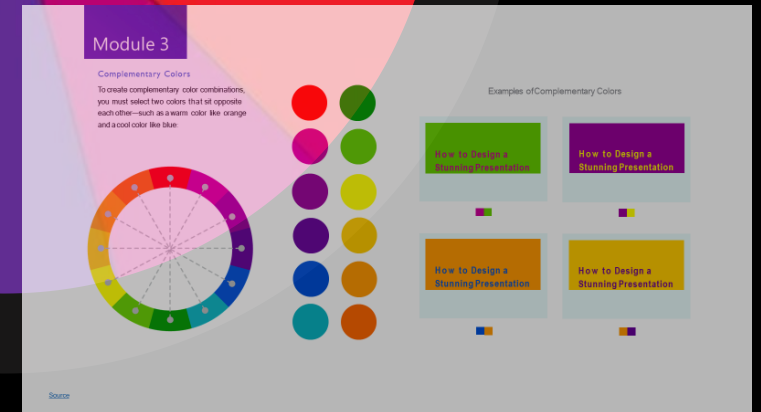
Use the Color Wheel



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**.

PRIMARY COLORS IN ART



Yellow



Blue



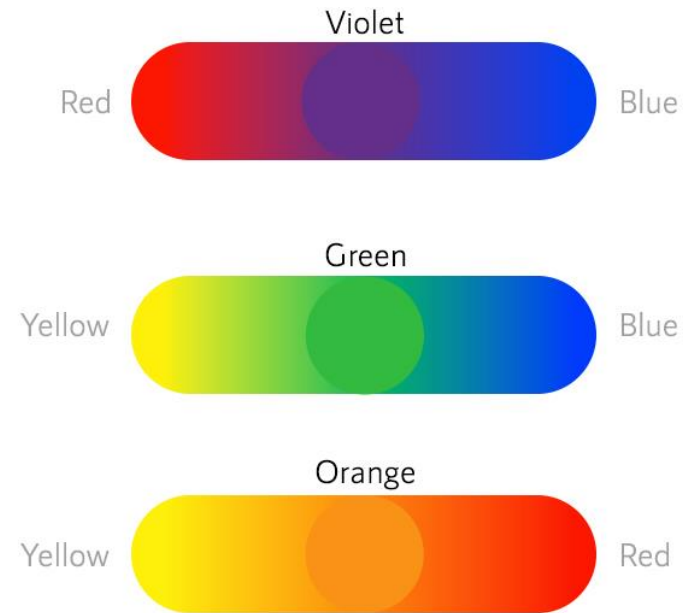
Red

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.

SECONDARY COLORS



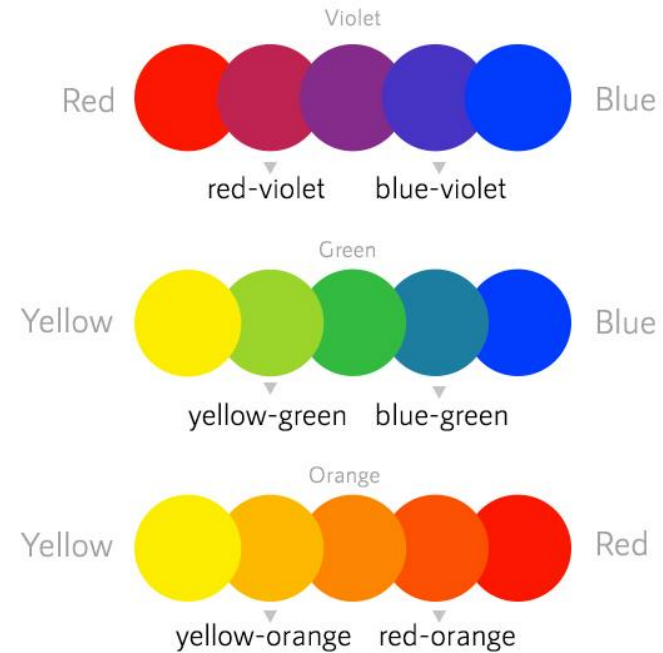
Module 3

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.

TERTIARY COLORS



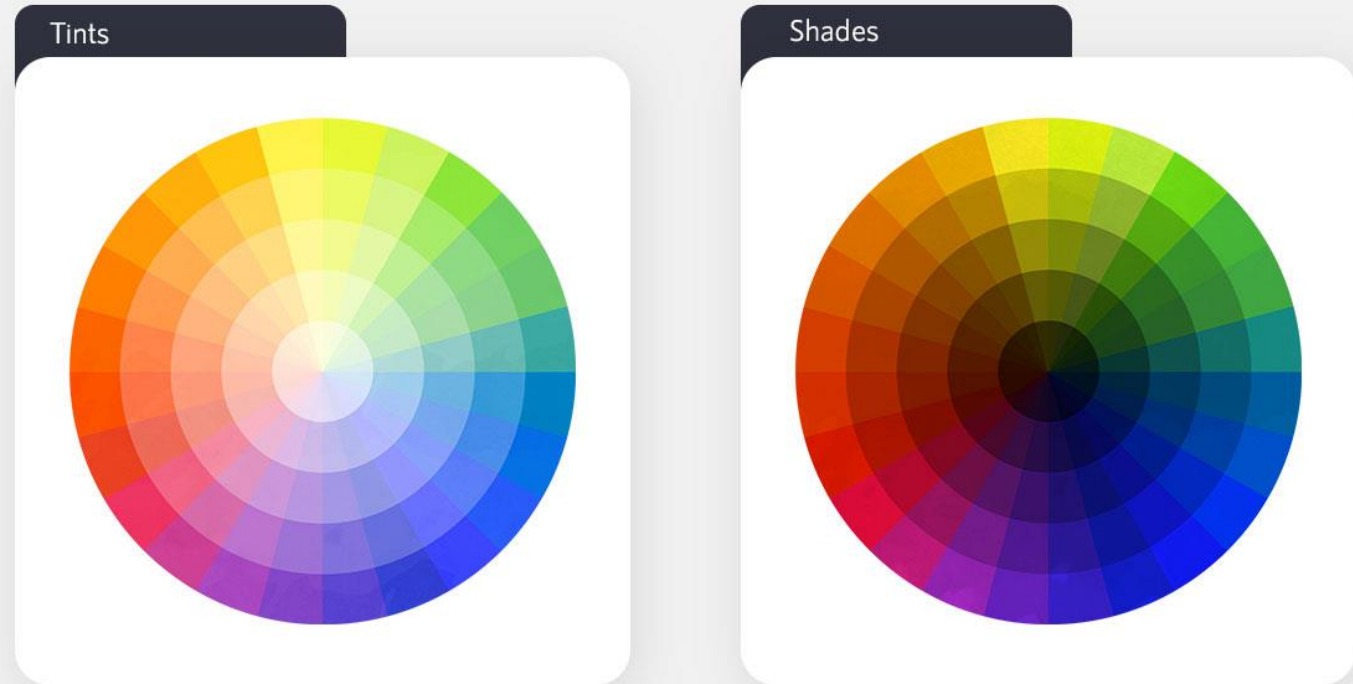
Module 3

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



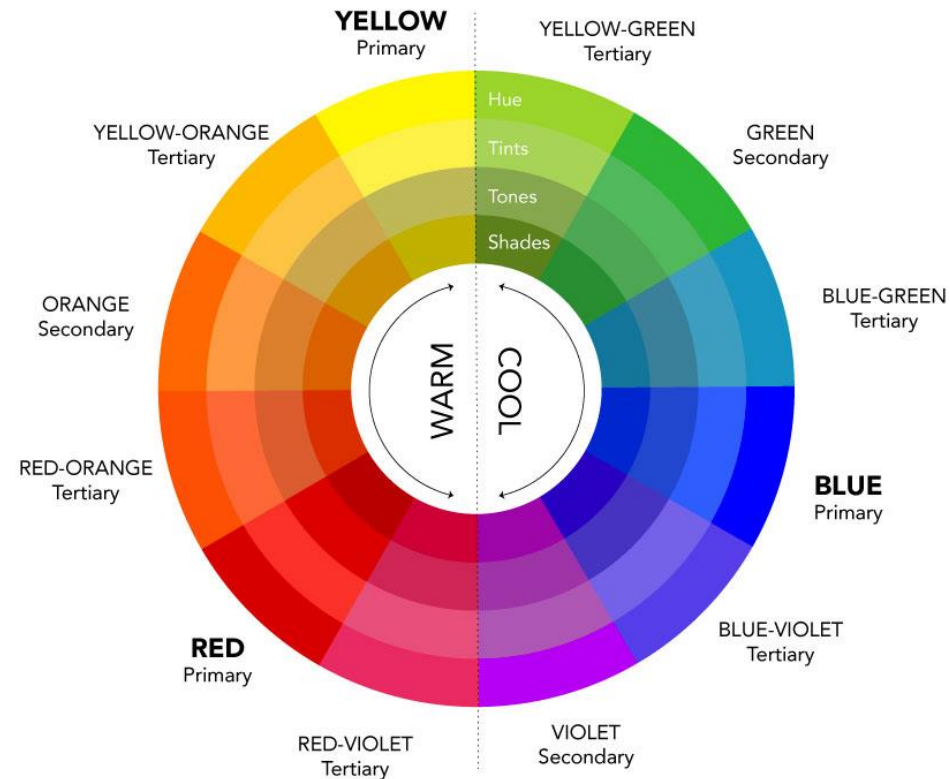
Module 3

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.

WARM AND COOL COLORS



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

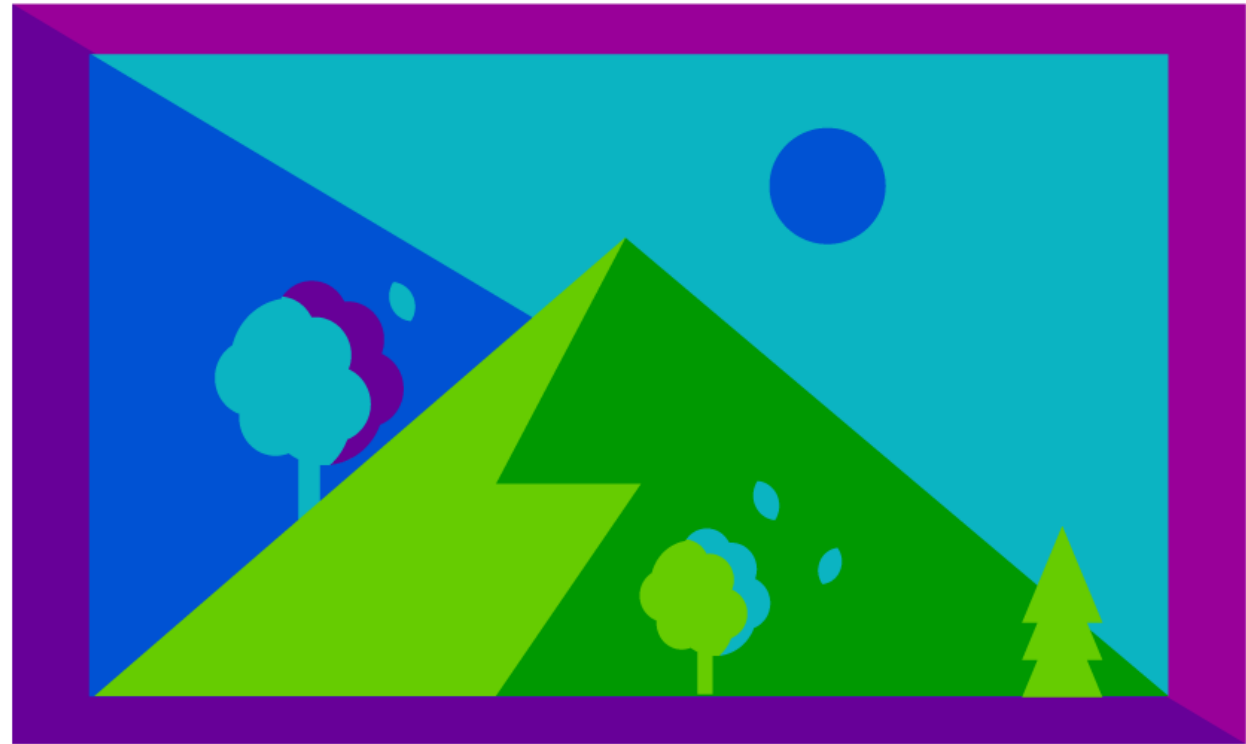
For example, the warm colors on the wheel are the **reds**, **oranges** and **yellows**:



Module 3

Cool Colors

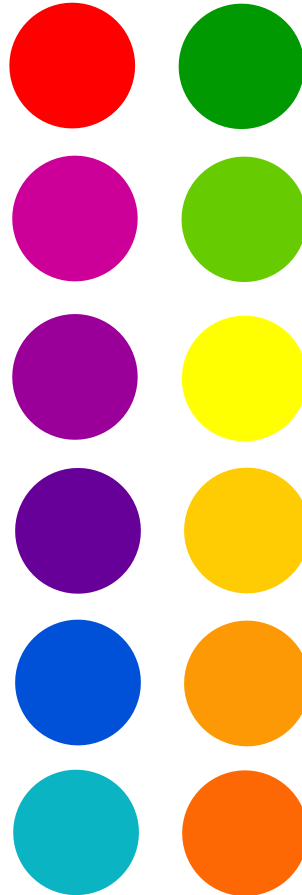
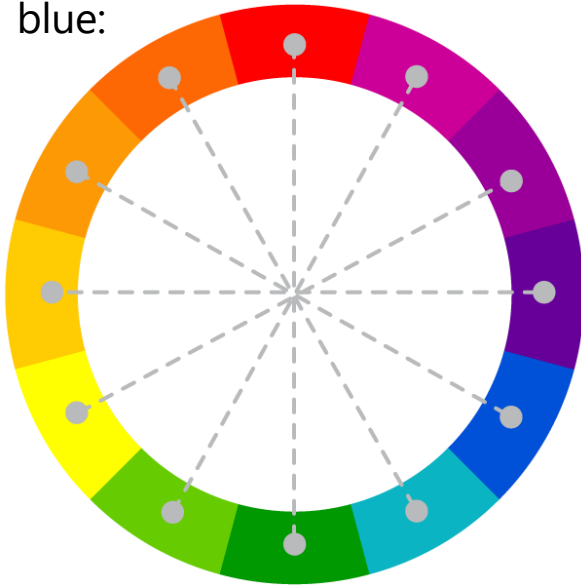
On the opposite side are the cool colors: the **greens**, **blues** and **violets**:



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:



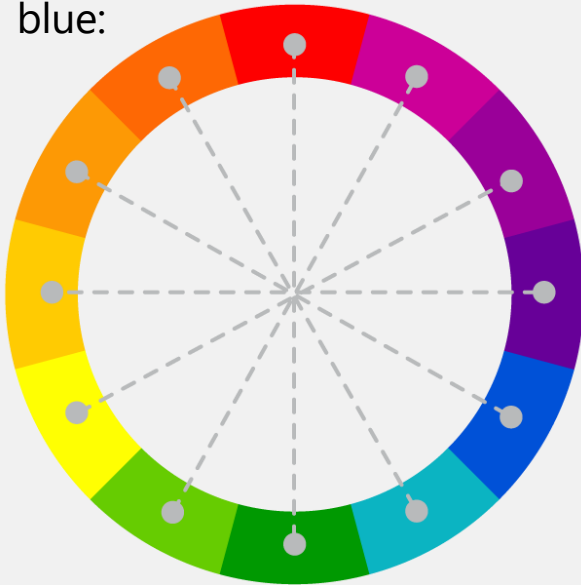
Examples of Complementary Colors



Module 3

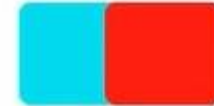
Complementary Colors

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:



COLOR HARMONIES

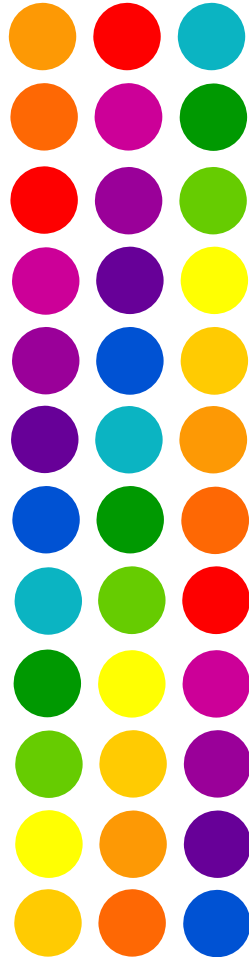
Complementary Colors



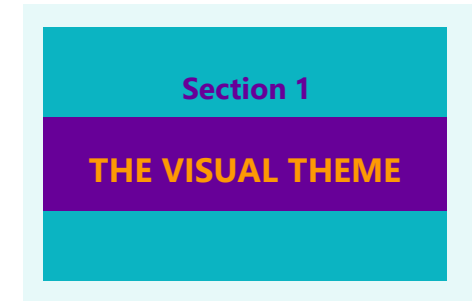
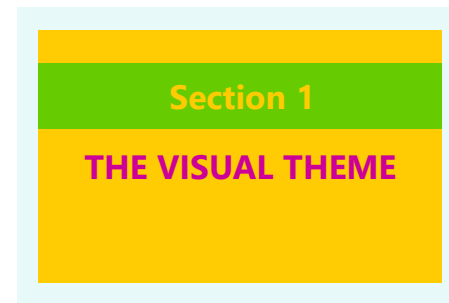
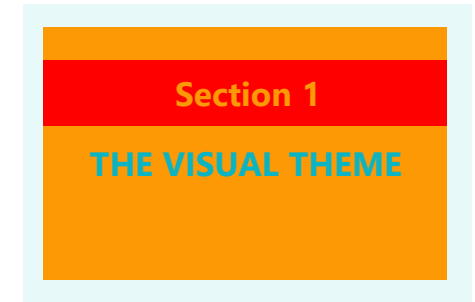
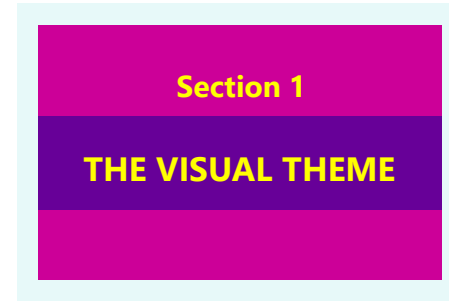
Module 3

Split 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:



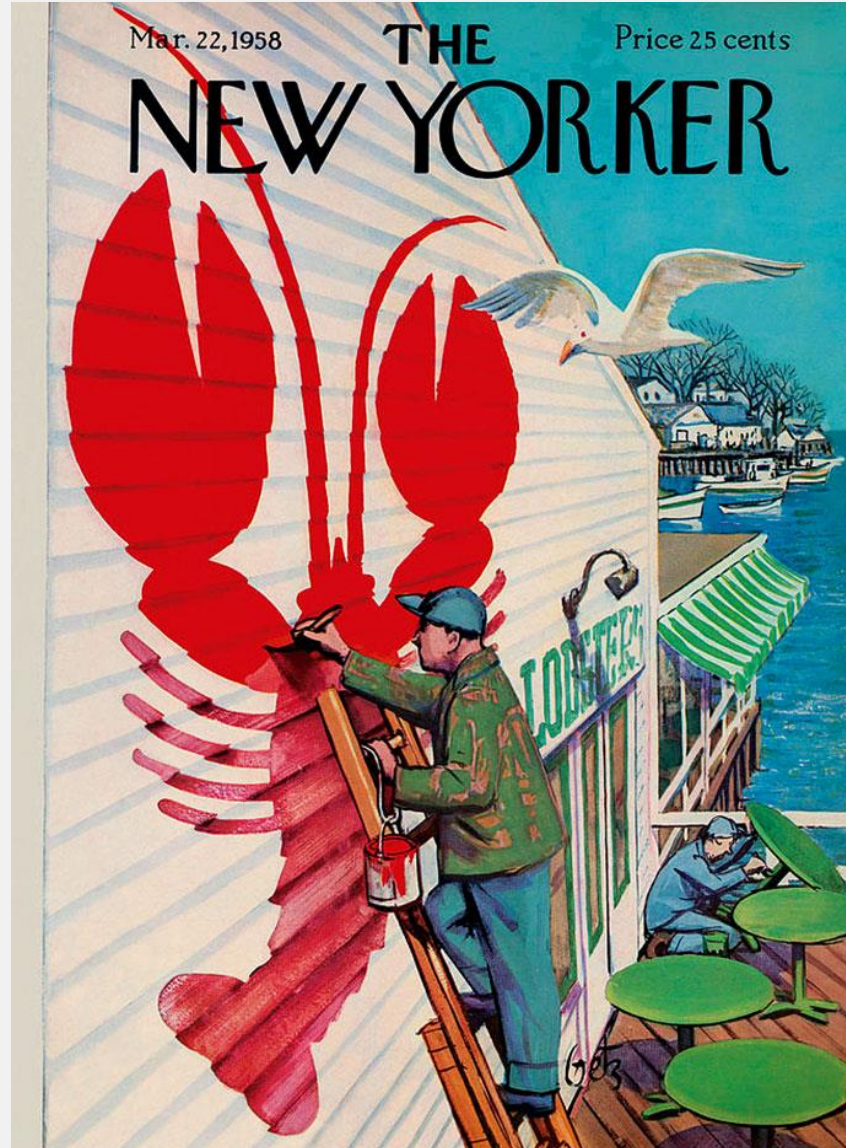
Examples of Split Complementary Colors



Module 3

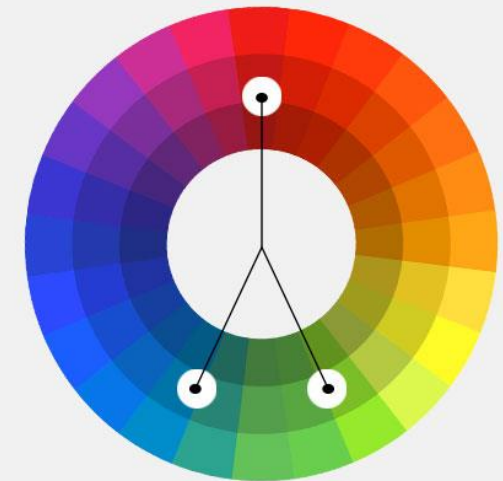
Split Complementary Colors

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:



COLOR HARMONIES

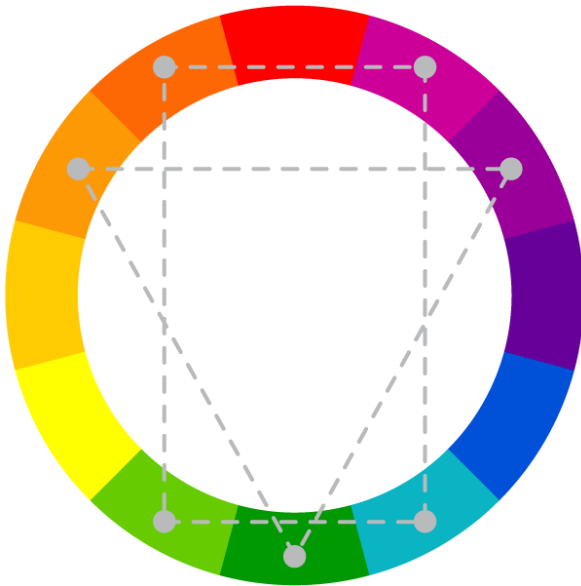
Split Complementary Colors



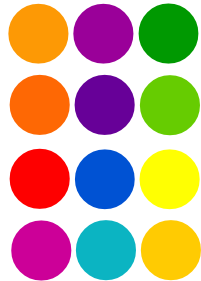
Module 3

Triads and Tetradic Color Combinations

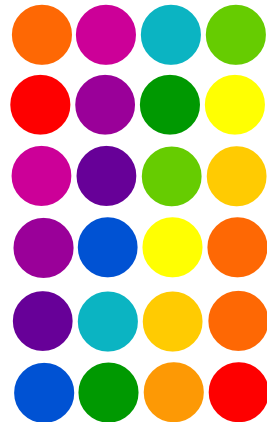
These color schemes use geometric shapes to choose and combine three or four different hues from the color wheel:



Triads



Tetradic



Examples of Triad Colors

The VisualTheme

1

Choose
Colors

2

Create a
Metaphor

3

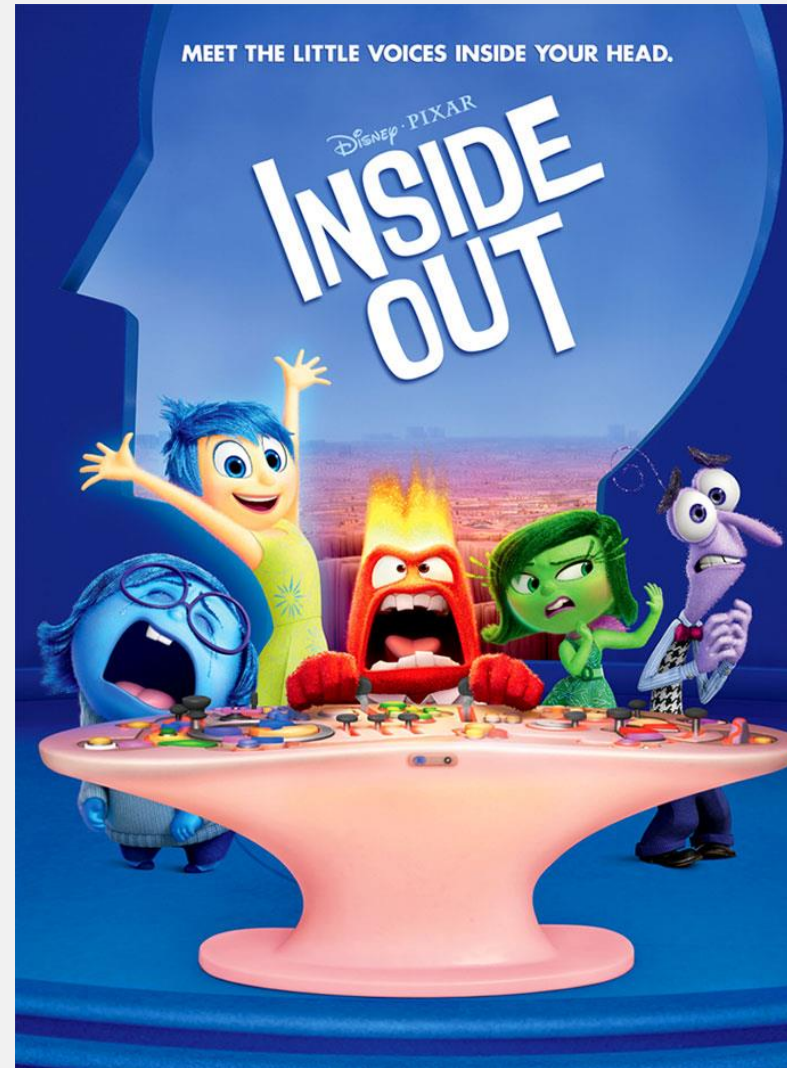
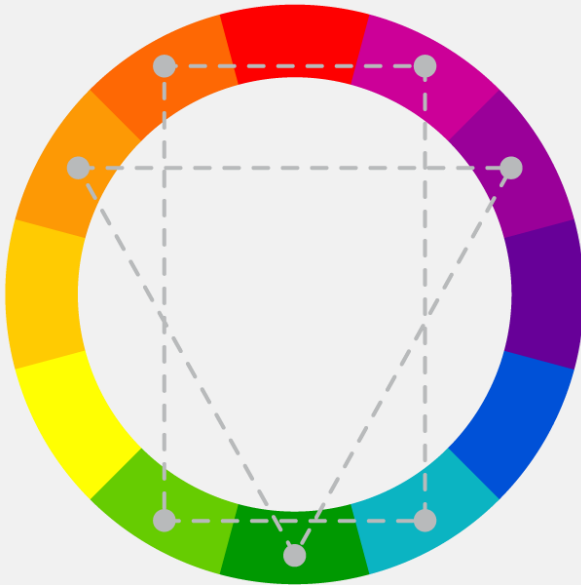
Select
Fonts



Module 3

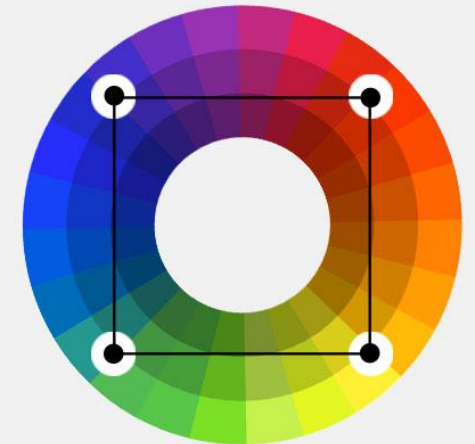
Triads and Tetradic Color Combinations

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



COLOR HARMONIES

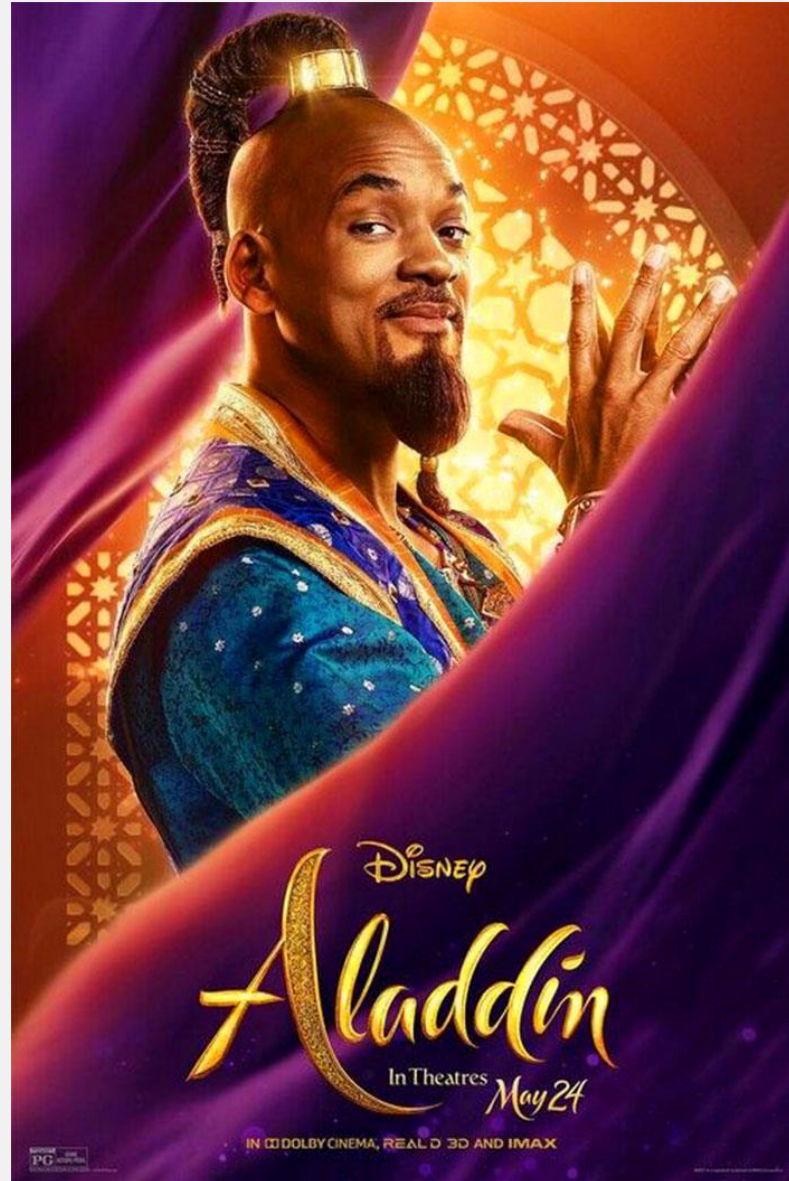
Square Colors



Module 3

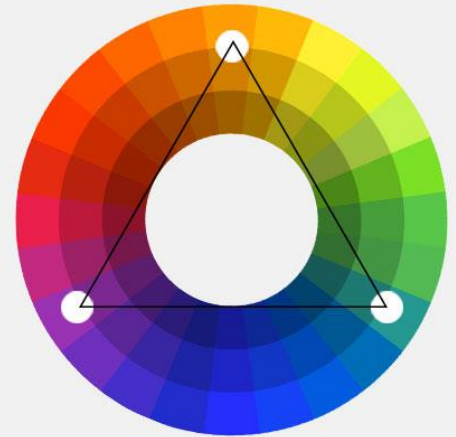
Triads and Tetradic Color Combinations

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



COLOR HARMONIES

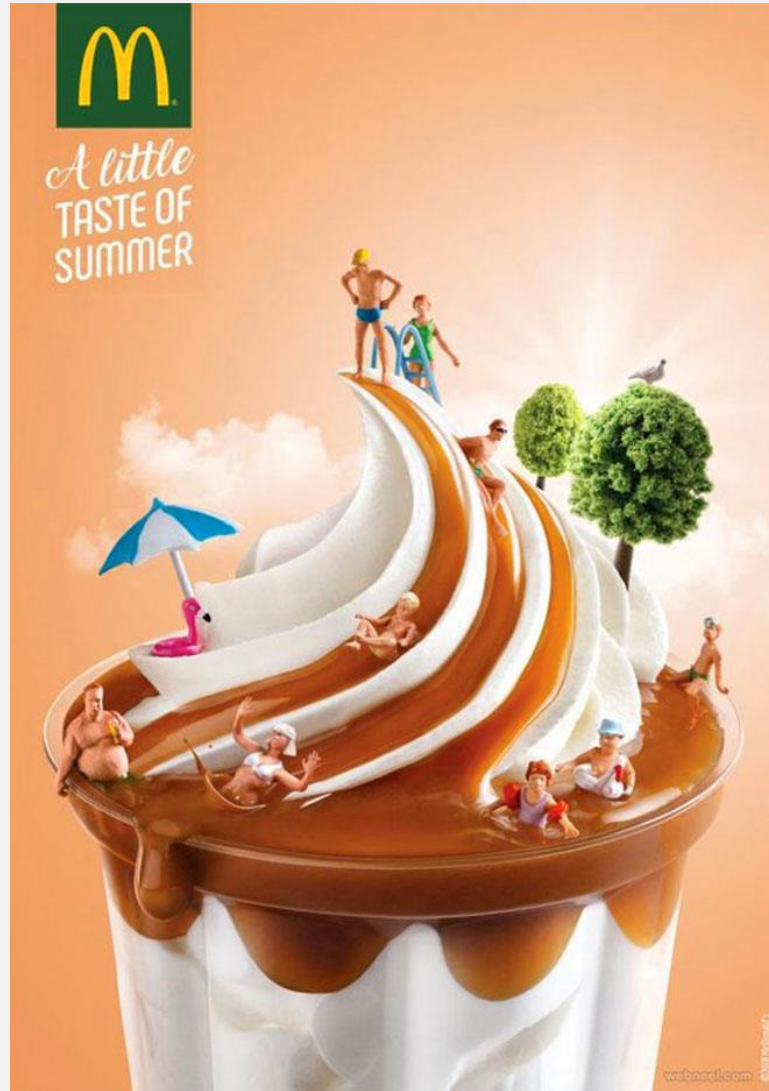
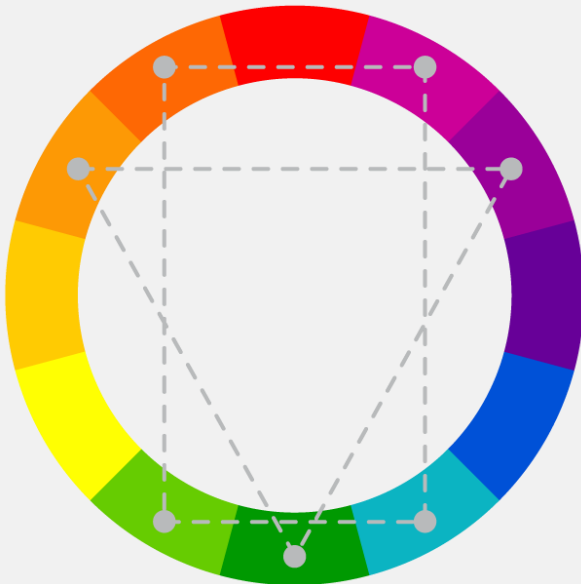
Triadic Colors



Module 3

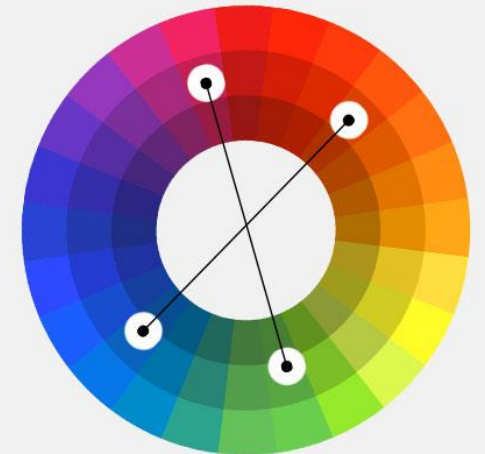
Triads and Tetradic Color Combinations

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



COLOR HARMONIES

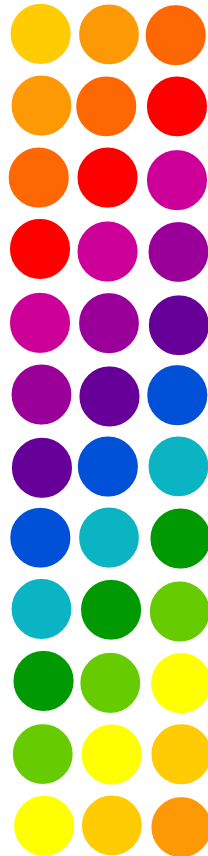
Tetradic Colors



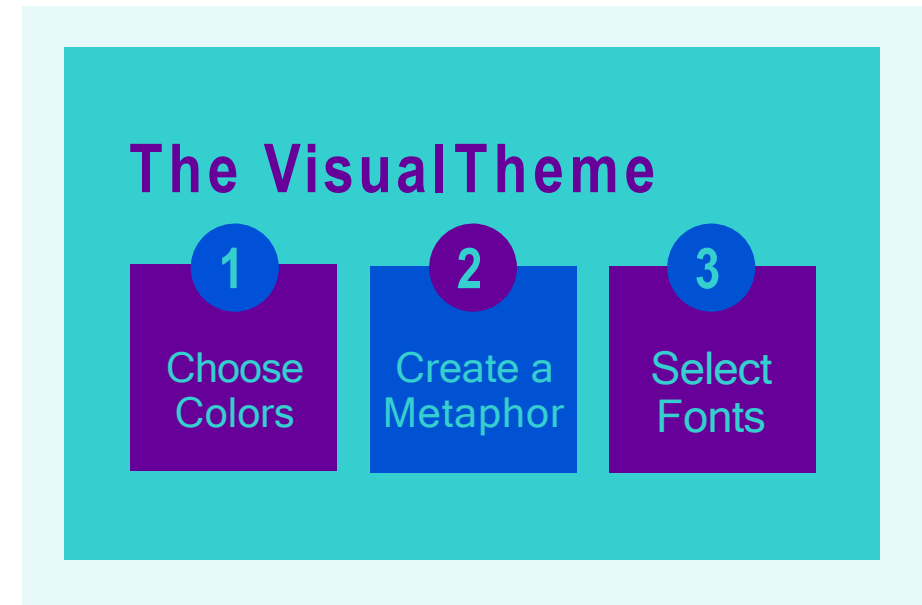
Module 3

Analogous Colors

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



Examples of Analogous Colors



Module 3

Analogous Colors

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



COLOR HARMONIES

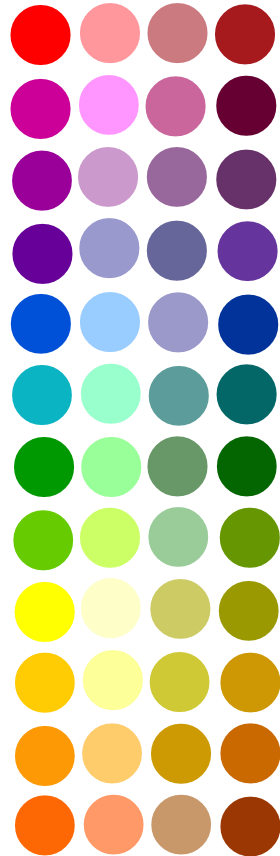
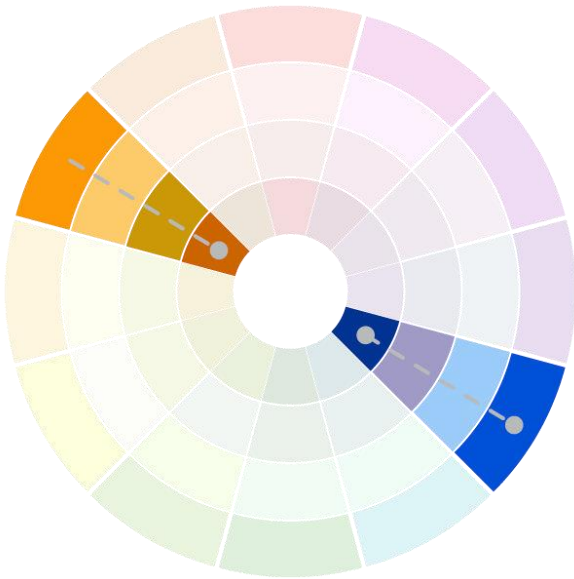
Analogous Colors



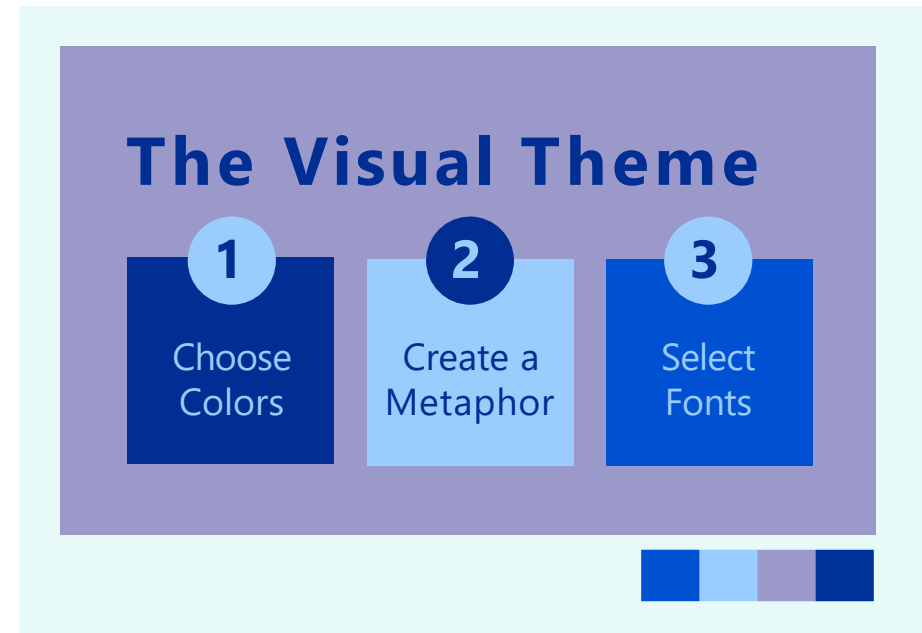
Module 3

Monochromatic Colors:

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



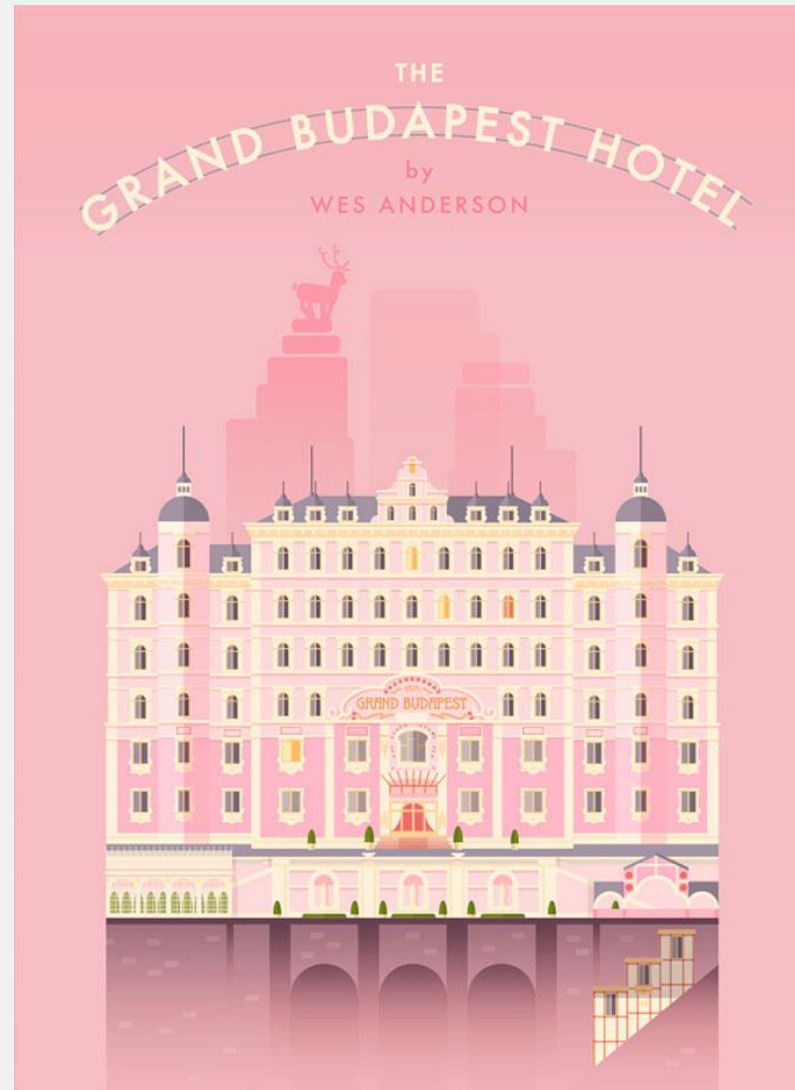
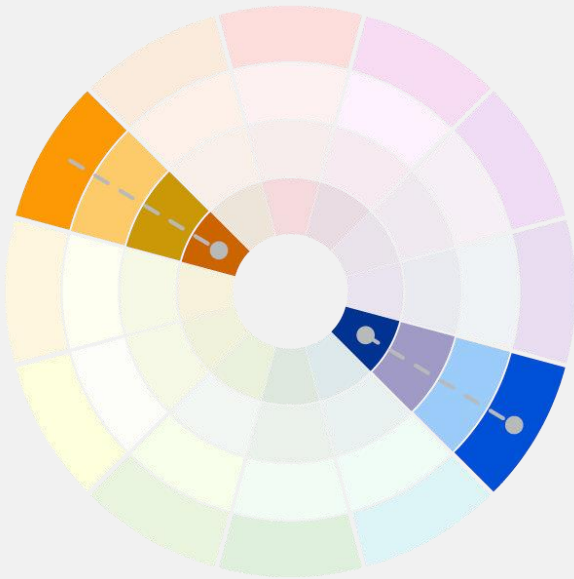
Examples of Monochromatic Colors



Module 3

Monochromatic Colors:

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



COLOR HARMONIES

Monochromatic Colors

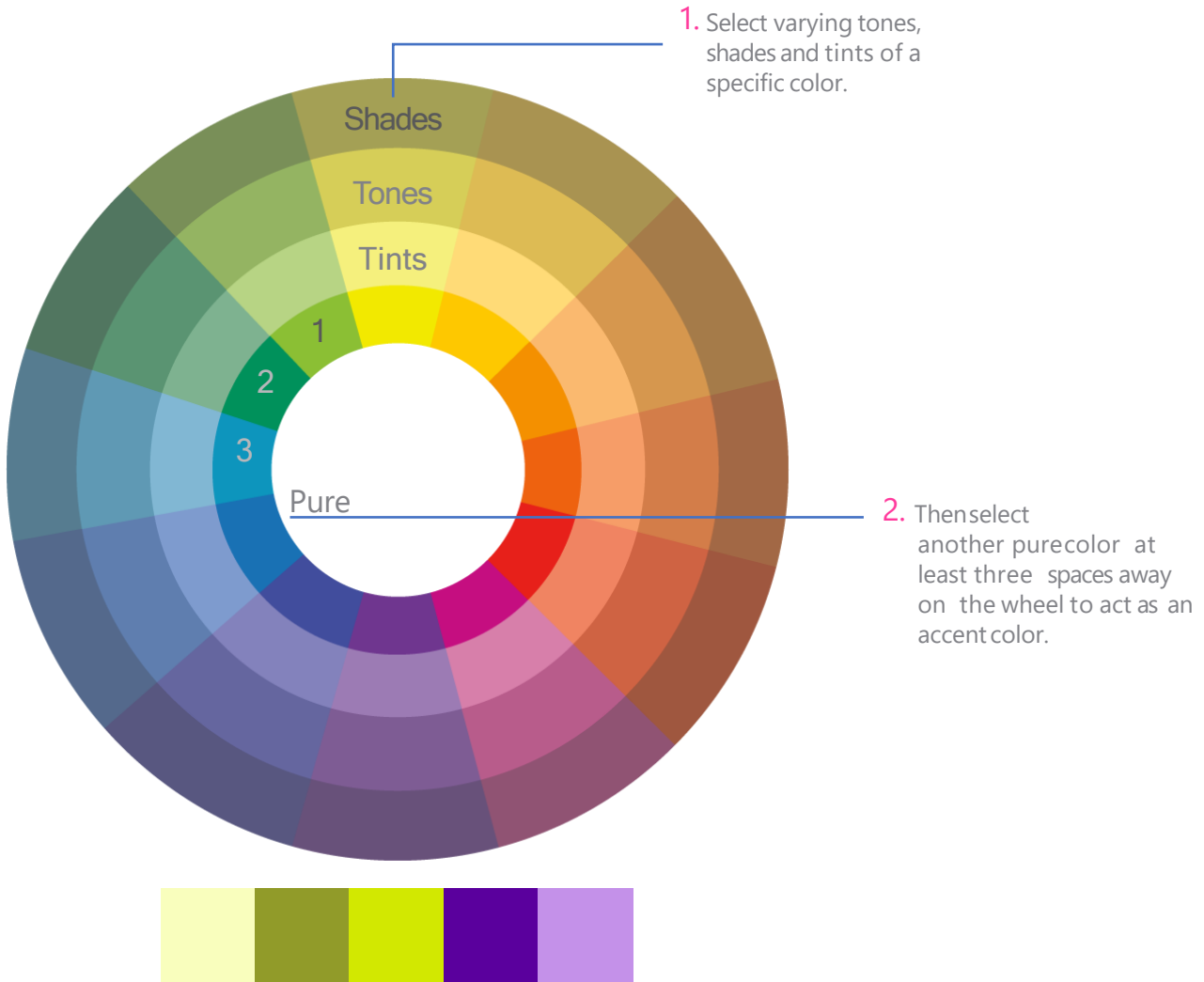


Module 4

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



<https://www.smashingmagazine.com/>

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.

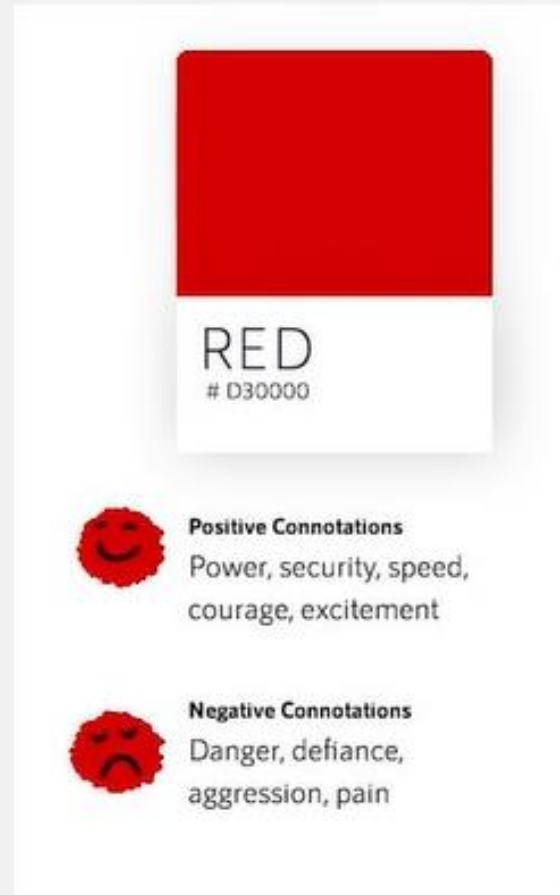


Banana # FCF4A3	Pineapple # FFE12B	Mellow # F8DE7E	Peach # FFE5B4
Cream # FFFDD0	Bumblebee # FCE205	Lemon # EFFF5F	Eggnog # F9E29C
Flax # EEDC82	Tuscany # FCD12A	Mustard # FEDC56	Sepia # E3B778

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.

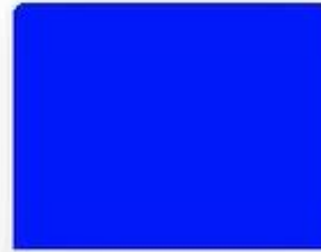
Throughout history, red has always been an important color—**symbolizing power, importance, protection and endurance**. It's not surprising then that many CTA buttons on websites and apps are usually red.



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**.



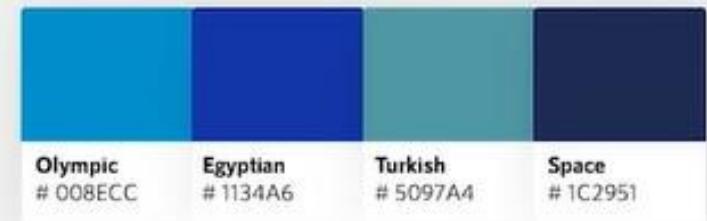
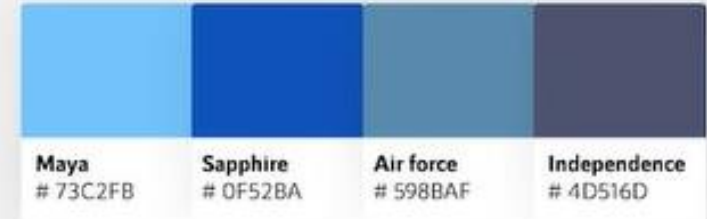
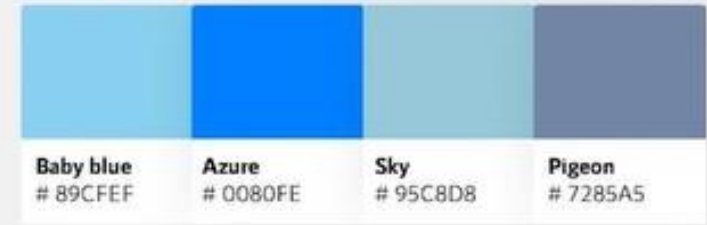
BLUE
0018F9



Positive Connotations
Trust, intelligence,
serenity, calm



Negative Connotations
Sadness, cold, depression



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.



ORANGE
FC6600



Positive Connotations

Comfort, warmth,
ludic playfulness



Negative Connotations

Sense of being lost,
despair, discomfort



Tangerine
CF9812A

Fire
FDA50F

Gold
F9A602

Cider
B3672B



Tiger
FD6A02

Honey
EB9605

Ochre
CC7722

Rust
8B4000



Carrot
EF7215

Apricot
EF820D

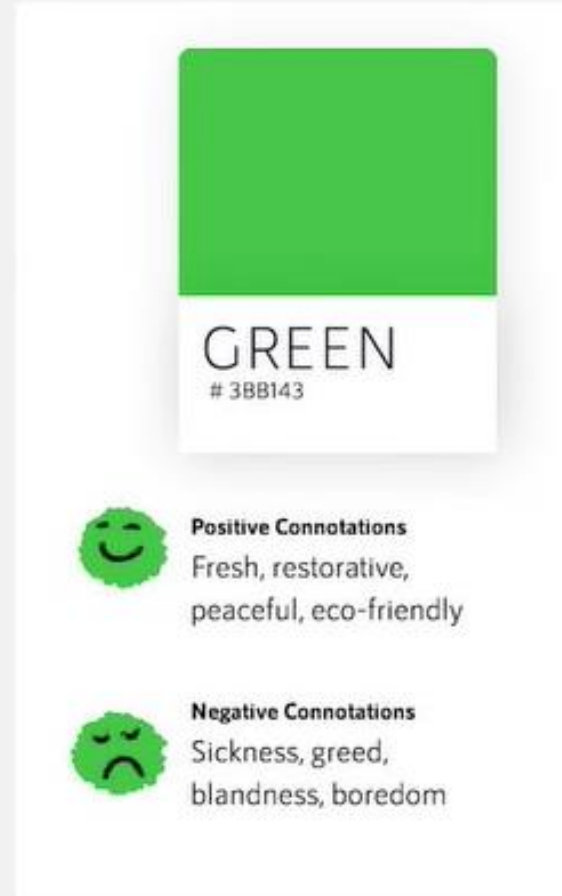
Bronze
B1560F

Burnt Orange
964000

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**.



VIOLET
B200ED



Positive Connotations
Spiritual, healing, royalty, creativity



Negative Connotations
Suppression, introversion, moodiness

			
Lavender # E4A0F7	Orchid # AF69EE	Mulberry # C64B8C	Thistle # D7BFDC
			
Heliotrope # DE73FF	Royal # 7852A9	Fandango # B5338A	Floral # B47EDE
			
Lilac # B660CD	Electric # 8F00FF	Lollipop # 81007F	Amethyst # 9966CB

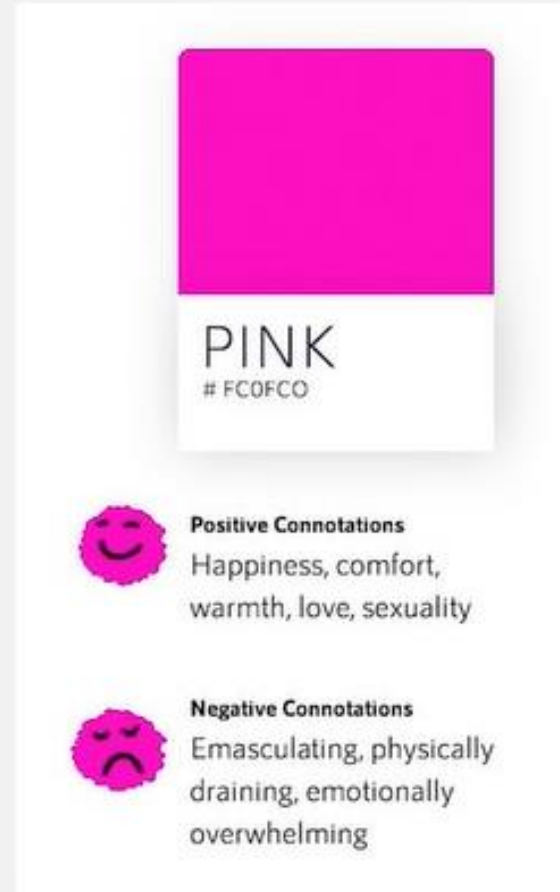
Module 4

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!

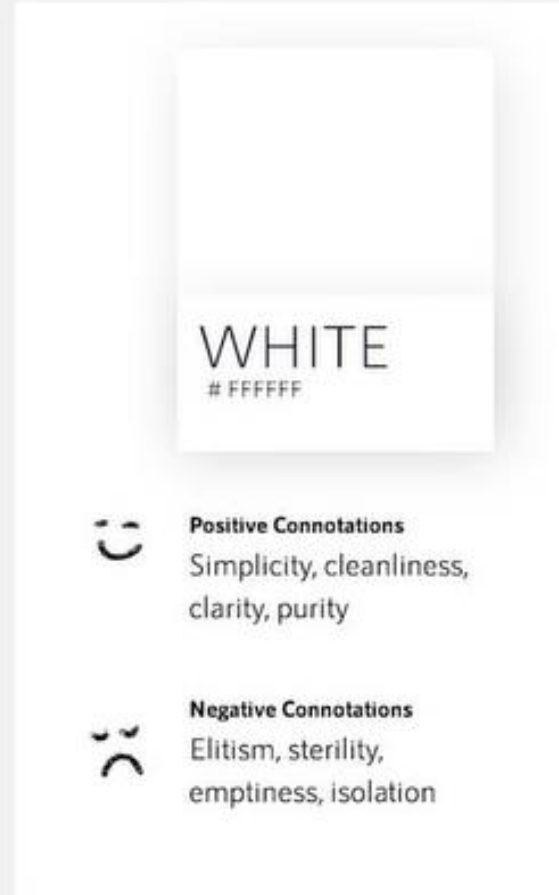


Module 4

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.

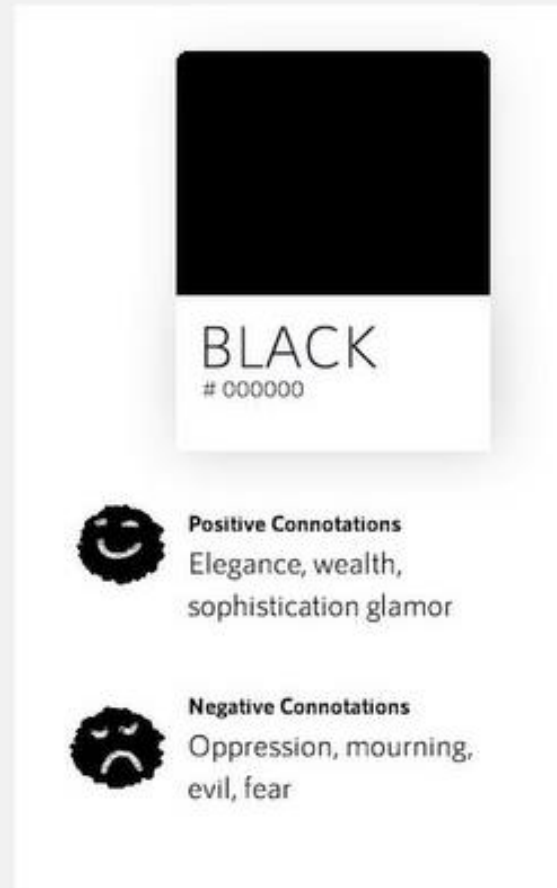


Module 4

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.



			
Night # 0C090A	Gunmetal # 2C3539	Midnight # 2B1B17	Charcoal # 34282F
			
Dark slate gray # 25383C	Oil # 3B3131	Black cat # 413839	Iridium # 3D3C3D
			
Black eel # 463E3F	Black cow # 4C4646	Gray wolf # 504A4B	Vampire # 565051

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**.



BROWN
7C4700



Positive Connotations

Warmth, seriousness,
earthiness, reliability



Negative Connotations

Heaviness, dirtiness,
lack of sophistication



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.

METALLICS



Positive Connotations

Glamor, elegance, legacy and sophistication



Negative Connotations

Cheapness, lack of design sense

METALLIC GOLD # D4AF37	SILVER # C0C0C0	OLD BRONZE # 9F7A34

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
- Colors.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** is sufficient for a presentation.

IT WAS FIRST
PROPOSED
IN 1872.

Three years after completing the transcontinental railroad, Charles Crocker, a railroad executive, made a presentation to the Marin County Board of Supervisors in which he laid out plans for a bridge that would span the Golden Gate Strait, the entrance to the ocean from San Francisco Bay.



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**.



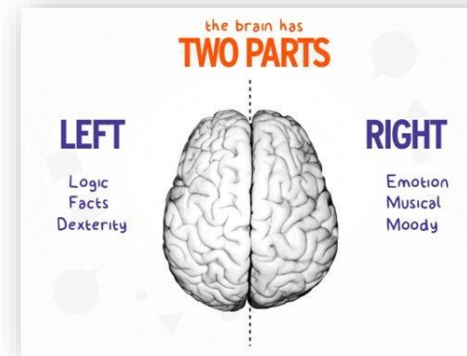
The mobile photography revolution

The ability to show your images to the world on platforms such as Instagram has made mobile photography an incredibly vibrant genre.

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>

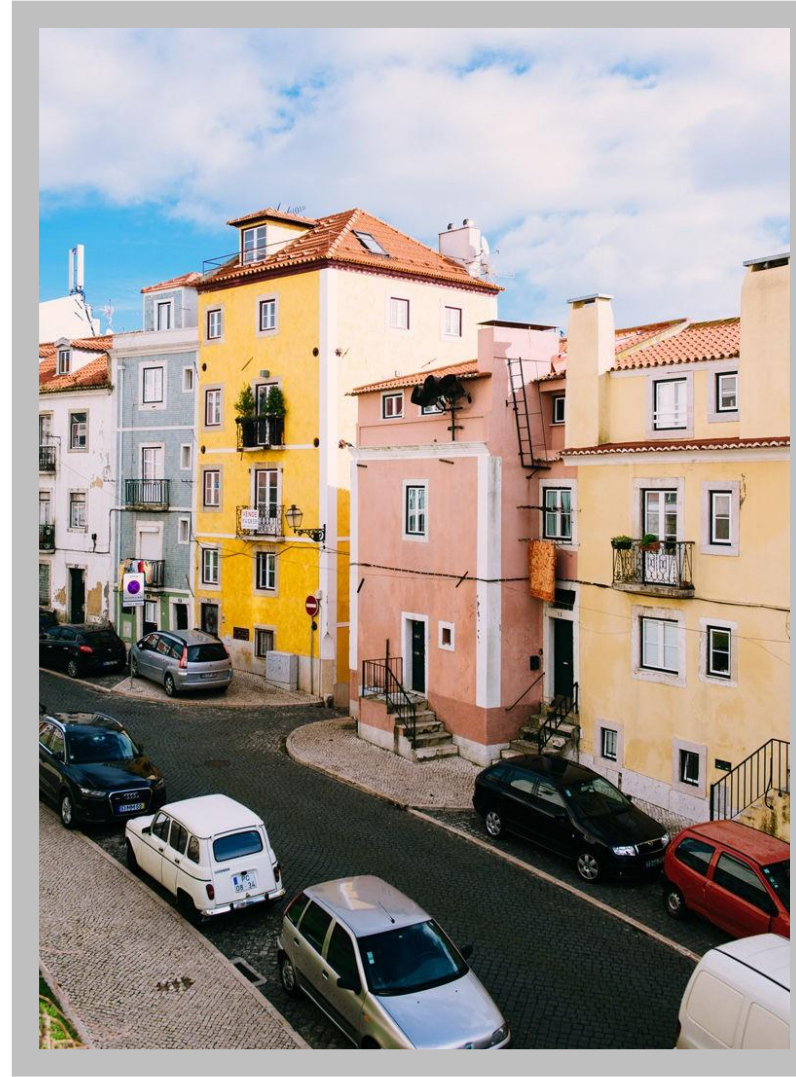
Module 7

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.

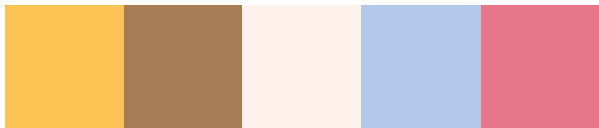
All you have to do is **upload an image** with a color scheme that evokes the emotions you're going for and then save the hex color codes generated by the tool.

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

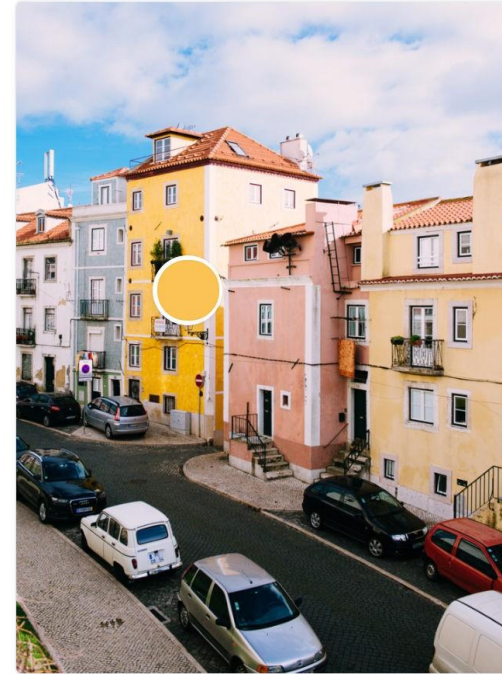


Module 7

The tool Colors then generated this color scheme for us:



[Colors - The super fast color schemes generator!](#)



Auto



Collage



OK

Module 7

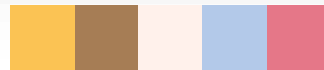
And this is how it looks on a slide:

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.



Module 10

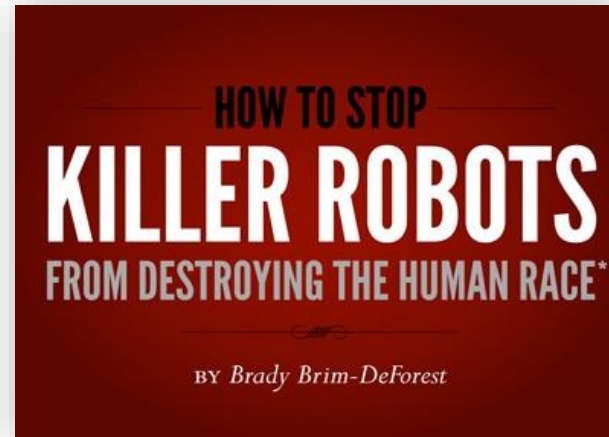
Here are some ways you can apply visual hierarchy principles to your design to reinforce the main points of your message and guide your viewers through a visual story in the form of a slide.

1 SIZE OBJECTS ACCORDING TO IMPORTANCE

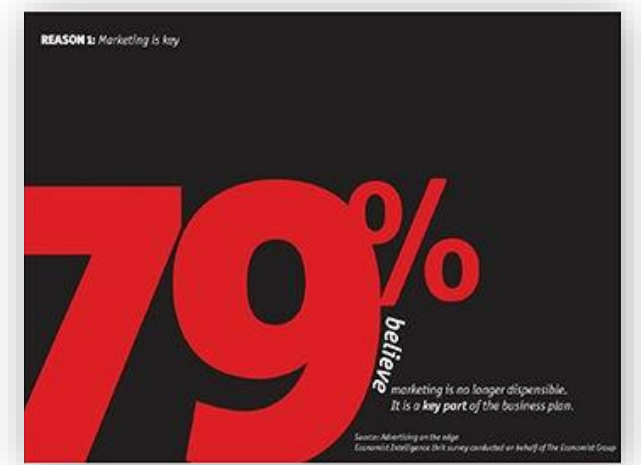
One way to indicate the relative importance of elements is to **adjust their scale**. The **most important elements** are **usually larger** and **more prominent** than less important ones.

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.



Source: <https://bit.ly/3nPPrPd>



Source: <https://bit.ly/3fIP8o>

Module 11

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.

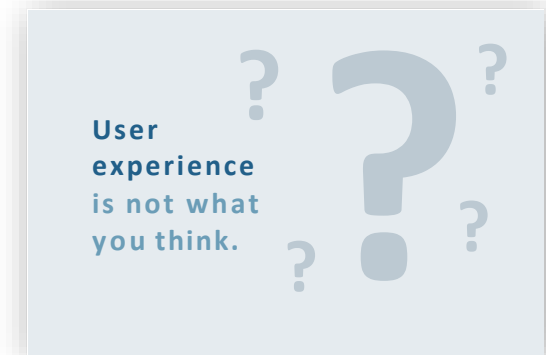
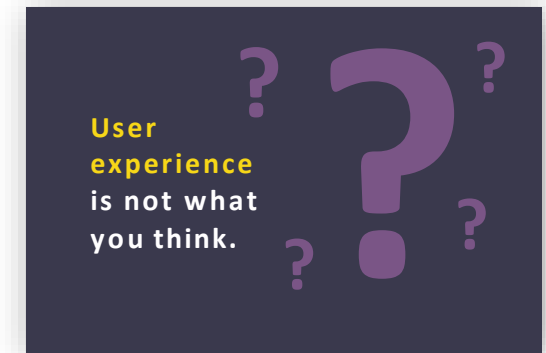
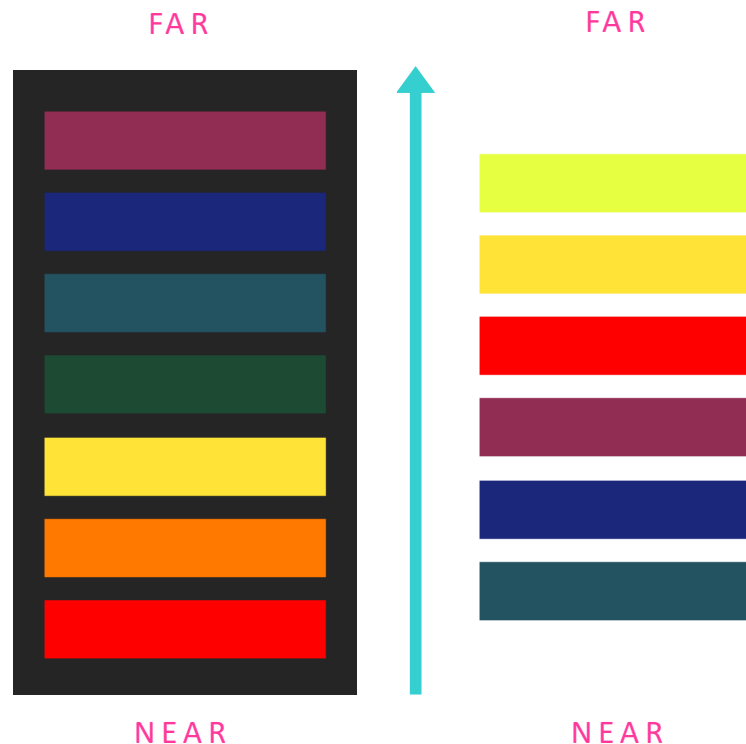


Module 11

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.

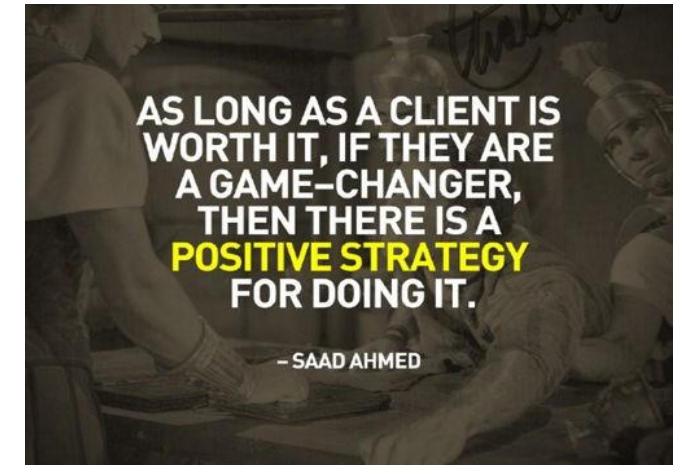


Module 12

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.



So, what brings you
HERE TODAY?

Module **13**

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

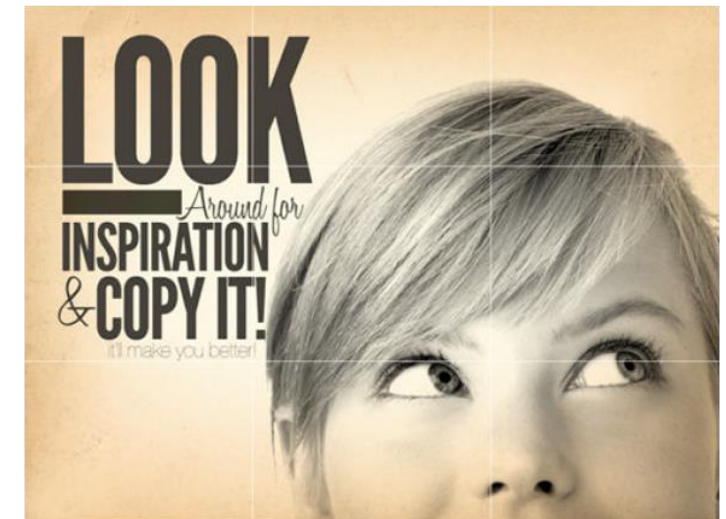
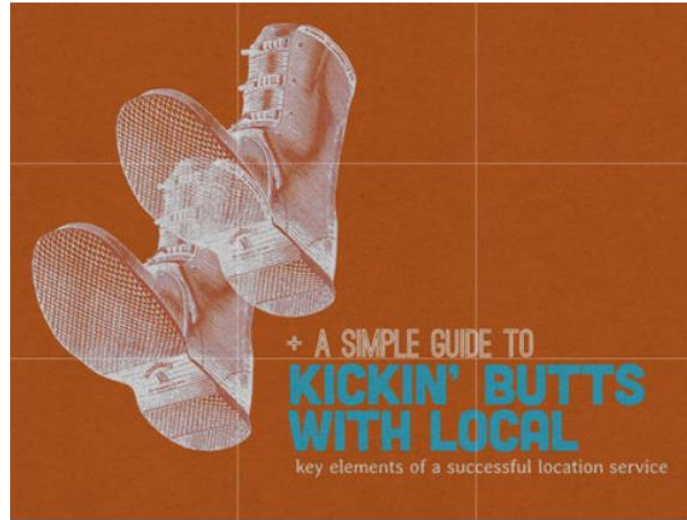


Module 14

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.

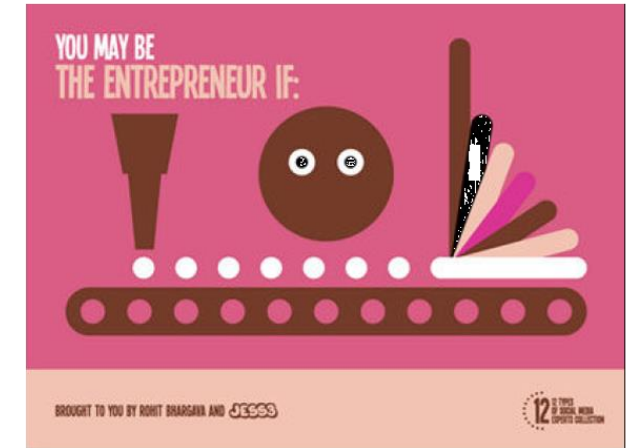
Module 16

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 INFORMATION 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**.



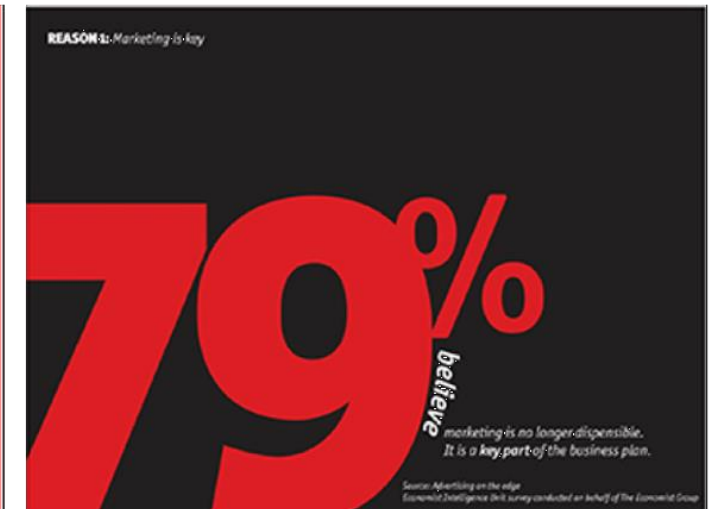
Module 19

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.

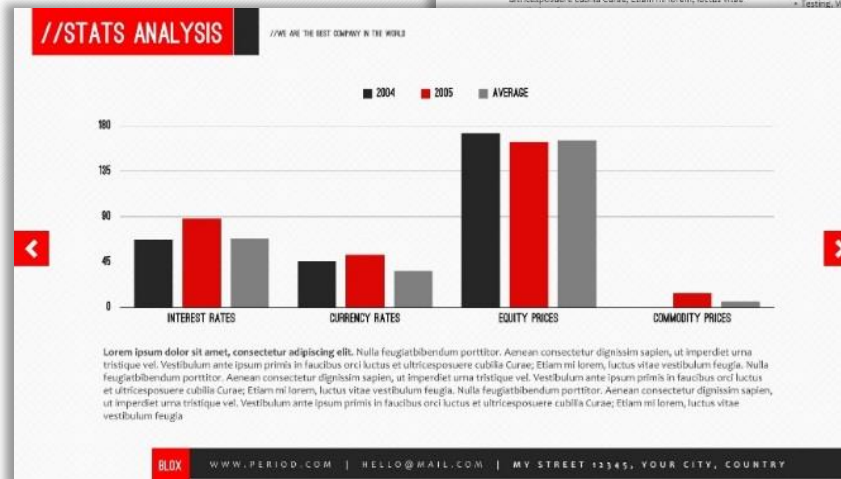
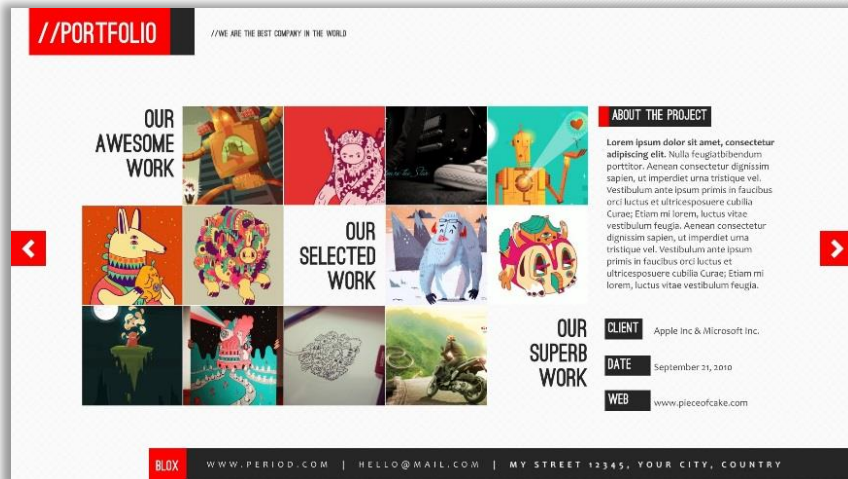
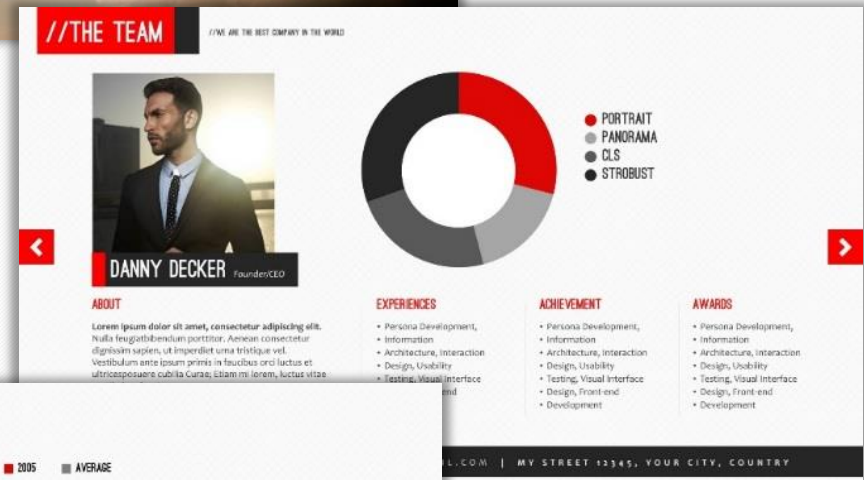
BEFORE



AFTER



Sample PowerPoint Slide Design 1



Sample PowerPoint Slide Design 2

SIMPLEX

Simplicity is the ultimate sophistication

- Leonardo da Vinci

Portfolio
Our supercool and awesome ideas

Plan Design Code Repeat

Start your next web project even faster with our friend and yours, Simplex.

Simplex is a fast way to start your responsive web design projects that harnesses the power of Sass and Compass. It comes with just enough to get you on your way, and no unnecessary extras, so you can spend less time deleting what you don't need and more time building.

Client: Coca Cola Date: September 2010

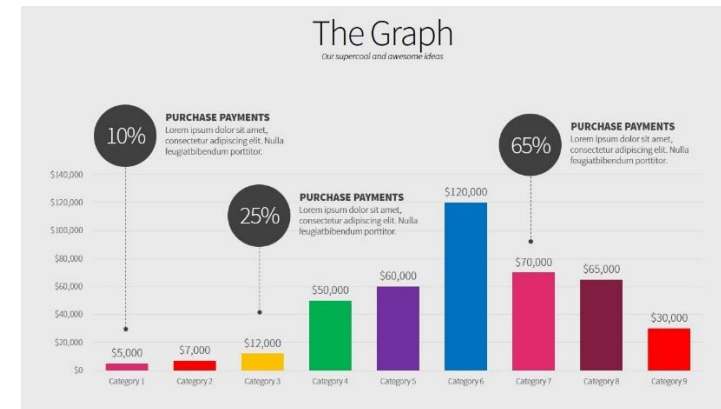
Mission & Vision
Our supercool and awesome ideas

Any question you can ask about your data, Simplex can answer.

01 02 03 04 05

We're a team that believes in the power of strategic design thinking coupled with hands on execution

- ✓ Our commitment to combining highly effective working practices with paradigm-breaking creativity means the only thing we'll exceed are your expectations.
- ✓ Our commitment to combining highly effective working practices with paradigm-breaking creativity means the only thing we'll exceed are your expectations.
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- ✓ We always strive to meet each client's unique set of needs and expectations by delivering a truly personalised experience on a professional basis.



DATA & NUMBERS

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70k Sketches

1.5b Customers

530m Paper used

35.6 Miles

437 Models

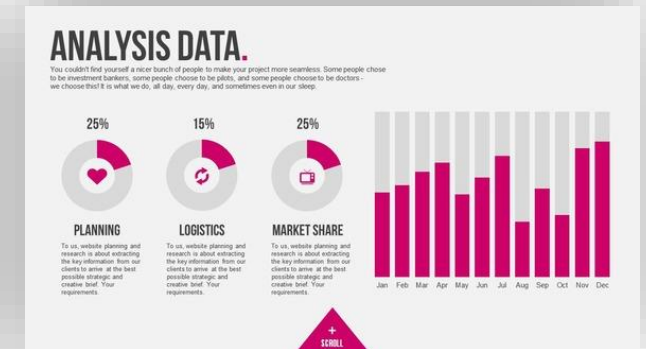
56k Books

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Plan Design Code Repeat Awwsome

Sample PowerPoint Slide Design 3



Comfortable Viewing Distance for Text on Presentation Visuals

16:9 screens (widescreen TVs, monitors & projectors)

Assumptions:

- Visual acuity of 20/40 (about the same that is used for highway road signs)
- Projected image fills the screen
- Screen and image have a 16:9 width to height ratio (the standard ratio for most widescreen TVs, monitors & projectors)

		Font size (in points)						
Diagonal screen size (in inches)		18	24	28	32	36	40	44
	15	5	7	8	9	10	11	12
	19	7	9	11	12	13	14	16
	22	8	11	12	14	15	17	18
	27	9	13	15	17	19	21	22
	32	11	15	18	20	22	24	27
	36	12	17	20	22	25	27	30
	42	15	20	23	26	29	32	35
	47	16	23	26	29	32	36	39
	52	18	25	29	32	36	40	43
	60	21	29	33	37	41	46	50
	72	25	35	40	45	50	55	60
	80	28	39	44	50	55	61	66

How to use the table:

- Locate the row that corresponds to the diagonal measurement of the screen you are using (the typical way to measure these screens)
- Locate the column corresponding to the smallest font used for text on your slides
- The intersection of the row and column is the maximum distance from the screen that an audience member should be seated in order to be able to easily read the text
- For example, if you are using a 32 inch TV and have 28 point text on your slides, the farthest that someone should be is 18 feet from the screen

Data Visualization



Visualizing your Data

The right **Visualization** brings **Data to life**

- Cater to specific **data type**
- **Simplicity** is key
- **Interpretability** matters



Photo credit: Towards Data Science

Graphical Perception

(McGill & Cleveland, 1984)

The **Visual Decoding** of Information Encoded on a Graph

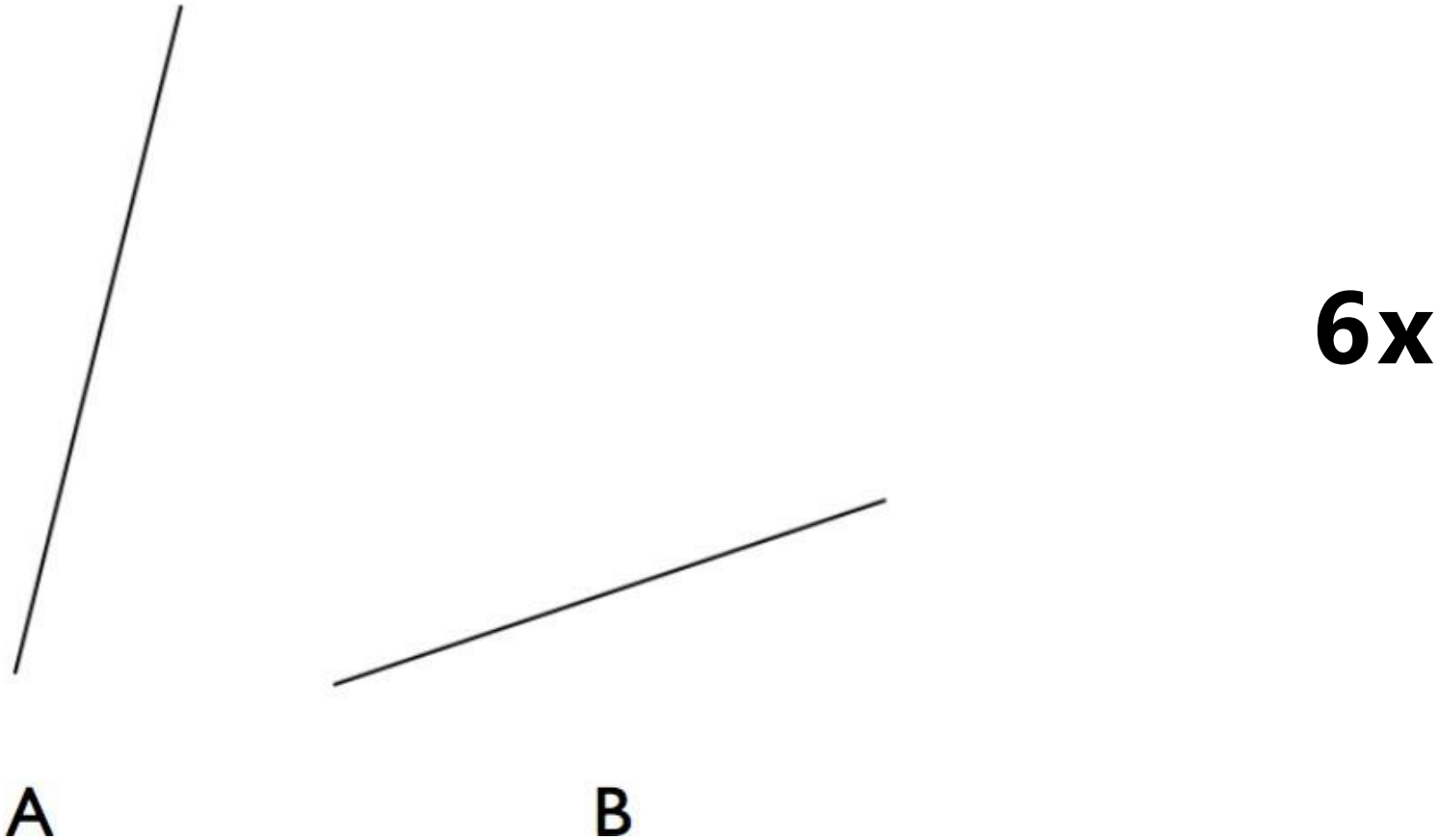
How much longer is B compared to A?

Graphical Perception: Elementary Perceptual Tasks



How much steeper is A compared to B?

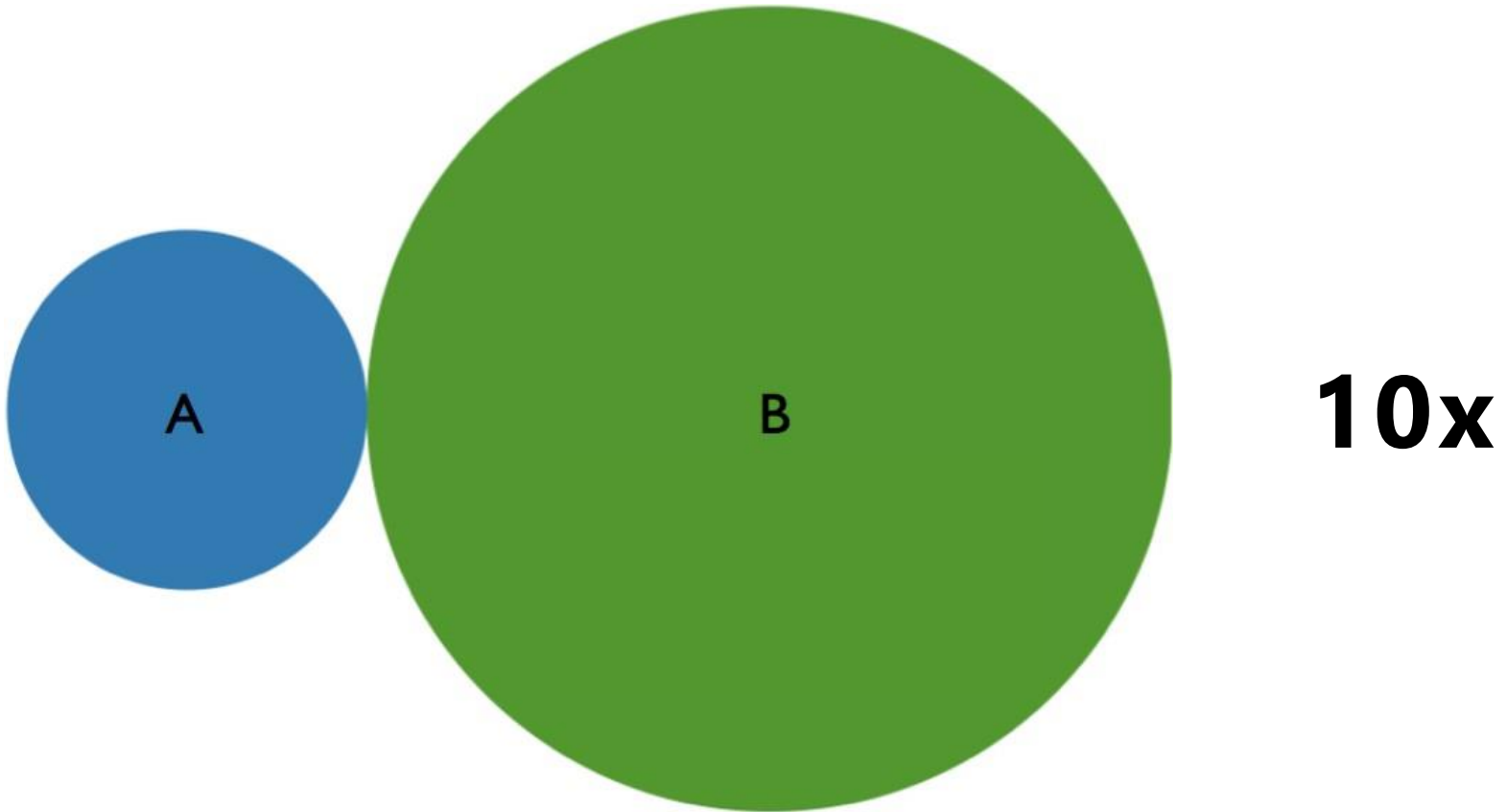
Graphical Perception: Elementary Perceptual Tasks



Source: Harvard CS109 – Hanspeter Pfister and Joe Blitzstein <http://cs109.org>

How much larger is B compared to A?

Graphical Perception: Elementary Perceptual Tasks



How much darker is B compared to A?

Graphical Perception: Elementary Perceptual Tasks



A



B

2x

How much bigger in value is B compared to A?

Graphical Perception: Elementary Perceptual Tasks



A



B

4x



Which perceptual tasks are used by common chart types?

McGill & Cleveland (1964)

Most
Efficient



Least
Efficient

Position



Length



Slope



Angle



Area



Intensity



Color



Shape



USED BY

Scatter Plot

Bar Chart

Line Chart

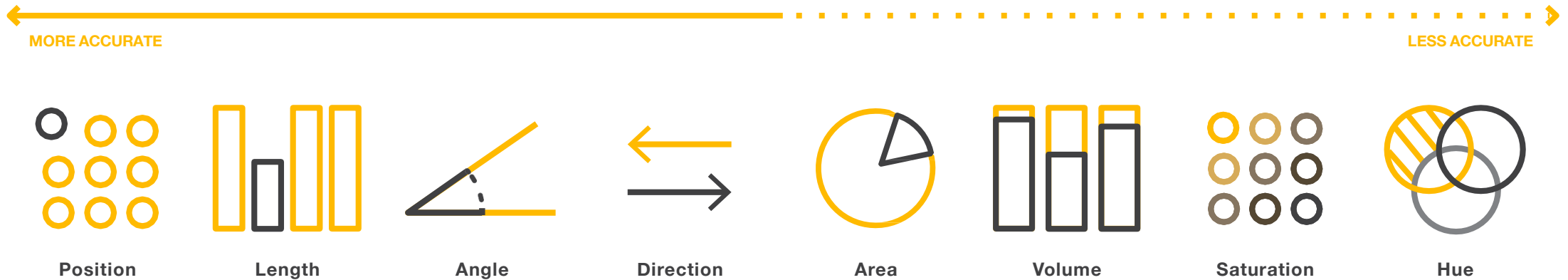
Pie Chart

Heat Map

Stacked Bar Chart

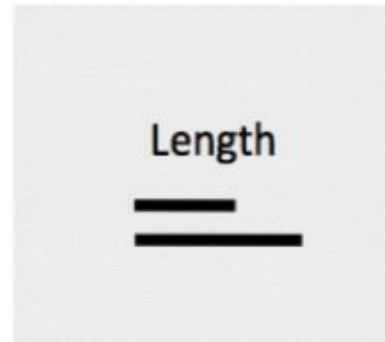
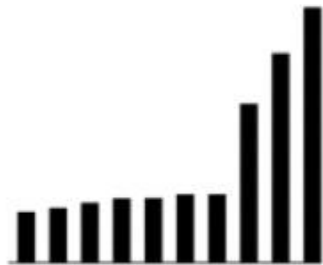
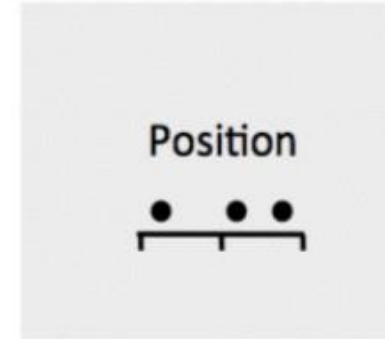
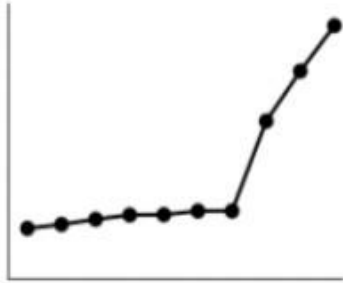
Visual Perception

People are more inclined to perceive certain **visual cues (variables)** better than **non-visual cues**.



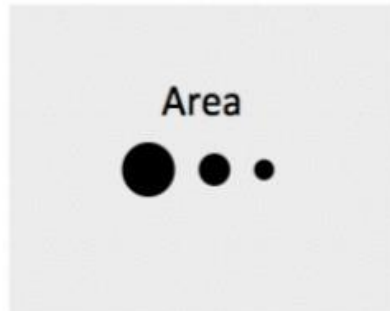
Dot Plots & Bar Charts are very effective

They use position and length to convey information



Pie Charts & Donut Charts are less effective

The human-eye cannot perceive 2D-area and angle that well



Bar Charts – Compare between categories

Very common charts – easy to interpret

Rule of Thumb: **Four multi-series maximum**

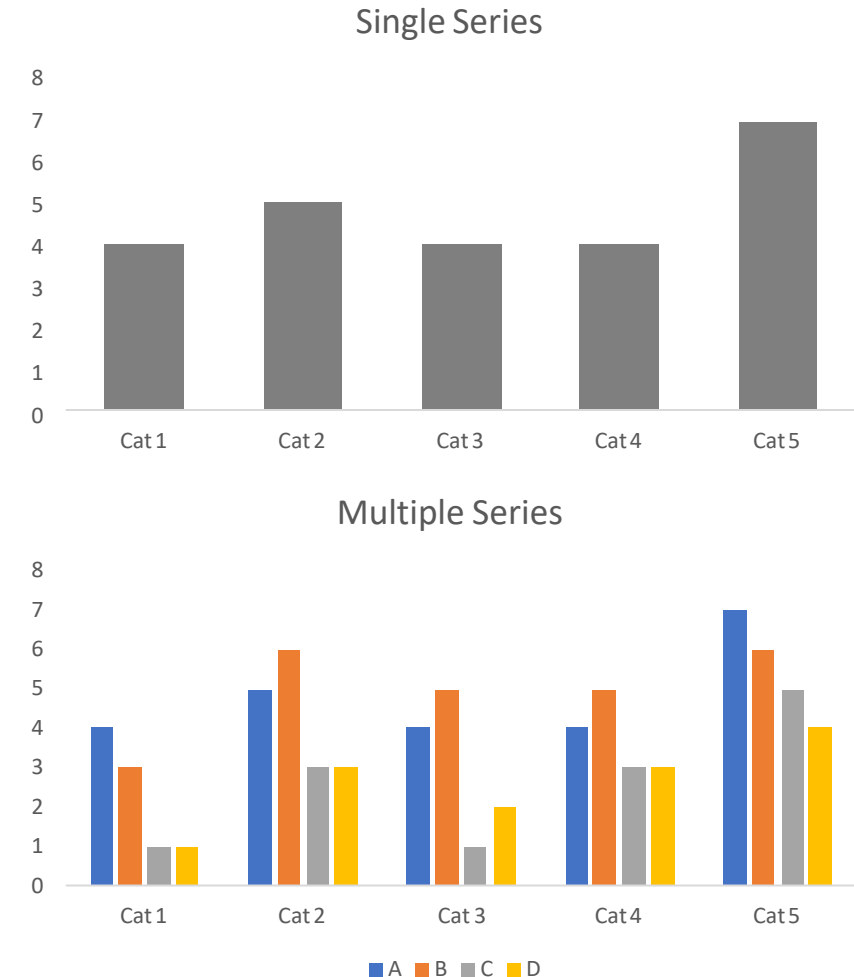
- Multiple series can quickly overwhelm the audience

Visual grouping happens as a result of the spacing in bar charts having more than one data series

- **Spacing between bars** for same category must be smaller than between categories.
- **Spacing between categories** should be approx. 0.5 of bar width.

Categories must be ordered in a logical manner such as:

- **Alphabetical** order.
- By **relative importance**.



Horizontal Bar Charts

Horizontal Orientation is great for surveys

Useful for long category names as the text is written from left to right (natural for most audiences to read) making the graph more legible

Helps to process the displayed content easily because we read the category names before the actual data (visual hierarchy)

- In contrast, vertical bar charts forces our eyes to move several times between data and category names

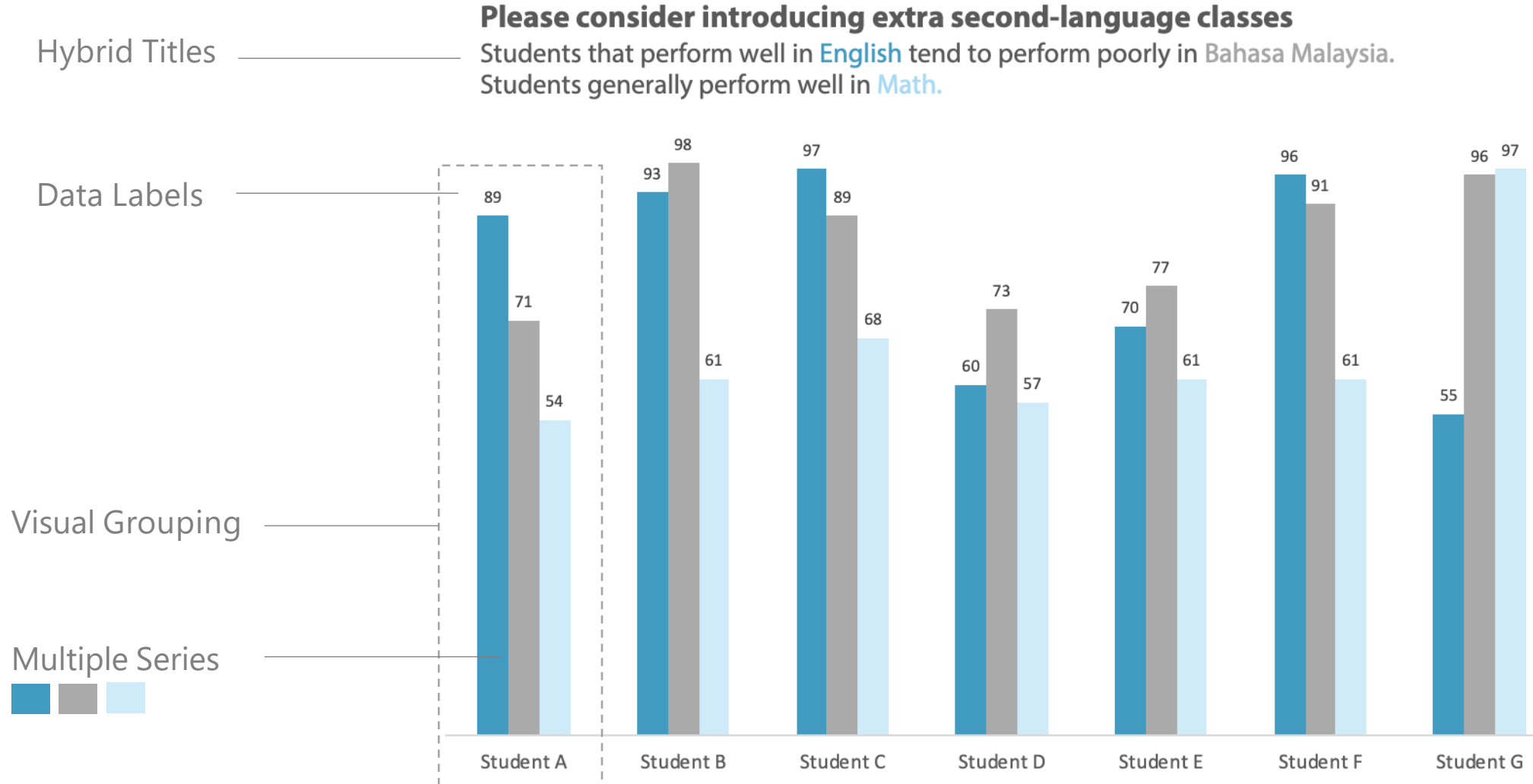
Adding data labels provide better accuracy

Horizontal Bar Chart



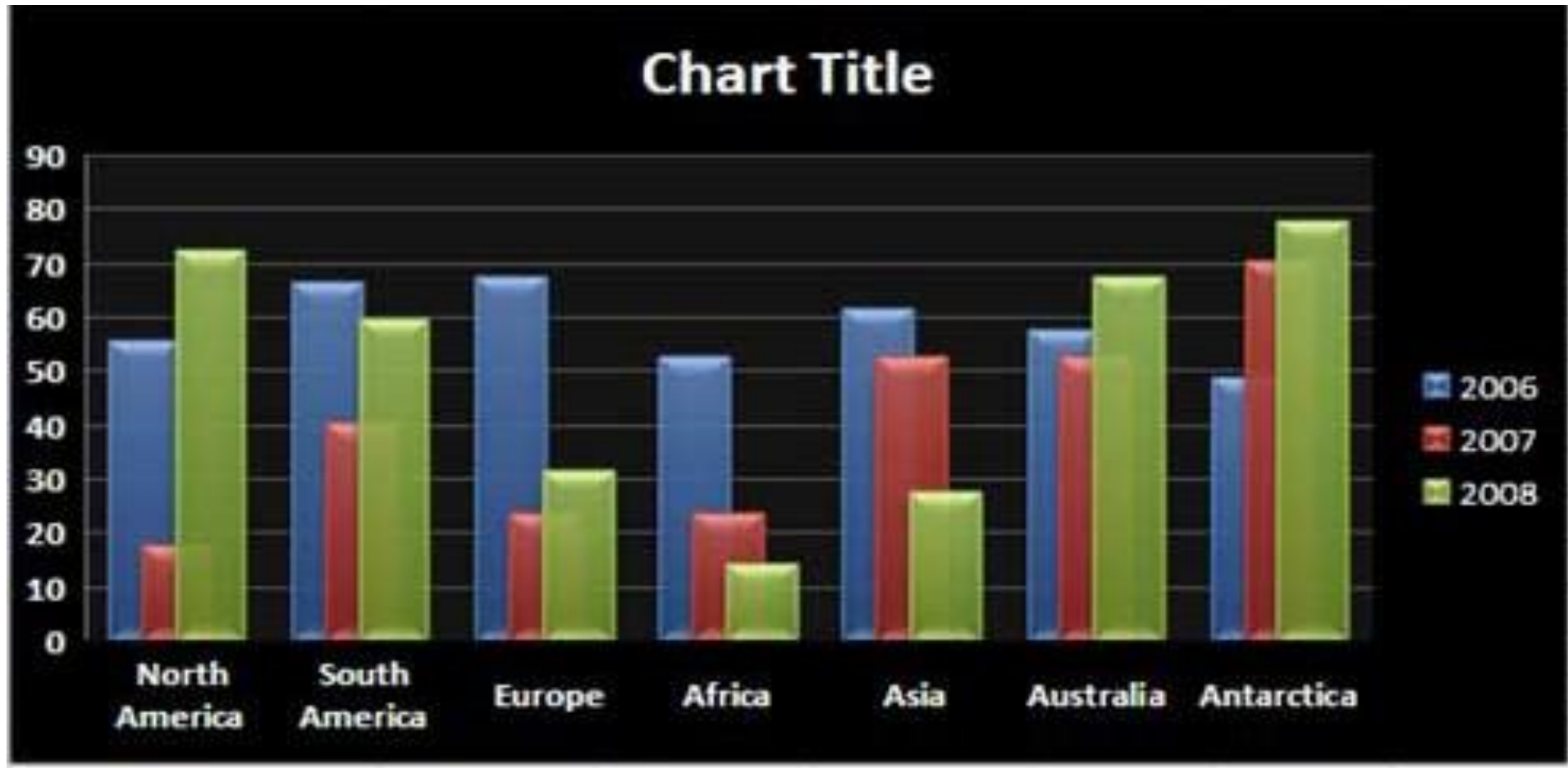
Bar Chart – Best Practice

Can you spot the mistake?



Bar Charts – Bad Example

Point out all the flaws on this chart



Line Graphs – Single Variable Change Over Time

Good for time series data

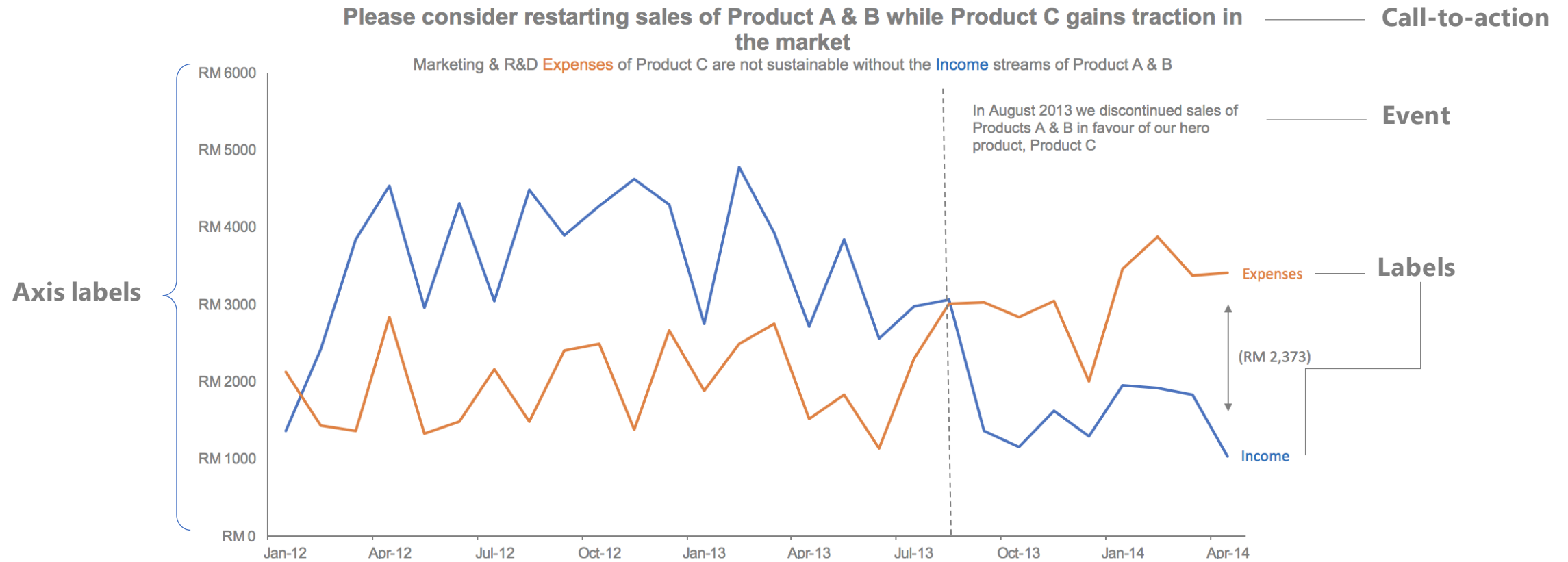
- The line graph can show a single series of data, two series of data, or even multiple series
- When using multiple series its best to **highlight** the series that you want your audience to notice
- Used for plotting continuous data
 - Points are physically connected via the line
 - Implies a connection between the points (continuity)

Multiple series



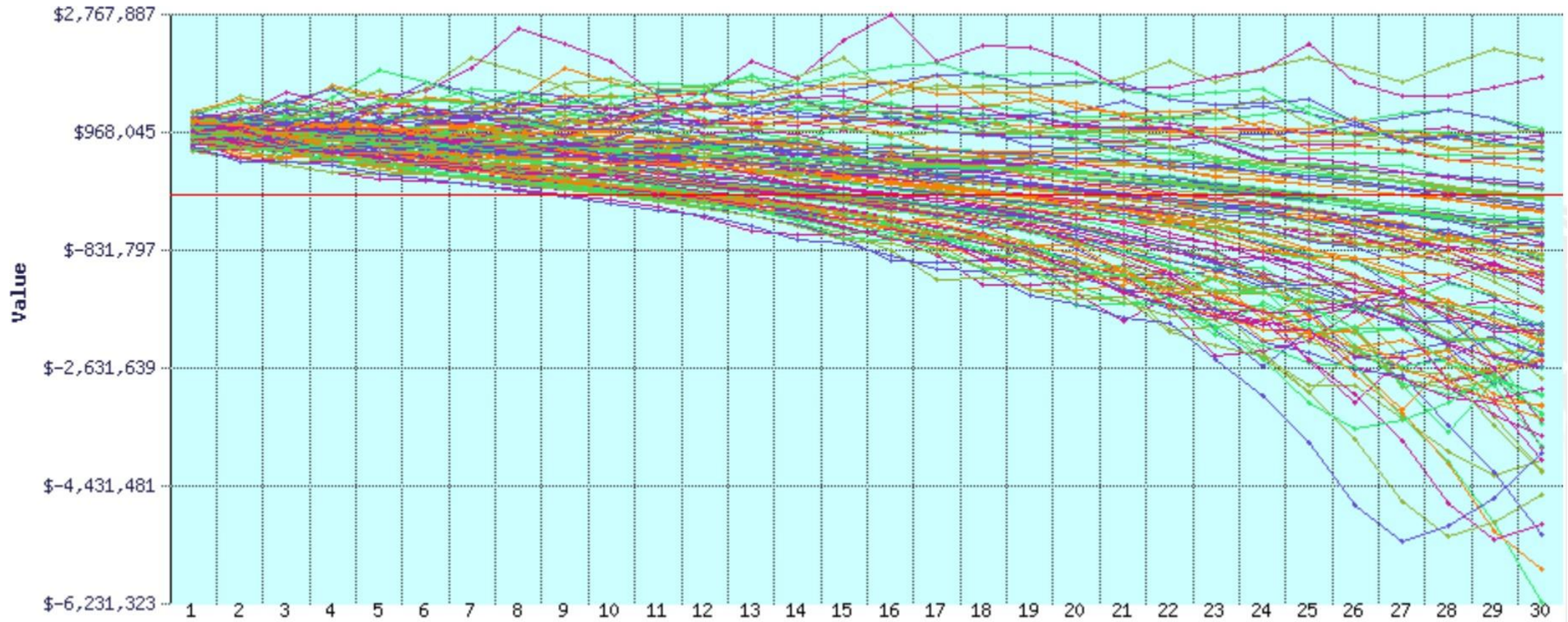
Line Graphs – Best Practice

Annotation of significant events are nice to have for context



Line Graphs – Bad Example

Don't make a spaghetti graph



Stacked Bar Chart

Proportion to whole & comparison between categories

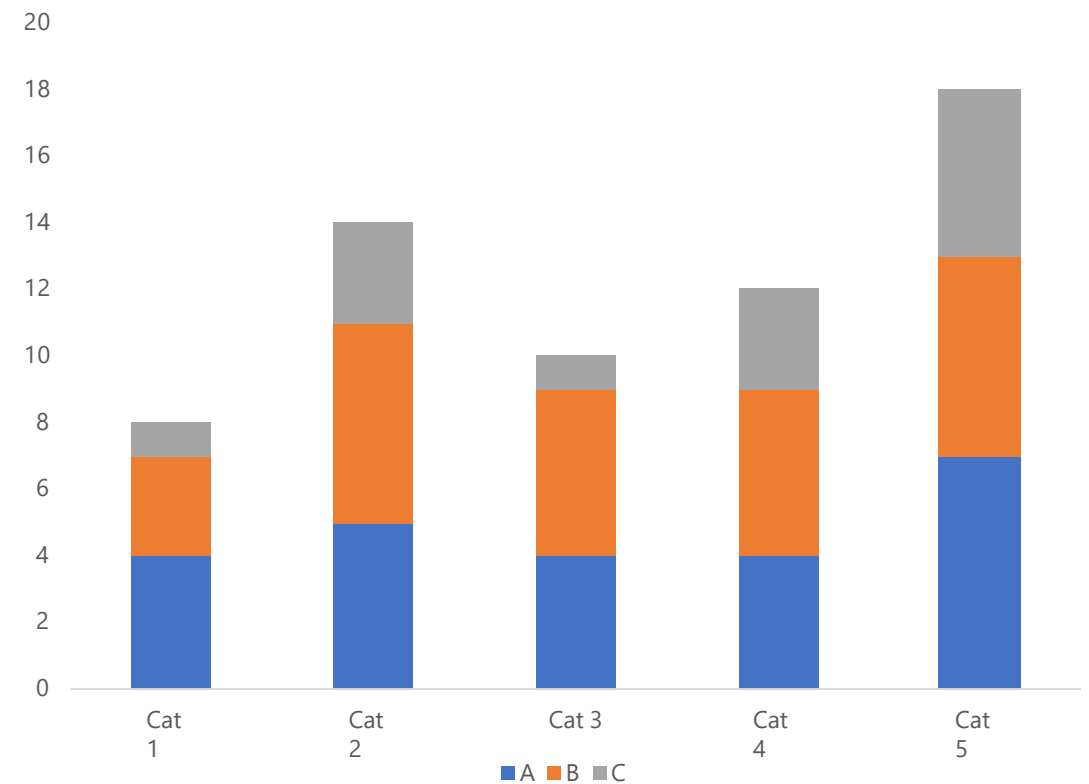
Help **compare totals across categories** and also see the **subcomponent proportions** within a given category

- This can quickly become visually overwhelming

Hard to **compare the subcomponents across the various categories** beyond the bottom series

- We no longer have a consistent baseline to use to compare.

Many sub-categories can be difficult to compare



Horizontal Stacked Bar Chart

Normalize to 100% for easier comparison

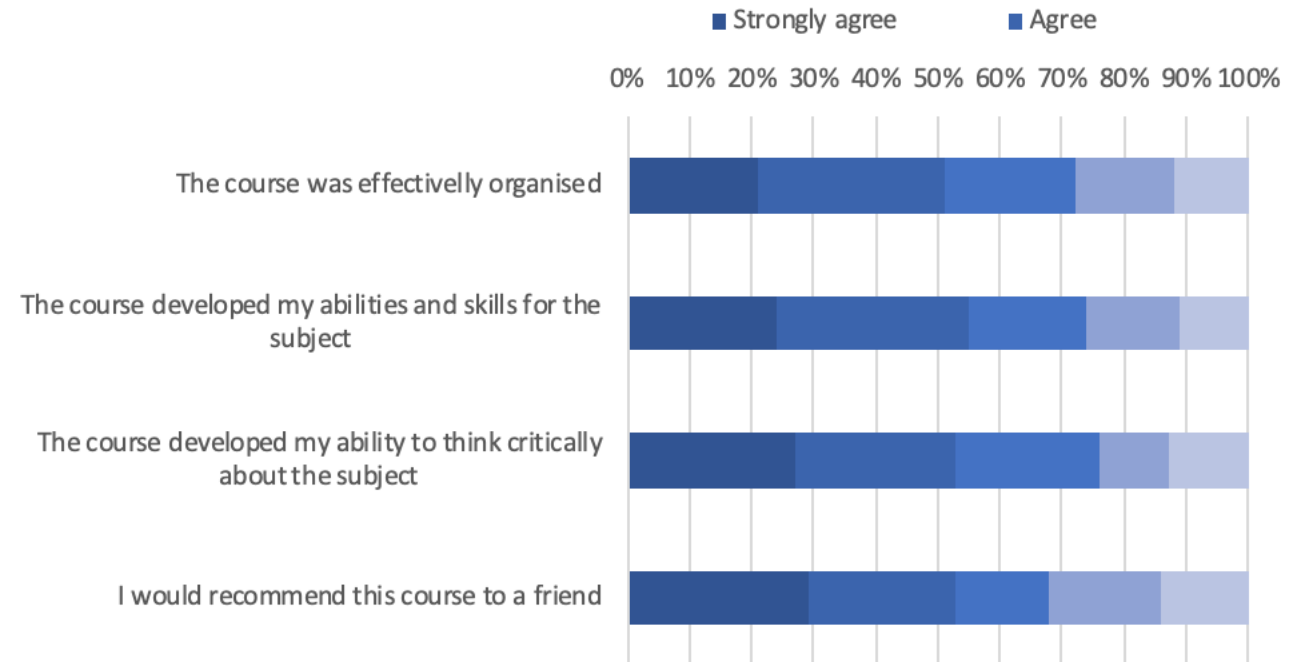
Show **totals for categories** summed to **100%**

- Good for comparison if there are **uneven number of responses** for each question

More useful for visualising **proportions to a whole** on a because we get a **consistent baseline** on both the far left and the far right

- Easy comparison of the **left-most pieces as well as the right-most pieces**

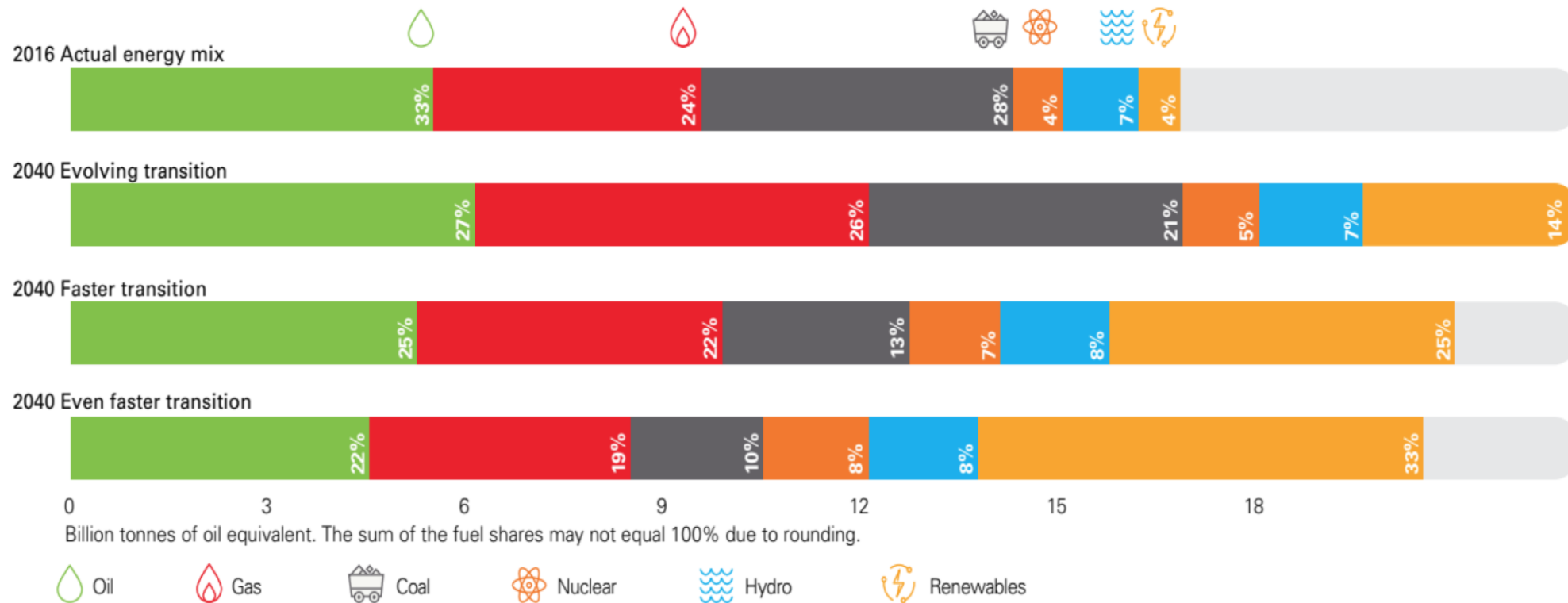
Visualisation of survey data collected along a Likert scale (a scale commonly used in surveys that ranges from Strongly Disagree to Strongly Agree)



Stacked Horizontal Bar Chart – Bad Example

Cognitive Overload

Energy consumption – 2040 projections



Pie Charts

Proportions done poorly – Listen to the experts

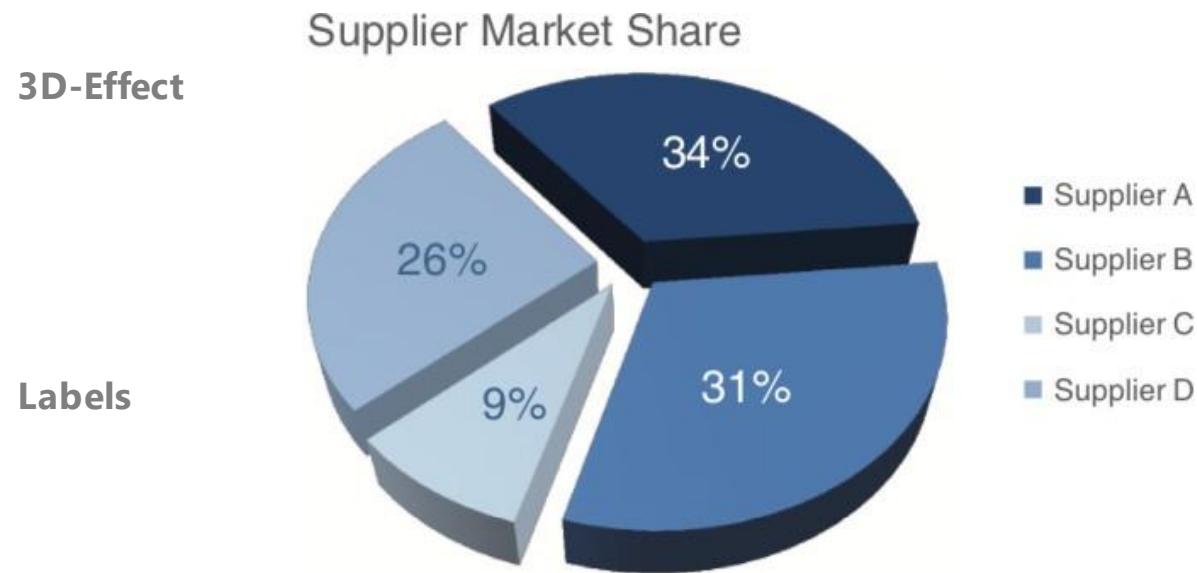


FIGURE 2.22 Pie chart with labeled segments

"Save the pies for dessert"
Stephen Few



"Death to pie charts"
Cole Nussbaumer



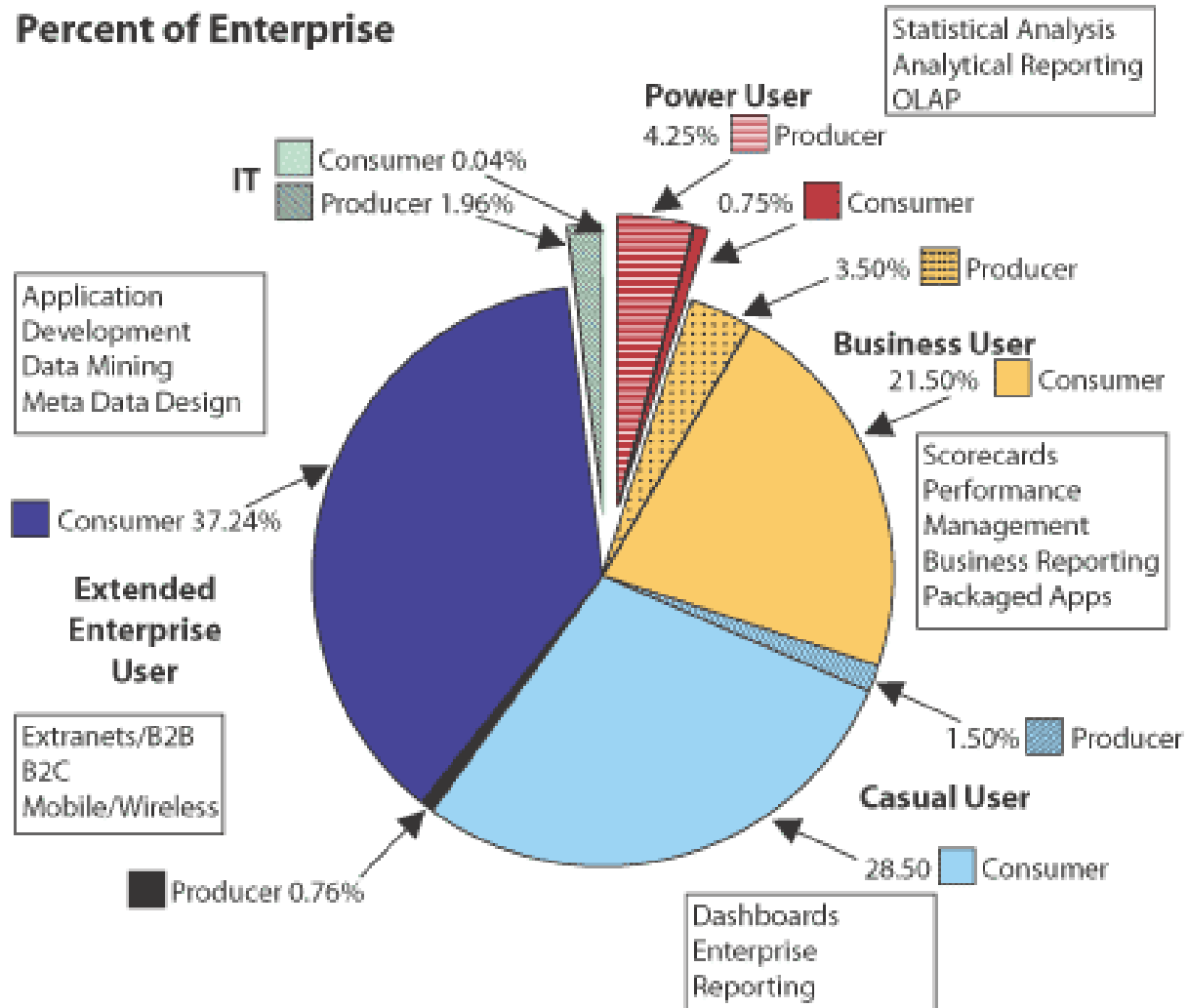
"The only thing worse than a pie chart is several of them"
Edward Tufte



Pie Chart – Bad Example

Too much!

Percent of Enterprise



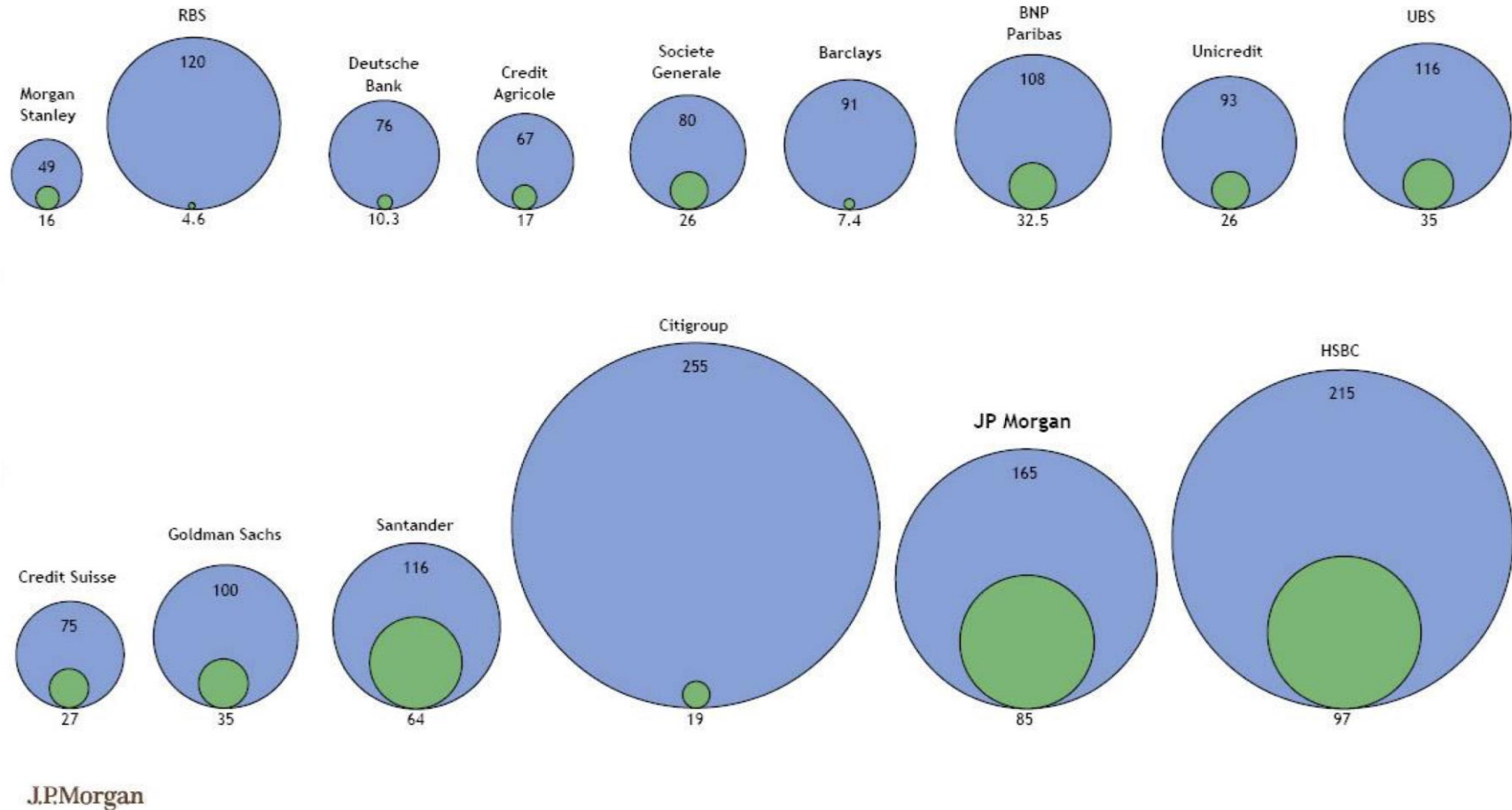
Source: Giga Research, a wholly owned subsidiary of Forrester Research, Inc.
Source: 2018, Stephen Few, PerceptualEdge

Not quite a pie chart

2D-Area is not easily interpretable!

Banks: Market Cap

- Market Value as of January 20th 2009, \$Bn
- Market Value as of Q2 2007, \$Bn



While JPMorgan considers this information to be reliable, we cannot guarantee its accuracy or completeness

Source: Bloomberg, Jan 20th 2009

Tree maps – (Imperfect) Alternative to Pie Chart

Notice what happens when we have many sub-categories

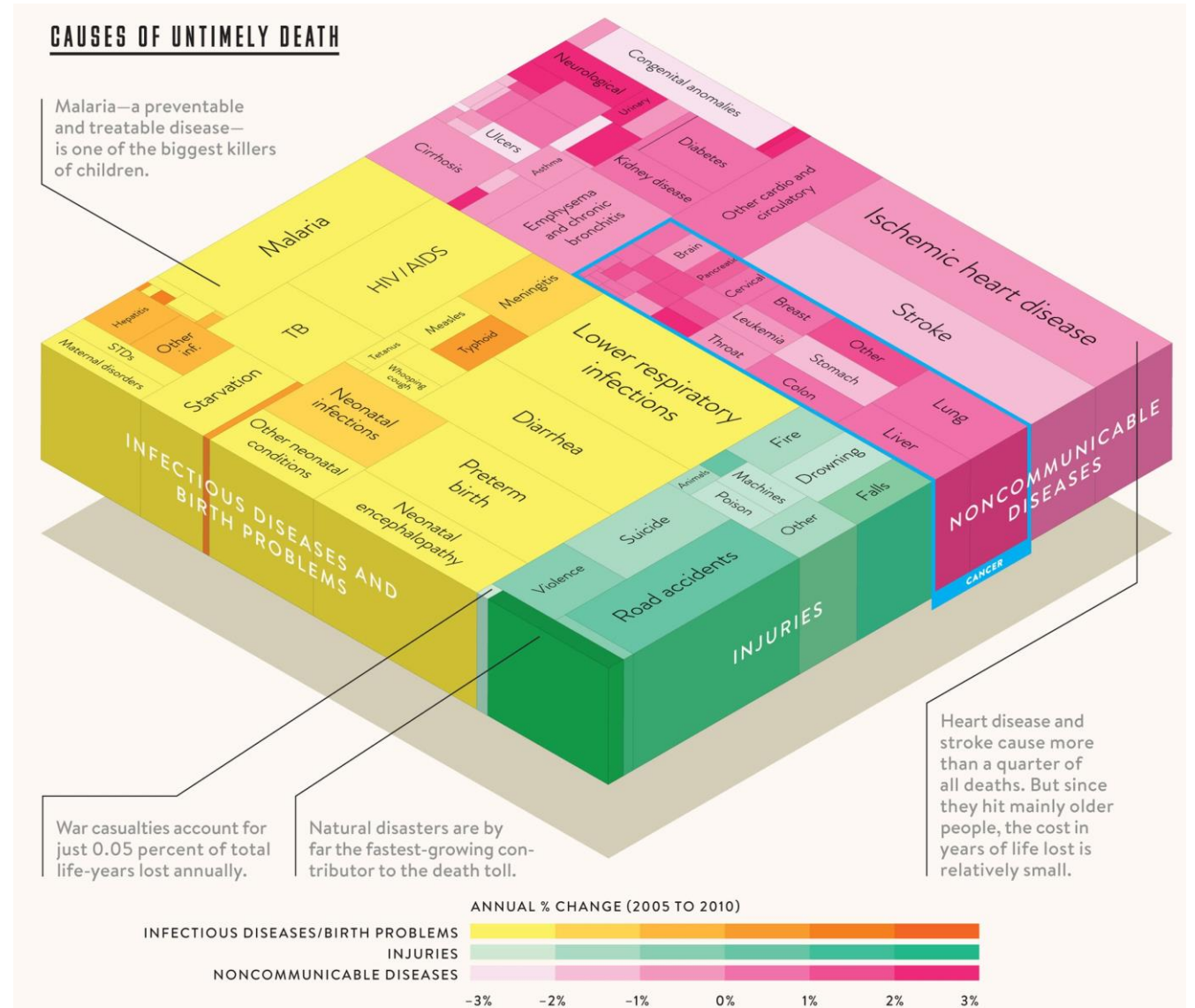
- Tree maps **display hierarchical data** as a set of nested rectangles.
- Each branch of the tree is given a rectangle, which is then tiled with smaller rectangles representing sub-branches.
- A leaf node's rectangle has an area **proportional to a specified**.
- Often the leaf nodes are coloured to show a **separate dimension** of the data
- Tree maps use space **efficiently compared to pie charts**, but we cannot legibly read **small sub-categories**



Causes of Untimely Death

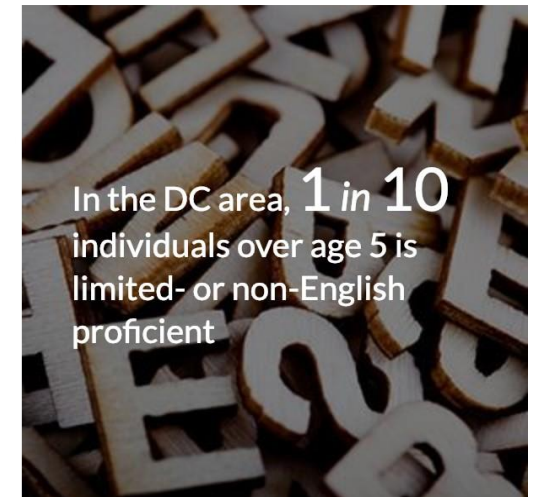
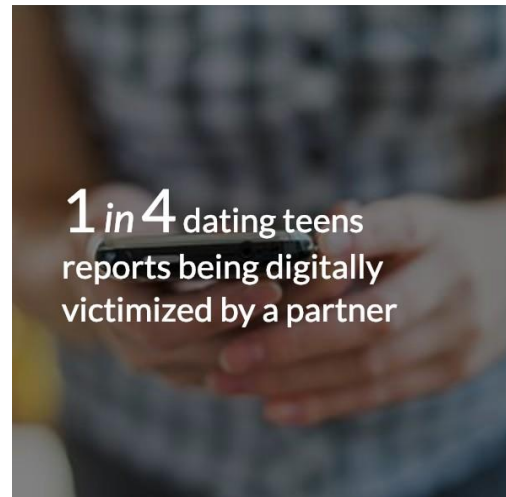
Bill Gate's favorite chart

Notice the color scale at the bottom



Text – Impact Metrics

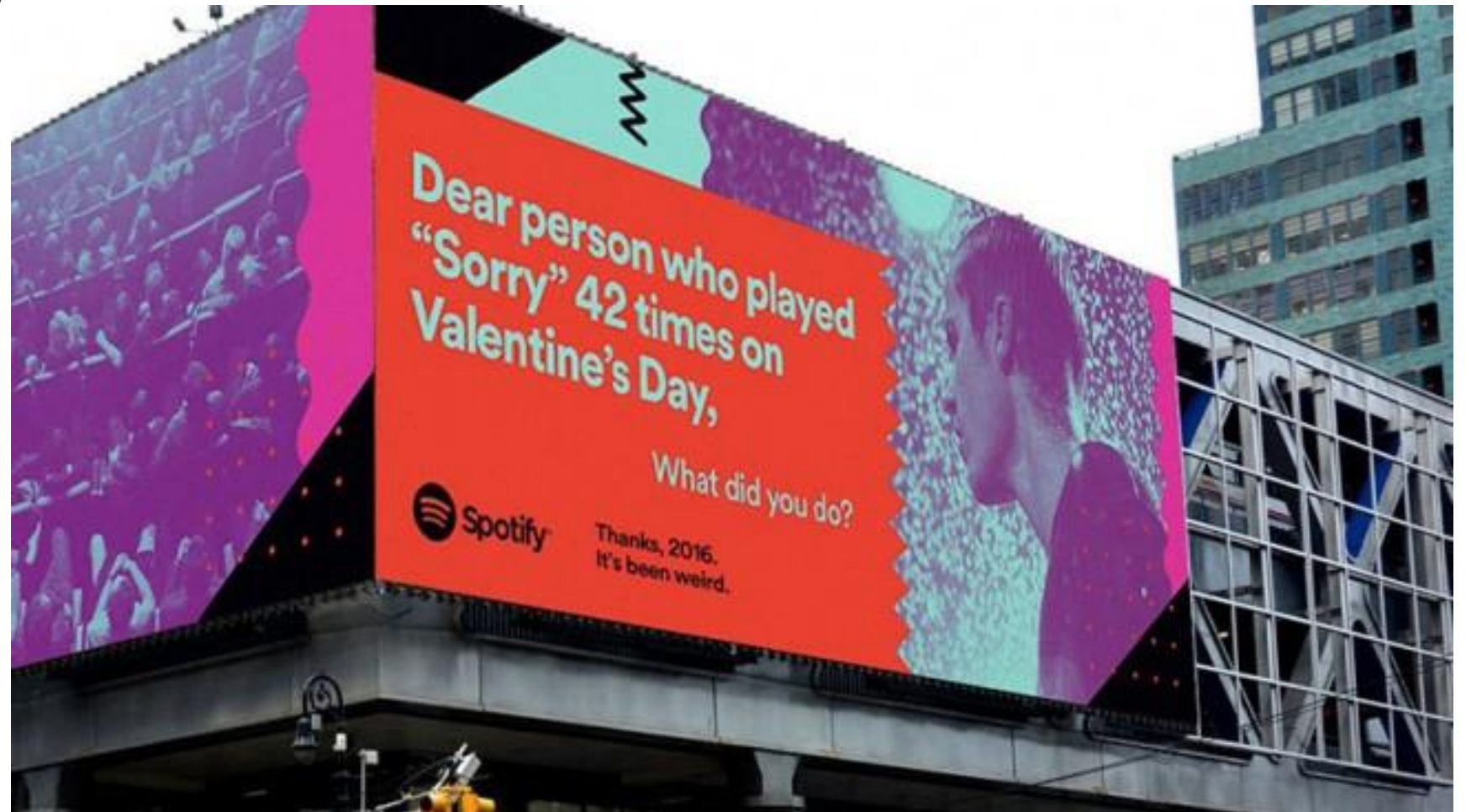
Draw attention with large font, place a semi-opaque background image for context.



Source: <https://www.urban.org/data-viz>

Text – Text ads in the wild

Lessons from Spotify
– less is more



Choosing a Visual - Table

Never use this in presentations

<u>Product</u>	<u>Category</u>	<u>Profit Margin</u>	<u>Average Price</u>
A	Furniture	15%	123.1
B	Bedding	20%	198.1
C	Office Supplies	10%	212.2
D	Home Decor	25%	432.5

Choosing a Visual - Table

Never use this in presentations

1 Remove/lighten **borders**

Product	Category	Profit Margin	Average Price
A	Furniture	15%	123.1
B	Bedding	20%	198.1
C	Office Supplies	10%	212.2
D	Home Decor	25%	432.5

2 **Left** align **text**.

3 **Right** align **numbers**.

Choosing a Visual - Heatmap

Use both sides of the brain for impact

Product	Category	Profit Margin	Average Price
A	Furniture	15%	123.1
B	Bedding	20%	198.1
C	Office Supplies	10%	212.2
D	Home Decor	25%	432.5

4 Color saturation

Scatterplots

Is having a degree correlated to voting 'Leave'?

Best Practice

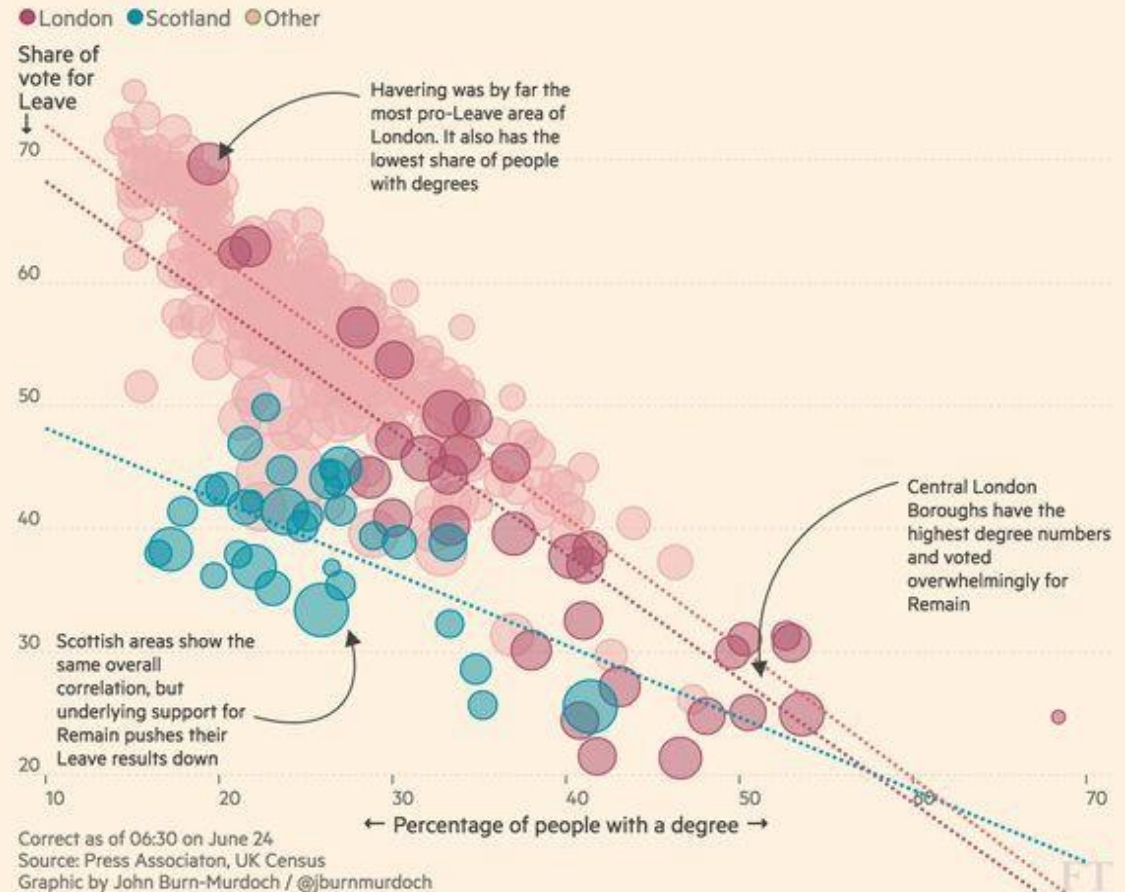
Pre-attentive attributes

Two dimensions maximum

Use color to differentiate

A people divided

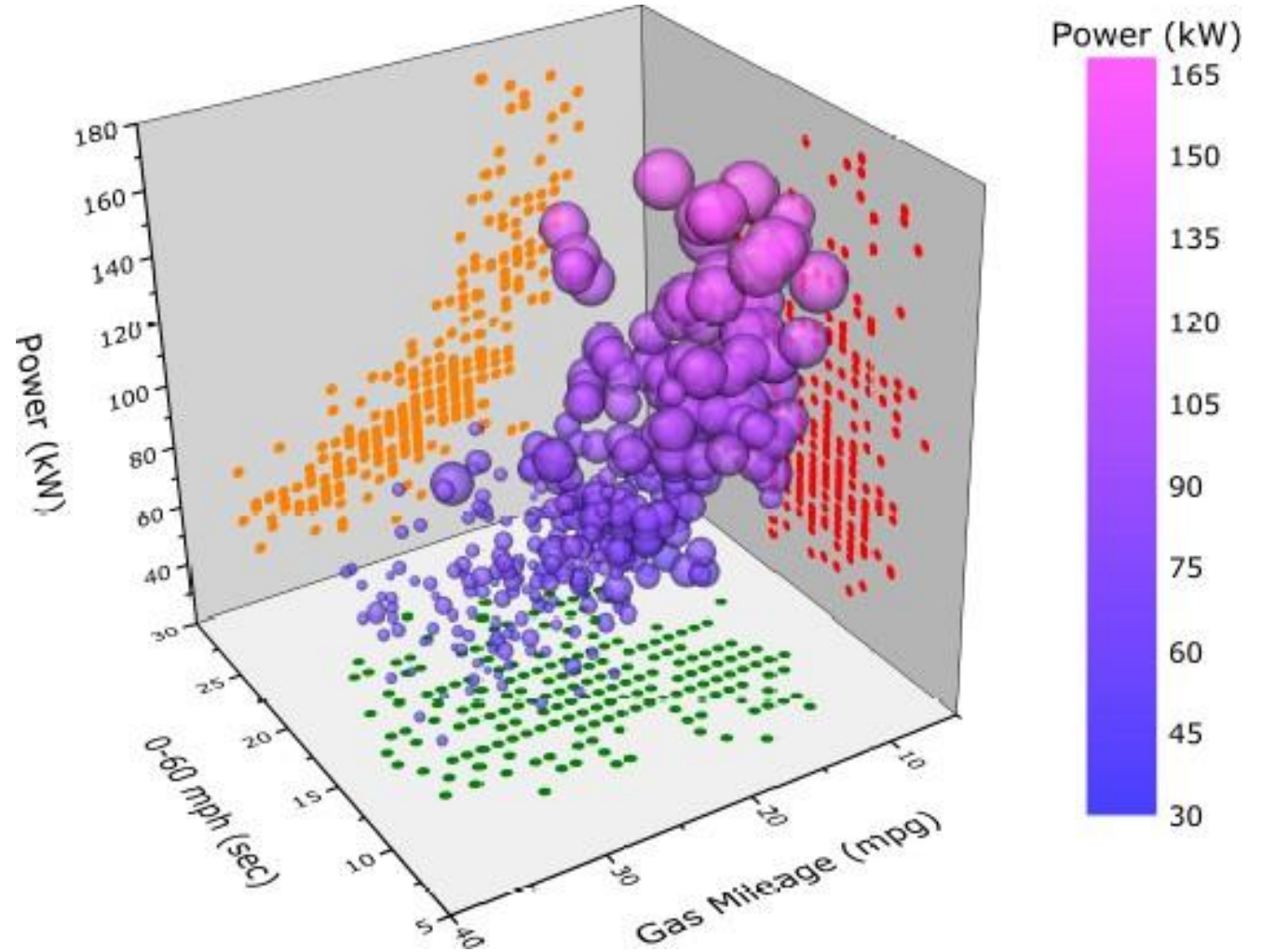
The strongest correlation between the vote for Leave and any key demographic measure is with the share of people holding a degree. But even here, regional patterns are clear: London Boroughs stand out in the tail on the right, with higher education and low Leave numbers. Scotland follows the overall national trend but is shifted as a whole towards Remain



Scatterplots

How many dimensions do we have here?

Features about a car plotted in a multi-dimensional scatter plot.



Choosing a Visual Form follows function.

Choose a visual that supports the 'What'

Deviation	Correlation	Ranking	Distribution	Change over Time	Magnitude	Part-to-whole	Spatial	Flow
<p>Comparative variables (y) (lines a best reference point). Typically the reference point is zero but it can also be a target or a long term average. Can also be used to show asymmetry (asymmetrical deviation).</p> <p>Example FT uses Trade receipts, exports, climate change</p>	<p>Show the relationship between two or more variables. Be careful that unless you tell them otherwise, most readers will assume the relationship you show changes to be causal (i.e. you caused the other).</p> <p>Example FT uses Inflation & unemployment, income & life expectancy</p>	<p>Use where an item position in an ordered list is more important than its absolute or relative value. Don't be afraid to highlight the points of interest.</p> <p>Example FT uses Results, short nation, league tables, constituency election results</p>	<p>Show values in a dataset and how often they occur. The shape of 'bars' is a distribution or a frequency table or highlighting the lack of continuity or regularity in the data.</p> <p>Example FT uses Income distribution, population distribution, distribution</p>	<p>Give emphasis to changing trends. These can be short (single day) movements or continuous trends (weekly, monthly or annual). Choosing the correct time periods, long term (overall value) or the specific (local) value.</p> <p>Example FT uses Share price movements, economic time series</p>	<p>Show size comparisons. These can be relative (all being able to see large things) or absolute (based on the size of the difference). Usually these show a 'counted' number (the number of people, items or objects) rather than a calculated value (e.g. per cent).</p> <p>Example FT uses Company performance, market capitalisation</p>	<p>Show how a single entity can be broken down into component elements. If the reader's interest is more in the size of the components, consider a pie chart or a bar chart.</p> <p>Example FT uses Proportion of population, company structure, national election results</p>	<p>Show how location maps into spatial movement between two or more states or positions. These represent regional, national or geographical locations.</p> <p>Example FT uses Movement of boats, trade, migration, security, information, marketing graphs</p>	<p>Show the order and intensity of movement between two or more states or positions. These represent regional, national or geographical locations.</p> <p>Example FT uses Movement of boats, trade, migration, security, information, marketing graphs</p>
<p>Dispersive bar A simple standard bar chart that can be used to compare data across multiple categories.</p>	<p>Scatter plot The standard way to show the relationship between two variables. Can be used to show the strength of the relationship between two variables and to show the direction of the relationship.</p>	<p>Ordered bar Standard bar charts, showing the order of items. Can be used to show the relative importance of items.</p>	<p>Histogram The standard way to show a distribution. The shape of the bars shows the frequency of items in each category.</p>	<p>Line The standard way to show a changing value over time. Can be used to show the direction of the change and the rate of change.</p>	<p>Column A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Stacked column A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Proportional symbol (point/percentage) A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Flow map A good way of showing the direction of movement between two or more states or positions. Can be used to show the relative importance of movement between two or more states or positions.</p>
<p>Changing magnitude A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Column + line A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Ordered column A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>End plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Column + line A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>
<p>Scatter A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Connected scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Ordered proportional symbol A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>End plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Area chart A good way of showing the size of components. Can be used to show the relative importance of components.</p>
<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>	<p>Scatter plot A good way of showing the size of components. Can be used to show the relative importance of components.</p>
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Visual vocabulary

Designing with data

There are so many ways to visualise data - how do we know which one to pick? Use the categories across the top to decide which data relationship is most important in your story, then look at the different types of chart within the category to form some initial ideas about what might work best. This list is not meant to be exhaustive, nor a wizard, but is a useful starting point for making informative and meaningful data visualisations.

FT graphics: Alex Bailey, Chris Campbell, Ben Kelly, Jo Thomas, Graham Parnell, Philip Widdowson, Paul Hill, Colin Harris, Helen Burt. Inspired by the Graphic Commons by John Gruber and Caroline Elissa.



ft.com/vocabulary



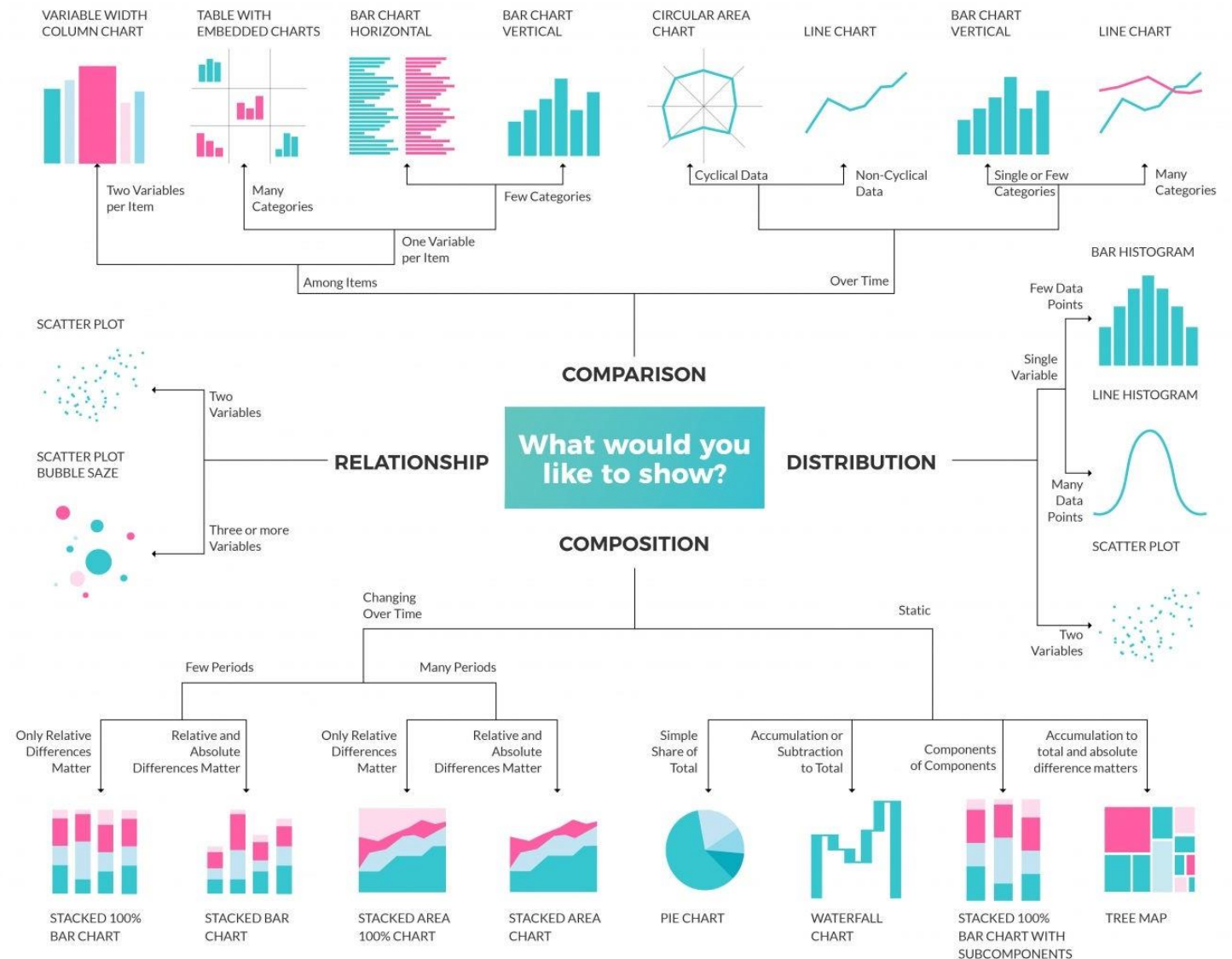
© Financial Times

How to Create Effective Charts

The process of creating effective and persuasive charts is a dense topic all on its own and can fill an entire book, but in this section, we'll cover the basics to get you started.

Similar to the steps followed in the first part of this book to find the key message of your presentation, you should first put your ideas down on paper before rushing to choose the type of chart you think would work best.

Once you've defined what you want your audience to know, you can match some of these keywords to different types of charts, summarized in this handy cheat sheet.

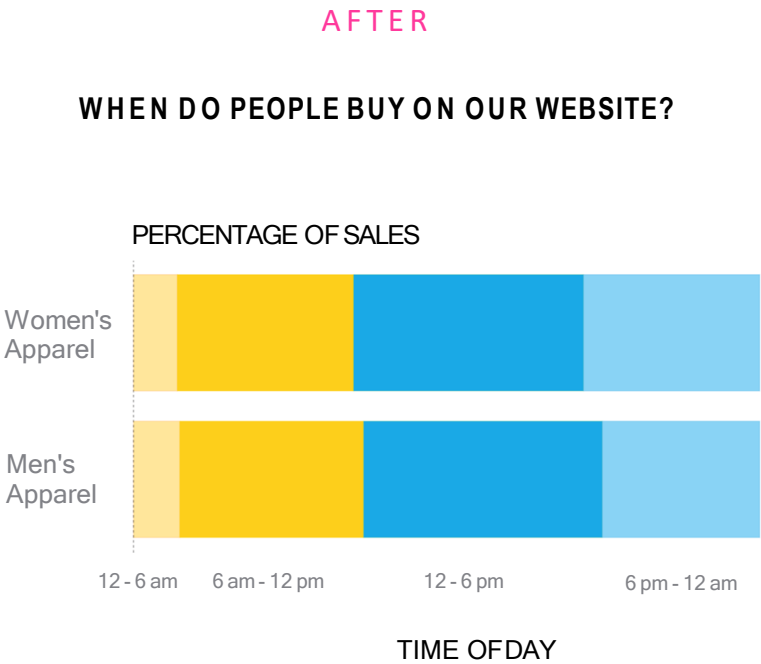
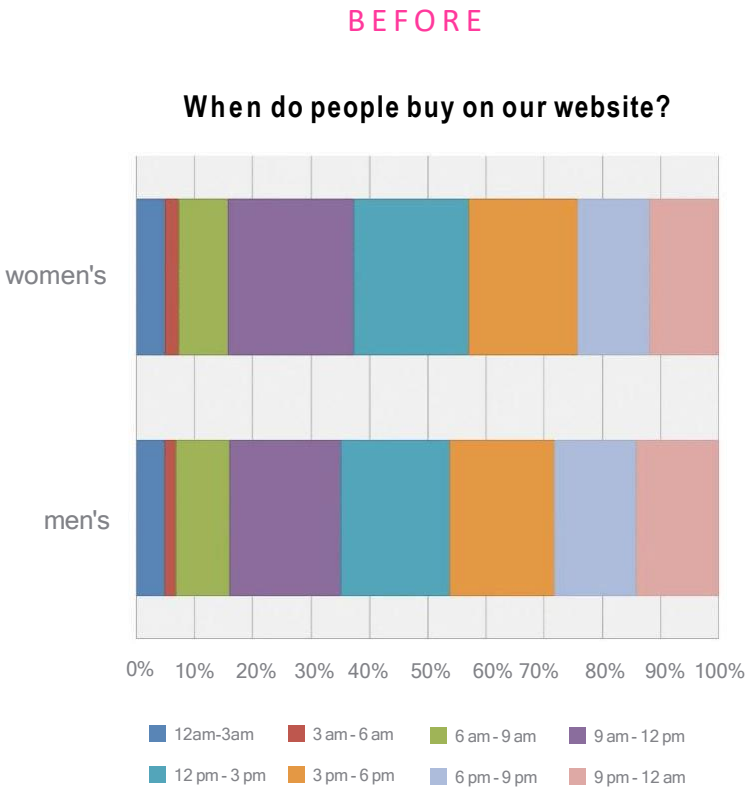


Make Your Key Point Stand Out

Any seasoned communicator will tell you that the key to getting a message across is to first figure out what you want to say and then convey that in a clear and concise manner. The same goes for charts and graphs.

Randy Krum, author of the book [Cool Infographics](#), advises to “use color to highlight the insight.” For each element in your chart, ask yourself: “Do I need this to communicate my key message?” If the answer is no, then consider eliminating it.

- 1
- Ask yourself, “Can this be summarized?” If certain details are not essential, then consider summarizing certain elements by grouping them into broader categories.

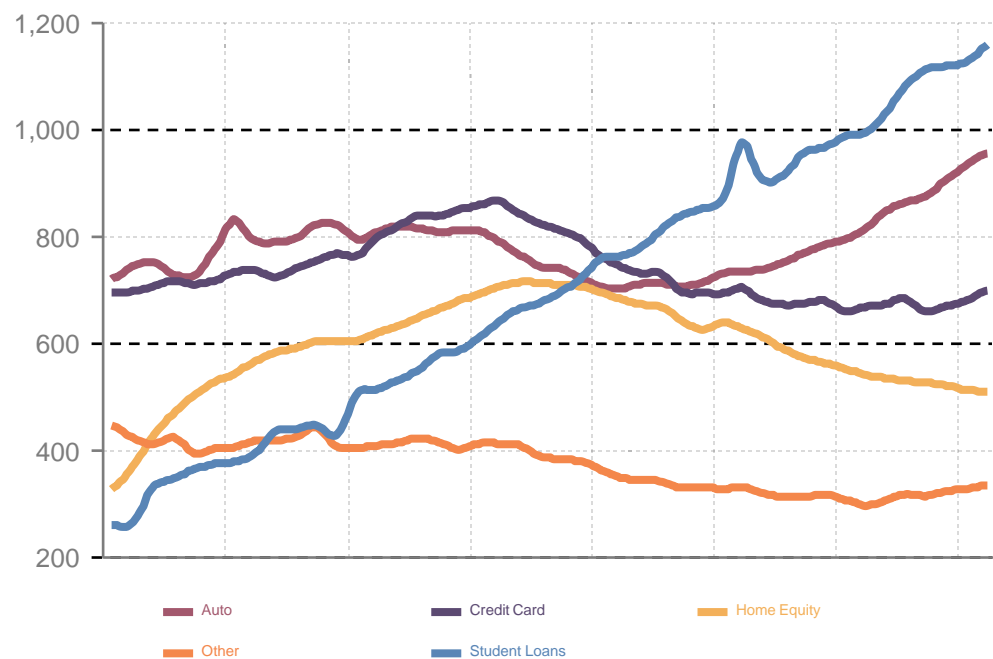


Source: [Good Charts](#)

- 2 Next, push all chart elements to the background by applying a light grey color. Then go through the most important of these elements, and use different design techniques to make them stand out, such as making the size bigger, making certain lines thicker, applying color, adding data explainers or labels, among others.

BEFORE

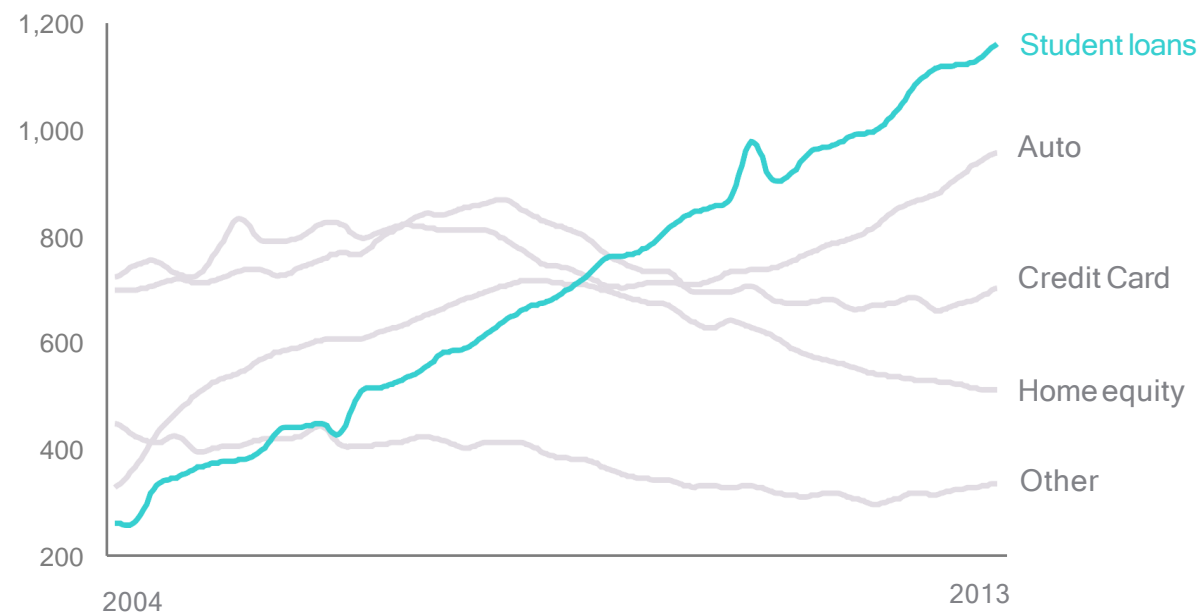
Non-Mortgage Debt Outstanding



AFTER

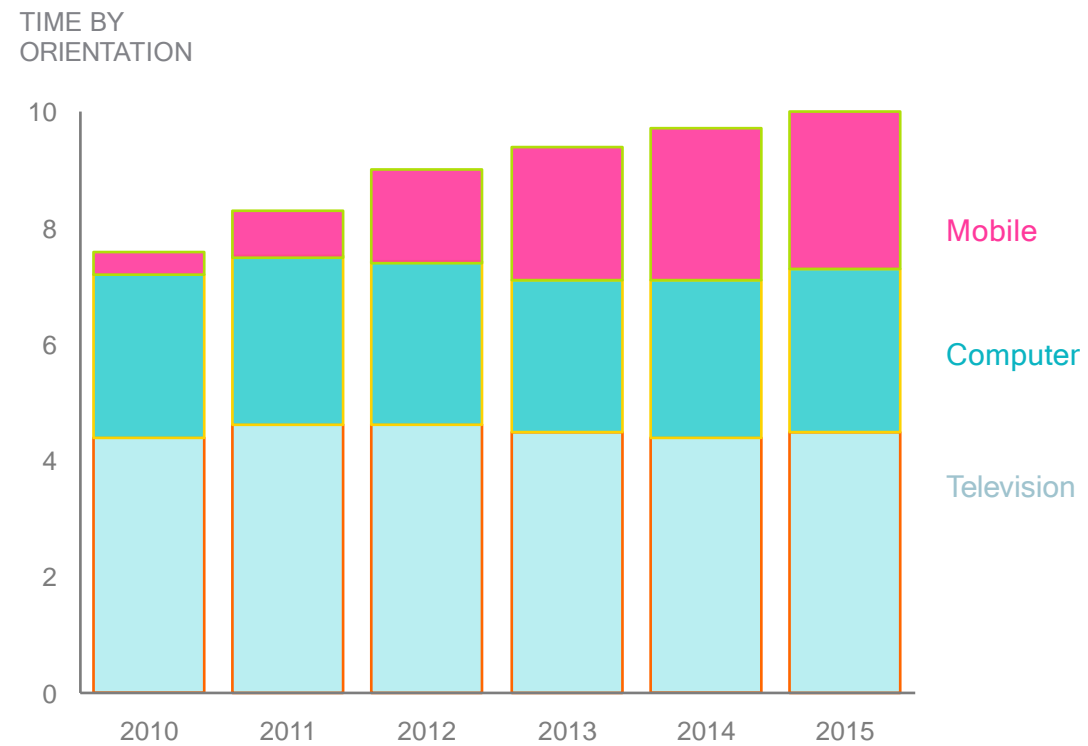
NON-MORTGAGEDEBT OUTSTANDING

BILLIONS OF US\$

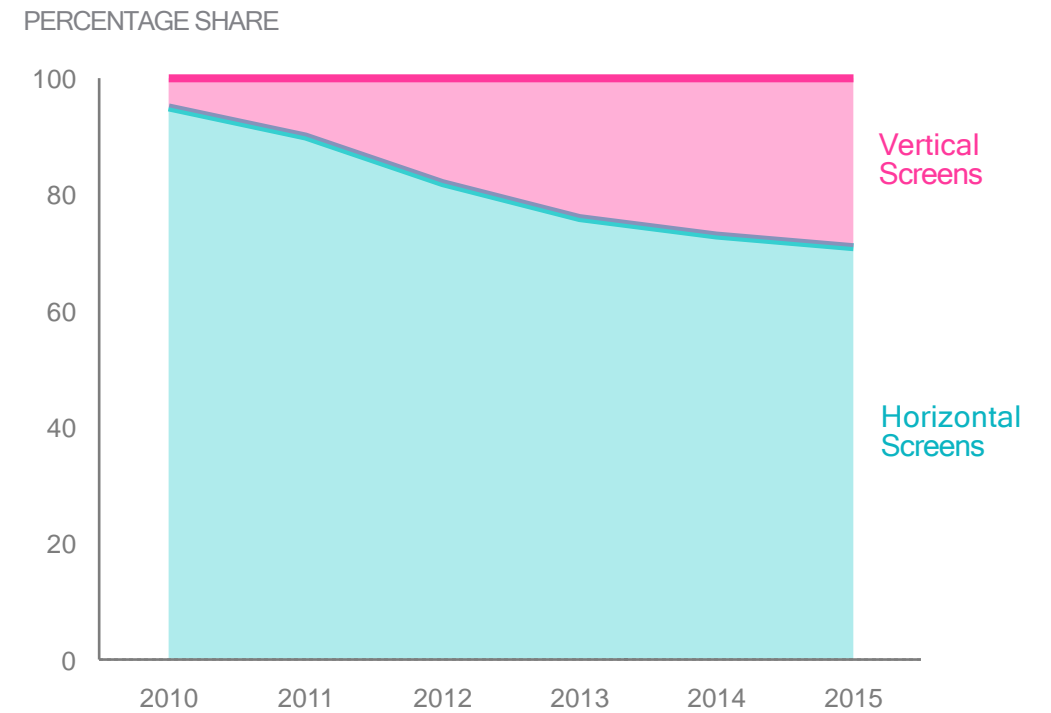


- 3 Use only two to three colors to highlight the most important points. Use grey for the rest of information.

SCREEN TIME IN THE U.S.



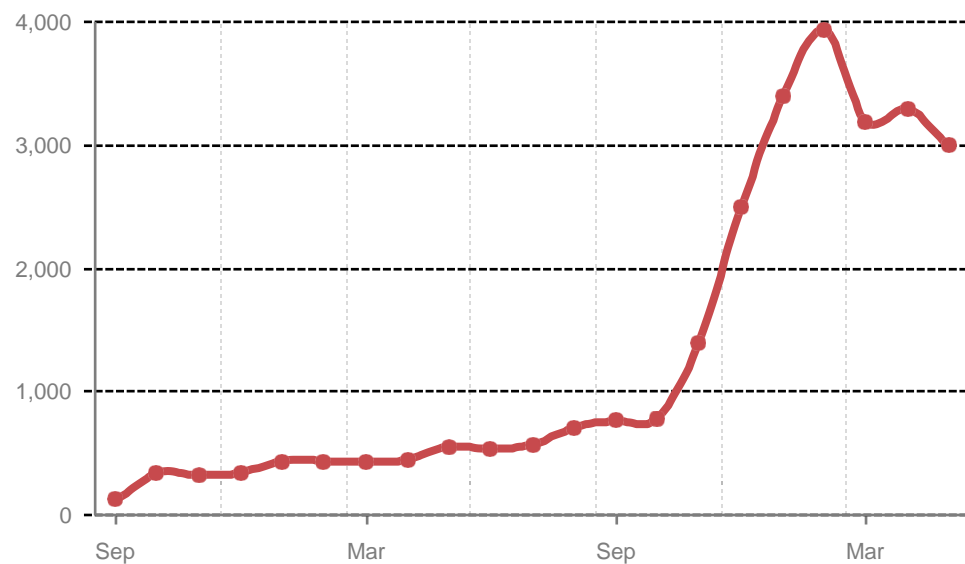
TIME BY ORIENTATION



- 4 When possible, do away with chart gridlines and borders.

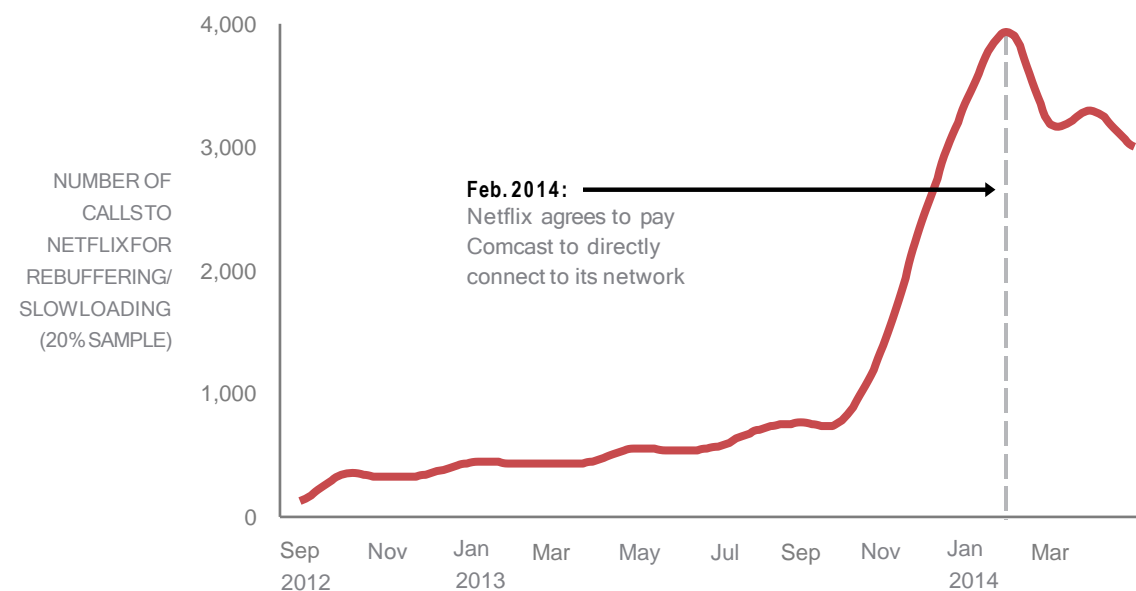
BEFORE

Slow Comcast Speeds Were Costing Netflix Customers



AFTER

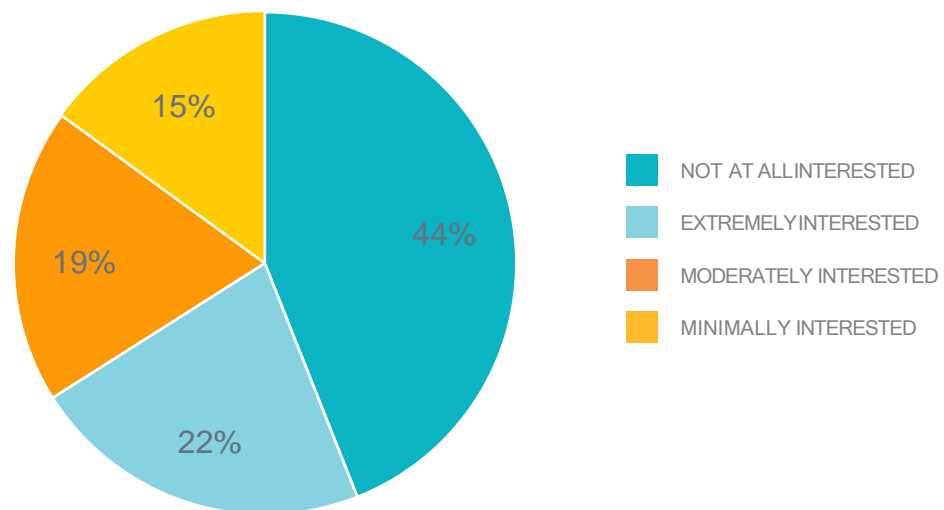
SLOW COMCAST SPEEDS WERE COSTING NETFLIX CUSTOMERS



- 5 In order to limit eye movement from one end of the chart to another, eliminate legends when possible and instead label segments, lines or bars directly.

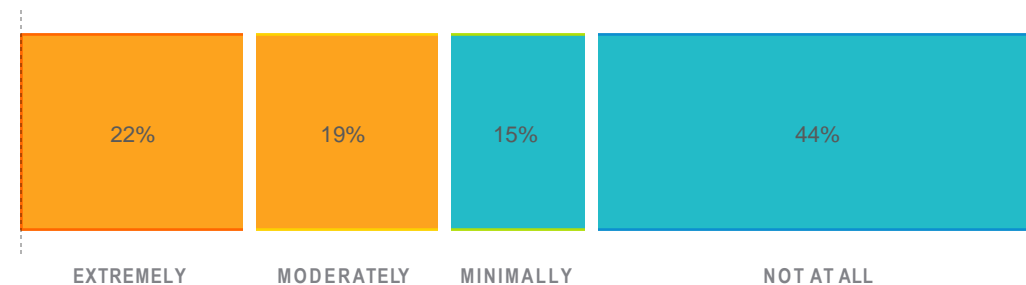
BEFORE

How Interested Are You In This Product?



AFTER

HOW INTERESTED ARE YOU IN THIS PRODUCT?



Types of Diagrams

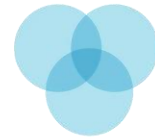
Charts and graphs with numerical data are not the only way to visualize information. You can also use conceptual diagrams to illustrate an idea or process.

Here are four categories of diagrams you can browse through to inspire you in the process of creating your own visual slides.

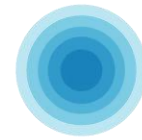
CHARTS & DIAGRAMS



pie chart



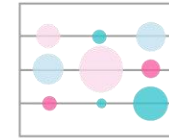
venn diagram



concentric diagram



circular chart



bubble chart



bubble racechart



line chart



area chart



scatter plot



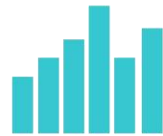
sunburst chart



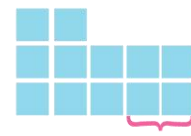
fan chart



windrose chart



bar chart



tape diagram



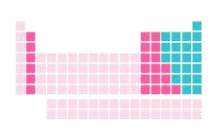
gantt diagram



tree map



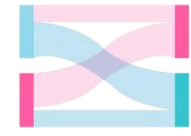
grid



periodic table



arc diagram



sankey chart



chord chart



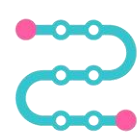
radar chart



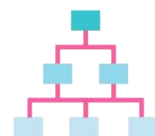
polar grid



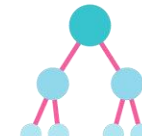
spiral graph



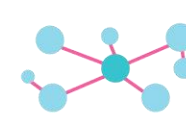
timeline



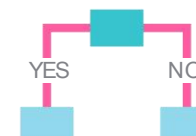
flow chart



binary tree



mind map

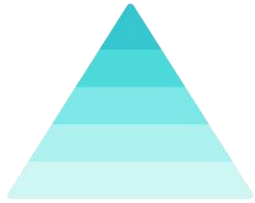


decision tree



block scheme

ABSTRACT ANALOGIES



pyramid



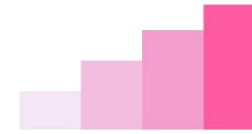
funnel



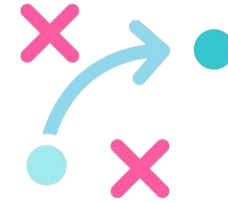
spoke wheel



cycle wheel



staircase



game strategy sketch



subway map



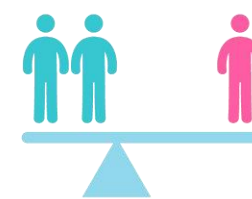
speedometer chart



gears



ferris wheel



lever



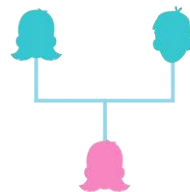
scales



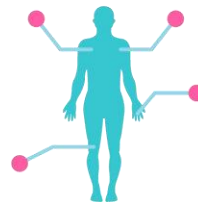
map



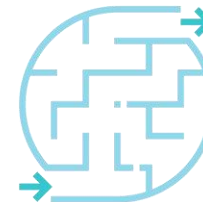
Ishikawa diagram



genealogy tree



anatomy



maze



puzzle

ANALOGIES



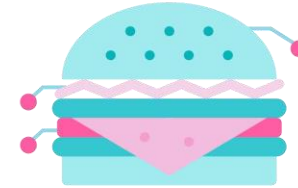
iceberg



mountain



layers of the onion



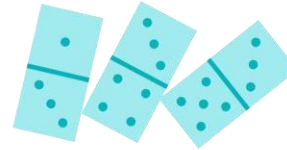
sandwich



solar system



clock face



domino effect



roller coaster



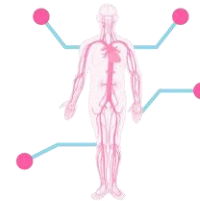
experiment



root



tree



circulatory system

ALLEGORIES



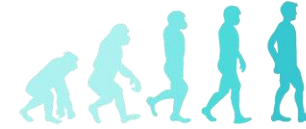
life of a household



life of a city



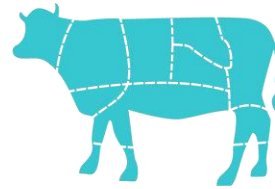
marathon



evolution



food chain



meat cuts



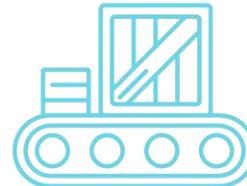
the playing field



factory



tool set



conveyor belt



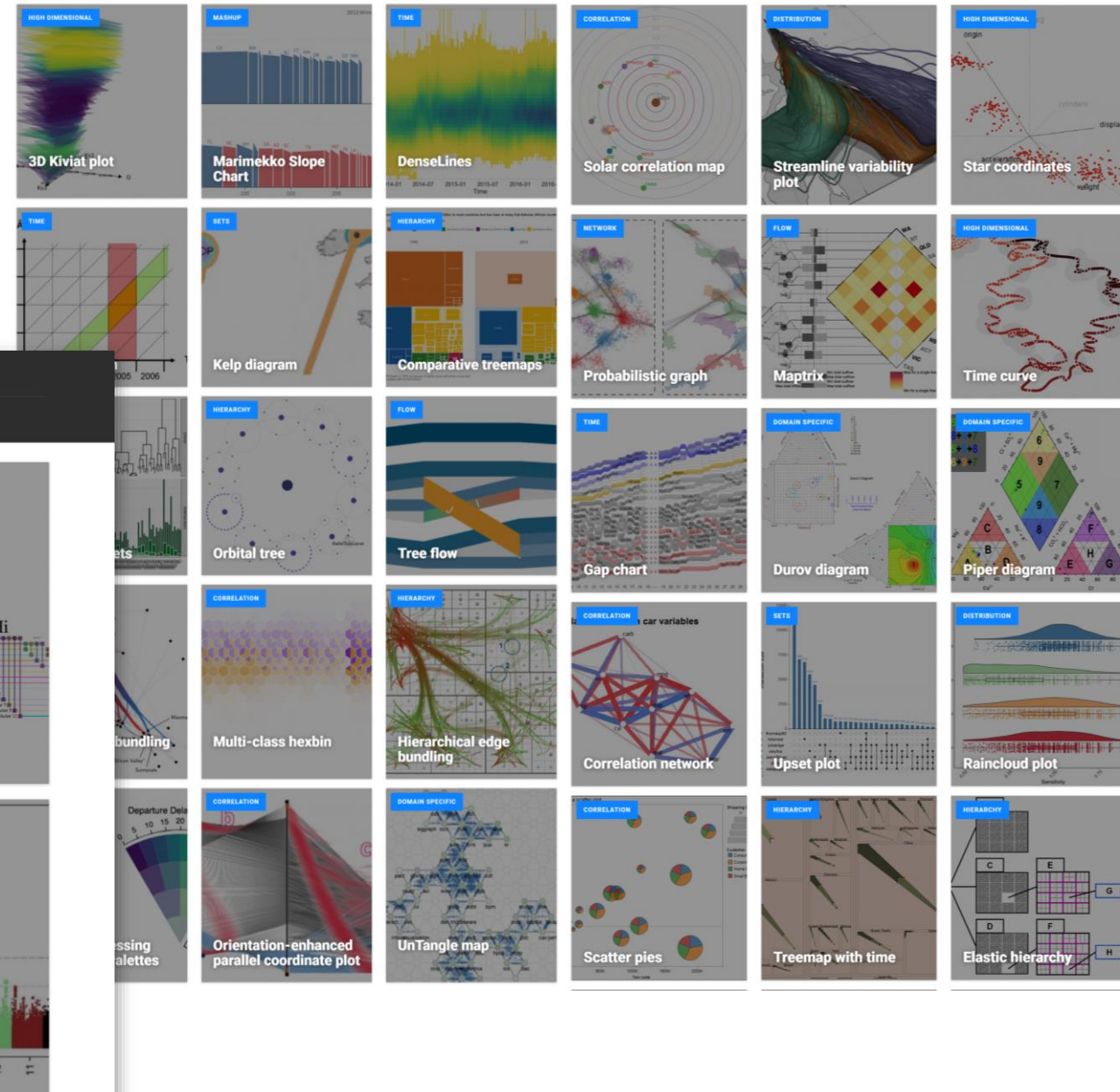
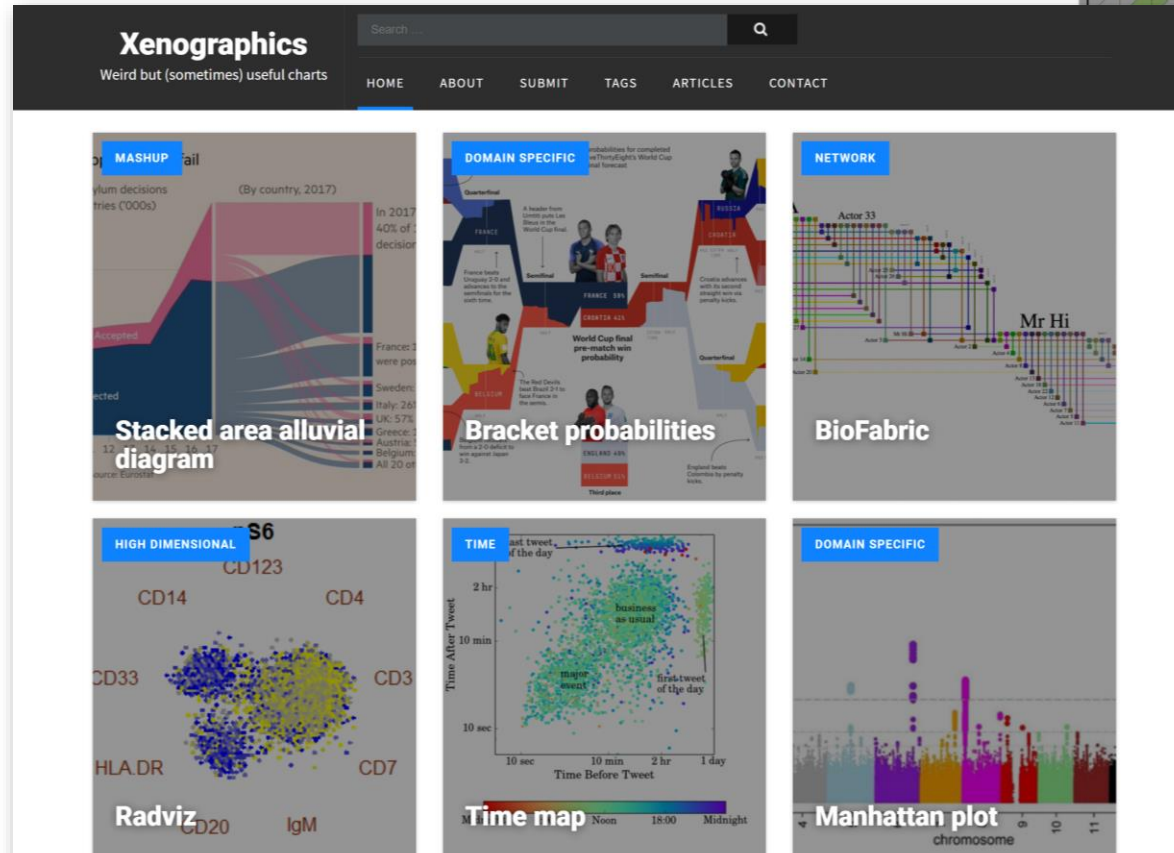
road



the machine

Weird Charts' can be great but..

Master the basics first!
<https://xeno.graphics/>



Visual Hierarchy

Pre-attentive attributes

How many 2's?

33333333333332323233333333
333333333333333333332332333
232333333333332333333333333
333333232323233333333333333

Visual Hierarchy

Leveraging Pre-attentive attributes

How many 2's?

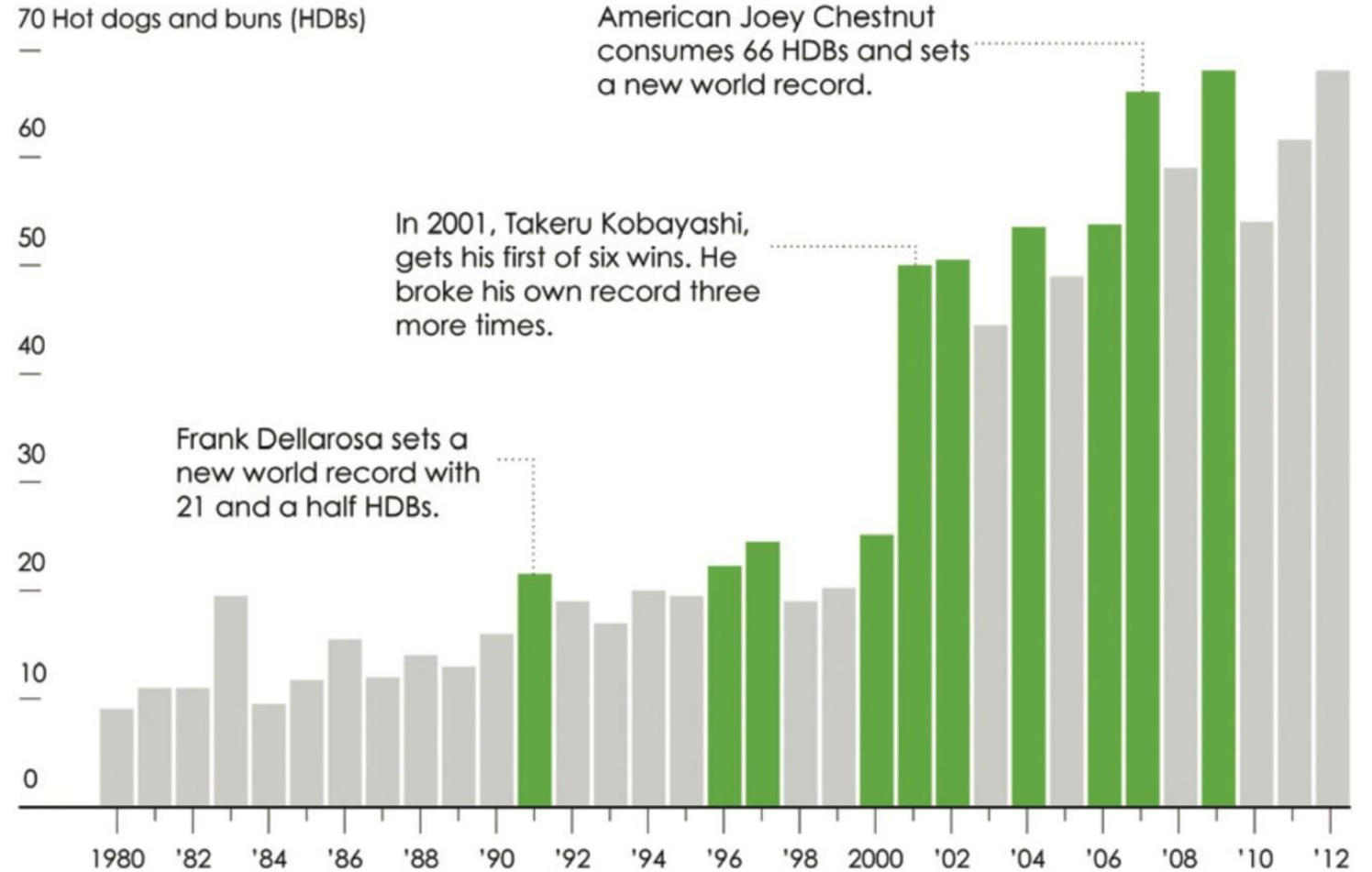
333333333333332323233333333333
33333333333333333333333323323333
23233333333333333323333333333333
33333332323232333333333333333333

Visual Hierarchy

Think about how your audience will process.

- Bold title
- Smaller font subtitle
- Green bar highlight
- Axes ticks small font
- Annotations

Breaking hot dog eating records

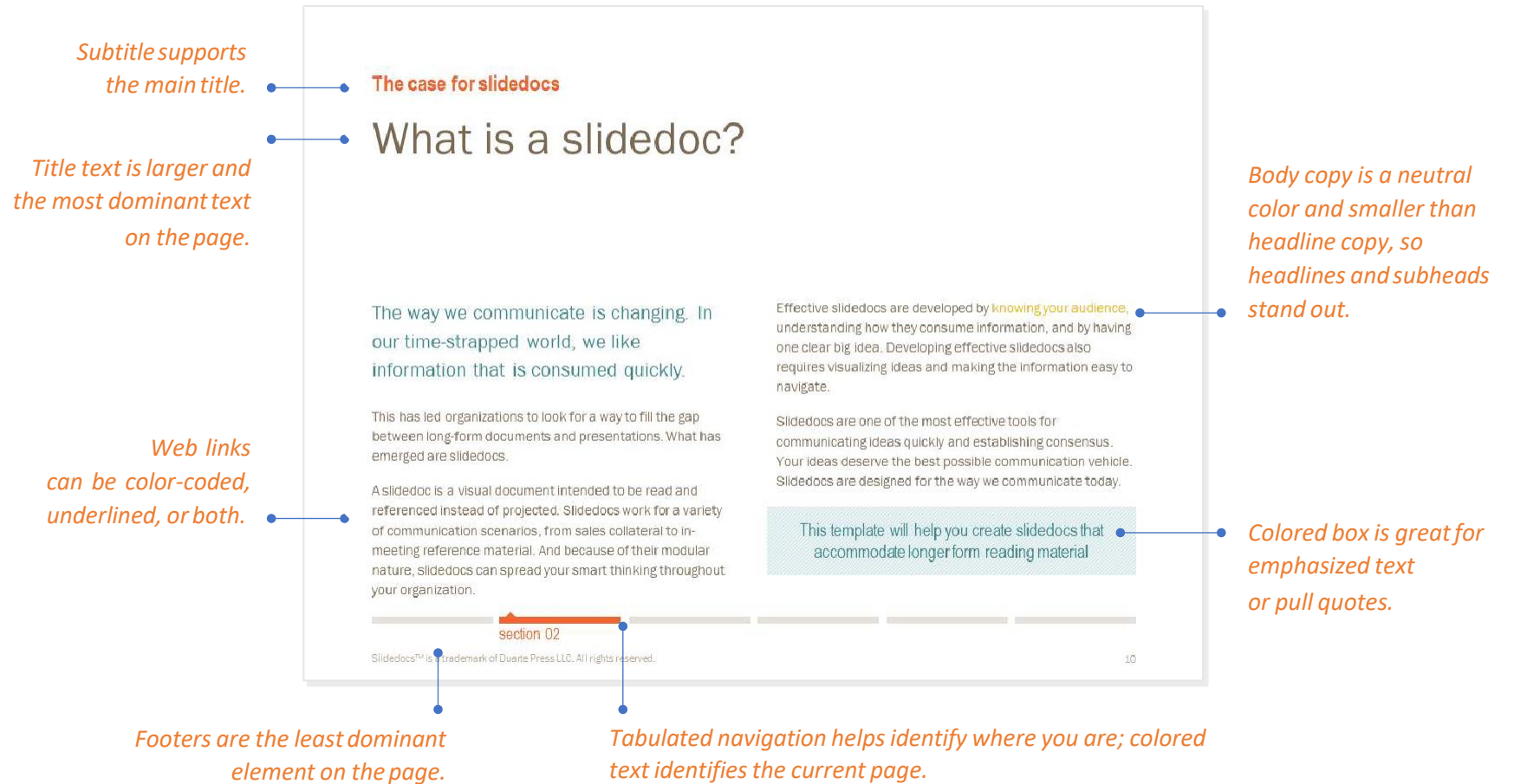


Source: Data Points (pg. 223 – Highlighting)

Source: Wikipedia

Anatomy of Text Hierarchy

Adding order to chaos.



Source: Slidedocs – Nancy Duarte (2014)

Chart Junk – Wasted space / graphics on a visual

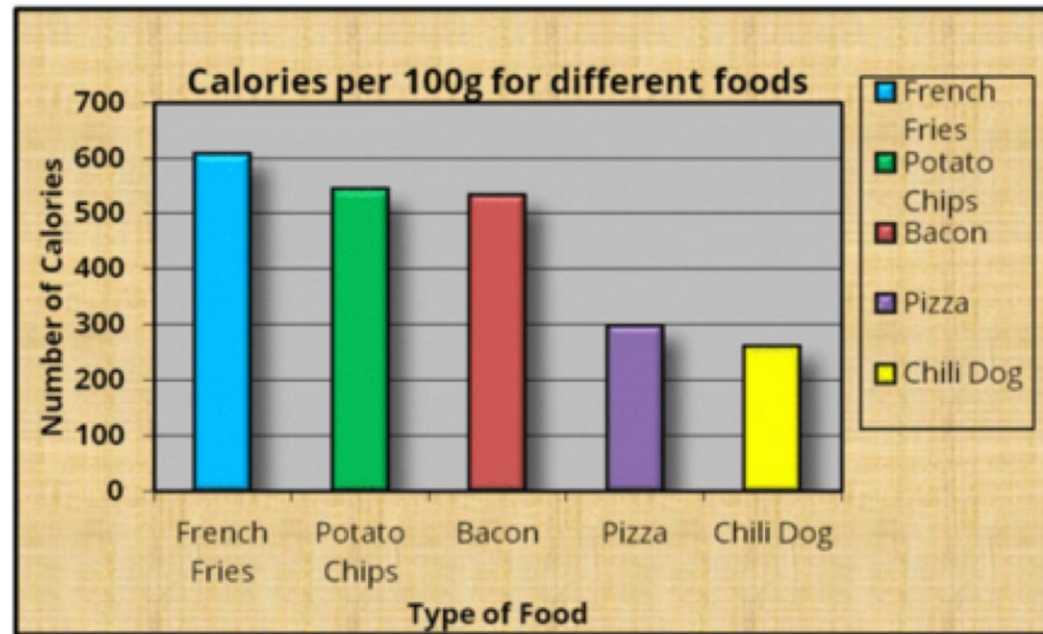
Note: You won't worry about this if you have a clear story

"Data is **boring**, so I need to make an attractive visual to grab the audience's attention"

Guided Redesign

Less is more!

Remove backgrounds



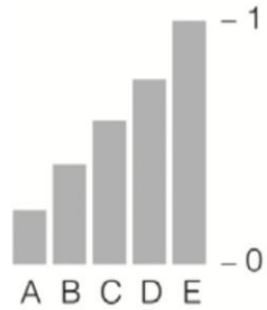
Created by Darkhorse Analytics

www.darkhorseanalytics.com

Design Thinking

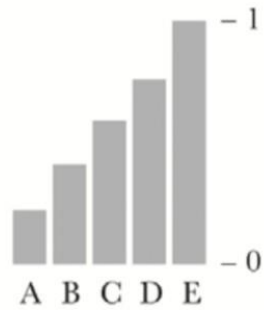
Fonts & Feels

Helvetica



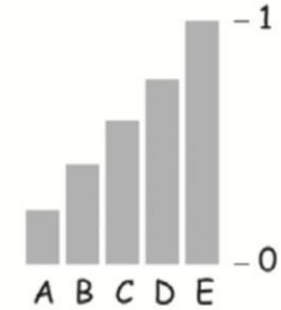
Label

Baskerville



Label

Comic Sans



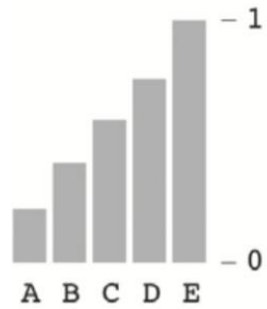
Label

Palatino



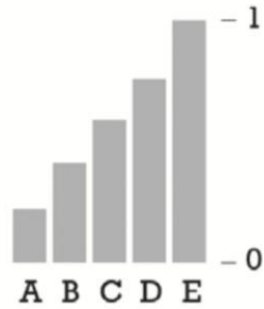
Label

Courier



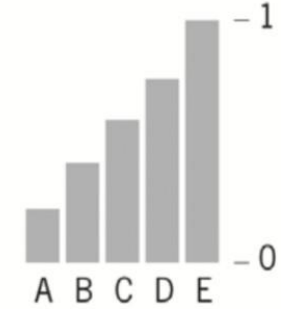
Label

Rockwell



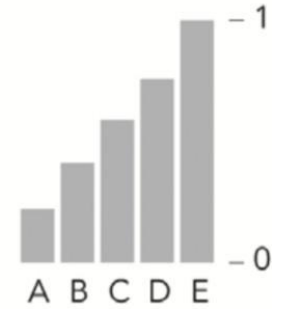
Label

News Gothic



Label

Avenir



Label

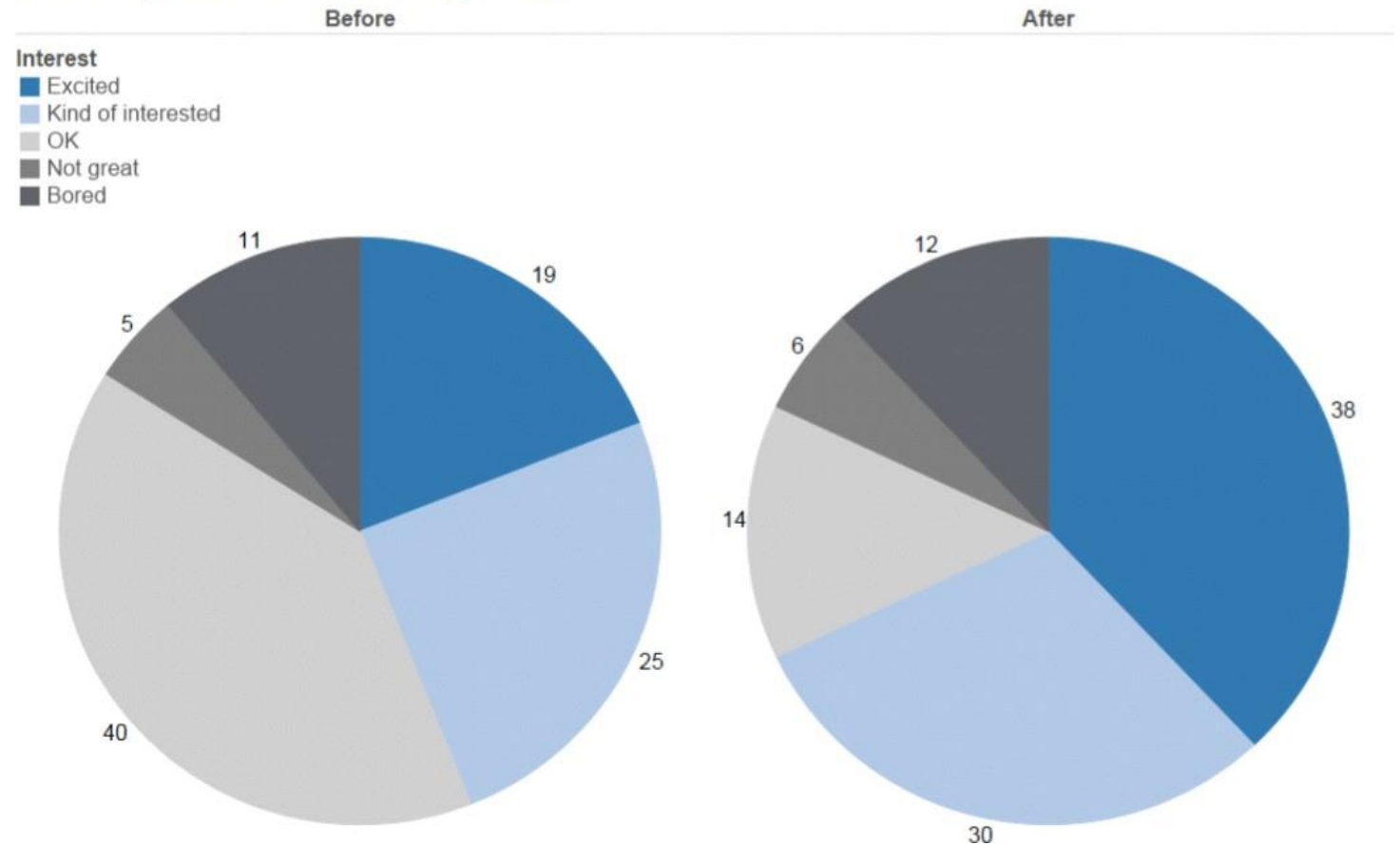
Source: Data Points (pg. 234 – Experiment with Typography)

Design Activity

Sample visual 1

Pie Chart

How do you feel about doing science?

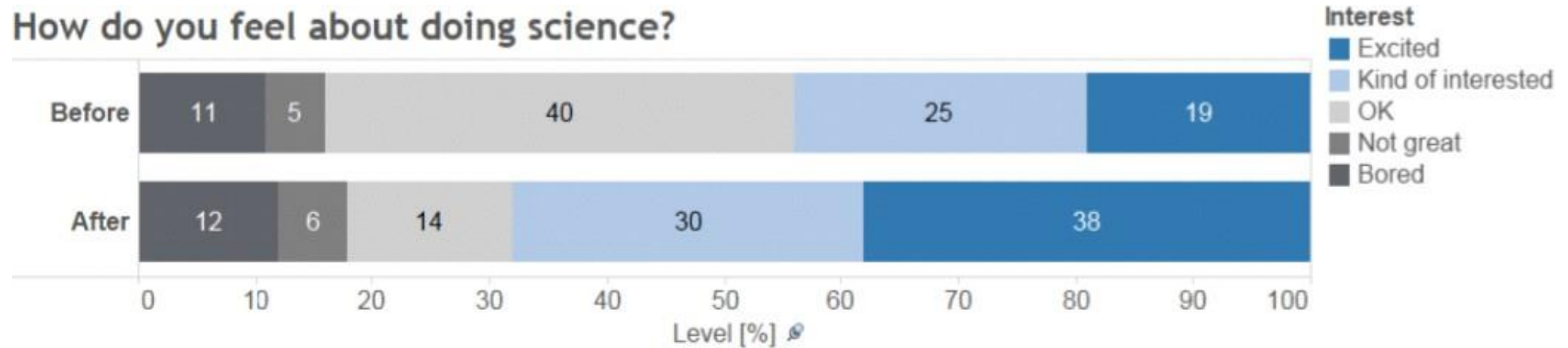


Source: Storytelling with Data – Cole Nussbaumer Knafflic

Design Activity

Sample visual 2

100% Stacked Horizontal Bar Chart



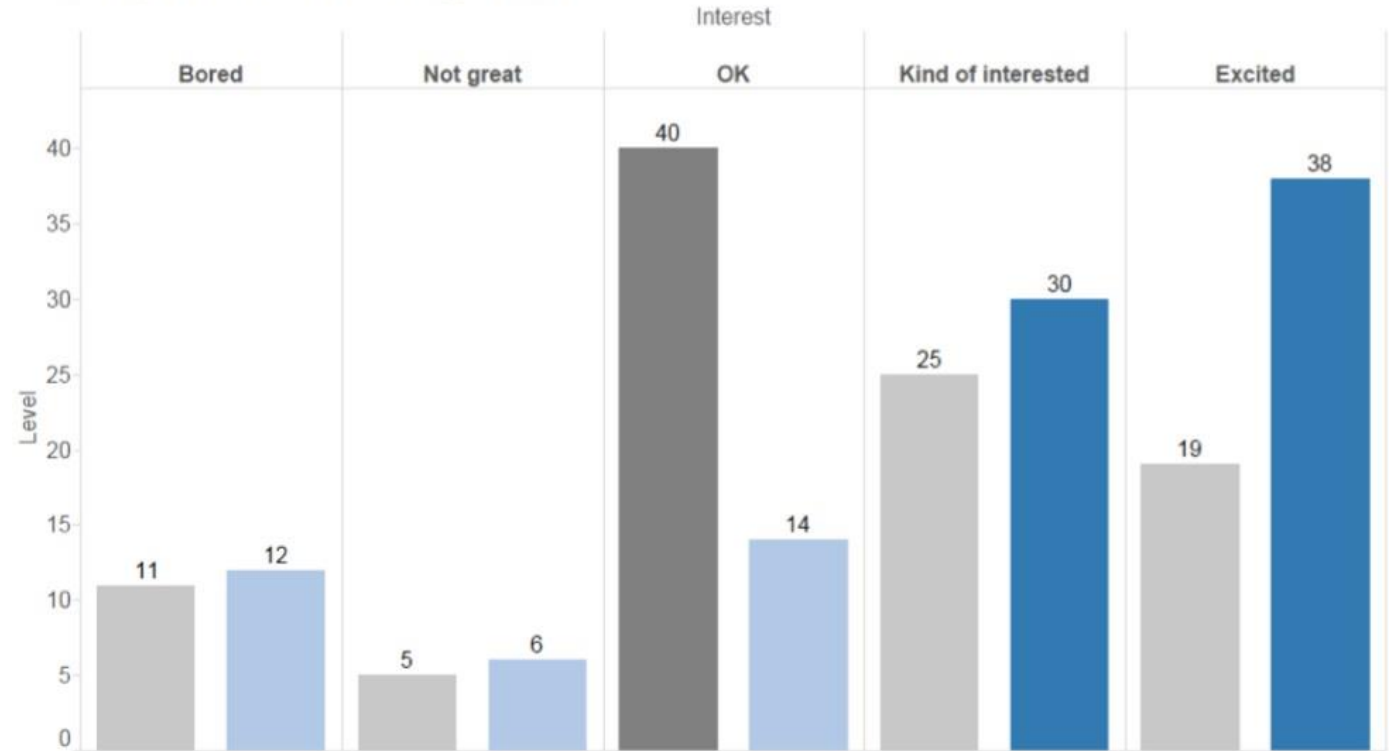
Source: Storytelling with Data – Cole Nussbaumer Knafflic

Design Activity

Sample visual 3

Clustered Column Chart

How do you feel about doing science?



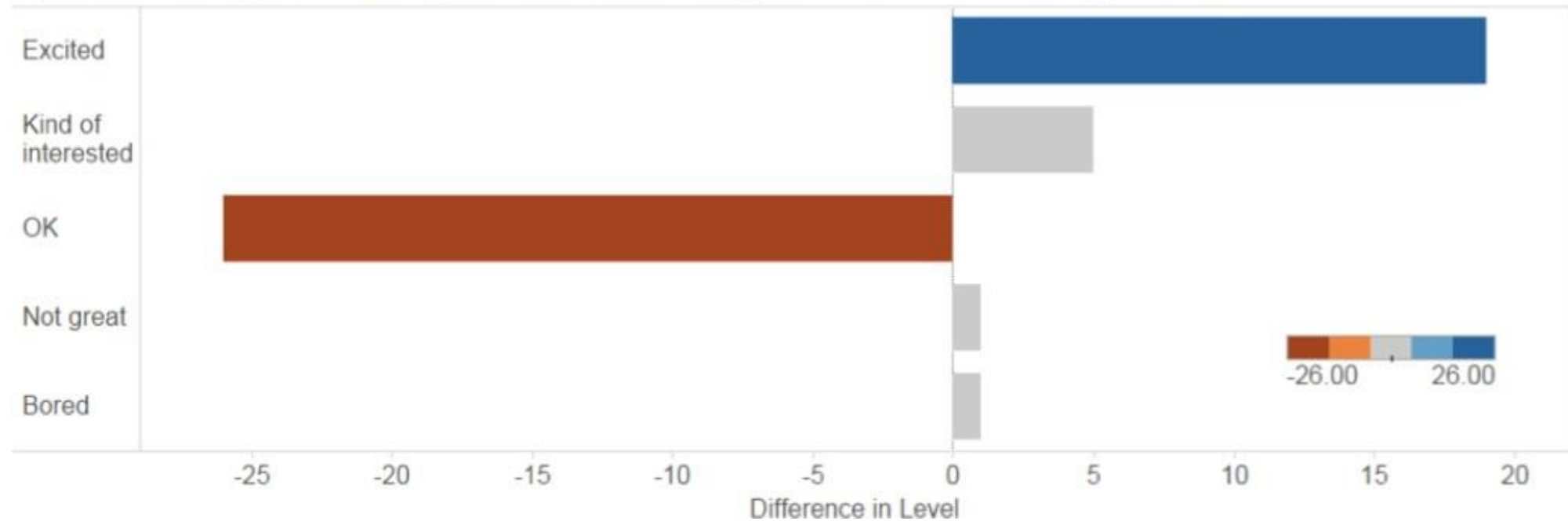
Source: Storytelling with Data – Cole Nussbaumer Knafflic

Before the program, the majority of children felt just **OK** about science. After the program, more children were **Kind of interested** and **Excited** about science.

Design Activity

Sample visual 4: *Back-to-back bar chart*

Opinion change to the question: How do you feel about doing science?



Source: Storytelling with Data – Cole Nussbaumer Knafflic

Design Activity

Sample visual 5: *Impact Metric*

After the pilot program,

68%

of kids expressed interest towards science,
compared to 44% going into the program.

Source: Storytelling with Data – Cole Nussbaumer Knafflic



Lesson 6

Why use ICON ?

Why use icons?

Icons are VERY popular these days in **2D design**. You may see 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, they can **resize** without that grainy look.

Module 2

How do you add icons in PowerPoint?

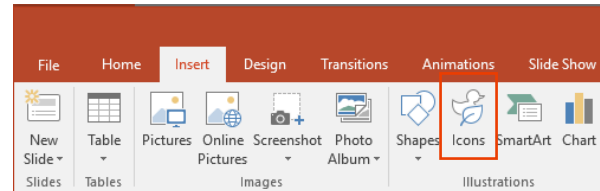
1. To add icons, choose **Insert Tab** and click **Icons**.
2. Then the Insert Icon dialog box opens and select the icons you want. Scroll down or choose a category.

Note:

You can select multiple icons at a time.

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

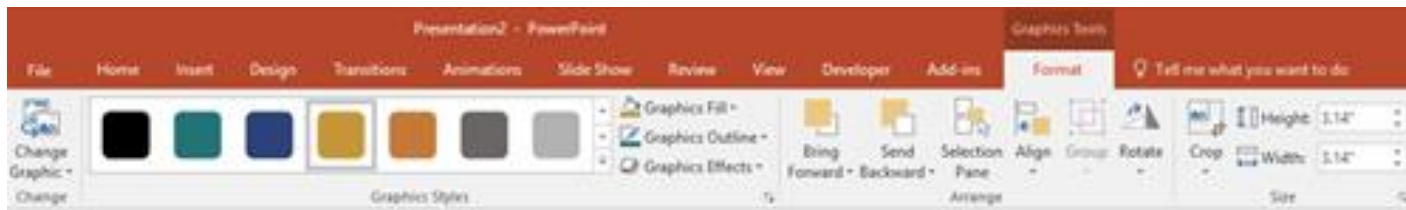
3. Click **Insert button** to add icon on selected slide.



Module 3

What can you do with icons?

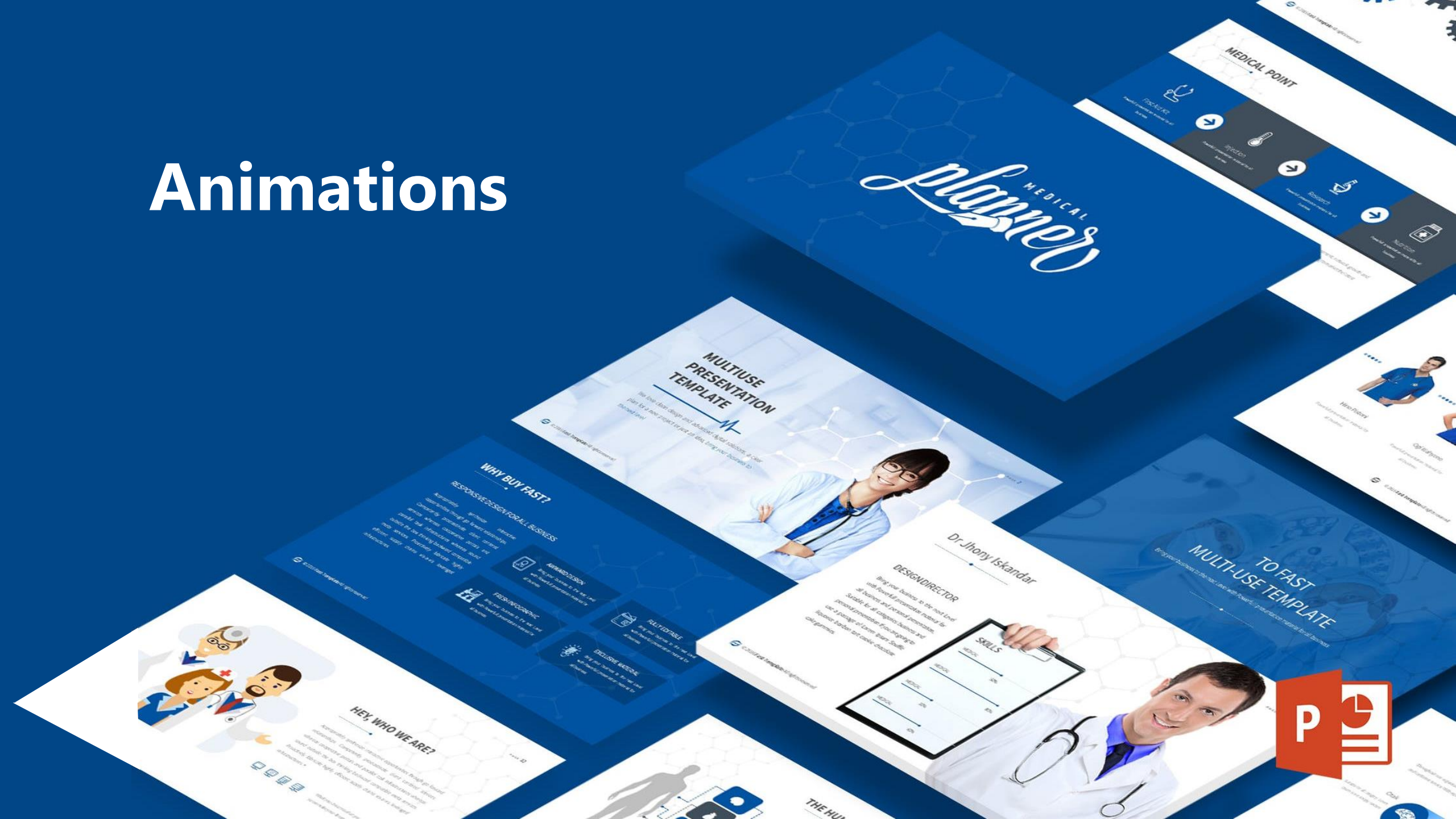
When you select an icon on a slide, the Graphics Tools Format tab appears, as you see here.



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



Animations



Animations Do's and Don'ts

- Do not let animations **dominate** the content/information.
- Some animations are difficult to track with the eye when viewing a presentation.
- Always **test** your animations before your final presentation.
- The **speed of the machine** you are working on can dictate the speed of the animations.

**You know
you're using
animation wrong
when**

- The animation is **unnatural** or **counterintuitive**.
- The pace is frantic or **annoying**.
- It **does not add value** to the content
- The **movement distracts** the audience from the presenter.
- Just because an animation feature is in PowerPoint/keynote doesn't mean you have to use it.

Customer decision with Adoption Offer: Fork in the Road

Plan

Onboard

Adopt, manage, enhance

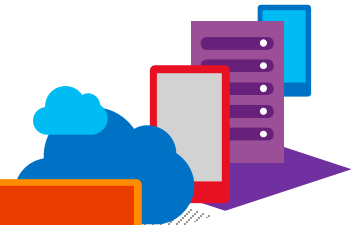
Adoption Offer



1

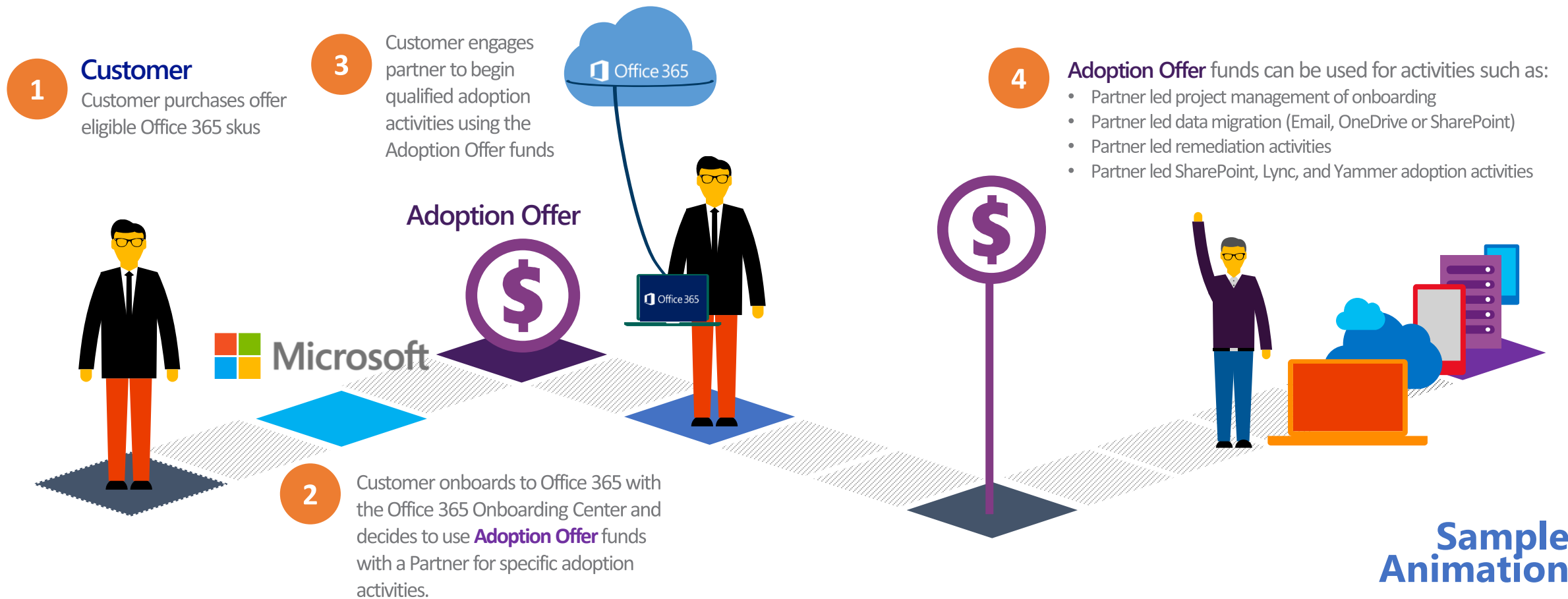
Customer

Customer purchases offer eligible Office 365 skus

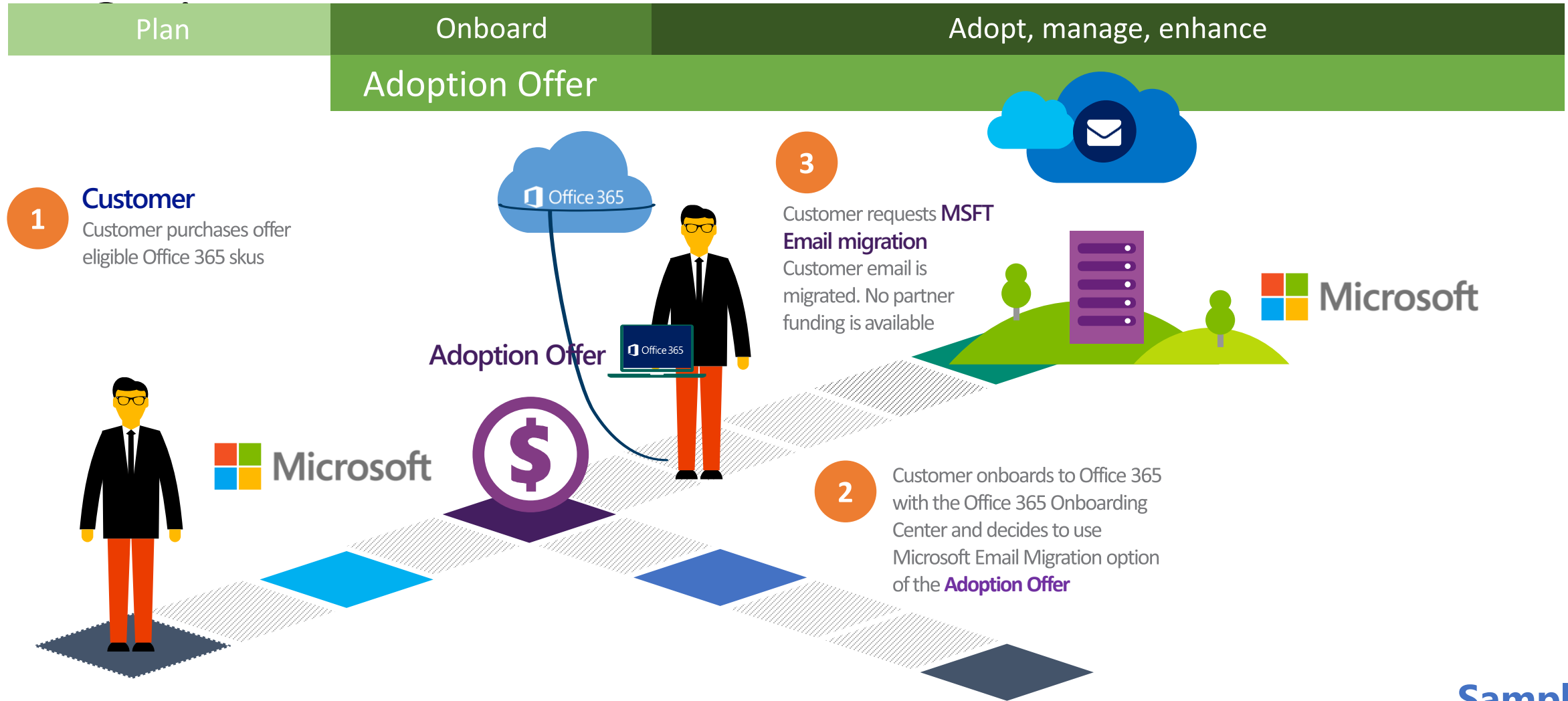


Sample
Animation

Customer decision with Adoption Offer: Partner-Led Adoption Activities



Customer decision with Adoption Offer: Email Migration

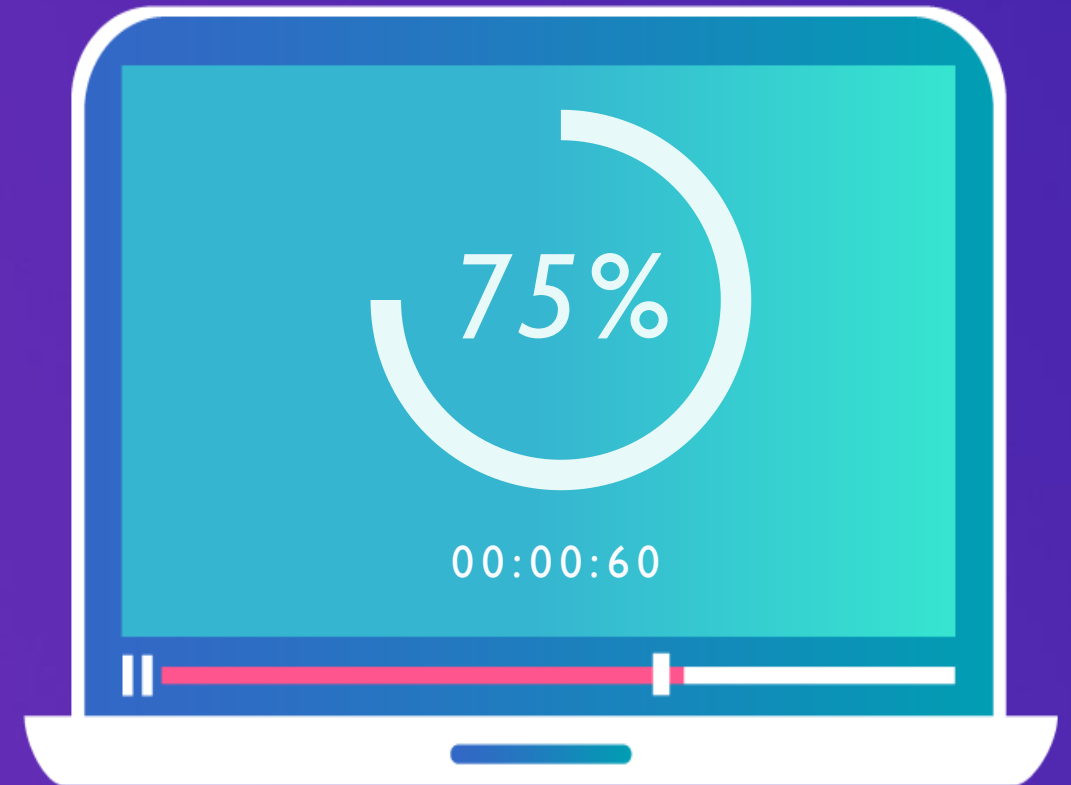


Sample
Animation

How to Use Video in Your Presentation

KEEP YOUR CLIPS SHORT

- Video used sparingly and wisely in your slide deck can go a long way in creating just the right mood for your presentation or driving your point home.
- Consider how the legendary Steve Jobs used video in almost every presentation.
- But to keep your audience engaged, make sure your clips are between 30 and 60 seconds long, as 75% of viewers will watch a video of up to one minute in its entirety.
- Also, avoid making the common mistake of leaving your presentation in order to open your video in a separate window. Instead, seamlessly incorporate your video into your slide deck by embedding it into the presentation



Here are a few options for using video in presentations:

- Testimonials
- Case Studies
- Interviews
- Event videos
- Corporate culture videos
- Behind-the-scene videos



[Example of a behind-the-scenes video showing how a brand's products are made.](#)

- You can also use video backgrounds in the form of cinemagraphs, which are still images with a subtle and repeating movement.
- But be careful not to overdo it—any movement should reinforce your message, not distract from it.
- For example, you can use these eye-catching cinemagraphs with very subtle movement to keep your audience engaged and draw their attention to your message or create just the right mood for your presentation.
- You can create your own cinemagraphs with online tools such as [Flixel](#) or [Plotagraph](#).



Thank You

Contact Us

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zamanium@uitm.edu.my

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



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

