Guiding Principles for PowerPoint Presentations

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History

- Developed 30 years ago
- Originally created for flip charts and overhead transparencies
- Most common “slide-based” presentation application
- Compatible across PC and Apple platforms
Guiding Principles

- 7x7 Rule
- Audio/Sound
- Background Contrast
- Bullets & Numbers
- Colors
- Font Sizes
- Graphics
- Images

- Safe Zone
- Serif/San Serif Fonts
- Spelling & Grammar
- Templates
- Titles
- Transitions
- Upper and Lower Case
Safe Zone
Safe Zone

What is a safe zone?
Safe Zone

80% title safe area
Safe Zone

To avoid cutting off your text, keep a space of approximately 10% around all the edges.
Safe Zone

To avoid cutting off your text, keep a space of approximately 10% around all the edges

Good Example: Don’t put text next to the edge
Safe Zone

This is an example of going outside the safe zone.

This text is NOT placed correctly within the title safe zone.

Bad Example: Text will be cut off
Safe Zone

- PowerPoint
- Slides
- Keynote
Aspect Ratios

- 4:3 / 4x3 aspect ratio
- 16:9 / 16x9 aspect ratio
- Both show safe zones
Comparisons 16:9 and 16:10
Comparisons 16:9 and 16:10
Titles
Titles

• Title Text, Arial 40 pt., bold, centered
• Every slide should have its own title
Typography
Typography

Serif fonts vs. Sans Serif fonts
Serif fonts

• Little tails and curls on the tip and base of each letter
• Industry standard for newspapers, magazines, and books
• Easier to read, makes the letters flow together and subsequently easier on the eyes
Serif fonts

Examples of Serif fonts:

Times Roman    AaBbCcDdEeFfGg12345
Typewriter     AaBbCcDdEeFfGg12345
Garamond       AaBbCcDdEeFfGg12345
Georgia        AaBbCcDdEeFfGg12345
Palatino       AaBbCcDdEeFfGg12345
Sans Serif

- Fonts with no little tails and curls on the tip and base of each letter
- Often used as a headline font
- Good for “legibility” as serif fonts are good for “readability”
Sans Serif

Examples of Sans Serif fonts:

Arial                    AaBbCcDdEeFfGg12345
Century Gothic           AaBbCcDdEeFfGg12345
Futura                   AaBbCcDdEeFfGg12345
Geneva                   AaBbCcDdEeFfGg12345
Trebuchet MS             AaBbCcDdEeFfGg12345
Typography – Difference

This is a Serif font
Times Roman

This is a San Serif font
Arial
Typography - Example

This is 40 point font
This is 36 point font
This is 32 point font
This is 28 point font
This is 24 point font
This is 20 point font
This is 18 point font
This is 167 point font
This is 14 point font
This is 12 point font
Typography - Example

This is 40 point font
This is 36 point font
This is 32 point font
This is 28 point font
This is 24 point font
This is 20 point font
This is 18 point font
This is 167 point font
This is 14 point font
This is 12 point font
Typography

• For clarity and distance, use a minimum of **28 point** font size
Crawford Hall
Typography - Recap

- For clarity and distance, use a minimum of **28 point** font size
- For ease of reading, use *san serif* font
- Use common fonts

This is a 32 point size
7x7 Rule
7x7 Rule

The 7 x 7 rule is simple:

• No more than 7 lines of text
  – This includes sub-bullets
• No more than 7 words per line

This one line has nine words in it, breaking the 7 lines of text rule
7x7 Rule

When you have too much information on a slide, it becomes too cluttered. Summarize your thoughts. Do not write in complete sentences. Avoid full and partial paragraphs. Keep it simple.

No more than 7 words per line
7x7 Rule

Try and use phrases instead of complete sentences on your slides. Writing complete sentences will distract your audience. They will lose focus on what you are saying as they try and read the PowerPoint. Complete sentences should only be used when it is absolutely necessary.

Bad Example: No slides full of text

No more than 7 words per line
7x7 Rule Recap

• No complete sentences
• No paragraphs
• Includes sub-bullets
• Avoid clutter

• No more than 7 words per line
Graphics & Images
Images


Makes sure images have enough resolution
  – Ideally, at least 300 dpi/ppi at full size
  – Generally, web-based images will not project well
    • Usually only 72 dpi and use for on-screen
Images
Overlapping Images
Overlapping Images
Overlapping Images
Overlapping Images

Bad Example
Graphics

Scale – Don’t Stretch
Graphics

Keep your photographs and illustrations in the correct proportions
Hold the “shift” key while resizing
Graphics

Vector-based

Pixel-based

26.8% 17.1% 49.8%

20 years old
30 years old
40 years old
50 years old
60 years old
Graphics

Vector-based

Pixel-based

Good Example

Bad Example
Graphics

- 20 years old: 49.8%
- 30 years old: 26.8%
- 40 years old: 17.1%
- 50 years old: 4.8%
- 60 years old: 1.7%
Graphics

The website's homepage was appealing because... click all that apply

- Photos: 90%
- News: 60%
- Information: 70%
- Ads: 20%
- Other: 30%
If the website had social media (Facebook & Twitter) presence, would you follow it?

- Yes (70%)
- No (30%)
## Tables & Figures

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>4</td>
<td>40%</td>
</tr>
<tr>
<td>35-44</td>
<td>2</td>
<td>20%</td>
</tr>
<tr>
<td>45-54</td>
<td>2</td>
<td>20%</td>
</tr>
<tr>
<td>55-64</td>
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<td>20%</td>
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<tr>
<td><strong>Gender</strong></td>
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<td>Female</td>
<td>5</td>
<td>50%</td>
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<tr>
<td>Male</td>
<td>5</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>8</td>
<td>80%</td>
</tr>
<tr>
<td>Master's Degree</td>
<td>2</td>
<td>20%</td>
</tr>
</tbody>
</table>
Clean Icons

- Use clean icons
- Easy to recognize
- Visually appealing
- Keep it simple
Graphics

Media Production Department
(Office of External Affairs & University Relations)

– Graphic Standards Manual
  *The “How to use” and “Do’s and Don’t’s”*

– Print Quality Official UH Logos and Seals

http://www.hawaii.edu/offices/eaur/graphicsguide.html
UH Logos & Trademarks

Use for any material that reflects UH’s mission, including printed materials and presentations

Use for formal applications, e.g., diplomas, presidential letters
UH Logos & Trademarks

- Discourages the use of individual college, school and department logos
- If you **must** use your college/school logo, **always** use in conjunction with the official UH logo
Colors
Color Sensitivity

Refrain from color combinations that may connote something other than the topic of your presentation

Orange and black = Halloween
Red and green = Christmas
Lavender and pink = Juvenile
Color Contrast

• The highest contrast for legibility is black text on white background (and visa versa)

• When coloring type, choose a color that has a high contrast with the background and can be easily read
  – suggest that only headings, bullets, borders be colored; main textual material should remain black
Cool & Warm Colors

“Cool” colors
blues, greens tend to be “calmer”
– green is popular since it is UHM’s color

“Warm” colors
reds, oranges tend to be “louder”
– studies have shown words with red typeset tend to agitate readers
Neon Colors

Do not use “Neon” colors
Using Color

How well can you read this?
How well can you read this?
How well can you read this?
How well can you read this?
How well can you read this?
How well can you read this?
Using Color

Most see this:

Christmas Around the World

Color blind people see this:

Christmas Around the World
Using Color

Too many colors
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

One or Two Colors
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

No more than three colors per slide
Using Color

Too many colors
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
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One or Two Colors
The quick brown fox jumps over the lazy dog
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No more than three colors per slide
Color Icons

Bad Example

Good Example
Background Contrast
Background Contrast

Use dark text on a light background
Use light text on a dark background
Background Contrast

Use dark text on a light background

Use light text on a dark background
Images as Background

Using images in the background is fine if it doesn’t overpower the text in the foreground.
Images as Background

Transparent overlays on images for text contrast

Using images in the background is fine if it doesn’t overpower the text in the foreground
Color Recap

Color backgrounds
+ Contrast
+ Color sensitivity
Templates
Templates

White

Black

Adjacency

Capital

Civic

Clarity

Formal

Foundry

Genesis
Templates

- Advantage
- Angles
- Apothecary
- Couture
- Elemental
- Essential
- Grid
- Habitat
- Hardcover
Templates

Austin
Black Tie
Breeze
Executive
Expo
Folio
Horizon
Infusion
Inkwell
Templates

Module
Newsprint
Orbit
Pushpin
Revolution
Saddle
Story
Summer
Technic
Templates

- Paper
- Perception
- Perspective
- Sketchbook
- Sky
- Slipstream
- Tradition
- Travelogue
- Twilight
Templates

• Avoid using templates
• Background colors / fonts
• Choose high contrast colors
• Avoid white backgrounds and bright colors
Transitions & Animations
Transitions & Animations

- No annoying animation
- No annoying sounds
- No or simple transitions
- Keep it simple
- Use it sparingly
Uppercase & Lowercase
Uppercase & Lowercase

TRY TO REFRAIN FROM USING ALL UPPERCASE
Uppercase & Lowercase

TRY TO REFRAIN FROM USING ALL UPPERCASE

try to refrain from using all lowercase
Uppercase & Lowercase

TRY TO REFRAIN FROM USING ALL UPPERCASE
try to refrain from using all lowercase

User both Uppercase and Lowercase

Bad Example

Good Example
Spelling
Spelling

- Use upper and lower case
- Visually appealing
- Check grammar
- Check spelling
- Four eye theory
Bullet Points and Numbers
Bullet Points

Bullet points should be aligned left

• Numbers align left
• Read left to right
• Keeps continuity
• Natural flow
• Easy to follow along
Numbers

Numbers should be aligned left

1. Numbers align left
2. Read left to right
3. Keeps continuity
4. Natural flow
5. Easy to follow along
Audio
Audio

- Embed the A/V
- Test the link
- Check audio levels
- Check the audio/video files
- Test the USB
- Allow additional time
- Possible back-up on desktop
Conference Setting

• Find the audio/video engineers
• Download USB to desktop used for presentation
• Check audio/video levels on embedded links
• Rehearse to understand the room acoustics
Conference Setting

• Know the size of the room beforehand
• 16x9 or 4x3 screen
• Check if there is delay screen/s
• Adjust the text to accommodate the room
• Arrive early and test it
Mahalo

Q&A