Guiding Principles for Preparing PowerPoint Presentations

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History

- Developed in 1987
- Originally created to produce overhead transparencies and 35mm slides
- Most common “slide-based” presentation application
- Compatible across PC and Macintosh platforms and across certain applications such as Apple’s Keynote
Setting-up Your Presentation
Choosing your “page” set-up
4:3 Aspect Ratio (10” x 7.5”)

Click to add title

On Screen Show (4:3)
16:9 Aspect Ratio (10” x 5.63”)

Click to add title

On Screen Show (16:9)
16:10 Aspect Ratio (10” x 6.25”)

Click to add title

On Screen Show (16:10)
Which format should I choose?
Slide Set-up Considerations

- “Older” data projectors display 4:3 aspect ratio
  - Started to phase-out beginning 2010s

- 16:9 aspect ratio
  - International standard for HDTV
  - Wide-screen DVD standard

- Most UHM classroom projectors display 16:10 aspect ratio
What happens if I choose the “wrong” page set-up?
Using a 4:3 aspect ratio projection system
Black border on a 3:4 projector

Click to add title

On Screen Show (16:9)

Black border on a 3:4 projector
Thin black border on a 4:3 projector

Click to add title

On Screen Show (16:10)

Thin black border on a 4:3 projector
Proportionality scaled 16:10 image on a 4:3 projector
Non-scaled 16:10 image on a 4:3 projector
Using a 16:10 aspect ratio projection system
Click to add title

On Screen Show (16:10)

Full screen image on a 16:10 projector
Thin black border on a 16:10 projector

Click to add title

On Screen Show (16:9)

Thin black border on a 16:10 projector
Click to add title

On Screen Show (4:3)

Black borders on a 16:10 projector
Proportionality scaled 3:4 image on a 16:10 projector
Non-scaled 3:4 image on a 16:10 projector
Safe Zones
The 80% Rule
Click to add title

On Screen Show (4:3)
Click to add title

On Screen Show (16:10)
Click to add title

On Screen Show (16:10)

Hybrid 4:3 safe zone & 16:10 page set-up
Choosing a Background
Background Considerations

- Color “positive” backgrounds
  - White or light colored backgrounds with black or dark colored fonts

- Color “reversal” backgrounds
  - Black or dark color backgrounds with white or light colored fonts

- Refrain from using busy patterns

- If using a photograph, make sure it is light enough that it does not interfere with the text
# Color “Positive” Backgrounds

- Works well in rooms with bright or ambient lighting conditions
  - Brighter rooms will have more contrast issues with color
    - Dark colors → black
    - Light colors → white

<table>
<thead>
<tr>
<th></th>
<th>Black</th>
<th>Reds</th>
<th>Greens</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td></td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>75%</td>
<td></td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Blues</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td></td>
<td>95%</td>
</tr>
<tr>
<td>75%</td>
<td></td>
<td>75%</td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td>30%</td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td>20%</td>
</tr>
</tbody>
</table>
Color “Reversal” Backgrounds

- Works well in dark rooms
- Darkened rooms will have less contrast issues with color
  - Dark colors → black
  - Light colors → white

<table>
<thead>
<tr>
<th>Color</th>
<th>95%</th>
<th>75%</th>
<th>50%</th>
<th>30%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>95%</td>
<td>75%</td>
<td>50%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Reds</td>
<td>95%</td>
<td>75%</td>
<td>50%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Greens</td>
<td>95%</td>
<td>75%</td>
<td>50%</td>
<td>40%</td>
<td>20%</td>
</tr>
<tr>
<td>Blues</td>
<td>95%</td>
<td>75%</td>
<td>50%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Orange</td>
<td>95%</td>
<td>75%</td>
<td>50%</td>
<td>30%</td>
<td>20%</td>
</tr>
</tbody>
</table>
PowerPoint Background “Themes”
One size may not always fit all
Presentation Slide

- Idea 1
- Idea 2
- Idea 3
- Idea 4
Tips and Guidelines for Preparing Powerpoint Presentations

Graphic Media Design
Center for Instructional Support
Presentation Slide

- Idea 1
- Idea 2
- Idea 3
- Idea 4
Tips and Guidelines for Preparing Powerpoint Presentations

Graphic Media Design Center for Instructional Support
Presentation Slide

Idea 1
Idea 2
Idea 3
Idea 4
Tips and Guidelines for Preparing Powerpoint Presentations

Graphic Media Design
Center for Instructional Support
Selecting Your Fonts
Typography 101
Serif Fonts

- Serif fonts have little “feet” and “caps” on the tip and base of each letter.

- Nearly all books, newspapers, and magazines use a serif font.

- It’s believed that serif fonts are easier to read. The idea being that the serifs make the letters flow together, and subsequently easier on the eyes.
## Examples of Serif Fonts

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Antiqua</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Bookman Old</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Cambria</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Garamond</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Georgia</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Palatino</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Times Roman</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
</tbody>
</table>
Sans Serif Fonts

- As the name suggests, “sans serif” fonts are fonts without serifs (no caps and feet).

- Sans-serif fonts are often used as a headline font.

- Some believe that serif fonts are good for “readability” while sans-serif fonts are good for “legibility.”
## Examples of San Serif Fonts

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Narrow</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Calibri</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Candara</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Century Gothic</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Helvetica</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Trebuchet</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
<tr>
<td>Veranda</td>
<td>AaBbCcDdEeFfGg12345</td>
</tr>
</tbody>
</table>
“Typewriter” or fixed-width fonts

- Courier
  AaBbCcDdEeFfGg12345
- Prestige Elite
  AaBbCcDdEeFfGg12345

Script or handwriting fonts

- Brush Script
  AaBbCcDdEeFfGg12345
- Comic Sans
  AaBbCcDdEeFfGg12345
- Mistral
  AaBbCcDdEeFfGg12345
- Chancery
  AaBbCcDdEeFfGg12345
Basic Font Attributes

- “Roman,” or “medium” face
- “Bold” face
- “Italic” face

Arial
Arial bold
Arial italic
Basic Font Attributes

- “Regular,” or “medium” face
- “Bold” face
- “Italic” face

Extended font set:
- “Condensed” or “narrow” face
- “Black” or “extra-bold” face
- Combinations thereof…e.g.,

- Arial
- Arial bold
- Arial italic
- Arial narrow
- Arial black
- Arial bold italic
PC/Mac “Safe” Fonts*

- Arial Regular, **Bold**, *Bold Italic*, *Italic*
- Arial Black Regular, *Italic*
- Book Antiqua **Bold**, *Bold Italic*, *Italic*
- Bookman Old Style Regular, **Bold**, *Bold Italic*, *Italic*
- Calibri Regular, **Bold**, *Bold Italic*, *Italic*
- Cambria Regular, **Bold**, *Bold Italic*, *Italic*
- Candara Regular, **Bold**, *Bold Italic*, *Italic*

*Available on 2007-2016 Win & 2008-2016 Mac PPT versions*
PC/Mac “Safe” Fonts*

- Century Gothic, **Bold**, **Bold Italic**, Italic
- Consolas Regular, **Bold**, **Bold Italic**, Italic
- Constantia Regular, **Bold**, **Bold Italic**, Italic
- Corbel Regular, **Bold**, **Bold Italic**, Italic
- Franklin Gothic Medium, **Medium Italic**
- Garamond Regular, **Bold**, Italic
- Georgia Regular, **Bold**, **Bold Italic**, Italic

*Available on 2007-2016 Win & 2008-2016 Mac PPT versions
PC/Mac “Safe” Fonts*

- Palatino Linotype, **Bold**, **Bold Italic**, **Italic**
- Tahoma Regular, **Bold**
- Times New Roman Regular, **Bold**, **Bold Italic**, **Italic**
- Trebuchet MS Regular, **Bold**, **Bold Italic**, **Italic**
- Verdana Regular, **Bold**, **Bold Italic**, **Italic**

*Available on 2007-2016 Win & 2008-2016 Mac PPT versions
What happens if your font is missing?
Missing Font Problems

- Usually substituted with another similar font; most times with the font Arial
  - Formatted font(s):
    - University of Hawai‘i at Mānoa
  - Substituted font:
    - University of Hawai‘i at Mānoa
Typography Basics

- Do not underscore text
  - Use *italics* or *oblique* for emphasis

- Do not use FULL UPPERCASE
  - Use upper and lowercase (or “title case”)

- Do not format **BOLD, UPPERCASE, ITALICS, AND UNDERSCORE**
  - Use either *italics* or **bold** for emphasis
Hawaiian Diacritical Marks

- ‘Okina (glottal stop)
  - ‘ (do not use the “ ` ” key)
  - Open single quote (for Mac users: alt/option + end-bracket)*

- Kahakō (macron over vowels)
  - Ā ā, Ė ē, Ī ī, Ō ō, Ū ū
  - (for Mac users: alt/option + vowel if font base has macrons)*

*When using the Hawaiian keyboard or extended US keyboard
Hawaiian Language Resources

Hawaiian Dictionary
Hawaiian-English
English-Hawaiian
REVISED AND ENLARGED EDITION
Mary Kawena Pukui
Samuel H. Elbert

New Pocket Hawaiian Dictionary
MARY KAWENA PKUI
SAMUEL H. ELBERT
WITH A CONCISE GRAMMAR AND
GIVEN NAMES IN HAWAIIAN

Place Names of Hawaii
Mary Kawena Pukui, Samuel H. Elbert & Esther T. Mookini
Resources on the Web

- www.wehewehe.org
- www.lexilogos.com/keyboard/hawaiian/htm
  - Use online keyboard to typeset Hawaiian words
  - Copy/paste into document
Type Size

- Measured in points (pt)
- 72 points = 1 inch (.9936)
  - The height (cap height) of different type fonts vary slightly
- The point size of type is relative to the “print” size, not the “projected” size
Using Color
Using Color

- **“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 typeset in red tend to agitate readers

- **Do not use “Neon” colors**
Using Color

- **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 or dark
Using Color

- **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
  - Designing for color blindness
    - Color backgrounds + Contrast + Color sensitivity
Apples from Around the World

- Australian Granny Smith apples are green
- New York Golden Russet apples are yellow
- Japanese Fuji apples are red
Apples from Around the World

- Australian Granny Smith apples are green
- New York Golden Russet apples are yellow
- Japanese Fuji apples are red
Editing Presentation Content
Editing Presentation Content

- Whenever possible, organize your thoughts into:
  - Bullet points
  - Charts and graphs
  - Flow charts, Diagrams, etc.

- Adopt the “7 x 7” rule
  - No more than 7 words per line; 7 lines per slide

- Always align text to the left (do not center)
### Conclusions

This project shows that men are more likely to choose blue as their favorite color than women; pigs are more likely to fly than other animals; children like broccoli more than any other vegetable; and graphic artists tend to have Obsessive Compulsive Disorders (OCD) compared to other professionals.

<table>
<thead>
<tr>
<th>Conclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men like the color blue</td>
</tr>
<tr>
<td>Pigs can fly</td>
</tr>
<tr>
<td>Children like broccoli</td>
</tr>
<tr>
<td>Graphic Artists have OCD</td>
</tr>
</tbody>
</table>
Using Tables

Findings

Nearly one-half of graphic designers \((n=598, 49.8\%)\) began losing their hair at age 20; over a quarter \((n=322, 26.8\%)\) lost their hair at age 30; and less than 7% \((n=79, 6.5\%)\) of the men lost their hair after the age of 50.

<table>
<thead>
<tr>
<th>Age</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>598</td>
<td>49.8</td>
</tr>
<tr>
<td>30</td>
<td>322</td>
<td>26.8</td>
</tr>
<tr>
<td>40</td>
<td>205</td>
<td>17.1</td>
</tr>
<tr>
<td>50</td>
<td>58</td>
<td>4.8</td>
</tr>
<tr>
<td>60</td>
<td>21</td>
<td>1.7</td>
</tr>
</tbody>
</table>
Findings

Hair Loss for Graphic Designers, by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 years old</td>
<td>49.8%</td>
</tr>
<tr>
<td>30 years old</td>
<td>26.8%</td>
</tr>
<tr>
<td>40 years old</td>
<td>17.1%</td>
</tr>
<tr>
<td>50 years old</td>
<td>4.8%</td>
</tr>
<tr>
<td>60 years old</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Using Charts and Graphs
Using a Slide Master

- Use a Slide Master to keep font sizes, formatting, and placement consistent
  - Change vertical alignment default from “Center” to “Bottom” for headings
    - Format → Paragraph (Format Text) → Paragraph
  - Change Autofit default from “Resize text to fit shape” to “Do not autofit” for body text
    - Format → Paragraph (Format Text) → Text Box
Lesson 1: Creating Your Title Page

- Choose a catchy title
- Include your name
- Include contact information
  - Address
  - Telephone number
Lesson 2: Formatting the Text

- Make sure all fonts are 12 pts or larger
- All margins should not exceed 1 inch
- Subheadings should be in a bold font
- All other headings should be italicized
Lesson 3: Bibliography

- Use *Chicago Style Manual*
- Titles of books should be italicized
- Do not include illustrations
- Alphabetize by last name of author
- Include all website materials
- Include articles in anthologies
- Do not use Wikipedia references
Applying the Master Page
Lesson 1: Creating Your Title Page

- Choose a catchy title
- Include your name
- Include contact information
  - Address
  - Telephone number
Lesson 2: Formatting the Text

- Make sure all fonts are 12 pts or larger
- All margins should not exceed 1 inch
- Subheadings should be in a bold font
- All other headings should be italicized
Lesson 3: Bibliography

- Use *Chicago Style Manual*
- Titles of books should be italicized
- Do not include illustrations
- Alphabetize by last name of author
Lesson 3: Bibliography (continued)

- Include all website materials
- Include articles in anthologies
- Do not use Wikipedia references
Using Photographs and Illustrations
Photographs


- Makes sure images have enough resolution
  - Ideally, 300 dpi/pxi actual size
  - Generally, web-based images are not high resolution
    - Usually only 72 dpi and for on-screen use only

- Larger images sizes will take longer to load
Photograph Resolution

300 dpi  72 dpi
Using Photographs with Type
History of the American Flag

John B. Goode
Curator of Flags and Other Flying Things
History of the American Flag

John B. Goode
Curator of Flags and Other Flying Things
History of the American Flag

John B. Goode
Curator of Flags and Other Flying Things
History of the American Flag

John B. Goode
Curator of Flags and Other Flying Things
History of the American Flag

John B. Goode
Curator of Flags and Other Flying Things
History of the American Flag

John B. Goode
Curator of Flags and Other Flying Things
History of the American Flag

John B. Goode, Curator of Flags and Other Flying Things
Illustrations


- Line drawings, if possible, should be vector-based, i.e., created with a drawing application
Illustrations

Vector-based

- 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%

Pixel-based

- 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%
Photographs and Illustrations

- Keep your photographs and illustrations in the correct proportions
  - Hold the “shift” key while resizing
UH Logos and Trademarks

- UH Communications Office (formerly Office of External Affairs & University Relations)
  - Graphic Standards Manual (The “How to use” aka “Do’s and Don’ts”)
  - Digital, print quality official UH logos and seals

https://www.hawaii.edu/offices/communications/standards/graphics-standards/
UH Logos and Trademarks

For all materials that reflect UH’s mission

For formal UH applications only
UH Logos and Trademarks

Old UHM Seal  UHM Athletics
UHM Logos and Trademarks

- UH Communications Office discourages the use of individual college, school and department logos

- If you *must* use your college/school logo, *always* use with the official UH logo
Powerpoint
“Bells & Whistles”
Using “Builds”
Can be very effective if used sparingly

Can be annoying if overused, especially with sound

If using builds, keep them simple and consistent

Will not export in other formats, e.g., pdf
Making “Builds” the Old Fashion Way
Slide “Builds”

- Can be very effective if used sparingly
- Can be annoying if overused, especially with sound
- If using builds, keep them simple and consistent
- Will not export in other formats, e.g., pdf

Start with “last slide”
Slide “Builds”

- Can be very effective if used sparingly

Delete bullets below
Slide “Builds”

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- Can be annoying if overused, especially with sound

Delete bullets below
Slide “Builds”

- Can be very effective if used sparingly
- Can be annoying if overused, especially with sound
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Delete bullets below
Slide “Builds”

- Can be very effective if used sparingly
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- If using builds, keep them simple and consistent
- Will not export in other formats, e.g., pdf
Using “Transitions”
Slide “Transitions”

- Can be very effective if used sparingly
Slide “Transitions”

- Can be very effective if used sparingly
- Can be annoying if overused, especially with sound

Animations for this slide have been disabled for this file.
Can be very effective if used sparingly

Can be annoying if overused, especially with sound

If using slide transitions, keep them simple and consistent

Suggest use between major divisions in presentations only
Slide “Transitions”

- Can be very effective if used sparingly
- Can be annoying if overused, especially with sound
- If using slide transitions, keep them simple and consistent
  - Suggest use between major divisions in presentations only
- Will not export in other formats, e.g., pdf
Using Audio Files
Using Audio Files

- Depending on your version of PowerPoint, the following files are recommended:
  - .wav, .wma (2010)
  - .m4a (2013, 2016)

- Audio files increase the size of your presentation and files must be accessible on your computer.
Maid of the Mist

Herbert L. Clarke (1867–1945)
Using Video Files
Using Video Files

- Depending on your version of Powerpoint, the following files are recommended:
  - .wmv (2010)
  - .mp4 (2013, 2016)

- Video files increase the size of your presentation and must be accessible on your computer.
Bugler’s Holiday
Google: “Powerpoint Templates”

- templates.office.com/en-gb/templates-for-PowerPoint
- elements.envato.com/lp/powerpoint-templates
- search.slideteam.net
- http://www.free-powerpoint-templates-design.com
- shutterstock.com/search/powerpoint
- slidescarnival.com/category/free-templates
Google: “Powerpoint Templates”

- free-power-point-templates.com
- templatemonster.com/powerpoint-templates.php
- https://powerpointify.com/category/free-templates/
- https://graphicriver.net/category/presentation-templates/powerpoint-templates
Google: “Powerpoint Templates”


- [https://www.presentationgo.com/presentation](https://www.presentationgo.com/presentation)
When all else fails…

Call or email Center for Instructional Support, Graphic Media Design

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Mahalo