

Be On Point

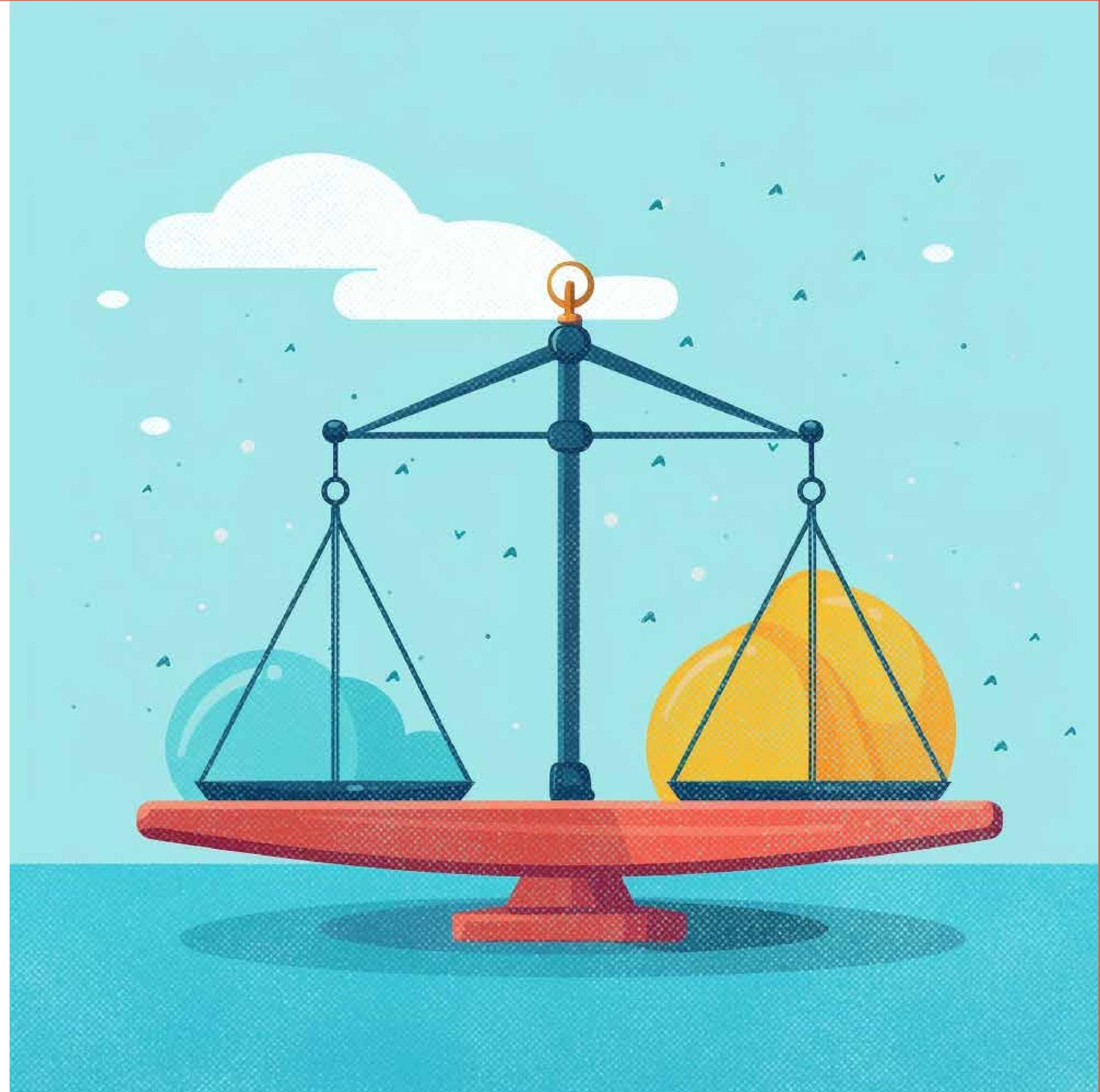
WITH POWERPOINT

The Importance of Engaging Presentations

- Sharing knowledge effectively
- Engaging varied audiences
- Enhancing learning outcomes

Strategies

- Type + Image
- Color Theory
- Storytelling



***Art of
Typography***

Type Considerations

Font Choice

Legibility is key

Google Fonts is a wonderful resource for free fonts that are optimized for digital displays.

SERIF

Aa

more formal

SANS SERIF

Aa

modern approach

SLAB SERIF

Aa

little bit of both

Type Considerations

Font Size

Contrast is key

Generally, headings should be visibly larger than body text; a good rule is at least a 6-point difference.

Ensure text can be read from the back of the room. Typically, body text should not be smaller than 24 points.

POOR CONTRAST

I Am A Heading
And I am the body copy

GOOD CONTRAST

I Am A Heading
And I am the body copy

Type Considerations

Hierarchy and Emphasis

Contrast is *still* key

Create a hierarchy with typography to guide the audience through your slide—use size, color, and boldness to highlight key points.

MIX IT UP

I Am A Sans Heading

And I am an intro paragraph styled with a slab serif typeface.

I am the main talking points (in color)

I am the *main talking points* (with emphasis)

I am the *main talking points* (using both)

Type Considerations

Hierarchy and Emphasis

Contrast is *still* key

Create a hierarchy with typography to guide the audience through your slide—use size, color, and boldness to highlight key points.

BEND THE RULES

I Am A Reduced Heading

And I am an intro paragraph styled with a slab serif typeface.

I am the main talking points

I am the main talking points

Which one does your eye go to

CAUTION

Avoid Overstyling

Refrain from using too many styles (italics, bold, underline) on one slide to prevent distraction.

**Use text decorations sparingly
and only to emphasize key points.**

Type Considerations

Consistency

Master styles are key

Maintain a consistent typeface and style throughout the presentation to create a cohesive visual experience.

WAIT, WHAT IS THIS ABOUT??

International *Blockbuster* Uses Papyrus For Logo!

Avatar, the 2009 hit movie used this font for its promotional materials. The designer just **highlighted Avatar**, he **clicked the drop down menu** and then he **randomly selected Papyrus**. Like a **thoughtless child** just wandering by a garden yanking leaves along the way.

- **Was it laziness?**
- **Was it cruelty?**
- *He just got away with it!*

Type Considerations

Spacing

Back to legibility

Adequate spacing between lines (line-height) and characters (kerning and tracking) makes text more legible

Avoid clutter; give your text room to breathe with proper margins and spacing.

POOR SPACING

I Am A Sans Heading

And I am an intro paragraph styled with a slab serif typeface.

▪ I a m t h e m a i n
t a l k i n g p o i n t s

EFFECTIVE SPACING

I Am A Sans Heading

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- I am the main talking points
- I am the main talking points

***"The more strikingly visual
your presentation is, the more
people will remember it. And
more importantly, they will
remember you."***

— PAUL ARDEN

Image Considerations

- Relevance



Image Considerations

- Relevance
- Narrative Alignment



Image Considerations

- Relevance
- Narrative Alignment
- **Emotional Impact**



Image Considerations

- Relevance
- Narrative Alignment
- Emotional Impact
- **Quality**



Image Considerations

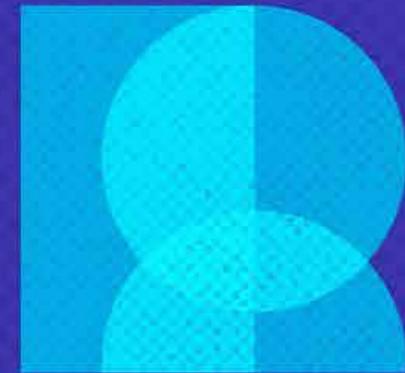
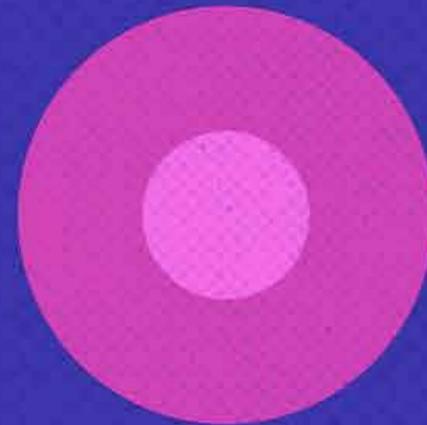
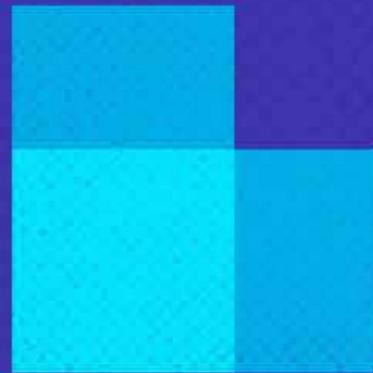
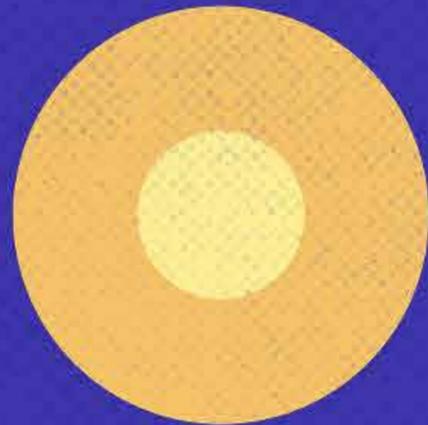
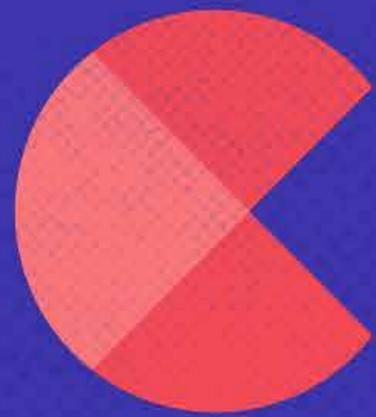
- Relevance
- Narrative Alignment
- Emotional Impact
- Quality
- **Simplicity**



Image Considerations

- Relevance
- Narrative Alignment
- Emotional Impact
- Quality
- Simplicity
- **Cultural Considerations**

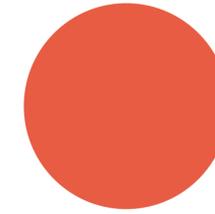




Communicating with Color

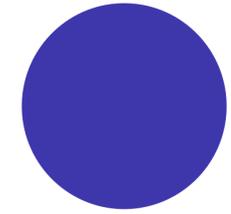
Psychology of Color

Colors evoke emotions. Understanding the psychological impact of color can significantly enhance the effectiveness of a presentation, helping to communicate the message on a deeper emotional level and ensuring that the audience remains engaged and responsive.



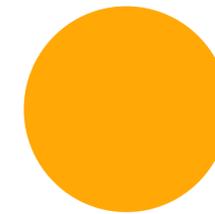
RED

Energy, Urgency, Passion



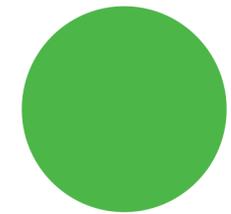
BLUE

Trust, Dependability,
Calmness



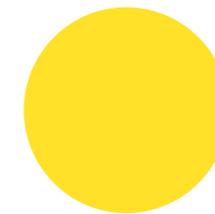
ORANGE

Enthusiasm, Creativity,
Warmth



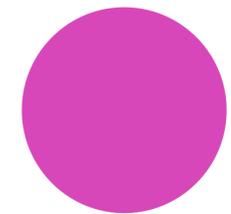
GREEN

Growth, Stability,
Environmental



YELLOW

Optimism, Alertness,
Happiness



PURPLE

Royalty, Wisdom, Luxury

Color Theory

the basics

Color Relationships

Art + Science to achieve color harmony.

Shout out to Isaac Newton for the color wheel!



Color Theory

the basics



WARM
pushes forward



COOL
recedes

Color Theory

the basics



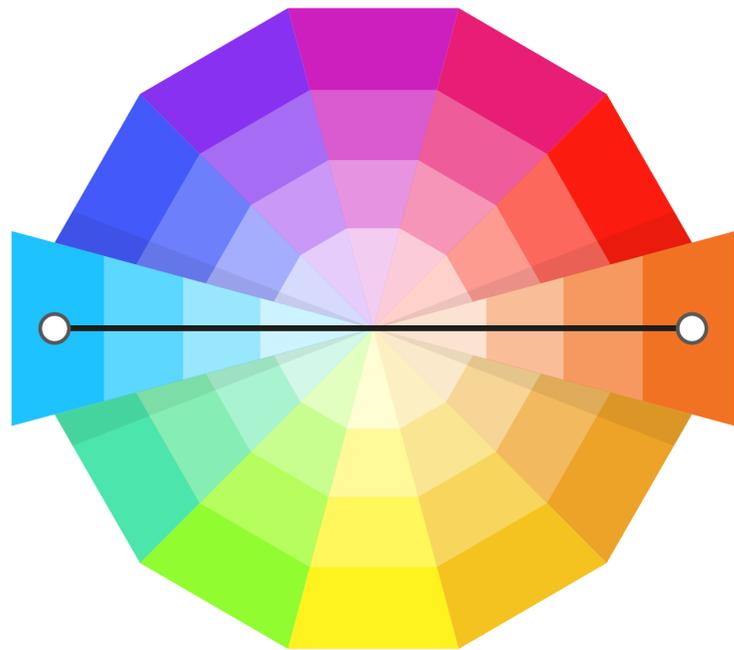
SATURATED
brighter



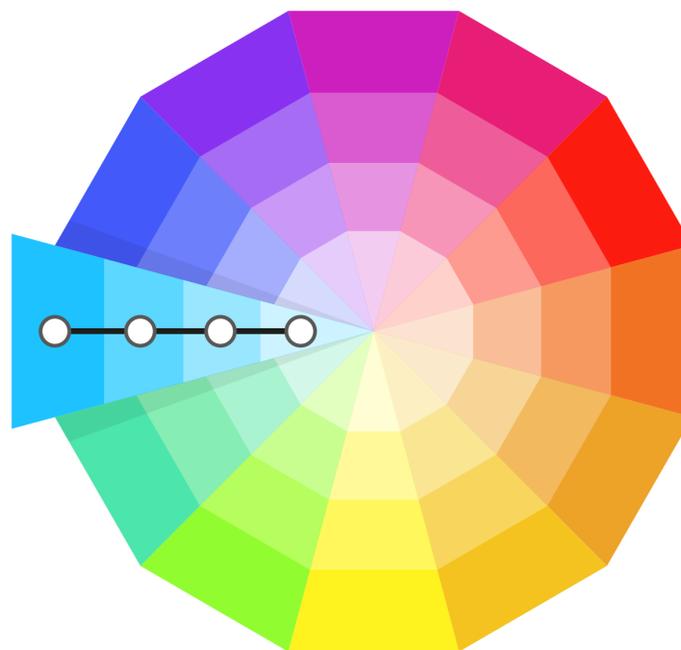
DESATURATED
muted

Color Theory

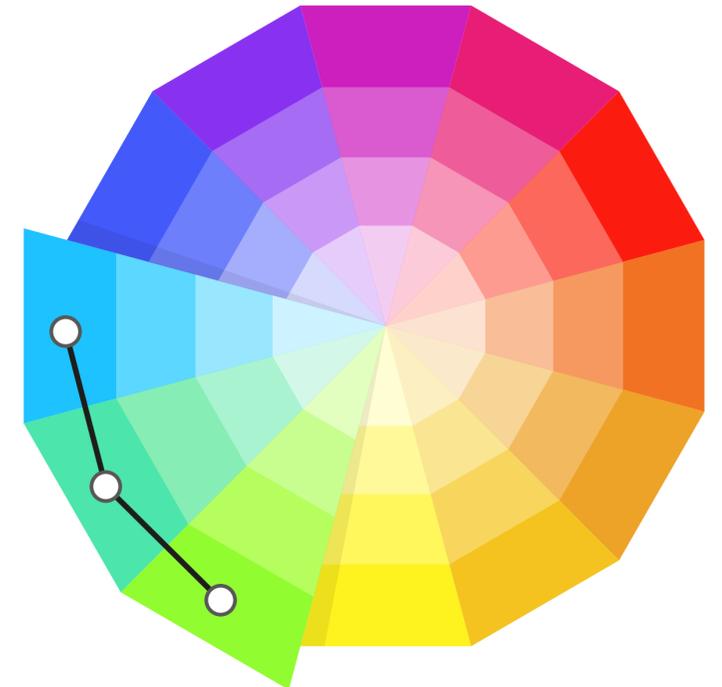
the basics



COMPLIMENTARY
opposites attract



MONOCHROMATIC
one & done



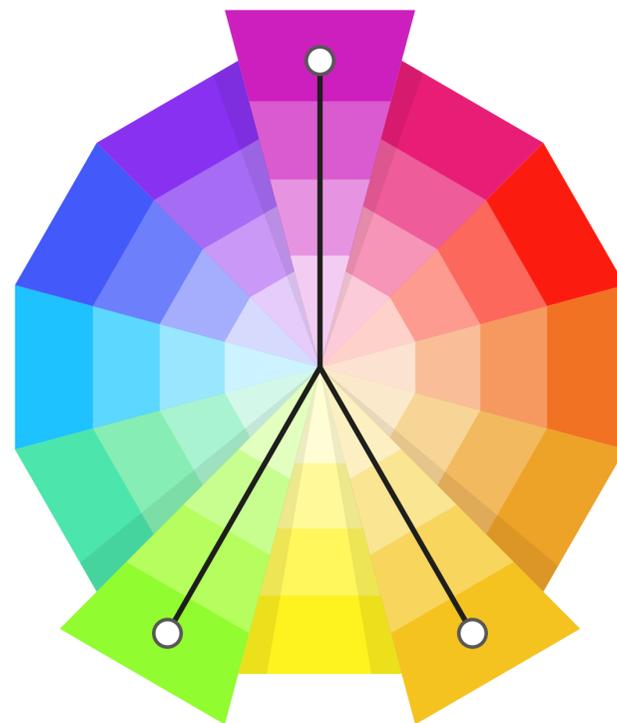
ANALOGOUS
close neighbors

Color Theory

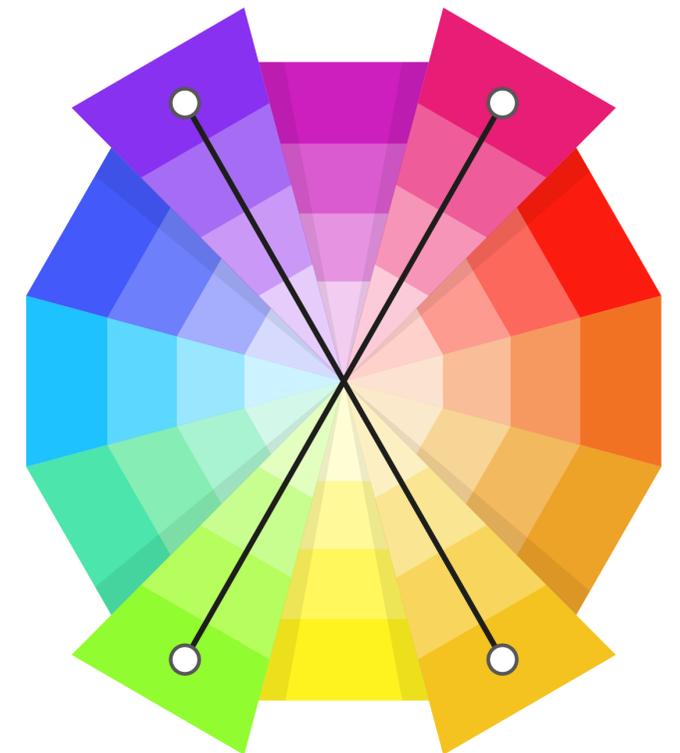
the basics



TRIADIC
evenly balanced



SPLIT COMPLEMENTARY
one + two



TETRADIC
dueling opposites

Contrast

Aim for High Contrast

Colors that are all too dark, too bright, or too similar will make it more difficult to read.

Dark on Light / Vice Versa

EFFECTIVE CONTRAST

I Am A Sans Heading

And I am an intro paragraph styled with a slab serif typeface.

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- I am the main talking points

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SIMILAR COLOR AND VALUE

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EQUAL SATURATION LEVELS

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Color Tips

Stick with 3-5 colors

plus a few neutrals

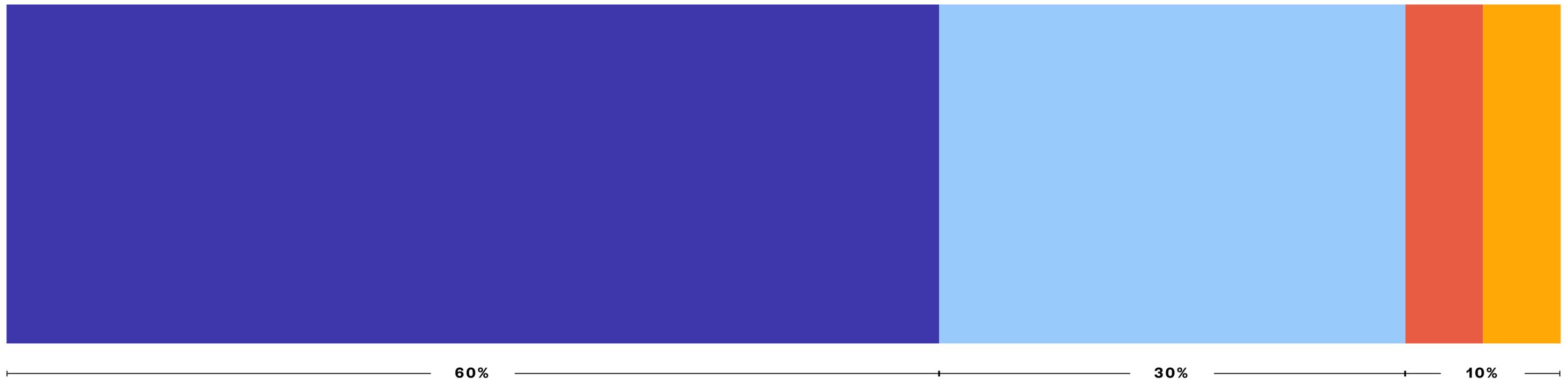
Working with a limited color palette helps to create unity and a cohesive aesthetic look.



Color Tips

Main Player(s)
and supporting cast

Helps create a balanced color palette that is pleasing to the eye and ensures that colors are used in a harmonious way.



Color Tips

Accessibility

Work with color choices that promote accessibility.

WebAim Color Contrast Checker can help you test contrast to ensure accessibility.

Tools like the **Color Universal Design (CUD)** can help you choose color palettes that are more accessible.





Storytelling

Why Storytelling

- Create compelling narratives around projects
- Helps to engage audiences in a more profound way
- Can make their content more accessible and relatable

Why Storytelling

Every story has a beginning, middle, and end.

Introduce a problem, delve into its intricacies, and then present a solution.

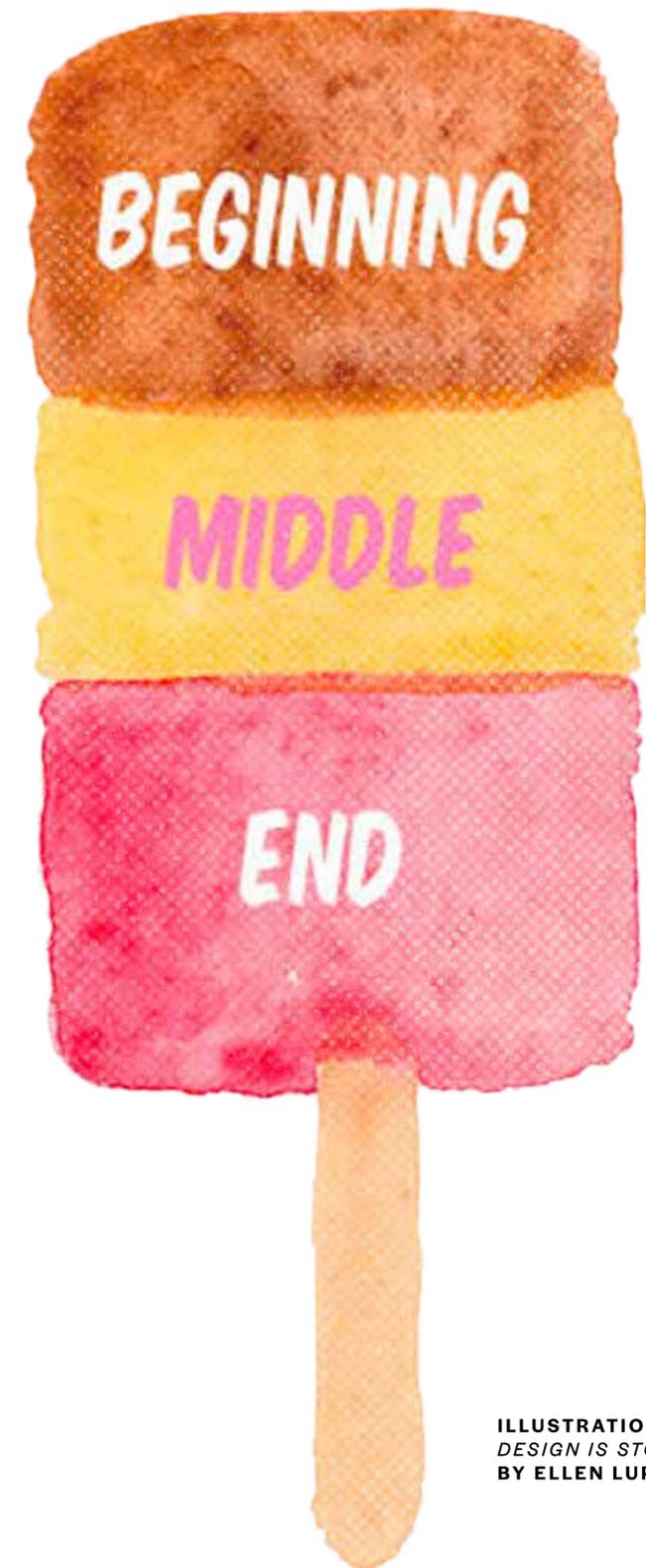


ILLUSTRATION FROM
DESIGN IS STORYTELLING
BY ELLEN LUPTON

Practical Tips

- **Maintain consistency**

Practical Tips

- Maintain consistency
- **Keep slide design simple**

Practical Tips

- Maintain consistency
- Keep slide design simple
- **Type + Image matters**

Practical Tips

- Maintain consistency
- Keep slide design simple
- Type + Image matters
- **Aim for high contrast**

Practical Tips

- Maintain consistency
- Keep slide design simple
- Type + Image matters
- Aim for high contrast
- **Employ the “6x6 rule”**

Practical Tips

- Maintain consistency
- Keep slide design simple
- Type + Image matters
- Aim for high contrast
- Employ the “6x6 rule”
- **Separate Ideas**

Resources

Slide:ology: The Art and Science of Creating Great Presentations

by Nancy Duarte

Presentation Zen

by Garr Reynolds

The Non-Designer's Design Book

by Robin Williams

Canva's Design School

designschool.canva.com

THANK YOU

Questions