

Presenting Like a Pro

Designing *Modern Visual Presentations*

Presented by Jennifer Stowe, MS & Brett Szymik, PhD

1. **PREPARE:** Before beginning any type of presentation creation or design, it is always wise to prepare and think about several aspects first.
 - a. **Design should complement & support learning objectives**
 - i. Ask yourself 3 questions before beginning to create your PowerPoint (PPT) presentation
 1. *What is my primary message (or learning objectives)?*
 2. *What is my goal in delivering this message?*
 3. *How do I best visualize this message?*
 - ii. Keep it simple: if your audience could remember three things, what would they be?
 - b. **Storyboard your content**
 - i. Outline your content
 1. *Sketch/write out ideas on paper or whiteboard or post-its*
 - a. *Helps to visualize the entire presentation and flow of content*
 2. *“Starting to create your PPT before you have your key points and logical flow first worked out is like a movie director hiring actors and starting to film before there is a script in hand.” ~Cliff Atkinson (from his book, Beyond Bullet Points, 2005*
 - ii. Ask yourself “so, what?”
 1. If you can’t answer that question related to part or a section of your content, then cut that content out.
 - c. **The Art of Storytelling**
 - i. Illustrating points through the use of stories helps to make the content more memorable for the audience.
 - ii. The makings of a good story:
 1. *Interesting, clean beginnings*
 2. *Provocative, engaging content in the middle*
 3. *Clear, logical conclusion*
 - d. **There are 3 factors that should be considered when planning your PPT:**
 - i. Environmental factors: lighting, font size, and screen size
 - ii. Social factors: types of audiences (students vs professionals)
 - iii. Biological factors: color combinations or patterns– some can cause headaches or seizures

2. DESIGN

a. Again, keep it simple!

- i. No “chart junk” ~Edward Tufte
- ii. Nothing superfluous, ever
- iii. One idea per slide is the goal
- iv. Plenty of white space or negative space
 1. Lets the slides breathe and allows the audience to listen to you and not read/tune you out

b. Limit bullet points and text

- i. The best PPT slides will be virtually meaningless without the narration
- ii. Slides are meant to support the narration
- iii. Bullets are essentially lists that communicate:
 1. Chronological steps
 2. The order of importance
 3. Group membership
- iv. “Chunking” as a bullet point alternative
 1. Chunking is where you take something that is long and break it up and organize it into smaller, bite-sized pieces.
 2. Can use other elements to add to your chunking design and make the content more memorable, such as, icons, photos or graphics, numbers, and color.

Describe modern visual **design principles** for scientific and clinical applications

Discriminate examples that represent **effective application** of these principles vs those that need improvement

Recall available **free online resources** to enhance visual design

Benefits of using a planner

- 1 Using a planner will make it easier to structure your time and get an overview of the task ahead.
- 2 It will also save you time as you plan ahead and get an idea on how many things need to be done and when.
- 3 A planner can also create a track record on what you have been working on and give you important feedback on your projects.

- v. Prepare a handout that highlights your content from the PPT and expands on that content.
 1. Hand out after the presentation to allow your audience to fully engage and listen to your presentation.

c. Limit transitions and animations

- i. Use very judiciously as they can be distracting and normally add little benefit to the viewer.

d. Use high-quality graphics

- i. “High-quality” refers to the resolution and professionalism of the image or photo
 1. Print quality = 300 DPI (dots per inch)

2. *Screen quality = 72 PPI (pixels per inch), but higher PPI ensures that your image or graphic won't be pixelated and will be clear if printed later.*
 - ii. Avoid clipart → it undermines your professionalism and message.
 - iii. Be cautious of copyright issues
 1. *If you ever have any questions about copyright, please contact Jennifer Stowe at jmstowe@uga.edu.*
- e. Have a visual theme, but avoid using the prebuilt templates in PPT**
- i. Less flexibility and customization, and some are just outdated-looking.
 - ii. The *exception* is the new feature in updated PPT: **Design Ideas**
- f. Use appropriate charts**
- i. Explain parts of the chart/graph and the significance.
 - ii. Can't assume your entire audience understands it without explanation.
- g. Be mindful of color and contrast**
- i. Color and contrast play a huge role in the legibility and overall aesthetic.
 - ii. Keep color palette limited in order to create a cohesive and unified 'theme'
 1. *A color palette with 2-4 colors*
 2. *Avoid certain color combinations (i.e. red and green together)*
 - a. *Can visually vibrate and be uncomfortable to look at*
 - b. *Keep potential color blind people in mind*
 - iii. General rule: cool colors recede, warm colors 'pop'
 - iv. Presenting in a dark auditorium? Dark background with light text is better
 - v. If there is the potential for the overhead lights to be on, a white or light background with dark or black text works best
 1. *A dark background will appear washed out with overhead lights*
 2. *Dark text on a light background maintains the visual intensity better*
- h. Font choices matter**
- i. Sans serif fonts are better for presentations (i.e. Arial)
 - ii. Serif fonts are better for printed documents (i.e. Times New Roman)
 - iii. Try to use no more than two complementary fonts
 - iv. Gill Sans can be a happy medium between Sans serif and serif
 - v. Avoid juvenile or highly decorative fonts (like Comic Sans) because they are unprofessional and you might not be taken seriously
- i. Be selective with video or audio use**
- i. When appropriate and useful, video clips can help break up the pace and can increase interest
 - ii. AVOID cheesy sound effects included in PPT
- j. Spend time in the slide sorter**
- i. Ensure the flow of content makes sense
 - ii. Enables you to see the 'big picture' of your presentation
 - iii. Easy to move slides around or add in slides to finesse the content order

HELPFUL RESOURCES

Info on Color Palettes, Color Blindness, Contrast & Resolution

1. thinkoutsidetheslide.com | Color contrast calculator and psychology of color
2. Design Seeds | color palette inspiration
3. [The Psychology of Color](http://ThePsychologyofColor.com) | meanings of colors
4. Color.adobe.com | color palette selector- can search for color palettes based on search terms
5. Coolors.co | colorblindness feature
6. <http://www.degraeve.com/color-palette/> | Match your color palette to a graphic or photo
7. [Resolution explanation](http://Resolutionexplanation.com) | comparing print vs screen
8. <https://www.color-blindness.com/coblis-color-blindness-simulator/> | Color blindness simulator that allows users to upload their own images and simulate how they will appear to the color blind.

PPT Design Inspiration & Help

1. Designschool.canva.com | can design modern slideshows for free
2. Presentationpanda.com
3. GarrReynolds.com | source for bulk of information in the above outline
4. 10 ways to avoid death by bullet points | <http://presentitude.com/10-ways-avoid-death-bullet-points/>
5. Slideshare.net | has excellent examples of good and bad PowerPoint presentations
6. Damon Nofar: Business Insider PPT presentations Businessinsider.com/8-tips-for-great-powerpoint-presentations-2015-1?op=1
7. Lynda.com | PowerPoint: Designing Better Slides by Heather Ackmann (Free access through UGA)

Font Help and Free Font Websites

1. Dafont.com | free fonts for download
2. 1001freefonts.com | can search based off of a particular style you're looking for
3. Fontsqurrel.com | free fonts for download
4. Fonts.google.com | free fonts for download
5. Typegenius.com | find font combinations

Free Icons

1. ThePatternLibrary.com
2. Skitch.com | Get your point across with fewer words using annotation, shapes and sketches
3. [The Noun Project](http://TheNounProject.com) | free icons with attribution

Google folder

<https://tinyurl.com/ybqzfar>