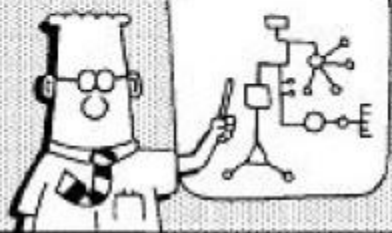# DESIGN STRATEGIES FOR EFFECTIVE PRESENTATIONS

Tujuan Belajar

TIU : Mahasiswa mampu memahami cara membuat slide presentasi secara efektif

TIK : Mahasiswa memahami komponen penyusun slide :

- Desain teks
- Desain warna
- Animasi, grafik, audio, video

Text Should Provide the Message

- Be short and to the point
- 1 Message per slide
- Use only key words and phrases
- One thought per Bullet
- 6 x 6 rule – no more than six words per line and no more than six lines per slide.

Font Design Tips (1)

- Use the same font and use no more than 2 complementary fonts

- Use sans-serif fonts, such as Arial

- the difference between a serif font (e.g., Times New Roman) and a sans-serif font (e.g.,Helvetica or Arial).

A Serif Font

Times

Sans Serif

Sans Serif

Arial black; Arial

Serif fonts

- Serif fonts include tiny horizontal or vertical lines. They are highly readable because the serifs facilitate the ease of eye movement across each line of text.

- Serif fonts used in documents filled with lots of text. They're said to be easier to read at small point sizes, but for onscreen presentations, the serifs tend to get lost due to the relatively low resolution of projectors.

A Serif font?

SanSerif fonts

- SanSerif fonts do not include tiny horizontal or vertical lines. They are highly noticeable and get the reader's attention. The lack of lines tends to slow down the reader's eyes.

B SanSerif font?

Examples of Sans Serif Fonts

- Common
  - Arial, Helvetica, Gill Sans
- Distinctive
  - Abadi, Eras, Franklin Gothic, Futura, Gill Sans, Goudy Sans, Kabel, Lucida Sans, Optima, Shannon, Univers

Choosing the right font

- A sans-serif font, such as Arial, Helvetica or Univers, is easier to read and projects well.

- Tahoma is a popular font and less plain than the above.

- A serif font, such as Times, has letters of uneven thickness and does not project as well. The serifs tend to disappear too.

- A FONT WITH VERY SUBTLE SERIFS, SUCH AS COPPERPLATE, WILL PROBABLY NOT SHOW UP WELL EITHER.

- Avoid anything wacky **like these fonts** because you're only asking for trouble!

Font Design Tips (2)

- General guidelines for font size are:
  - Titles = 44 pt
  - Subtitles = 28 pt – 34 pt
  - Bullet points = no smaller than 24 pt
  - Using text for labeling (eg, axes on graphs) 14 is the minimum size

Can you read this without glasses? 4 point

Can you read this without glasses? 6 point

Can you read this without glasses? 8 point

Can you read this without glasses? 12 point

Can you read this without glasses? 14 point

Can you read this without glasses? 18 point

Can you read this without glasses? 20 point

Can you read this without glasses? 22 point

Can you read this without glasses? 24 point

Can you read this without glasses? 28 point

Can you read this without glasses? 32 point

Font size

- Very large letters can be difficult to read

  - Try to have consistency of size throughout your presentation
  - Bear in mind that the body text should usually be smaller than the title text
  - Don't make the text too small!

Font Design Tips (3)

- Use bolding and underlining, not as the standard. Avoid using *italics.*

- Avoid using UPPER CASE

- Font color, White on a dark background, or black on a light background, is the general rule

Which of these two blocks of text is easier to read?

Why do you think that's the case?

WHICH OF THESE TWO BLOCKS OF TEXT IS EASIER TO READ?

WHY DO YOU THINK THAT'S THE CASE?

Capital words are only 60% as readable as lowercase words

A look at fonts

- *Comic Sans is Dilbert's favorite!*
- This is what Garamond looks like.
- Avant Garde has a clean look.
- Schoolhouse makes you feel like you're back in school.
- Helvetica is the default for many programs.
- Arial is popular for web pages.
- Times is an easytoread font

A A lot of fonts? B Limited fonts?

- Try not to use more than **2 fonts in 3 sizes** on any slide.
- Try not to use more than **3 fonts in 4 sizes** in your entire presentation.

Color Tips (1)

- Studies show that color usage can increase interest and improve learning comprehension and retention.

- Two general categories colors – cool (blue and green) and warm (orange and red).
  - Cool colors best for the background.
  - Warm colors best for objects in the foreground.
  - A safe color standard is a blue background with yellow text.

Color Tips (2)

- Use only one or two vivid colors.

- A white background is hard on the eyes.

- If you will be presenting in a dark room (such as a large hall), a dark background (dark blue, gray, etc.) with white or light text will work fine.

- But if you plan to keep most of the lights on (which is highly advisable), a white background with black or dark text works much better.

- Be aware of color blindness.

Create contrast

Dark background and light text?

B Dark background?

Create contrast

Dark background and light text?

B Dark background?

Color Tips (3)

- Be aware of color connotations.
  - Red should be used for emphasis, not as the theme of the entire presentation.
  - Orange stimulates mental activity.
  - Yellow attracts attention , but overuse can be disturbing.
  - Green is restful for the human eye and makes a good background color.
  - Blue slows human metabolism, suppresses the appetite, and is calming.
  - White symbolizes safety and simplicity, but is often hard on the eyes when projected.

Graphics Design Tips (1)

- Avoid clutter - leave empty space around text and graphics.

- avoid fuzzy graphics.

- Use the same style of graphics throughout the presentation.

- Avoid mixing clip art and photographs.

- Use PowerPoint clip art judiciously.

- Generally, 50% of the slides or every third slide should have some sort of graphic (table, chart, photo, flowchart, etc).

Using images

- Which one do you prefer?

A - Clipart?

Using images

- Which one do you prefer?

B - Photographs?

Using images

Follow the eyes…

A - Off the page?

Using images

Follow the eyes…

B - Towards the center?

Animations Design Tips (1)

- Animation should be used only when it has a purpose

- Use sounds and animation sparingly.

- Transitions between slides are best kept simple too, and should be consistent within a set, never use random transitions.

Use video or audio

- Use video and audio when appropriate
- increasing the interest of your audience
- The use of superfluous sound effects attached to animations is a sure way to lose credibility with your audience.

Tables

- do not have to draw lines around all the cells in all the key lines – it may be more attractive to keep things simple.

Keep tables uncluttered!

	1998	1999	2000	2001	2002
North	120	135	165	182	201
South	111	145	155	156	189
East	82	93	95	102	116
West	16	35	47	76	90
TOTAL	**329**	**408**	**462**	**516**	**596**

Others

- If there appears to be too much writing, the viewer may not read the text.
  - Apply the 6X6 rule. Put no more than 6 words per line and 6 sentences per page.
  - Use words as "markers" of key ideas.

Consider

- Sound and video
- Text
- Colors and background
- Pictures and clipart
- Relevant learning

A Bulleted text?

Consider

Use sound and video only for educational purposes. It is easy to get carried away with the bells and whistles. Don't let it happen to you. You must consider how you use text. You should think about the size of the text, the amount of text, and the font of the text. You should also Preview the effect of chosen colors and background. Try to preview it on the machine you will use. The screens may look different when you connect to a projection unit. Choose pictures and clipart that enhance the presentation. Photographs are powerful and we probably do not use them enough. Look for ways to provide relevant learning clues in the presentation. Finds ways to involve your learners beyond just listening.

B Paragraphs of text?

Aligning your text

Type can express moods and emotions too. Type can be serious and businesslike, or it can be relaxed and open. It can shout at you, or it can give its message quietly.

A Leftjustified?

Aligning your text

Type can express moods and emotions too. Type can be serious and businesslike, or it can be relaxed and open. It can shout at you, or it can give its message quietly.

B Centered?

- We read from left to right, so text that is left justified is more readable.

- Titles are also easier to read aligned on the left instead of centered.

The rain in Spain stays mainly in the plain.

A Text on one line?

- The rain in Spain stays mainly in the plain.

B Text in phrases?

- Long lines are harder to read. Think of reading patterns.
  - We read in phrases, so a phrase of text is easier to read than a long line of text.

THANK YOU