

COMPSCI 111 / 111G

*Mastering Cyberspace:
An introduction to practical computing*

Presentation Design

PowerPoint recommendations

Content
Outlines
Slide Structure
Fonts
Colour
Background
Graphs
Spelling and Grammar
Conclusions
Questions

Content

PowerPoint should be used to support your presentation, not replace it

Spend more time on content than presentation

- Think about the topic
- Organize the material
- Focus on the main points
- Limit the material on each slide

Outline

Make your 1st or 2nd slide an outline of your presentation

- Ex: previous slide

Follow the order of your outline for the rest of the presentation

Only place main points on the outline slide

- Ex: Use the titles of each slide as main points

Slide Structure – Good

Use 1-2 slides per minute of your presentation

Write in point form, not complete sentences

Include 4-5 points per slide

Avoid wordiness: use key words and phrases only

Slide Structure - Bad

This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

Slide Structure

Show one point at a time:

- Will help audience concentrate on what you are saying
- Will prevent audience from reading ahead
- Will help you keep your presentation focused

Potential problems

- Limits the audience
- Can be annoying

Animation

Be consistent with the animation that you use

Don't Overuse Animation

Distracts people from the content

Fonts - Good

Size

- Use at least an 18-point font
- Use different size fonts for main points and secondary points

Typeface

- Maximum of 2 typefaces
- Sans Serif is best
- Easier to read

Fonts - Bad

If you use a small font, your audience won't be able to read what you have written

**CAPITALIZE ONLY WHEN NECESSARY.
IT IS DIFFICULT TO READ**

Don't use a complicated font

Aonicdcrog to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoentn tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a total mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

Colour - Good

Use a colour of font that contrasts sharply with the background

- Ex: blue font on white background
- Ex: white font on darker background

Use colour to reinforce the logic of your structure

- Ex: light blue title and dark blue text

Use colour to emphasize a point

- But only use this occasionally

Be aware of cultural use of colour

- Red

Colour - Bad

Using a font colour that does not contrast with the background colour is hard to read

Using colour for decoration is distracting and annoying.

Using a different colour for each point is unnecessary

- Using a different colour for secondary points is also unnecessary

Trying to be creative can also be bad

Background - Good

Use backgrounds such as this one that are attractive but simple

Use backgrounds that provide good contrast

Use the same background consistently throughout your presentation

Background – Bad

Avoid backgrounds that are distracting or difficult to read from

Always be consistent with the background that you use



Graphs - Good

Use graphs rather than just charts and words

- Data in graphs is easier to comprehend & retain than is raw data
- Trends are easier to visualize in graph form

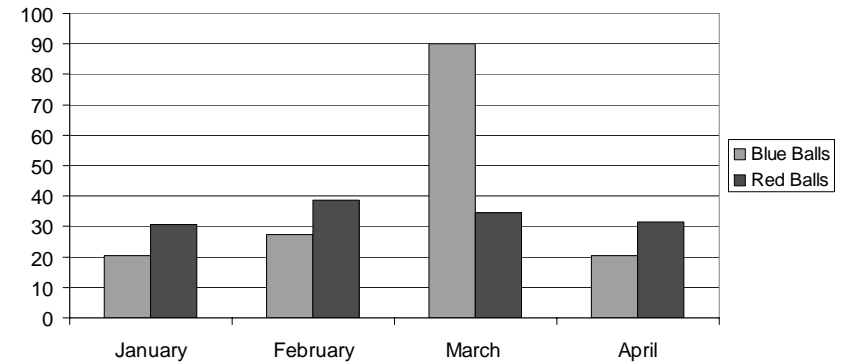
Always title your graphs

Graphs - Bad

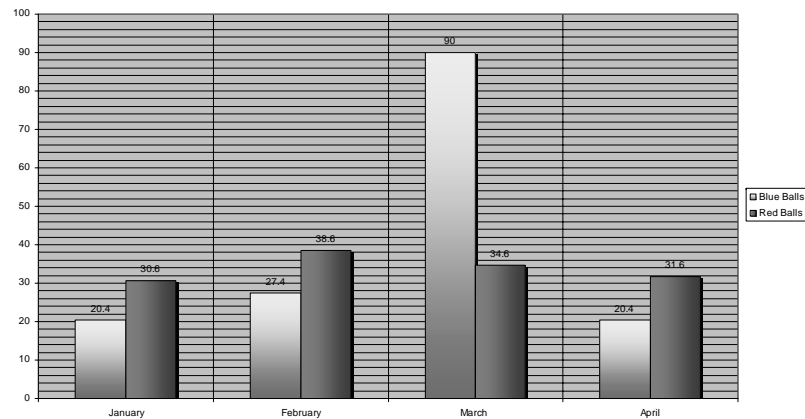
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

Graphs - Good

Items Sold in First Quarter of 2002



Graphs - Bad



Graphs - Bad

Problems in previous graph

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting

Spelling and Grammar

Proof your slides for:

- spelling mistakes
- the use of repeated words
- grammatical errors you might have made

If English is not your first language, please have someone else check your presentation!

Conclusion

Use an effective and strong closing

- Your audience is likely to remember your last words

Use a conclusion slide to:

- Summarize the main points of your presentation
- Suggest future avenues of research

Questions??

End your presentation with a simple question slide to:

- Invite your audience to ask questions
- Provide a visual aid during question period
- Avoid ending a presentation abruptly

Web Page vs Web Site

A web page is a single page viewable using web browser

- Should be visually appealing, informative

A web site is a set of web pages

- Same theme
- Consistent design
- Easy to navigate
- Three click-rule

Navigation

Users have trouble navigating in most web sites

- Navigation should be easy
- Navigation bar on the left is common

Each page should

- Tell the user what the page is about
- Clearly identify how to get to other pages (Obvious links)

Familiarity

Use layout and design that people are familiar with

Links

Don't make the user guess where the links are

- All links should be clearly identified

Underlining

- Do not underline any normal text.

Remember that links are different colour to normal text

- Check the appearance of links on the background

Name of the link should indicate where it links to

- Never use "Click here"

Text

Use good titles for page

- Sensible headings

Make the text easy to read

- Keep text short
 - Reading on screen is 15% slower than paper
- Bullet points, headings, empty space
- Use a word processor to prepare the text (spelling)

Make the text legible

- Font size (not too small to read, not too large)
- Aligned to the left. Centre only used for headings
- Colours / contrast
- Not all uppercase / italic / bold

Bad use of colour

Colour

- Colour over used because 'it is there'
- Colour blindness (Red / Green, Blue / Yellow)
- Poor use of contrast
- Use sparingly to reinforce other information

Pictures and Backgrounds

Design for low bandwidth

- Use images that have small file sizes
- Don't use images if you can avoid them

File Formats

- JPEG for photos
- GIF / PNG for graphics

Backgrounds

- Simple
- Consistent across the entire site
- Should not interfere with content

Bad choice of URL

“Who Represents” – database for rich and famous

- <http://www.whorepresents.com>

“Experts Exchange” – Discussion groups for programmers

- <http://www.expertsexchange.com>

“Pen Island” – Buy pens of any sort

- <http://www.penisland.net>

“Therapist Finder” – Help find a therapist

- <http://www.therapistfinder.com>

“Powergen Italia” – An Italian Power company

- <http://www.powergenitalia.com>

“Mole Station Native Nursery” – Australian

- <http://www.molestationnursery.com>

Things to avoid

Keep the design simple

- Avoid making the page cluttered

Avoid using Frames

- Make navigation more difficult

Avoid using Flash animations

- Not all browsers support flash
- Takes too long to download
- Cannot be indexed / searched

References

PowerPoint

- <http://www.shkaminski.com/Classes/Handouts/powerpoint.htm>

Web Design

- http://en.wikibooks.org/wiki/Web_Design
- <http://www.webstyleguide.com/>

Good and bad features

- <http://www.ratz.com/featuresbad.html>
- <http://www.ratz.com/featuresgood.html>