

Designing Effective Presentations: Design Principles

Alignment	<ul style="list-style-type: none">• Horizontal Alignment: Left, Center, Right• Vertical Alignment: Top, Middle, Bottom <p><i>Bottom Line:</i> Choose one alignment and stick with it! Be consistent!</p>
Proximity	<ul style="list-style-type: none">• Elements tend to be grouped together according to their nearness• Group and rearrange information so it is meaningful• Proximity creates a relationship between items <p><i>Bottom Line:</i> Place your items close or far away according to their relationship</p>
Repetition	<ul style="list-style-type: none">• Repeat colors, text, format, layout, and style throughout your presentation• Repeating color can tie pages of a presentation together• Repetition can help the audience focus on the content better• Consistency helps maintain clarity <p><i>Bottom Line:</i> Be consistent!</p>
Contrast	<ul style="list-style-type: none">• Contrasting colors, text, and graphics guides your eye around the page• Make sure there is enough color contrast so text is readable• Background and foreground should have lots of contrast• Contrast can be achieved by element grouping and spacing, type size, style, and color <p><i>Bottom Line:</i> Creating good contrast allows you to create your own focal point</p>
Proportion & Balance	<ul style="list-style-type: none">• Make sure you are placing emphasis on the correct item• Do the elements stand together visually?• Don't be afraid of white space <p><i>Bottom Line:</i> Make sure that elements in a slide are well-balanced and visually pleasing to the eye</p>

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Hierarchy	<ul style="list-style-type: none">• The process of ranking elements (graphics and text) in order of importance• What do you want the viewer to see first?• What elements do you want to give more importance to? Are all elements equally important?• Rank slide elements in order of importance, then use the above design principles to achieve your goal For example: exaggerate one item, not everything. By exaggerating one item, you are establishing a focal point and identifying the most important element on the slide <p><i>Bottom Line:</i> By ranking elements in your slide, you are creating a visual path for viewers to follow so they can clearly see your message</p>
Originality	<ul style="list-style-type: none">• Does your presentation show personal style and inventiveness?• Do the pages seem hastily constructed?• Will your presentation bore the audience? <p><i>Bottom Line:</i> Be thoughtful and creative with your content and design- this lets your audience know that you care about your presentation and that you respect them</p>

Resources:

Gestalt and Instructional Design

<http://chd.gse.gmu.edu/immersion/knowledgebase/strategies/cognitivism/gestalt/gestalt.htm>

Hierarchy and Contrast: The Basis of good design

<http://www.presentersonline.com/basics/visuals/gooddesign.shtml>

PowerPoint Design: The Good, The Pretty, and the Really, Really Ugly

http://ed.uwyo.edu/Tech/tutorials/powerpoint_design.htm

Scoring Power Points

<http://www.fno.org/sept00/powerpoints.html#anchor4.4>

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