



Design Guidelines

Guidelines to help avoid
common presentation mistakes

Design Guidelines

- Simplicity is your friend
- Lots of white
- Organized
- Path for the eye
- Rule of seven
- Color and contrast
- Typography
- Content

Simplicity is your friend

📄 *Content is center stage*

📄 **Draw attention to presentation, not special effects**

📄 Text

📄 **Graphics**

➔ Sound

➔ Background

✂ **Colors**

📄 **Consistency - slides, bullets, fonts**

Simplicity Is Your Friend

- Content (and speaker) is center stage
- Draw attention to presentation, not special effects
 - Text, graphics and background
 - Sound
- Colors
- Consistency - slides, bullets, fonts

Lots of White Space

- Too much filler will overwhelm the viewer
- Makes your eyes tired –
 - You won't bother to read it
- If you have a lot of information to share in a slide, consider either using PowerPoint to display the point and you discuss it, or break things up in to several slides
- You need a place for the viewer to focus on as you discuss a point - otherwise, he or she could just read it themselves ...

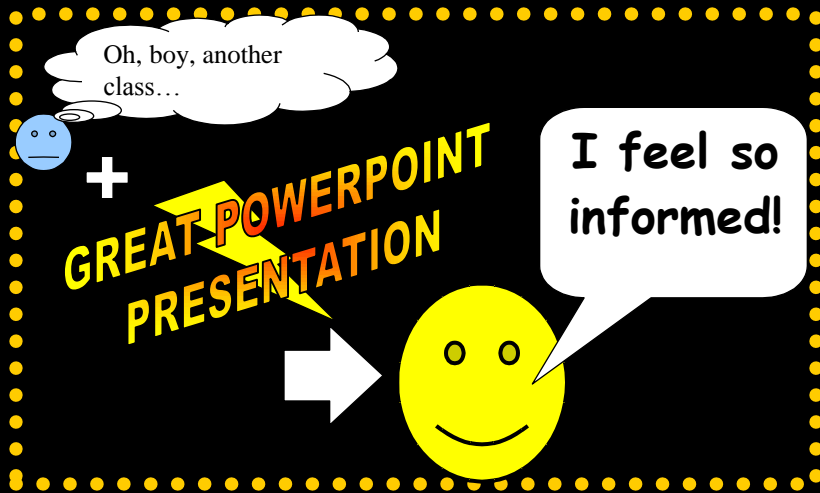
Lots of White

- Don't want to overwhelm audience
- Place for focus
- Keep things short
- Break up into several slides

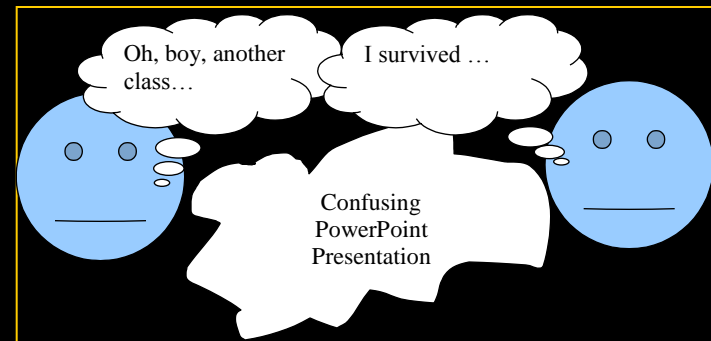
Organized

- Audience feels movement to a conclusion
- Easy to see progress
- Pace of slides (rehearse)
 - Too fast, exhausts them
 - Too slow, put them to sleep

Path for the Eye



⇐ This versus
This (nothing
dominant)



Rule of Seven

Thou shall not use more
than **SEVEN** lines

Thou shall not use more
than **SEVEN** words
per line

Color

- **Green**

- Growth and movement

- **Blue**

- Calm

- **Red**

- Power, energy, danger

- **Yellow**

- Positive

- **Purple**

- Spiritual

- **Brown**

- Neutral

One to three colors is
PLENTY

... And Contrast

■ Light background

•**BLACK**

•**RED**

•**ORANGE**

•**GREEN**

•**BLUE**

•**PURPLE**

•**YELLOW**

■ Dark background

•**WHITE**

•**YELLOW**

•**ORANGE**

•**GREEN**

•**RED**

•**BLUE**

•**PURPLE**

Colors for Presenting

- Dark Room – dark background
- Light Room – light background
- 35 mm slides – dark background
- Overheads – light background
- Handouts – light background

This one has a dark background to show the difference...

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Typography - Font (44 pt)

- Smallest font 28-30 points (32 pt)
- Large for emphasis: **Titles**
- Simple fonts - **Arial**, times
- Avoid *script*
- Limit: 1 or 2 fonts
 - No more than 3 sizes

Typography - Style

- Don't hyphen-ate
- Errors: check, recheck, someone proof
- *Avoid italics – least likely to be read*

Typography - UPPER CASE

DON'T USE ALL CAPITALS FOR LARGE BLOCKS OF TEXT. READERS READ FASTEST WHEN SENTENCES ARE PRINTED IN UPPER AND LOWER CASE - THE WAY THEY NORMALLY ARE SEEN IN PRINT. HEADLINES ARE IN ALL CAPS BECAUSE IT REQUIRES THE READER TO SLOW DOWN, GIVING EMPHASIS TO A FEW WORDS.

Typography - Title Case

Don't Use All Caps for Large Blocks of Text. Readers Read Fastest When Sentences Are Printed in Upper and Lower Case - The Way They Normally Are Seen in Print. Headlines Are in All Caps Because It Requires the Reader to Slow Down, Giving Emphasis to a Few Words.

Typography - Sentence Case

- Don't use all caps
- Readers read fastest when
 - Sentences are upper and lower case
 - The way they normally are seen in print
- Headlines are in all caps
 - It requires the reader to slow down

Content

- Only the essence
- Few words
- Items in order
- No extraneous data you'll ignore
- Relate graphics to content

Design Summary

- Less is more!
- Anecdote from Presentations Magazine



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