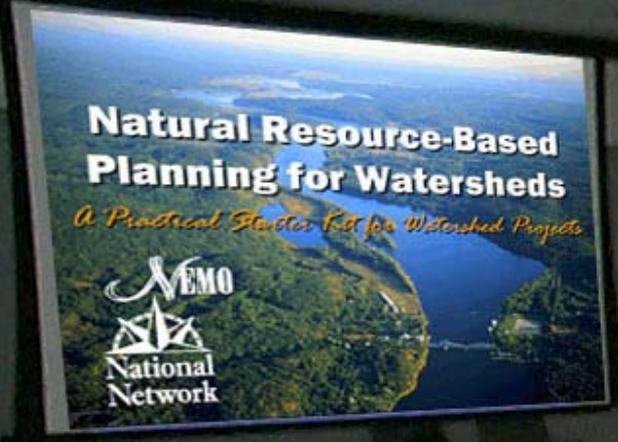


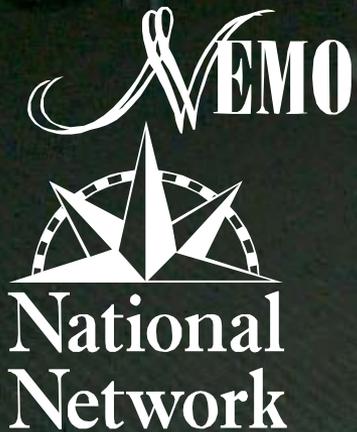
Slide Design Helpful Tips



Design Tips I, The Basics

Presented by the Network Hub

March 2004



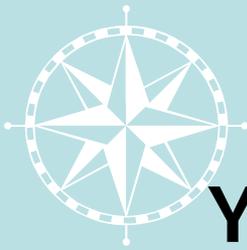
Design Tip 1: Slide Style

A successful slide presentation sends your message clearly and simply, while engaging and entertaining the audience. Unfortunately, PPT makes it easy to “over design” a presentation, causing confusion and distraction among your audience; resulting in a lost message. Some common problems include:

- Too many colors used for images and text.
- Images and text colors clash with each other and the background.
- Not enough contrast between the slide background color and the Image or text color.
- Images, photos, animations, maps and graphs overcrowd the slide.
- Too many text fonts and varying sizes within a presentation.
- Over use of font styles such as bold, italic, underline and shadows.

Example





1. DATA COLLECTION

YOUR COMMUNITY'S LABOR FORCE AND EMPLOYMENT CHARACTERISTICS



1. Total Labor Force
2. Total Employed/Unemployed
3. Unemployment Rate
4. Number of Jobs in Community
5. Number of Jobs Provided by Local Employers
6. Local Government to Worker Ratio
7. Type of Employment (Manufacturing vs. Non-Manufacturing by Job Category)

Example of a cluttered slide. If you must add a lot of information, make it as neat as possible.



Defense vs. Service

Design Tip 1: Slide Style

Use the least amount of information to get your point across. Avoid complex, confusing slides. Avoid “bad” clip art!

- Select a 3 to 4-color scheme for your presentation; choose at least one set of complementary colors. Use additional highlighting colors sparingly.
- Use contrasting colors between images or text and the slide background for easy readability.
- Limit the amount of text, images and color used on one slide.
- Limit the use of font styles such as bold, italic, underline and shadows. When using shadows be sure the text is readable and pay attention to shadow color and distance from text.
- Always check for spelling, grammar and other typos!

Example





1. DATA COLLECTION



Your Community's Labor Force & Employment Characteristics

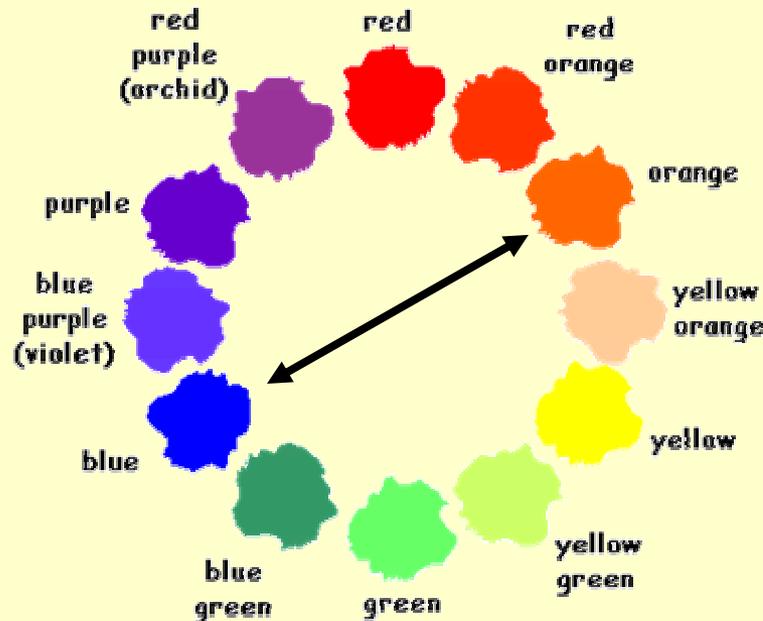
1. Total Labor Force
2. Total Employed/Unemployed
3. Unemployment Rate (compare to state and regional averages)
4. Number Working In/Out of Community
5. Number of Jobs Provided by Local Employers
6. Local Job to Worker Ratio
7. Type of Employment (Manufacturing vs. Non-Manufacturing by Job Category)

Defense vs. Service



Design Tip 2: Color

Color is a good thing, but don't go crazy with it. Stick to a color scheme throughout the presentation. Think about the subject matter and images you will be using, this is a good start to figuring out what colors to use.



Complementary colors are defined as sets of colors that “look good” together. Complementary colors are colors opposite each other on the color wheel.

Example

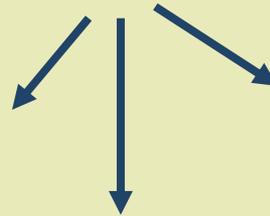


Connecticut NEMO



Sample Impacts: Site Design

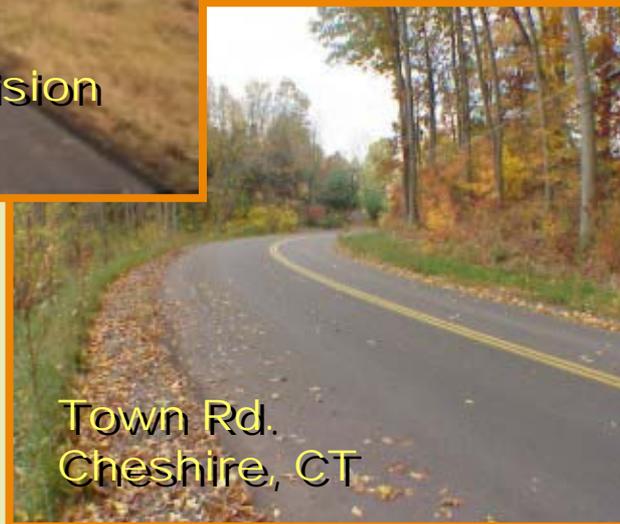
Engineered grassed swales



Residential subdivision
Watertown, CT



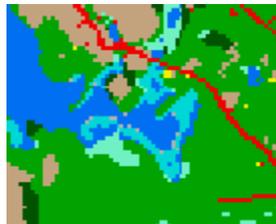
Industrial Park Rd.
Cheshire, CT



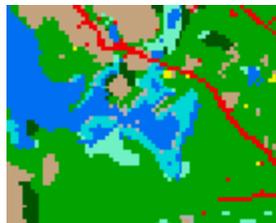
Town Rd.
Cheshire, CT

FAQs

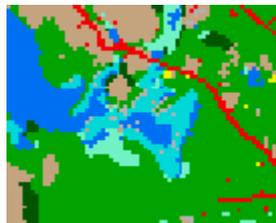
6. *Why does the water class decrease?*



1990

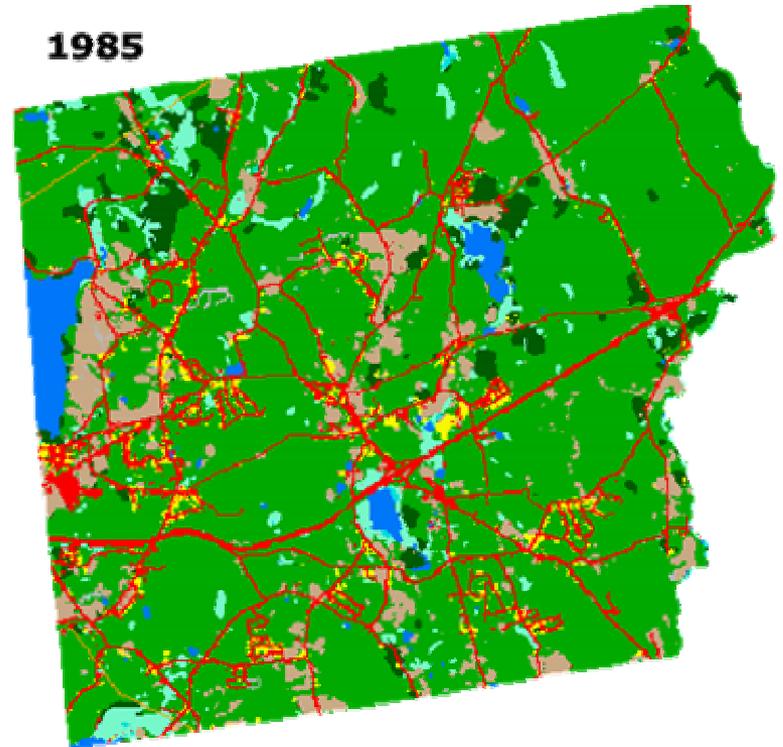


1995



2002

1985



The surface area of ponds and lakes decreases in dry years. 1995 & 2002 were relatively dry, especially compared to 1990.

	Water
	Forest Wetland
	Non-forested Wetland
	Tidal Wetland

Design Tip 3: Fonts

There are five basic text categories you will need in a presentation, the *slide title*, *header*, *sub-header*, *paragraph* and *callout*, decide the type of font (or font style) for each of these prior to creating a presentation.

- In general, the font size goes from largest to smallest, starting with the title text and ending with the callout text.
- The type of font doesn't have to be the same for all categories; if using different fonts, be sure they work well together.
- Pay attention to font colors.
- As a general rule, don't use a text size less than 20 points if it is text you want to be sure your audience can read.
- San serif fonts read better in a presentation vs. serif fonts.

Example





Slide title, 40 pt.



Callout caption, 20, pt

Slide Header, 32 pt.

Sub-header, 28 pt.

Paragraph or Body Text, 24 pt.

Blah, blah, blah, Blah, blah, blah, Blah, blah, blah,
blah, Blah, blah, blah, Blah, blah, blah,
Blah, blah, blah, Blah, blah, blah, Blah, blah, blah,

- **San serif font example** (Arial)

(San serif fonts don't have "feet" on the letters)

- **Serif font example** (Times New Roman)

(Serif fonts have "feet" on the letters)

Design Tip 3: Fonts

The best way to prevent **compatibility issues** with fonts on different computer systems, when you're traveling, is to use standard fonts such as *Arial* and *Times New Roman*. Unfortunately this solution doesn't always produce stylish or unique presentations. Some other options are:

- In PPT for Windows 2000, you have the option to **Embed** fonts used in your slide presentation. Here's how: **go to menu Tools/Options/Save** - check off the box saying "*Embed true type fonts*". Selecting "*Embed characters in use only*" is the best option for reducing file size.
- Create a CD with all the fonts in your presentation and download onto other computers as needed. Potential issues are not all places will let you do this (ask in advance) and you could forget to bring the CD with you.
- Travel with your own laptop.

Example





CLEAR Research

Team Members:



CLEAR Research

Team Membe



Example of what happens when fonts are not on another computer. The intentional font (above) font is replaced by another (below).

Design Tip 4: Templates

The easiest way to maintain a consistent look throughout a presentation is to use the **"Slide Master"** template. When all the slides are based on a single **"Slide Master"** template (or several like this presentation) you:

- Save hours of wasted time changing colors and font styles.
- Ensure you maintain a consistent look throughout the presentation.
- Can import slide masters from other presentations.
- Can apply your slide master to slides you have pasted in from other presentations.

The Slide Master is located under the menu **View/Master/Slide Master**.

To return to your presentation select the menu **View/Normal**.

Example





Slide Title Here
Other Text Here





Slide Title Here

Other Text Here





Slide Title Here

Other Text Here



Design Tip 5: Title Slide

First Slide Stands Out

- If Possible, use a colorful, good quality photo(s) on the first slide.
- Make sure the title of the presentation stands out and is easily readable.
- Pay attention to the colors in photos used and the color used for the text on the title page. Be sure there is enough contrast for viewers to read the text.

Example



Linking Land Use to Water Quality



University of
Connecticut

COOPERATIVE EXTENSION SYSTEM

College of Agriculture and Natural Resources

NEMO



NEMO



National
Network

The National *NEMO Network*

Nonpoint Education for Municipal Officials

2002 progress Report

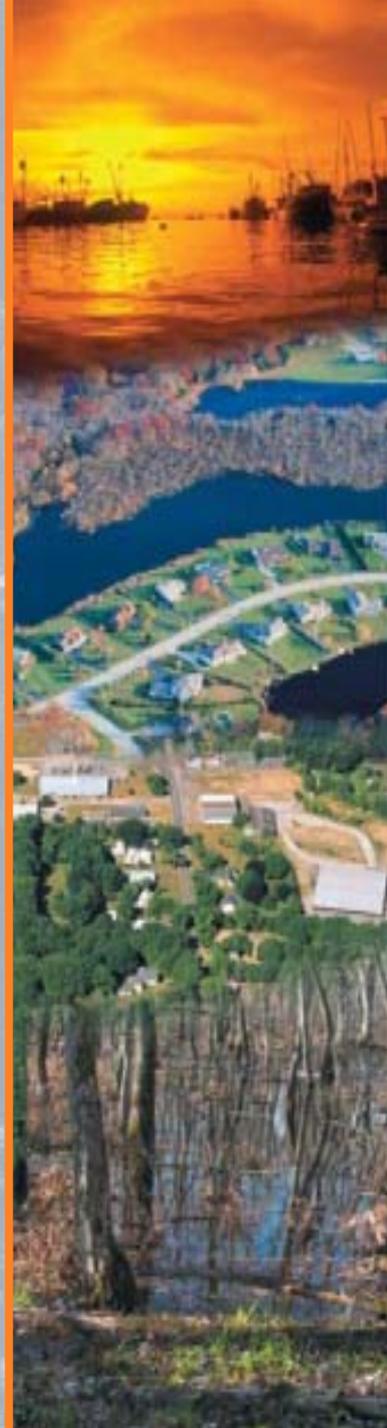
A Network of education programs Teaching local
Land use decision makers about the relationship
between land use and natural resource protection.



University of
Connecticut

COOPERATIVE EXTENSION SYSTEM

College of Agriculture and Natural Resources



Design Tip 6 : Review

The best way to be sure your message is clearly getting across is to review and test your presentation prior to giving it.

- Always check for spelling, grammar and other typos!
- Ask someone else to review for typos and readability.
- Present to co-workers to be sure the presentation flows and the correct message is being seen and heard.
- Whenever possible, use the computer and projector you'll be using for your final presentation before hand. Colors and presentation brightness vary on different equipment, potentially causing readability issues. This is the best way to be sure colors and text are clear and readable.
- If you do have last minute color adjustments or a font change to make, you'll be glad you used the Slide Master!

End