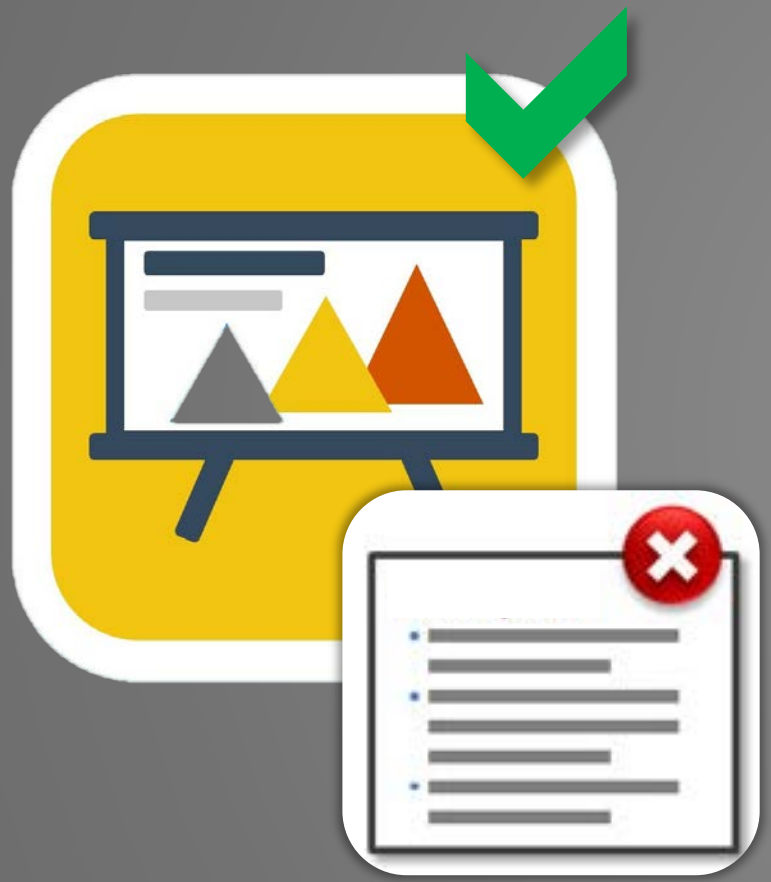


The Proper Uses & Abuses of PowerPoint

David Casuto, Presenter
SF Tech Training – sftechtraining.com

WHAT WILL YOU LEARN?

What is Good Design?

Principles/Elements of Design

Images, Shapes & Graphics

Bullets & Their Alternatives

PowerPoint Tips & Tricks

“

Some Quotes…

”

“PowerPoint presentations often resemble a school play – disorganized, loud and very boring.”

“Power corrupts, PowerPoint corrupts absolutely.”

“If your words or images are not on point, making them dance in color won’t make them relevant.”

“

“PowerPoint is the Rodney Dangerfield of software. It gets no respect.”

”

“Presentation tools force you to think through information linearly...”

“

…and you really need to start by thinking of the whole instead of the individual lines.”

”

WHAT IS GOOD DESIGN?

You are telling a story...

INITIAL CONSIDERATIONS

AUDIENCE

ENVIRONMENT

MESSAGE

1 What is my primary message?

2 What is my #1 goal in delivering this message?

3 How do I best visualize this message?

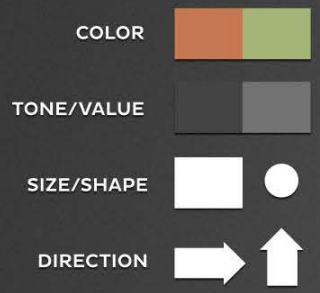
PRINCIPLES *of* DESIGN

quick reference poster

10 principles of design:

1. Contrast
2. Emphasis
3. Balance
4. Unity
5. Pattern
6. Movement
7. Rhythm & repetition
8. Proportion
9. Simplicity
10. Gradation

CONTRAST



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

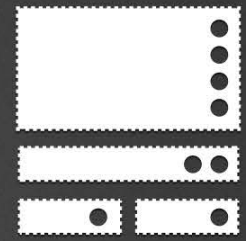
To the left, you can see 4 ways to create contrast in your design.

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

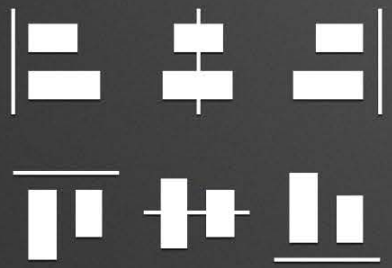


PRINCIPLES of DESIGN

quick reference poster

ALIGNMENT

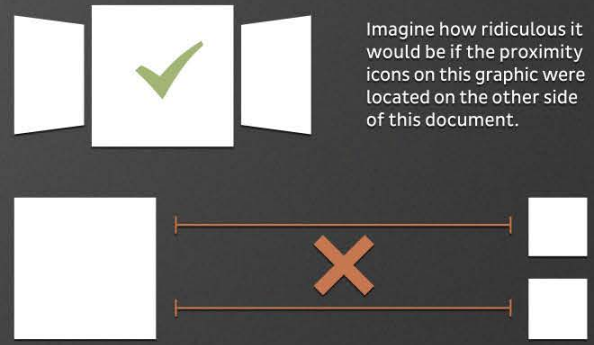
Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy paper leaf resource

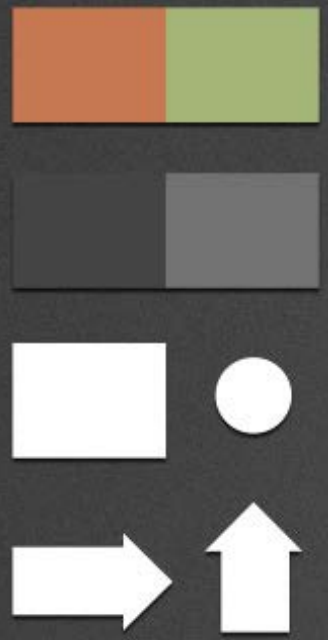
CONTRAST

COLOR

TONE/VALUE

SIZE/SHAPE

DIRECTION



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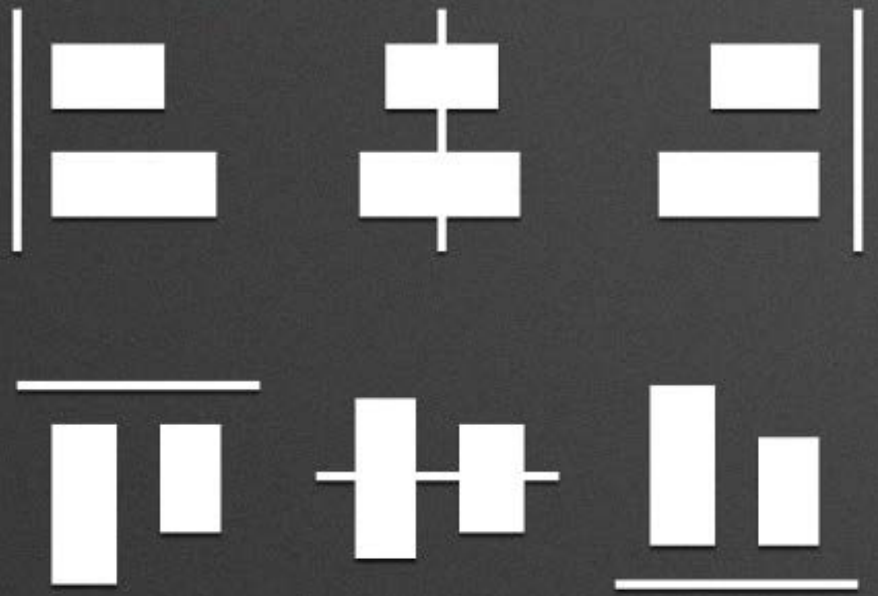

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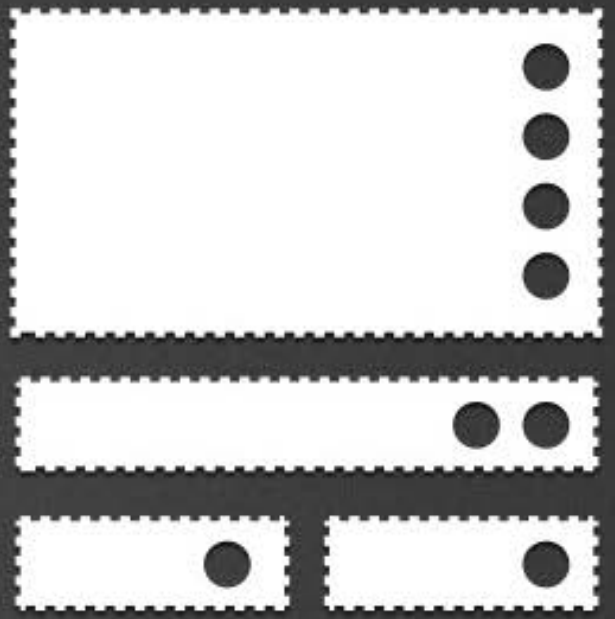

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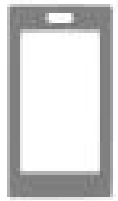
PRINCIPLES of DESIGN

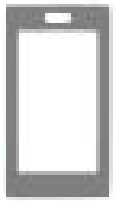
quick reference poster

Good design is
CRAP
CONTRAST
REPETITION
ALIGNMENT
PROXIMITY

AGENDA SLIDE

1 

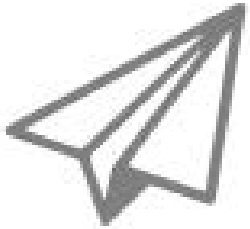
Introduction

3 

Services

5

Our Services

2 

Who We Are ?

4

Projects

6

Q & A

ELEMENTS OF DESIGN

quick reference sheet

ELEMENTS OF DESIGN

quick reference sheet

LINE

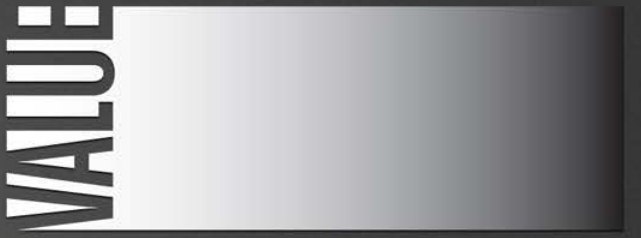
A **line** is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: **geometric** (triangles, squares, circles etc), **natural** (leaves, animals, trees, people), and **abstracted** (icons, stylizations, graphic representations etc).

VALUE



Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is **subtractive**; RGB (red/green/blue) is **additive**.

Some colors are **warm** and **active** (orange, red); some are **cool** and **passive** (blue, purple).

There are various **color types** (primary to analogous) and **relationships** (monochromatic to triad) worth learning more about as well.

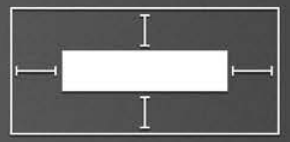
TEXTURE

Texture relates the to surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

SIZE

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

SPACE



Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

paper leaf

created by Paper Leaf Design. www.paper-leaf.com

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ELEMENTS OF DESIGN

quick reference sheet

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ELEMENTS OF DESIGN

quick reference sheet

AGENDA SLIDE

1. Introduction
2. Who We Are ?
3. Services
4. Our Unique Services
5. Q & A

SIZE

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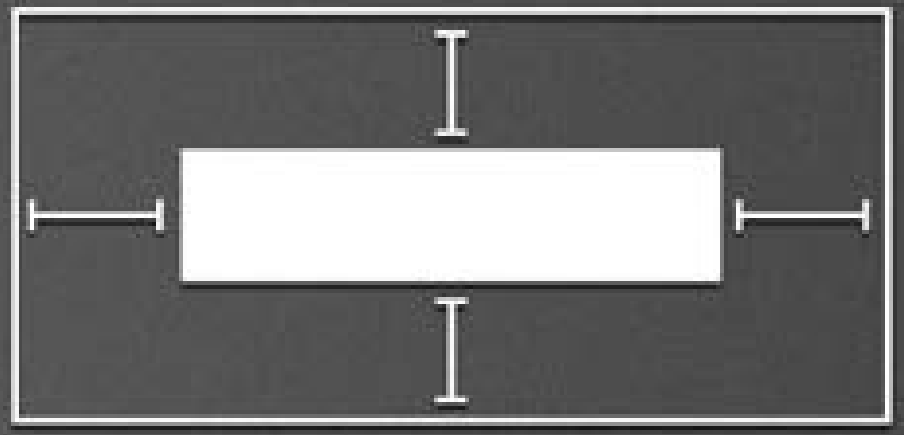

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ELEMENTS OF DESIGN

quick reference sheet

S
STRENGTHS
W
WEAKNESSES
O
OPPORTUNITIES
T
THREATS

TITLE

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

ANOTHER TITLE

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

YET ANOTHER TITLE

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

....TITLE?

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

YES, ANOTHER TITLE

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

STOP. STOP PLS.

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

....

Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text

YES. YES IT'S A TITLE.

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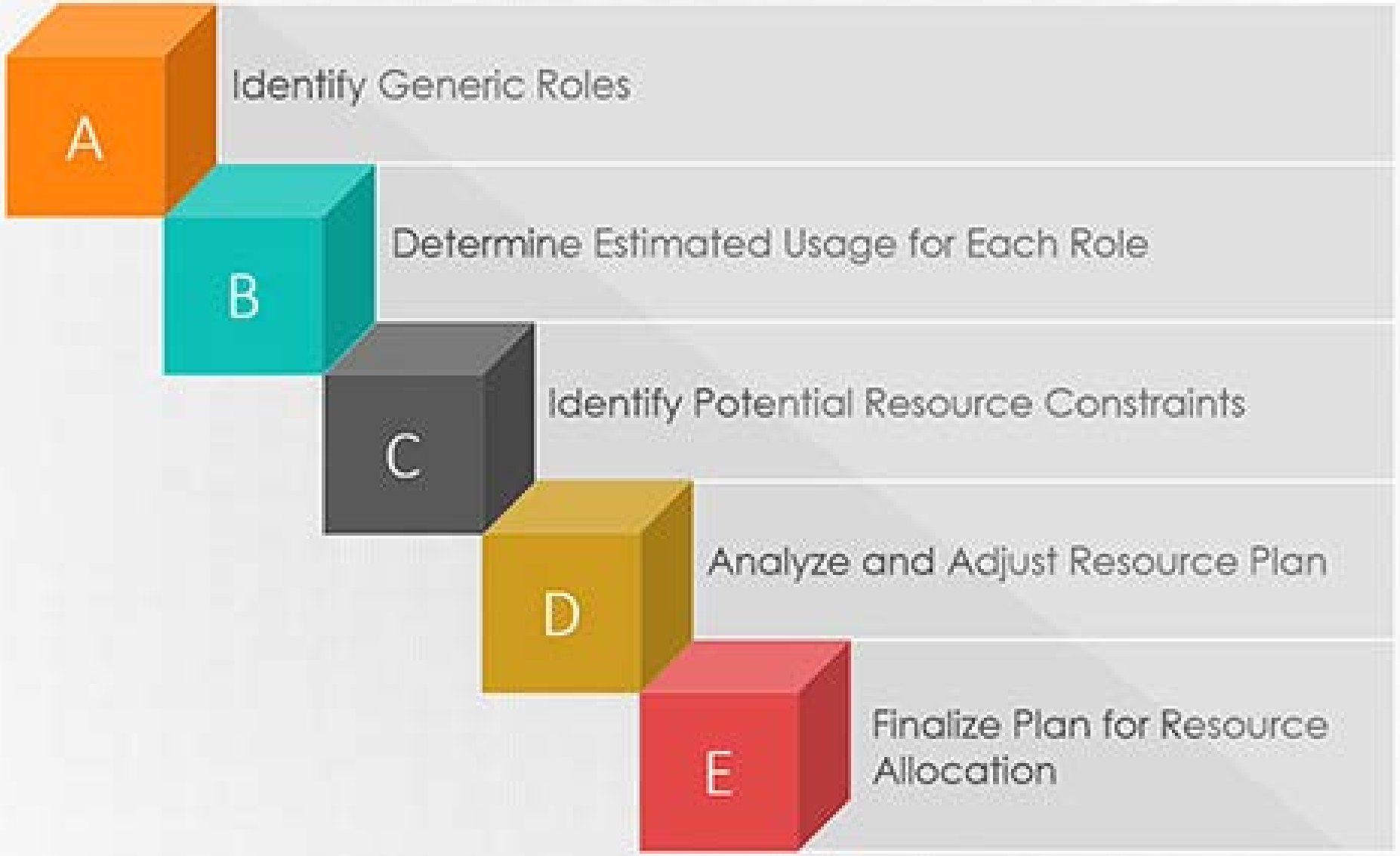
Placeholder text Placeholder text Placeholder text

Business Planning Strategy



HIERARCHY

ORGANISES AND DIRECTS

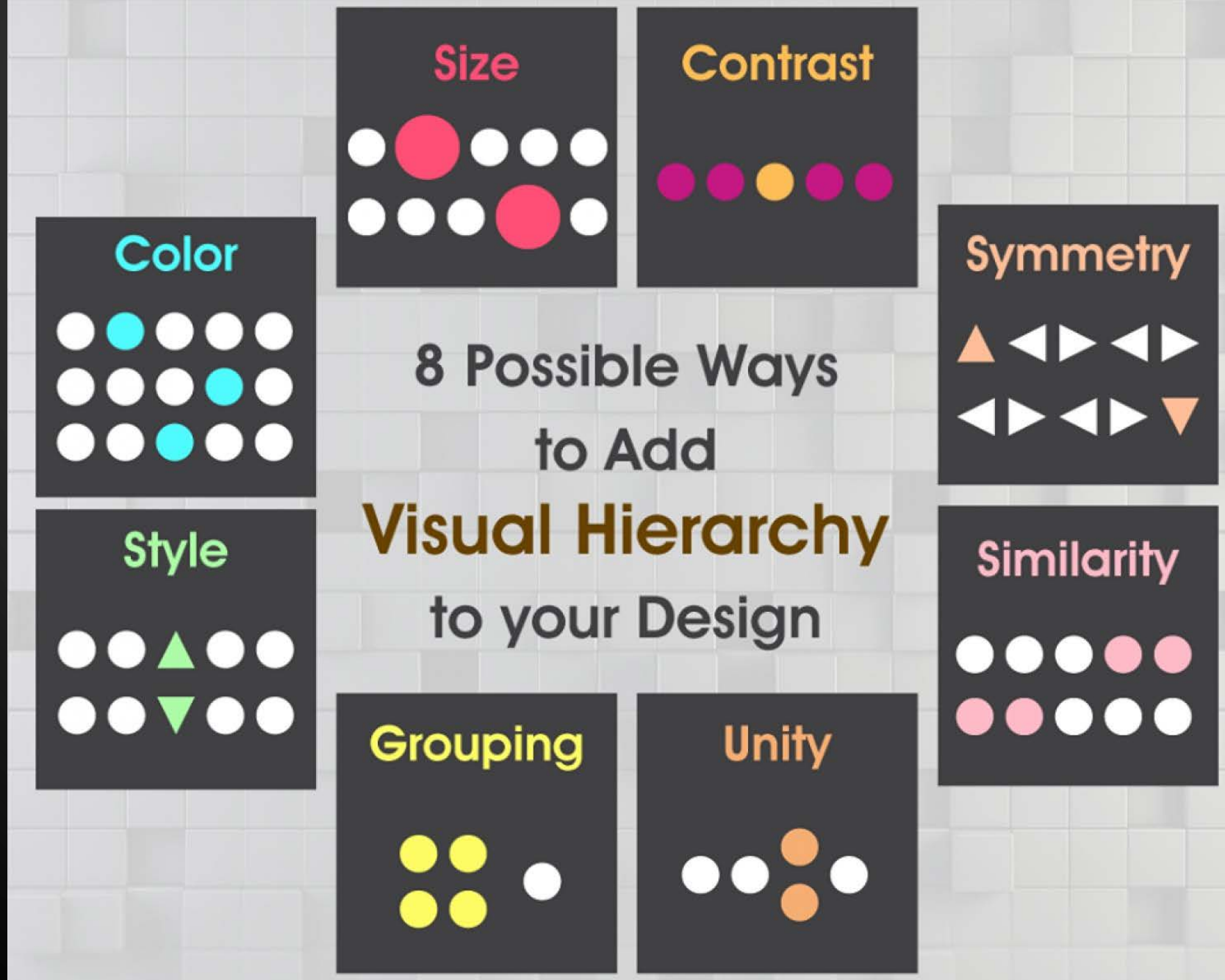
A READER BY GROUPING TOGETHER

RELATED ELEMENTS TO CREATE A FOCAL POINT OF INTEREST

A well executed visual hierarchy will guide the reader effortlessly through your design from beginning to end.

Visual Hierarchy

- Size
- Position
- Alignment
- Repetition
- Balance


Size
Contrast
Color
Symmetry
8 Possible Ways
to Add
Visual Hierarchy
to your Design
Style
Similarity
Grouping
Unity

Basic event info here

EVENTNAME

Awesome event you can't miss!

Time, date, location

Short description of event. Short description of event. Short description of event. Short description of event. Short description of event. Short description of event. Short description of event.

OUR
EVENT
Your awesome event discription right here
31.5.2013
and where it all gonna happen ?
YOUR CITY
AWESOME STREET
MORE INFORMATION ON OUR WEBSITE WWW.EVENT.COM

MAKE A GOOD SLIDE

BEFORE → **AFTER**

AGENDA
Morning

08:30 – 08:45	Introduction
08:45 – 10:00	Yoyo Slidecow : The Art of Making Kickass Slides
10:00 – 10:30	Coffee Break
10:30 – 11:25	Yoyo Slidecow: Why should you use Powerpoint?
11:25 – 12:20	Yoyo Slidecow: Bringing your Slides to the next Level!
12:20 – 13:30	Lunch

SLIDE COW

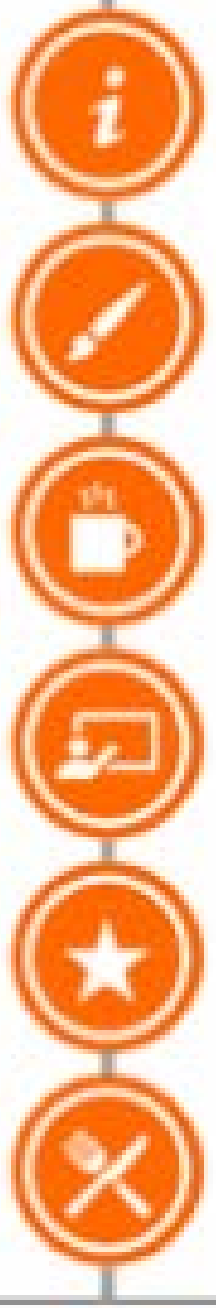
MAKE A GOOD SLIDE

Social Media Followers

- We have a wide range of followers on our social media:
  - Facebook: 14,700+
  - Instagram: 4,500+
  - Twitter: 3,900+

BEFORE → **AFTER**

AGENDA



08:30 - 08:45 INTRODUCTION

08:45 - 10:00 YOYO SLIDE COW : THE ART OF MAKING KICKASS SLIDES

10:00 - 10:30 COFFEE BREAK

10:30 - 11:25 YOYO SLIDE COW: WHY SHOULD YOU USE POWERPOINT?

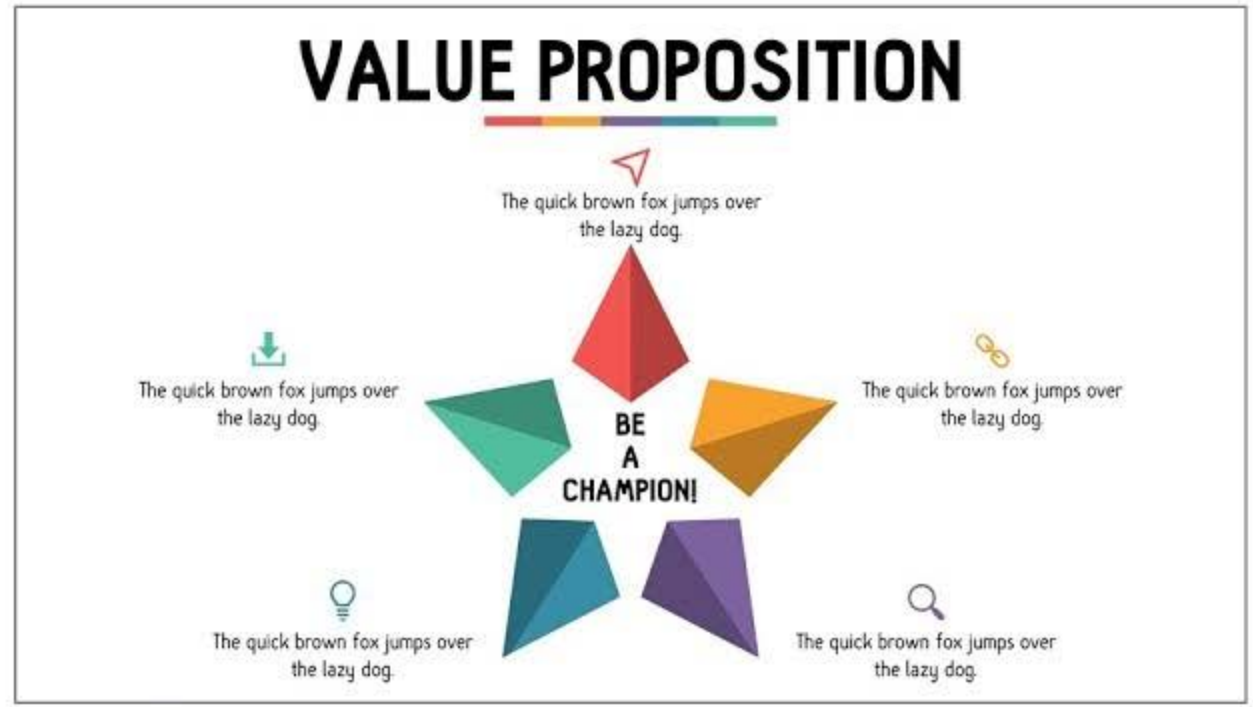
11:25 - 12:20 YOYO SLIDE COW: BRINGING YOUR SLIDES TO THE NEXT LEVEL!

12:20 - 13:30 LUNCH

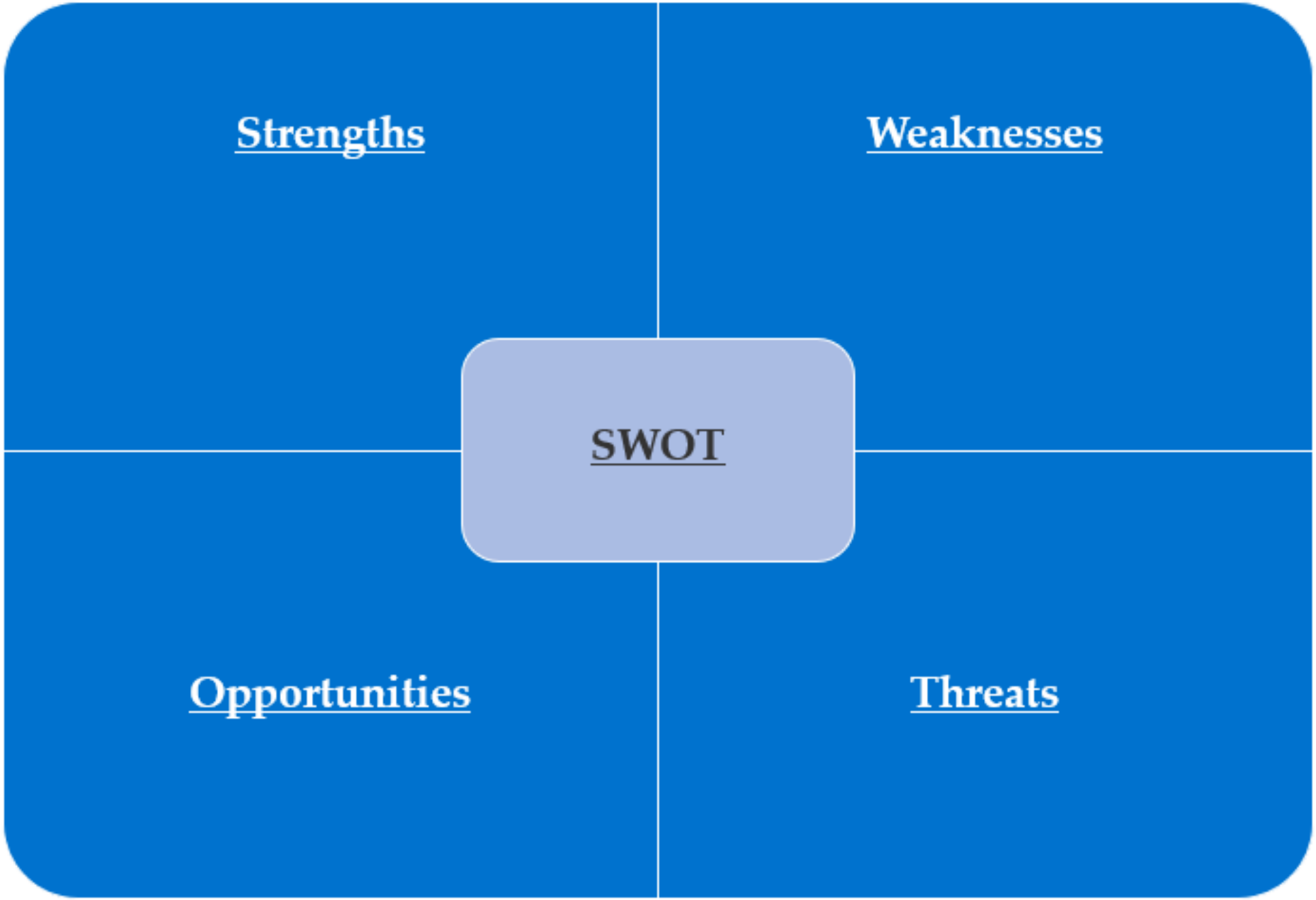
MAKE A GOOD SLIDE

Value proposition

- The quick brown fox jumps over the lazy dog.
- The quick brown fox jumps over the lazy dog.
- The quick brown fox jumps over the lazy dog.
- The quick brown fox jumps over the lazy dog.
- The quick brown fox jumps over the lazy dog.



BEFORE → **AFTER**

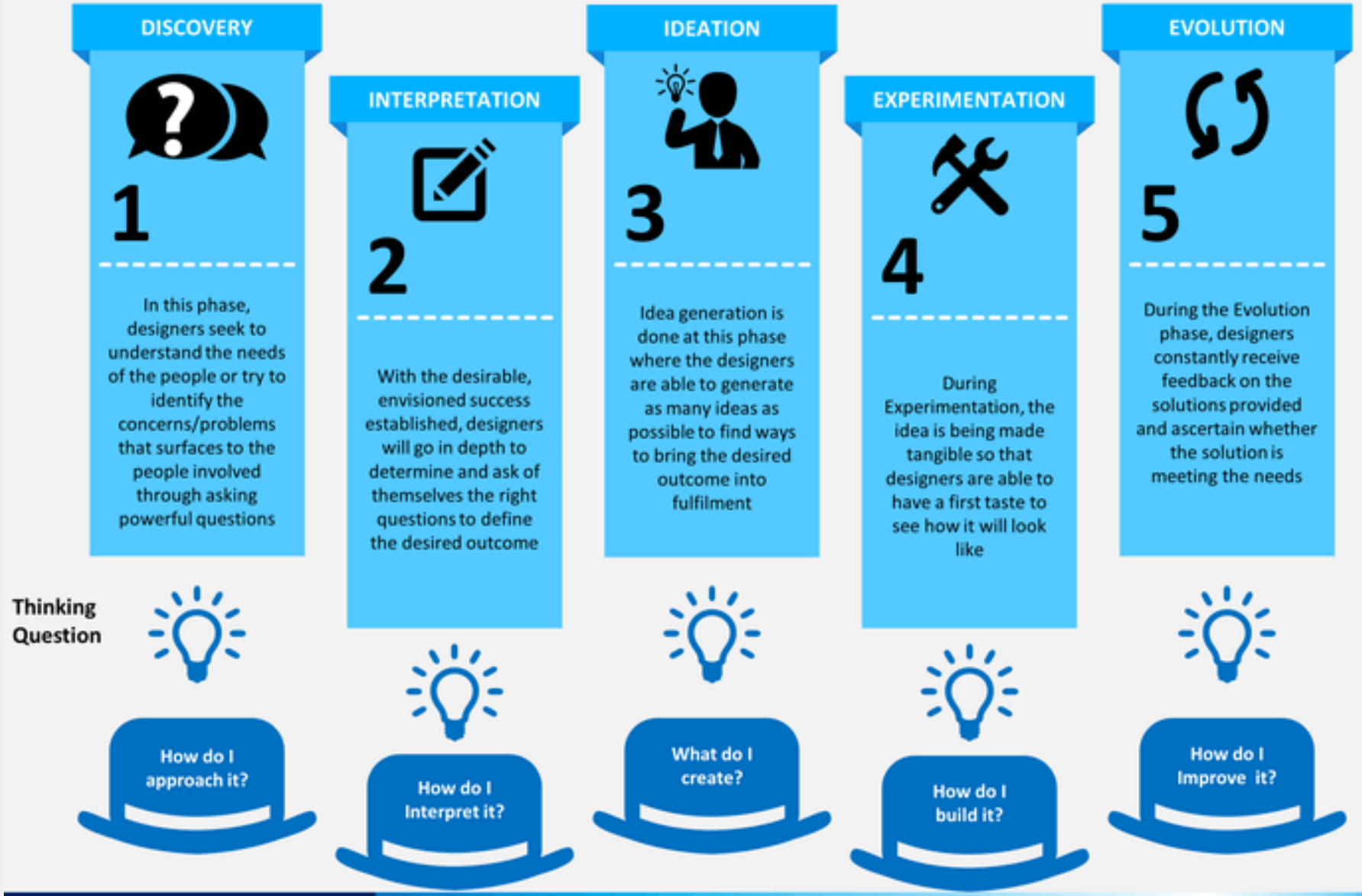

Strengths
Weaknesses
SWOT
Opportunities
Threats

SWOT Analysis Template

This is a sample text. Insert your desired text here.

DESIGN THINKING

Design Thinking Diagram



Market Analysis

Title goes Here

Sample Text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Sample Text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Sample Text

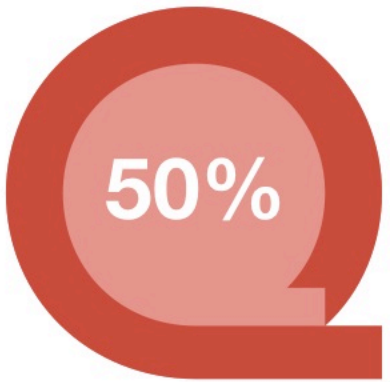
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

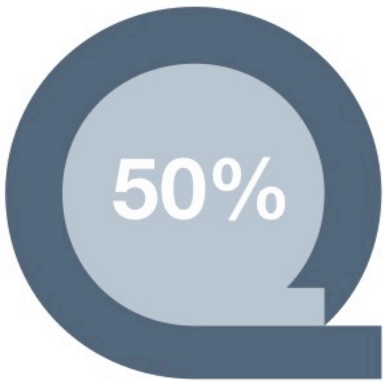
Sample Text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Seashell Analysis

Your great subtitle in this line





Communication

Lorem ipsum dolor sit amet,consectetur adipisicing elit, sed do eiusmod tempor

Research

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Picture

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Quality

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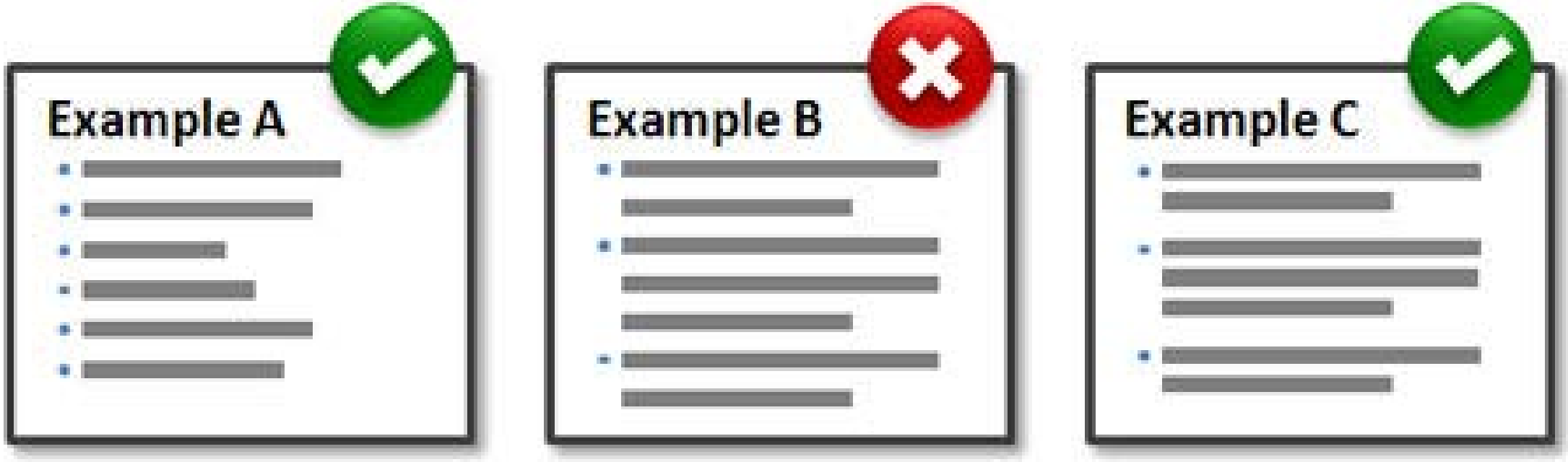
Death by Bullets…



WHEN ARE BULLETS OK?

List of ingredients in Pizza

Vegetables

- Avocado
- Capers
- Lettuce
- Red beans
- Shallots

Nuts

- Almonds
- Pine nuts
- Walnuts

Herbs and Spices

- Cilantro
- Garlic
- Oregano
- Basil

Cheese

- Parmesan
- Mozzarella
- Feta
- Romano

© Presentation-Process.com

Types of Network Cables

Unshielded twisted pair (UTP)

Shielded twisted pair (STP)

Coaxial cable

Fiber optic

30 60 90 DAY PLAN

Enter your sub headline here

First 30 Days

Headline:
- Sample text goes here

Headline:
- Sample text goes here
- Sample text goes here

First 60 Days

Headline:
- Sample text goes here
- Sample text goes here

Headline:
- Sample text goes here
- Sample text goes here
- Sample text goes here

First 90 Days

Headline:
- Sample text goes here
- Sample text goes here

Headline:
- Sample text goes here
- Sample text goes here
- Sample text goes here

Social Media Engagement Tips

- Did you know that you can create polls on Twitter?
- Polls are a great way to engage your followers
- Capitalizing on trending topics may increase exposure but could be risky as it may compromise your brand
- Respond to online reviews and recommendations

Did you know that you can create polls on Twitter?

Polls are a great way to engage your followers.

Capitalizing on trending topics may increase exposure but could be risky as it may compromise your brand.

Respond to online reviews and recommendations.

Did you know that you can create polls on Twitter?
yes
no
Polls are a great way to engage your followers.

#trendingtopics
may increase exposure
but could be risky.
Narrow Steep Road
Proceed
with Caution
It may compromise
your brand.

Respond to online reviews and recommendations.

Top Three Vacation Spots

1. Paris, France
2. New York, New York
3. Rome, Italy

1. Paris, France
2. New York, New York
3. Rome, Italy

1. Paris, France

2. New York, New York

3. Rome, Italy

1
PARIS
2
NEW YORK
3
ROME

Vocabulary – CVI, It's and Channels

1. Have it
2. Find it
3. Display it
4. Price it
5. Deliver it

Customer Value Proposition (CVI) Drivers

Vocabulary – CVI, It's and Channels

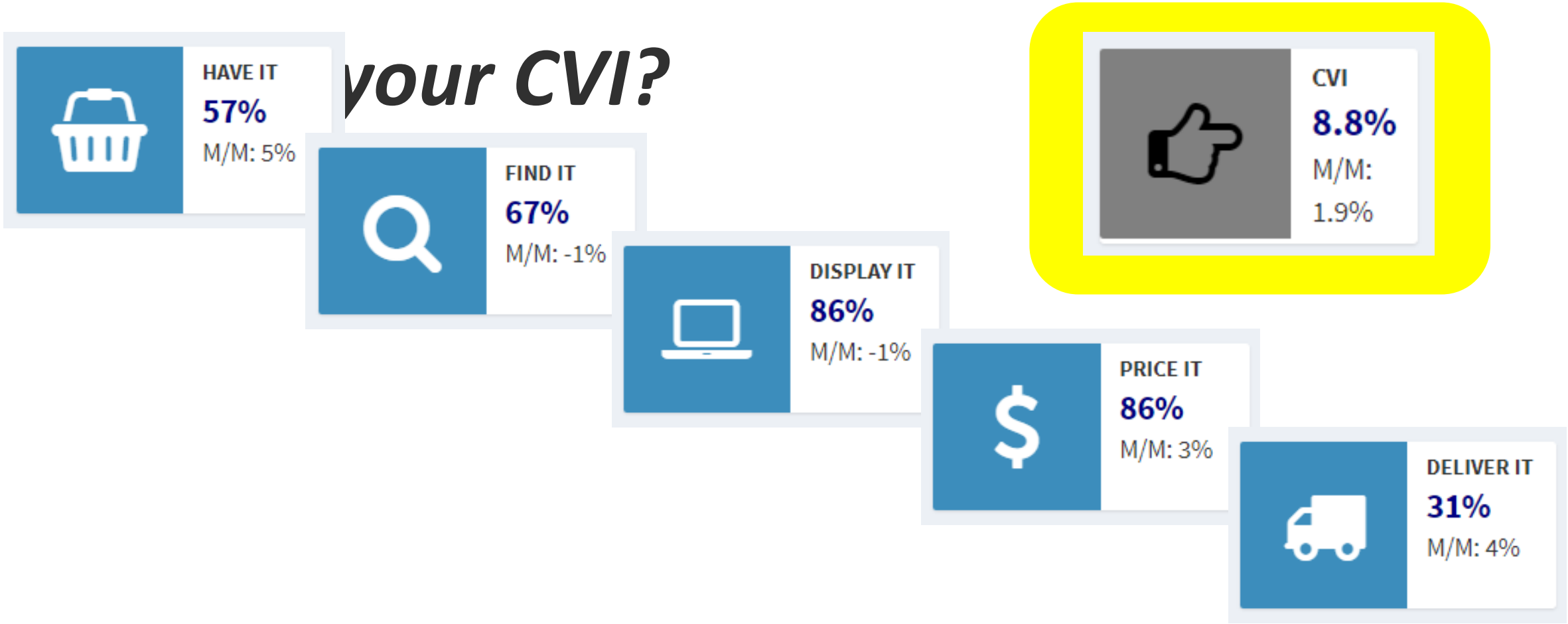
Learning the Lingo

Customer Value Proposition (CVI) Drivers

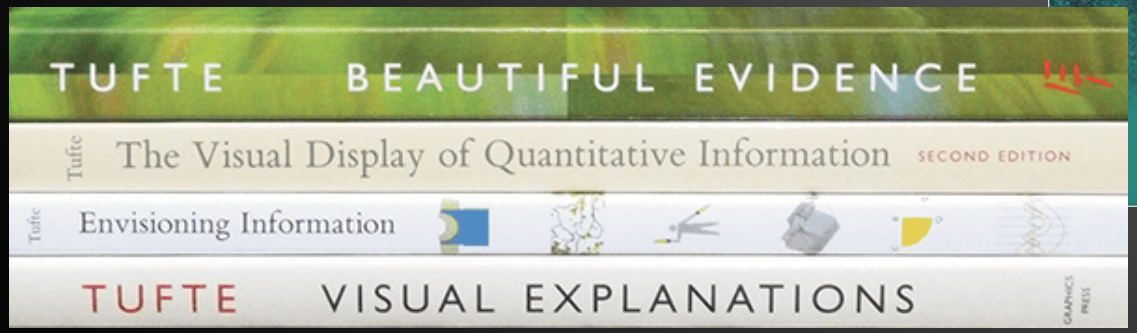
Each Element Combined = Your CVI Score

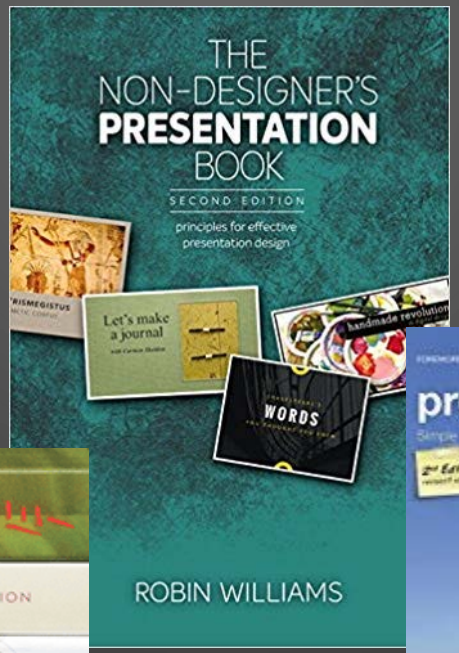
Vocabulary – CVI, It's and Channels

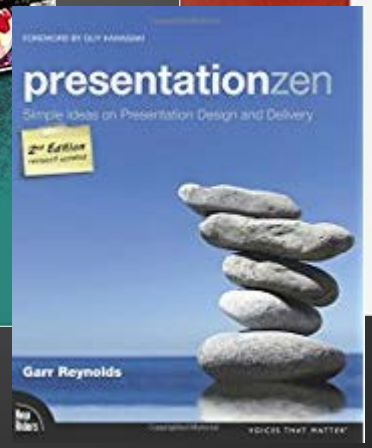
your CVI?

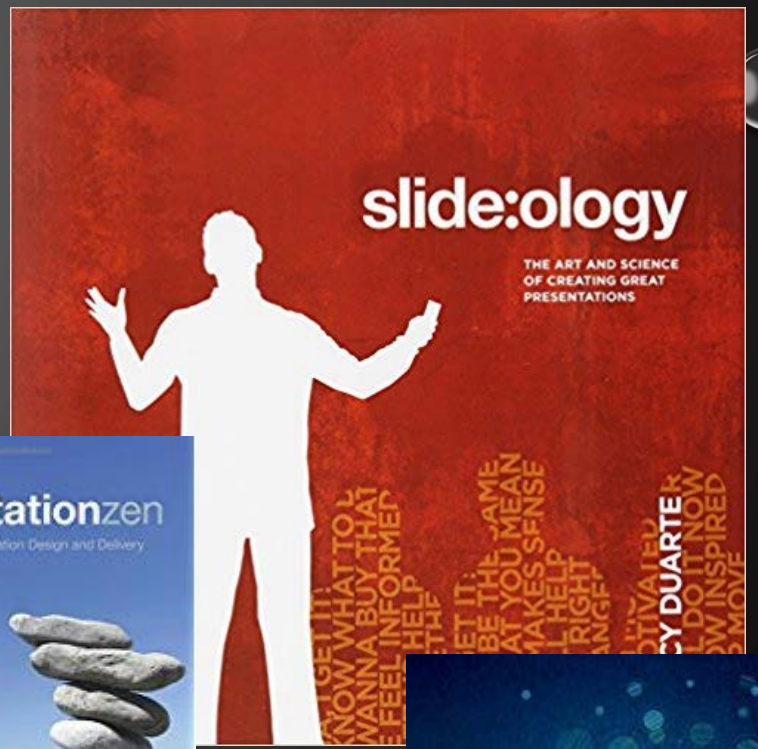


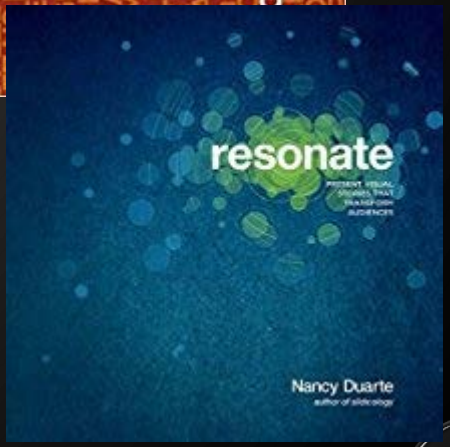
Resources











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