

# Welcome to Week 4

*Design Strategies for PowerPoint Presentations*



What is your experience with  
PowerPoint use and/or design?



Think back to some presentations  
or lectures you've attended.

What factors made those  
PowerPoint slides good or bad?



The slideshow is a medium, it is  
not your message

-Destiny D. Aman, based on work  
from Edward Tufte

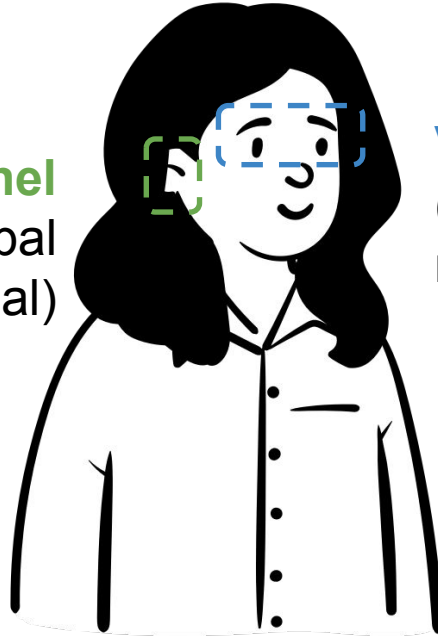
# Agenda

**1**  
**Design  
Principles**

**2**  
**Activity**

# How we process slides

**Verbal Channel**  
(processes verbal  
material)



**Visual Channel**  
(processes visual  
material)

# CRAP

1

**Contrast**

2

**Repetition**

3

**Alignment**

4

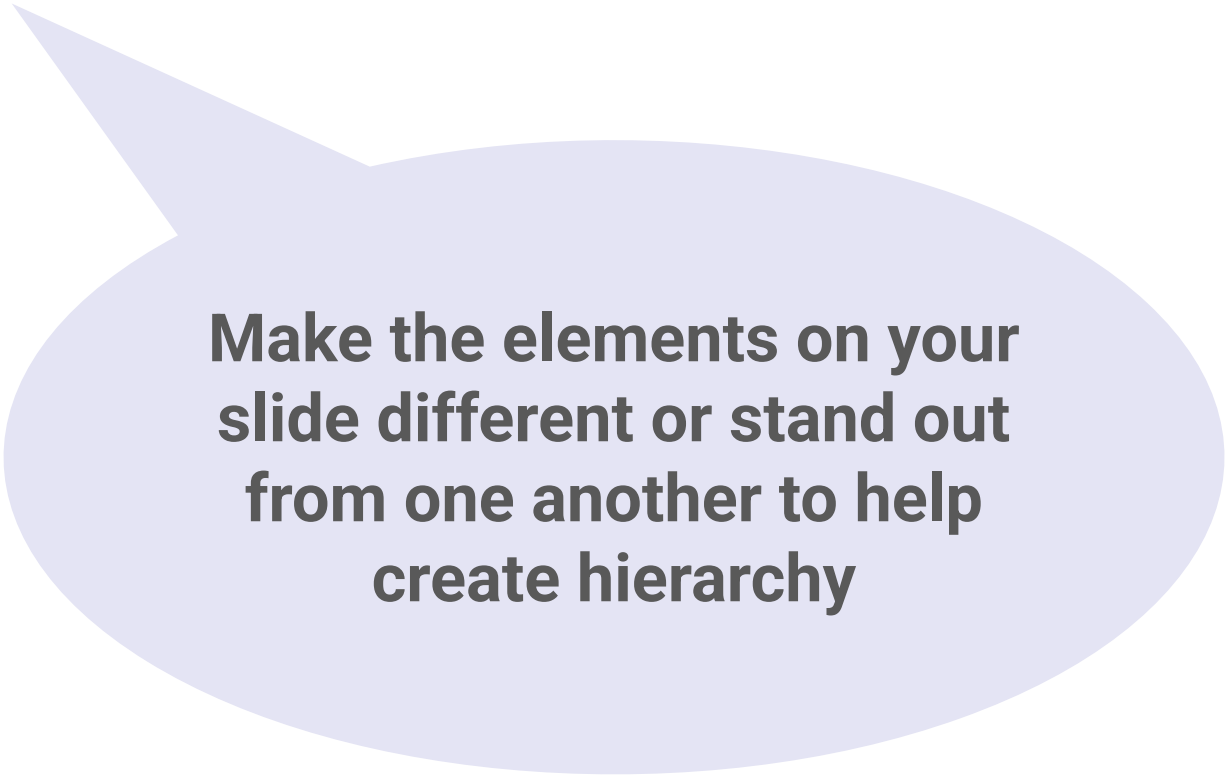
**Proximity**

**Contrast**

**Repetition**

**Alignment**

**Proximity**



**Make the elements on your  
slide different or stand out  
from one another to help  
create hierarchy**



1

Vary text  
size

## Title of the Slide

- The first point you want to make
- The second point you want to make\*
- The third point you want to make

\*A little bit more information

# Title of the Slide

- The first point you want to make
- The second point you want to make\*
- The third point you want to make

\*A little bit more information

# Title of the Slide

2  
Add  
colour

- The first point you want to make
- The second point you want to make\*
- The third point you want to make

\*A little bit more information

# Title of the Slide

- The first point you want to make
- The second point you want to make\*
- The third point you want to make

\*A little bit more information

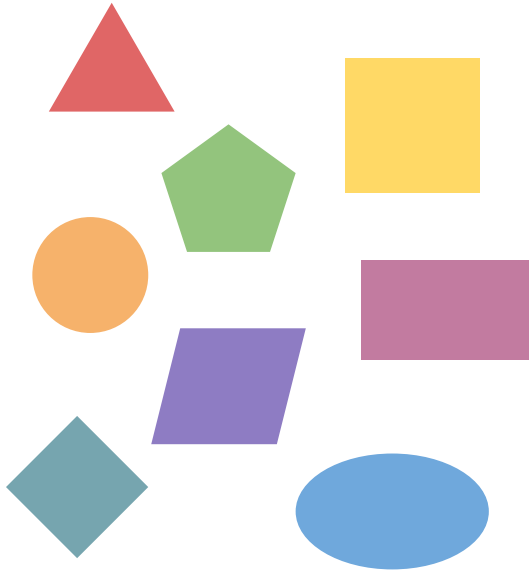
**Contrast**

**Repetition**

**Alignment**

**Proximity**

## Geometric Shapes



## Organic Shapes



**3**  
Use  
shapes

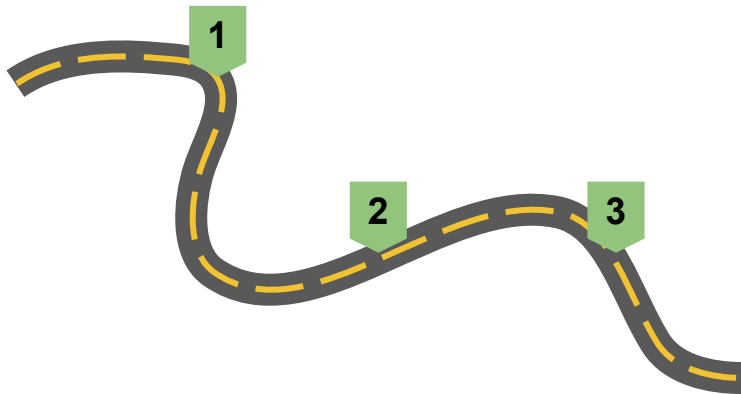
Contrast

Repetition

Alignment



Proximity

## Our Journey




An interesting quote I  
want to share

- Who said the quote



When you search for the term, "Instructor Presence," about  
53,700,000 results come up





# 53,700,000

search results for "Instructor Presence"



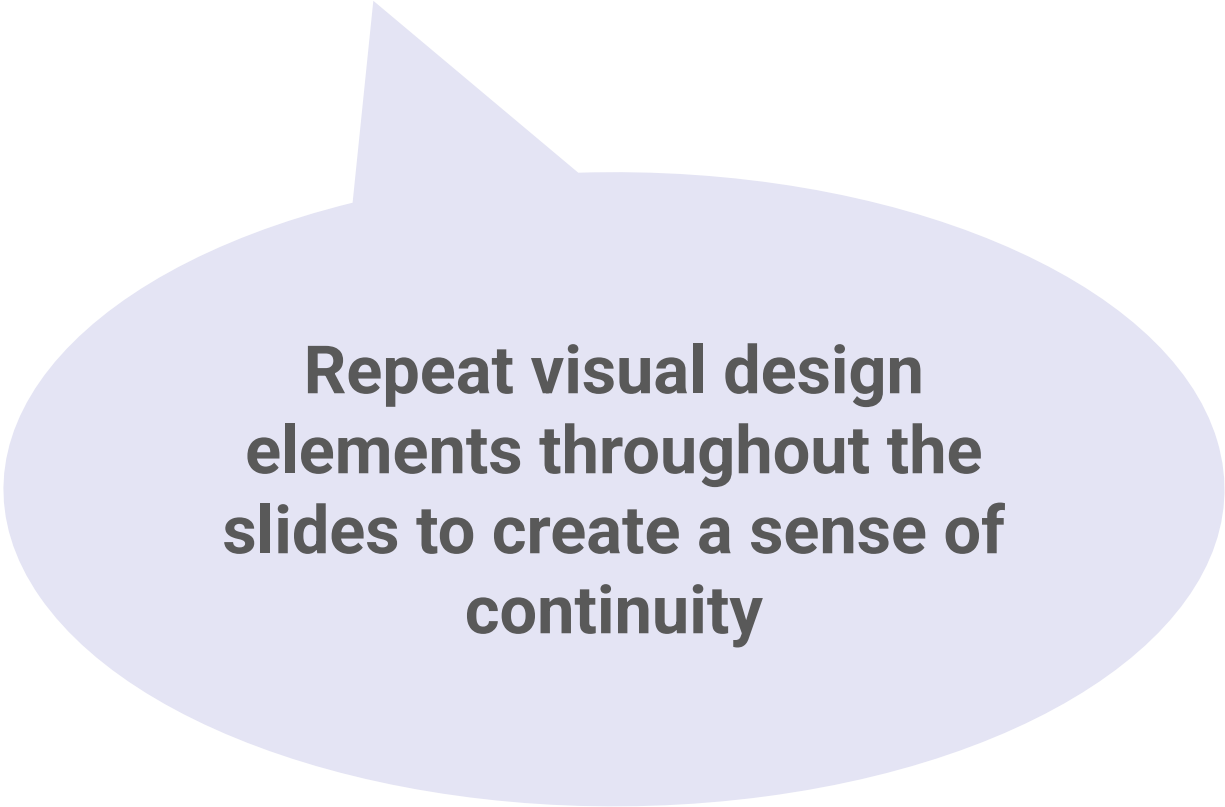


**Contrast**

**Repetition**

**Alignment**

**Proximity**



**Repeat visual design  
elements throughout the  
slides to create a sense of  
continuity**

Contrast

Repetition

Alignment

Proximity

## **Title of the Slide**



A caption related to this image

## **Title of the Slide**

- The first point you want to make
- The second point you want to make
- The third point you want to make

## **Title of the Slide**



**Contrast**

**Repetition**

**Alignment**

**Proximity**

**Title of the Slide**



A caption related  
to this image

**Title of the Slide**

- The first point you want to make
- The second point you want to make
- The third point you want to make

**Title of the Slide**



**Think text (size),  
colour, shapes**

Contrast

Repetition

Alignment

Proximity



# Presentation Title

Subtitle

## Slide title



Caption of  
the picture

## Slide title

**Key term** you want the  
audience to remember.

Think text (size),  
colour, shapes



# AGENDA ITEMS

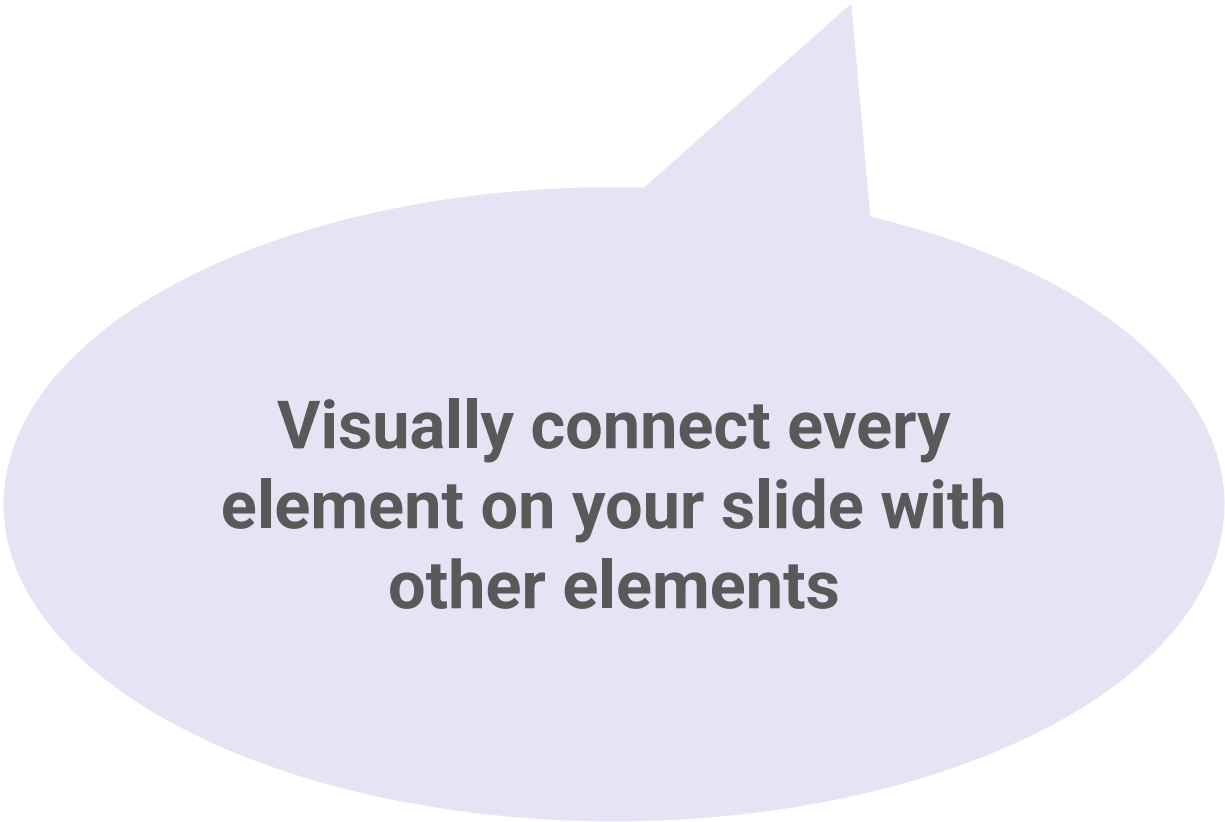
- 1 Write an agenda item here.
- 2 Write an agenda item here.
- 3 Write an agenda item here.

**Contrast**

**Repetition**

**Alignment**

**Proximity**



**Visually connect every  
element on your slide with  
other elements**

**Contrast**

**Repetition**

**Alignment**

**Proximity**

**Left Alignment**

**Title of the Slide**

A point you want to make.

Image

**Center Alignment**

**Title of the Slide**

A point you want to make.

Image

**Top Alignment**

**Title of the Slide**

A point you want to make.

Image

Image

# Example 1

How do the three images compare?



Image 1

Image 3

Image 2



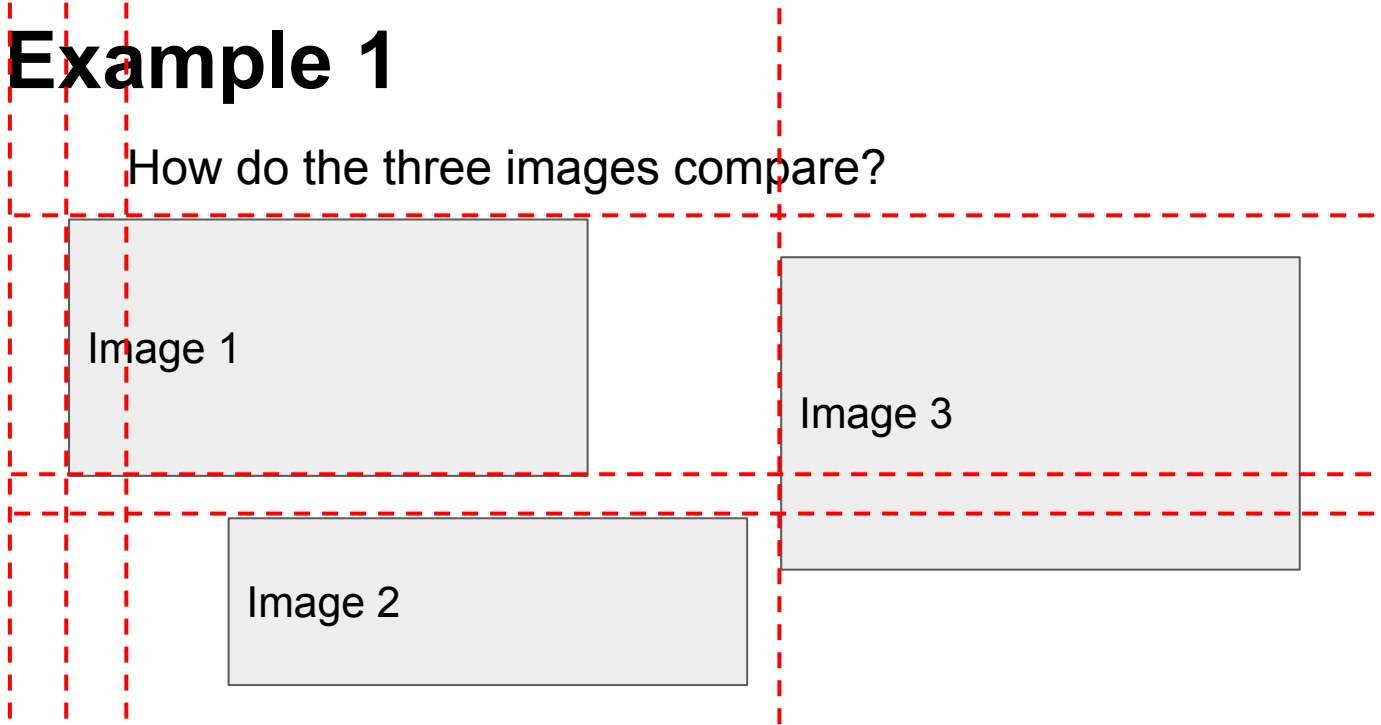
# Example 1

How do the three images compare?

Image 1

Image 3

Image 2



# Example 1

How do the three images compare?



Image 1

Image 3

Image 2

# HOW TO USE THIS PRESENTATION

## Google Slides

- Click on the "Google Slides" button below this presentation preview.
- Click on "Make a copy."
- Start editing your presentation.
- You need to sign in to your Google account.

## PowerPoint

- Click on the "PowerPoint" button below this presentation preview.
- Start editing your presentation.
- Download and install the fonts used in this presentation as listed on page 21.

## Canva

- Click on the "Canva" button under this presentation preview.
- Start editing your presentation.
- You need to sign in to your Canva account.

# HOW TO USE THIS PRESENTATION

## Google Slides

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## Canva

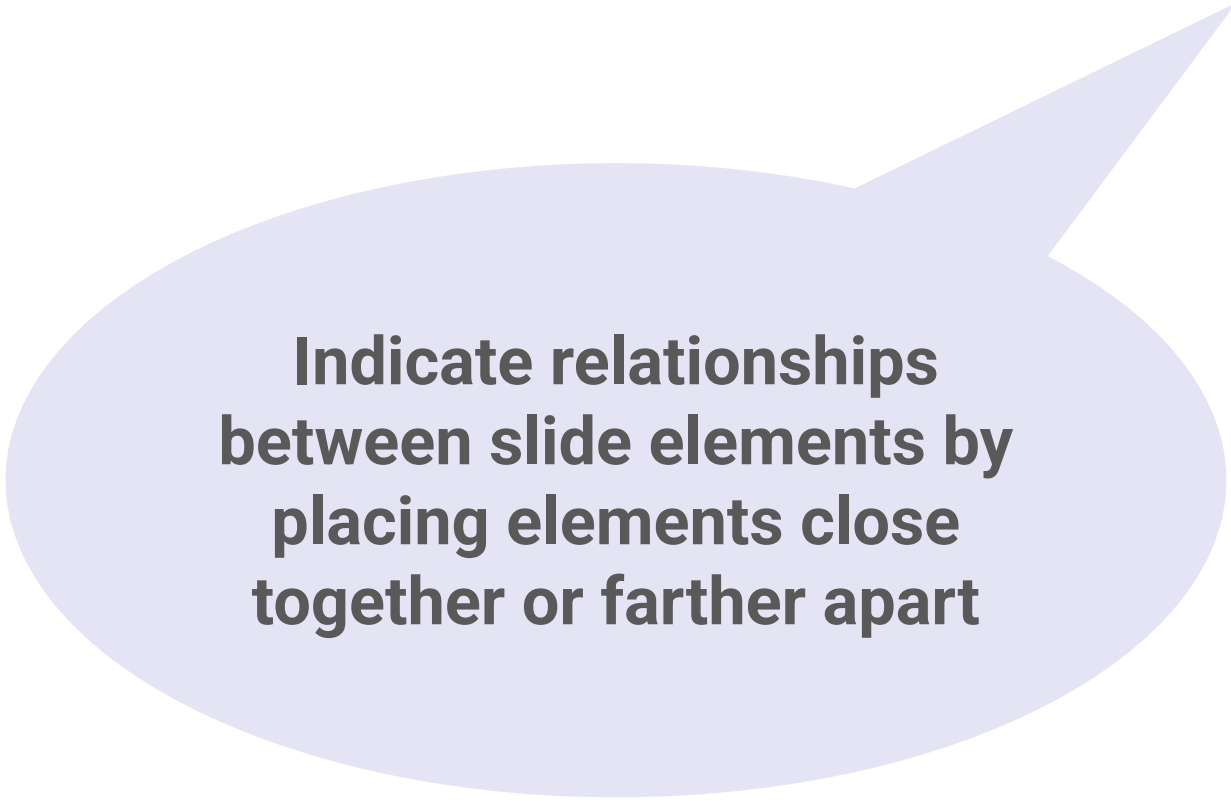
- Click on the "Canva" button under this presentation preview.
- Start editing your presentation.
- You need to sign in to your Canva account.

**Contrast**

**Repetition**

**Alignment**

**Proximity**



**Indicate relationships  
between slide elements by  
placing elements close  
together or farther apart**

## Upcoming Due Dates

Exam 1

Friday, February 10th

Room 2602

Assignment 2

Friday, February 17th

Submit assignment in Moodle

# Upcoming Due Dates

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- Friday, February 10th
- Room 2602

## Assignment 2

- Friday, February 17th
- Submit assignment in Moodle

# Upcoming Due Dates

## Exam 1

- Friday, February 10th
- Room 2602

**Proximity**

Lack of  
proximity

## Assignment 2

- Friday, February 17th
- Submit assignment in Moodle



# 2 OUT 5

Elaborate on the featured statistic.

# 95%

Elaborate on the featured statistic.

# 123 MILLION

Elaborate on the featured statistic.



# 2 OUT 5

Elaborate on the featured statistic.

# 95%

Elaborate on the featured statistic.

# 123 MILLION

Elaborate on the featured statistic.



# Opportunities for GenAI?

Slide creation and  
content generation

Enhancing your  
slide layout



Writing and editing  
support

# Opportunities for GenAI?

Visuals and data  
representation

Accessibility and  
inclusivity

Idea generation and  
brainstorming



# Activity Time - Pick the Direction!

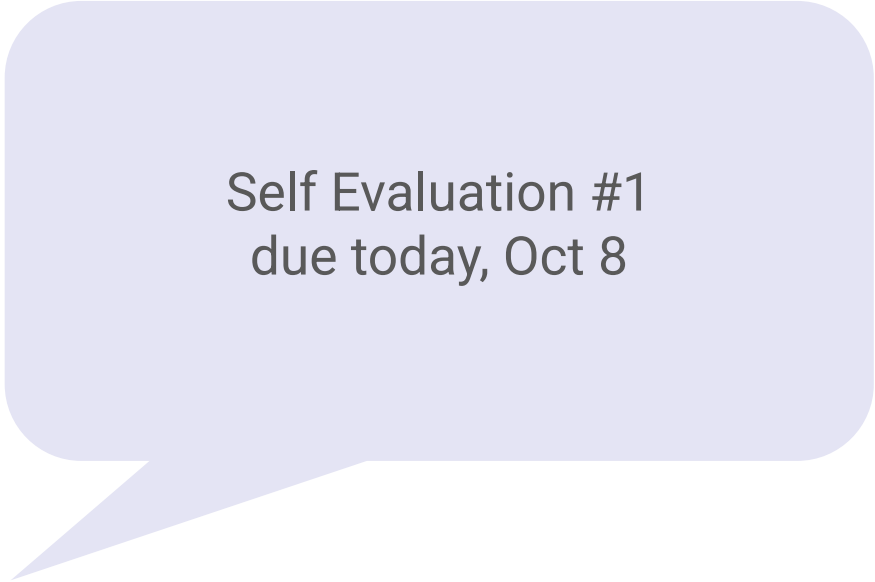
**A**

Build in Google  
Slides Activity

**B**

Learn about  
Advance Organizers  
in Slides

# Assignment



Self Evaluation #1  
due today, Oct 8

# Questions



?



?



?

# Pictures Used

Photo by [Justin Veenema](#) on [Unsplash](#)

Photo by [Pauline Loroy](#) on [Unsplash](#)

Photo by [Bruno Nascimento](#) on [Unsplash](#)

Photo by [Jeriden Villegas](#) on [Unsplash](#)

Photo by [Christian Bowen](#) on [Unsplash](#)

Photo by [Content Pixie](#) on [Unsplash](#)

Photo by [Girl with red hat](#) on [Unsplash](#)

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