

## Beyond the Basics: PowerPoint


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## Topics for Today


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- Good Graphics
- Copyright and Fair Use
- Special Features
- Hands-on



## Good Graphics


Designing “slides” that get YOUR message across...



## Some Basics...

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- Be consistent.
- Use high contrast colors.
- Limit the number of colors to 4-5 per screen.
- Use conventional colors if possible.
- **Highlight** important information.



## Some More Basics...

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- Restrict the amount of information on each screen.
- “Chunk” information.
- Provide users with a “quick” glance of what is available.
- Use short lines of text.
- Make sure your icons and images are related to your message.



Lots of people try to fit as much as possible on a screen in an attempt to put every word on the screen that the presenter wants to say or that the designer wants the student to know. In the end, the text overwhelms the viewer and, if presented in a “lecture” format, then it becomes difficult to read and listen at the same time. In addition, viewers can read faster than people can speak, so people are way ahead of a presenter and not paying attention. In the end, viewers have to work too hard for the information and will give up after a while.

## And More Basics...

- Use upper and lower case letters.
- Justify text left.
- Limit the use of hyphenation.
- Use a minimum number of fonts styles and sizes.
- Be consistent.



– UPPER CASE LETTERS ARE DIFFICULT TO READ BECAUSE WE USE THE SHAPE OF WORDS TO HELP US READ.

– Upper and lower case letters are easier to read because we use the shapes of words to help us read.



Centered text can be confusing to read because your eyes have to search for the beginning of each line--it isn't in the same place all the time.

Left justified text give us a "place" to refer to (go back to) when we reach the end of a line.



Justified text is also difficult to read because it spaces out the letters inconsistently. The reader has a difficult time "jumping" from word to word and from sentence to sentence. Hyphenation also makes it difficult because sometimes you can end up with dashes at the end of several lines along the right hand edge of the text.



- Use consistent formatting.
- Users tend to convey meaning to formatting like: *italics*, bold face, ALL UPPER CASE, different fonts, etc.





### Plan Your Visuals...



- See/hear compatibility
  - Use graphics and images to reinforce your words.
- Use a minimum of 24 point type.
- Use a readable font.
- Use upper and lower case.
- Use left justification

### Text...Font Selection

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Difficult to read.

ALL UPPER CASE LETTERS

Most Visually Pleasing

### Text...Left Justification

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Difficult to read.

ALL UPPER CASE LETTERS

Most Visually Pleasing

### Font Size...

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- 12 point
- 18 point
- 24 point
- 36 point
- 48 point
- 72 points

## Plan Your Visuals...



- Use contrasting colors.
- Limit the amount of information.
  - Rule of Thumb: Maximum of seven lines of seven words on a slide.



## Color Combinations...

- Color combinations need to have a high level of contrast to be seen by an audience.
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## Amount of Information...

- This slide has too much on it and goes into way too much detail. Keep your words short and sweet and allow your images to reinforce your presentation NOT –BE– your presentation. People can read faster than you can talk, so if you put all the words on the slide, they will focus on reading them and not on what you are saying.
- The other reason you need to limit the amount of information on a slide is that you need to leave room for visual images–pictures–that tell and reinforce the story. Lots of words, means little room for images.
- Be sure to also leave room on your slides for “white space.” Space that is left blank to give the visuals a balanced, uncluttered look and will convey a professional image. This reflects on you–the speaker.
- Figure out how you want to use your visuals–as cues for you, so you don’t need notes and as visual reinforcement for your audience.
- Look at the next slide where I have taken this same information and formatted it better for the audience and to reduce the amount of information.



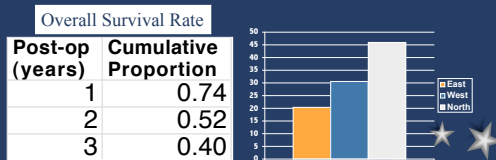
## Amount of Information...

- Limit the number of words on a slide.
- Use visual images.
- Leave white space.
- Use slides to reinforce your words.
- This slide is 24 point body text.

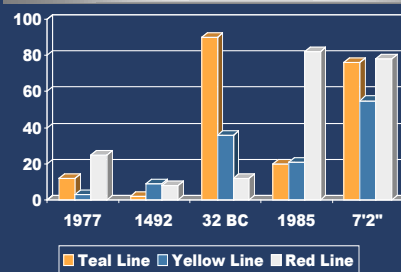


## Tables and Graphs...

- Use tables only when there is no other way.
- Use graphs to illustrate trends quickly.



## Graphic Chart Chart



Source: Bureau of Meaningless Statistics



## For important concepts...

... whether you think  
you can, or you  
think you can't...  
you're probably  
right...



## Watch Your Transitions...

- Flying text and built-in transitions can annoy.
- Sound effects get old.
- Use for emphasis ONLY.



## Watch Your Transitions...

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## Copyright and Fair Use



© disclaimer....

I am NOT a lawyer and I don't even  
play one on TV.....



## Case Studies



## What IS copyright?

- The right of the creator to protect the tangible expression of an idea against unauthorized use.
- Not the same as a license (software) or a patent (idea).
- Assume that everything is copyrighted.
- Fair use only applies to copyrighted work...

## Four Factors to Consider for Fair Use

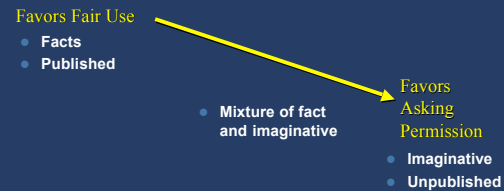
- Purpose or character of the use
- Character or nature of the copyrighted work
- Amount and substantiality of the portion used relative to the whole
- Effect your use has on the market or value of the work

### Four Factors to Consider for Fair Use Purpose or Character of the Use



<http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

### Four Factors to Consider for Fair Use Character or Nature of the Work



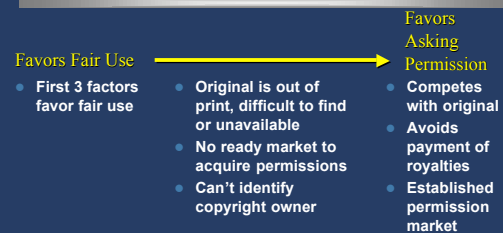
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### Four Factors to Consider for Fair Use Amount & Substantiality Relative to the Whole



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### Four Factors to Consider for Fair Use Effect on the Market or Value of the Work




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## Copyright and Fair Use Laws

- Copyright Act (1976)
- Guidelines for Off-Air Broadcast Programming for Educational Purposes (1981)
- Digital Millennium Copyright Act (DMCA) (1998)
- Copyright Term Extension Act (Bono Act) (1998)
- Technology, Education and Copyright Harmonization Act (TEACH) (2002)



## Special Features

- Hyperlinks (web, other slides, other documents)
- Transitions
- Video links (gallery, files, etc.)
- Audio Links (try [this](#) one or [this](#) one )
- Images (your own, others)

## imported video

