

# COMPSCI 111 / 111G

*Mastering Cyberspace:  
An introduction to practical computing*

Presentation Design

## Outline

- Content
- Outlines
- Slide Structure
- Fonts
- Colour
- Background
- Graphs
- Spelling and Grammar
- Conclusions
- Questions

## Content

*PowerPoint should be used to support your presentation, not replace it*

Spend more time on content than presentation

- Think about the topic
- Think about your audience
- Organize the material
- Focus on the main points
- Limit the material on each slide

## Outline

Introduce yourself – clear contact details: [andrew@cs.auckland.ac.nz](mailto:andrew@cs.auckland.ac.nz)

Make your 1<sup>st</sup> or 2<sup>nd</sup> slide an outline of your presentation

- Ex: the 2<sup>nd</sup> slide in this presentation

Follow the order of your outline for the rest of the presentation

Only place main points on the outline slide

- Ex: Use the titles of each slide as main points

Give your audience an indication of where they are in the presentation

- Ex: page 4/31 in lower right
- We've got a long way to go!

## Slide Structure – Good

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Use maximum 1-2 slides per minute of your presentation

- If the presentation is for 10 minutes you should probably not have more than 15 slides and definitely not more than 20

Write in note form, not in complete sentences

Include 4-5 points per slide

Avoid wordiness: use key words and phrases only

Do not read your points verbatim to the audience

## Slide Structure - Bad

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This page contains far too many words for a presentation slide. It is not written in note form, making it difficult both for your audience to read and for you to present each individual point clearly. Although there are exactly the same number of points on this slide as were on the previous slide, it looks much more complicated. In short, this will make your audience spend much too much time trying to read this paragraph instead of listening to you explain the important points to them. What is even worse it may encourage you to read the text out loud to your audience. A very poor thing to do.

## Slide Structure

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Show one point at a time:

- Will help audience concentrate on what you are saying
- Will prevent audience from reading ahead
- Will help you keep your presentation focused

Potential problems

- Limits the audience
- Can be annoying
- You can't see what's next

## Animation

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Be consistent with the animation that you use

Don't Overuse Animation

Distracts people from the content

## Fonts - Good

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### Size

- Use at least an 18-point font
- Use different size fonts for main points and secondary points

### Typeface

- Maximum of 2 typefaces
- Sans Serif is best
- Easier to read on screen

## Fonts - Bad

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If you use a small font, your audience won't be able to read what you have written

CAPITALIZE ONLY WHEN  
NECESSARY. IT IS DIFFICULT TO  
READ

*Don't use a complicated font*

## Colour - Good

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Use a colour of font that contrasts sharply with the background

- Ex: blue font on white background
- Ex: white font on darker background

Use colour to reinforce the logic of your structure

- Ex: light blue title and dark blue text

Use colour to emphasize a point

- But only use this occasionally

Be aware of different cultural uses of colour

- Red

## Colour - Bad

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Using a font colour that does not contrast with the background colour is hard to read

Using colour for decoration is distracting and annoying.

Using a different colour for each point is unnecessary

- Using a different colour for secondary points is also unnecessary

Trying to be too creative can also be bad

## Background - Good

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Use backgrounds such as this one that are attractive but simple

Use backgrounds that provide good contrast

Use the same background consistently throughout your presentation

## Background – Bad

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Avoid backgrounds that are distracting or difficult to read from

Always be consistent with the background that you use

## Graphs - Good

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Use graphs rather than just charts and words

- Data in graphs is easier to comprehend & retain than is raw data
- Trends are easier to visualize in graph form

Always title your graphs

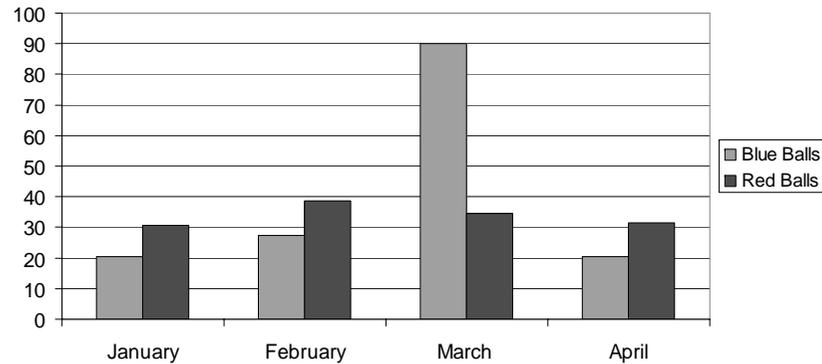
## Graphs - Bad

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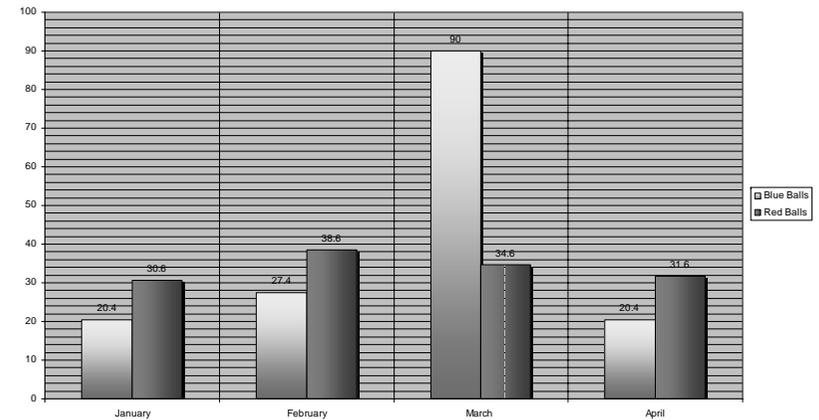
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

## Graphs - Good

Items Sold in First Quarter of 2002



## Graphs - Bad



## Graphs - Bad

### Problems in previous graph

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting

## Spelling and Grammar

### Proof your slides for:

- spelling mistakes
- the use of repeated words
- grammatical errors you might have make

If English is not your first language, please have someone else check your presentation!

## Interesting aside

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### Aonicdcrog to rscheearch at Cmabrigde Uinervtisy

- It deosn't mttae in waht oredr the ltteers in a wrod are
- The iprmoetnt tihng is taht the frist and lsat ltteer be ni the rghit pclae
- The rset can be a total mse
- You can sitll raed it wouthit porbelm
- Tihs is bcuseae the mnid deos not raed ervey lteter
- But the wrod as a wlohe

## Conclusion

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### Use an effective and strong closing

- Your audience is likely to remember your last words

### Use a conclusion slide to:

- Summarize the main points of your presentation
- Suggest future avenues of research
- Or points of contact

## Questions??

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### End your presentation with a simple question slide to:

- Invite your audience to ask questions
- Provide a visual aid during question period
- Avoid ending a presentation abruptly

## Web Page vs Web Site

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### A web page is a single page viewable using web browser

- Should be visually appealing, informative

### A web site is a set of web pages

- Same theme
- Consistent design
- Easy to navigate
- Three click-rule

# Navigation

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Users have trouble navigating in many web sites

- Navigation should be easy
- Navigation bar on the left is common
- Navigation bar on the right is more ergonomic

Each page should

- Tell the user what the page is about
- Clearly identify how to get to other pages (Obvious links)

Familiarity

Use layout and design that people are familiar with

# Links

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Don't make the user guess where the links are

- All links should be clearly identified

Underlining

- Do not underline any normal text.

Remember that links are different colour to normal text

- Check the appearance of links on your background

Name of the link should indicate where it links to

- Don't use "Click here"

# Text

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Use good titles for page

- Sensible headings

Make the text easy to read

- Keep text short
  - Reading on screen is 15% slower than paper
- Bullet points, headings, empty space
- Use a word processor to prepare the text (spelling)

Make the text legible

- Font size (not too small to read, not too large)
- Aligned to the left. Centre only used for headings
- Colours / contrast
- Not all uppercase / italic / bold

# Bad use of colour

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Colour

- Colour over used because 'it is there'
- Colour blindness (Red / Green, Blue / Yellow)
- Poor use of contrast
- Use sparingly to reinforce other information

# Pictures and Backgrounds

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## Design for low bandwidth

- Use images that have small file sizes
- Don't use images if you can avoid them

## File Formats

- JPEG for photos
- GIF / PNG for graphics

## Backgrounds

- Simple
- Consistent across the entire site
- Should not interfere with content

# Things to avoid

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## Keep the design simple

- Avoid making the page cluttered

## Avoid using Frames

- Make navigation more difficult

## Avoid using Flash animations

- Not all browsers support flash
- Takes too long to download
- Cannot be indexed / searched

# References

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## PowerPoint

- <http://www.shkaminski.com/Classes/Handouts/powerpoint.htm>

## Web Design

- [http://en.wikibooks.org/wiki/Web\\_Design](http://en.wikibooks.org/wiki/Web_Design)
- <http://www.webstyleguide.com/>

## Good and bad features

- <http://www.ratz.com/featuresbad.html>
- <http://www.ratz.com/featuresgood.html>