COMPSCI 111 / 111G

Mastering Cyberspace:
An introduction to practical computing

Electronic Presentation and Web Design
PowerPoint

- **Standard presentation tool**
  - Widely used
  - Widely accepted
  - Supports multimedia presentations
  - Part of Microsoft Office Suite
  - Available on most computers around campus
Concepts

• **Slide**
  – Screen of information
  – Overhead Transparency

• **Contains**
  – Heading
  – Content
  – Footer
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
Criticisms

• **Edward Tufte**
  – PowerPoint is evil
  – PowerPoint *constrains* the presenter
  – Ideas forced to fit PowerPoint limits
  – Tables / Data forced to fit PowerPoint
  – Causes poor presentations & misunderstanding

• **Many of his criticisms are due to poor presentation design**

http://www.wired.com/wired/archive/11.09/ppt2.html
"I need someone well versed in the art of torture—do you know PowerPoint?"
Slide Structure – Good

• 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

• 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 - Bad

Iraq: I&W of Civil Conflict

Key Reads:
- Political / religious leaders increase public hostile rhetoric
- Political / religious leaders lose moderating influence over constituents
- Provocative sectarian attacks / assassinations
- Unorganized spontaneous mass civil conflict

Additional Indicators:
- Militias expand security role
- Governance
- Police ineffectual
- Army ineffectual
- Neighbors enable violence
- Sectarian tensions / violence displace populace
- Sectarian conflicts between / within ISF forces
- ISF refuse to take orders from central government, mass desertion
- Kurdish accelerate moves toward secession / annexing Kirkuk
- Low level violence motivated by sectarian differences

Urban areas experiencing “ethnic cleansing” campaigns to consolidate control ... violence at all-time high, spreading geographically.

18 Oct 66
Slide Structure

• **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

• Be consistent with the animation that you use

• Don’t Overuse Animation

• Distracts people from the content
Fonts - Good

• **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

• 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

• **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

• 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

• 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

• Avoid backgrounds that are distracting or difficult to read from

• Always be consistent with the background that you use
Graphs - Good

• **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**
Table

- **Items sold in the first quarter of 2016**

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>20.4</td>
<td>27.4</td>
<td>90</td>
<td>20.4</td>
</tr>
<tr>
<td>Red</td>
<td>30.6</td>
<td>38.6</td>
<td>34.6</td>
<td>31.6</td>
</tr>
</tbody>
</table>
Graphs - Good

Items Sold in the First Quarter of 2016

January

February

March

April

Blue

Red
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!**
Presentation Design Exercises

• **Q1** State two guidelines for the use of fonts in PowerPoint presentations.
  – Use sans serif font
  – use different size font for main and for secondary points

• **Q2.** State two guidelines for the use of colour in PowerPoint presentations.
  – Use text font that constrasts sharply with background
  – beware of different impacts of color
  – use very sparingly
Interesting aside

• Aonicdcrog to rscheearch at Cmabrigde Unervtisy
  – 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 mses
  – You can sitll raed it wouthit porbelm
  – Tihs is bcuseae the mnid deos not raed ervey lteter
  – But the wrod as a wlohe
Conclusion

• **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??

- 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

• **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

• **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

• 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

• 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

• 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

• **Design for low bandwidth**
  – Use images that have small file sizes

• **File Formats**
  – JPEG for photos
  – GIF / PNG for graphics

• **Backgrounds**
  – Simple
  – Consistent across the entire site
  – Should not interfere with content
Things to avoid

- **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

• **PowerPoint**

• **Web Design**

• **Good and bad features**