Design Principles for PowerPoint Presentations
Color

- Use color to direct attention
- Solid background - avoid textures, designs
Text Color

- One or two colors per screen
- Text color that contrasts with background
- Be consistent throughout program
Text Color

• One or two colors per screen
• Text color that contrasts with background
  • Be consistent throughout program
Text

Choices are very important
  • Font, size, placement

Single concept per screen
  • 6-7 lines
  • Keep it simple, neat
Text

• Font choices
  – Size
    • 40-60 text
    • 60-72 titles
  – Serif vs. San serif \( n \) vs. \( N \)
  – Simple, not cluttered or busy
Graphics

• Directly related to content on screen
• Limit number per screen to one or two
• Simple, not complex
Special Effects

• Use sparingly

• Transitions
  
  Be consistent

  Avoid slow, over-powering, distracting transitions
Balance and Placement

- Need dynamic balance, not static
- Stimulate curiosity
- Don’t center
- Use the visual center of the page, the golden mean
GOLDEN MEAN shown in a Salvador Dali painting
Visually divide slide into 9 segments – avoid the middle section for clip art.
RECAP of Good Design

Text Size – 28 - 30

Title Size – 40 or larger

Text Color – WORDS SHOW

Background Color – NOT BUSY

Rule of 6 by 6 – FEW WORDS

CONSISTENT TRANSITIONS

FEW ANIMATIONS
The End