Overview

• Using PowerPoint to enhance your presentations
• Selected tips and tricks
Objectives

- Pause and think about how to best prepare for your presentation
- Be aware of and avoid potential PowerPoint pitfalls
- Explore ways to optimize the presentation experience
The Good
The Bad
The Ugly!

Need I say more?
What makes a presentation good?

- Content
- Context
- Clarity
- Delivery/personality/style
- Thought provoking
PowerPoint is a tool

You control it’s effectiveness
Should I use PowerPoint in my lectures?

- What does my presentation/lecture need to accomplish?
- Will PowerPoint help to achieve those goals?
- Is it technically feasible?
What students liked about PowerPoint

- Use of visual content
- More easily perceived organization
- Pacing
- Color
- Easy to see visuals

Anderson and Sommer
“Computer-Based Lectures Using PowerPoint”
Visual content

• Images
• Figures
• Cartoons
• Other??
Easily perceived organization

- Objectives slide
- Summary/conclusions slide
- Important points graphically emphasized
- ???
Pacing

Does PowerPoint help with pacing?
PowerPoint pitfalls

Awareness _ _ _ _ Overcoming
Concerns about PowerPoint

- Information overload
- Oversimplification of complex ideas
- Minimizes presenter’s role
Concerns about PowerPoint (cont)

• Form overtaking content
• Slides that are difficult to read, difficult to understand or distracting
“With so little information per slide, many, many slides are needed. ....When information is stacked in time, it is difficult to understand context and evaluate relationships.”

Edward Tufte
“PowerPoint is Evil”
“If you put your bulleted points up on slides, your audience will look at the slides, not at you. You’ll be teaching them that What You Have to Say Can Be Summarized in a Few Words. Can it?”

William Germano

“The Scholarly Lecture: How to Stand and Deliver”
• “Audience boredom is usually a content failure, not a decoration failure.”

Edward Tufte
“PowerPoint is Evil”
Avoid pitfalls: Strategy 1

- Put yourself in the place of your audience
Avoid pitfalls: Strategy 2

- Decide what is important/pertinent
- Remove everything else
Avoid pitfalls: Strategy 3

- Plan regular breaks for discussion, questions and/or review
- Use summary slides
- ???
Giving good presentations

• Have equipment on and ready to go
• Familiarize yourself with the equipment
• Practice
Giving good presentations (cont)

• Let your personality come through
• Pace yourself (slow down)
During the slide show tricks

- Right click on mouse button
- Click on help
After the presentation

- Get feedback
- Review your presentation
- Figure out what can be improved
PowerPoint is a tool
Slide Design & Style

• Layout
  – Typefaces
  – Color schemes
• Templates
• Images
• Graphic tools
• Custom Presentations
Typefaces

- Legibility/Readability
  - **Typeface**: letter size and spacing, contrast

  Serif – Times
  Light – Script

  San Serif – Arial
  **Bold** – Impact
Typefaces

- Legibility/Readability
  - Typeface, *letter size and spacing*, contrast

Times 24  Arial 24  Verdana 24
Times 28  Arial 28  Verdana 28
Times 32  Arial 32  Verdana 32
Contrast

High contrast in color
Low contrast in brightness

Low contrast in color
High contrast in brightness

Low contrast in color
Low contrast in brightness
Typefaces

• Consistency
  – Don’t use different type families
  – Use **color** or **bold** or *italic* for emphasis, not CAPITALS or **underline**
Typefaces

• Style
  – Professional, casual, humorous

Professional - Trebuchet
Elegant – GillSans
Technical – Univers
Casual - Comic Sans
Templates

- Built-in templates
  - Good, bad and ugly
- Finding new ones
  - Google for “Powerpoint templates”
  - Presentationpro.com
- Editing existing templates
- Creating your own
Templates - Color Schemes

Click to edit Master title style

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
    - Fifth level
Color

Hue

Lightness
Colorblind Issues

Normal

Deuteranope
Images

• Acquiring
  – Scanning, cameras, web, photo cd  
    • image size, bit depth
• Manipulating / Optimizing
  – PhotoShop, PowerPoint  
    • sizing, cropping, compressing
Bitmaps

• Images from digital cameras, scanners, photo CDs and web pages are called bitmaps

• These graphic files are all made up of a set of dots

• The dots are called pixels on visual displays
The word Pixel is derived from the phrase *picture element*.

When working with images on computer screens or projection devices pixels are the unit of measure.

"Dots Per Inch" DPI or "Lines Per Inch" LPI are irrelevant on screens or projectors.
Resolution

- More pixels = higher quality (more information)
- More pixels = bigger files
- For any given device there is a maximum number of pixels it can display
- The number of pixels = a device's resolution.
Typical Screen Resolutions

<table>
<thead>
<tr>
<th>Resolution</th>
<th>Display Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 x 480</td>
<td>VGA</td>
<td>typical 15” Monitor</td>
</tr>
<tr>
<td>800 x 600</td>
<td>SVGA</td>
<td>typical 17” Monitor</td>
</tr>
<tr>
<td>1024 x 768</td>
<td>XGA</td>
<td>Typical laptop or projector</td>
</tr>
<tr>
<td>1280 x 960</td>
<td>SXGA</td>
<td>1.3 megapixel digital camera</td>
</tr>
<tr>
<td>1792 x 1200</td>
<td></td>
<td>2 megapixel digital camera</td>
</tr>
<tr>
<td>2400 x 1600</td>
<td></td>
<td>4 megapixel digital camera</td>
</tr>
</tbody>
</table>
A typical scenario
Too many pixels?

• 2000 pixels can’t fit on a 1024 pixel wide display
• Extra pixels are either cropped or lost!
• Reducing an image by 50% throws away approx 75% of the information
What to do...

- Create digital images that contain only as many pixels as you can or want to display.
- A full screen image should be about 1000 pixels wide.
- A half screen image about 500 pixels.
- A full screen vertical image should be about 750 pixels tall.
Digital Cameras

- Choose the 1024x768 setting if available
- Use the camera’s best “quality”
- Manipulate using graphics software
  - PhotoShop, MS Photo Editor
- Save as .jpg and insert into PowerPoint
- Retain an original copy!
This is the original image from a photo CD collection. Scaled to 50% after inserting.

Scaled to 50% in Photoshop and saved as jpg before inserting.

50% TIF 1,010k

Full size JPG 50k
Scanning

Create digital images that contain only as many pixels as you can or want to display
Scanning

• Determine the final image size in pixels
  – 1000 for full screen width, 500 for half screen, etc.
• Measure the original in inches
• Number of pixels divided by number of inches = scanner setting (ppi)
• Set the scanner to the setting nearest to the calculated ppi
Example

Original is 3.75 inches wide
Target 700 pixels wide
700 ÷ 3.75 = 187ppi
Scan at 200ppi
200 X 3.75 = 750 pixels
Finished scanned graph

[Graph showing the increase in spam received from 1996 to 2002, with trends for 'Sent to Reference Account' and 'Sent to All Accounts'.]
Advanced Graphic Tools

• Drawing tools
  – Layering, Aligning, and Grouping
  – Line tools
  – Graphic animations
    • Built in effects
    • Animated GIFs
Graphic Objects

Each Object is drawn on its own layer.
Graphic Objects

Each Object is drawn on its own layer.

Chose Order from the Draw menu to rearrange layers.
Alignment
Grouping
Grouping

Now 4 individual objects.
Grouping

Now 4 individual objects. Each one can be manipulated or animated.
Freeform Line Tool
Animation Effects

- **Built-in Effects**
  - Slide transitions
  - Text animation
  - Objects
- **Flip Book**
- Animated GIF
A Layer Example
Custom presentations

• Linking presentations
  – Action Buttons or hyperlinks
• Merging presentations
• Quizzes
  – Use hidden slides for answers
Saving and Presenting

- Web
- Acrobat
- Pack and Go
- Dual screen
  - presenter mode
    - http://support.microsoft.com/default.aspx?scid=kb;en-gb;499615
- Font, file size, and format considerations
Presenter View
with multiple monitors
Extended Desktop is the ability to "stretch" your Windows desktop across multiple monitors, effectively using each monitor as a unique and separate portion of the desktop display area.
Presenter View Setup

- Set Up Show...
  - Show type
    - Presented by a speaker (full screen)
    - Browsed by an individual (window)
    - Browsed at a kiosk (full screen)
  - Show options
    - Loop continuously until 'Esc'
    - Show notes
  - Advance slides
    - Manually
- Multiple monitors
  - Display slide show on: Monitor 2
  - Show Presenter View

[Image of the set up interface]
Introduction

- State the purpose of the discussion
- Identify yourself
Extended Desktop Support

From Dell support:

Extended Desktop functionality was introduced in Windows 98 SE (Second Edition) and was fully planned for Windows 2000. As Windows 2000 was developed, Microsoft decided to de-feature multi-monitor support for single-adapter /dual-controller video solutions as part of the Operating System. Single-adapter /dual-controller video is often found in portable computers, including Dell Inspiron and Latitude systems with extended desktop with a single-adapter /dual-controller video solution uses emulated drivers rather than a single adapter for each video controller (as commonly found in desktop systems).

Although Windows 98 SE and Me (Millennium Edition) do support extended desktop with a single-adapter /dual-controller video solution, this functionality is not natively supported in Windows 2000.

“As Windows 2000 was developed, Microsoft decided to de-feature multi-monitor support for single-adapter /dual-controller video solutions as part of the Operating System”

“extended desktop with a single-adapter /dual-controller video solution is not natively supported in Windows 2000”
Review

- Content
- Context
- Clarity
- Delivery/personality/style
- Thought provoking