

Make Powerpoint great (again...)?

Some ideas on how to use visual media



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There are various visual aids



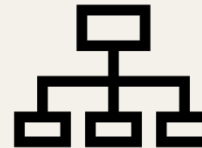
Text



Table



**Structural
scheme**



Chart



**Cartoon or
sketch**



Symbol

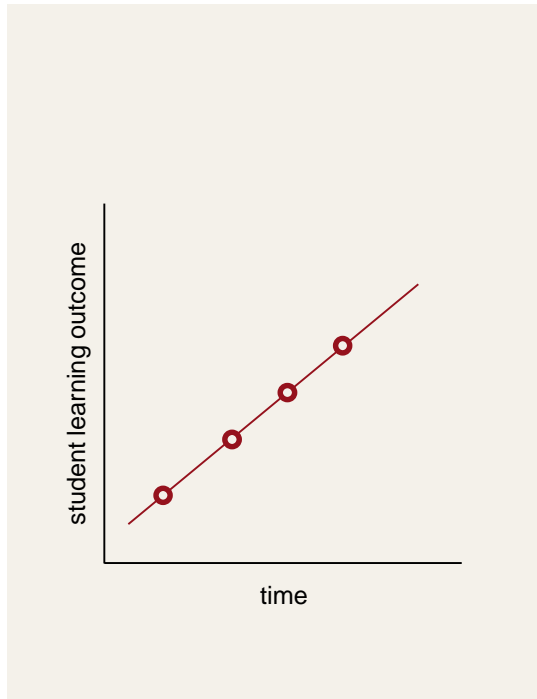


**Photograph
or model**

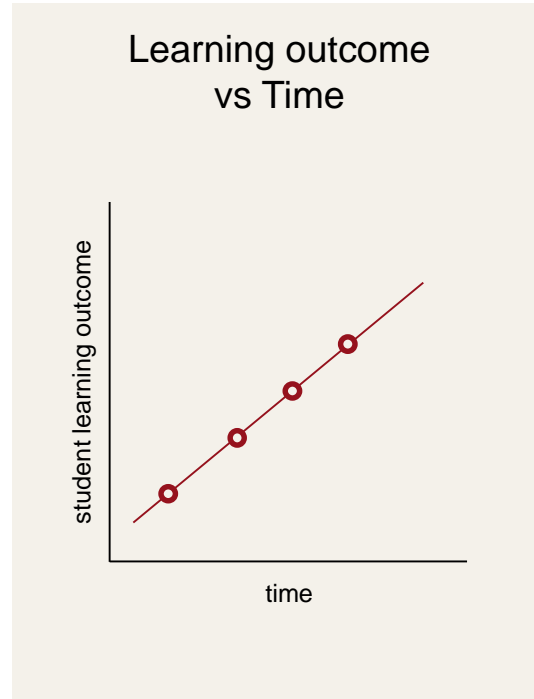


**Prototype or
demonstration**

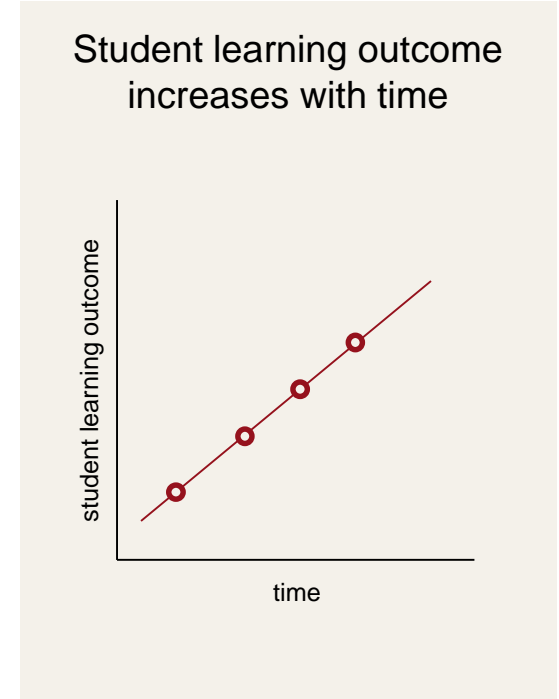
Title each slide with its own key message!



Worst:
No title



A bit better:
Sentence fragment



Best: Key message
in a full sentence

PowerPoint and more...

Selecting the appropriate media



Type	Example	Purpose
long term media	<ul style="list-style-type: none">– poster– flipchart– discussion paper	orientation
short term media	<ul style="list-style-type: none">– PPT slides– transparencies– video	explanation
variable media	<ul style="list-style-type: none">– metaplan pinboard– chalk board/whiteboard– flipchart	process documentation

Media design: basic principles



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Content

- reduce to the max
- use meaningful headlines
- use key words, not sentences

Construction

- clear arrangement
- rather visuals than text
- sparing, supportive use of animation

Fonts

- large (>18)
- sans serif, e.g. Arial (rather than serif fonts)
- mix capital and small letters
- max 2 different fonts and highlights

Color

- meaningful variation and accentuation
- contrast: dark fonts on light background

Some good advice for presenting slides

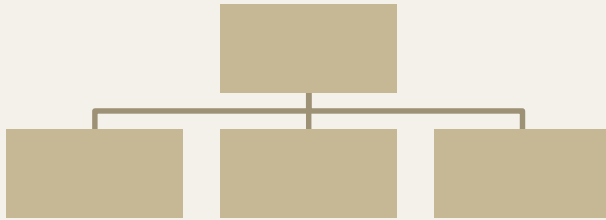


1. Reduce the overall number of slides.
2. Take your time while presenting complex slides.
 - ➔ announce – show – give time to look – explain
3. Have a short break during slide transitions.
4. Integrate “no-show” episodes.
 - ➔ e.g., black/white screen while giving a practical example,
5. Vary media.
 - ➔ e.g., chalk board, flip chart, ...

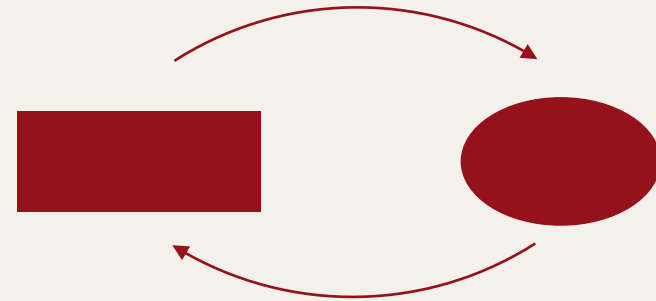
Visualizing qualitative data



Organization chart, genealogy



Relationship, cause-effect



Sequence



Elements

