

TIPS & TRICKS TO ACE POWERPOINT!

Top 10 Best Practices for PowerPoint



FONTS

Use a sans serif font of 28 font size or larger for content.



BULLETS

Break up bullets to multiple slides (extra slides don't cost \$\$).



IMAGERY

Incorporate high quality imagery (amount may vary with audience).



CONTENT

Slide content should be informative (not vague) but not overloaded (T.M.I.).



COLORS

Choose background and font colors carefully. Use high contrast.



ANIMATIONS

Animations should be used for emphasis and to support your story, not distract from it.



TRANSITIONS

Use consistent transitions that don't draw attention to themselves. Think **fade** and **push**.



LESS IS MORE

Ensure that all content, animations, and transitions have a purpose. Eliminate the extras.



TELL A STORY

Guide your audience through content; provide context and highlight what's most important.



PREP

Give yourself time to outline, design, edit, and practice on test audience.

Top 10 Best Practices for Data Visualizations



AXES

Y-axis should start at 0 and should have a maximum that allows comparison.



DATA LABELS

Data labels can often be more effective than gridlines.



BAR SPACING

Bar spacing should be significantly wider or narrower than the bar itself.



EMPHASIS

Use color to add context or emphasis, or even another variable (ex. public vs private colleges).



AVOID 3D GRAPHS

Presenting a graph in 3D will skew and distort your data. Don't use them.



TABLE ALIGNMENT

Right align numbers, left align text. This is how audiences expect to see numbers and text.



TOOLS

Use other tools (text boxes, tables, etc.) to produce custom chart elements.



SPOTLIGHT

Spotlight talking points or important information to direct your audience's eyes.



ELIMINATE JUNK

Keep it simple. Eliminate elements (chart junk!) that don't add to your data story.



AUDIENCE

Orient your audience to your chart - don't assume they know the data as well as you do!



BE A RULE-BREAKER! These practices don't apply for every situation!

PowerPoint Tools And Shortcuts

TOOLS

ARRANGE

Order · Align · Group · Rotate
Home Tab

SELECTION PANE

Arrange

MERGE SHAPES

Drawing Tools Tab (when
objects selected)

FORMAT PAINTER

Home Tab

SLIDE MASTER

View Tab

DEFAULT COLORS & FONTS

View Tab > Slide Master

GRAYSCALE

View Tab

PICTURE RECOLOR

Picture Tools (when pic
selected) > Color

SHORTCUTS

NEW SLIDE

Ctrl + M

DUPLICATE

Ctrl + D

GROUP

Ctrl + G

UNGROUP

Shift + Ctrl + G

ZOOM IN/OUT

Ctrl + mouse wheel

NUDGE

Ctrl + ARROW

RESIZE

hold Shift while resizing to
maintain exact proportions.

STRAIGHT LINES

hold Shift while drawing lines
to ensure perfect horizontal,
vertical, or 45° angle lines.

Design Resources

HIGH-RESOLUTION PHOTO SOURCES

- morgueFile: <http://www.morguefile.com/>
- Unsplash: <https://unsplash.com/>
- Gratisography: <http://gratisography.com/>

ICON AND FONT SOURCES

- Fonts available on Microsoft Office:
 - Webdings
 - Wingdings
 - Wingdings 2
- Fonts available for download:
 - Stateface (from Font Squirrel)
 - Heydings (from Font Squirrel)
 - Sosa (from tenbytwenty)
- Noun Project: <https://thenounproject.com/>
- Font Squirrel: <http://www.fontsquirrel.com/>
- iconmnstr: <http://iconmonstr.com/>
- dafont: <http://www.dafont.com/>

INFOGRAPHIC TEMPLATES

- Easel.ly: www.easel.ly
- Infogram: www.infogr.am
- Piktochart: www.piktochart.com

Design Inspiration

REAL LIFE EXAMPLES FROM UMD!

- UMD Campus Counts: <http://go.umd.edu/CampusCounts>
- AAUDE 2015 Data Visualization Presentation: <http://go.umd.edu/AAUDEDataViz2015>
- Campus Assessment Working Group: <http://go.umd.edu/CAWGReports>

MORE GUIDELINES SOURCES

PowerPoint/Presentation Guidelines:

- Boring to Bold: Presentation Designs for Non-Designers <http://www.slideshare.net/mgowin/boring-to-bold-presentation-design-ideas-for-nondesigners-9847542>
- Quick & Dirty Tips: Better PowerPoint Presentations Faster <http://www.slideshare.net/itseugene/quick-dirty-tips-for-better-powerpoint-presentations-faster>
- You Suck at PowerPoint! <http://www.slideshare.net/jessedee/you-suck-at-powerpoint>
- How to Avoid Death by PowerPoint: David JP Phillips at TEDxStockholmSalon <https://youtu.be/lwpi1Lm6dFo>

Data Visualization Guidelines:

- Data Visualization 101 – How to Design Charts and Graphs <http://www.slideshare.net/Visage/data-visualization-101-how-to-design-chartsandgraphs>
- Data Visualization Best Practices 2013 <http://www.slideshare.net/idigdata/data-visualization-best-practices-2013>
- Data Visualization for Non-Programmers | Harvard i-Lab <https://youtu.be/-xS7QJhVbcM>

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