

Designing Instructional Aides for Online Learning

Overall

- Begin with a welcome screen that covers the date, time, title, and speaker(s)
- Include a course outline and objectives to address the major points of the presentation
- Include navigational elements (slide number, presentation or section title) in the footer to help cue learners about where you are in the presentation.
- Organize the presentation according to your outline and objectives
- Treat the PowerPoint as a visual enhancement for your presentation
- Copyright permission is required for all content that is not original to the presenter.
 Acknowledgement must be written on each slide (picture, graph, chart, drawing, cartoon).
- Refer to Copyright Basics in this toolkit for more information.
- Step back 6 feet from your monitor to view slides for readability or try the Squint Rule: (Squint eyes and look at screen, whatever you can see will be what your learners will take away.)

Basic Visual Design Tips for PowerPoint

Colors and Fonts

- Use a simple background and color patterns or combinations.
- Use dark text with a light background or light text on a dark background.
- Limit the number of colors and fonts per slide and stay consistent throughout.
- Use color sparingly for emphasis within text.
- Avoid using greens and reds as instructional cues (for colorblind learners).
- Have font sizes 24 points or larger.
- Select san serif fonts like these:

Arial Helvetica Trebuchet MS Franklin Gothic Book

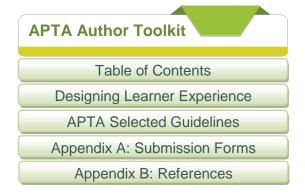
• Don't use decorative fonts like these:

ALGERIAN Blackadder ITC Magneto Tempus Sans ITC Times New Roman

Allow for plenty of white space on the slide.

Graphics and Data

- Use bullets of key words or short summaries. Highlight one bulleted item at a time as you're discussing it with the audience. Dim other bulleted items to avoid learner distraction.
- Use pictures, graphics, and videos only when appropriate.
- Display data using graphs and charts.
- Include a list of references using **Zotero** or other source management systems.



- Don't embellish slides with your organization's logo use once or twice at the beginning and/or end of the presentation. To brand your PowerPoint, try incorporating the organization's logo colors into the theme.
- Only use all CAPS when writing slide titles.
- Remember 7x7 for body text No more than 7 words per line, 7 lines per slide.
- Use short, informative headings to describe the content on a slide.
- Keep text clear and concise when paraphrasing an idea. Use an active voice and apply the same syntax to all information displayed on the slide.
- A list should contain two or more bulleted items.

Design Principles

- 1. **Use spatial relationships to present information clearly.** The design concept of proximity holds that items next to each other appear related to each other. Items distant from each other appear unrelated.
- 2. **Use alignment to create a visual focus.** Place text and graphics on the page so that they line up to create a unified whole. Alignment creates a visual focus that ties the different elements together.
- 3. **Use repetition to establish patterns.** Graphics and headers should appear in the same place on each slide, and they should have the same design features. Footers should also be consistent on every slide.
- 4. **Use contrast.** Make your text stand out against the background. Use graphics or colors to signal important information.
- 5. **Use moderation.** Using too many colors will confuse your audience. Filling every inch of the screen with information will overwhelm your audience. Including meaningless graphics or sounds will annoy your audience.

"Preparing Presentation Slides: A Tutorial by John Battalio"