

Academic Slide Design

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Northwest-Shoals Community College
September 19, 2019

Agenda

**Cognitive
Load Theory**

5 min.

Organization

10 min.

Preparation

15 min.

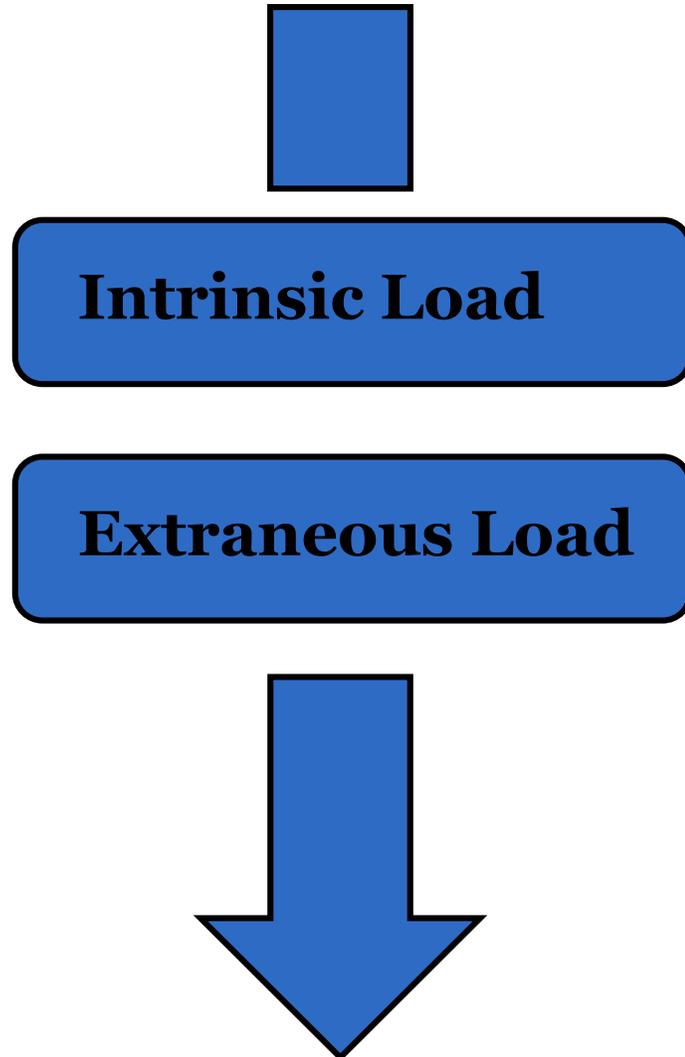
Academic Slide Design

60 min.

Cognitive Load Theory Overview

Cognitive load theory revolves around the ways in which humans **receive**, **process**, and **store** information.

Types of Cognitive Load



Processing Channels

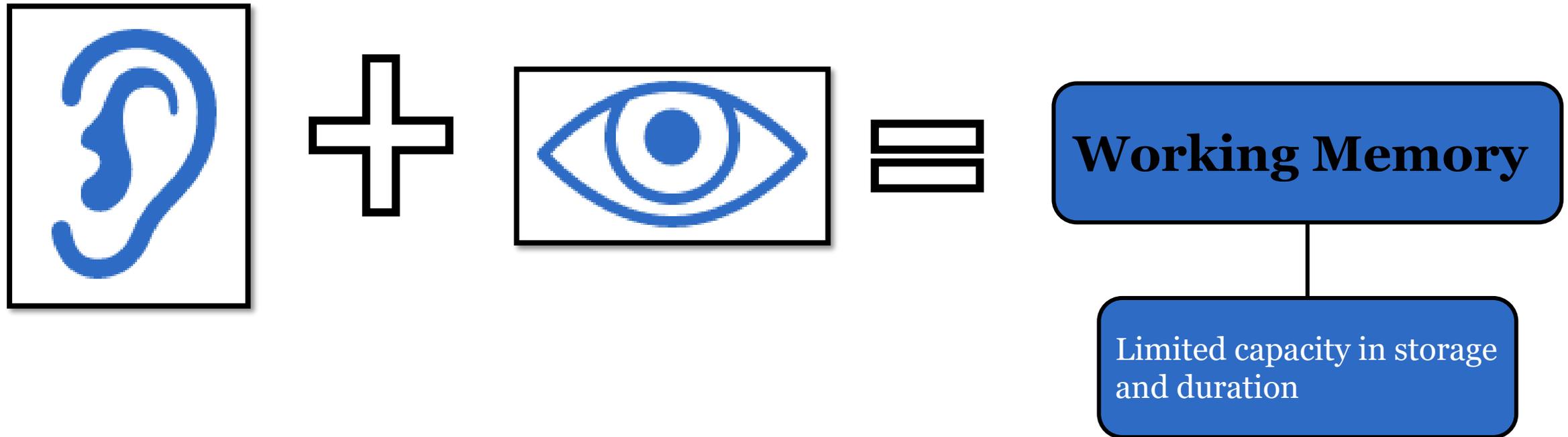


Phonological Loop



Visio-Spatial Sketchpad

Processing Channels



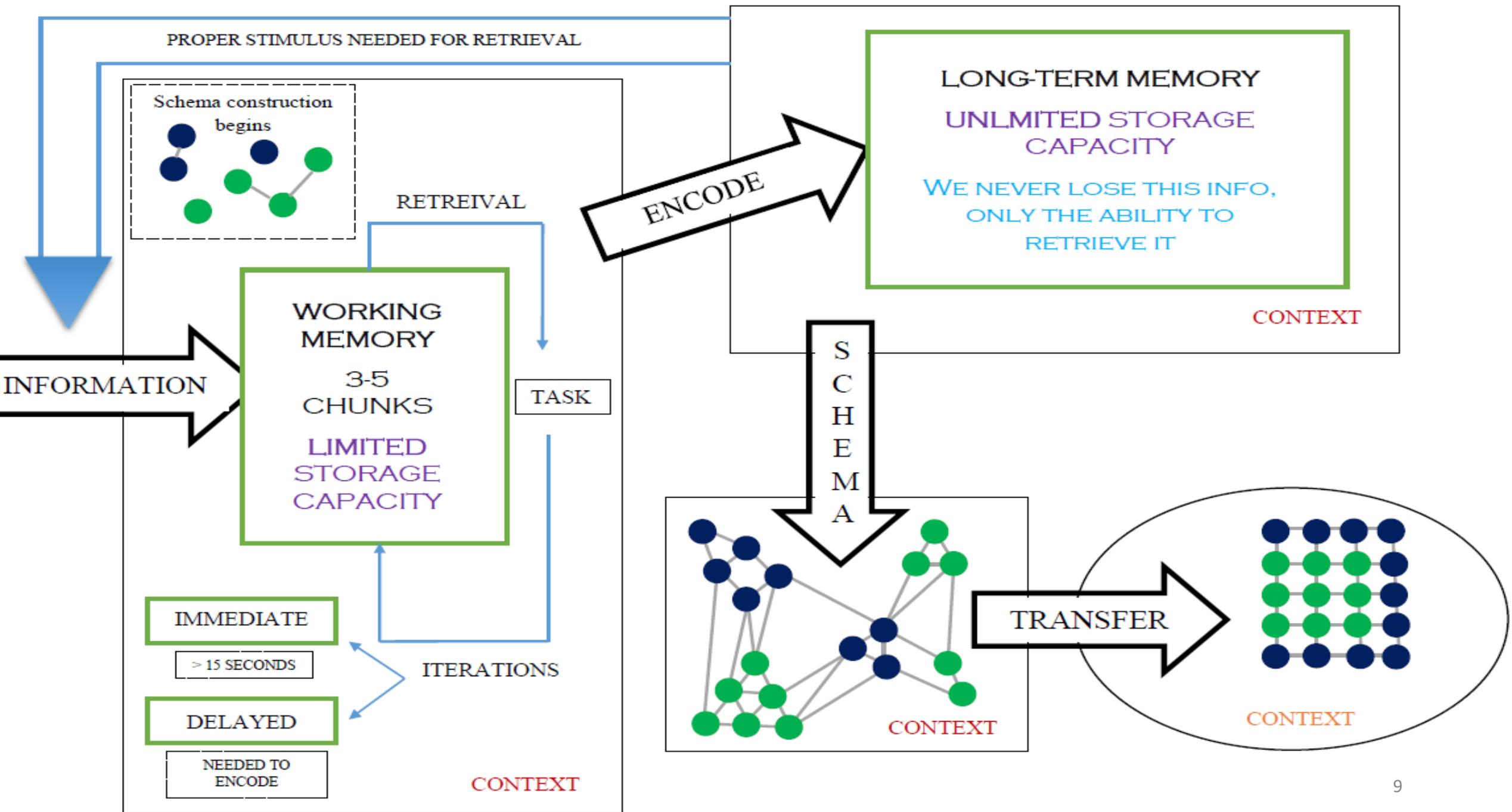
Processing Channels

Total Cognitive Load

**Intrinsic Load + Germane Load
+ Extraneous Load**



**Working
Memory
Capacity**



Organization

If you want **different results** than what you're currently getting, you must try a **different approach.**

Traditional ...

- We will see this slide layout
the “**Title + Content**” default slide layout in PowerPoint
This layout promotes what we see here.
We will refer to this as the “**topic design**”
- This design approach **attempts to do too much on one slide for too long**
presents **simultaneously...**

**Topic sub-topic
design uses slides**
as...

Visual Aids



①

Speaker Notes

②

Handout

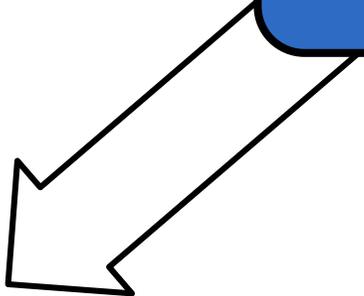
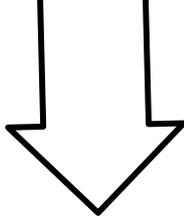
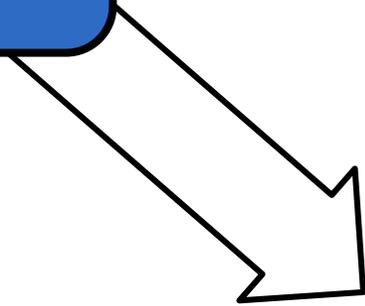
③

Clear.

Consistent.

Cohesive.

Presentation

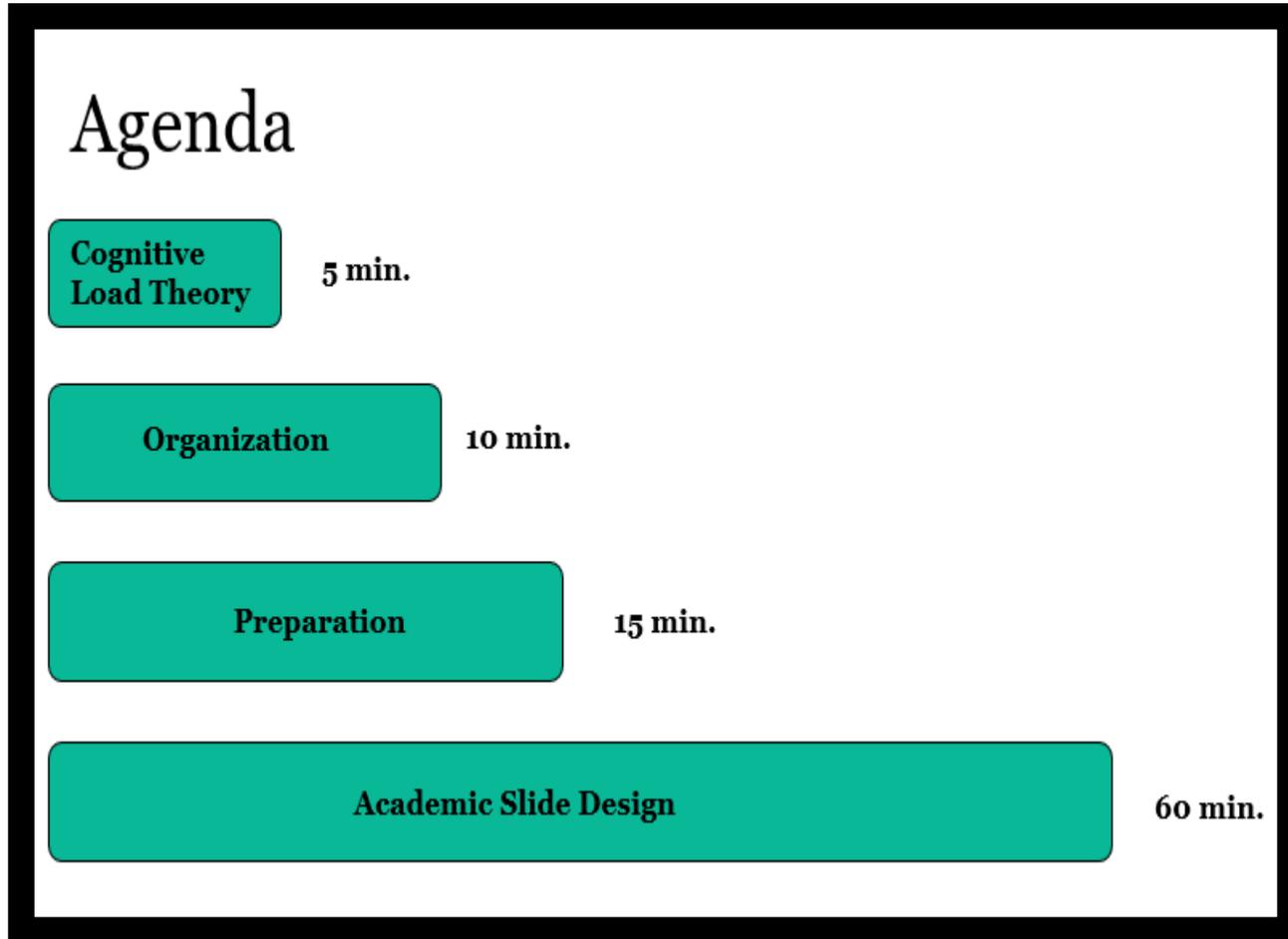


Do you need a slide?

Fandrey (2018) suggests a slide is needed when it:

1. Provides a **visual means of organization** for forthcoming information
2. Helps students **locate where they are in the lecture (wayfinding)**
3. Shows a **concept, process, relationship, or idea** via a graph, chart, diagram, image, or other visuospatial treatment;
4. Maps **directly to the learning objectives** or outcomes of your talk—that is, you're showing something that really does **deserve to be powerfully pointed at**
5. Contributes to a climate of good **digital citizenry**

Preview Slide



Provides snapshot of what's to come

Activates prior knowledge

Guidepost Slide

Organization

```
graph LR; A[Organization] --- B(Orients students in overall presentation); A --- C(Signals topic transition); A --- D(Provides context);
```

**Orients students
in overall
presentation**

**Signals topic
transition**

Provides context

Recap Slide

Slides should
serve **one**
purpose.

You don't **always**
need a slide.

Consistency
reduces overall
cognitive load.

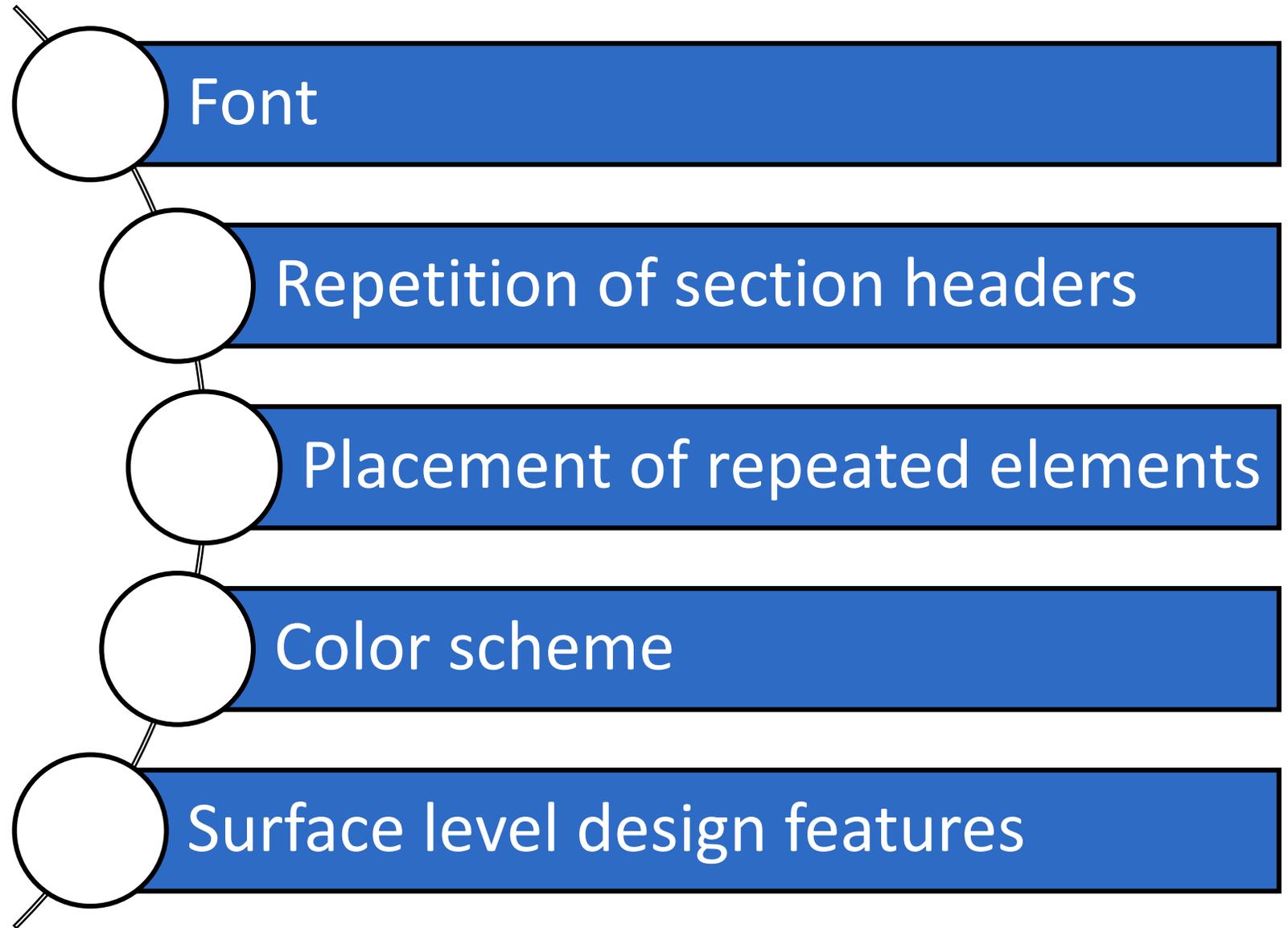
Color is for
communication
not decoration.

Clear.
Consistent.
Cohesive.

Summarize
and/or repeat
main ideas

Consistency throughout the slide deck
makes wayfinding easier for students
and **reduces** the overall **cognitive**
load.

Consistency



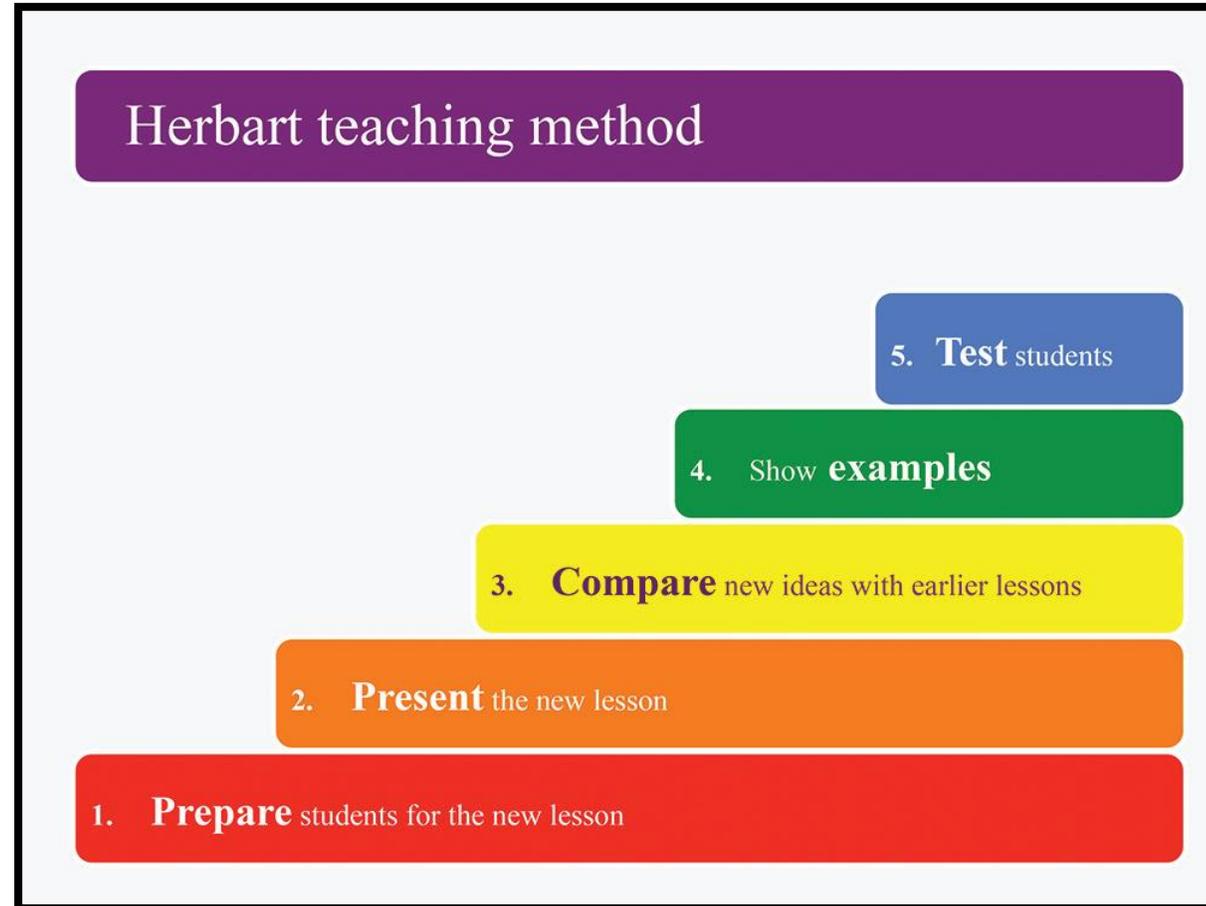
Using Color

Select **four colors** for a slide deck:

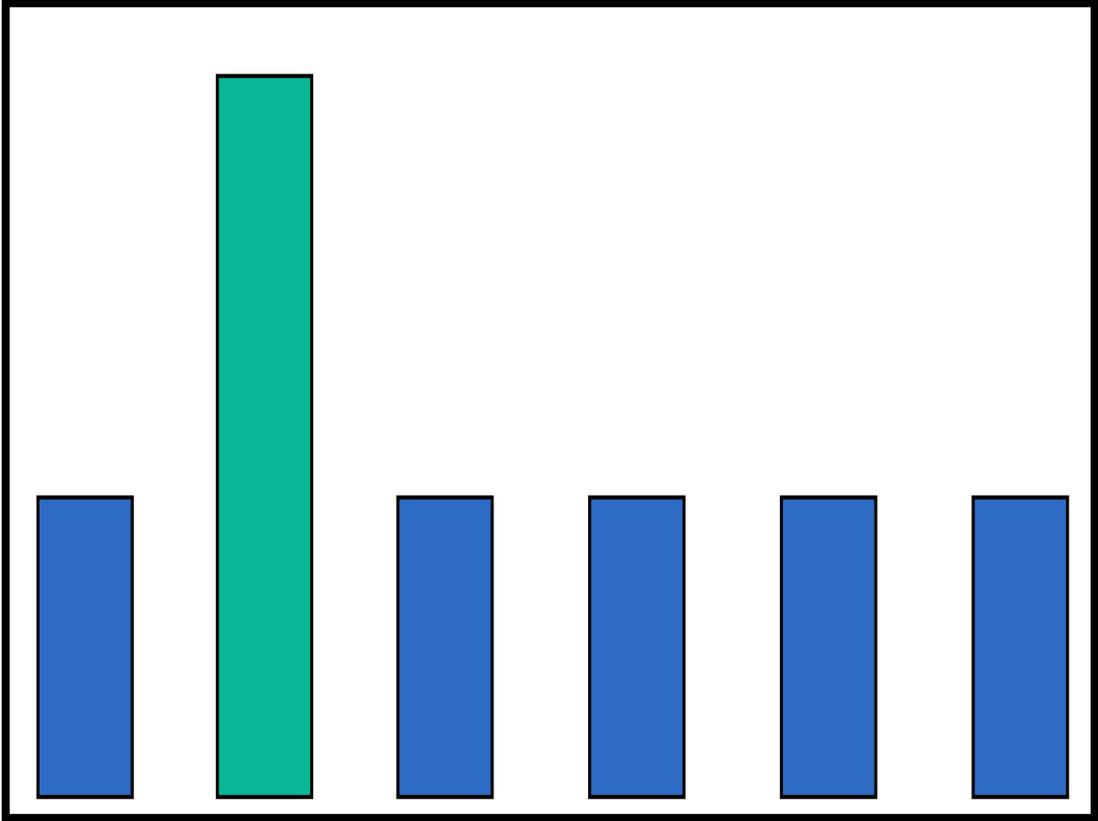
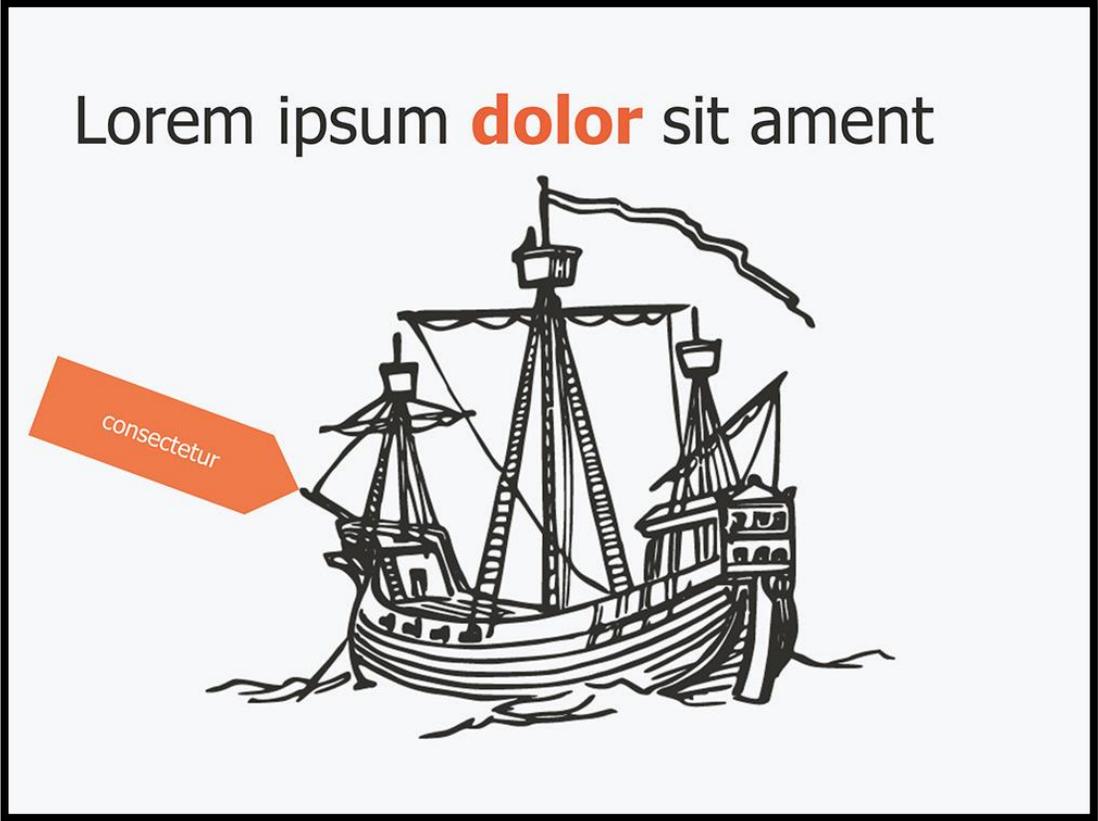
1. Background
2. Text
3. Emphasis color #1
4. Emphasis color #2



Color should be used as a **means of communication** and not decoration.

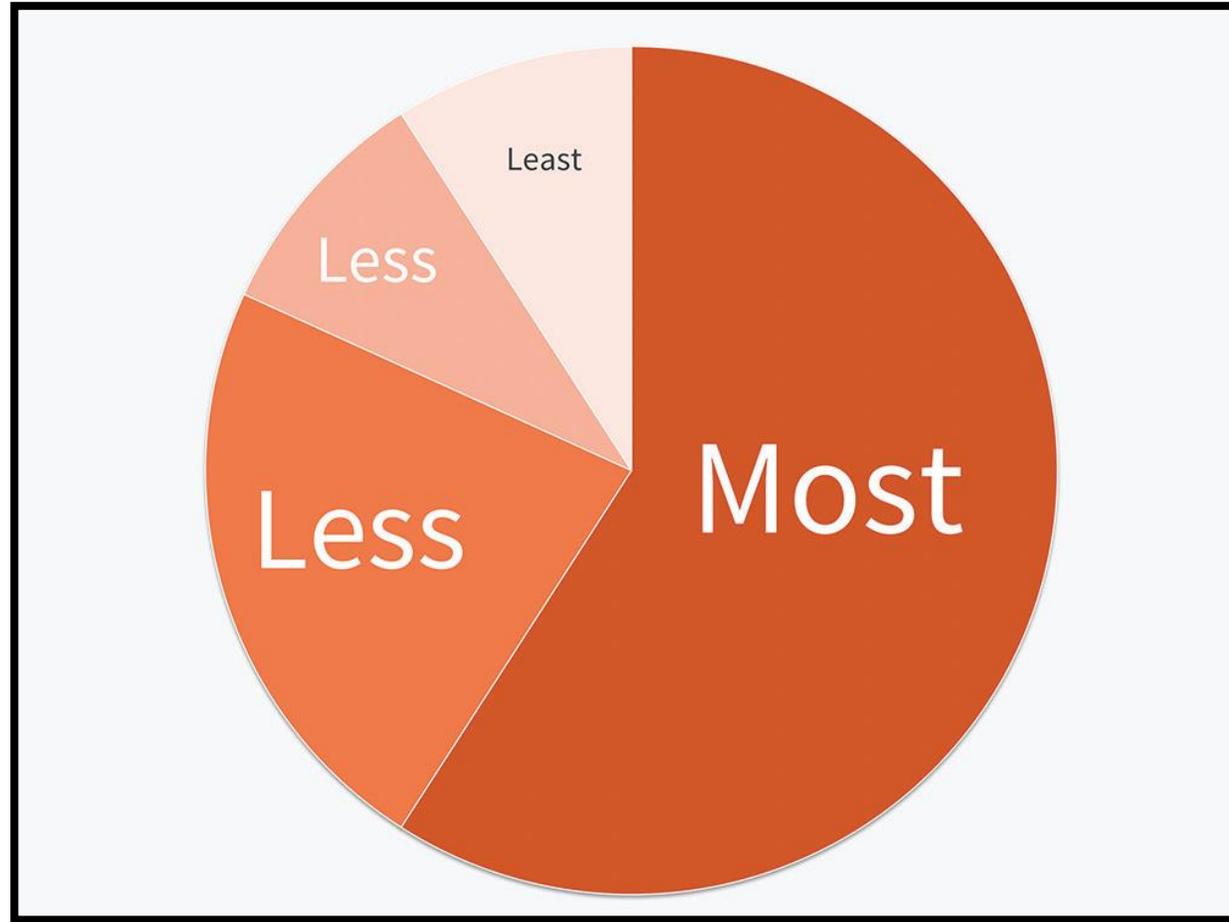


Use color to call attention.

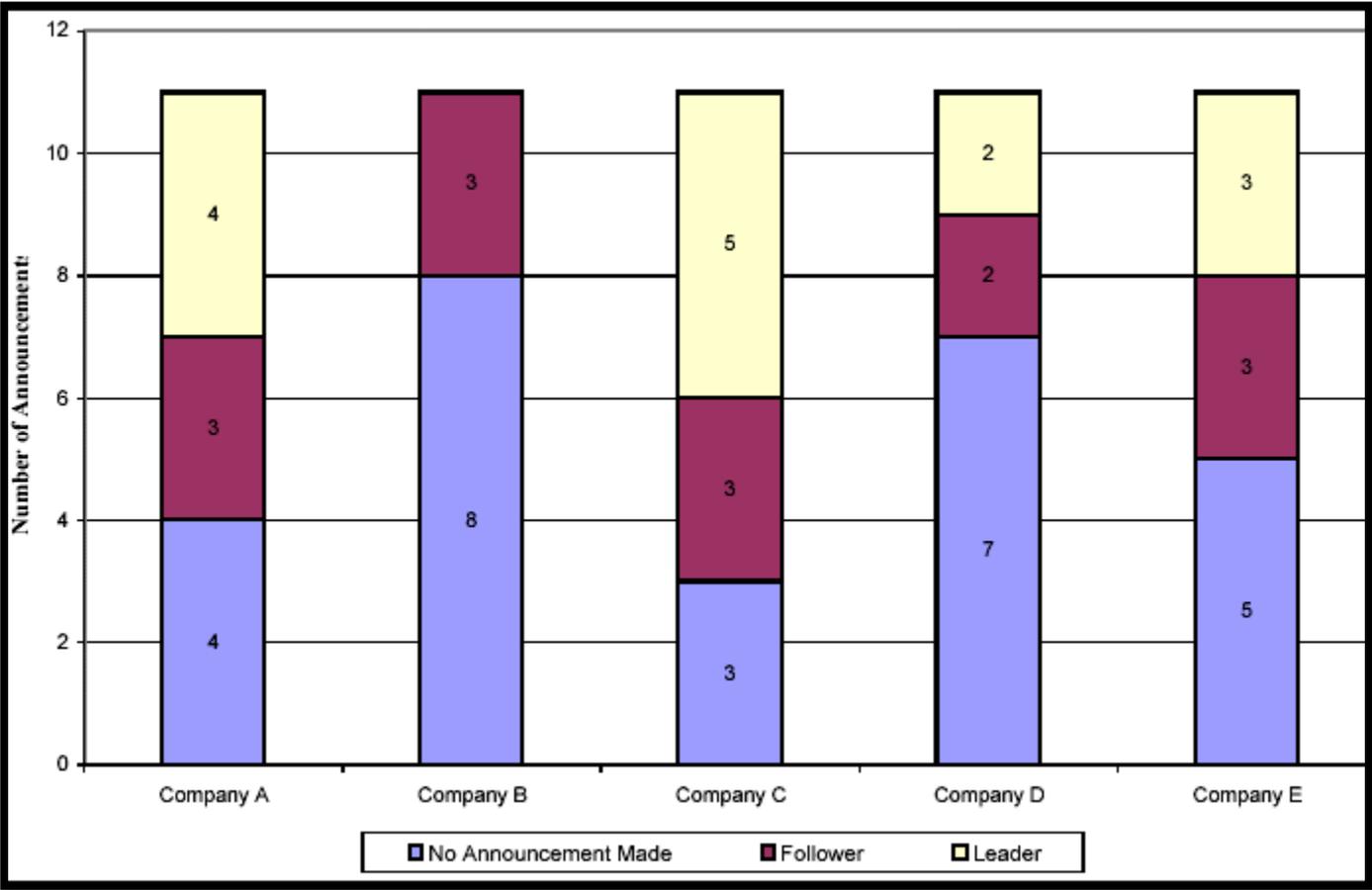


Fandrey (2018)

Use color to show **amount**, **quantity**, **severity**.



Use color to **differentiate sections** of a graph.



Use color to provide a **visual break**

| | |
|--|--|
| <p>3 techniques for crafting a thesis</p> | <p>1</p> <p>Choose a topic that interests you deeply.</p> |
| <p>2</p> <p>Take a strong stand.</p> | <p>3</p> <p>Embrace a cycle of writing, revision, and curiosity.</p> |

Be **consistent** with surface level design features.



Slides should serve
one purpose.

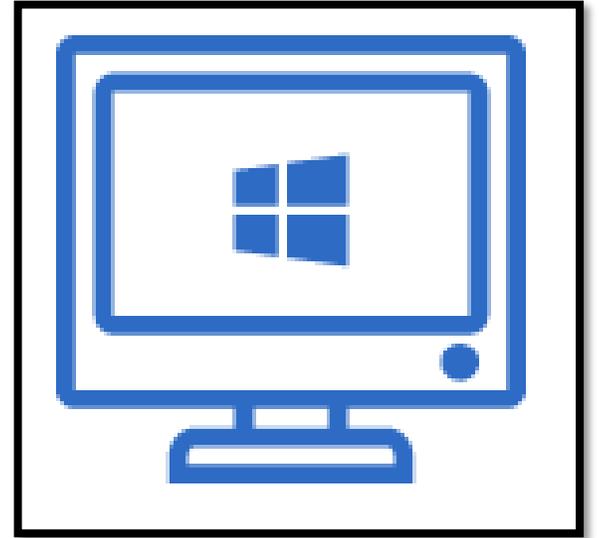
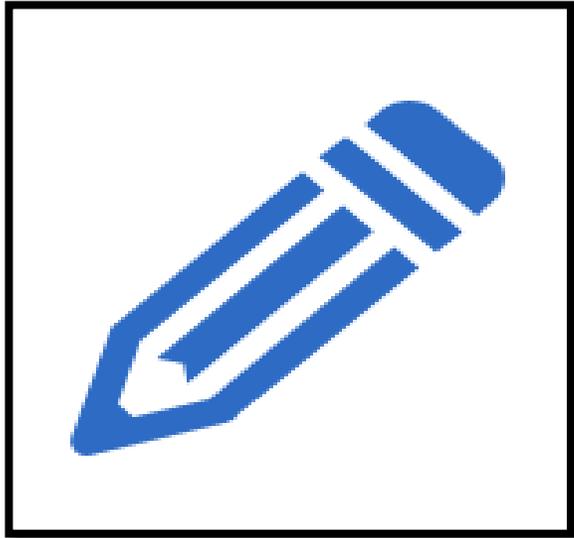
You don't **always**
need a slide.

Consistency
reduces overall
cognitive load.

Color is for
communication
not decoration and
you should **only**
have four.

Clear.
Consistent.
Cohesive.

Preparation



Fandrey's (2018) Academic Slide Design Method

1. Write a script (I know)
2. Prepare a handout
3. Identify and sketch visuals
4. Create slides
5. Insert preview, guideposts, recap slides
6. Test and revise

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**A handout is
great tool for...**

**Offloading text-
heavy portions of
your presentation**

1

**Focusing and
organizing
your thoughts**

2

**Expanding on
technically dense
material**

3

Avoid this



5/14/16

Lorem ipsum

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Nam diam mauris, fringilla ut consequat ut, porta nec tortor.
- Maecenas magna risus, consequat sit amet turpis eu, imperdiet cursus neque. Sed finibus, lacus eget bibendum tristique,
- Erat quam ultricies metus, eu malesuada ipsum ipsum ac mauris.

Lorem ipsum

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Nam diam mauris, fringilla ut consequat ut, porta nec tortor.
- Maecenas magna risus, consequat sit amet turpis eu, imperdiet cursus neque. Sed finibus, lacus eget bibendum tristique,
- Erat quam ultricies metus, eu malesuada ipsum ipsum ac mauris.

Lorem ipsum

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Nam diam mauris, fringilla ut consequat ut, porta nec tortor.
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- Erat quam ultricies metus, eu malesuada ipsum ipsum ac mauris.

1

Skeleton Guided Notes

Section 6.4: Rational Exponents

- All radical expressions are asking the same general question: "What number or term raised to the nth power will give you the radicand?"

Consider the following:

- Using this relationship, we can rewrite any radical expression in an **equivalent** form using fractional (rational) exponents instead of radicals.

$$\sqrt{36} = 36^{\frac{1}{2}}$$

$$\sqrt[3]{64} = 64^{\frac{1}{3}}$$

$$\sqrt[4]{16} = 16^{\frac{1}{4}}$$

Ex.1

Ex.2

Ex.3

Ex.4

Section 6.4: Rational Exponents

$$a^{\frac{1}{n}} = \sqrt[n]{a} \text{ and } a^{\frac{m}{n}} = \sqrt[n]{a^m} = (\sqrt[n]{a})^m$$

- Convert to Radical Form

Ex.1

Ex.2

Ex.3

Ex.4

- Simplifying Numbers with Rational Exponents

Ex.1

Ex.2

Ex.3

Ex.4

Skeleton Guided Notes

Section 6.4: Rational Exponents

- All radical expressions are asking the same general question: "What number or term raised to the nth power will give you the radicand?"

Consider the following:

$$\sqrt[4]{a^3} = a^{\frac{3}{4}}$$

$$(a^x)^4 = a^3$$

$$a^{4x} = a^3$$

$$4x = 3 \rightarrow x = \frac{3}{4}$$

- Using this relationship, we can rewrite any radical expression in an **equivalent** form using fractional (rational) exponents instead of radicals.

$$\sqrt[2]{36} = 36^{\frac{1}{2}} \quad \sqrt[3]{64} = 64^{\frac{1}{3}} \quad \sqrt[4]{16} = 16^{\frac{1}{4}}$$

Ex.1 $216^{\frac{1}{3}}$
 $\sqrt[3]{216} = \boxed{6}$

Ex.2 $7^{\frac{1}{2}} \cdot 7^{\frac{1}{2}}$
 $\sqrt{7} \cdot \sqrt{7} = \sqrt{49} = \boxed{7}$

Ex.3 $3^{\frac{1}{2}} \cdot 12^{\frac{1}{2}}$
 $\sqrt{3} \cdot \sqrt{12} = \sqrt{36} = \boxed{6}$

Ex.4 $64^{\frac{1}{2}}$
 $\sqrt{64} = \boxed{8}$

Section 6.4: Rational Exponents

$$\left[a^{\frac{1}{n}} = \sqrt[n]{a} \text{ and } \left[a^{\frac{m}{n}} = \sqrt[n]{a^m} = (\sqrt[n]{a})^m \right] \right]$$

- Convert

Ex.1 $x^{\frac{3}{7}}$
 $= \sqrt[7]{x^3}$

Ex.2 $(\sqrt[5]{b})^3 = (b^{\frac{1}{5}})^3$
 $= b^{\frac{3}{5}} = b^{\frac{3}{5}}$

Ex.3 $\sqrt{a^5}$
 $= a^{\frac{5}{2}}$

Ex.4 $\omega^{-\frac{5}{8}}$
 $= \frac{1}{\omega^{\frac{5}{8}}} = \frac{1}{\sqrt[8]{\omega^5}} = \frac{\sqrt[8]{\omega^3}}{\omega}$

- Simplifying Numbers with Rational Exponents

Ex.1 $16^{-2.5} = 16^{-\frac{5}{2}}$
 $= \frac{1}{16^{5/2}} = \frac{1}{\sqrt{16^5}} = \frac{1}{(\sqrt{16})^5} = \frac{1}{4^5} = \frac{1}{1024}$

Ex.2 $16^{-2.5} = \sqrt[5]{\omega^5 \cdot \omega^3} = \sqrt[5]{\omega^8} = \omega$
 $(2^4)^{-\frac{5}{2}} = 2^{-\frac{20}{2}} = 2^{-10} = \frac{1}{2^{10}} = \frac{1}{1024}$

Ex.3 $32^{-\frac{3}{5}}$
 $\frac{1}{32^{3/5}} = \frac{1}{(\sqrt[5]{32})^3} = \frac{1}{(2)^3} = \frac{1}{8}$

Ex.4 $-32^{\frac{4}{5}} = (\sqrt[5]{-32})^4$
 $= (-2)^4 = \boxed{16}$

**Use guided
notes to:**

**Summarize main
points**

1

**Keep students
engaged
throughout the
lesson**

2

**Provide
organization and
structure to
students' notes**

3

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Visual Aid or Decoration?

Serial position in memory recall

- Primacy and recency effects
- Number of items on the list matters
- First described by Hermann Ebbinghaus in 1885



Godot13 via Wikimedia Commons

Visual Aid or Decoration?

Serial position in memory recall

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Public Domain

Visual Aid or Decoration?

Serial position in memory recall

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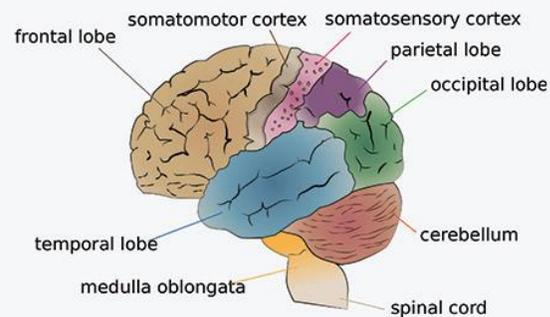


ManicMorFF

Visual Aid or Decoration?

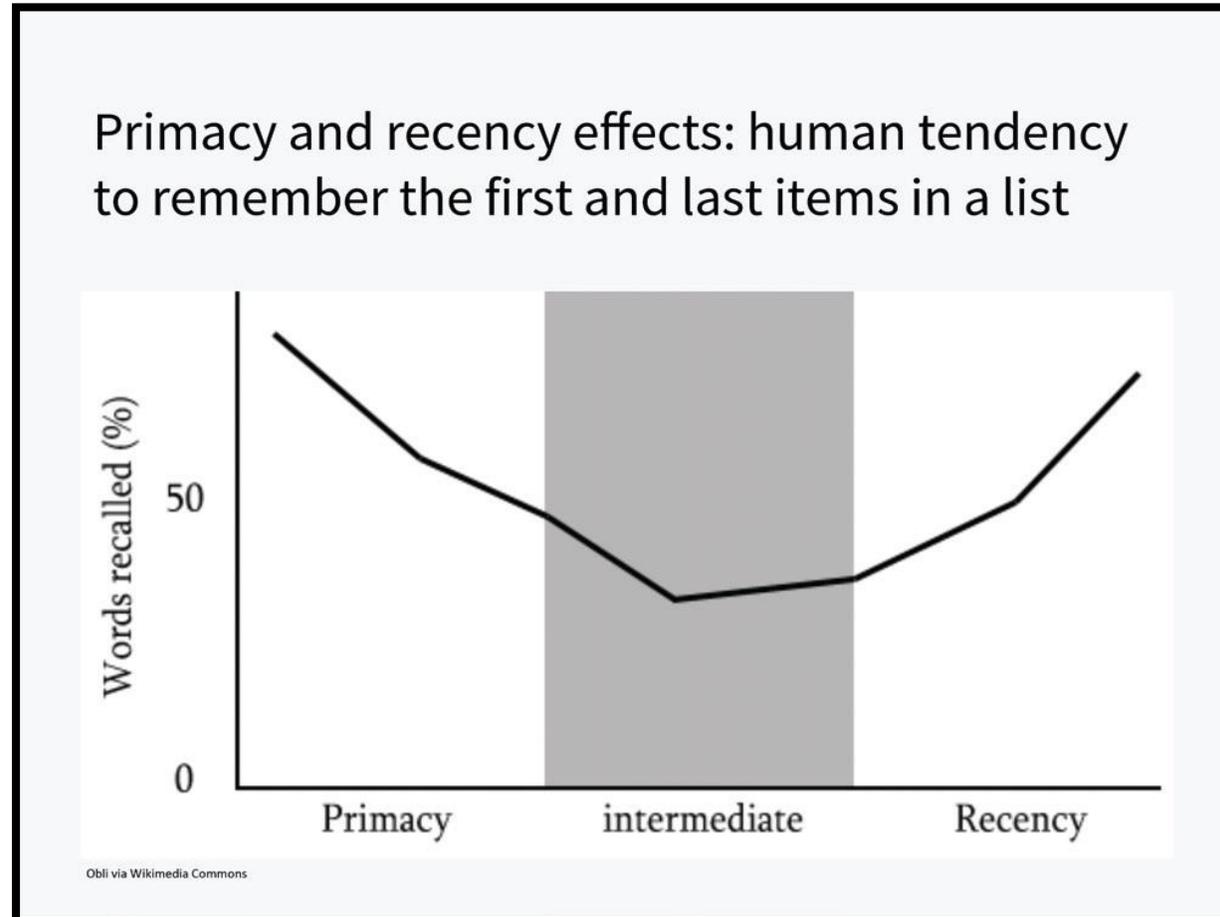
Serial position in memory recall

- Primacy and recency effects
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Parts of the brain. National Cancer Institute.

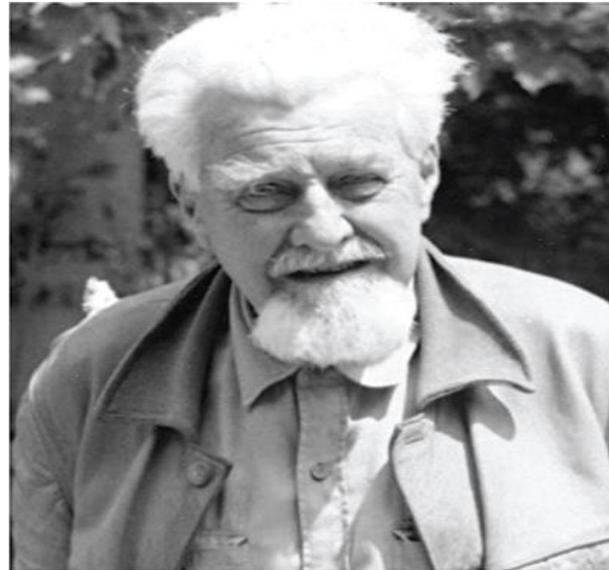
Visual Aid or Decoration?



Visual Aid or Decoration?

+ Filial imprinting

- 1935
- Konrad Lorenz worked with greylag geese
- incubator-hatched geese would imprint on the first suitable moving stimulus they saw within "critical period" (13–16 hours after hatching)
- Goslings imprinted on Lorenz, inanimate objects
- Filial imprinting is not restricted to non-human animals that are able to follow their parents



Visual Aid or Decoration?

Filial imprinting is a type of animal learning where the newborn attaches to the first moving stimulus it sees.



<http://psychology.wikia.com/wiki/File:Lorenz.gif>

Stay away from built-in themes



Use a template...

Main Idea: Principles : Coherence

* Dewey Quote: pg. 161

Don't add extra material.

① Extra Words

↳ interest

↳ Expand idea

↳ Technical details

② Extra Images

↳ Distract

↳ Disrupt

↳ Seduce

③ Extra Audio

* Extra stuff hurts low-level learners the most (less WM capacity)

Main Idea: Principle : Multimedia

Use text and graphics rather than words alone



Don't allow images to become an after thought.

In the planning stages ask yourself what images can support, expand, or re-enforce your text-based message. By providing both there is a greater chance the learner is able to connect to existing knowledge.

Main Idea: Principle : ~~Coherence~~ ^{Multimedia} Contiguity

Types of Visuals

One slide for each type. Try and find an example for each as well.

* Especially helpful for novices

1 main idea per slide

Main Idea: Principles : Coherence

* Dewey Quote: pg. 161
Don't add extra material.

- ① Extra Words
 - ↳ interest
 - ↳ Expand idea
 - ↳ Technical details
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T 

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Main Idea: Principle : ~~Coherence~~ ^{Multimedia} Continuity

Types of Visuals

One slide for each type. Try and find an example for each as well.

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Rough sketch of visual or description of content

Main Idea: Principles : Coherence

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Main Idea: Principle : ^{Multimedia} ~~Continuity~~

Types of Visuals

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Space to elaborate

Main Idea: Principles : Coherence

* Dewey Quote : pg. 161
Don't add extra material.

- ① Extra Words
 - ↳ interest
 - ↳ Expand idea
 - ↳ Technical details
- ② Extra Images
 - ↳ Distract
 - ↳ Disrupt
 - ↳ Seduce
- ③ Extra Audio

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Main Idea: Principle : ^{Multimedia} Configuration

Types of Visuals

One slide for each type. Try and find an example for each as well.

* Especially helpful for novices

**Start analog,
then go digital.**

**Use guided
notes handouts
to elaborate.**

**Visual aids
are not
decorations.**

**Avoid using
built-in
themes.**

**Use a template
to organize
your
presentation.**

Fandrey's (2018) Academic Slide Design Method

1. Write a script (I know)
2. Prepare a handout
3. Identify and sketch visuals
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Academic Slide Design

What are the most **common issues** in regard to **slide-based presentations**?

Common Issues

US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$54B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

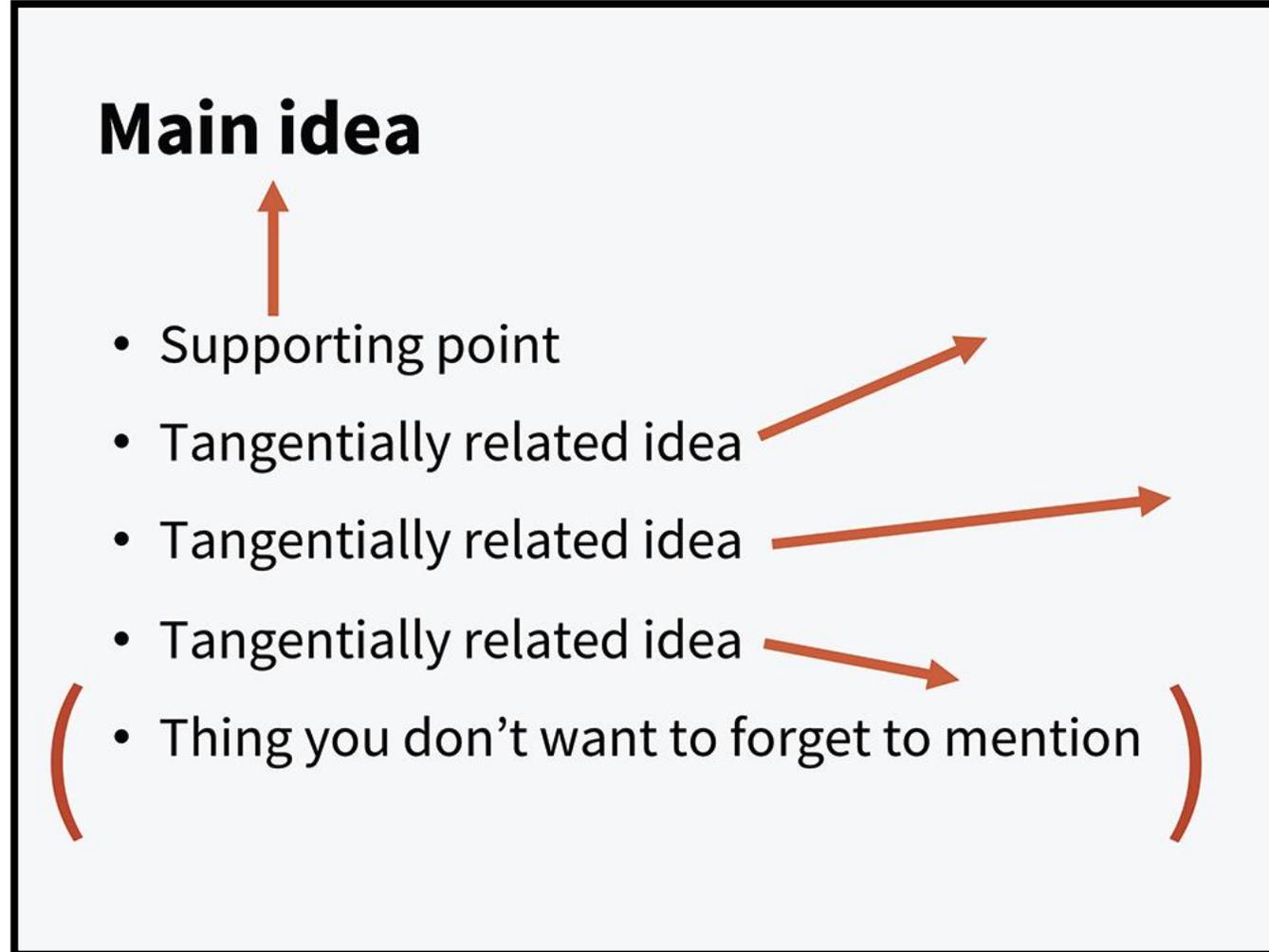
Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

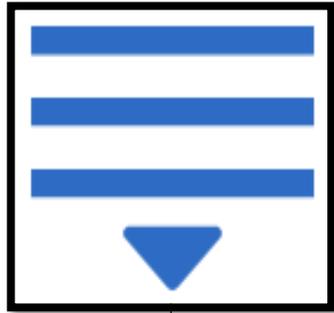
As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the first major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

Common Issues

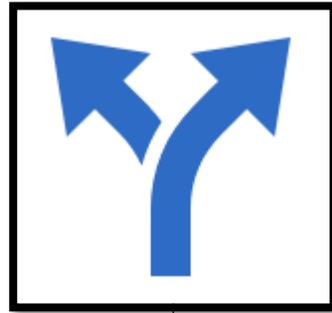


One slide = One main idea

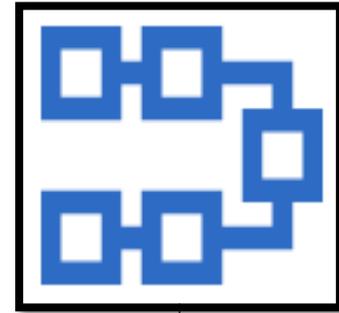
Why not bullets?



Slide-u-prompter



Split-attention effect



**Cannot convey
complex
relationships**

Use bullets to...

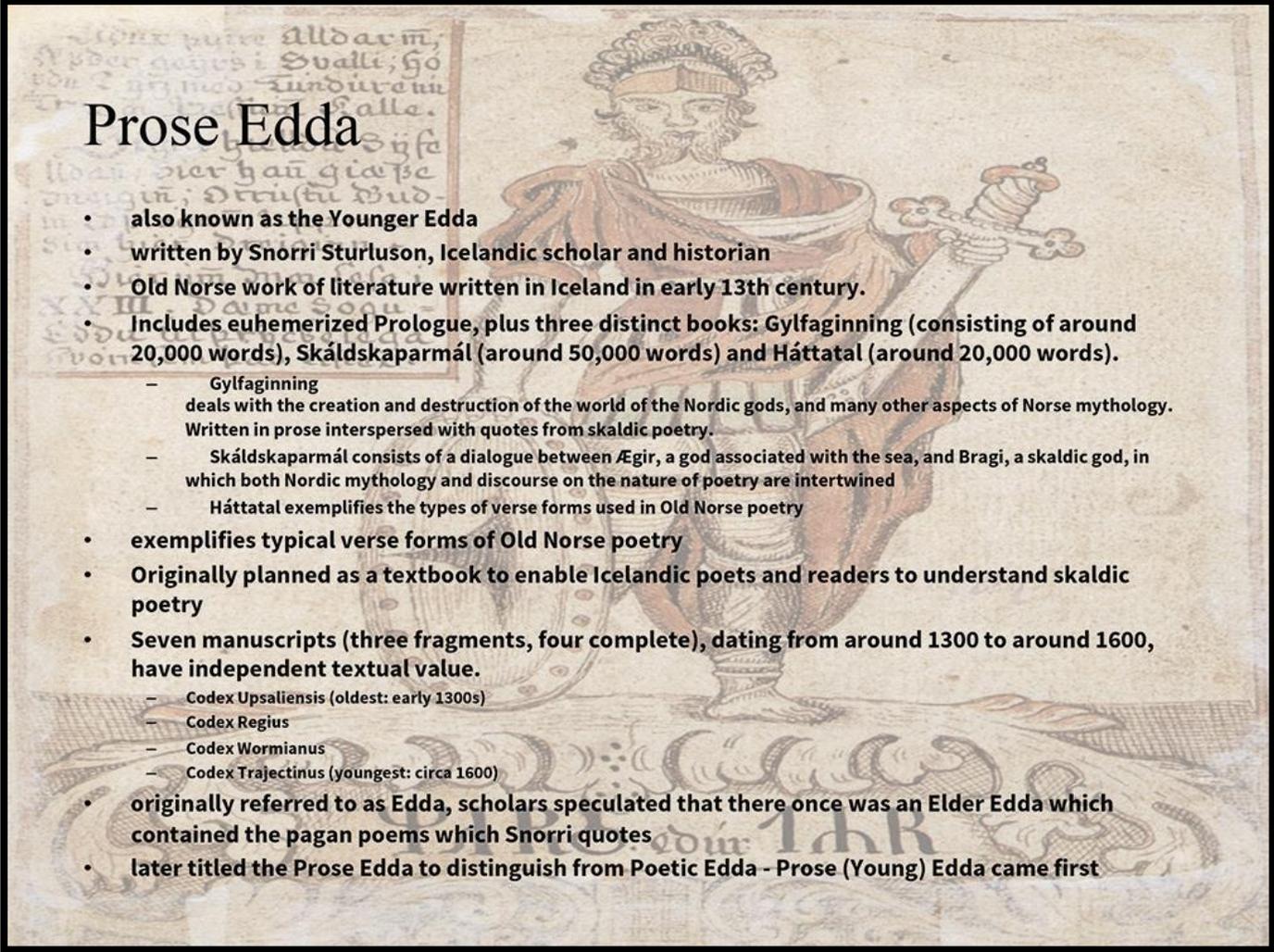
- Explain an idea with several supporting statements
- Show an overview of a list of items you plan to explicate individually in coming slides
- Provide a summary of points you have already discussed

Design Strategies

One main idea per slide

1. Assertion-evidence structure
2. Spatial positioning
3. Whitespace
4. Lines and shapes
5. Proximity and similarity
6. Full screen image with text
7. Graphics with labels
8. Information Typologies (SmartArt)

Slide makeovers



Prose Edda

- also known as the Younger Edda
- written by Snorri Sturluson, Icelandic scholar and historian
- Old Norse work of literature written in Iceland in early 13th century.
- Includes euhemerized Prologue, plus three distinct books: Gylfaginning (consisting of around 20,000 words), Skáldskaparmál (around 50,000 words) and Háttatal (around 20,000 words).
 - Gylfaginning deals with the creation and destruction of the world of the Nordic gods, and many other aspects of Norse mythology. Written in prose interspersed with quotes from skaldic poetry.
 - Skáldskaparmál consists of a dialogue between Ægir, a god associated with the sea, and Bragi, a skaldic god, in which both Nordic mythology and discourse on the nature of poetry are intertwined
 - Háttatal exemplifies the types of verse forms used in Old Norse poetry
- exemplifies typical verse forms of Old Norse poetry
- Originally planned as a textbook to enable Icelandic poets and readers to understand skaldic poetry
- Seven manuscripts (three fragments, four complete), dating from around 1300 to around 1600, have independent textual value.
 - Codex Upsaliensis (oldest: early 1300s)
 - Codex Regius
 - Codex Wormianus
 - Codex Trajectinus (youngest: circa 1600)
- originally referred to as Edda, scholars speculated that there once was an Elder Edda which contained the pagan poems which Snorri quotes
- later titled the Prose Edda to distinguish from Poetic Edda - Prose (Young) Edda came first

Slide makeovers

The *Prose Edda* was comprised of 4 sections that described the pagan roots of Old Norse mythology.



Theme

- The message of the film
- A film means something, whether or not the filmmaker intends it
- Interpretation—supplying meaning—is the job of the audience
- The skeleton, on which action, character and setting, are arranged
- When bare bones are missing; audience knows it

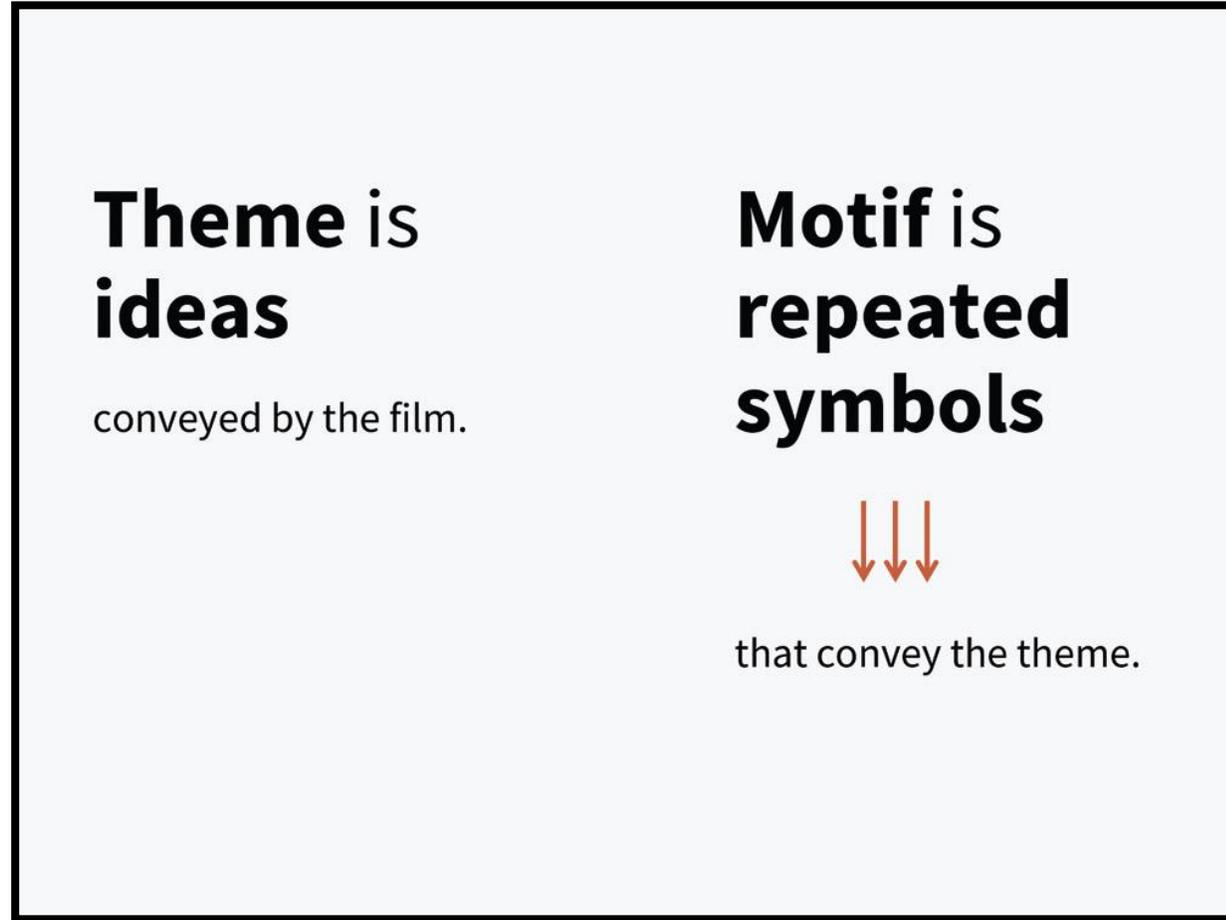
Theme, cont.

- Differ from motif in that themes are ideas conveyed by a film
- Motifs are repeated symbols that represent those ideas
- Leit-motif: reiteration of those themes

Theme, cont.

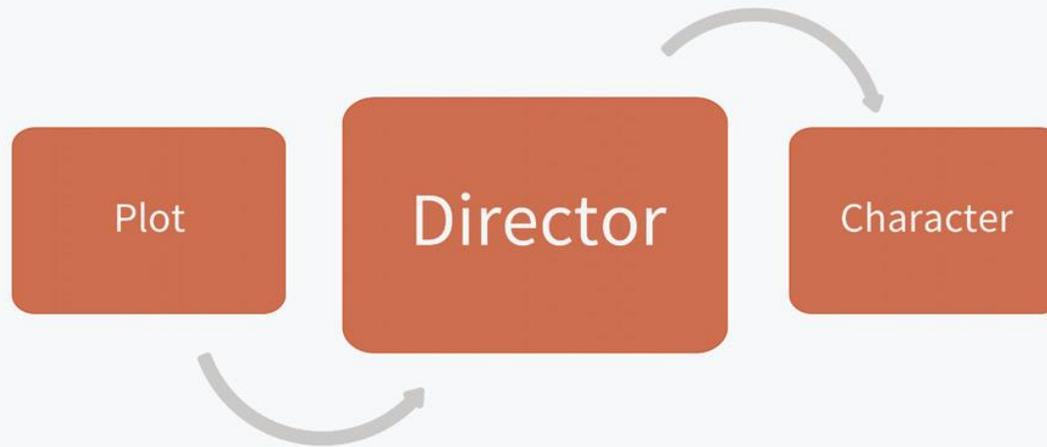
- Arise from interplay of plot, characters, and the attitude the director takes toward them
- The same story would be given very different themes in the hands of different directors
- Different from director style, which is less visible to amateur viewers

Slide makeovers

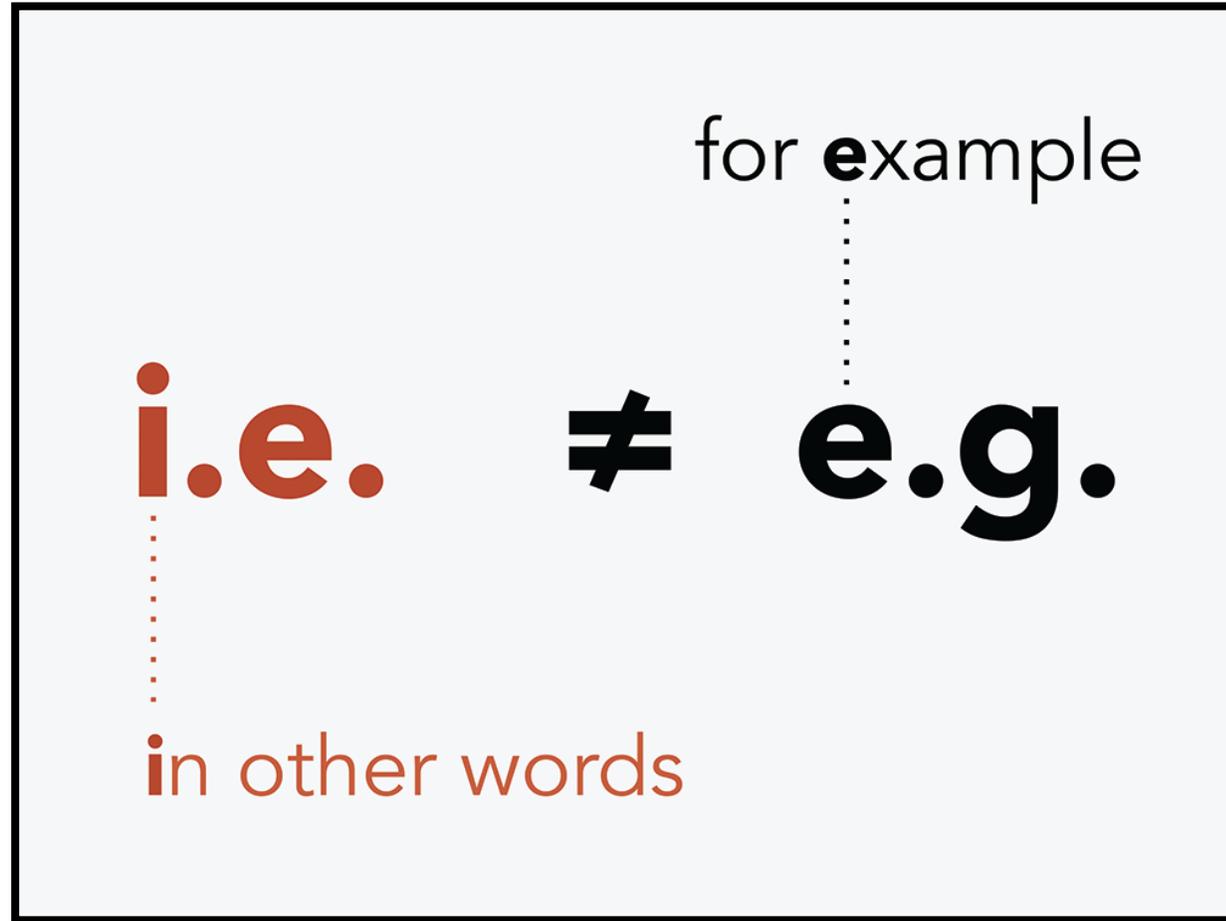


Slide makeovers

Theme arises from the interplay of plot, character and the director's attitudes about them.



Graphics with labels



Full-screen image with title



Assertion-evidence structure

1. Identify the main idea
2. Write it as a brief statement at the top of the slide
3. Use the remaining space on the slide to provide visual evidence
4. Ensure you are making an assertion and not simply explaining the graphic.

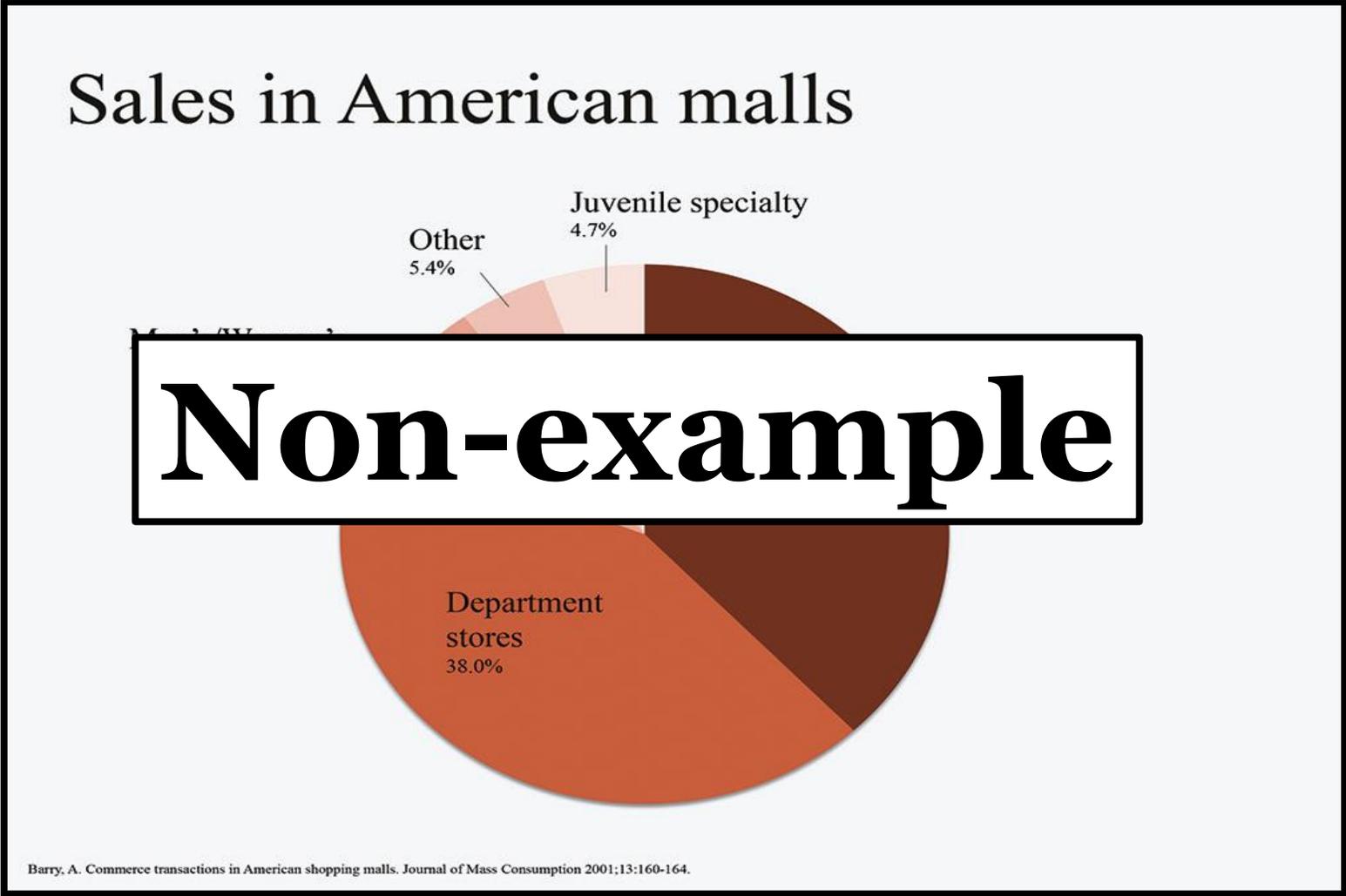
Assertion-evidence structure

The final explosions of the 1883 Krakatoa eruption had massive effects.

Non-example

Krakatoa, Wikimedia Commons

Assertion-evidence structure



Assertion-evidence structure

Discount stores comprise the majority of sales in American malls.



Barry, A. Commerce transactions in American shopping malls. Journal of Mass Consumption 2001;13:160-164.

Assertion-evidence structure

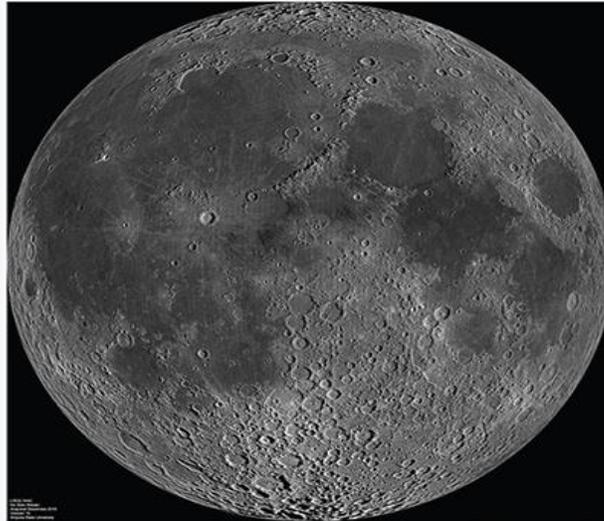
Near side of moon

- Moon hemisphere always seen from earth
- Sometimes illuminated by earthshine
- Dark spots are high in iron
- First mapped early 17th cent., early astronomers thought they were bodies of water
- Lunar maria (Latin for “sea”)



Assertion-evidence structure

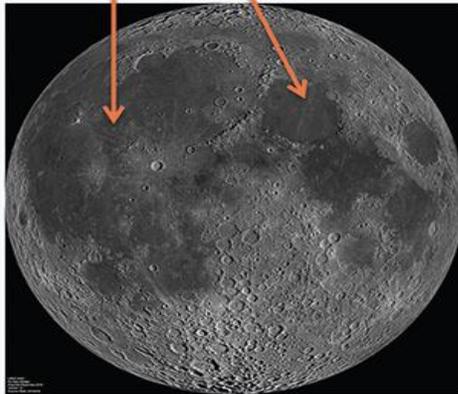
The near side of the moon is characterized by lunar maria, low-lying areas high in iron.



Wikimedia Commons

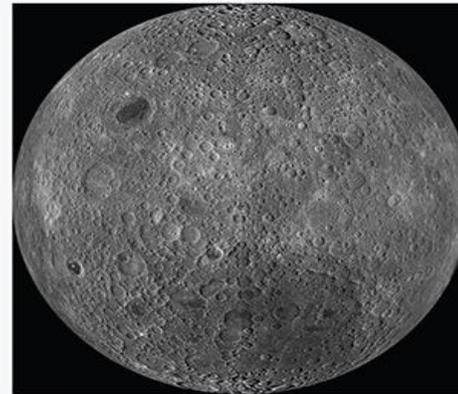
Assertion-evidence structure

The near side of the moon is characterized by lunar maria, low-lying areas high in iron.



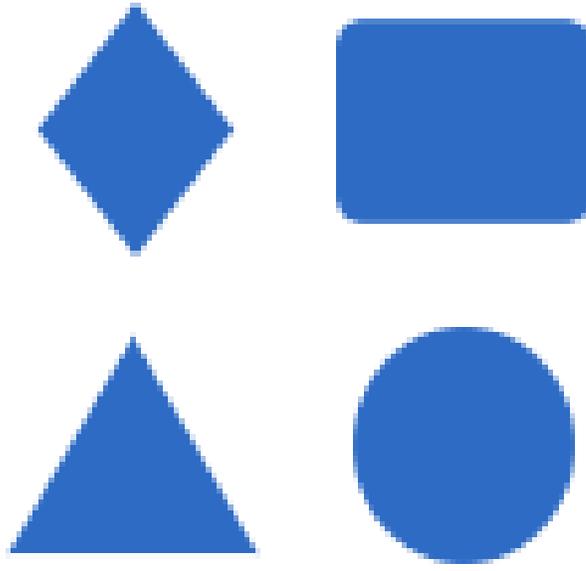
Wikimedia Commons

Near side



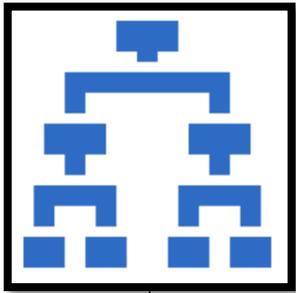
Wikimedia Commons

Far side

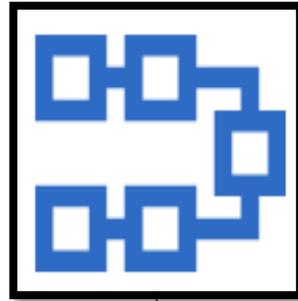




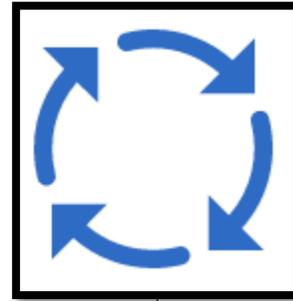
Use **spatial positioning** to communicate:



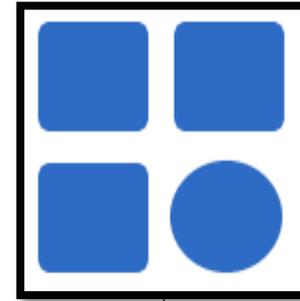
Hierarchy



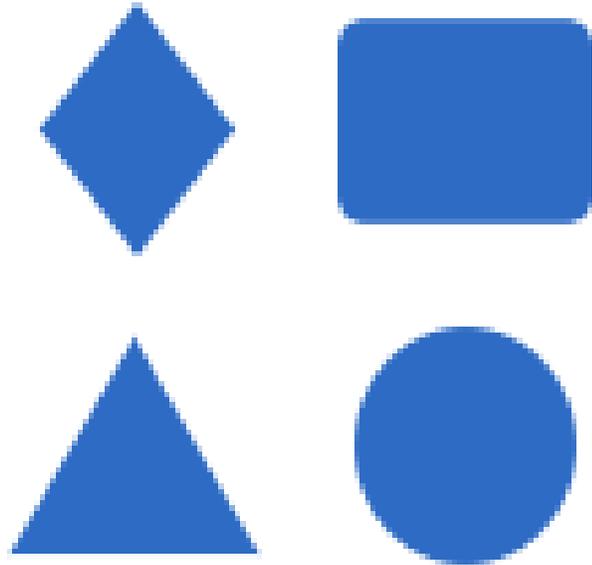
Relationships

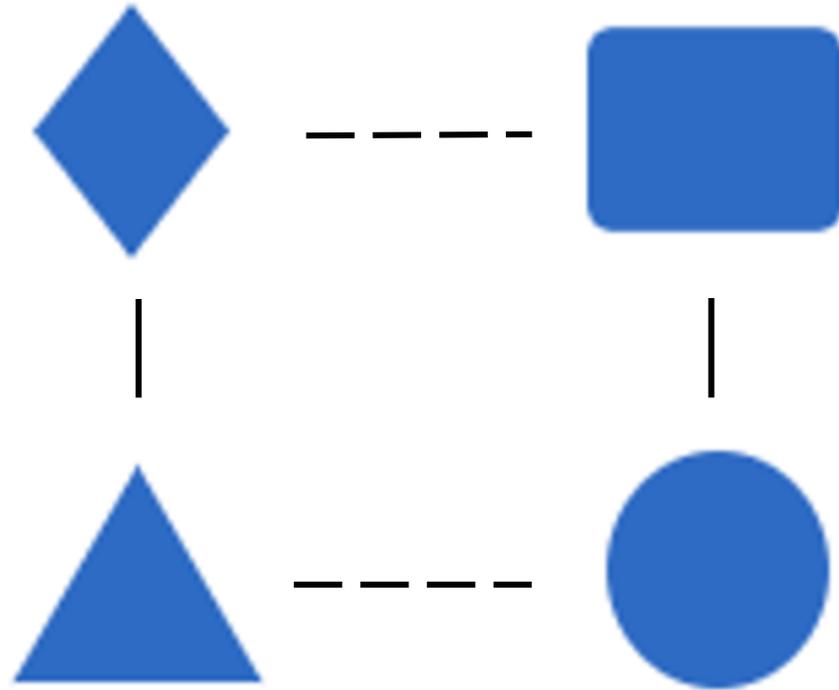


Process

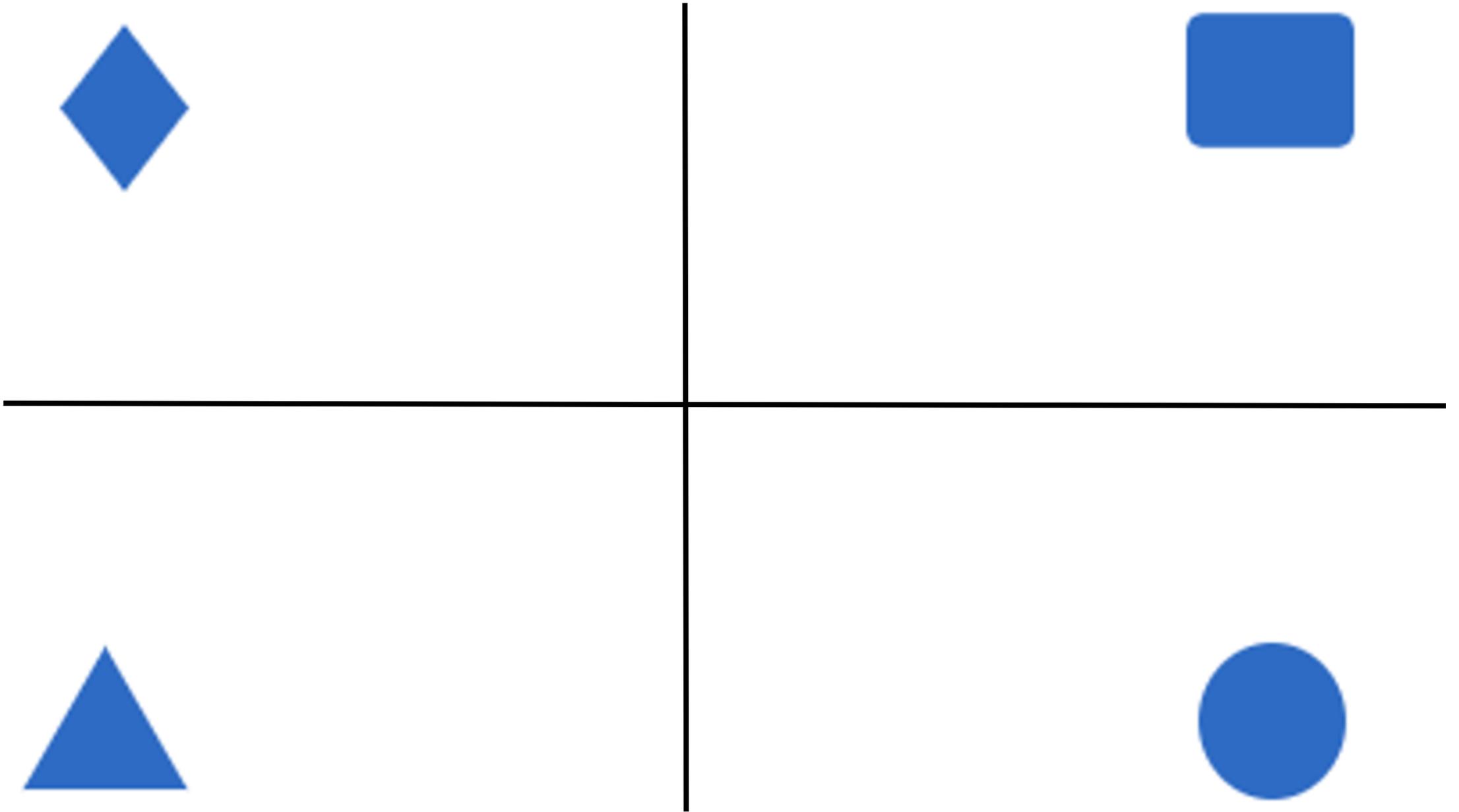


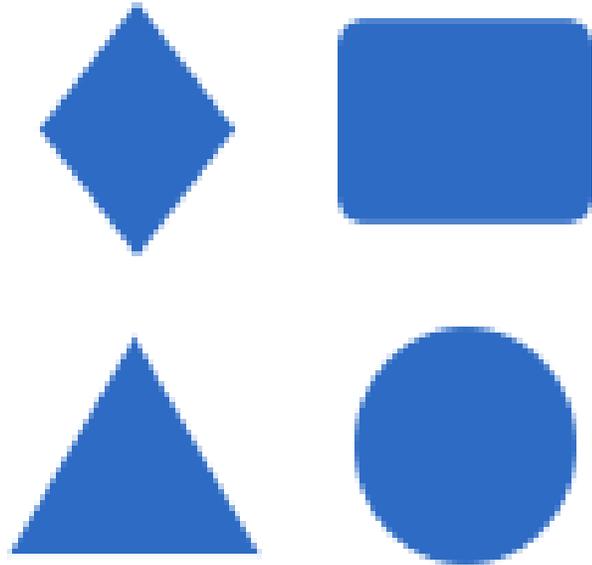
Anomalies

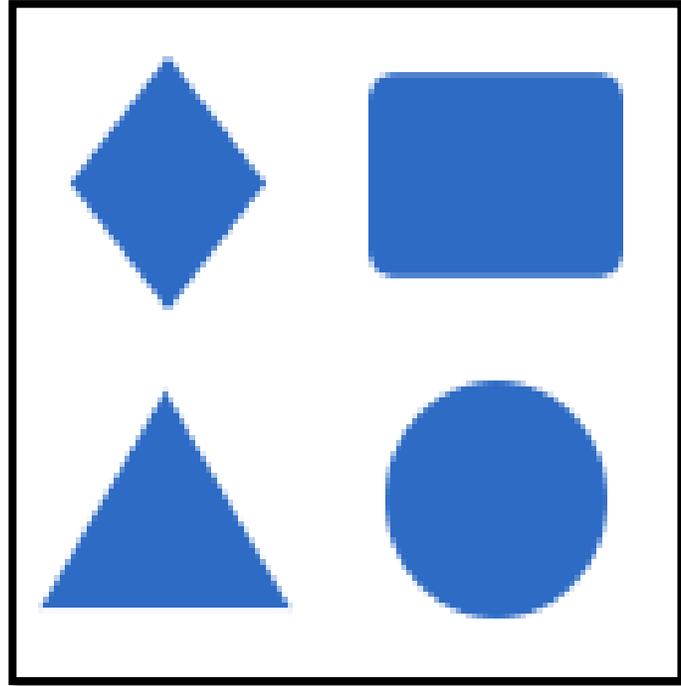


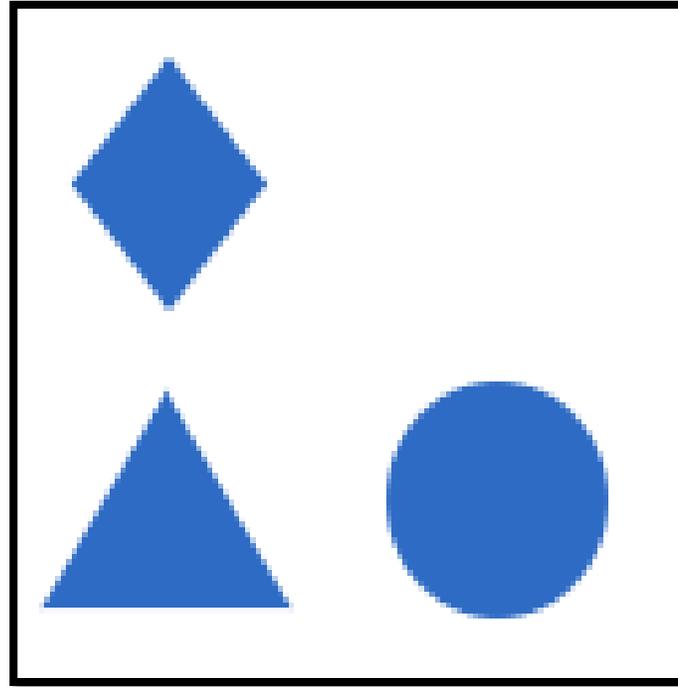














Sign of approval



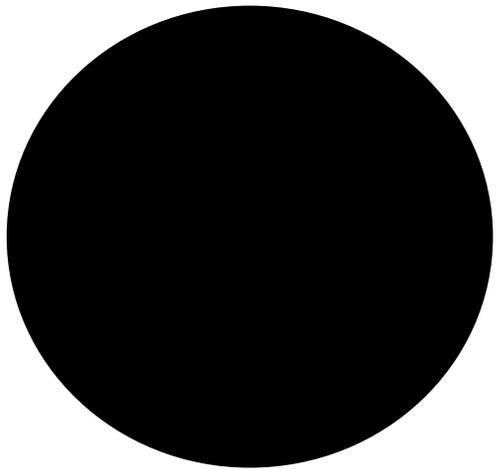
Will get you punched

Variants of difference feminism versus other feminisms

Difference

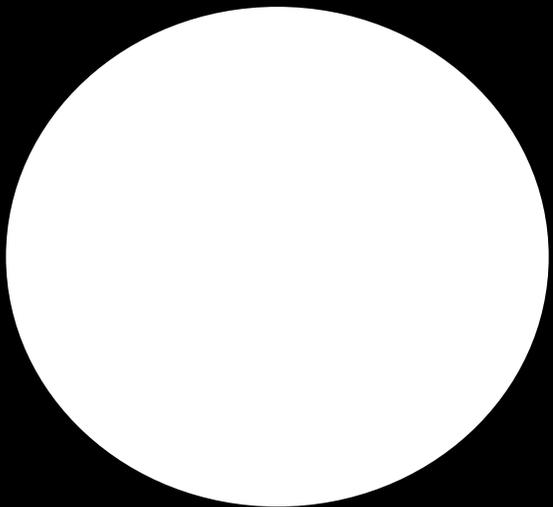
Other

| | | |
|------------------|--------------------|----------------|
| Amazon | Indigenous | Postmodern |
| Analytical | Individualist | Radical |
| Anarchist | Labor | Religious |
| Anti-pornography | Liberal | Separatist |
| Atheist | Lipstick | Sex-positive |
| Black | Marxist | Social |
| Chicana | Material | Socialist |
| Cultural | Maternal | Standpoint |
| Cyber | Native American | Transfeminist |
| Difference | Neo | Transnational |
| Equality | New | Vegetarian Eco |
| Fat | Post-structuralist | Womanism |
| Global | Postcolonial | |
| Hip hop | Postfeminist | |



White space

The absence
of content



Layout and Composition

Be **consistent** with the **layout** of your slides and the **placement of repeated elements**. This helps with **wayfinding** and **reduces** overall **cognitive load**.

There are **3 main issues** with composition

Lack of a point of entry

①

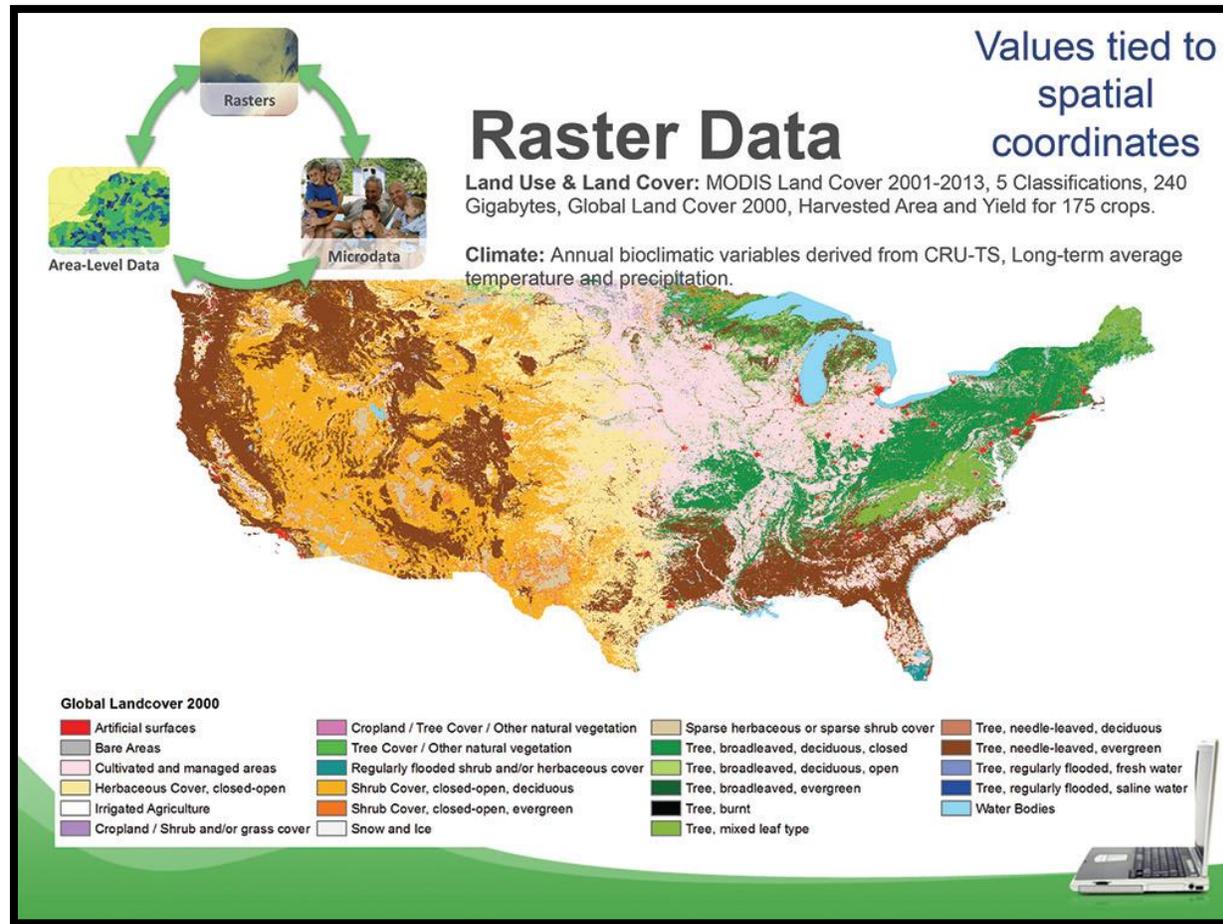
Lack of a focal point

②

Failure to comply with established norms

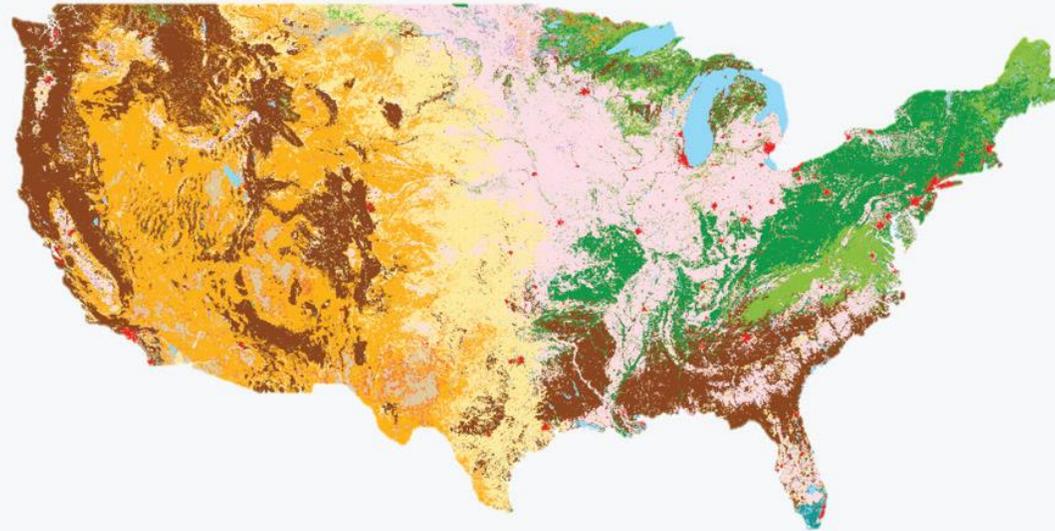
③

Where is the point of entry?



Slide makeover

Raster data shows values tied to spatial coordinates.

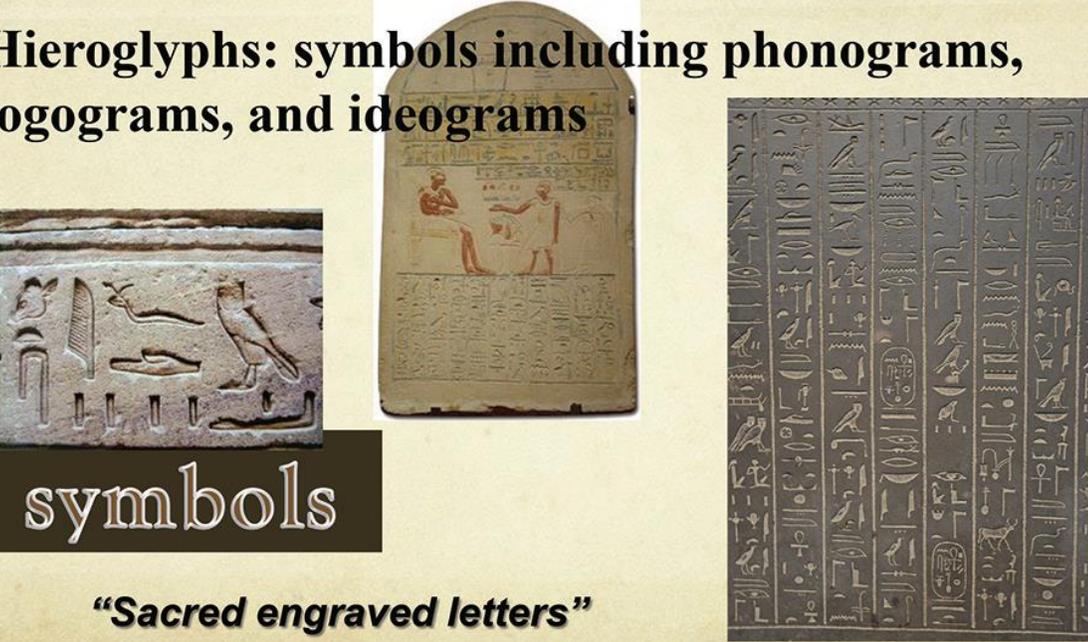


Global Land Cover 2000. Terra Populus data.

What is the focal point of this slide?

History of educational technologies

Hieroglyphs: symbols including phonograms, logograms, and ideograms



symbols

“Sacred engraved letters”

The slide features three distinct images of Egyptian hieroglyphs. On the left is a close-up of a stone surface with several carved symbols, including a bird, a lotus flower, and a falcon. In the center is a stone tablet with a scene of two figures and columns of text below. On the right is a large, rectangular block of hieroglyphs arranged in vertical columns. The word 'symbols' is written in a stylized font on a dark background below the left image, and the phrase 'Sacred engraved letters' is written in quotes below the central image.

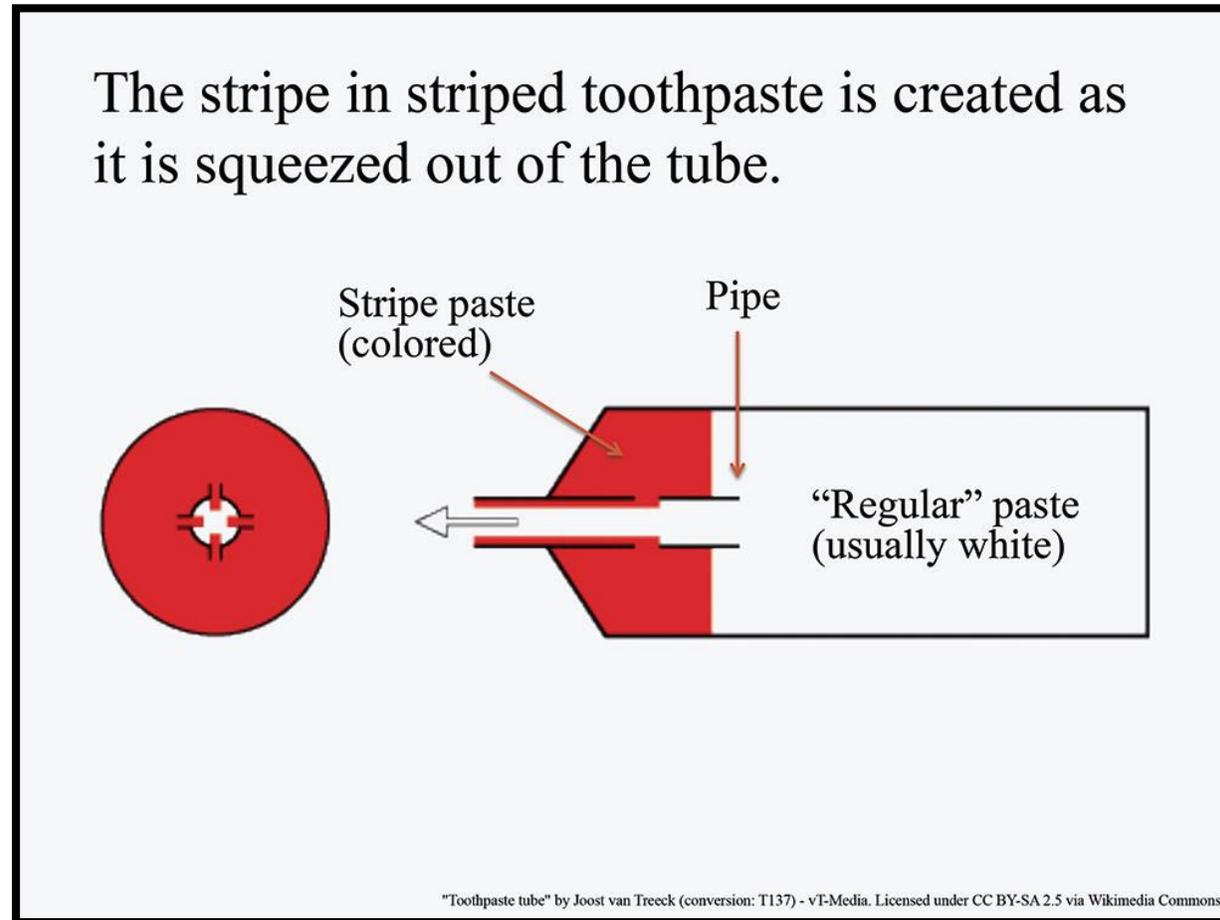
Slide makeover

Hieroglyphs can be interpreted as phonogram, logogram, or ideogram depending on context.



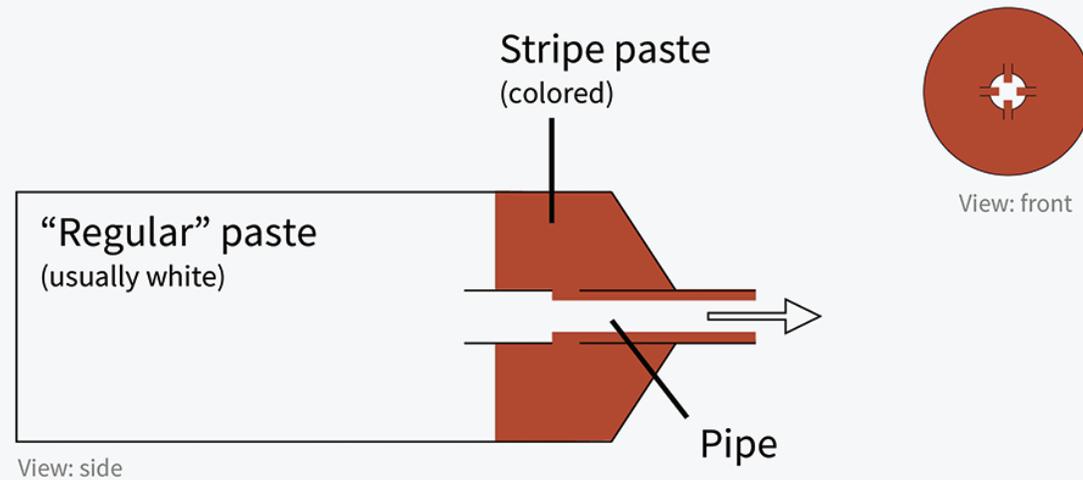
The image contains two visual elements related to Egyptian hieroglyphs. The primary element is a circular inset showing a close-up of several hieroglyphs on a dark background. From top to bottom, the visible symbols include a falcon, a bird (possibly a quail), a lotus flower, and a frog. A red circle highlights a specific hieroglyph in the lower right of this inset. Below the circular inset is a rectangular inset showing a larger view of a hieroglyphic column. A red circle in this inset highlights the same hieroglyph as in the circular inset, with red lines connecting the two circles to illustrate the zoomed-in view.

Progression of events right to left...?



Slide makeover

The stripe in striped toothpaste is created as it is squeezed out of the tube.



"Toothpaste tube" by Joost van Treeck (conversion: T137) - vT-Media. Licensed under CC BY-SA 2.5 via Wikimedia Commons

Typeface

The **most**
important thing
about your font is
that the
audience
doesn't notice
it.

CHECK OUT
www.w4kbl.org

CONTACT
n4mht@mchsi.com

CQ CQ
CALLING ALL STATIONS

145.230
179.9 PL



VE TESTING AT 9:00
WALK-INS WELCOME

WELCOME **HAM RADIO SWAPMEET**
TO THE

PENNINGTON FOLK MUSIC FESTIVAL

••••• **FIRST ANNUAL** •••••

"PENNINGTON"

HAMFEST

INDOOR TABLES ARE AVAILABLE - FCFS

NO FEES TO ENTER OR SETUP

DOOR PRIZES **FOOD AND DRINKS WILL BE AVAILABLE** **DOOR PRIZES**

PRINCETON, KY
FIRE TRAINING CENTER
EXIT 12 OFF WK PKWY
2001 HWY 62 WEST

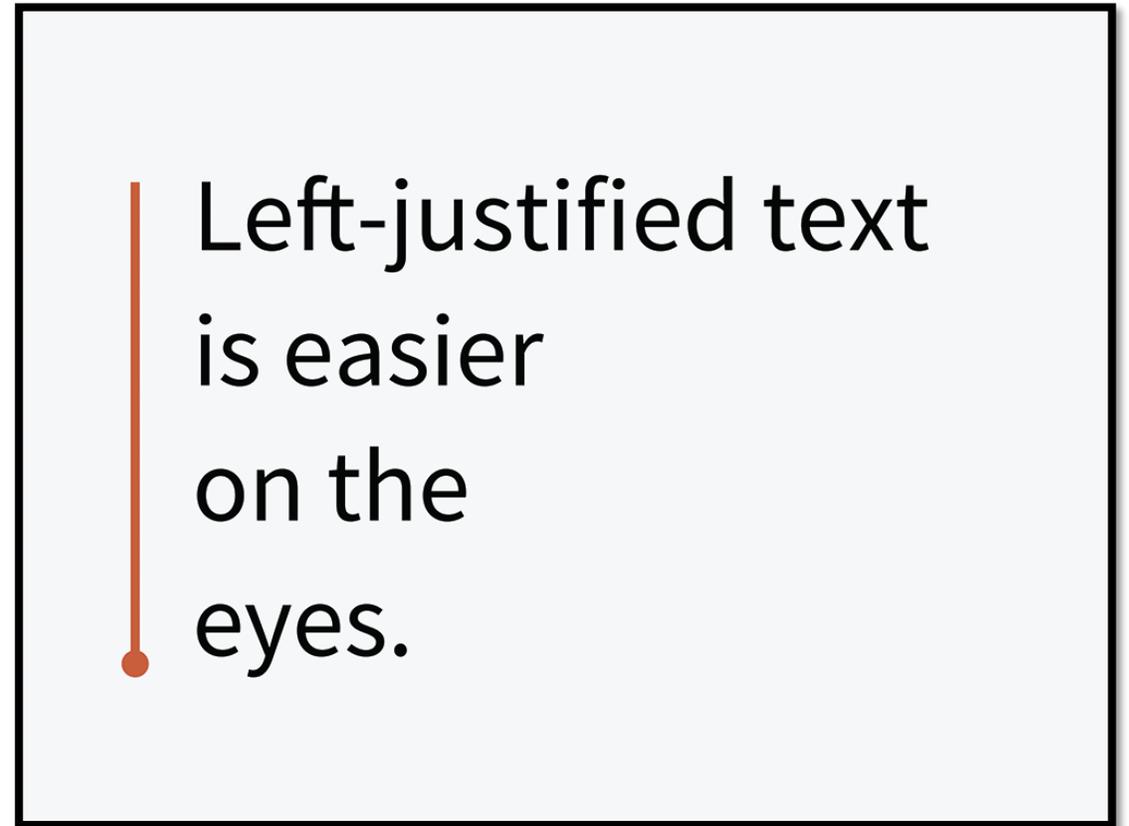
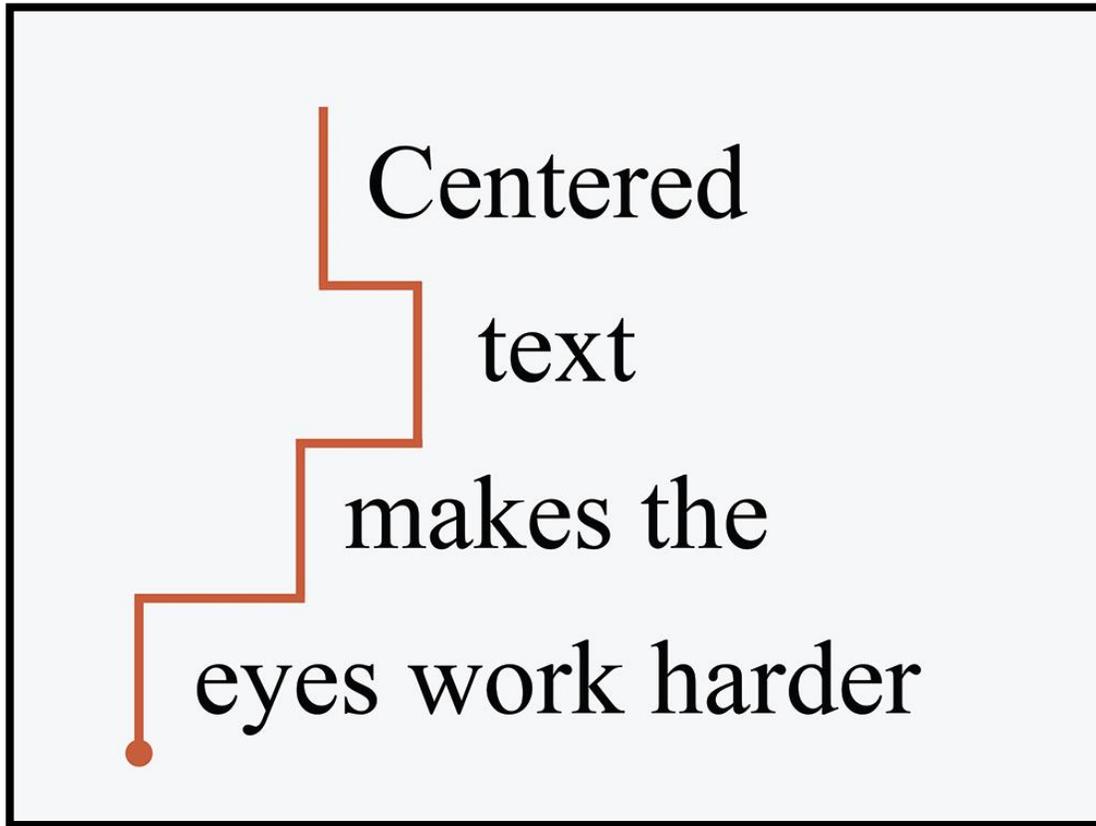
JUNE 2nd, '12 7:00 AM till NOON

PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES

Don't...

- Use all caps
- Bold excessively
- Italicize
- Underline
- Center text
- Mix fonts

Alignment



Spacing

Ipsum **vegum**

- Turnip vulputate endive cauliflower in etit euismod
kohlrabi
- Avocado sodales spinach ultrices velit.
- Amaranth sem at daikon cabbage asparagus winter
purslane erat kale.
- Celery ullamcorper potato scallion desert raisin
horseradish spinach duis carrot in pulvinar mauris.

Ipsum **vegum**

- Turnip vulputate endive cauliflower in etit
euismod kohlrabi.
- Amaranth sodales spinach ultrices velit.
- Avocado sem at daikon cabbage asparagus
winter purslane erat kale.
- Celery ullamcorper potato scallion desert
raisin horseradish spinach duis carrot in
pulvinar mauris.

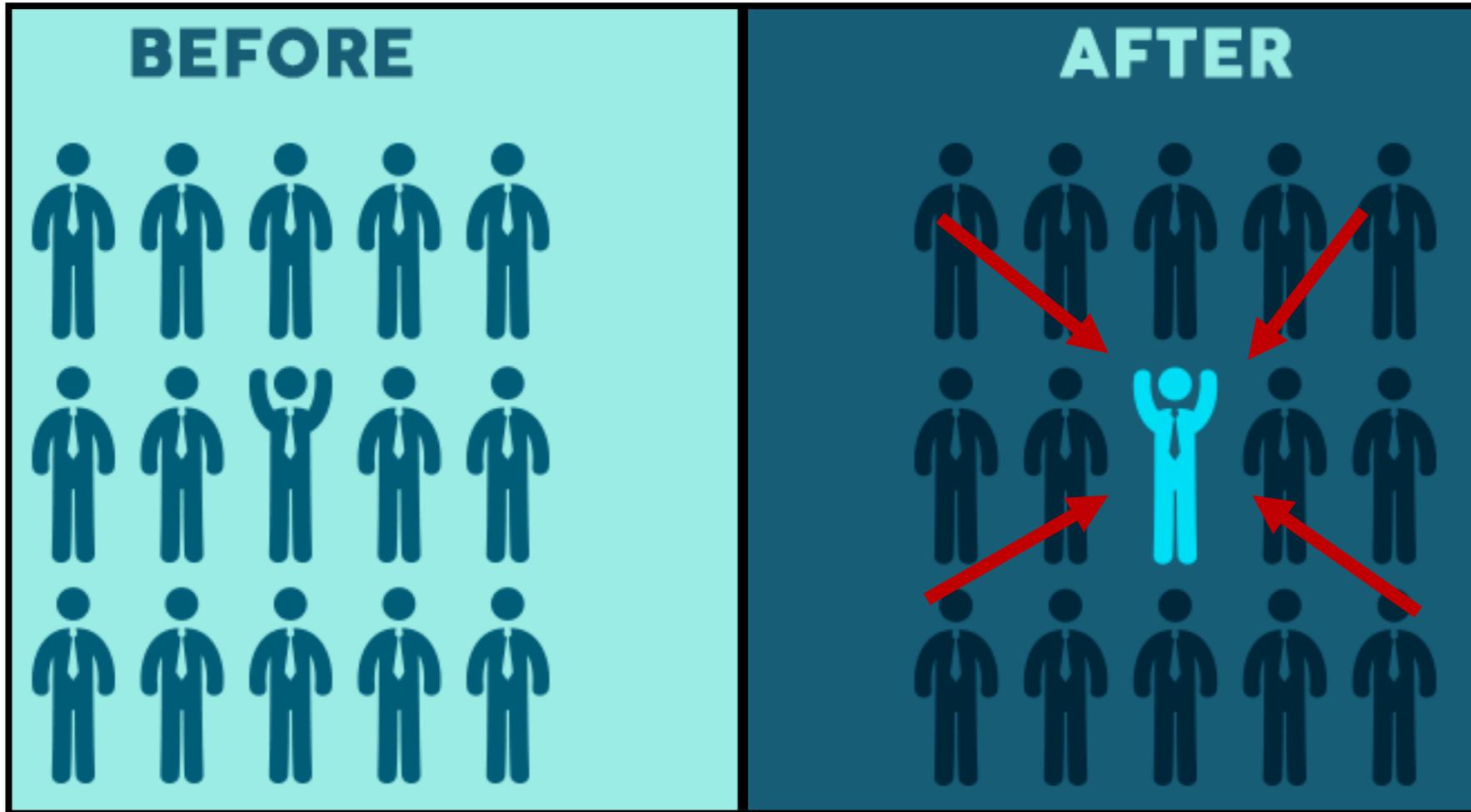
Traditionally...

- We use this slide layout
- The “Title + Content” default slide layout in PowerPoint is the most commonly used slide.
- This layout promotes what you see here.
- We will refer to this as the “topic sub-topic design” and I will add some more text here because
I need two lines 😊
- This design approach attempts to use the slide for three purposes simultaneously...

Guiding Attention

You can use
progressive disclosure
to reveal information
at a slower rate
to allow students
more processing time

Use **color** to draw the eye to the **main point** of the slide



One main idea
per slide.

Utilizing **spatial positioning** and **whitespace** will drastically improve your slides

Provide a **point of entry** and **focal point**.

Attend to **spacing** and **alignment** issues

Use **one font** throughout your presentation

References

Fandrey, A. (2018). *Academic slide design: visual communicating for teaching and learning*.
Scale & Fine, Minneapolis, MN.