

# Fixing PowerPoint

## Presentation Supplement

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## Design principles for presentations

### Colour

1. Use light coloured fonts on dark backgrounds.
2. Use colours that contrast in value (lightness/darkness).

### Text

3. Use fonts with large serifs and large x-heights.
4. Limit to one or two fonts (from different categories).
5. Squint your eyes at the screen to see what information is legible.
6. Stay above 24pt for text size.
7. Use left-aligned paragraphs.
8. Use capitals and italics only when necessary.
9. Match the line length of your words to the length of your ideas.

### Similarity

10. We tend to group things together that are similar.
11. Create cohesive slides by making each element share a characteristic.

### Proximity

12. We tend to group things together that are close together.
13. A single space can make a big difference.

### Ratio

14. We tend to group elements as part of the same form.
15. Use the rule of thirds to organize your information.

### Priority

16. We tend to prioritize information based on a single difference.
17. Choose one characteristic to make something stand out: size, position, value, contrast, number, quantity, personality.

## Typography

### Emphasis

#### Heading font sizes

Primary	(3:3)	90pt	72pt	60pt
Secondary	(2:3)	60pt	48pt	30pt
Tertiary	(1:3)	30pt	24pt	20pt

### Line length and measure

In most cases, the optimum line length for reading is 2.5 alphabets or 70 characters. This helps facilitate reading by giving a comfortable measure for the eyes to move down to the next line.

### Fonts for the screen

Many of these come with your computer or can be downloaded from Google's webfonts: <http://www.google.com/webfonts>

#### Serif

Georgia	Abcdefghij KLMNOPQRST 123456789
Times New Roman	Abcdefghij KLMNOPQRST 123456789
Droid Serif	Abcdefghij KLMNOPQRST 123456789
Minion	Abcdefghij KLMNOPQRST 123456789

#### Slab Serif

Bree Serif	Abcdefghij KLMNOPQRST 123456789
Charis SIL	Abcdefghij KLMNOPQRST 123456789
Arvo	Abcdefghij KLMNOPQRST 123456789
PT Serif	Abcdefghij KLMNOPQRST 123456789

#### Sans Serif

Calibri	Abcdefghij KLMNOPQRST 123456789
Myriad	Abcdefghij KLMNOPQRST 123456789
Helvetica	Abcdefghij KLMNOPQRST 123456789
Droid Sans	Abcdefghij KLMNOPQRST 123456789
Open Sans	Abcdefghij KLMNOPQRST 123456789
Lato	Abcdefghij KLMNOPQRST 123456789

## Further Reading

Brinhurst, R. [1999] *The Elements of Typographic Style*

Butterick, B. [2010] *typographyforlawyers.com*

Drew, J. & Meyer, S. [2005] *Color Management*

Müller-Brockmann, J. [1981] *Grid Systems in Graphic Design*

Tufte, E. [2001] *The Visual Display of Quantitative Information*

Williams, R. [2008] *The Non-Designer's Design Book*