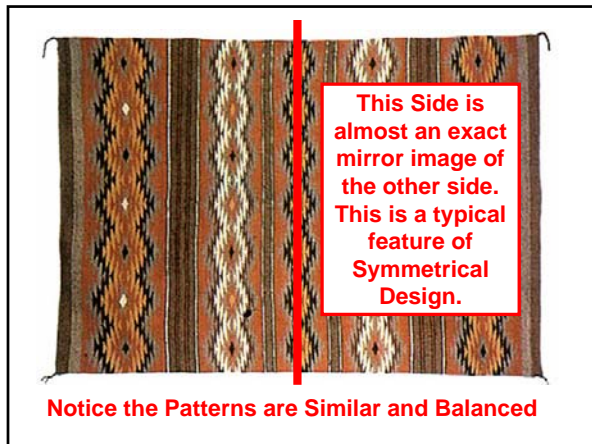


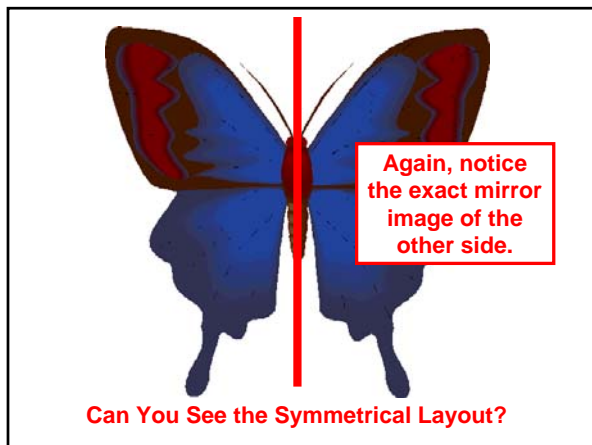
Objective: Students will learn the basics of designing a visually pleasing PowerPoint for presentations.

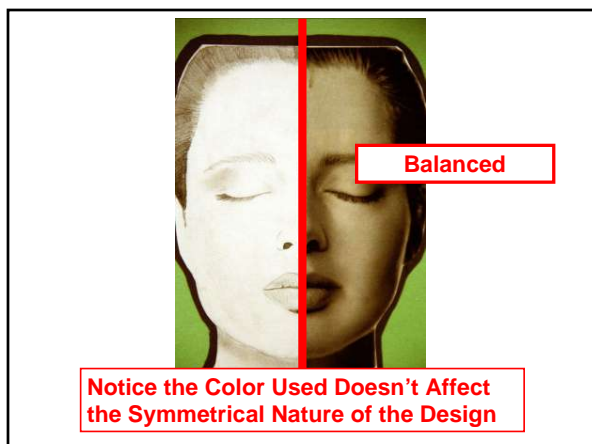
Symmetrical

adj. 1: having **similarity** in **size**, **shape**, and relative **position** of **corresponding parts**.

2: exhibiting **equivalence** or **balance** among elements of an design or between different entities (objects).
[syn: **harmonious**, **proportionate**]







Asymmetrical

adj. 1: characterized by the **spatial arrangement** or placement of parts or components in a **non-tradition way**.

2: **Balance** in the design is achieved but in a **non-typical** format.



Notice the Flowers on the Right are **BALANCED** by the Wording on the Left

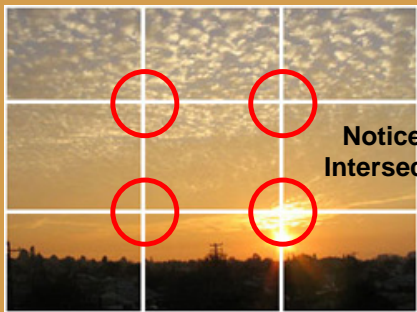


Can You Still See the Balance?

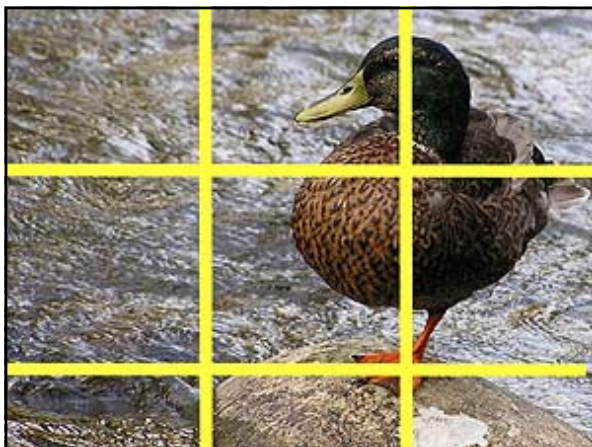
The Rule of Thirds

One of the most popular 'rules' in design is the **Rule of Thirds**. It works like this: **Imaginary lines** are drawn dividing the **image into thirds** both horizontally and vertically. Place important elements of the composition where these lines intersect.

The Rule of Thirds



Notice the Intersections




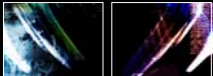


When projecting your presentation remember what you see is NOT what the audience will see. The font size is important for legibility. The general rule of thumb is to use at least 28 point type as the minimum for a room that is no deeper than 25'-0" and a screen that is no bigger than 5'-0" x 8'-0".

**The above type is 32 pt
and this is 48 pt.**

Slides need to compliment one another. They do NOT have to the same background but they need to relate.

 They can relate by using color

 They can relate by using similar imagery or motifs.

Slides need to be visually appealing. Do NOT use too many colors. Color is important but it can also “muddy” your message if it is not used correctly.



A Monochromatic color palette is safe but effective.



Colors equal distance from each other on the color wheel is another effective option..

Placement of type can help with balance. It can create an asymmetrical feel to your slide design. Notice that the negative space of this photograph is the perfect place for copy.

By the way, sometime you need to enter returns to make the copy look its best.



General Slide Design Rules

1. Make sure all Fonts are legible and large enough to project. No more than two different fonts on a slide.
2. Use the same fonts throughout the presentation.
3. Use the general rules of design with each slide.
4. Each slide should compliment each other and each slide should be visually pleasing to the audience.

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