**Taking Your Visuals to the Next Level**by Tiffany Davis



**PowerPoint:**

Your Powerpoint is to help and assist you presentation not heart it or do all the work for you.

You want the audience to pay attention to you and all about you powerpoint. They came to hear you present, not to read your presentation

How to do that: Keep it simple: less is more

 Don’t use busy or distracting backgrounds

 Keep the same color scheme

 Don’t use multiple fonts

 Don’t write paragraphs

 One idea per slide

 If you have to use bullet points keep it to no more the 6-7

 Keep transitions and noise to a minimum

 One image per side

 If you can make the point in a graphic way do so

Maintain a cohesive train of thought and message flow

Don’t use unnecessary text animations or sound effects

Don’t use generic clipart

**Prezi:** [https://prezi.com](https://prezi.com/dashboard/)

Tips for when you are using Prezi:

 Don’t have too many turns

 Don’t have too many sides

 Keep it simple

**Design elements:**

<https://www.brainshark.com/ideas-blog/2012/March/best-powerpoint-fonts-for-killer-presentations>

<http://presentationsoft.about.com/od/powerpointtipsandfaqs/tp/080119powerpoint_font_tips.htm>

<http://www.thinkoutsidetheslide.com/choosing-colors-for-your-presentation-slides/>

<https://blog.slideshare.net/2014/03/17/how-to-use-colors-in-presentations>

<https://visage.co/11-design-tips-beautiful-presentations/>

**Posters:**

Posters are the complete opposite of PowerPoint because you want your poster to do all the work; you are there just to expand more on it. We have all seen posters that are too much, and we just walk on by.

How to do that: Keep it simple: less is more

 Don’t use busy or distracting backgrounds

Keep the same color scheme

 Don’t use multiple fonts

 Make sure your ideas follow the way people read

 Only use graphs and images if they support the thought

 Make sure you know your audience

 Make sure you know the size your poster should be

**Using PowerPoint to design a poster:**

Templates of Academic poster sessions

<http://www.posterpresentations.com/qtutorials/research-poster-template-quick-tutorials.html>

<http://library.nymc.edu/access/create_PPposter.cfm>

Tips on scaling your poster

<http://www.makesigns.com/tutorials/poster-sizing.aspx>

Tips:

<http://undergraduateresearch.as.ua.edu/presenting-your-work/making-posters/>

**Other Software:**

Canva.com <https://www.canva.com/create/posters/>

Pros: Free limited options

 Pre made layouts

 Interface not to hard to navigate

Con’s: Must sign up for 30 day free trial if you want to resize

[Fotojet](https://www.canva.com/create/posters/) <https://www.fotojet.com/features/poster/>

Format and interface similar to Canva.com

**Other fun things:**

**Infographics:**

Tips on How to make infographics with PowerPoint

<http://offers.hubspot.com/how-to-create-infographics-in-powerpoint?_ga=1.229385372.1205634346.1469502893>

Infogr

Example:

<https://infogr.am/mla_annual_report_2015>

Downside: you have to upgrade to be able to print out.

Piktochart

[https://piktochart.com](https://piktochart.com/)

<https://piktochart.com/blog/layout-cheat-sheet-making-the-best-out-of-visual-arrangement/>

Powtoon:

Short animated videos

Example:

<https://www.powtoon.com/online-presentation/bx6IiDWDlH8/?mode=movie#/>