**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#/>