

## Slide design

- Keep it
  - Simple
  - Visible
  - Legible
  - Understandable

1

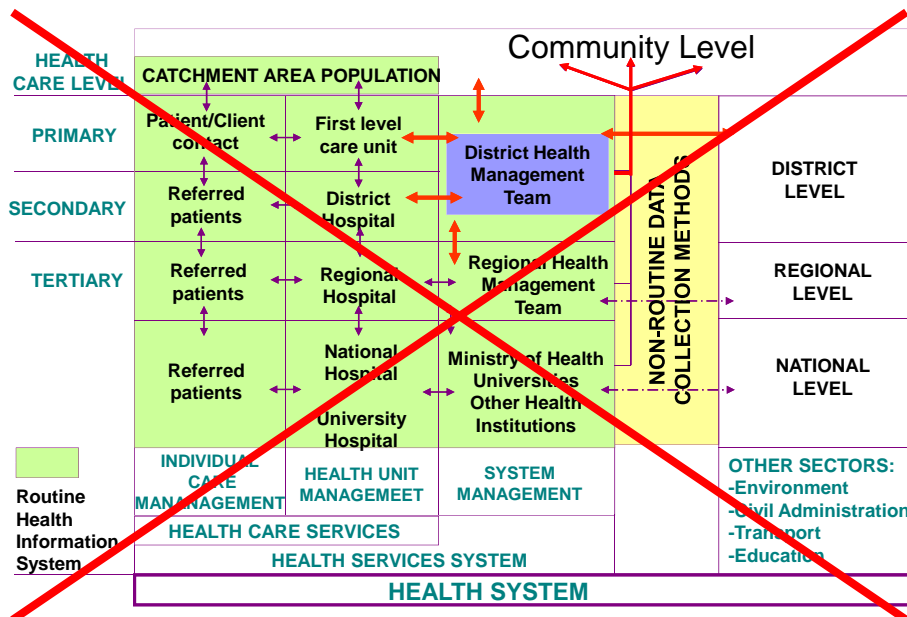
## Keep it simple

- One message per slide
- Combine text and illustration
- Don't fill it up



2

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## Keep it visible

- Sharp contrasts
  - Black on white
  - White on black
  - Never colour on colour
  - Never say never
- Minimum 18 points font size
- Also in graphs and illustrations
  - 14 points for references which the audience does not need to read during presentation

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Serifs tie letters together into words

– High resolution display or print

Low resolution screens and projectors:

→ Fonts without (sans) serifs are clearer

## Keep it legible

1 – 7 – 7

1 message per slide

Max 7 lines

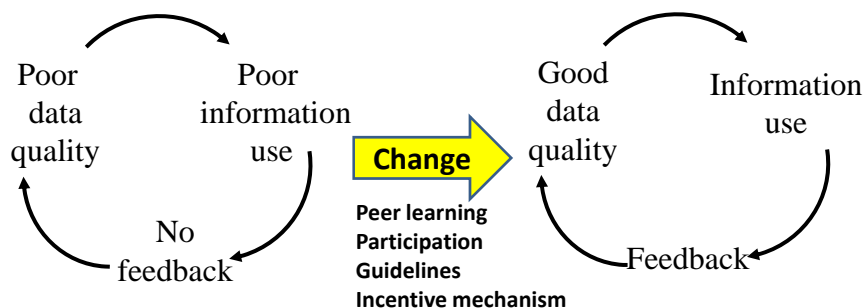
Max 7 words per line

- ~~When writing text on a slide, don't include commas or other punctuation, rather divide your sentence into short one liners, and when presenting, say the conjunctions and other words which tie the one liners together~~
- **Emphasize by bold face**
  - Not by underlining

5

## Keep it understandable

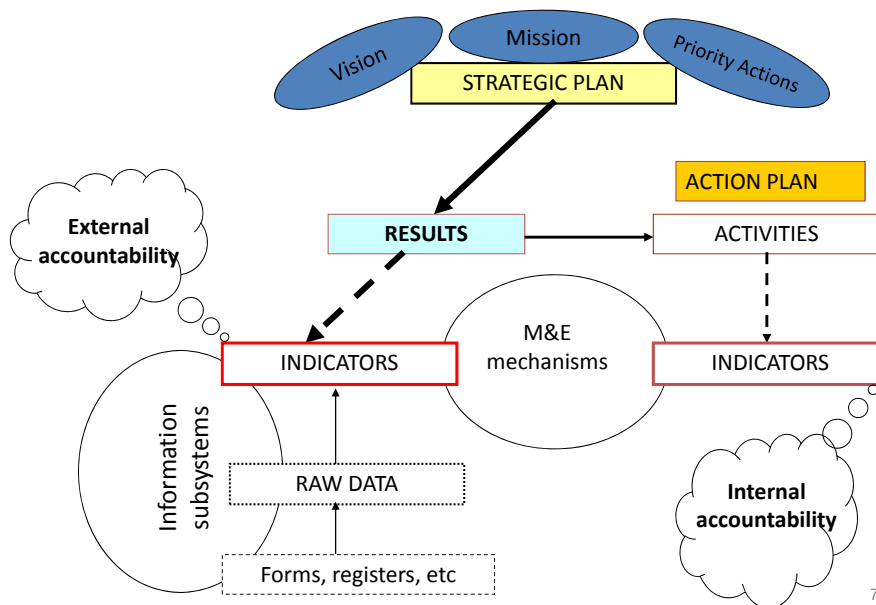
- Self explaining graphics
- Consistent fonts



6

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## What do the five types of arrows mean?



## Exercises, p 66-67

6

Assignment 1