

Visualize with Power Point - a useful tool

Without „slide-battle“ and „effect-
fireworks“

(Power Point = PPT)

Why Power Point?

- Original developed for advertising, distribution of products and supply of services
- Is the current standard, also for meetings, conferences, education
- More comfortable for design of than word
- Presentation can be provided by CD
- Simple creation of
 - Handouts (1 DIN A4 page with 1-9 slides, also for handout with notice for listeners, e.g. 3 slides)
 - Manuscript (use of the notice function for each slide)

Performance of Power Point

With Power Point is it possible:

- To integrate and edit pictures, graphics
- Animation of presentation, for synchronisation of speaking and showing
 - Text and graphic objects can appear and disappear, in defined order, with transition...but not to much action!
- Integration of diagrams and forms
 - Lines, standard forms, forms for formula, flow charts, arrows, legends, stars, banners, interactive buttons
 - SmartArt for schematic illustration of process, correlation, hierarchy, array etc.
- Integration of sound and videos

Basic rules for visualizing with PPT

1. Form follows function:

i.e. goal and content are in the focus:

„What“ you want to say determines the „how“ of depiction

2. Form explains function

i.e. the form supports goal and content didactical (picture language)

no changes in color, background, font, framing without factual reason

3. Form represents function

i.e. form has to support goal and content in aesthetic way

„less is more“ regarding colors, forms, backgrounds, effects

4. Form represents the presenter

i.e. the kind of depiction is a message of our taste and professionalism in using the tool PPT

Rules of PPT- visualizing trade

1. Readability, visibility

What you show must be readable/visible
scanned pictures, original texts, axis legends

2. Restriction of the amount of text

Listeners are not readers, i.e. only text slides are tiring
present only key words or sentence skeletons (listeners want to hear
and see, what you say)

3. Information amount

restrict for gathering into short term memory

-2 7 +2

4. Design own template for your goals and contents

don't play around confusing with transitions, appearing of text,
backgrounds – danger of distraction!