Effective presentation design: Tips and Tricks

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Effective presentation design: Tips and Tricks

Presentation software

Presentation design

Getting practical
Presentation software
Tip 1
– Don't use it!
## PowerPoint slideshow keyboard tips

<table>
<thead>
<tr>
<th>Key Combination</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>F5</td>
<td>Start the slide show from the beginning</td>
</tr>
<tr>
<td>Shift+F5</td>
<td>Start the slide show from the slide you are viewing</td>
</tr>
<tr>
<td>N, Enter, arrows, Spacebar, mouse</td>
<td>Advance slide/animation</td>
</tr>
<tr>
<td>P, arrows, Backspace</td>
<td>Previous slide/animation</td>
</tr>
<tr>
<td>number+Enter</td>
<td>Go to slide number</td>
</tr>
<tr>
<td>A, =</td>
<td>Show or hide arrow pointer</td>
</tr>
<tr>
<td>Esc, Ctrl+Break, hyphen</td>
<td>End a slide show</td>
</tr>
<tr>
<td>B, period</td>
<td>Toggle black screen</td>
</tr>
<tr>
<td>W, comma</td>
<td>Toggle white screen</td>
</tr>
<tr>
<td>Ctrl+P</td>
<td>Pen</td>
</tr>
<tr>
<td>Ctrl+A</td>
<td>Arrow pointer</td>
</tr>
<tr>
<td>Ctrl+M</td>
<td>Toggle markup</td>
</tr>
<tr>
<td>E</td>
<td>Erase markup</td>
</tr>
<tr>
<td>Ctrl+T</td>
<td>Show task bar</td>
</tr>
<tr>
<td>Ctrl+S</td>
<td>All Slides dialog box</td>
</tr>
<tr>
<td>Shift+F10, right-click</td>
<td>Display the shortcut menu</td>
</tr>
</tbody>
</table>
There are a growing number of slideware design e.g. ...

Which one to pick?! [https://www.customshow.com/best-powerpoint-alternatives-presentation-programs/](https://www.customshow.com/best-powerpoint-alternatives-presentation-programs/)
Presentation design
Common advice about how to design ‘good’ presentation slides

“Watch spelling”
“Clear abbreviations”
“Do not read your slides”
“Do not animate”
“Do not use Clip Art”
“Rule of five”

Why?

Memory  Recall  Behaviour
“Less is more”

Less cognitive clutter
- Too many words
- Unhelpful graphics

More memorable content
- Effective words (on screen)
- Meaningful graphics

See work of Richard Mayer and Ruth Clark on
dual coding theory, multimedia design principles,
multimedia learning theory
and the work of Edward Tuffte including
‘The Cognitive Style of PowerPoint’
The Assertion-Evidence theory recommends a full assertion followed by illustration of evidence.

**This talk focuses on the importance of the heart, its anatomy, and how blood flows through the heart and body**

- Importance of blood for the body
- Anatomy of the heart
- Blood flow through the heart and body

The Assertion-Evidence theory recommends a full assertion followed by illustration of evidence.

The heart functions to pump blood to all parts of the body in order to supply oxygen to cells.

This is an example of less effective slide design

**More slide basics**

- Consider lighting
- Serif vs. sans serif fonts
- One text effect
- Minimum 24 point
- Black and white
- Background
Evidence suggests that these design principles aid readability of your slides

Sans-serif fonts
Sans-serif fonts (e.g. Arial) are easier to read than serif fonts (e.g. Times)

High-contrast design
e.g. black text on white background

Readable font size
Appropriate for the room size (18-24pt) but not too big

Simple background
Background graphics and/or art elements are likely to primarily distract

Text emphasis sparingly
Too much effected text LOSES its desired effectiveness -> distraction

Clear structure in the slides
Use colour and design to denote sections and sub-sections to aid navigation and cognitive mapping
5 Things you need to know about

https://www.youtube.com/watch?v=WJUblvGIW6w
Flipped classroom

A different methodology for teaching
Evidence indicates the importance of including activity in lectures (about every 20 minutes)

Cantillon P, BMJ 2003
Studies suggest that brain activity during lectures is low

Mazur 2012
http://mazur.harvard.edu/sentFiles/MazurTalk_1815.pdf
The flipped classroom model

**Traditional model**
- Didactic information delivery; one-way, low interaction, usually large group
- Application & problem solving in isolation

**Classroom**
- Self-directed study

**Assessment**

**Flipped model**
- Didactic info *before* lecture (usually video +/- reading)
- Application & problem solving in class with facilitator present; higher interaction; peer learning;
- Usually small groups
- But more rooms, more facilitators, more prep time

**Further application and support possible online with peers/tutor**

**Improved student experience?**
**Improved learning?**
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Four easy steps to creating effective slides

1. Write out your content as normal, guilt free!

2. Move all your notes to the Notes pane

3. Get rid of the bullet points (better with Slide Master)

4. Use graphics and images to show the key point of each slide
Back to your future...

How will you apply this to your practice?

Take 1 minute to think and note down two things now:
1. Your thoughts or reactions right now
2. One thing you will investigate and try out in your teaching/training
What to do next

1. Look at our BSMS Teaching Support website: blogs.brighton.ac.uk/bsmsteachingsupport

2. Have a go with something in your teaching

3. Get in touch with me for training on these digital tools t.r.vincent@bsms.ac.uk or if you have an idea for a digital learning resource
References

• McKendree J, (2006) Understanding Medical Education: eLearning, Association for the Study of Medical Education
• Gilly Salmon (2002) E-Tivities: The Key to Active Online Learning, Kogan Page, London
• Assertion-Evidence Theory http://www.writing.engr.psu.edu/slides.html Michael Alley, College of Engineering, Pennsylvania State University
• Meyer RE (2003) The promise of multimedia learning: using the same instructional design methods across different media, Learning and Instruction 13 p125
• Carney & Levin (2002) Pictorial Illustrations Still Improve Students' Learning from Text, Educational Psychology Review 14 (1) p5
• www.educause.edu