

BUILDING VISUAL RECOGNITION

Text uses much more cognitive processing than visuals, so use visuals as much as possible. Visuals are also easier to recall than text, and students will associate concepts with visuals and recall concepts much more easily. Using this shortcut will enhance their ability to learn the material.

Our templates already include many of these graphic options and are ready to be used.

Create design consistency

Recurring slide types use similar style (image slides are similar, two column slides are similar, etc.)

All visual graphics are consistent



Use icons

Useful for quick association and concept recall

Make sure an icon always has the same meaning



Use charts and diagrams

Diagrams reduce cognitive load and visually show relationships and/or progressions



Create context: don't let viewers/listeners wonder where they are

Use transition slides to organize content into clearly-defined sections

Use similar icons for things that go together

Be explicit about length (i.e. "concept 1 of 5")



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CONTENT GUIDELINES

Create breathing room to reduce cognitive load

Organize content by using “breather slides” (transition slides) that serve to introduce the next major section of content (no more than 10-20% of your slides)

Use slides with minimal content such as full image slides or transition slides



Use lists

- Lists are effective for outlining concepts or sets of ideas
- They are great because students can scan quickly
- Lists can be vertical, horizontal, or on a timeline-style graphic

Tips

Use short phrases



Relate to a clear header



Include only a few items

Use images thoughtfully

Images don't have to be literal: select an image that supports the topic and allows the brain to rest instead of repeating text

Resist the urge to add images just to fill space

Never use poor resolution or copyrighted images

Try pexels.com or pixabay.com

You can also go to the Advanced Settings of Google Image search and select “Free to Use or Share” under Usage Rights



Visual saliency

/noun

The subjective perceptual quality which makes some items stand out among its neighbors (source: http://www.scholarpedia.org/article/Visual_salience)

In other words:

Text over busy images will not be clear

Use unique slides or a brighter color to bring attention to a special point



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DO'S AND DON'TS

Do



Use a single slide to draw attention to a major point or conclusion.

Provide citations for borrowed content in APA format or even a link to an image source.

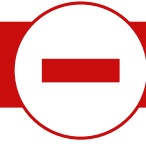
End your presentation with a "thank you" screen to create a visual conclusion.

If you're structuring sections and using icons, use the same icons within each section.

Make sure type is at least 16pt to meet accessibility standards.

Use minimal content as much as you can to get the point across quickly.

Don't



Don't use flashy transitions or animations. It doesn't enhance the content and it isn't suitable for mature learners.

Don't fill all the space on a slide with content. Instead, reduce cognitive load by leaving white space and breaking up content into multiple slides.

Don't include images unless they are necessary... and stay away from poor quality clip art.

Don't use any tacky, decorative fonts - they will take attention away from the content.

Don't give each slide the same title.



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