



# Fax on Presentational Software

How to use PowerPoint and other Presentational Software

# PowerPoint?



There is Truth and then there are Fax

- Something that is very true. So true that it cannot just be called true. It's fax.
- Friend 1: Bro, Your hair be lookin like a wet dog  
Friend 2: fax  
([urbandictionary.com](http://urbandictionary.com))

## Then there are Fax No Printer

- A more exclaimed and stronger form of fax. Used when pointing out something so true it is neither true nor fax.
- Friend 1: Yo man this YouTuber is sick  
Friend 2: Fax, no printer.  
([urbandictionary.com](http://urbandictionary.com))


# Fax One

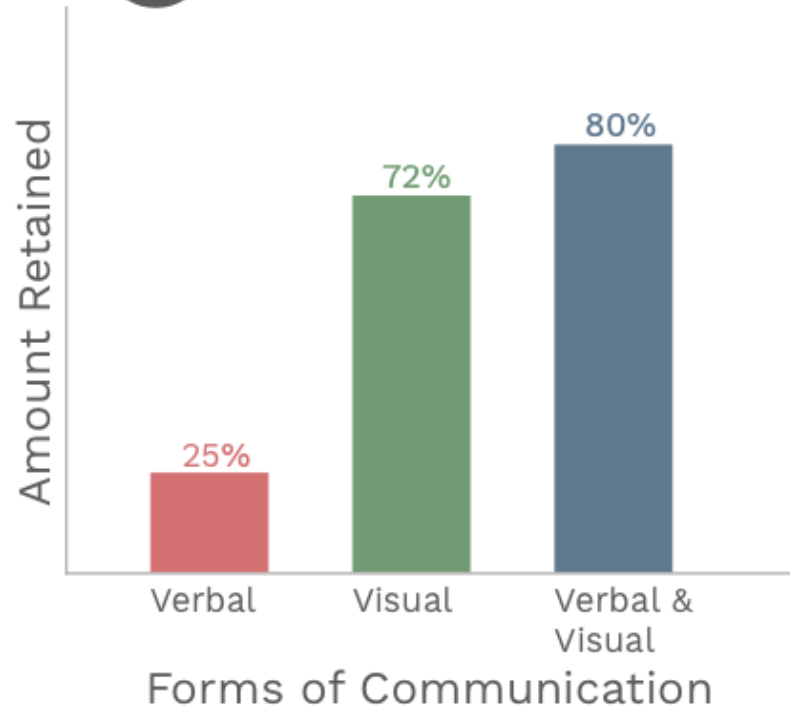
- Visuals Help Student Retention

## Learning Recall Related to Type of Presentation

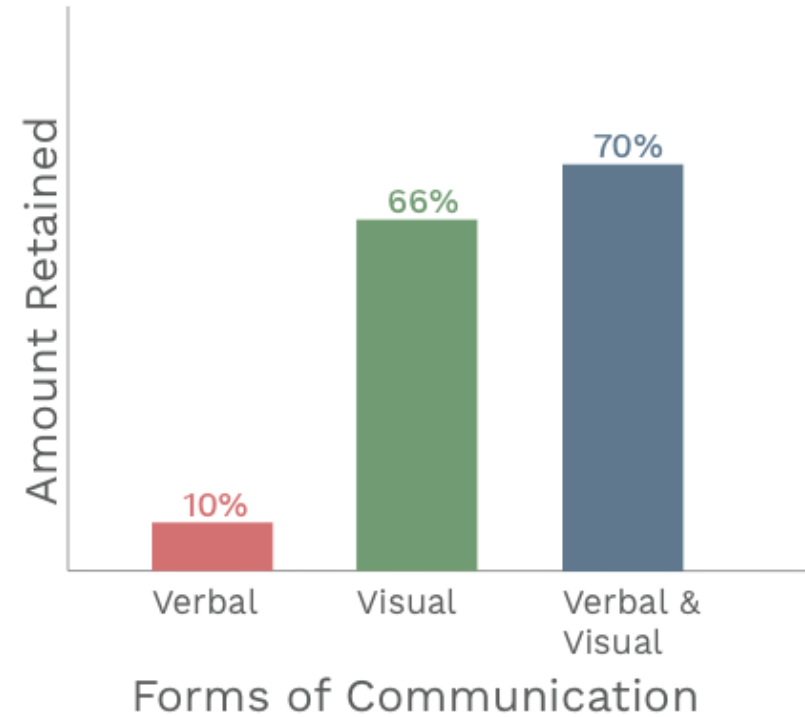
Presentation	Ability to Recall	
	after 3 hours	after 3 days
Spoken lecture	25%	10-20%
Written (reading)	72%	10%
Visual and verbal (illustrated lecture)	80%	65%
Participatory (role plays, case studies, practice)	90%	70%

# Ability to Recall

 After 3 hours



 After 3 days



## Fax Two: Focus more on the Visual



Visuals and  
Text  
Combined  
Are Powerful

# WHAT TO DO IF A BEAR ATTACKS YOU AND ALL YOU HAVE IS A KNIFE

1. Remain calm, stand still.

2. Stab repeatedly until you die.

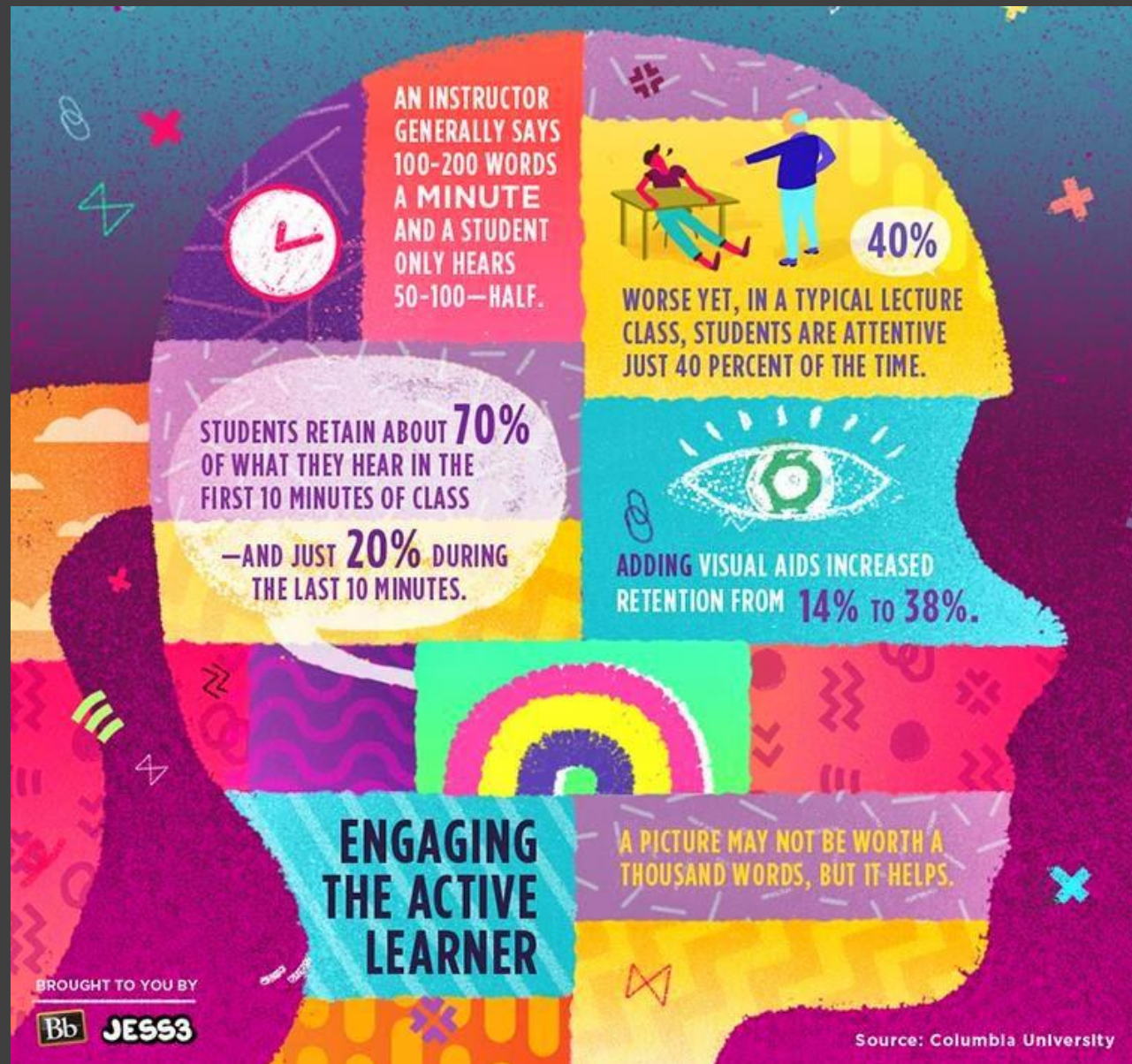


**YOU ARE GOING TO DIE ANYWAY. MIGHT AS WELL TRY TO BEAT  
THE RECORD FOR PRE-DEATH BEAR STABS WHICH IS 12.**

BEARMAGEDDON.COM



# Infographics: Visual and Verbal Combined



## Fax Three: Remember the Mark of the Beast

- **SIX** words or less per line
- **SIX** lines or less per slide
- **SIX** text-heavy slides in a row

## Fax Four: Layout Matters

**Put important information in the title  
Or in the upper left-hand position**

**or at the very bottom**

# Layout: Vary Your Format

- Vary with picture and text



# Pick the Right Colors



	Top Three		
Stable	TNR	Arial	Cambria
Flexible	Kristen	Gigi	Rage Italic
Conformist	Courier New	TNR	Arial
Polite	Monotype Corsiva	TNR	Cambria
Mature	TNR	Courier New	Cambria
Formal	TNR	Monotype Corsiva	Georgia
Assertive	<b>Impact</b>	<b>Rockwell Xbold</b>	Georgia
Practical	Georgia	TNR	Cambria
Creative	Gigi	Kristen	Rage Italic
Happy	Kristen	Gigi	Comic Sans
Exciting	Gigi	Kristen	Rage Italic
Attractive	Monotype Corsiva	Rage Italic	Gigi
Elegant	Monotype Corsiva	Rage Italic	Gigi
Cuddly	Kristen	Gigi	Comic Sans
Feminine	Gigi	Monotype Corsiva	Kristen
Unstable	Gigi	Kristen	Rage Italic
Rigid	<b>Impact</b>	Courier New	Agency FB
Rebel	Gigi	Kristen	Rage Italic
Rude	<b>Impact</b>	<b>Rockwell Xbold</b>	Agency FB
Youthful	Kristen	Gigi	Comic Sans
Casual	Kristen	Comic Sans	Gigi
Passive	Kristen	Gigi	Comic Sans
Impractical	Gigi	Rage Italic	Kristen
Unimaginative	Courier New	Arial	Consolas
Sad	<b>Impact</b>	Courier New	Agency FB
Dull	Courier New	Consolas	Verdana
Unattractive	<b>Impact</b>	Courier New	<b>Rockwell Xbold</b>
Plain	Courier New	<b>Impact</b>	<b>Rockwell Xbold</b>
Coarse	<b>Impact</b>	<b>Rockwell Xbold</b>	Courier New
Masculine	<b>Impact</b>	<b>Rockwell Xbold</b>	Courier New

# Font Analysis

- **Top Three Stable Fonts**
- TNR, Arial, Cambria
- **Top Three Mature Fonts**
- TNR, Courier New, Cambria
- **Top Three Cuddly Fonts**
- Kristen, Gigi, Comic Sans

# Layout: Fonts

- Use me for print or handouts (with serif)
- Use me for projection (sans serif)



## Layout: SLCC

- Simple
- Large
- Clear
- Consistent

# Not Simple

- Not...

**SIMPLE**

PUBLIC

Speech 151

Speech 251

Public Speaking

Ron St. John

MCC Info

University of Hawai'i Maui Community College Speech Department

## Avoid Visual Distractions

Don't make your Visual Aids visual distractions.  
Avoid the following visual aid blunders.

### The Illegible Image:

Images not clearly seen by the entire audience add confusion and distraction. If you have to say "I know you can't read this but.....," why include the visual at all? The more eagle-eyed viewers may take exception to this attack on their literacy while others are attempting to see what is on the screen. While straining to read the visual, they cannot be expected to be paying full attention to what is being said.

One popular rule of thumb is the "8H" rule of legibility. In a nutshell, if you can read an image from eight times its height, odds are your audience will be able to read it when projected. As an example.... You have a flip chart which is 2 feet high. If you can read the chart from 16 feet away, that chart will probably be legible when converted to a slide or overhead transparency. 35 millimeter slides are about an inch in height. If you can read a slide from 8 inches distance, that slide will be legible under most presentation conditions.

### The Useless Image:

Images should be designed to please the mind as well as the eye of the viewer. If an image has no specific place or purpose in a presentation other than "it is pretty", it should probably be removed.

### The Distracting Image:

Images should be designed to aid your audience's understanding of your topic. If an image has no specific place or purpose in a presentation other than "it is my visual aid," it should be removed. If the visual aid that you have chosen seems fine as a small visual, but when it is projected on the wall or into a big screen TV it becomes a hysterical distraction then you shouldn't use it. Some visual aids are so distracting that the audience can't stop looking at your visual aid and they forget about you and your speech. [Click here for an annoying example of a visual distraction.](#)

### The Overly Complex Image:

More images with fewer ideas on each are better than a few images which are complicated or difficult to understand. A single idea or set of facts per image, timed to the speaker's pace will add punch and emphasis to each important idea assuring maximum retention.

Most people are easily bored, and one generally accepted rule of thumb states that if an image remains on the screen longer than 7 to 10 seconds, you begin to lose viewer attention.

### Chartjunk:

Closely related to the previous deadly sin, "chartjunk" is a phrase coined to identify confusing elements which really have no place on the image. Many presenters insist on having a glaring colored logo in the corner of every image. While a common element can

Not  
Simple

# Not Simple

- Visual Aids allow you to reach students of different learning styles because it adds a visual element to your oral presentation. This is especially important because today's students seem to be more visual than other generations.
- It helps reinforce the key information in your presentation and keeps student interest focused on the front of the room.
- It allows you to give students clear prompts for their assignments, especially in-class assignments. They can always look up to refocus their attention to the assigned task.
- Visual Aids can be used over and over again and can be electronically moved directly to a web site so that students can look at it again after class and as many times as they want.
- It serves as Ockham's razor by helping you structure your thoughts.

# Large?

- Not Large

Large?



Not Large

# Layout: Size Matters

- This is a 20-point font
- This is a 32-point font
- This is a 48-point font
- This is a 60-point font
- This is a 72-point font

Clear?

Not Clear



Clear?



# *Consistent?*

- *Not Consistent*



MOVIECLIPS.COM

A BUNCH OF NON-PARTICIPATING PEOPLE



# Fax Five: Do Not Read off the PowerPoint



- You must retain focus
- The PowerPoint is not the speech



# Fax Six: Embed Opportunities for Reflection

- Three Minute Scholar:
- Quiz
- Pair and Share
- Apply



## Three Minute Scholar

- Turn to someone and discuss what is something that you learned today that you could apply to your PowerPoint and teaching.

