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Public Scholarship
Designing Presentations for Maximum Impact

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A little about me…

Career communications and marketing professional
• Research & Faculty communications
• Employee & Internal communications
• Equity & Inclusion communications
• Enrollment & Admissions marketing
• Market Research

Ten years in higher ed working across disciplines – from artists to epidemiologists.

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Presentation as an art form

“Nooooo! Not another deadly PowerPoint presentation!”

Design and Balance

• Aim for visual consistency (look at overall flow of deck)
• Balance imagery and words (and charts and words)
• Leave buffers around text boxes and images
• Don’t crowd the slide
Design and balance

- Aim for visual consistency.
- Balance imagery and words.
- Leave buffers around text and images.
- Don’t crowd the slide.

*YES*
Words (and their size) matter

• Outside of slide title, avoid font sizes larger than 28 points.
• Consistency is important – use same font sizes throughout.
• Be judicious in use and formatting of bullet points.
• Avoid jargon and academic language.
• “Word economy.”

Image Source: https://willmeritt.wordpress.com/2014/10/13/anatomy-of-type/
Choose meaningful colors and accents.

Primary Colors

The university primary colors are blue and white. These two colors should be the strongest palette on layouts created for Georgia State.

- **Georgia State Blue**
  - pms 286
  - cmyk 100 80 0 12
  - rgb 0 57 166
  - hex #0039A6

- **White**
  - pms n/a
  - cmyk 0 0 0 0
  - rgb 255 255 255
  - hex #FFFFFF

Consider reverse contrast for emphasis/ADA Compliance
A note on other accessories...

• Too many fly-ins, fade-outs, and disappearing acts will cause your audience to lose the message.

• Don’t confuse them! Simple works best.

• Infographics and charts are your BFFs.
An image or a chart can tell the story better than text.

A picture of a cute kid can improve your mood.
Selecting imagery

Images mean different things to different people – take time to consider.

- Will it speak to the audience?
- Does it connect with the content?
- Representation matters.

Understand/respect permissions and copyrights on photos and illustrations.

- Crediting images when necessary.
- Free vs. paid stock photography.
- Fair Use.
Keep the message (and your audience) in mind!

Don’t bury the important parts

Don’t run over – “Two Minute Rule”
• Watch, read and listen to how others deliver presentations. Develop an opinion about what works and what doesn’t.

• You won’t always get it right (or right the first time).

• You’re not alone. Take advantage of resources.
Finishing Touches

Proofread!  Practice!  Time it!  Workshop it!

Delete it if you don’t need it!

(Coco/Kondo Rule)

“Before you leave the house, look in the mirror and remove one accessory.”

Coco Chanel
DON’T DO THIS!
(Do this instead) Wrapping up…

1. Pay attention to look and feel of the entire deck.
2. Make sure you’re getting the point across.
3. Review and practice!
4. Contact me: moviatt@gsu.edu

Slides are simply your anchor. They should be meaningless without YOU!