



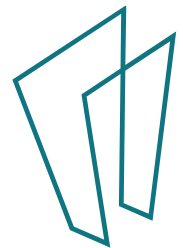
SKOKIE  
PUBLIC  
LIBRARY

# Master Presentations with PowerPoint

By Annie Tillmann  
Digital Learning Specialist  
Learning Experiences

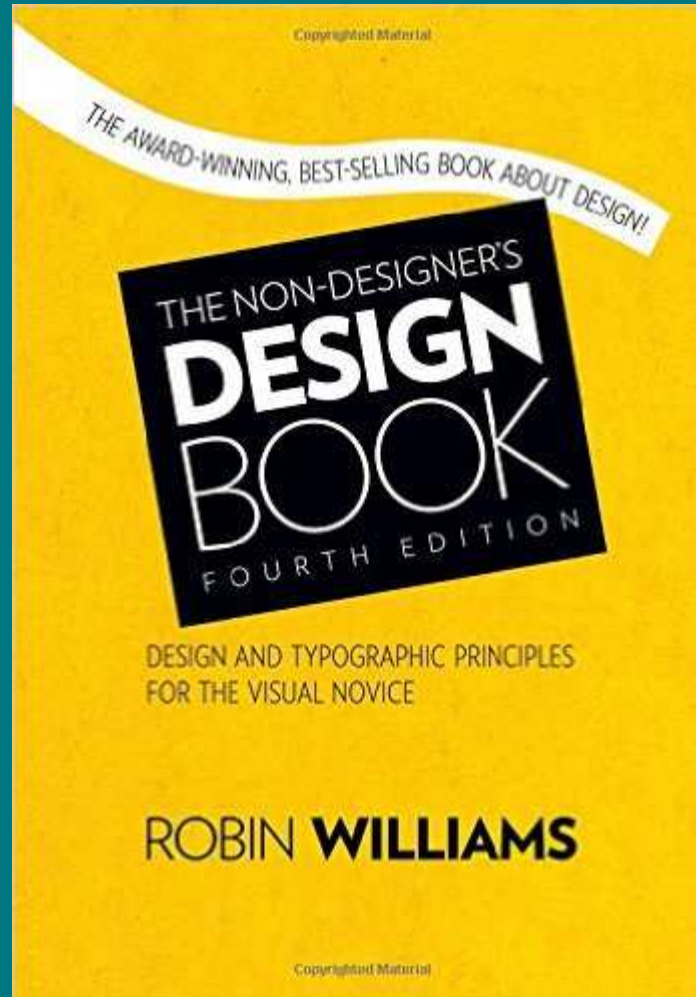
# What will we be covering?

- CRAP Design Principles
- PowerPoint Smart Art and Canva for dynamic graphics
- Finding free images on the internet (Creative Commons)
- Activity
- Questions?



# CRAP

- Contrast
- Repetition
- Alignment
- Proximity



(Available at Skokie Public Library)



# CRAP

- Why focus on these elements?
  - Consistency
  - Readability
  - Focus

Makes it user friendly



# CONTRAST

The purpose of **Contrast** is to **differentiate similar elements from each other**. If two elements are not exactly the same, make them different!



# Contrast

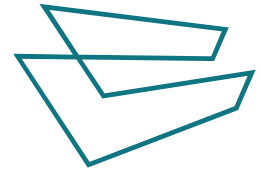
- Color
- Weight
- Shape
- Size
- Classification

Good Contrast



Bad Contrast



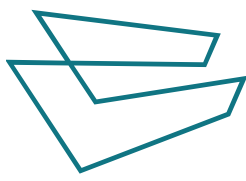


**CONTRAST**

**CONTRAST**

**CONTRAST**

**CONTRAST**







# REPETITION

The principle of **Repetition** states that you **repeat some aspect of the design throughout the entire artwork**. Repeating elements can vary from using the same color or the same font, a particular bullet point or a certain design element.

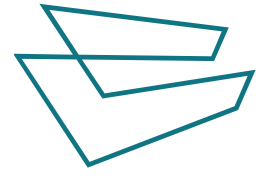


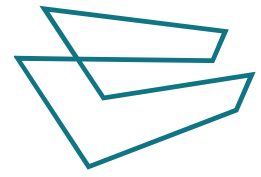


# ALIGNMENT

According to the principle of **Alignment**, nothing should be placed arbitrarily on the page. **Everything should have a connection with some other items.** When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.







# PROXIMITY

The principle of **Proximity** states that you **group elements together that are related to each other**. To obey the rule of proximity, move related objects close to each other. This way, the whole artwork will be easier to scan through.



23 Lawnhill Drive

Happyville, NB

# Joe's Graphics

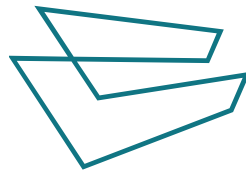
555-555-4444

joesgraphics.com

# Joe's Graphics

23 Lawnhill Drive  
Happyville, NB

555-555-4444  
joesgraphics.com





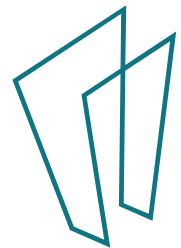
# This is a demo of how to align and shows proximity matters

- Move the boxes around and see how things align, show case proximity



# Standard Design Tips

- No more than three or four of anything (colors, fonts)
- Keep it SIMPLE
- Rule of Thirds
- Infographics and templates



# Futura

Elegant & Understated  
**Great Readability**  
*It has Personality*

# Garamond

Mature & Professional  
Clean & Sharp  
*Rich in History*

# Helvetica

**Neutral & Simple**  
Easy to Read  
Even in smaller weights

# Gill Sans

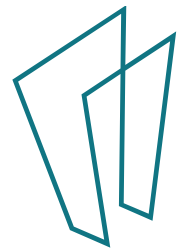
**Warm & Friendly**  
IT'S BETTER WITH GILL SANS  
Clean and Understated

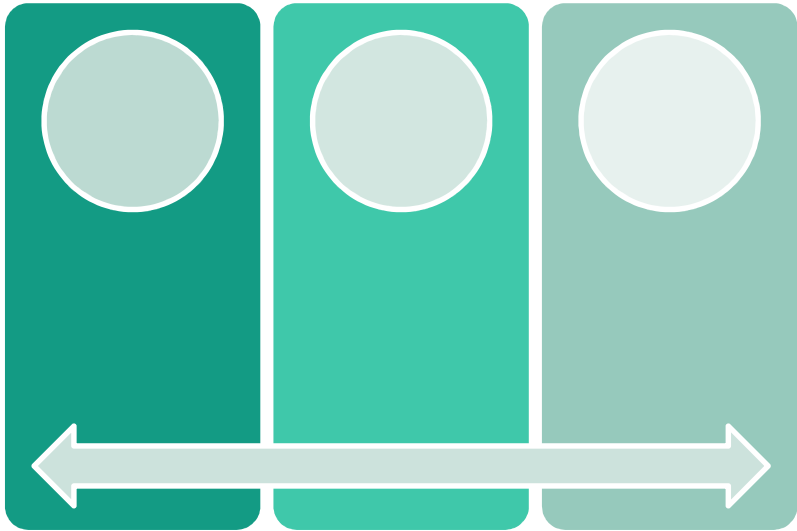
## Font Choices



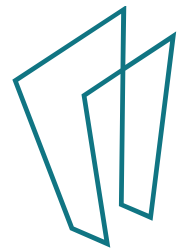
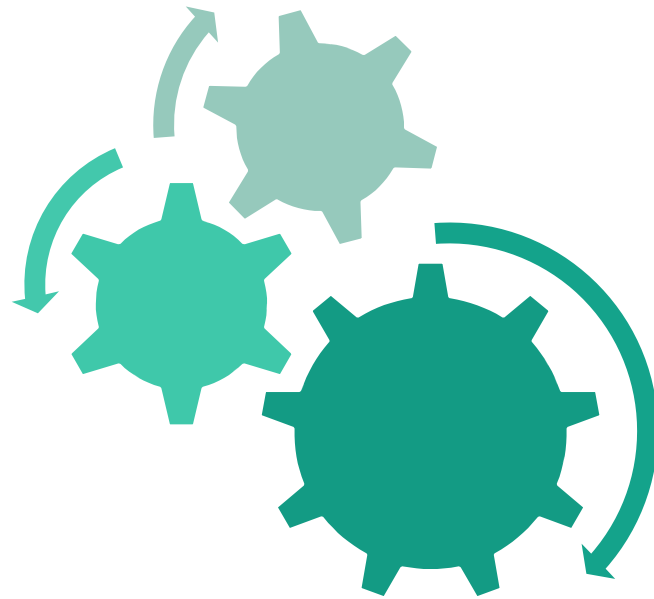
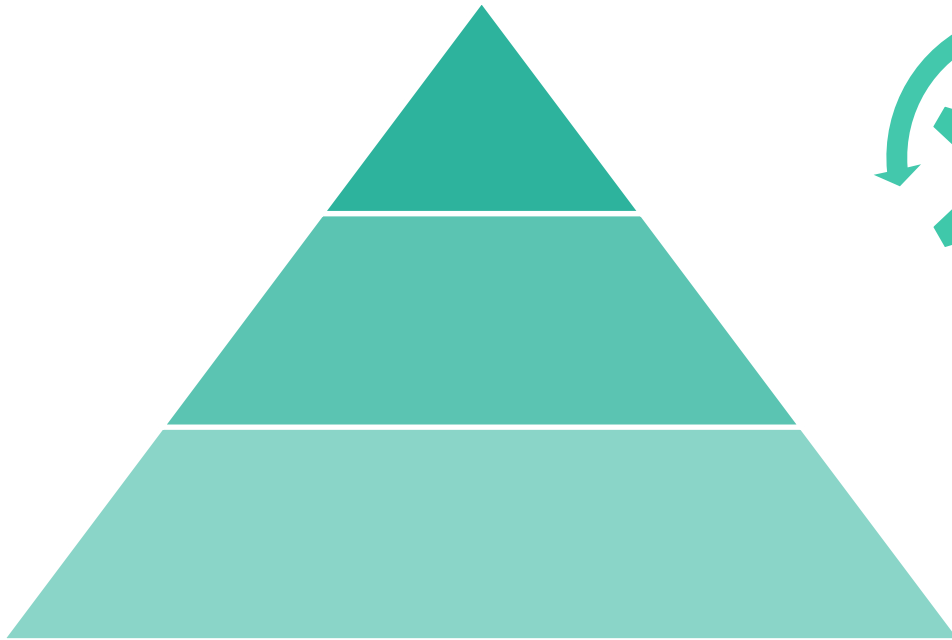


## Rule of Thirds





# SmartArt Graphics



# Templates

Master Powerpoint - PowerPoint

Info  
New  
Open  
Save  
Save As  
Print  
Share  
Export  
Close  
Account  
Options

Search for online templates and themes

Suggested searches: Presentations Business Education Industry Personal Charts Diagrams

Blank Presentation  
Coffee Shop Business Pitch Deck  
Madison  
Atlas  
Gallery  
Parcel  
Wood Type  
Ion Boardroom  
Quotable  
Berlin  
Celestial  
Savon  
Crop  
Circuit  
Dividend  
Frame  
Organic  
MAIN EVENT



# Canva

The screenshot displays the Canva website interface. At the top left, the user profile for Annie T (atillmann@sko...) is visible. A notification banner at the top center states "Canva has a new Privacy Policy. [Learn more.](#)" with a "Got it" button on the right. Below the notification is a search bar for templates and a "Use custom dimensions" button. The main content area is divided into two sections: a top row of design categories and a grid of design templates.

**Design Categories:**

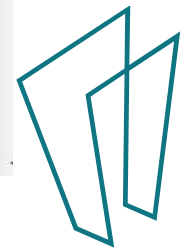
- Facebook Post
- Presentation
- Poster
- Card
- Invitation (Portrait)
- Flyer
- More...

**Design Templates:**

- confession: A template with a pink and green background and the text "I love to bake! Strudel, scones, even apple pandowdy!"
- project for maxwell inc: A white template with the text "CORNERSTONE DESIGN PROPOSAL PROJECT FOR MAXWELL INC"
- 0.417in x 0.417in - Untitled Design: A square template with a blurred image of purple and yellow flowers.
- FICTION VERSUS NON-FICTION: A template with a red and purple background and the text "FICTION VERSUS NON-FICTION". A "Need help ?" button is overlaid on this template.




**Navigation and Footer:**


- Left sidebar: "Create a design", "All your designs", "Shared with you", "Create a team", "Your brand", "Find templates", "Add new folder 0/2", "Trash", "Upgrade", "Learn to design", "Get design inspiration", and the Canva logo with the tagline "Empowering the world to design".



# Creative Commons

The screenshot shows the Creative Commons website homepage. At the top, there is a red navigation bar with the Creative Commons logo on the left and links for 'Global Affiliate Network', 'Search the Commons', 'CC Store', and 'Contact' on the right. Below the navigation bar, there are four main menu items: 'Share your work', 'Use & remix', 'What we do', and 'Blog'. A notification banner below the menu states: '2018-05-25: We have updated our Terms of Service and Privacy Policy.' Below the notification, there is a call to action: 'Help us build a vibrant, collaborative global commons' followed by a green 'Donate Now' button. The main content area features a large heading: 'Share, Collaborate, Remix, Reuse'. Below this heading, there is a paragraph: 'We're changing the way people share around the world with our Global Community and 1.4 billion pieces of content under our simple, easy-to-use open licenses.' To the right of the text is a video player showing a woman smiling and holding a laptop. The video title is 'Creative Commons Community' and the description includes 'from Creative Commons academics, artists, scientists, lawyers, and more.' Below the video player is a red button labeled 'State of the Commons'. At the bottom of the page, there is a yellow section with the heading 'WHAT'S HAPPENING' and a sub-heading 'Update to our Privacy Policy'.

Global Affiliate Network | Search the Commons | CC Store | Contact |   

 [Share your work](#) | [Use & remix](#) | [What we do](#) | [Blog](#)


2018-05-25: We have updated our [Terms of Service](#) and [Privacy Policy](#).

Help us build a vibrant, collaborative global commons [Donate Now](#)

## Share, Collaborate, Remix, Reuse

We're changing the way people share around the world with our Global Community and 1.4 billion pieces of content under our simple, easy-to-use open licenses.

[State of the Commons](#)



## WHAT'S HAPPENING

### Update to our Privacy Policy

Like the rest of the internet, it seems the EU's General Data





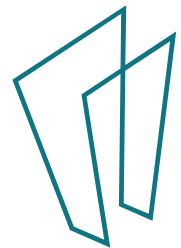
# Time to Explore!

- Take a look at some of the templates available on Powerpoint and see if you can recognize the design elements featured today



# Create a presentation

- Using the design principles and resources discussed, make a presentation of your choice or use a suggestion from below:
  - The four seasons and the calendar
  - A business proposal for a new shoe company



QUESTIONS?



# Thank You!

Want a copy of this presentation?  
Visit [www.skokielibrary.info/handouts](http://www.skokielibrary.info/handouts)  
where this presentation will be available  
for four weeks.

