STEVENS INSTITUTE OF TECHNOLOGY

PowerPoint Presentation Guide

Instructions & Standards • March 2015

CONTENTS

(This TOC is hyperlinked for quick access.)

PowerPoint Presentations

Microsoft's PowerPoint application is a powerful tool for creating multimedia presentations. All university units should use the standard PowerPoint templates defined here, and are encouraged to follow brand standards, whenever presenting on behalf of the university and its programs.

Users should take notice of the "Layout" menu tab, which offers a variety of slide layout options, including:

- Cover slides
- Content without photos
- Content with static photo backgrounds
- Content with customizable inset photos
- Blank slides
- Section breaks
- Quotes or impact statements
- Charts and data

These options cover a variety of possible solutions for presenting data consistently and effectively.

The PowerPoint template can be downloaded via the following link:
stevens.edu/brandguide
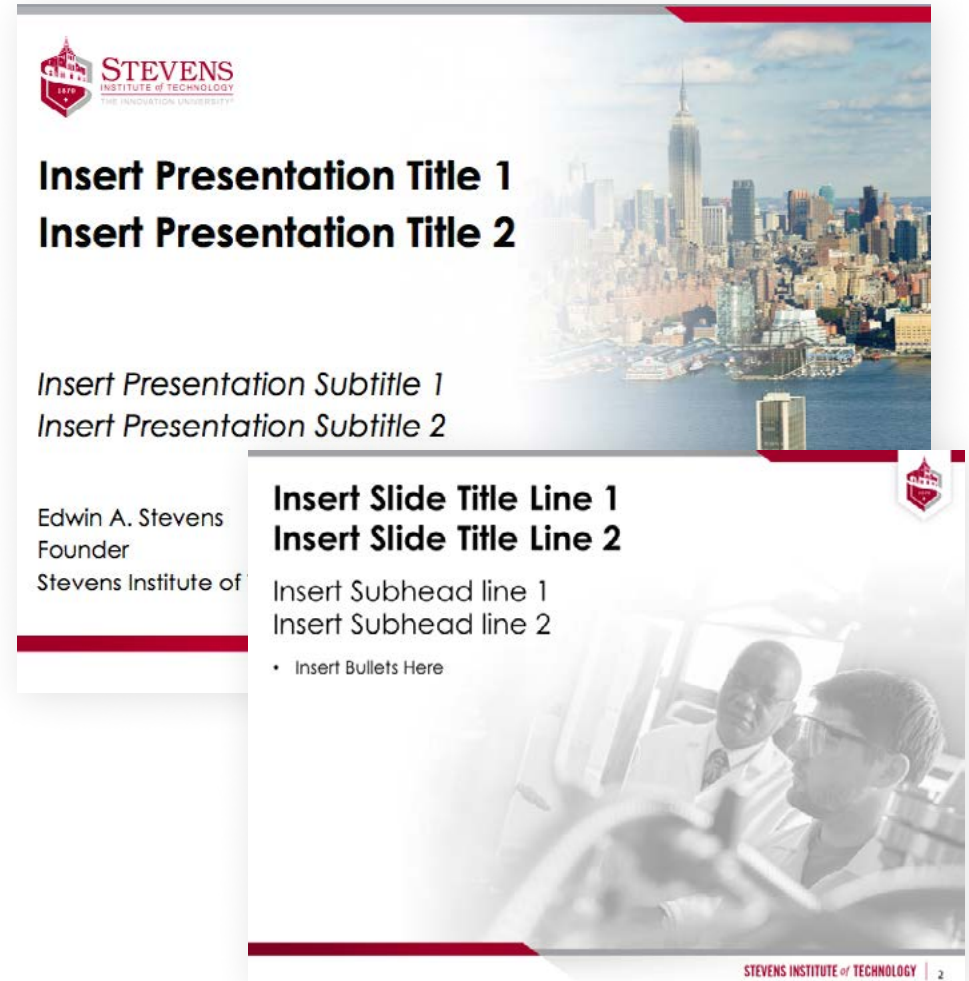
Getting Started

Users are encouraged to review the template file downloaded from
stevens.edu/brandguide.

Using the Template

Begin building out your presentation by selecting "New Slide" sub menu, located
in the "Home" menu tab **(Fig. 1)**. This sub menu will display all available slide
options in the deck. Slides have been broken into categories and captioned
accordingly for easy identification. Choose the slide which best meets your needs
based on the content you are presenting.

If while preparing a slide you have accidentally reconfigured slide elements
around, you can easily reset the slide to the intended format by simply selecting
the "Layout" menu item and re-selecting the same slide you started with. You can
also change to another layout. Please note, changing layout can re-arrange your
content, if the new layout is dramatically different from what was previously used.
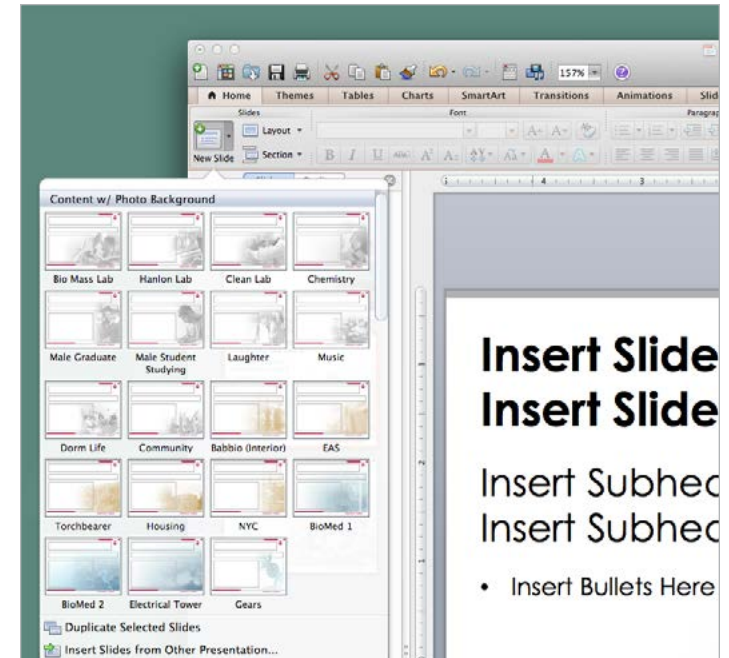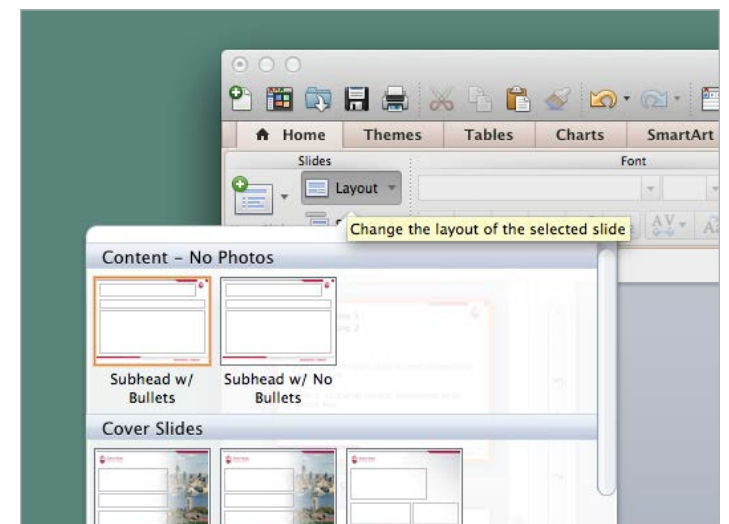You may be required to cut/paste or re-enter content to fit a desired template.

Fig.1

Fig.2

Fonts

How PowerPoint presentations render is dependent on the library of fonts installed on the computer used to open it. **Century Gothic*** is commonly available with Microsoft products (whether running on Windows or Mac OSX). Therefore if the computer you are presenting this font on runs MS Office products then it should be installed and available, and the PowerPoint design will consistently display exactly as intended.

Why Century Gothic?

- Clean, simple, circular geometry contrasts well with the angular boilerplate shapes/pairs well with the use of our more condensed, branded sans-serif font Trade Gothic (p.19, Visual Identity Guide)

- Size and shape letterforms are legible well when projected at both large and small sizes

- Reproduces well when printed

In the event that Century Gothic is not installed or has been removed from a computer you can download it at the following link:
http://www.microsoft.com/typography/fonts/font.aspx?FMID=643

To install fonts on your system:

Mac

- In Finder navigate to folder *Macintosh HD > Library > Fonts*
- Drag and drop font files into Fonts folder
- Restart PowerPoint to load new font

Windows
http://windows.microsoft.com/en-us/windows-vista/install-or-uninstall-fonts

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890

PLEASE NOTE: Use of Century Gothic is approved for PowerPoint presentations, but should not be considered a brand font. When inserting a new text box, PowerPoint may default to an alternate font. Century Gothic can be selected from the list of fonts under the Home tab.
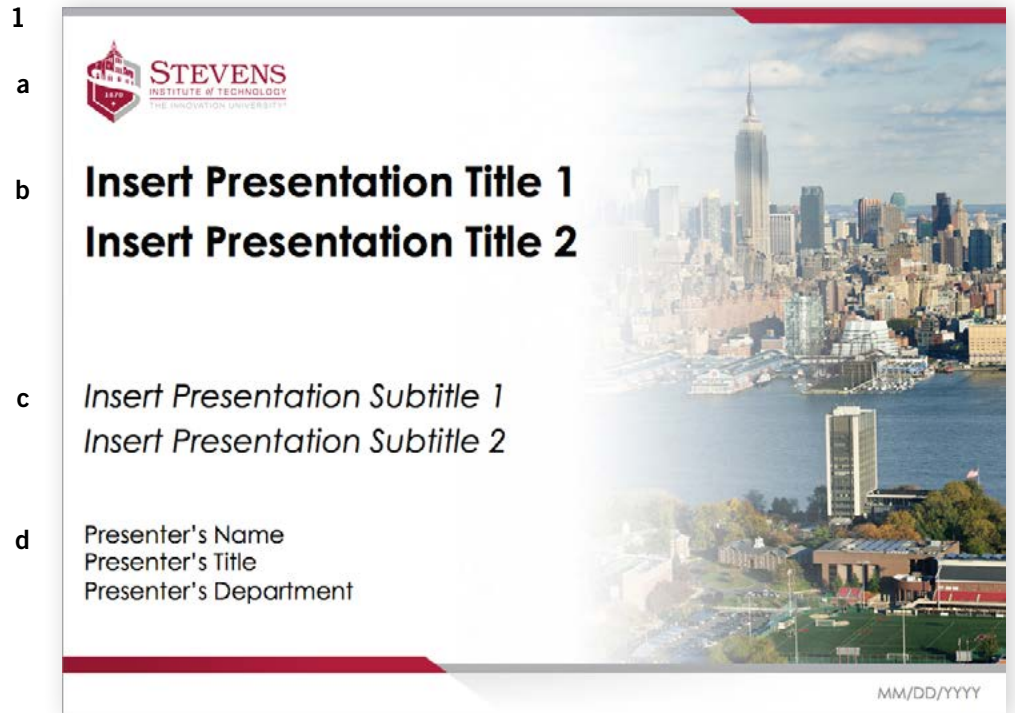
Slide Options

COVER SLIDES

Six options of cover slide will be available, several with color images around campus as the background and an alternative option featuring an abstract pattern. You can switch the cover slide you are using by selecting it from the "Layout" sub menu in the "Home" tab.

Cover Slide with Photo Background

a. Stevens Logo- Part of the slide master/should NOT be obscured by text whatsoever

b. Presentation Title- Century Gothic Bold; 32-34 pt

c. Sub Title - Century Gothic Italic; 26-30 pt

d. Speaker Information- Century Gothic; 20-22 pt

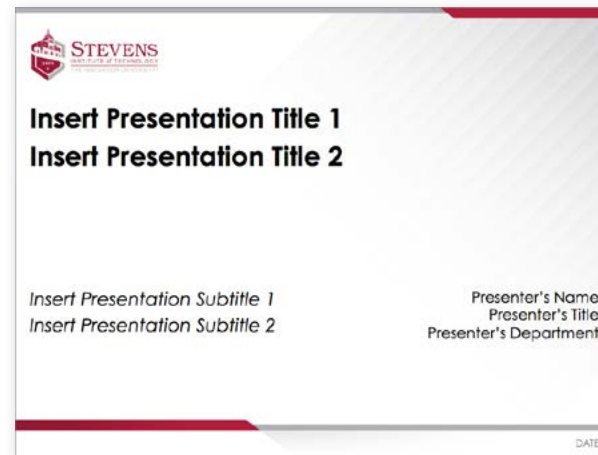**e. Presentation Date-** Century Gothic; All Caps; 12-14 pt

In the event the photo background slide does not serve your intended message you can use the cover slide with abstract background (**Fig. 2**). Please maintain the same font sizes in this version as were used in the photo background cover slide.

Fig. 1

a

b

c

d

e

Fig. 2

Slide Options

PHOTO BACKGROUND SLIDES

For convenience, photo background slides that utilize approved Stevens photography are readily available. These slides can give context to your subject matter or serve to enhance your presentation content.

Fig. 3 - Content Slide with Static Background Photos

  a. Presentation Title- Century Gothic Bold; 32-34 pt

  b. Sub Title- Century Gothic; 24 pt

  c. Bullets or Text- Century Gothic; 18 pt;

  d. Boilerplate & Slide Number- Must NEVER be obscured by content.

  e. Stevens Logo- On content slides the logo shield is echoed in the top right corner to allow content to align left and be the focus.

To view the variety of available photo background slides simply use the "Layout" drop down menu under the "Home" tab and select the background slide that corresponds to your content **(Fig 4)**.

It is not advisable to use photo background slides if you have an ample amount of content or intent to use other photos or diagrams. Photo bakgrounds are appropriate for text-only slides. Otherwise, please use blank content slides, which are available via the "Layout" drop-down menu.
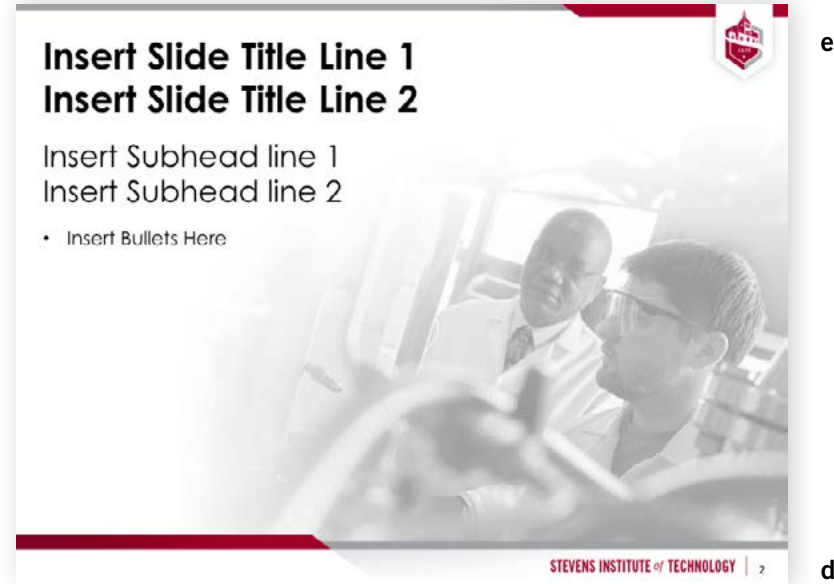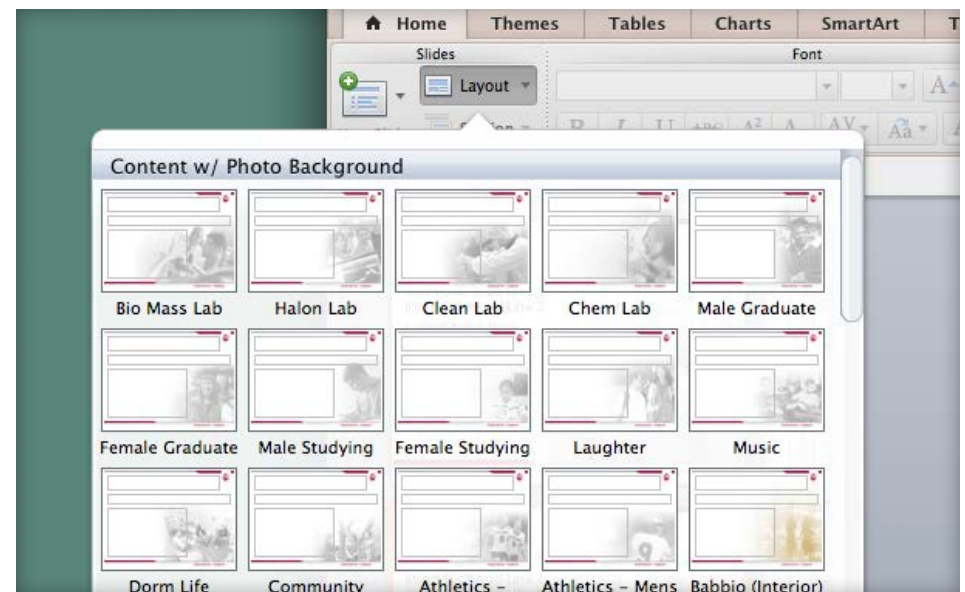
Fig. 3

Fig. 4

Slide Options

CUSTOMIZABLE PHOTO SLIDES
Customizable photo slides are available for use when your message is better supported by topic specific imagery. The template contains a range of options including 1, 2, 4 and 6 inset photos.

To place an image, either click icon in frame or drag and drop desired images onto an the image placeholder **(Fig. 4)**. Please note the structure of each customizable photo slide and maintain that structure when inserting your own photos. It is recommended that photos not overlap or intersect one another.
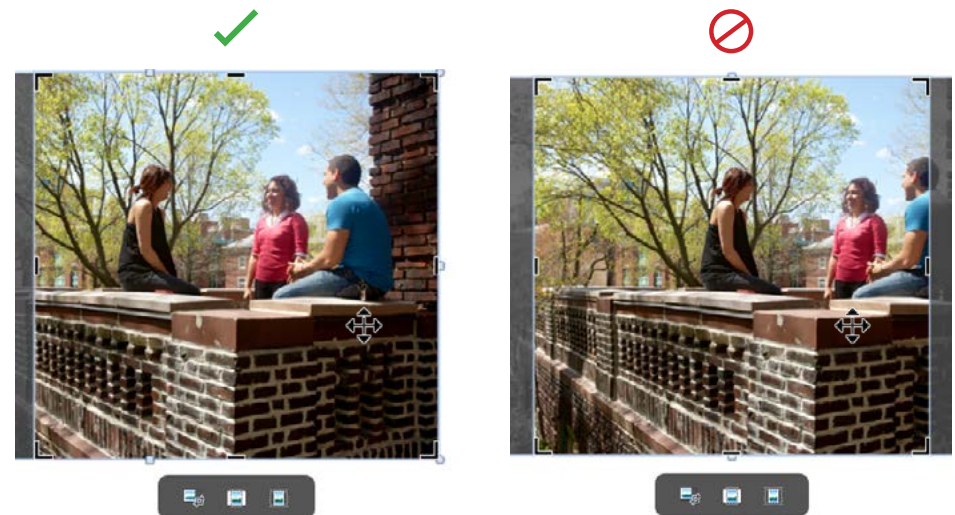
Cropping Best Practices
When cropping an image always be careful to position the image so it's focal point(s) are toward the center of the image.

To adjust position use the crop tool, located in the "Format Picture" tab. Examples of both a proper and improper crop are demonstrated in the example (**Fig. 5**).

Fig. 4

Fig. 5

Slide Options

DATA SLIDES

Customizable data slides are available for use when your message is better supported by tables, charts or Smart Art which may give particular insight and enhance your overall message.

Options include a single graph with title/caption and a data comparison slide (**Fig. 6 & 7**). A blank content slide is included in the deck, for users who intend to use a preexisting graphics in their presentation.

Preexisting Graph Assets

If concerned with the quality of a graphic you plan to use, feel free to consult the Division of Communications & Marketing and we are happy to offer recommendations on how to proceed.

If the original data for an existing graphic exists we encourage users to input this into one of PowerPoint's many chart graphing options.

What type of data?
Picking the right options to best represent your data can be challenging. The following table **(Fig. 8)** is intended to help guide that process.
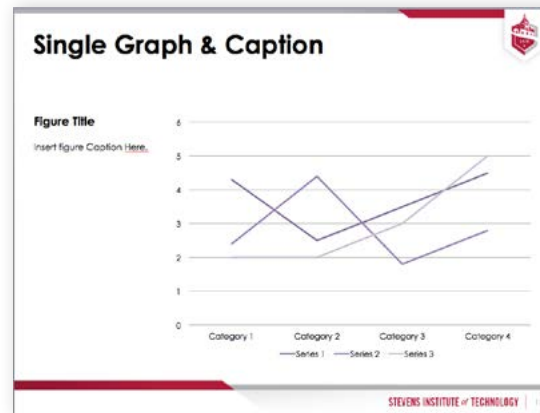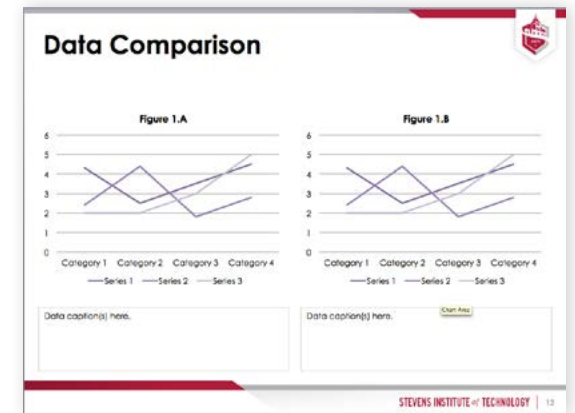
Fig. 6

Fig. 7

Fig. 8

	When to Use?	Practical Example
Tables	Providing a list of values that are precise or involve multiple units of measure.	In finance: depicting not only an increase in sales, but also providing the percentage of increase over time.
Charts (or Graphs)	When two (or more) sets of data can be plotted to reveal some pattern or reveal a visual relationship between sets of data.	Using a pie chart to show the percentage of a department's expenditures over the course of a given fiscal year.
SmartArt	Encouraged when depicting relationships between information (or non numerical based data) and/or when pairing data with photography	Showing the cycle of community impact that Stevens enacted during the Sandy Relief effort.

Slide Options

CHARTS
Charts (or graphs) are advised when providing a list of values that are precise or involve multiple units of measure.

Type of Chart
Typically 3D graphs do not enhance communication or understanding of data and can obscure the readability. 2D graphics are the recommended option for presenting graphical data.

Fonts
Fonts used in tables created in PowerPoint should use Century Gothic, refer to page 3 for information on font selection in Stevens PowerPoints.
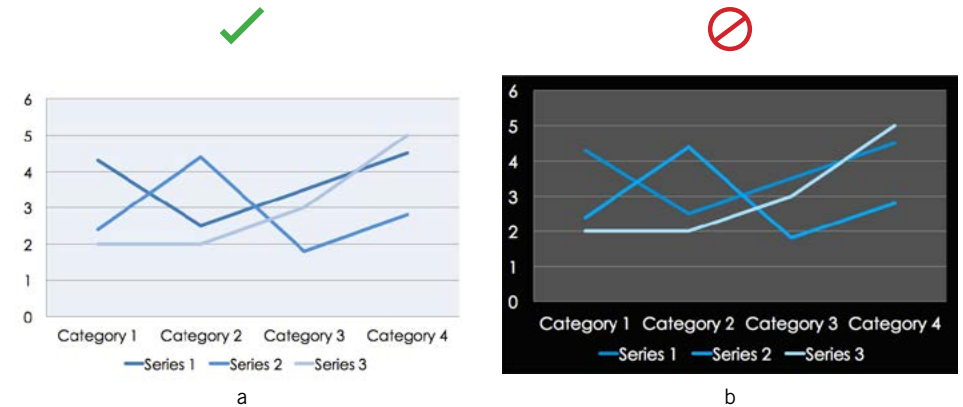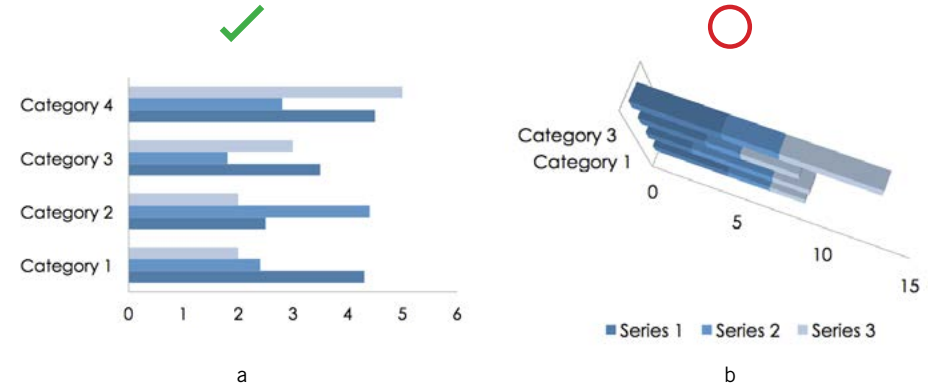
Fig. 8

Fig. 9

a

b

Fig. 10

a

b

Slide Options

TABLES

Tables are advised when providing a list of values that are precise or involve multiple units of measure. It is not advisable to use tables with large amounts of data. Whenever possible highlight only a portion of the table data that best reinforces your message.

Colors

Tables using a solid color header and white or monochromatic table cells (**Fig. 13**) is an example of a minimal style balances well with the style of the existing template. Users can use a variety of colors based on what PowerPoint offers, but are advised to always maintain this simplified look.

It is also advised that users are consistent. If you've used a certain style/color for one table, use that same style on all tables within the presentation.

Fonts

Fonts used in tables created in PowerPoint should use Century Gothic. The exception of course being if you are using an image of a table from an existing source. In such cases other fonts are acceptable.
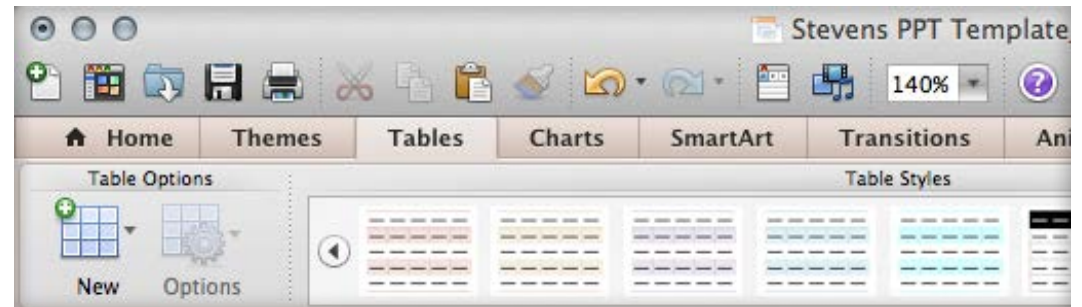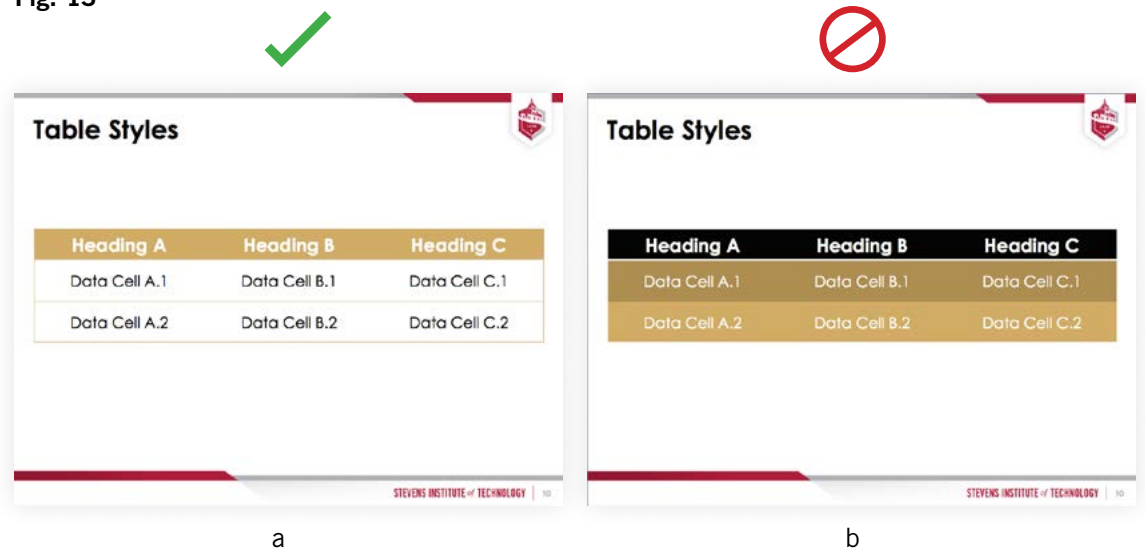
Fig. 12

Fig. 13

a   b

Slide Options

SMART ART
SmartArt is a convenient and powerful feature in PowerPoint and provides users with the ability to create engaging visual representations by combining shapes, photos and (typically) non numerical data.

As with tables and charts these elements are encouraged for use when they support your overall message and enhance your presentation to communicate more effectively.

Style
Accessing the SmartArt tab in provides a range of potential structural adjustments along with menus to alter color, shape and position (**Fig. 13**).

The use of "3D" smart art options (**Fig. 14b)** is not advised. 3D effects will give a degree of dimension and style to your graphics, however communicating is of the utmost important. In most cases use of such styles simply distracts from the data presented.

Use of flat color smart art (**Fig 14a)** is encouraged to keep the data simple and to the point while supporting your message without distraction.
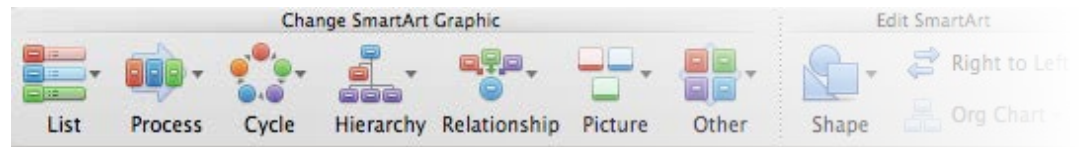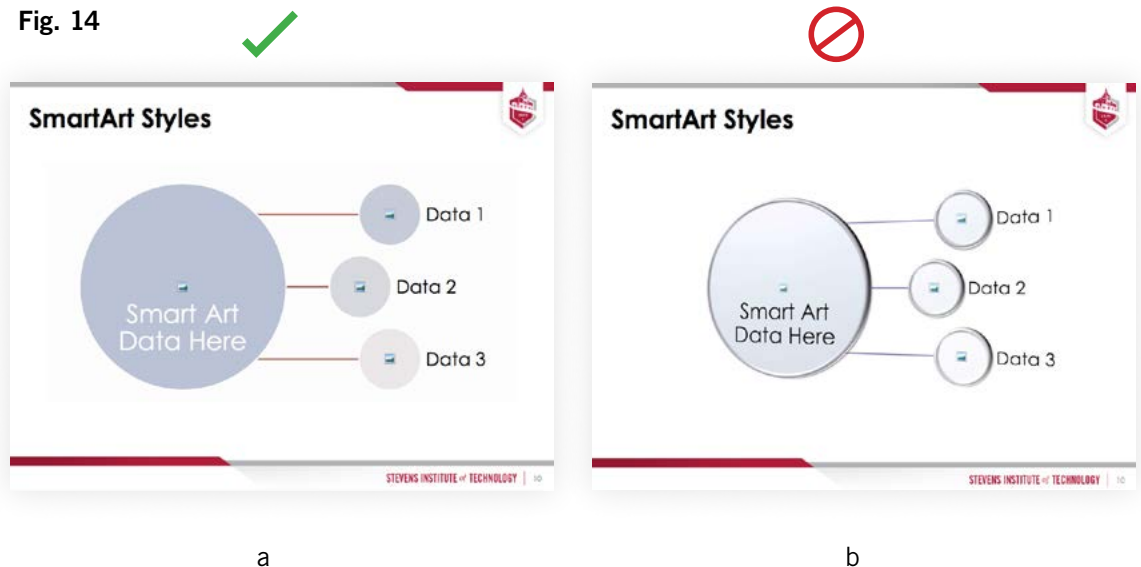
Fig. 13

Fig. 14

a   b

Effective Presentations

The following is a checklist for an effective presentation. Refer to this guideline upon completion of slides to track your progress.

CONSISTENCY

☐ Review your presentation. Is the look of it consistent?

☐ Have template structures been disrupted?

☐ Are text styles consistent throughout?

☐ Is color use consistent and within one of the approved palettes?

☐ Is everything legible?

☐ Is the Stevens logo obscured in any way?

TEXT & BULLETS

☐ Have you split up text heavy slides over multiple slides to help your audience digest the information? (**Fig. 1**)

☐ Does each slide speak to a specific message, concept or idea?

☐ Is the text presented in your slides succinct and effective? Do the words used have significant meaning to your message?

GRAPHICS

☐ Do your tables, charts or PowerPoint "SmartArt" support your message or enhance learning?

☐ Review the graphics one-by-one. Does any element seem overly complicated or confusing somehow? If so, how can you simplify it?

☐ Are you using the styles recommended in the guide?

FINAL REVIEW

☐ Have you filled in adequate reference notes below the active slide window? (**Fig. 2**)

☐ Are there elements in the text/bullets on your slides than can be moved into the notes section to allow for a more nimble presentation?

☐ Have you made your point? Is there a takeaway message for your audience?
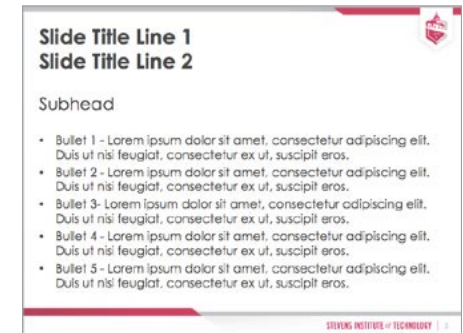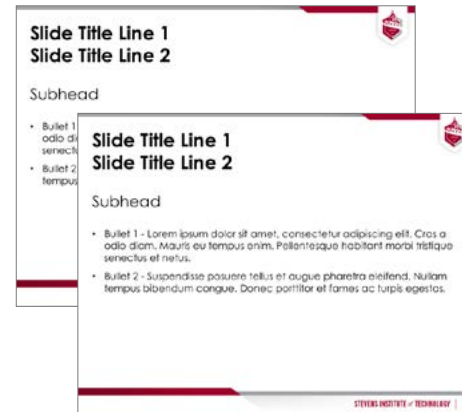
Fig. 1

Fig. 2