DESIGN

PROPOSALS

PRESENTATIONS

REPORTS

COMPANY PROFILES

RESEARCH

TRAINING

LECTURES

DESIGN
ELEMENTS

Line

Shape

Colour

Size

Space

DESIGN
ELEMENTS

Line

Shape
Colour
Size
Space
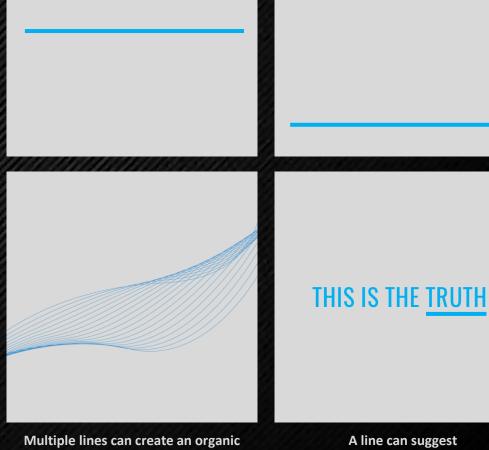
A line can create a
division of content

It can create areas of
focus
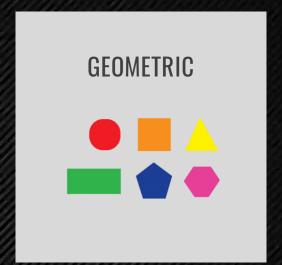
Multiple lines can create an organic
or modern design element

THIS IS THE TRUTH

A line can suggest
emphasis

DESIGN ELEMENTS

Line
Shape
Colour
Size
Space

GEOMETRIC

NATURAL

ABSTRACT

TRY NOT TO:

Refrain from combining various shape types as it may create a design clutter

DESIGN

ELEMENTS

Line
Shape
Colour
Size
Space

ADDITIVE

SOURCE:
COLOURED LIGHTS
PRIMARY COLOURS:
RED, GREEN, BLUE

SUBTRACTIVE
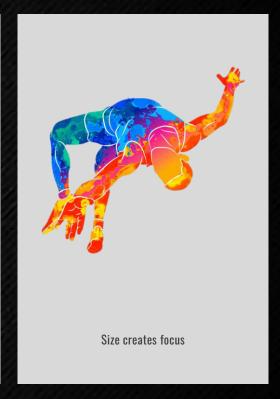
SOURCE:
PAINTS, INKS, DYES:
PRIMARY COLOURS:
CYAN, MAGENTA,
YELLOW, BLACK

DESIGN
ELEMENTS

Line
Shape
Colour
Size
Space

SIZE
SHOWS
IMPORTANCE

Size creates focus

POWERPOINT DESIGN HACKS

POWERPOINT DESIGN HACKS
HEADLINE

THE TYPOGRAPHY APPROACH

Typography is the art and technique of arranging a set of text or typefaces to create a design element.

THE MORE YOU PERSPIRE, THE GREATER YOU INSPIRE

THE TYPOGRAPHY APPROACH

Typography is the art and technique of arranging a set of text or typefaces to create a design element.

For the most basic form of typography design, explore arranging your text into a 'box-styled' design as shown.

How to do:

1. Create 4 separate text boxes, one for each row of text.
2. Your key words are to be bigger than the rest, e.g. PERSPIRE and INSPIRE.
3. Try different font sizes for each row of text, until you achieve an alignment on the edges.

THE MORE YOU
PERSPIRE
THE GREATER YOU
INSPIRE

THE MORE YOU PERSPIRE THE GREATER YOU INSPIRE = THE MORE YOU PERSPIRE THE GREATER YOU INSPIRE

How to do:

1. Choose a picture that reflects the word you intend to use. Save the image onto your computer.
2. Right click on the text to highlight it, then click 'Format Shape'. The Format panel will open on the right hand side.

3. Select 'Text Options', then under the 'Fill' function, select 'Picture or Texture fill'.
4. Under 'Picture Source', choose the image that you saved on your computer.

3D-Rotation

1. You can also apply the 3D-rotation function onto your texts and start creating block designs as shown above.
2. Create 1 text box for each individual word or a row of words.
3. Go to 'Shape Effects', and select 3D Rotation
4. Explore the different Parallel angels for each text box, and put them together to create a combined, block-styled look.
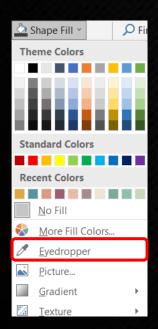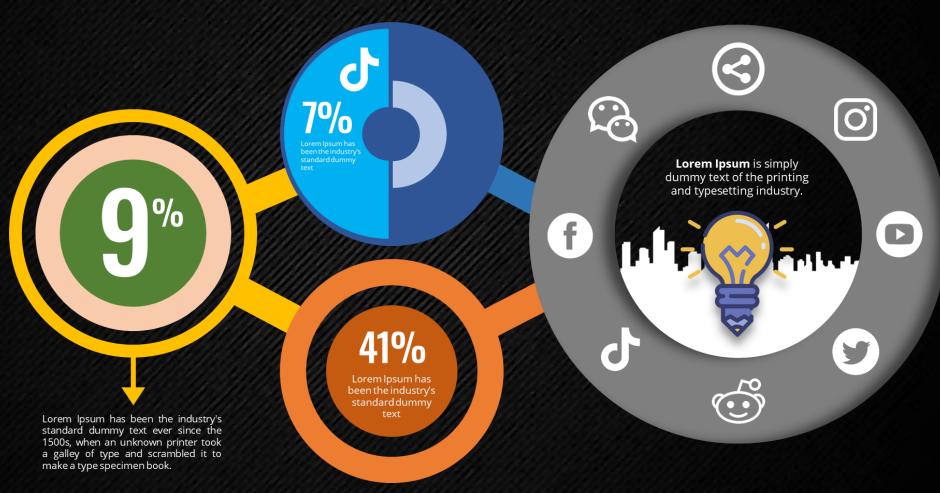
POWERPOINT DESIGN HACKS
COLOURS

Powerpoint Colours
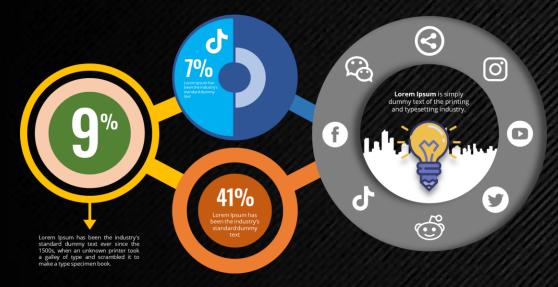
1. The standard colour options on Powerpoint tend to look 'dull' and 'predictable', therefore it is recommended that we use alternative colour sources for our shapes and placeholder designs.

2. One of the most effective ways to do this is to use the 'Eyedropper' function, located under 'Shape Fill':
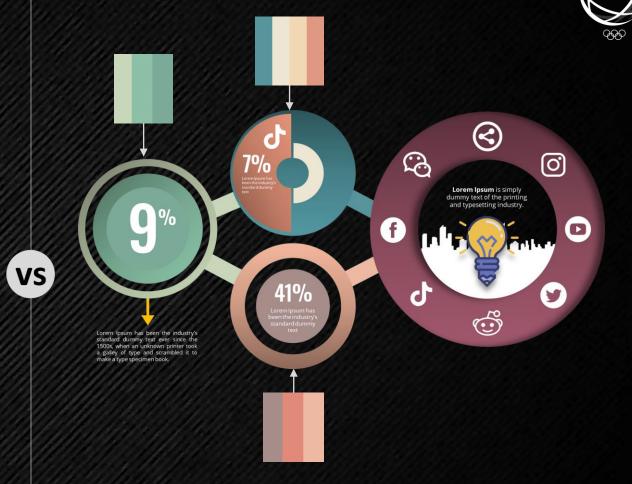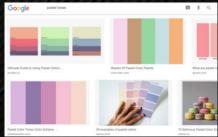
Avoid using these standard Powerpoint colours as the outcome of your design may look 'predictably Powerpoint'

Instead, try searching "pastel tones" on Google, to get image options that feature warm pastel colours as shown. Simply use the Eyedropper tool to use those colours for your placeholders and shapes.

POWERPOINT DESIGN HACKS
PLACEHOLDERS

INFOGRAPHICS

ANOC

CREATING INFOGRAPHIC PLACEHOLDER DESIGNS

Just by creating and combining Shapes available on PowerPoint, you can also start designing your own Infographic placeholders, like the sample shown on the right.

Follow the steps on the following slides on how to do it, or simply drag each object away to understand how they were put together.

1

CREATE INFOGRAPHIC PLACEHOLDERS

2

CREATE INFOGRAPHIC PLACEHOLDERS

INFOGRAPHICS

ANOC
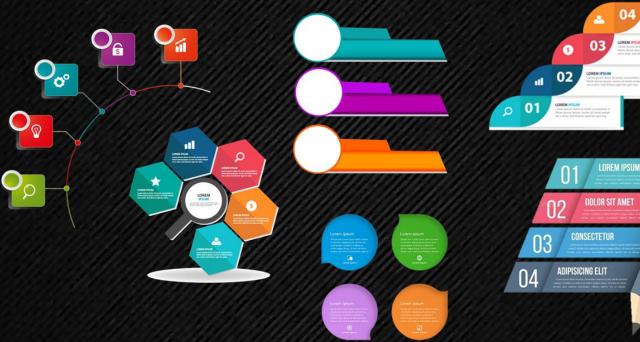
LOOK FOR REFERENCES AND SOURCE OF INSPIRATION

If you're unable to visualise a concept, always look for sample and templates online to take design cues from, and start building your own from thereon.

INFOGRAPHICS

Layer 1 (back-most layer)

Layer 2

Layer 3

Layer 4

Layer 5

Layer 6 (front-most)
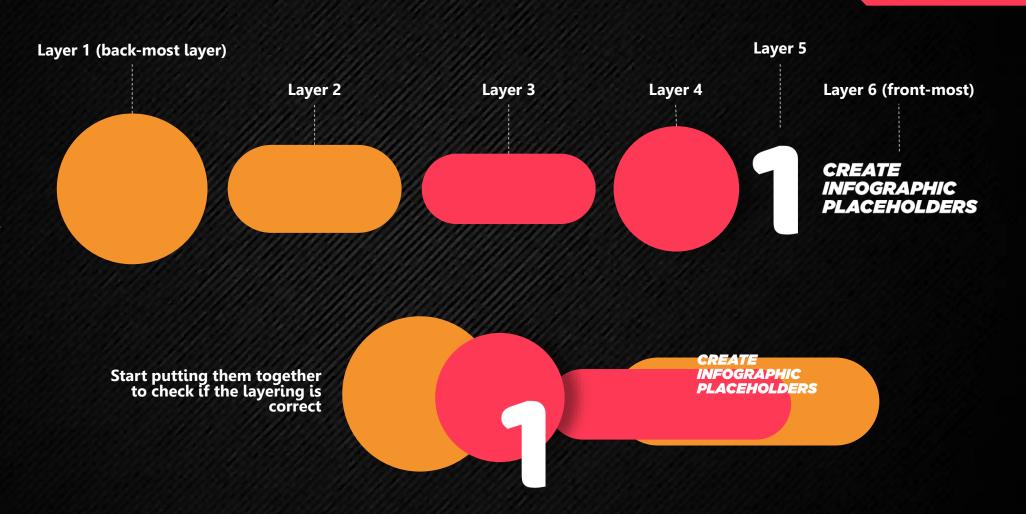
COMBINE SHAPES, SIMILAR COLOURS AND LAYERING THEM

Ensure that the objects created are layered accordingly to ensure they appear in front or behind another as intended.

Bring them together and you're able to form infographic placeholders similar to those sold online.

CREATE INFOGRAPHIC PLACEHOLDERS

Start putting them together to check if the layering is correct

CREATE INFOGRAPHIC PLACEHOLDERS

Removing Background

For Background Editing

For Foreground Capture

Create a copy of the image (CTRL+C > CTRL+V), and place it alongside the original image.

Best to ensure that both images are aligned and of the same size.
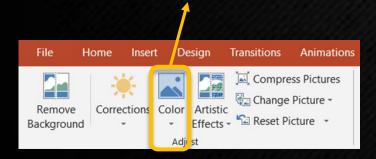
BACKGROUND IMAGE EDITING

You can change the image from being full-colour to black & white by double-clicking on the image, followed by selecting the "Colour" function as indicated below.
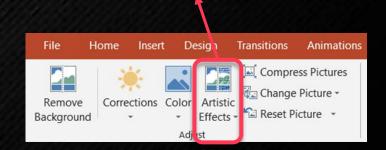
You can also 'soften' the image, creating a blurred, out-of-focus look, by clicking on the 'Corrections' function, followed by selecting the 'softest' option under 'Sharpen/Soften'.

To make it even more blurry / out-of-focus, you can also double-click on the image, select 'Artistic Effects' and use the blur effect (second row, far right)

FOREGROUND IMAGE EDITING

1. Double-click on image.

2. Menu will change automatically to show 'Format' tab.

3. Use 'Remove Background' function on top left.

4. Drag crop box on image to focus closer on subject

5. Switch between "Mark areas to keep" and "Mark areas to remove" buttons to retain / remove portions of the image.

Find an image / wallpaper design to use as your background, and combine it with the image that you've just applied the background removal function. You now have a brand new image, created by combining two images into one.
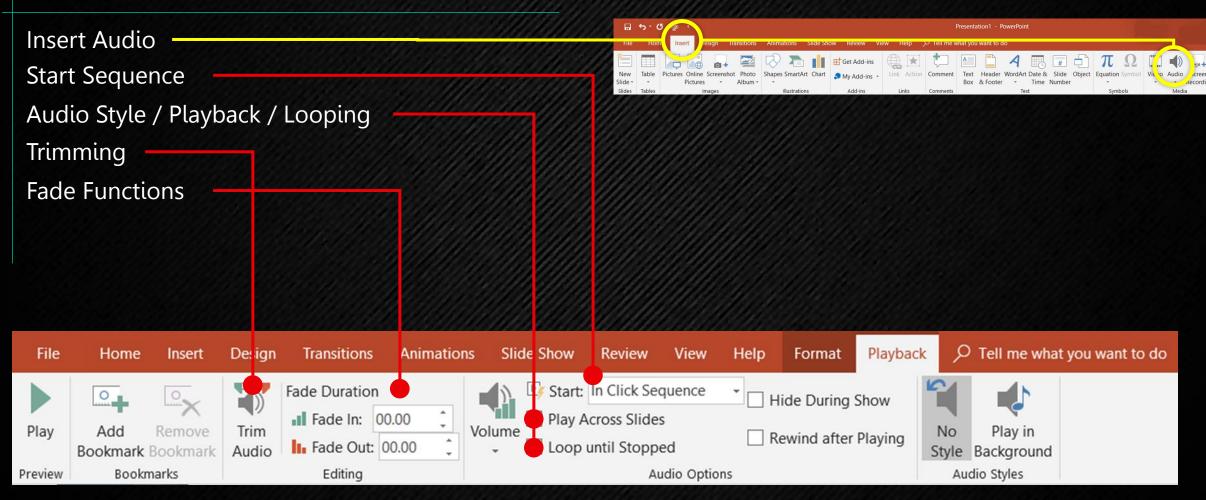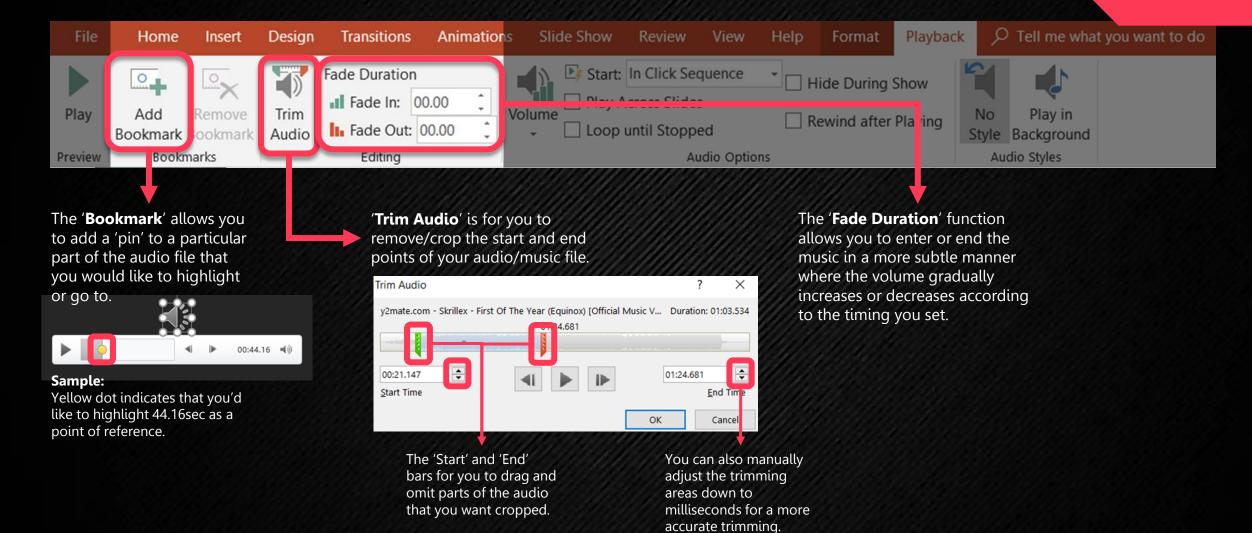
AUDIO+VIDEO

INSERTING AN **AUDIO FILE**

Insert Audio

Start Sequence

Audio Style / Playback / Looping

Trimming

Fade Functions
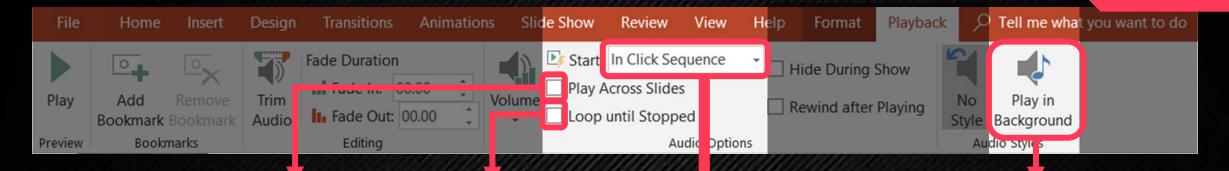
AUDIO+VIDEO
BOOKMARKING & EDITING

The '**Bookmark**' allows you to add a 'pin' to a particular part of the audio file that you would like to highlight or go to.

Sample:
Yellow dot indicates that you'd like to highlight 44.16sec as a point of reference.

'**Trim Audio**' is for you to remove/crop the start and end points of your audio/music file.

The 'Start' and 'End' bars for you to drag and omit parts of the audio that you want cropped.

You can also manually adjust the trimming areas down to milliseconds for a more accurate trimming.

The '**Fade Duration**' function allows you to enter or end the music in a more subtle manner where the volume gradually increases or decreases according to the timing you set.

AUDIO+VIDEO
AUDIO OPTIONS

If you want your music / audio to continue playing across all the slides.
If you don't click this, the music will stop when you move to the next slide.

If you want your music to automatically loop / repeat the moment it finishes.
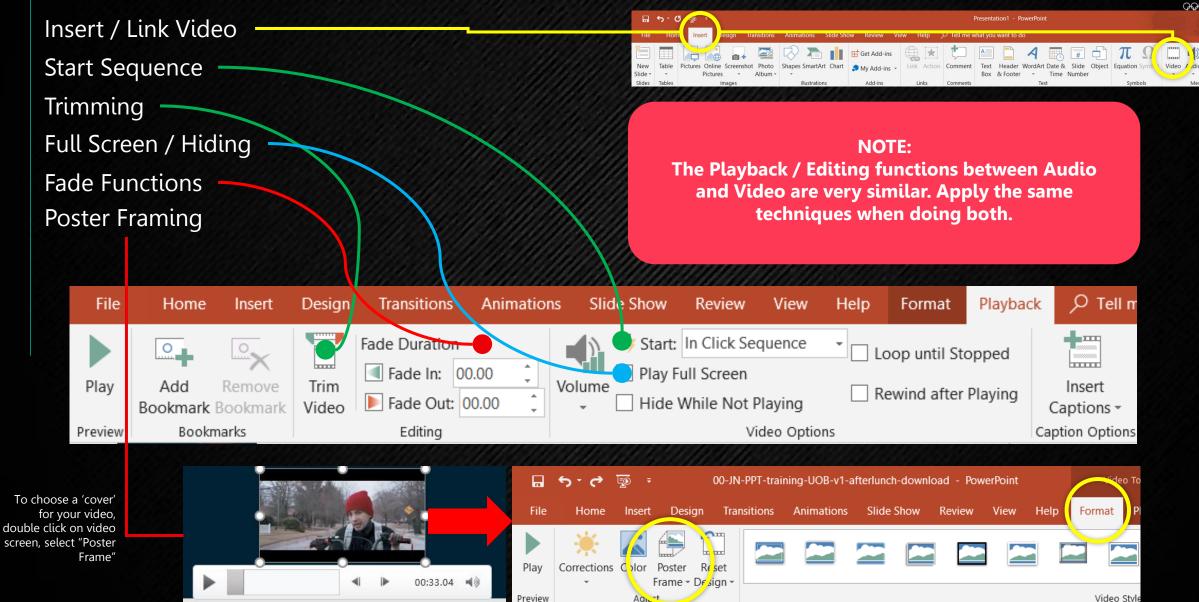
3 Options on how to **start playing** your audio file:
a) **'In Click Sequence'** – audio will start playing when you press the 'next' button during presentation mode.
b) **'Automatically'** – audio will start playing the moment you arrive at the slide
c) **'When Clicked On'** – audio will start playing when you click the play button on the audio file.

Select this and it will automatically tick the '**Play Across Slides**' and '**Loop Until Stopped**' functions.

INSERTING A **VIDEO FILE**

AUDIO+VIDEO

Insert / Link Video

Start Sequence

Trimming

Full Screen / Hiding

Fade Functions

Poster Framing

NOTE:
The Playback / Editing functions between Audio and Video are very similar. Apply the same techniques when doing both.

To choose a 'cover' for your video, double click on video screen, select "Poster Frame"

AUDIO+VIDEO

CREATING A VIDEO OUT OF POWERPOINT
The process requires a synergy across the following:

SLIDE CONTENT

CONTENT ANIMATION

SLIDE TRANSITIONS

AUDIO PLAYBACK

ACCURATE CLICKINGS

Do your best to memorize the amount of content on each slide.

The idea is to pre-gauge the duration of your video, which will help in selecting a music track with a similar duration.

Know all the Start Triggers i.e. On Click / With Previous / After Previous that you've set.

This will help you in knowing how many times you'll need to click and how many animations will happen per click when you're recording.

Create as many effect transitions as possible to add more effect and dynamism to the overall feel of your video.

TIP:
Fast-paced transitions give a more lively, energetic feel to your video. If this is your intention, the author suggests setting your transition durations to between 0.25 sec to 0.75 sec.

Choose a song / music score that gels well with the content or subject of your video.

Choose sentimental, relaxed music if doing wedding picture videos, dramatic scores when doing award videos, etc.

If possible, choose a song that has the closest duration to the length of your presentation.

The idea is to sync the music with the content animation and slide transitions as perfect as possible.
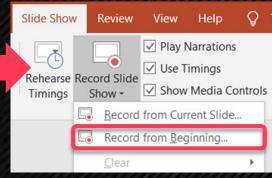
Best to use a mouse or keyboard, a laptop touchpad may not be as accurate or will be overly sensitive to the slightest of touches.
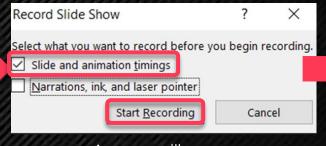
AUDIO+VIDEO

RECORDING YOUR PRESENTATION & CONVERTING IT TO VIDEO FORMAT.

Click the 'Slide Show' tab on the menu, and select **'Record Slide Show'**

Drop down the menu and select **'Record from Beginning'**

A pop-up will appear.
Tick '**Slide and animation timings**'.
NOTE:
If you are creating a tutorial video where you will be recording your voice and mouse movements, tick '**Narrations, ink and laser pointer**' as well.

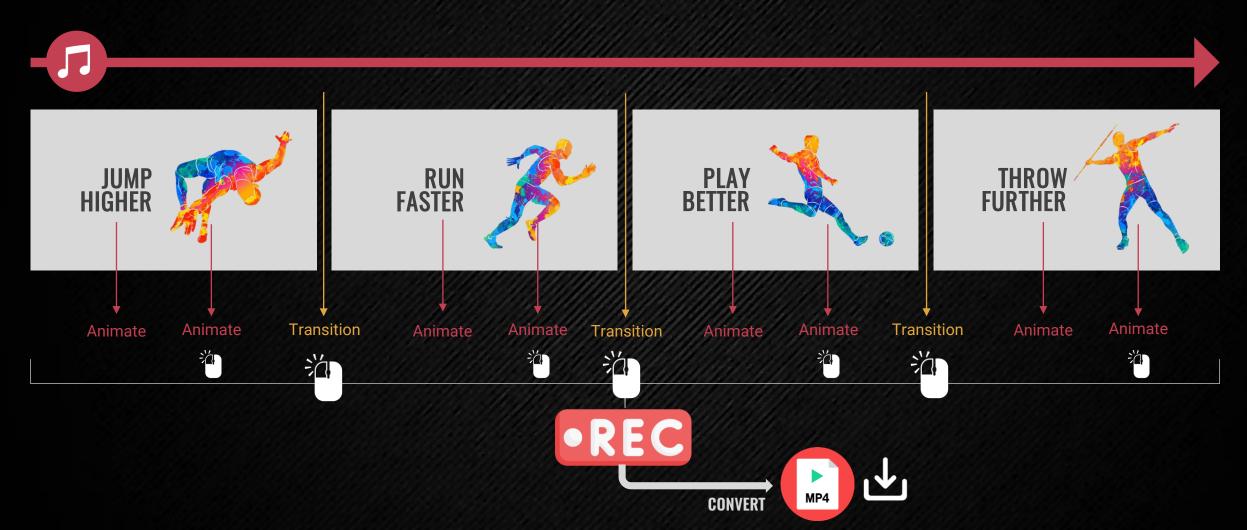Click '**Start Recording**' when ready.

Once presentation has been recorded, go to '**File**' > '**Save As**' and select '**MPEG-4 Video**'.
PowerPoint will start converting the PPT file into a video format.

ANIMATED:
Go full-screen presentation mode to view effects.

Parting Advice

1. Skew to Platform

2. Less is More

3. Consistency builds Familiarity

4. Get Exposed to the Design World

5. Don't ask *"why?"*
Ask *"why not ?"*

"Terima Kasih!"