POWERPOINT DESIGN
Tips & Tricks
Design Principles

Contrast

R.

A.

P.
Design Principles

Contrast
Repetition
A.
P.
Design Principles

Contrast
Repetition
Alignment
P.
Design Principles

Contrast
Repetition
Alignment
Proximity
CONTRAST
Contrast

- Contrast is the juxtaposition of opposing elements
  - Establishes visual interest
  - Separates unlike element

http://www.flickr.com/photos/rebecca_bexxi/247588656/sizes/q/in/photostream/
CONTRAST
CONTRAST
Bad Hue
CONTRAST

Good Hue
Bad Value
CONTRAST

Good Hue
Good Value
Repetition
Repetition

• Repetition is the recurrence of visual elements throughout a design
  – Gives design cohesion and unity
  – Connects like elements based on repetition of size, shape, color, etc.
Repetition

• Examples of repetition:
  – Consistent font(s), bullet styles, type sizes
  – Consistent backgrounds/graphics/colors
  – Visual hierarchy

Alignment
Alignment

- Alignment is the arrangement of elements in straight or parallel lines
  - Guides the viewer through the design
  - Gives the design a "finished" and "neat" look  i.e. grid

http://www.flickr.com/photos/guyweb/127932206/sizes/q/in/photostream/
Alignment
Alignment
Proximity
Proximity

- Proximity is how close or far away design elements are to each other
  - Visual distance or closeness reflects actual relationship – like elements are close, dislike elements are separated
  - Helps viewer understand relationships between pieces of information

http://3.bp.blogspot.com/_7zX6snefZik/SSrrmCeCZyI/AAAAAAAAAAk/ZX3fEWWq-A/s320/crap+dogs+(digital+day+break).bmp
Proximity
Proximity
Images

• Formats
  – PNG, JPEG, GIF

• Resources
  – search.creativecommons.org