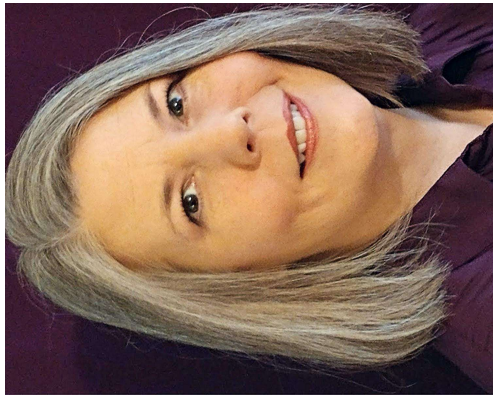


Slide into Better Presentations

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PowerPoint vs Google Slides

LOGO

Features	PowerPoint	Google Slides
Create Custom Templates	YES	YES
Slide Master View	YES	YES
Outline View	YES	NO
Built in Accessibility Checker	YES	NO*

*The Accessibility Checker for Google Slides add-on is available in the Google Workspace Marketplace

Creating Templates

LOGO

- Built-in templates are not always optimized for accessibility (start with a plain template).
- Use slide masters to modify the template.
- Follow the formatting guidelines from this presentation.
- Instructions or links appear at the end of this presentation for creating templates and modifying slide masters for both PowerPoint and Google Slides.

Slide Master Layouts

LOGO

- Content slides will be discussed in more detail
- Title slide and section break slides
 - Don't have to use
 - Can be different from content slides
 - Should still follow the guidelines for content slides

Title Slide Example

With Subtitle

LOGO

Section Break Slide Example

LOGO

Overall Design & Layout

- Logo
- Headers and Footers and Rules
- Other images
- Transitions and Animations
- Background & Contrast
- Font

LOGO

Font (gets its own slide!)

- Pick a font
- But not just any font
 - Arial or Verdana (or other sans serif)
 - Emphasize with **bold**
 - Color with sufficient contrast to background
 - 24 pt minimum

LOGO

Slide Elements: Title

- Size: 36 pt
- Style: Initial Case? Title Case?
- Alignment: left and top
- One line of text
- Spacing

LOGO

Slide Elements: Text Box

LOGO

- Size: 24 pt
- Style consistency: case and punctuation
- Alignment: left and top (no autofit!)
- Spacing
 - Leave negative space around graphics
 - Use 1.15 line spacing (minimum)
- Use bullets (rather than narrative paragraphs)

Slide Elements: Bullets

LOGO

- Helpful to separate points
- Just the facts; brevity...
- Show all at once (no animation)
- Shape, color, and consistency
- Sub-bullets
 - Same size text as primary bullet points
 - Need at least two to warrant sub-bullets
- Bulleted lists should be aligned to the left

Slide Elements: Images

LOGO

- Gifs are distracting
- Does the image support the message?
- Consistency of placement when possible
- Consider using alt text
- Infographics and charts
 - Do they simplify the message?
 - Can they be absorbed at a glance?

Other Design Tips

LOGO

- Less is more!
- Negative space is your friend
- Work in outline view (if using PowerPoint)
- 7/7 guideline
- Avoid ALL CAPS and underlines
- Use commas (not slashes) in titles/text/bulleted lists
- Be consistent with case and punctuation
- Ask someone else to proofread

Other Accessibility Tips

LOGO

- Consider closed captioning the narration
- Use alt text to describe images, graphics, charts
- Use [descriptive text](#) for hyperlinks (rather than click [here](#))
- Use the accessibility checker in PowerPoint
- Use a screen reader application to test

References & Resources

LOGO

How to Create Templates

LOGO

In PowerPoint

1. Go to **View** → **Slide Master** and apply attributes
2. Go to **File** → **Save As** and from the **Save as type** drop-down menu, select **PowerPoint Template**.

In Google Slides

- [How to edit master slide\(s\) in Google Slides](#)
- [How to create a template in Google Slides](#)

How to Disable Autofit Text

LOGO

In PowerPoint: [Turn on and off automatic copyfitting](#)

In Google Slides

1. Go to **Tools** → **Preferences**
2. On **General** tab, check **Use custom autofit preferences**
3. Under **Theme text placeholders**, select **Do not autofit**
4. Under **New text boxes**, select **Do not autofit**

Accessibility Resources

LOGO

- [Make your PowerPoint Accessible](#) (web article), Microsoft Support
- [PowerPoint Accessibility](#) (web article), WebAIM, Center for Persons with Disabilities, Utah State University
- [Create Accessible Presentations - PowerPoint](#) (webpage), U.S. General Services Administration
- [Make Your Google Slides Presentation more Accessible](#) (web article), Google Support

Captioning & Transcription

LOGO

- [Enable Audio Transcription in Zoom](#)
(web article), Zoom Support
- [Present Google Slides with Captions](#)
(web article), Google Support
- [Present Slides with Captions in PowerPoint for Office 365](#)
(web article), Microsoft Support

Slides Software Resources

LOGO

- [Google Help/Learning Center](#)
 - [Google Slides Training & Help](#) (webpage)
 - [Google Accessibility Help](#) (webpage)
- [Microsoft Support: PowerPoint Help & Learning](#) (webpage)
- [Custom Guide Quick References](#) (webpage), includes PowerPoint and Google Slides