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## How to Avoid “Death by PowerPoint”

Eric LePage

*Bridgewater State College*, [elepage@bridgew.edu](mailto:elepage@bridgew.edu)

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# Really, Really, Really Bad PowerPoint Design Techniques

This title is awful.

# Research Paper Abstract

- In September of 2004, Bridgewater State College approved the proposal for a student notebook computer requirement for all full-time undergraduate students which was implemented with the incoming freshman class.
- Little is known about the potential applications of notebook computers in the classroom and the effects of notebook computers on student learning. The purpose of this study was to determine if freshmen college students who are using notebook computers for note-taking, in-class assignments, and post-class assignments in an English Writing I course would achieve significantly higher scores and an increase in writing quality than students who are not allowed to use notebooks within a similar English Writing I course.
- Subjects within a treatment group that utilized notebook computers and a control group which did not utilize notebook computers had to complete four major writing assignments. Upon completion of all assignments, statistical analysis was performed of all data, including final averages and the ascension of student grades over time. It was hypothesized that students in the treatment group would *not* perform significantly better over time compared to the control group. T-test analysis of gradebook data over time revealed that students did perform significantly better over time while performing note-taking, in-class assignments, and post-class assignments with the use of notebook computers.

# What is Microsoft PowerPoint 2007?



- Presentation software that is part of the Microsoft Office suite
  - You can create slideshow presentations, handouts, notes, web pages, and outlines
  - Why am I telling you this verbatim? It's written right above!
- Very easy to learn, but often misused
- Don't overuse bullets to get across your points
  - What did he say?
    - I'm not sure.
      - Something about overusing bullets.
        - What's wrong with a little hierarchy?
          - Can anyone read this?



# Slide Transitions

- Avoid slide animations like these
  - Try something more subtle, like this:
- These transitions can be useful
- Don't distract from your presentation

# Kermit the Frog's Favorite Design

- This is giving me a headache
- Stay away from bright backgrounds and contrasting text colors
- Test your presentation on a projector

# Know Your Audience

The Great  Revolt of 2009

“Our first keynote speaker, Jared Spool, did a great job. Not everyone agreed with him on all points, but his presentation was polished, his delivery was engaging, and he gave us lots to think about.



Tuesday's keynote was a different story. Our speaker was David Galper, of the defunct Ruckus Network. ... he would offer some insights from the market research he'd done on tons and tons of college students.

The problem is, he did that research about five years ago and hasn't updated anything since. His video interviews with students included discussions of "new" technologies like MySpace and Kazaa ... His insights included the earth-shattering revelation that students connect with one another online.

What do 450 web nerds do when they're trapped in a hotel ballroom listening to someone who's insulting their intelligence? They get out their laptops and smartphones and start tweeting."

Someone turn up the contrast

OH: it's always relevant when  
you use popular hip hop songs  
from **5** years ago

Someone needs a class on  
PowerPoint... Sound levels in  
videos ... And being relevant to  
your audience.

blah blah blah out of business  
blah blah blah here watch a  
video

Did we go back in time 4 years?  
Knew all this already.  
Something new please!!



Worst designed powerpoint ever.  
Ever.

## Final Thoughts:

“Presenters beware – twittering will be around for some time. If you have a large audience, be sure you know them well and give them what they want.

Even if you know all this and are a great presenter, following your audience reaction on twitter can only be a good thing.”

# Presentation Design Techniques

Larry Lessig: [The Laws that Choke Creativity](#)

Dick Hardt: Identity 2.0

# Notebooks in the Classroom at BSC

NERCOMP SIG at U-Mass Amherst

February 7, 2006

- Laptops allow you to take your office on the go
- Teaching and learning from anywhere
  - Art Professor Dan Cooney's Blogging Project
- Classroom issues
  - Older desks are not well adapted for laptop use
  - Students with battery/power problems
    - Power Strip example











# Chapter 6

E-Business and E-Commerce

# E-Commerce

process of buying, selling, transferring, or exchanging products, services or information via computer networks

## Forms of Commerce

Brick-and-mortar organizations

Virtual organizations

Click-and-mortar organizations

# Types of E-Commerce

Business-to-consumer (B2C)

Business-to-business (B2B)



Consumer-to-consumer (C2C)

# Pecha-Kucha

“pa-che ka-cha”

# Pecha-Kucha Examples

<http://www.pecha-kucha.org/presentations/13>

<http://www.pecha-kucha.org/presentations/17>

<http://www.pecha-kucha.org/presentations/14>



# Flickr Commons



How often do you text each month?

A. Less than 10 times

B. 10-100

C. 100-1000

D. More than 1000

If your instructor recorded lectures and posted them on YouTube, would you still attend class?

A. Yes – I would still attend every class

B. Yes – but only every now and then

C. No – I'd stop attending and just show up for exams and other required in-class assignments