



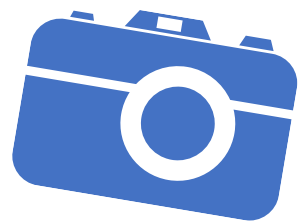
PSYCHOLOGICAL PRINCIPLES

Capacity limitations, relevance, appropriate knowledge, salience, discriminability, perceptual organization, compatibility, informative changes

(Kosslyn, 2007)

IMAGES

- Sufficient resolution
- Correct proportions
- Make sure your text is readable
- Don't overwhelm with too images many per slide
- Does the image portray the point of the slide?
- Are there any inconsistencies?
- Be selective



GRAPHS, TABLES, CHARTS

- Don't start with your data
- Start with your message
- Let your chart title lead your audience's eyes

Avoid these color combinations:

- Green and Red
- Green and Brown
- Blue and Purple
- Green and Blue
- Light Green and Yellow
- Blue and Grey
- Green and Grey
- Green and Black



- Choose 2-4 colors
- Rule of 60%, 30%, 10%
- Choose 2 contrasting neutral colors
- Choose 1 complimentary color

FONTS

- Use a mixture of upper and lowercase
- Use a standard font
- Use normal weight
- Use at least 24 pt font

Use either serif or sans serif font

- Times New Roman**
- Century Schoolbook**
- Garamond**
- Arial**
- Verdana**
- Tahoma

**for accessibility



BULLETS



Use the same bullet symbol for each entry in a slide



Use the same bullet for the same classes of items



Don't change the shape of bullets arbitrarily



Use a standard bullet unless there is a good reason not to



If you use a novel bullet, ensure it is appropriate

ACCESSIBILITY BEST PRACTICES

- Include alternative text with visuals
- Only use one text box or make it clear what the reading order is
- Use the full link for hyperlinks instead of Click here, and watch the color
- Use simple data
- If using videos - use subtitles, closed captioning and video description
- Give every slide a unique title
- Use sufficient contrast for text and background colors
<https://webaim.org/resources/contrast-checker/>
- Use a larger font size, sans serif or serif, and lots of white space