

**KIPP:**

*Powerpoint*

—DESIGN—

**BEST**

**PRACTICES**

05/31/2012

*(look for future iterations!)*

# SO, YOU'RE MAKING A POWERPOINT DECK.

We use Powerpoint for a lot of different type of work.

We use it for it's originally intended use: to create visuals to stand behind us while we present to an audience.

But we also use it to convey information that will never be projected on a wall. Sometimes, we cram a slide with so much information that it becomes more like a document.

Or, sometimes we create slides that are a cross between a slide and a document (a slide-ument, if you will.)

Some people just "think in Powerpoint". That's cool.

We are accepting of all of your powerpoint uses.

But before you begin, decide which type of Powerpoint deck you are making.

And remember that often times, one turns into another.

## KIPP History

KIPP began in 1994 with a powerful idea: to create a classroom that helped children develop the knowledge, skills, character, and habits necessary to succeed in college and build a better tomorrow for their communities. Founders Mike Feinberg and Dave Levin began by redefining what was possible for a classroom of public school students in Houston. The following year, they opened two KIPP middle schools, one in Houston and one in New York City.

By 1999, these original KIPP charter schools were among the highest-performing schools in their respective communities. In 2000, Mike and Dave formed a partnership with Doris and Donald Fisher, co-founders of Gap Inc., to train leaders to replicate the success of the original KIPP middle schools. As KIPP opened new schools in more cities, expanding from middle schools to elementary and high schools, our network began helping transform tomorrows for thousands of children and families in underserved communities.

Now, others are joining our journey, sharing in our commitment to build a better tomorrow. As our network grows along with the broader movement to transform children's lives and public education, our impact also grows; thus, more students, more families, more communities, and ultimately our nation, have a brighter future ahead.

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## DOCUMENT

## KIPP's History

1994: Founded by Dave & Mike in Houston

2000: Don & Doris Fisher helped found KIPP Foundation

2004: First ES and HS opened in Houston

2006: Original KIPP students begin to graduate from college

2010: KIPP awarded federal i3 grant for expansion

2012: KIPP serves 39,000+ students in 125 schools

## "SLIDE-UMENT"/READ AHEAD



## READY TO PRESENT

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# TIP #1: KNOW YOUR AUDIENCE & PLAN AHEAD

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## Presenting to a big room?

Make sure your audience can see your presentation!

Guy Kawasaki, a former Apple Fellow, says, “A good rule is to take the age of the oldest audience member and divide by two, and don’t go below that font size.” Another good rule is just to never go below 28. If you are consistently reducing your font size to under 24 and you are using third-level bullets, you are probably producing a document, not a slide.

For most projectors, it is easier to read a medium weight white text on a dark background than it is to read a white slide.

## Sending it as a PDF?

If you’re sending the document via email as a PDF, (and it will subsequently be emailed a lot), be thoughtful about file size and whether you are using big photos or big blank divider pages. Keep your slide-ument as short and as sweet as possible. Include longer notes in the notes field, if necessary, and print as a PDF including notes.

It’s easier to read dark text on a white background when reading on a screen, rather than using a dark background.

## Will they print it?

If your audience may print your file to read in advance or to have as reference, be thoughtful about using minimal color so that the text is still readable when printed on a black and white printer. If they will print it, you should feel comfortable taking your font size down as low as 14. In anticipation that you will read this on a screen or after printing it, this font size is 16.

## Will they be editing it?

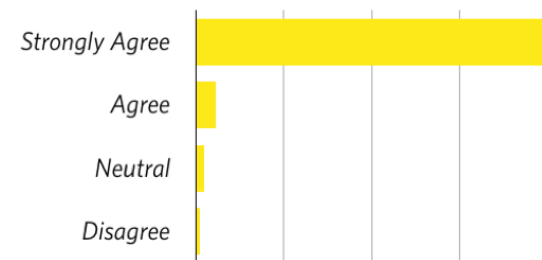
If you’re making a powerpoint that you know others will be changing and editing later, be thoughtful about setting it up properly. Use master slides, consistent margins, and style sheets if possible to help the next person who uses your powerpoint have a successful experience.

## Will they be doing all of the above?

Sometimes, a presentation calls for collaborative planning, a pre-read deck that is printed, and a deck to stand in front of while you present. These might be three separate decks; it’s good to plan ahead.

## TIP #2: BE VISUAL WHEN YOU CAN BE

### "The event was successful."



VS.



62% of all US students start college, but that number is only 41% for low-income students.

Graduation rates are worse – 31% of all US students graduate from college, whereas 8% of low-income students do.

KIPP's numbers are 89% and 33% respectively.

VS.



## PRO TIP

*Don't create your slide deck the day before you need it! Create it in advance and get feedback from others. By stepping away from your deck for a day and revisiting it, you may find newer, more simple ways to communicate your message.*

Consider: when can a picture tell it better?

Do you have to give the audience all of the data, or only the highlight that really matters?

Could a diagram show it better than a series of bullet points?

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## TIP #3: FOR PHOTOS, BE NICE & GO BIG

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(yes!)



(no)

**To & Through College  
is our mission.**



Our photos are an incredible part of our KIPP visual brand; they tell the authentic story of our KIPPsters, our teachers, and our leaders.

Please be nice to them! Don't distort them by making the black and white, cropping them in a funny way, or squeezing or smushing them. Always resize from the corners. Do not place text over anyone's faces.

With photos, go big or go home! We much prefer our photos to be the center of attention, rather than other using 1/4 or 1/8 of the page.

Never ever use photos that do not belong to KIPP (from other schools) or stock photography you find on the internet. Our professional photography is preferred to snapshots that you may have taken yourself. Even when you think a photo from the internet illustrates your point nicely (maybe clip art of a clock on a slide that says "you're running out of time!". . . challenge yourself. Can you use a photo of an elementary school KIPPster with a surprised look on their face instead?)

## TIP #4: USE COLUMNS

You might have noticed that no text in this document goes all the way across the document. That's because, at a certain point, the eye loses the sentence if the line length is too long.


Use columns.

Even if you do not have enough text to fill two columns, put your text only on one side of the page and leave the rest blank (white space is ok!) or include a photo on the right or left of the page.

### PRO TIP

*In order to create columns that really stick, you can create a master slide for yourself with lines in it. Then, when you're done, delete your guidelines from the master.*

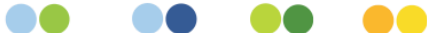
### Color



**Analogous**  
Analogous color schemes use colors that are next to each other on the color wheel. They usually match well and create serene and comfortable designs.

They're often found in nature and tend to be pleasing to the eye.

Make sure you have enough contrasts when choosing analogous colors. Choose one to dominate and one to support. Then, choose a third color as an accent.



Design for Non-Designers

Rachel Young + Jenn Julian • December 8, 2011 • KIPP Foundation

### Our mission

To create a respected, influential, and national network of public schools that are successful in helping students from educationally underserved communities develop the knowledge, skills, and character to succeed in college and the competitive world beyond.

### 3b) Facebook Ads

**In Summary**  
We continued our recruitment Facebook ad campaign, targeting educators in target demographics for teaching and leadership positions, resulting in 200% increase in referral traffic to KIPP.org from Facebook. The ads appeared in front of 3.4 million people, and received 1,301 clicks.

**What can I do to help?**  
If you have an idea for an ad or see an organization that is advertising in a neat way, share it with us!

**Lead a KIPP School**  
kipp.org  
What if you had the power to lead the school you've always dreamed of? Prove what's possible in public education. Apply by January 1st.

**Now Hiring - KIPP Schools**  
kipp.org  
What if you were part of a growing network of outstanding public schools? There's a place for you at KIPP. Learn more and apply today.

January 24, 2012 |



## TIP #5: LEAVE SPACE

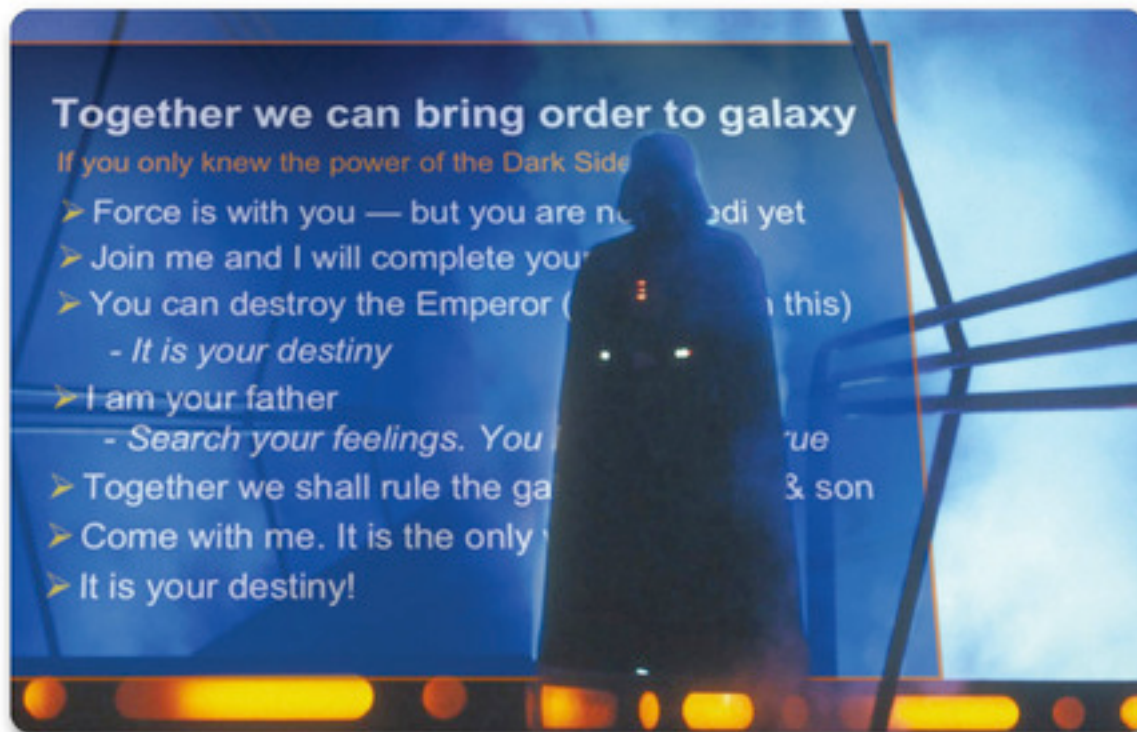
Garr Reynolds, the author of Presentation Zen, believes that “design isn’t about decoration or ornamentation. Design is about making communication as easy and clear for the viewer as possible.”

Don’t overcrowd your slide with information. If you are finding that you are running out of room on a slide, consider: should this all be on one slide?

Is there a more simple way to say what I’m saying?

Could I say it with a visual?

Could I “talk to” some of these things, rather than writing them all out?



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## TIP #7: USE TYPOGRAPHICAL HIERARCHY, NOT BULLETS

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### Creating Hierarchy

- Most people create hierarchy with bullets
  - But you aren't most people, are you?
- Another way to create hierarchy is using typographical choices.
  - Size
  - Color
  - Boldness
  - Italics
  - Lines to separate
  - All caps

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### PRO TIP

You can use color to make things **stand out** and to make things disappear.

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### CREATING HIERARCHY

Most people create hierarchy with bullets.

*But you aren't most people, are you?*

**Another way to create hierarchy is using typographical choices.**

SIZE | Color | **Boldness** | *Italics* | Lines | ALL CAPS



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## TIP #8: THE RIGHT TYPEFACE FOR THE RIGHT JOB

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Thesis Sans, the KIPP typeface.

Garamond, always in good taste.

Didot, fashionable, graceful and elegant.

Helvetica, one of the most popular typefaces.

Gotham, the typeface of Obama.

Museo Slab, an updated slab serif.

### PRO TIP

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If you need to download KIPP's font, ThesisSans, you can do so at [www.kipp.org/brand](http://www.kipp.org/brand).

# TIP #9: CONSTANT LEARNING & IMPROVEMENT

## **Making effective presentations isn't easy.**

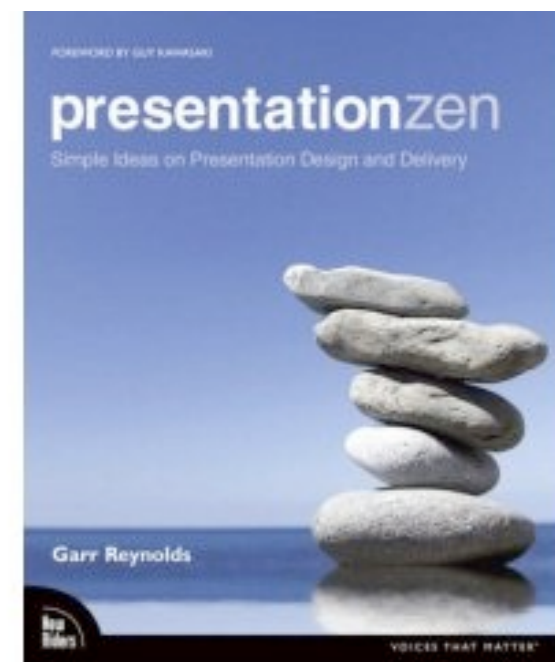
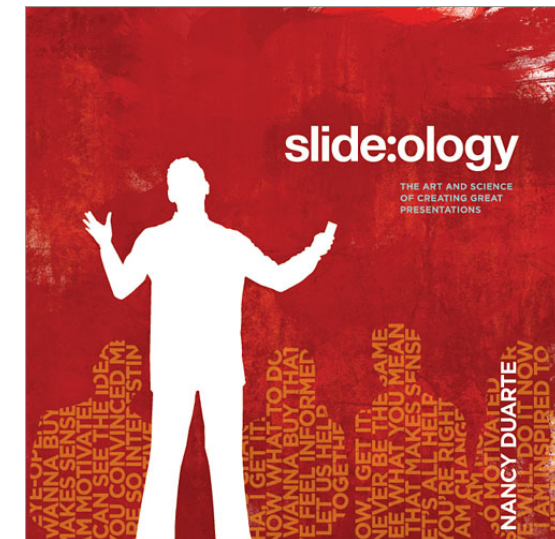
Give yourself time and space to learn and practice. Seek the feedback of others. Plan for your presentation before you make it, and practice it after you have finalized your slides. Ask for feedback after your presentation.

## **Don't just pull out the same old deck.**

If you've given the same presentation several times, it's tempting to pull out the same old deck. But model constant learning and humility by looking at your deck, refining, and making it even more simple, smooth, and polished than the last time.

## **Read up.**

We recommend [slide:ology](#) by Nancy Duarte and [Presentation Zen](#) by Garr Reynolds.



**WE CAN'T WAIT TO SEE YOUR PRESENTATION!**