Session "PowerPoint"

Rule #1 - Structure

- A clear *structure* is important for the *processing* and *understanding* of information

Rule #2 – Emphasis of content

Empty space can be used to emphasize content

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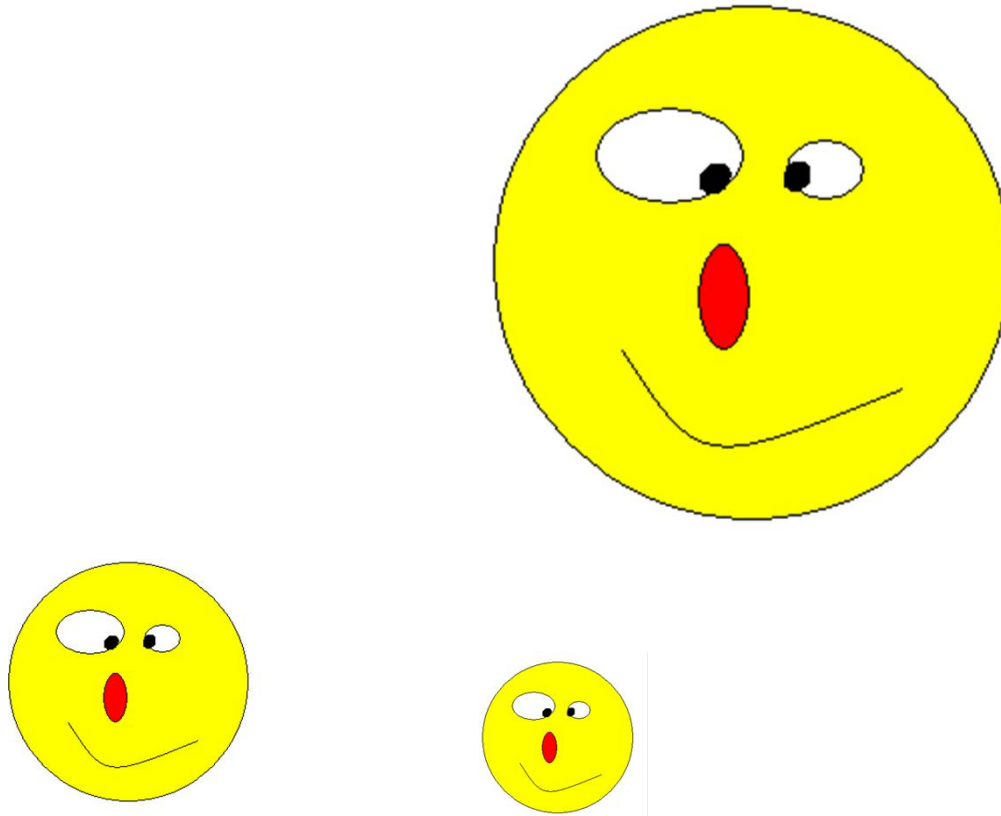Empty space can be used to emphasize content

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Rule #3 – Framing, Color, Size

The importance of an element can be emphasized by framing, color and size
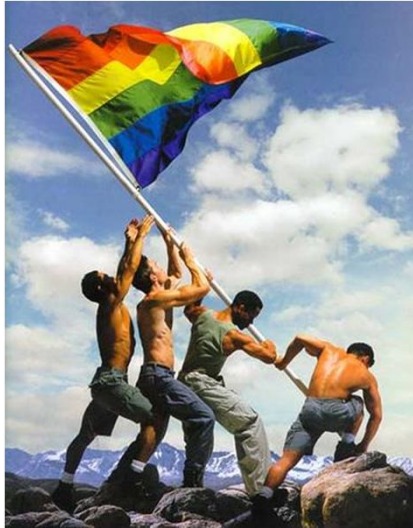
Rule #4 - Grid

The layout of a page can usually be defined by a grid which functions as the basis for all arrangements of elements on the page

Rule #5 - Colors

The legibility of texts is dependent on the colors selected.

Rule #6 – Colors 2

Color can convey cultural and emotional information

Rule #7 – Word Art

Typefaces can be used to influence the interpretation of a text