WORKING WITH COLOR
PRESENTING WITH
MICROSOFT
PowerPoint

due in class on Monday,
February 21

PURPOSE OF THIS MODULE

The three-fold purpose of this group module is:

1. to get you thinking about color, the use of color, and the effects of color on different
   audiences;

2. to get you thinking about the effective presentation of information and how the design
   elements of a presentation contribute to its meaning and message; and

3. to allow you some hands-on experience with software that will help you format the
   information you wish to present (i.e., Microsoft PowerPoint).

YOUR TASK

The product of this module is a PowerPoint presentation on/about a particular color. Your group will
present your work to the whole class on Monday, February 21.

GETTING STARTED

1. Individually, take a couple of online color-analysis tests listed in the links below.

   The Aura Color Test
   www.testcafe.com/color/

   Luscher Color Test
   www.saunalahti.fi/jawap/colour/colortest.html

   Life Color Motifs
   http://www.lifemotifsprofile.com/lifemotifs-lite.html

   Personality color test

2. As a group, discuss your color test results. Are they appropriate? Realistic? Completely off-base?

   Do your colors complement one another? Or are your colors totally at odds with one another? Do you
   think this will affect your work together?

   Do you think that tests like this are an appropriate way to analyze color? Color associations? Mood?
   Color psychology? Do the tests themselves seem legitimate? Credible? Based on sound theory?
In what ways—if any—do the tests reflect cultural associations with specific colors?

3. As a group, take a look at the following pages and sites about color and color theory:

   Color and Food Matters
   www.colormatters.com/appmatters.html

   Drunk Tank Pink
   www.colormatters.com/body_pink.html

   Color Your Room Room Painter
   http://www.glidden.com/color/index.do

   Emotional and Psychological Impact of Color
   www.carnrightdesign.com/color4business/emotional_impact_color.htm

   International Color Guide

   Who Owns Hues?
   www.colormatters.com/color_trademark.html

4. As a group, take a look at the following sites about creating and delivering presentations:

   Using Colors to Connect with Your Audience
   http://www.creativepublic.com/using_colors.php

   Choosing the Right Colors for Your Next Presentation

   PowerPoint Guides, Tips, and Help
   http://www.dartmouth.edu/~library/biomed/guides/powerpoint.html

   Presenting with PowerPoint: 10 dos and don'ts
   http://www.emazzanti.net/presenting-with-powerpoint-10-dos-and-donts/

   How NOT to Use PowerPoint: Comedian Don McMillian
   http://www.youtube.com/watch?v=lpvgfEu2Ck
CREATING YOUR PRESENTATION, PART 1: THINKING IT THROUGH

5. Decide, as a group, what color you will research, integrate into a PowerPoint presentation, and present to the class.

Avoid a very general presentation—for instance, “introducing the color BLUE” or “what PURPLE means!” There are hundreds of blues, people, and light lavender, neon purple, and deep violet carry totally different associations.

WARNING Instead, create a specific presentation (e.g., “the use of the color GREEN in medical imaging documentation” or “the use of RED as warning in instructions” or “colors that are trademarked by certain companies”).

6. Decide what artifacts, elements, objects, images, etc., you want to research and/or include in your presentation. Negotiate tasks in your group. Gather the materials you will need for your presentation.

As you gather materials, you will want to map or sketch out what you envision your presentation will look like. Some questions to consider include:

- What textual information do we want to include? How can we tell people about our color and the uses of our color?

  What quotes, passages, examples, etc., do we want to integrate from the research we’ve done?

- What graphical information do we want to include? How can we show people about our color and the uses of our color?

  - What examples, illustrations, graphics, photos, etc., do we want to integrate from the research we’ve done?

- How can we best sequence the order of textual and graphical information? How are we going to structure and/or organize our information?

- How long is our presentation going to be? How many slides will it consist of?

- How are we going to present the presentation to the class on Monday? Who will run the slideshow? Who will do the talking? Will we share both duties?
CREATING YOUR PRESENTATION, PART 2: WORKING IN MICROSOFT POWERPOINT

7. Your group’s polished and final presentation should include:

- a title slide and at least eight body slides, including a “works consulted” slide where you cite all of your sources of information
- well-written, well-presented textual information drawn from readings and elsewhere that is related to your color
- well-chosen, well-presented graphical information related to your color
- use of colors (e.g., background, fonts) within your presentation that help to illustrate your color
- appropriate animations and/or transitions

If you use non-system-standard font faces, remember that they will not be installed on the instructor machine in 317. **Upload the .ttf files along with your PowerPoint so you can install the font faces on the instructor machine before your group presents.**

TURNING IN YOUR WORK & GETTING CREDIT

Before class on Monday, February 21, be sure that someone in your group uploads your PowerPoint (.ppt) file to Angel> lessons> assignment drop boxes> upload your group’s ppt. here for presentation on 2/21.

This will allow you to access your group’s PowerPoint for your in-class presentation on Monday, and it will also allow me to access the PowerPoint when I grade your group’s work.