



Inclusive Presentation Design

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Introduction

Meagan Longoria

Consultant

Denny Cherry & Associates Consulting

Microsoft Data Platform MVP

Interested in inclusive information design



**Inclusive
Design**

Before we begin

Handouts:

<https://tinyurl.com/PresentForHumans>



Feedback:

<https://sqlb.it/?9543>



Links



**Inclusive
Design**

**Why do we give
presentations?**

Reasons for Presenting

To persuade

To inform

To inspire

To entertain



**Inclusive
Design**



**Inclusive
Design**

**Our hope is that our
audience remembers
what we said and
uses the information**

Have you ever experienced this?



I know this is too
small to read, but...



Or have you experienced this?



And my seventh point
is <reads directly from
the slide>



Where is your focus?

What do I want to say?

Vs

**What do I want my
audience to learn?**



Inclusive
Design



**Inclusive
Design**

**They way we present
something affects
our audience's
ability to learn**



Inclusive
Design

**The challenge is
that nothing is
accessible to
everyone**



Presentation Design



Presentation
Design

Structure and present your presentation with purpose

Design Toward Your Takeaways

Identify what you want your audience to take away from your presentation

Create content to address those goals

Rearrange content until it makes sense for someone who doesn't know the topic

Cut content that doesn't achieve your goals



**Presentation
Design**

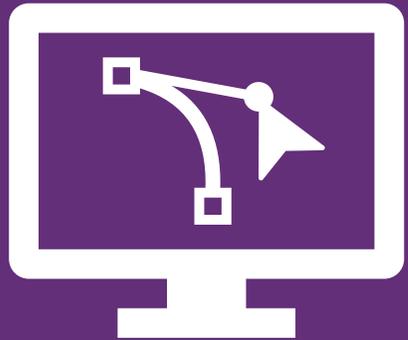
Fonts

Use only 1 or 2 different fonts

Sans serif is generally easier to read

Choose fonts with distinct letter shapes (1, l, and l)

Look for fonts with wider strokes and space between letters



**Presentation
Design**

Fonts Demonstration



Sans serif (Source Sans Pro)

Serif (Times New Roman)

Plain (Verdana)

Decorative (Snap ITC)

11 bd (Arial)

11 bd (Calisto MT)

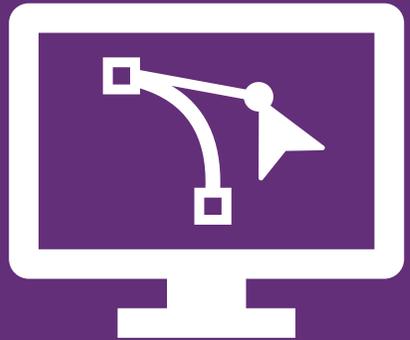
Thick (Calibri)

Skinny (Segoe UI Light)

Font Size

No smaller than 24pt for body text

32pt would be better



**Presentation
Design**

*No one wants to squint at your presentation

Font Size Demonstration



Source Sans Pro 32pt

Source Sans Pro 24pt

Source Sans Pro 18pt

Point 1 24pt: This is my first point

Point 2 24pt: This is my second point

Point 3 24pt: This is my third point

But then I can only fit
a few lines of text on a
slide?

That's correct!

Text Content Amount



Aim for no more than 6 objects on a slide

If you need more than that, consider using multiple slides

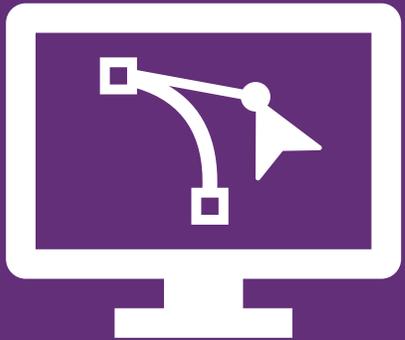
You can use animation or multiple slides to highlight a single line in context

Color Contrast

People need to read your content. Contrast helps with that.

For accessibility, make text to background contrast 4.5:1

For accessibility, make diagrams, charts, and other non-decorative content 3:1



**Presentation
Design**

Text Color Contrast Demonstration



Here is some text

Here is more text

Can you read this?

How about this?

Dark text on light background

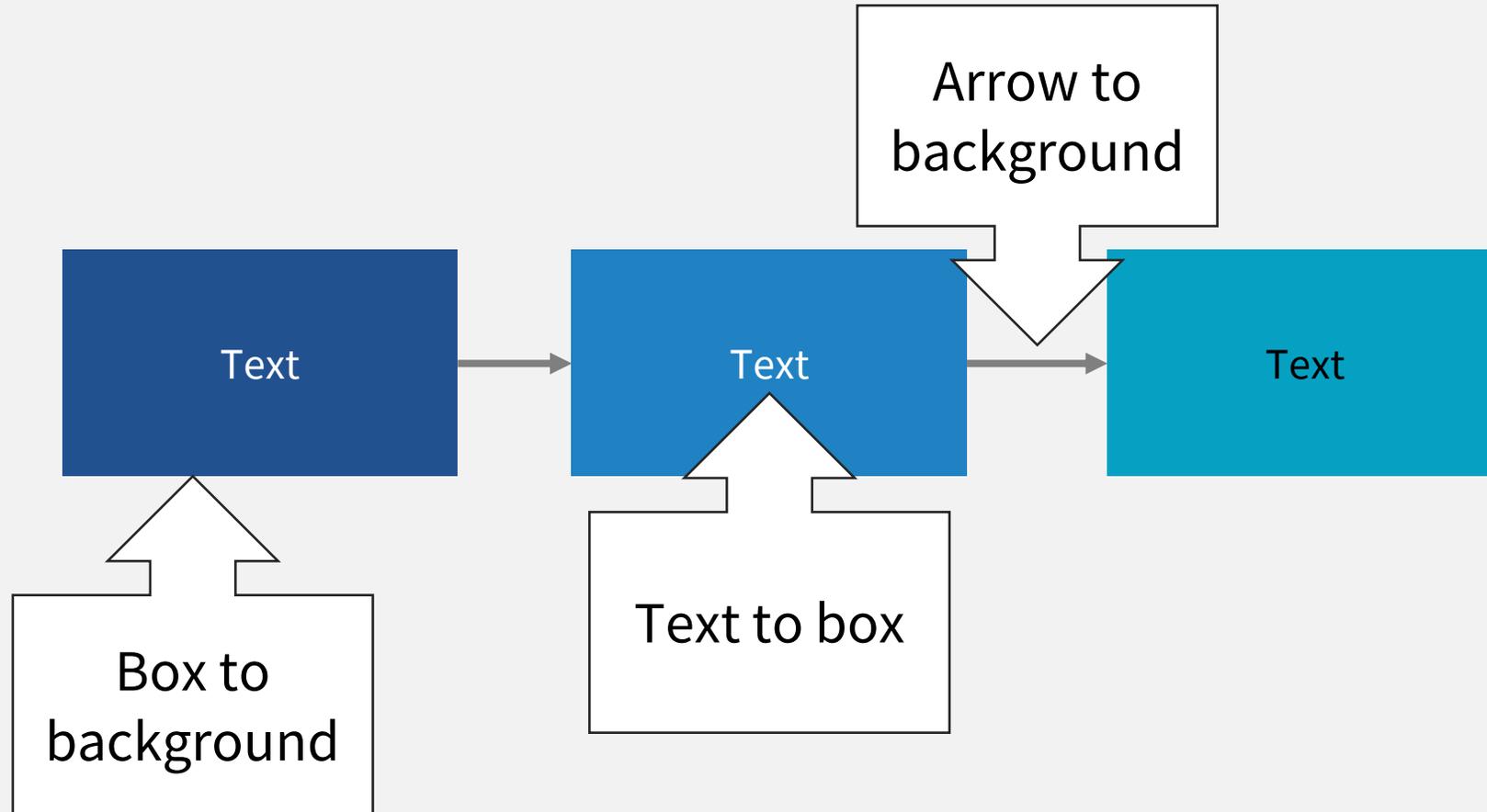
Light text on dark background

Black text/white background: 21:1

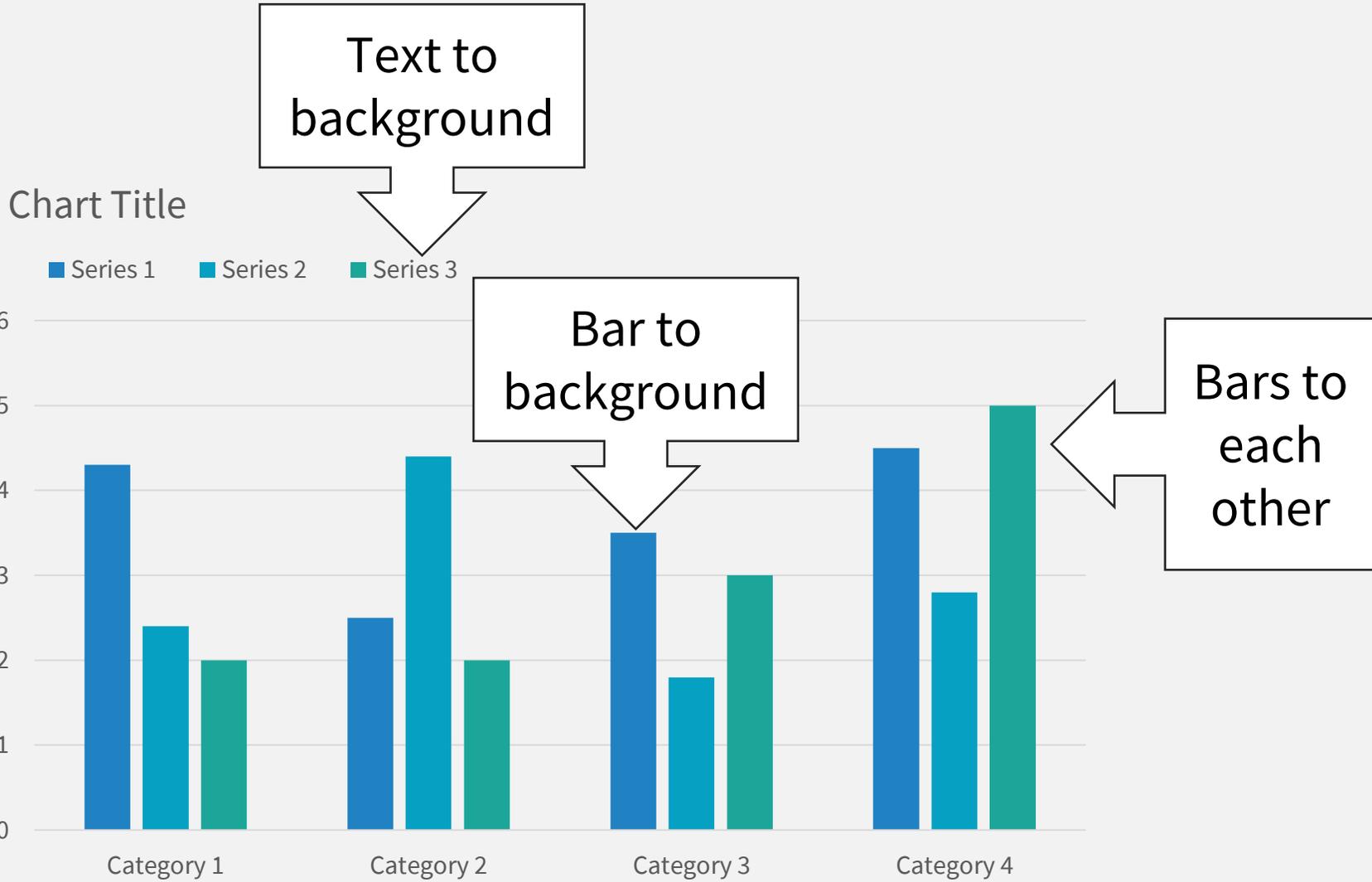
Purple/white background: 9.5:1

Blue/gray background: 2.3:1

Diagrams Color Contrast



Charts Color Contrast



Recommended Color Contrast Tools



Planning: <https://color-contrast-checker.deque.com/>

Checking: <https://accessibilityinsights.io/> (desktop)

<https://color.adobe.com/create/color-contrast-analyzer>

<https://whocanuse.com/>

Dark vs Light Background

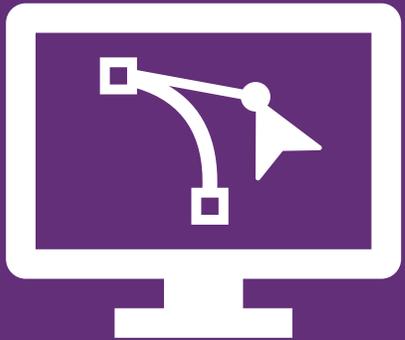
Studies say for “normal” vision:

Light background more effective for reading

Glanceable reading is same during day, but light background is better in dark

Low vision due to cloudy ocular media may prefer dark background

People with astigmatism may struggle with dark mode



**Presentation
Design**



**Presentation
Design**

**You can choose dark
vs light background,
just ensure good
color contrast**

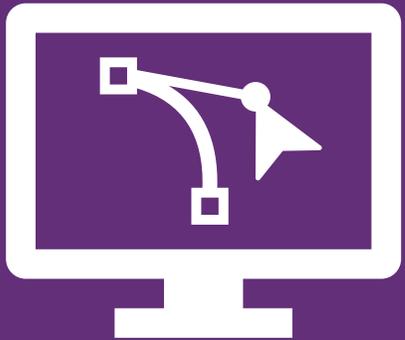
Colorblind (CVD) Friendliness

Use symbols, text, and patterns in addition to color

Keep colors minimal

Avoid problematic color combinations

Note: There are multiple types of color blindness. You may not be able to accommodate everyone.



**Presentation
Design**

Recommended CVD Tools



<https://www.tpgi.com/color-contrast-checker/>

<https://www.color-blindness.com/coblis-color-blindness-simulator/>

<https://color.adobe.com/create/color-accessibility>



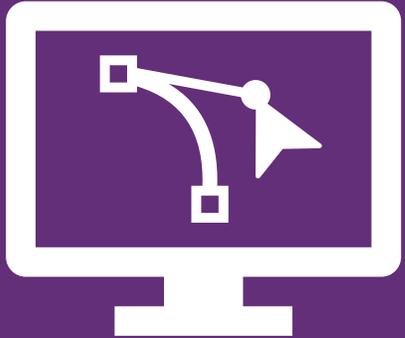
Avoid gratuitous transitions and animations

You probably don't need transitions. They are distracting. Be purposeful when using them.

Appear/disappear animations might be ok

But we don't need bouncing and swirling

Use animations to focus attention, not as decoration



**Presentation
Design**

Interactive Materials

Make sure polls, quizzes, feedback mechanisms are accessible:

Good color contrast

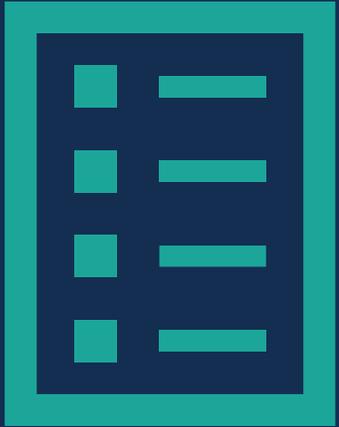
Keyboard and screen reader accessible

Legible fonts

Allow enough time for interaction



**Presentation
Design**



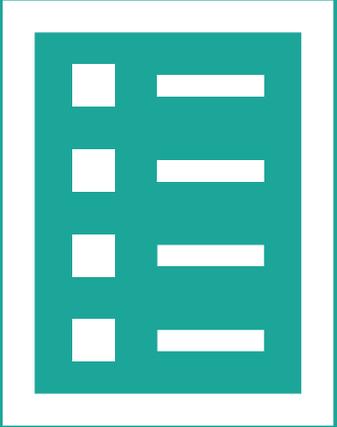
Attendee Handouts

Is your slide file accessible?

Add alt text, set reading order, and slide title

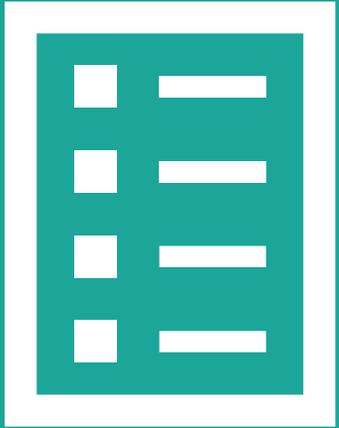
Use built-in accessibility checker

If converting to PDF, ensure it is accessible



**Attendee
Handouts**

Sometimes a Document is Better

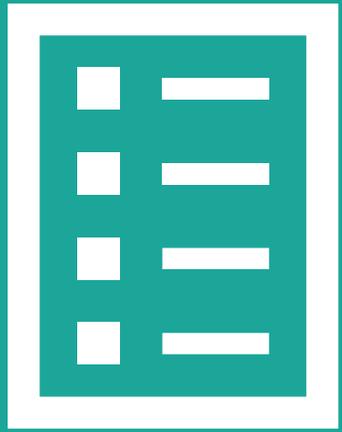


**Attendee
Handouts**

Create a separate handout specifically designed for attendees to take with them

Use headings and alt text in your document

Use the accessibility checker in your document editor



**Attendee
Handouts**

**If possible, make
handouts available
before the
session**



Audience Background

Respect Your Audience

Understand their existing knowledge

Avoid or explain jargon and acronyms

Use inclusive language



**Audience
Background**

Understand Your Audience's Existing Knowledge

Try not to talk way above or below your audience's level of knowledge

Ask beforehand about the audience profile and expertise in your topic

If you don't know your audience, you can ask the audience and try to adjust your explanations



**Audience
Background**

Jargon and Acronyms



Do you know these acronyms?

RDBMS

SSDT

ACID

NUMA

CCI

DML

OLTP

RBAR

DAC



Audience
Background

**Write out and/or
explain your
terminology at the
first mention**

Use inclusive language

“Hey, guys” → “Hello, everyone” or “Hi, folks”

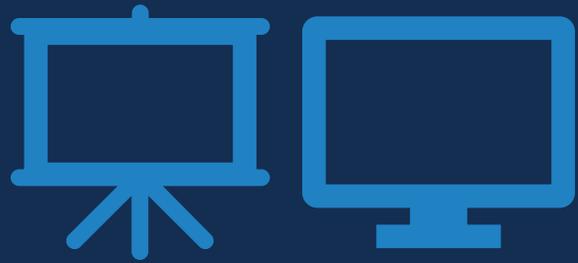
“It’s easy/obvious” → “Do [x]”/”Notice that”

Avoid use of terms like ADD, OCD, or bipolar as a metaphor

Check your privilege: ableism, racism, sexism, homophobia



**Audience
Background**



Presentation Environment

Online or In-Person Considerations

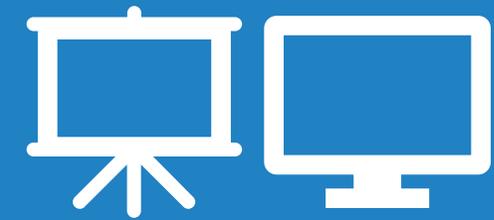
Mics available for ALL speakers?

Real-time captions?

Sign language interpreters?

Good lighting for all speakers and interpreters?

If possible, ask if your audience has any accessibility needs beforehand



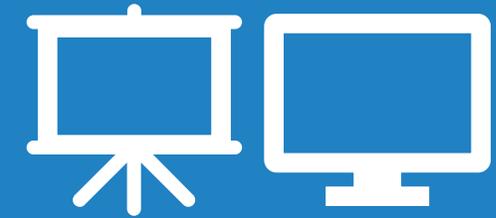
**Presentation
Environment**

In-Person Conferences

Is the location accessible for speakers and attendees?

Is the stage/presentation area accessible?

Lighting for speakers and interpreters?



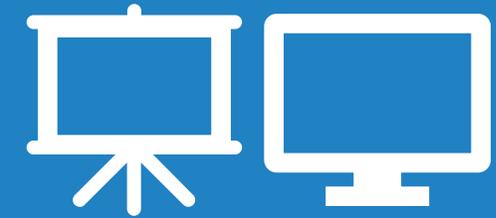
**Presentation
Environment**

Online Conferences

Quiet place to present

Background environment that isn't too busy

Steady internet connection



**Presentation
Environment**



Recap



Recap

**Focus on what you
want your audience
to learn**



Recap

**Use legible, large
fonts**



Recap

**Plan and check
your color contrast**



Recap

**Make sure
handouts are
accessible**



Recap

**Respect your
audience's
experiences**



Recap

**Ask beforehand
about your
presentation
environment**

**Let's make our
presentations
more inclusive**



Meagan Longoria

 **DataSavvy.me**

 **@mmarie**

 **/meaganlongoria/**

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