

如何制作有颜有料的PPT



厦门大学图书馆 向琳艳
xmuxiangly@xmu.edu.cn



CONTENTS



1. 页面美化四原则



2. PPT中常用的逻辑关系图示

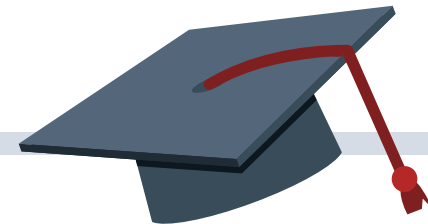


3. 用好iSlide，秒变专业设计师



01 PPT页面美化 4 原则

PPT页面美化原则



对比

Contrast

重复

Repetition

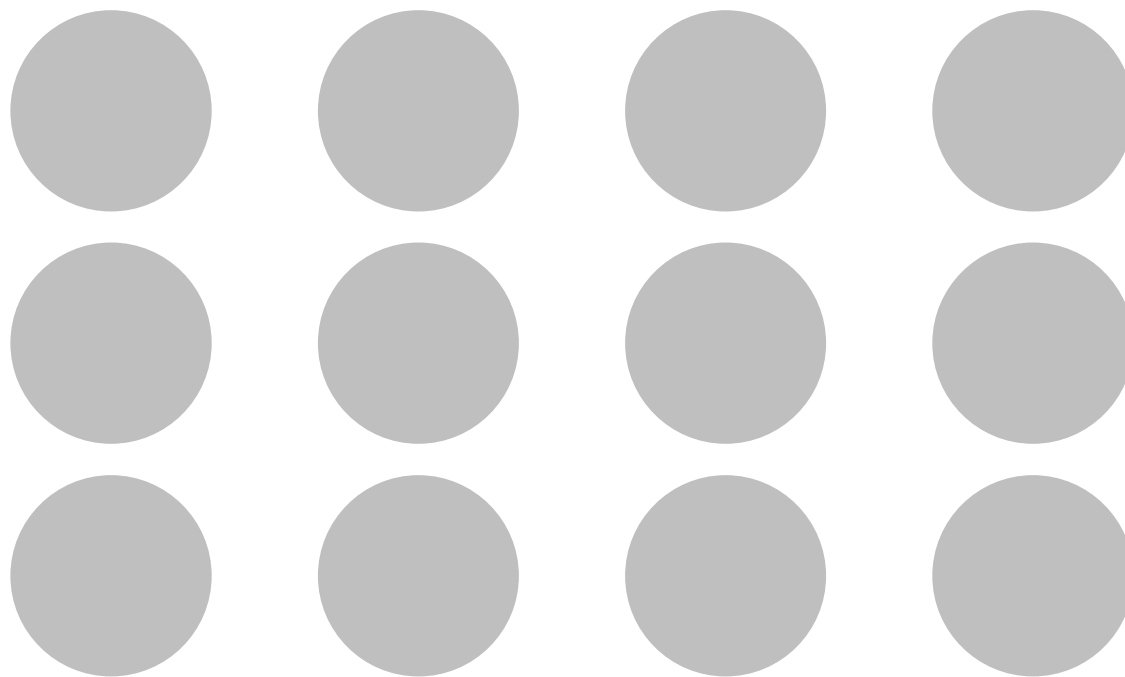
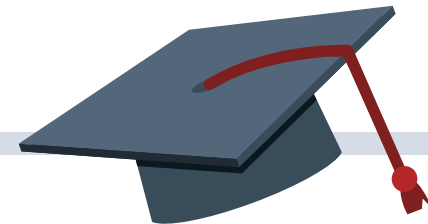
对齐

Alignment

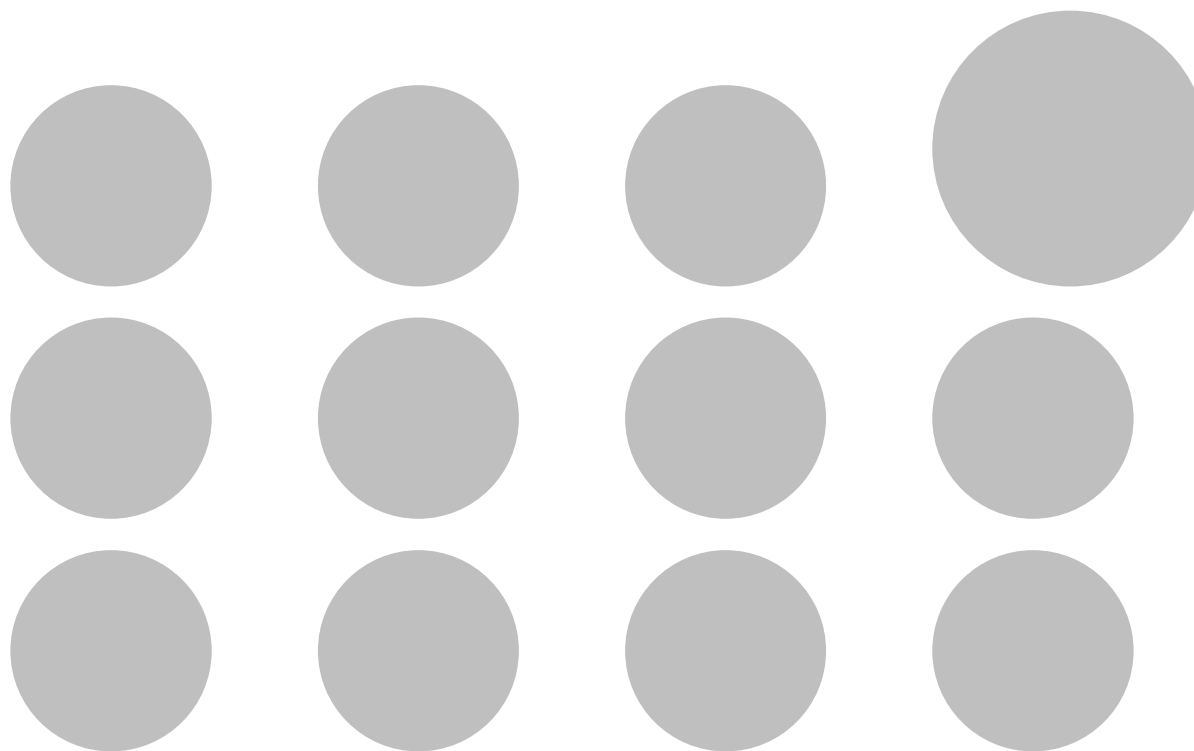
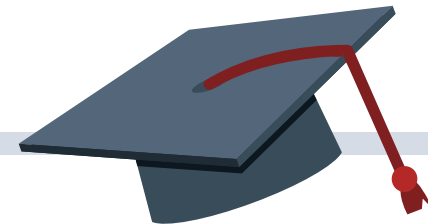
亲密

Proximity

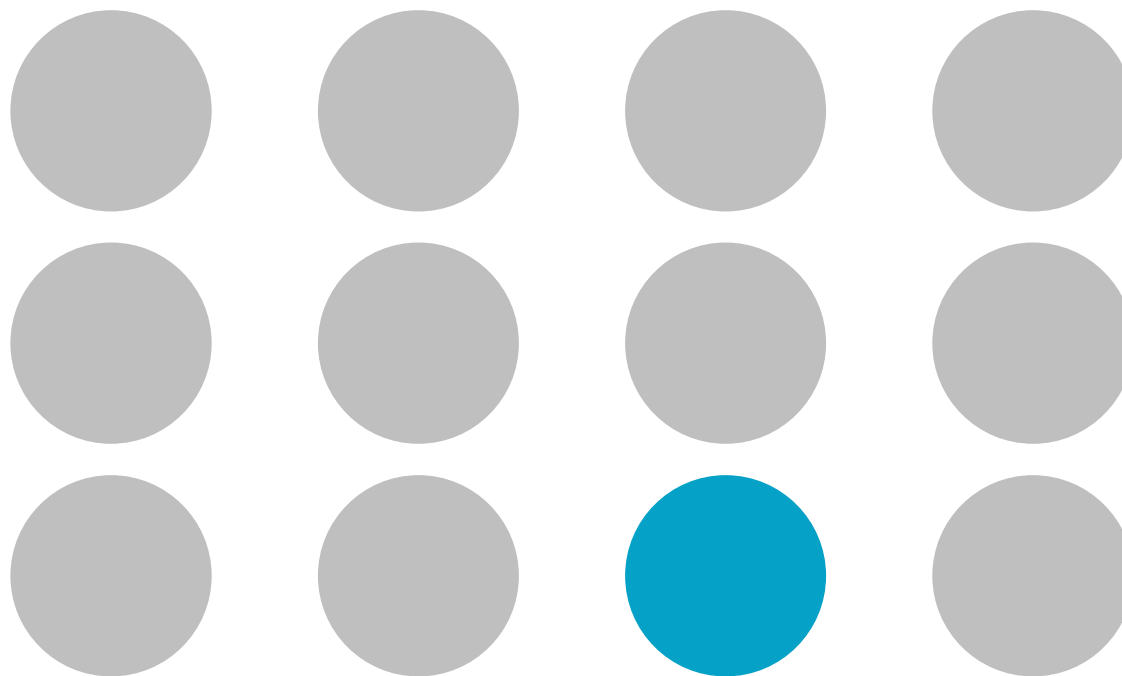
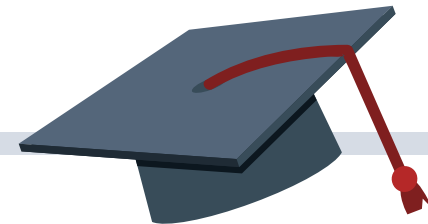
什么是对比



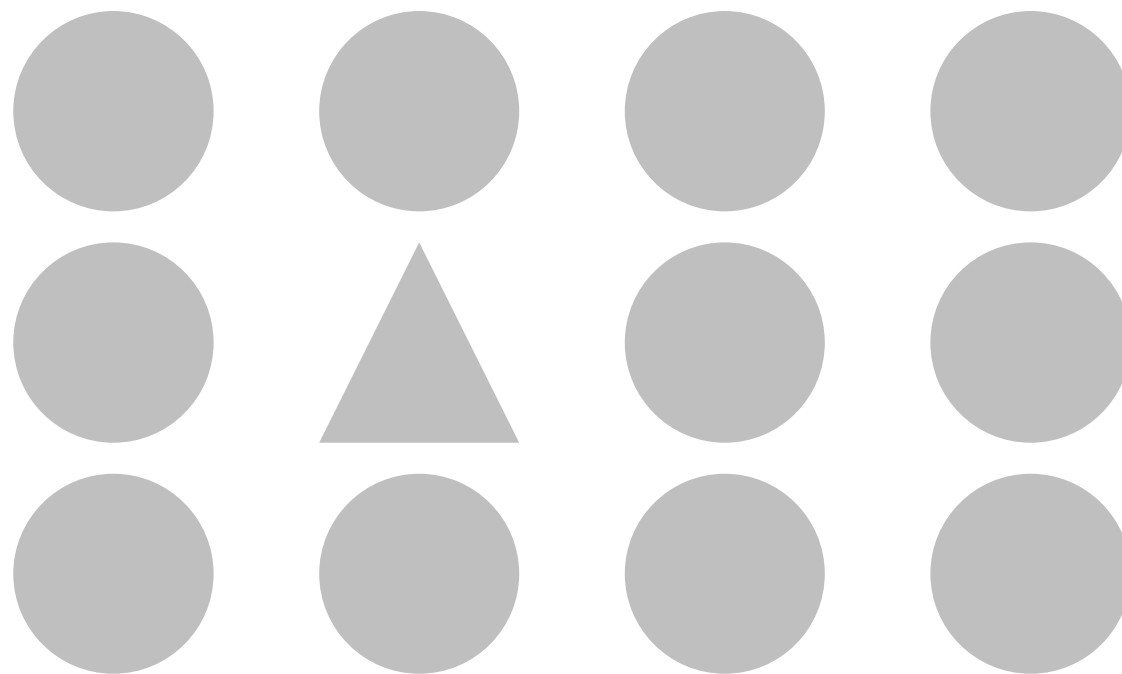
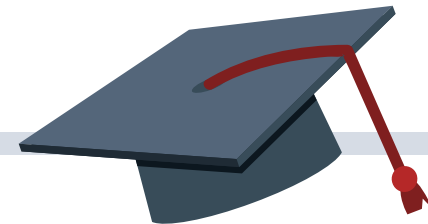
什么是对比



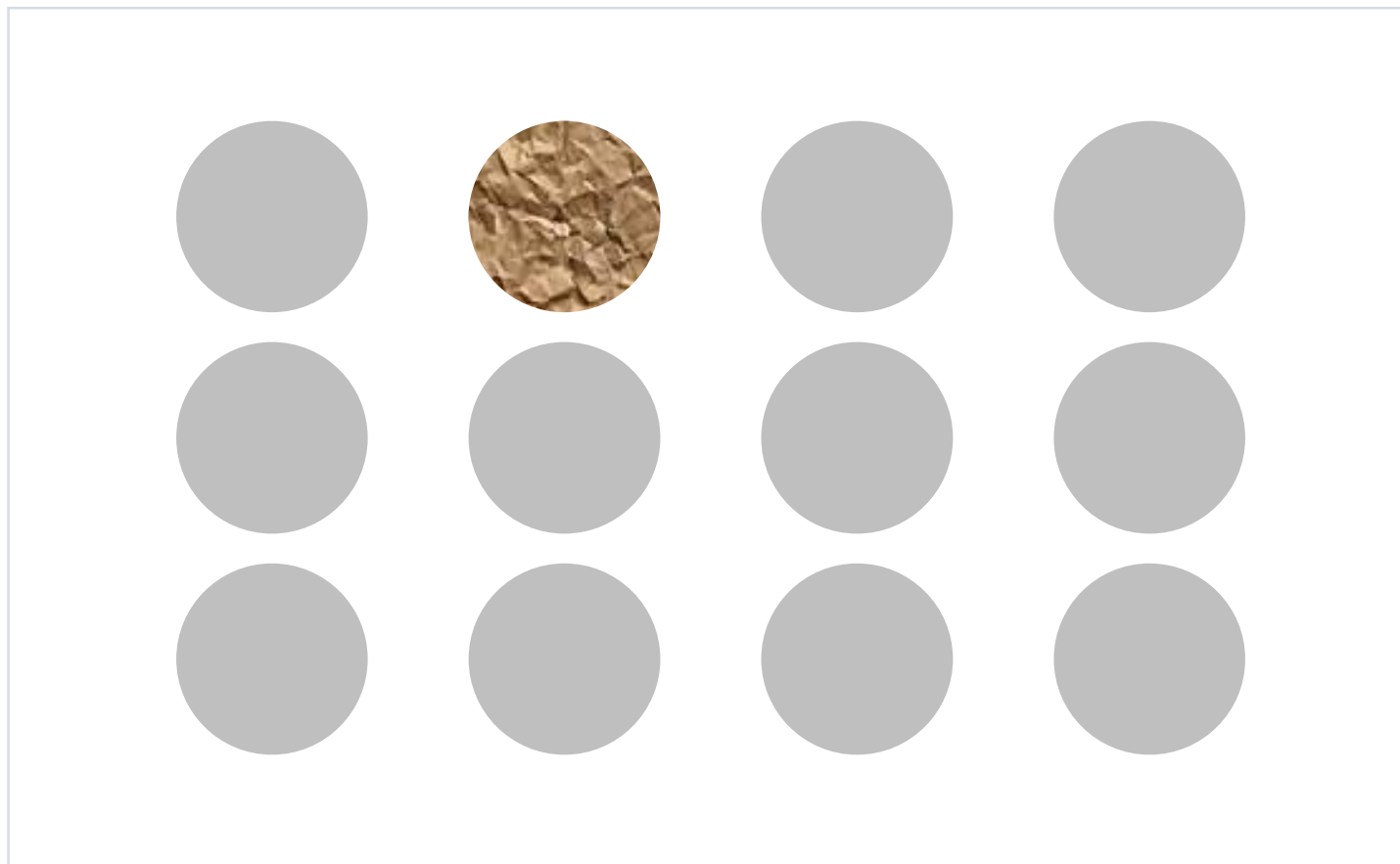
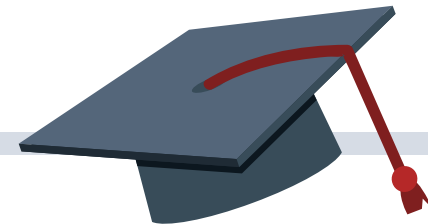
什么是对比



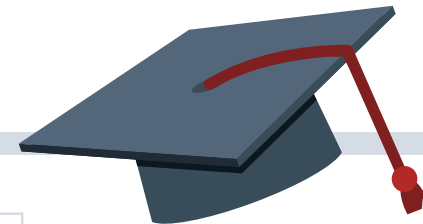
什么是对比



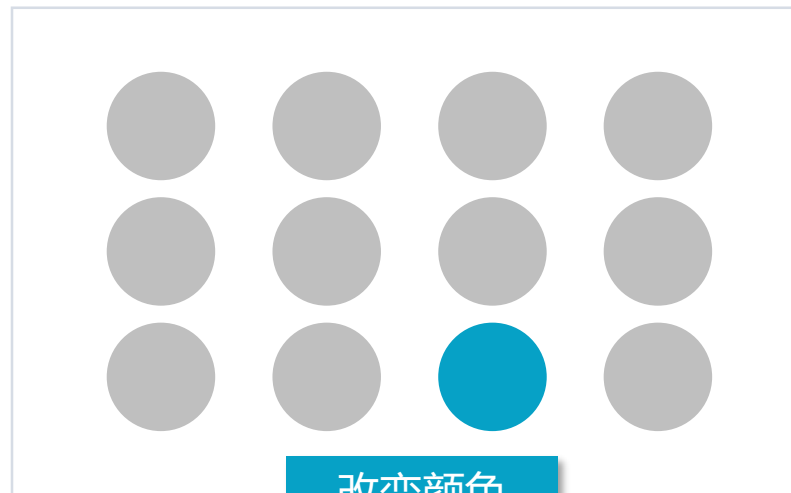
什么是对比



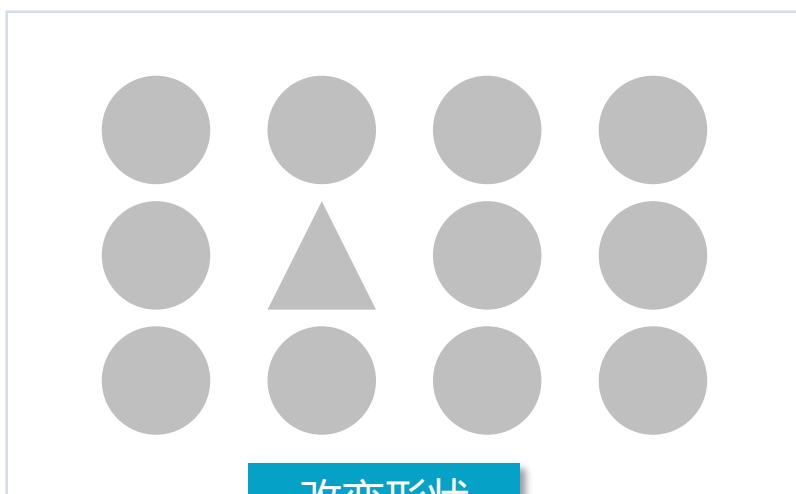
什么是对比



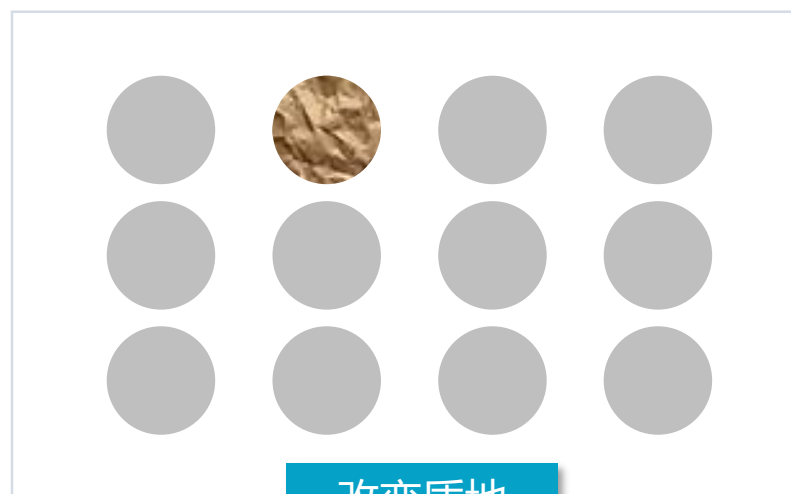
改变大小



改变颜色

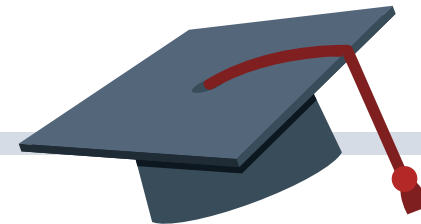


改变形状



改变质地

什么是对比



通过改变元素的大小、颜色、形状、质地等属性，合理吸引观众视线。

- ✓ 颜色不要超过4种
- ✓ 字号不要超过3种
- ✓ 字体不要超过2种
- ✓ 风格只能使用1种



对比



《写给大家看的设计书》

Robin Williams



索书号：TS881/172.1

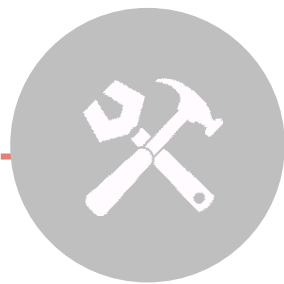


添加标题

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Maecenas porttitor congue
massa. Fusce posuere,

添加标题

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Maecenas porttitor congue
massa. Fusce posuere,



添加标题

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Maecenas porttitor congue
massa. Fusce posuere,

添加标题

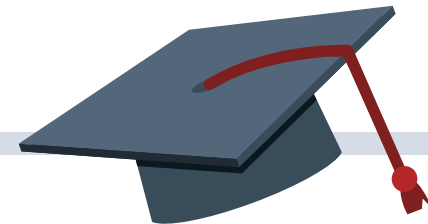
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Maecenas porttitor congue
massa. Fusce posuere,



添加标题

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Maecenas porttitor congue
massa. Fusce posuere,

什么是重复



刻意重复

通过刻意重复使用某种元素，如字体、配色、形状、图案、版式、风格来达到视觉统一。

不断重复

不仅单页PPT中元素要重复，多页PPT更需要注意元素的重复使用。

统一 协调

Graphic Slide

1

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

4

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

7

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

2

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

5

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

8

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

3

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

6

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

9

KEY WORD

consectetur adipiscing elit,
sed eiusmod tempor ut lbo.

Smile PowerPoint



Jone

General Manager



Tomy

Manager



Lucy

Executive



David

Project Manager

consectetur adipiscing elit,
dolore magna aliqua. enim
ad minim veniam.

consectetur adipiscing elit,
dolore magna aliqua. enim
ad minim veniam.

consectetur adipiscing elit,
dolore magna aliqua. enim
ad minim veniam.

consectetur adipiscing elit,
dolore magna aliqua. enim
ad minim veniam.

色彩 形状 图片 图标 字体 版式

Smile PowerPoint



Jone

General Manager



Jone

General Manager



Jone

General Manager



Jone

General Manager



Jone

General Manager



Jone

General Manager



Jone

General Manager



Jone

General Manager



Jone

General Manager

Smile PowerPoint

KEY WORD

consectetur adipiscing elit, sed eiusmod
tempor incididunt ut labore et dolore
magna aliqua. enim ad minim veniam.

KEY WORD

consectetur adipiscing elit, sed eiusmod
tempor incididunt ut labore et dolore
magna aliqua. enim ad minim veniam.

KEY WORD

consectetur adipiscing elit, sed eiusmod
tempor incididunt ut labore et dolore
magna aliqua. enim ad minim veniam.



KEY WORD

consectetur adipiscing elit, sed eiusmod
tempor incididunt ut labore et dolore
magna aliqua. enim ad minim veniam.

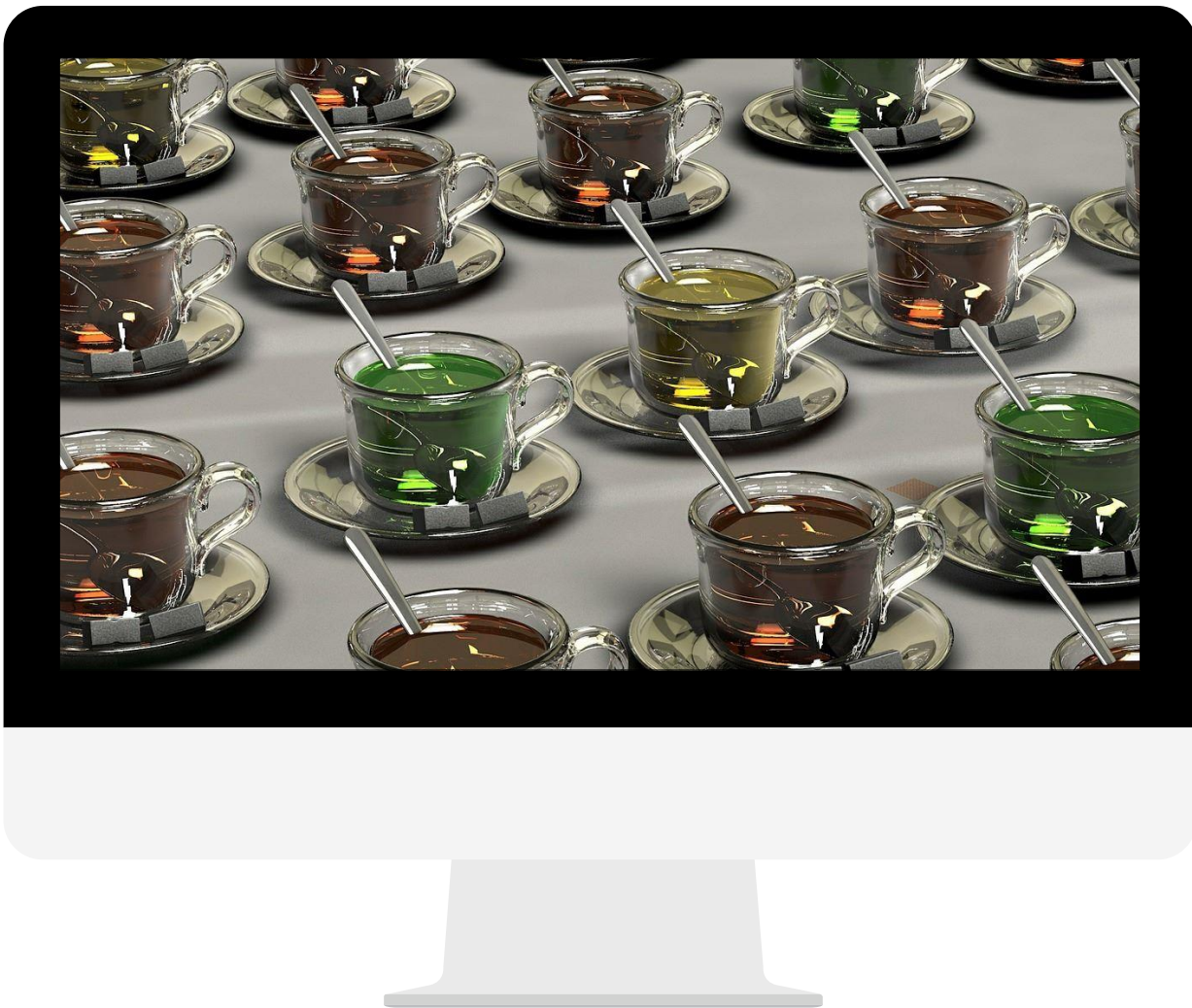
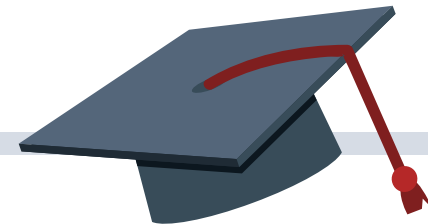
KEY WORD

consectetur adipiscing elit, sed eiusmod
tempor incididunt ut labore et dolore
magna aliqua. enim ad minim veniam.

KEY WORD

consectetur adipiscing elit, sed eiusmod
tempor incididunt ut labore et dolore
magna aliqua. enim ad minim veniam.

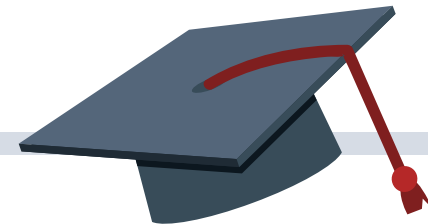
什么是对齐



通过对齐文字、文本框、形状、
图片来平衡视觉。

对齐

文字对齐方式



左对齐



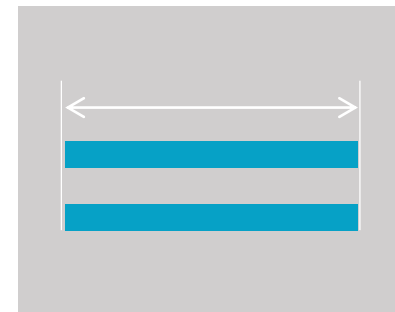
右对齐



水平居中对齐

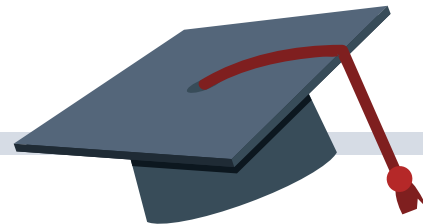


两端对齐



分散对齐

好看的PPT长啥样？



坚持以人民为中心。人民是历史的创造者，是决定党和国家前途命运的根本力量。必须坚持人民主体地位，坚持立党为公、执政为民，践行全心全意为人民服务的根本宗旨，把党的群众路线贯彻到治国理政全部活动之中，把人民对美好生活的向往作为奋斗目标，依靠人民创造历史伟业。

左对齐

坚持以人民为中心。人民是历史的创造者，是决定党和国家前途命运的根本力量。必须坚持人民主体地位，坚持立党为公、执政为民，践行全心全意为人民服务的根本宗旨，把党的群众路线贯彻到治国理政全部活动之中，把人民对美好生活的向往作为奋斗目标，依靠人民创造历史伟业。

水平居中对齐

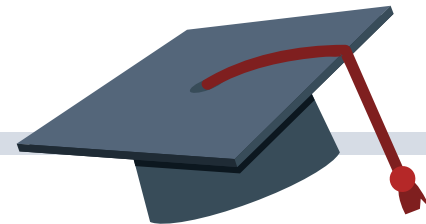
坚持以人民为中心。人民是历史的创造者，是决定党和国家前途命运的根本力量。必须坚持人民主体地位，坚持立党为公、执政为民，践行全心全意为人民服务的根本宗旨，把党的群众路线贯彻到治国理政全部活动之中，把人民对美好生活的向往作为奋斗目标，依靠人民创造历史伟业。

两端对齐

坚持以人民为中心。人民是历史的创造者，是决定党和国家前途命运的根本力量。必须坚持人民主体地位，坚持立党为公、执政为民，践行全心全意为人民服务的根本宗旨，把党的群众路线贯彻到治国理政全部活动之中，把人民对美好生活的向往作为奋斗目标，依靠人民创造历史伟业。

分散对齐

好看的PPT长啥样？



Donald Trump is now in the same league as Mahatma Gandhi, Winston Churchill, Queen Elizabeth II, three *popes and the Apollo 8 astronauts. In what must have been the easiest decision ever to confront the editors of Time magazine, they chose him as their “Person of the Year” for 2016.

左对齐

Donald Trump is now in the same league as Mahatma Gandhi, Winston Churchill, Queen Elizabeth II, three *popes and the Apollo 8 astronauts. In what must have been the easiest decision ever to confront the editors of Time magazine, they chose him as their “Person of the Year” for 2016.

水平居中对齐

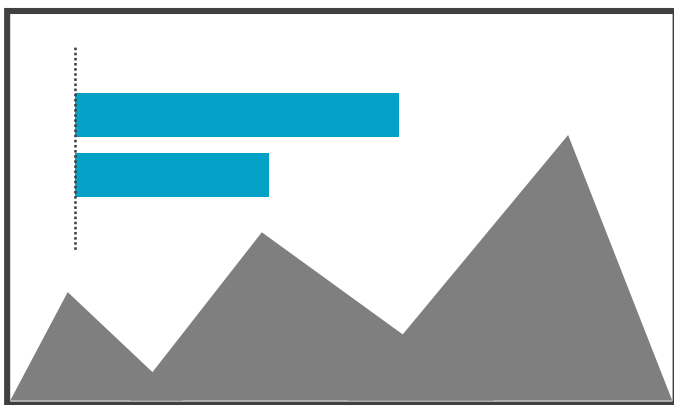
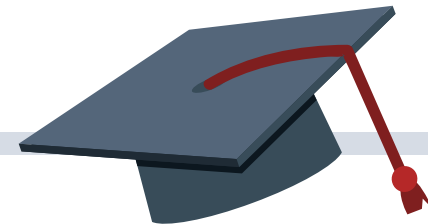
Donald Trump is now in the same league as Mahatma Gandhi, Winston Churchill, Queen Elizabeth II, three *popes and the Apollo 8 astronauts. In what must have been the easiest decision ever to confront the editors of Time magazine, they chose him as their “Person of the Year” for 2016.

两端对齐

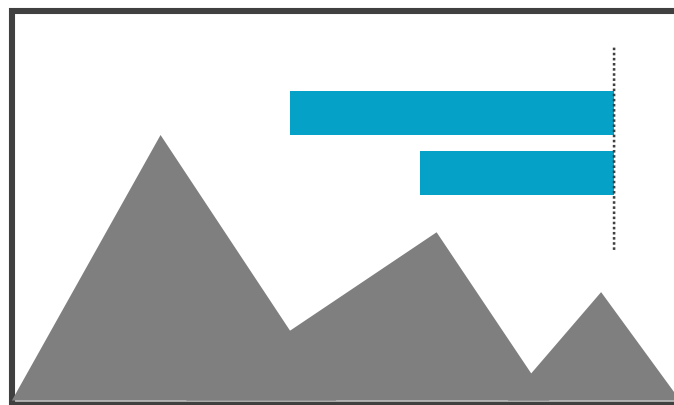
Donald Trump is now in the same league as Mahatma Gandhi, Winston Churchill, Queen Elizabeth II, three *popes and the Apollo 8 astronauts. In what must have been the easiest decision ever to confront the editors of Time magazine, they chose him as their “Person of the Year” for 2016.

分散对齐

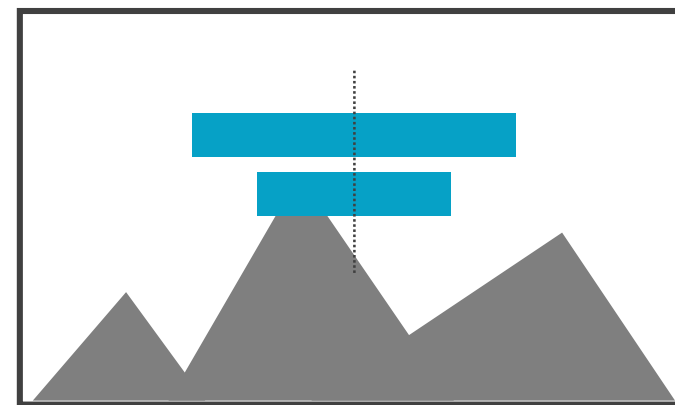
文本框在图片中的对齐方式



图片主体在右边左对齐



图片主体在左边右对齐



图片没有主体，居中对齐

如何阅读一本书

文 / @Lonely_Fish

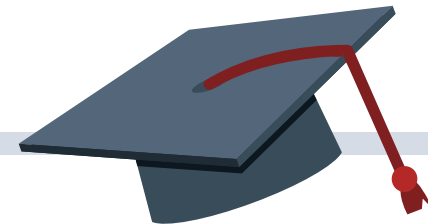
PPT Design By @秦阳



A low-poly, geometric illustration of a mountain range. The mountains are composed of various shades of dark blue, grey, and orange, creating a faceted, crystalline appearance. The sky on the right side of the image is a gradient of warm colors, from light orange to yellow, suggesting a sunset or sunrise. The overall composition is modern and abstract.

POWERPOINT TEMPLATE

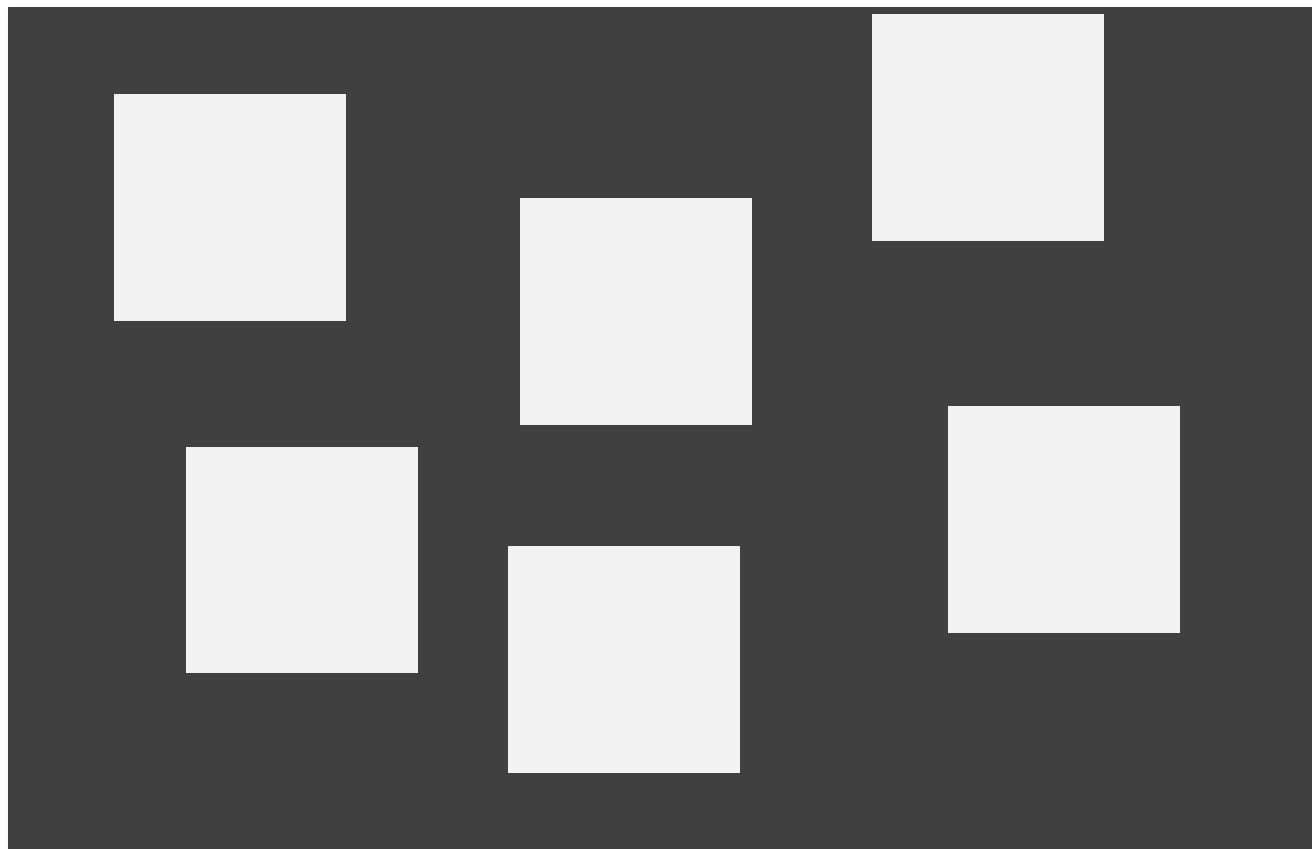
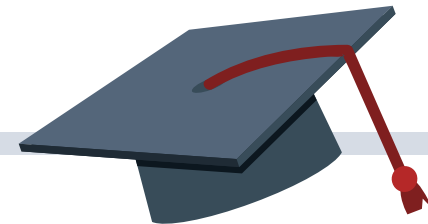
什么是亲密



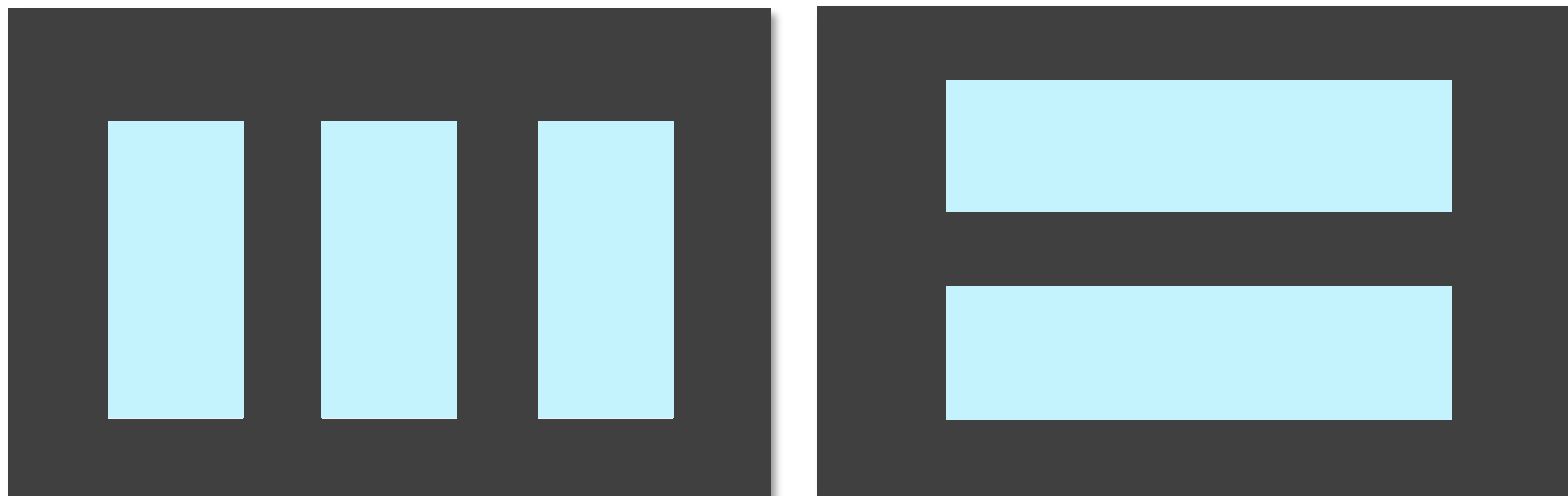
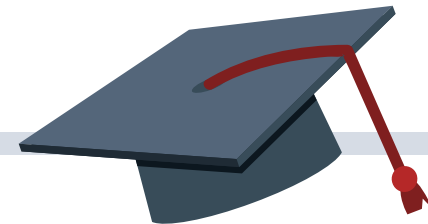
把相关的元素放在一起，设置合适的间距，使观众能快速提取信息，了解元素间的关系。

亲密

元素间距对于高效传递信息的作用



元素间距对于建立信息逻辑关系的作用



A man with a camera and a child on an airport trolley. The man is standing and looking up, while the child is lying on their stomach on the trolley, smiling. The background shows an airport terminal with large windows and a blue sky.

SMILE
PPT

1,909,829,020

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim commodo

Situation Analysis Method

1

Strengths

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

2

Weaknesses

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

3

Threats

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

4

Opportunities

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

A man in a white shirt and jeans, carrying a camera, stands on an airport trolley. A young child in a blue cap is lying on their stomach on the trolley, looking up at the man. The background shows an airport terminal with large windows and a blue sky.

SMILE
PPT

1,909,829,020

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim commodo

Situation Analysis Method

1

Strengths

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

2

Weaknesses

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

3

Threats

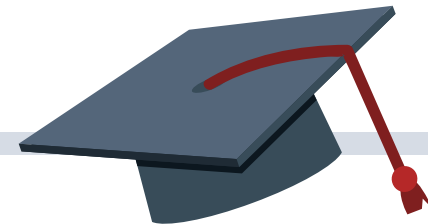
consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

4

Opportunities

consectetur adipisicing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. enim ad minim veniam.

PPT版面美化原则



对比

Contrast

重复

Repetition

对齐

Alignment

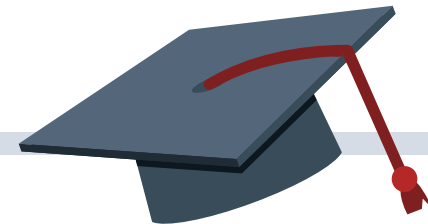
亲密

Proximity



02 PPT中常用的逻辑关系图示

普通人做PPT的流程



01

找模板



02

做PPT

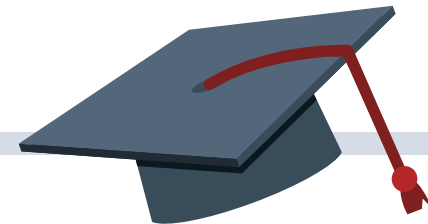


03

我的PPT

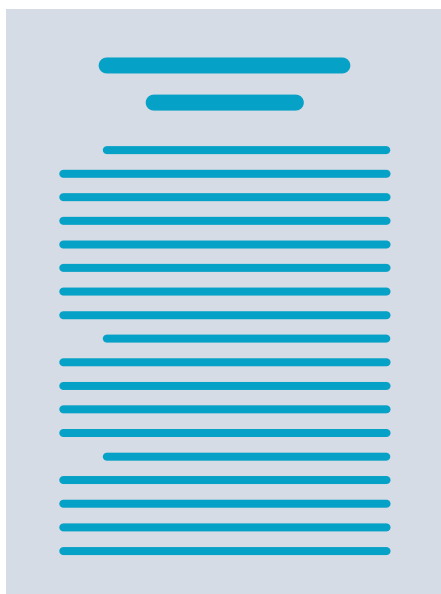


PPTer做PPT的流程



01

文稿



02

PPT文案



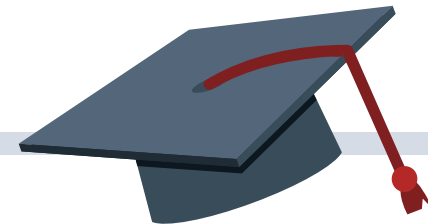
03

演示PPT



用逻辑化图示表达文字内容

文字内容图示化的三个步骤



数量级



确定内容数量级，
明确主次信息

逻辑关系



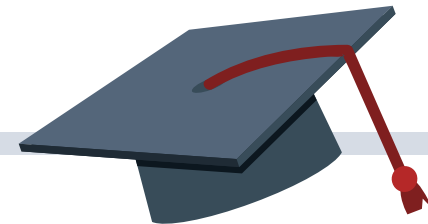
根据逻辑关系
设计版式布局

美化

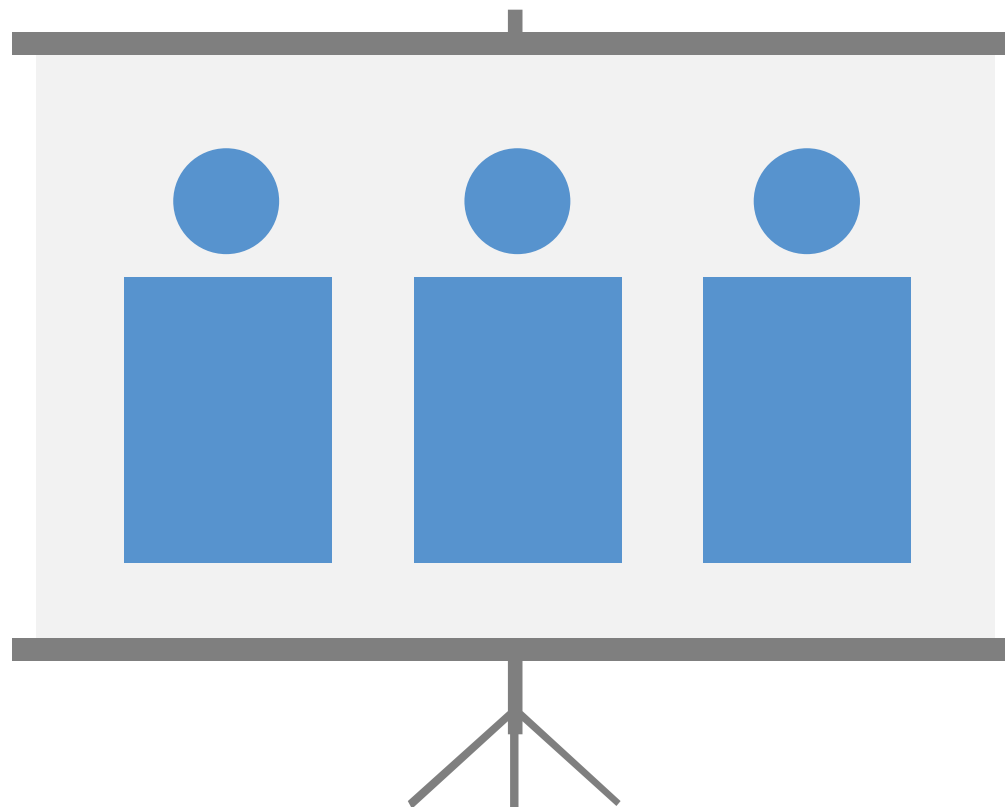


增加可视化素材，
提升美观度

常用的逻辑关系——1.并列关系



如果几条信息之间层级平等，没有先后、主次之分，就应该使用并列关系呈现。



Unified Fonts Make Reading More Fluent.

Theme color makes PPT more convenient to change. Adjust the spacing to adapt to Chinese typesetting, use the reference line in PPT.



Text Here

Copy paste fonts. Choose the only option to retain text.

.....



Text Here

Copy paste fonts. Choose the only option to retain text.

.....



Text Here

Copy paste fonts. Choose the only option to retain text.

.....



Text Here

Copy paste fonts. Choose the only option to retain text.

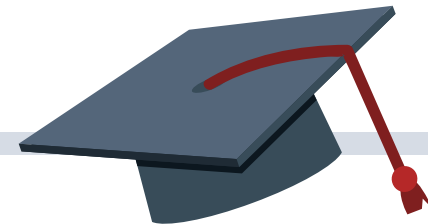
.....



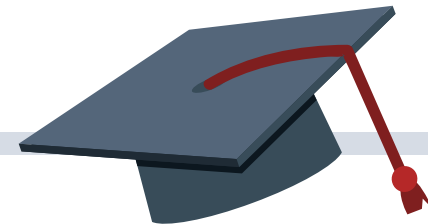
Text Here

Copy paste fonts. Choose the only option to retain text.

.....



学术行为主体最基本的科学素养和最重要的学术行为准则是诚实守信。学术行为主体必须对研究的准确真实负责、对文献引证的真实准确性负责、对署名学术成果的准确真实性负责、信守约定和承诺。



诚实守信是学术行为主体最基本的科学素养和最重要的学术行为准则。

- 对研究的准确真实负责
- 对文献引证的真实准确性负责
- 对署名学术成果的准确真实性负责
- 信守约定和承诺

学术诚信

诚实守信是学术行为主体最基本的科学素养和最重要的学术行为准则。



对研究的准确真实负责



**对文献引证的
真实准确性负责**



**对署名学术成果的
准确真实性负责**



信守约定和承诺

学术诚信

诚实守信是学术行为主体最基本的科学素养和最重要的学术行为准则。



对研究的准确真实负责



**对文献引证的
真实准确性负责**

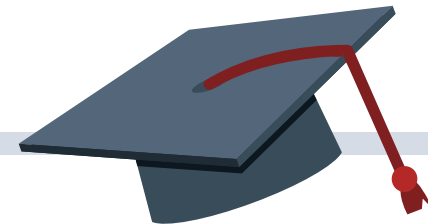


**对署名学术成果的
准确真实性负责**

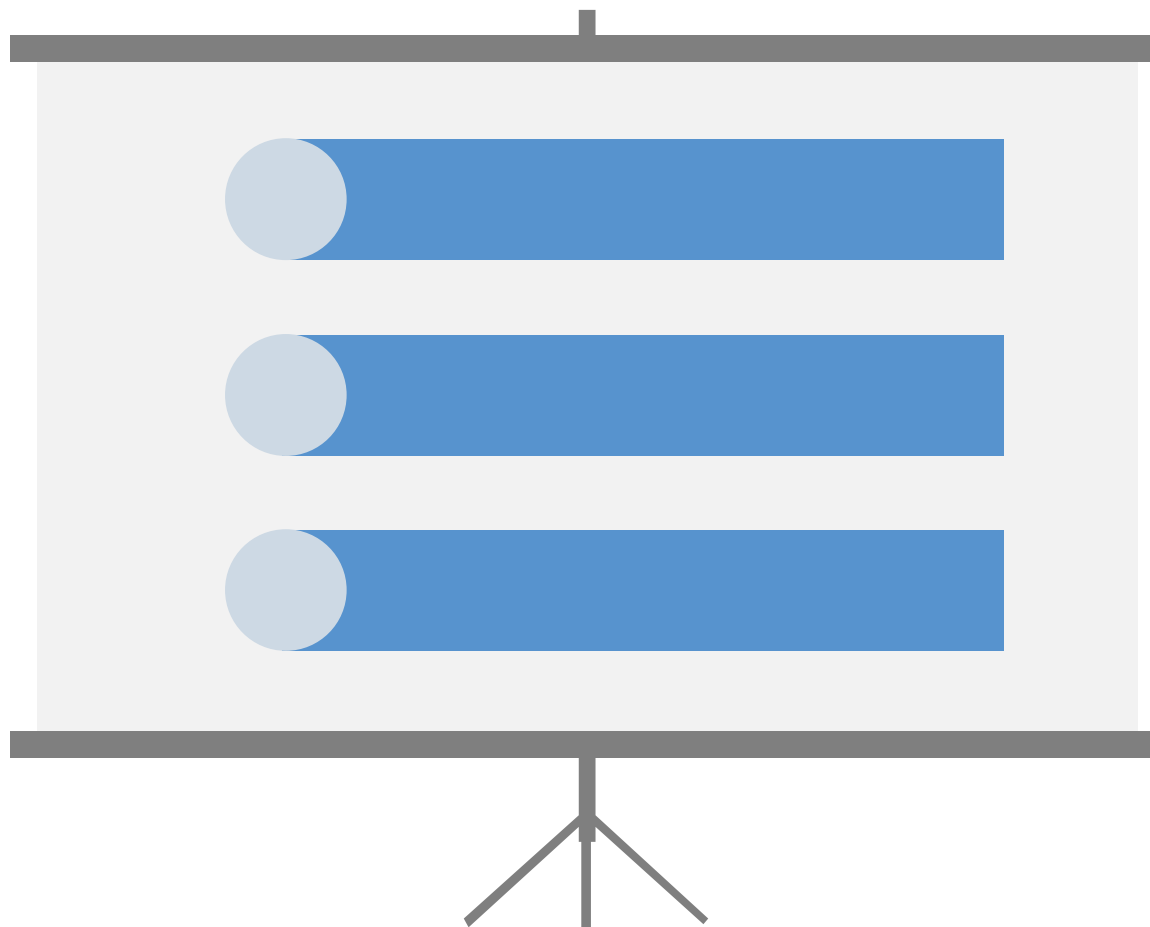


信守约定和承诺

常用的逻辑关系——1.并列关系



除了横向排列元素，
也可以用纵向排列
的版式。



Unified fonts make reading more fluent.

Theme color makes PPT more convenient to change.



Text here

Theme color makes PPT more convenient to change.



Text here

Theme color makes PPT more convenient to change.



Text here

Theme color makes PPT more convenient to change.

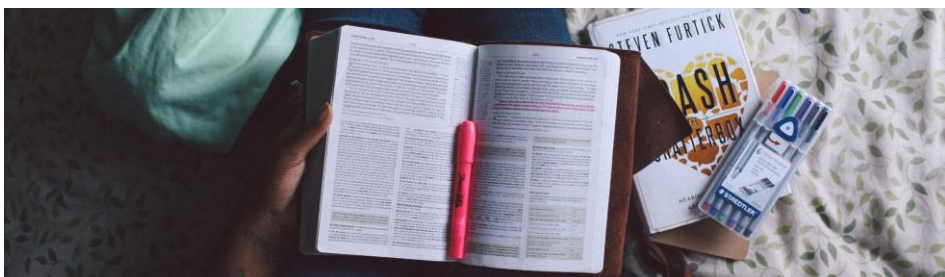


Text here

Theme color makes PPT more convenient to change.

学术诚信

诚实守信是学术行为主体最基本的科学素养和最重要的学术行为准则。



对研究的准确真实负责



对文献引证的真实准确性负责



对署名学术成果的准确真实性负责



信守约定和承诺

学术诚信

诚实守信是学术行为主体最基本的科学素养和最重要的学术行为准则。



对研究的准确真实负责



对文献引证的真实准确性负责

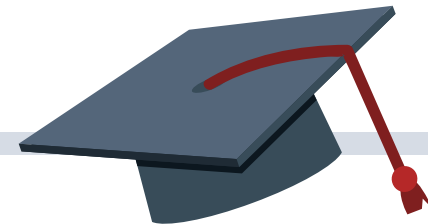


对署名学术成果的准确真实性负责

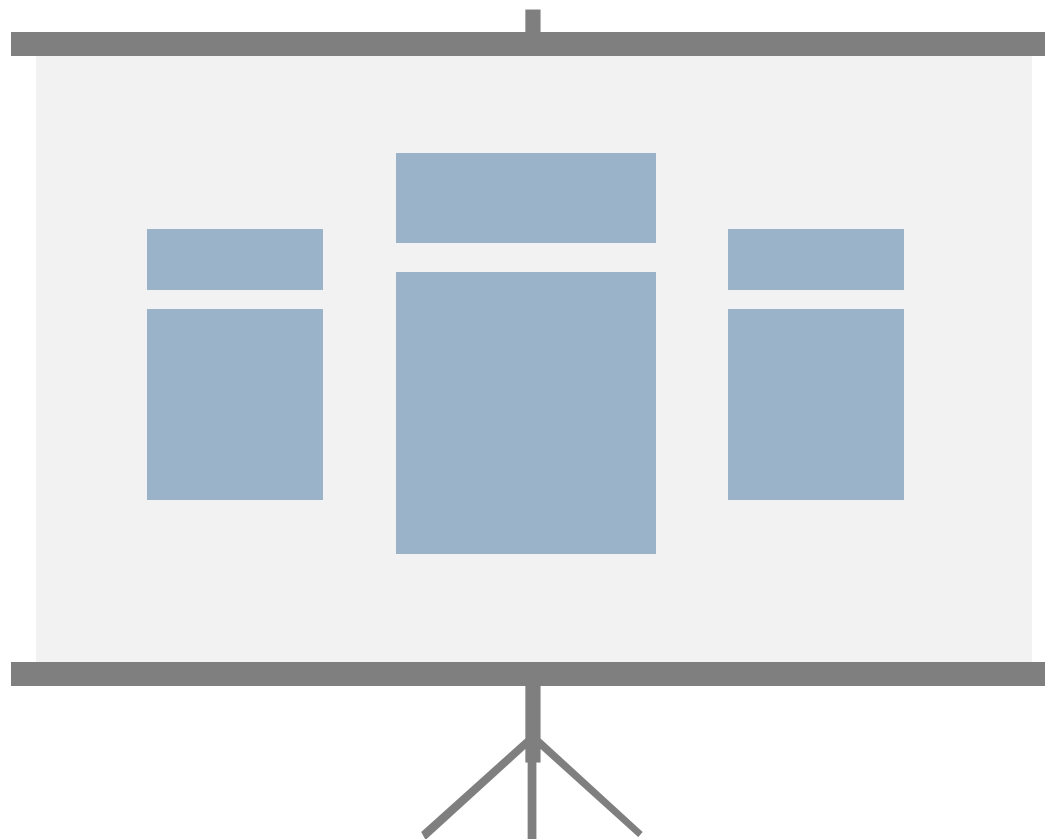


信守约定和承诺

常用的逻辑关系——2.强调关系



对几项内容当中的某一项进行突出展示时，使用强调关系的图示。



01.Text here



Copy paste fonts. Choose
the only option to retain
text.

.....

02.Text here



Copy paste fonts. Choose
the only option to retain
text.

.....

03.Text here



Copy paste fonts. Choose
the only option to retain
text.

.....

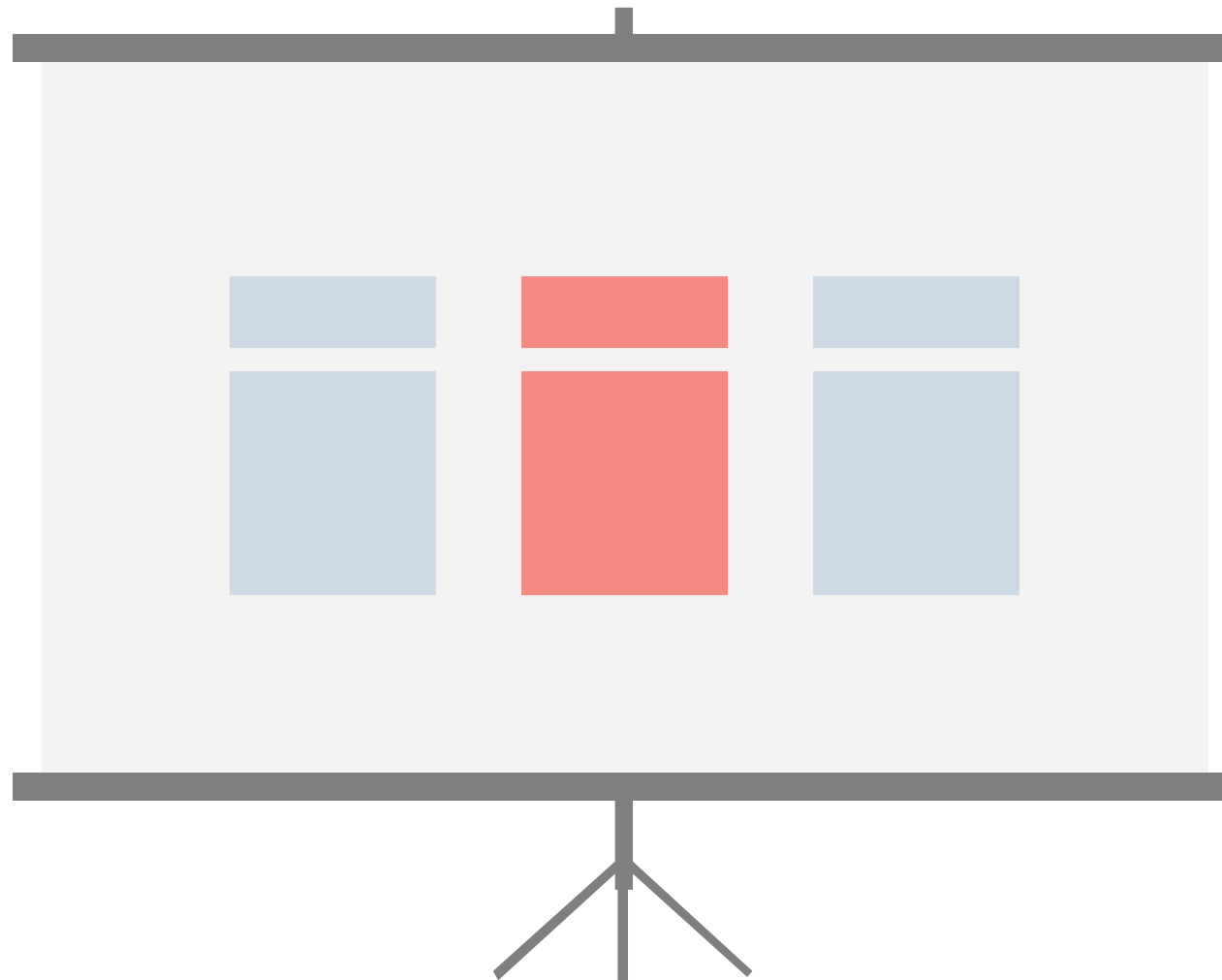
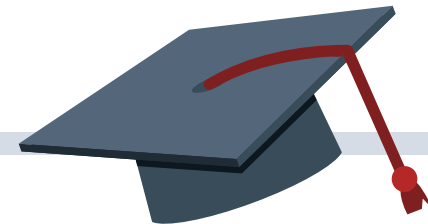
04.Text here



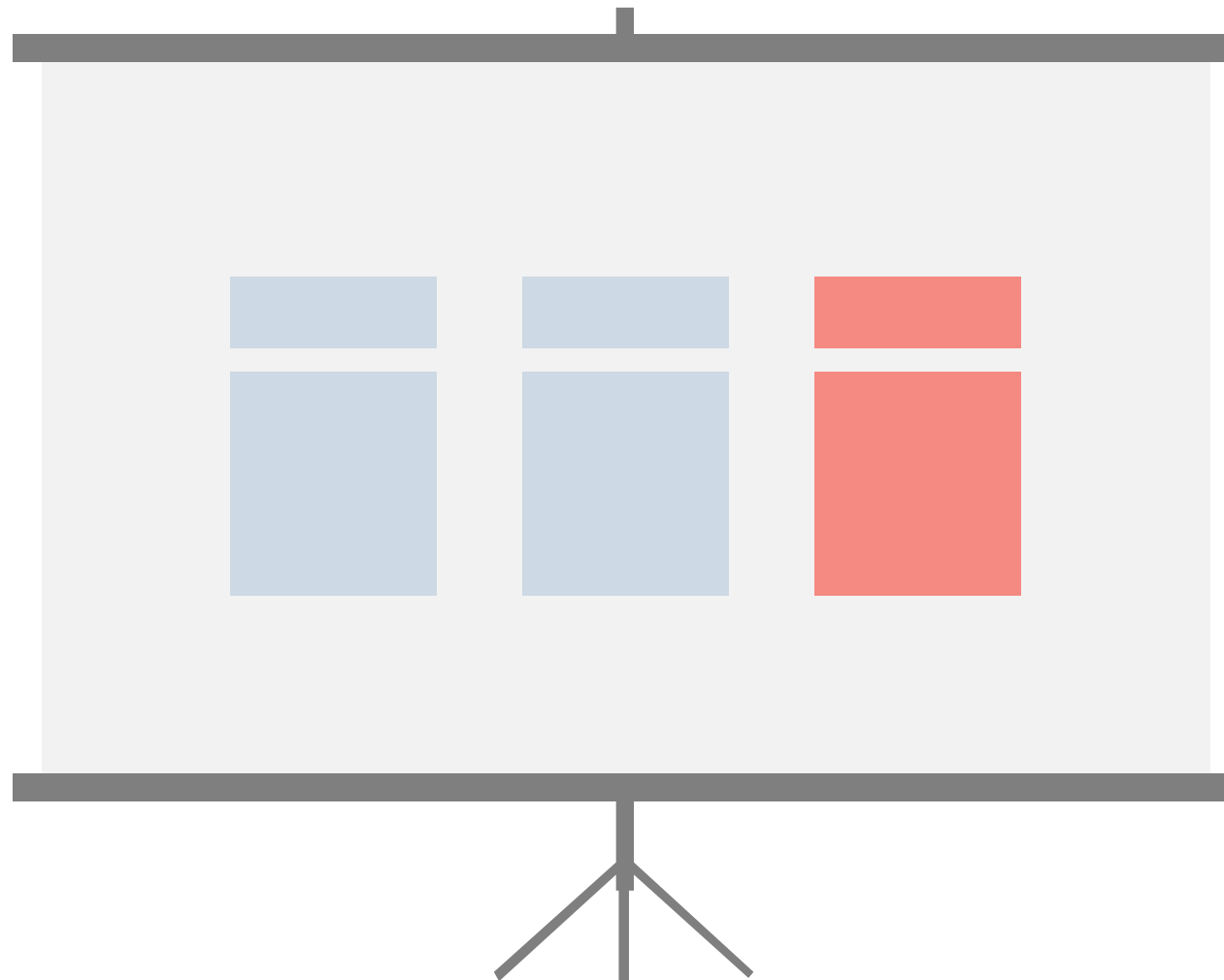
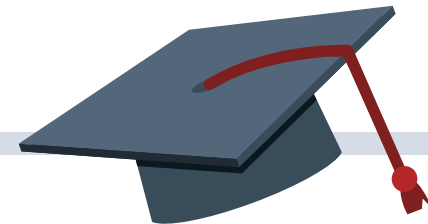
Copy paste fonts. Choose
the only option to retain
text.

.....

常用的逻辑关系——2.强调关系



常用的逻辑关系——2.强调关系



Unified fonts make reading more fluent.



Text here

Copy paste fonts. Choose the only option to retain text.
... ..



Text here

Copy paste fonts. Choose the only option to retain text.
.....



Text here

Copy paste fonts. Choose the only option to retain text.
... ..



Text here

Copy paste fonts. Choose the only option to retain text.
... ..

Unified fonts make reading more fluent.



Text here

Copy paste fonts. Choose the only option to retain text.
... ..



Text here

Copy paste fonts. Choose the only option to retain text.
... ..



Text here

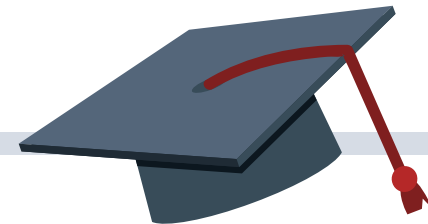
Copy paste fonts. Choose the only option to retain text.
... ..



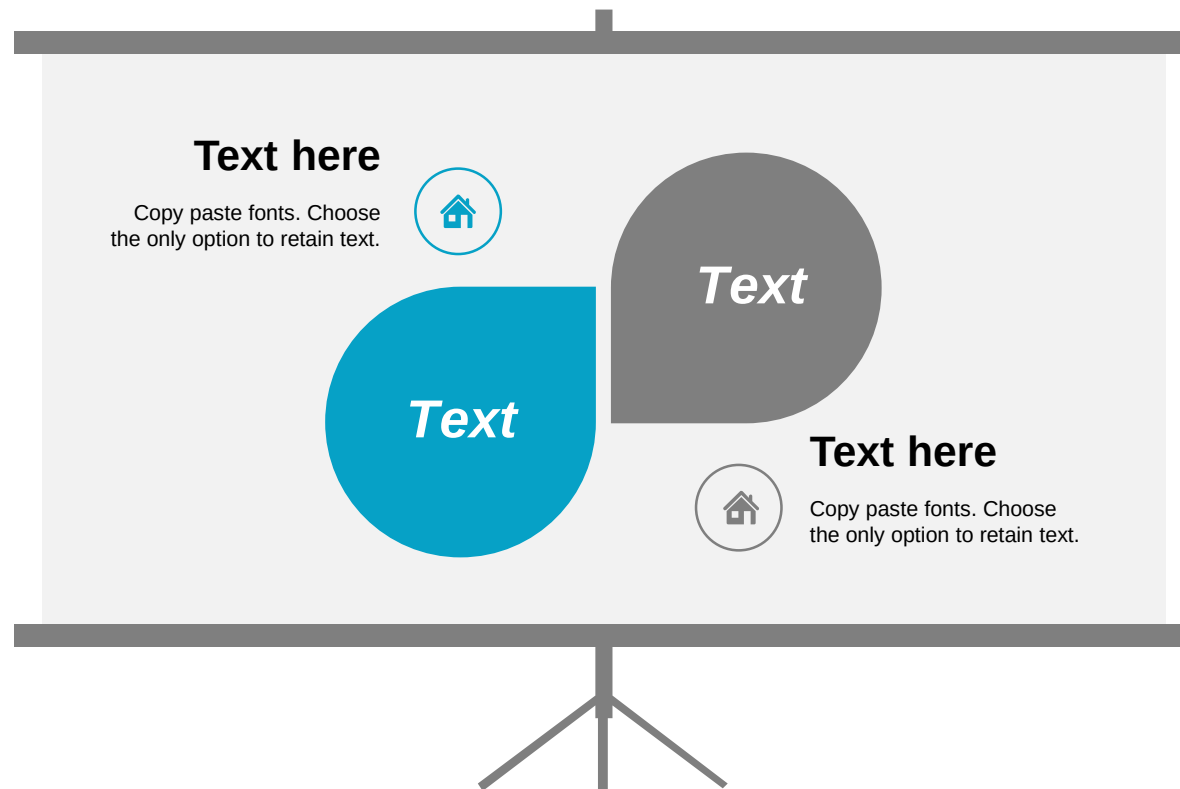
Text here

Copy paste fonts. Choose the only option to retain text.
... ..

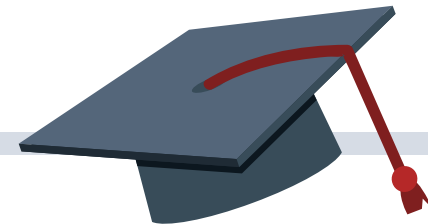
常用的逻辑关系——3.对比关系



同一逻辑层级的两个信息之间存在某种冲突、抗衡、比较,使用对比关系图示。对比关系也可以理解为特殊的并列关系。



常用的逻辑关系——3.对比关系



Text here

Unified fonts make
reading more fluent.
Theme color makes PPT
more convenient to
change.



Text here

Unified fonts make
reading more fluent.
Theme color makes PPT
more convenient to
change.

Unified fonts make reading more fluent.

01

Adjust the spacing to adapt to Chinese typesetting.....



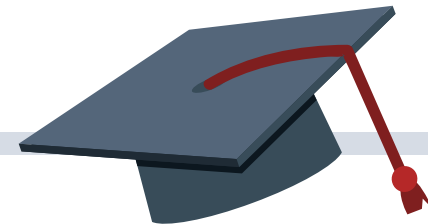
Adjust the spacing to adapt to Chinese typesetting.....

02

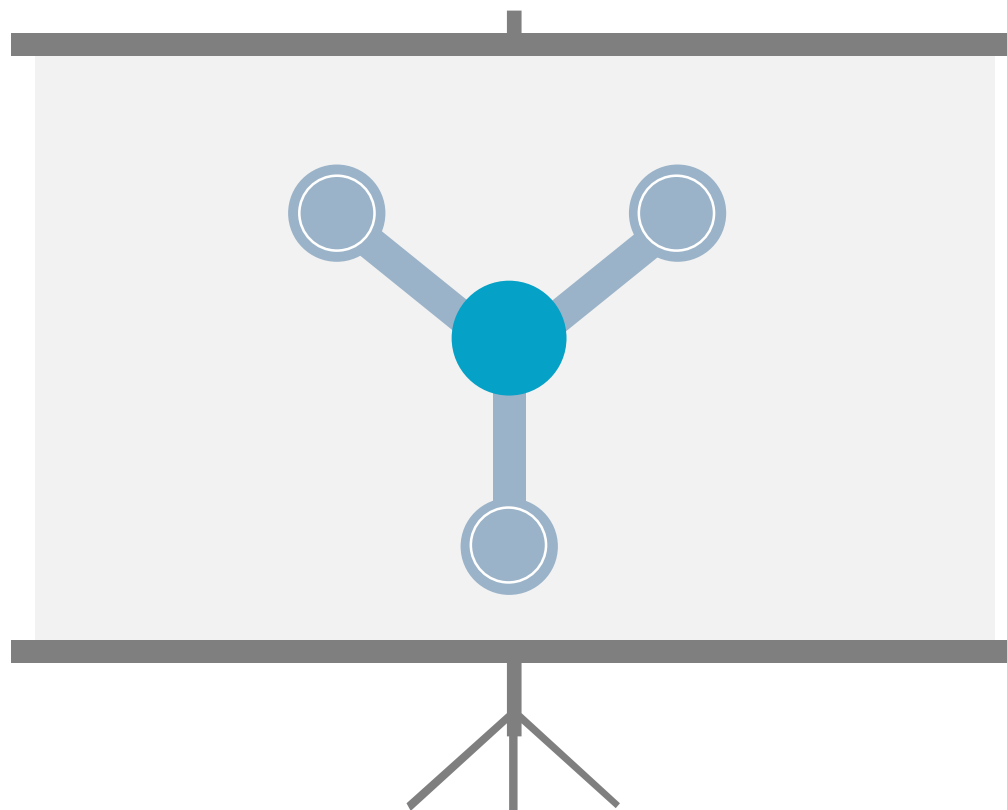
Theme color makes PPT more convenient to change.

Adjust the spacing to adapt to Chinese typesetting, use the reference line in PPT.

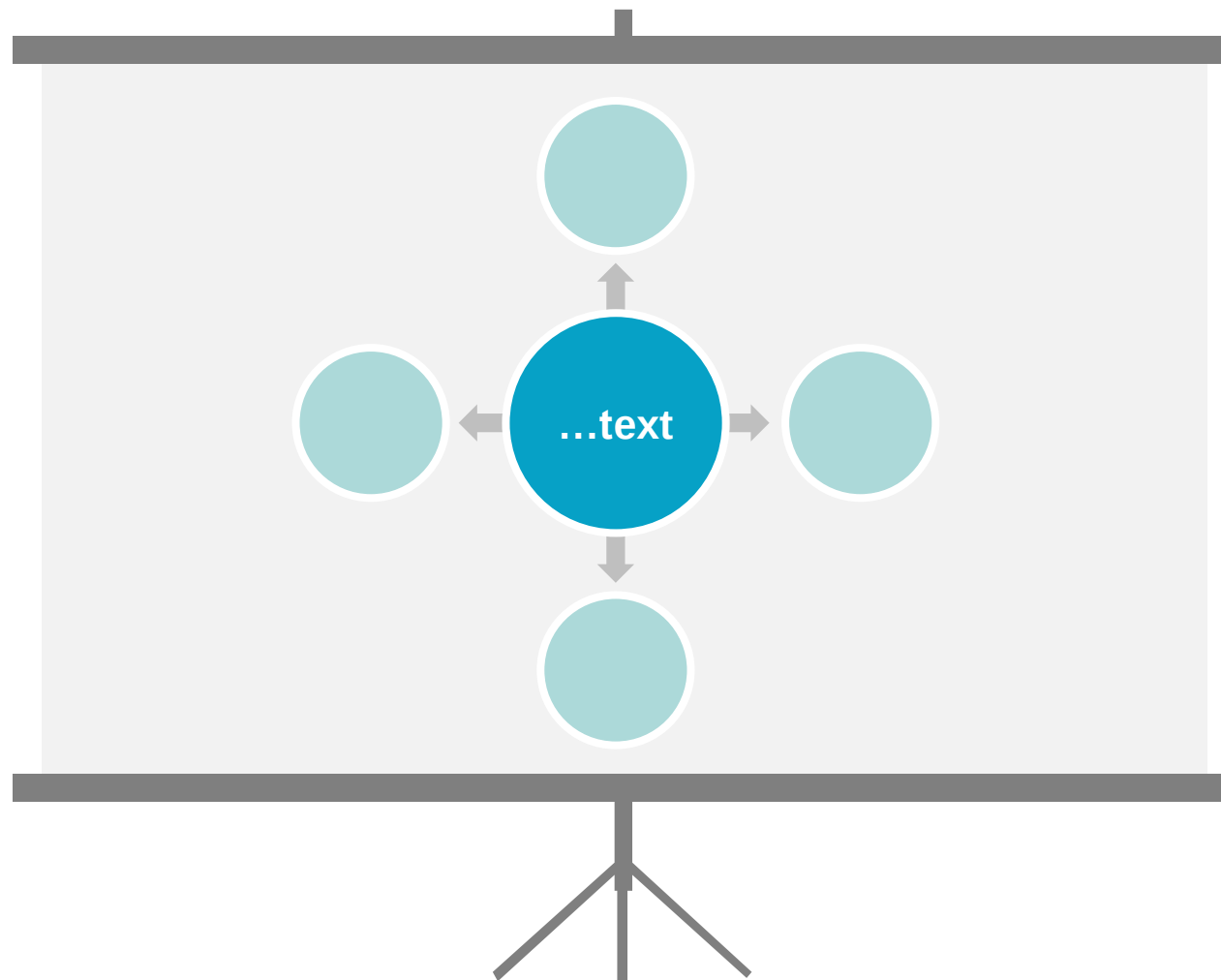
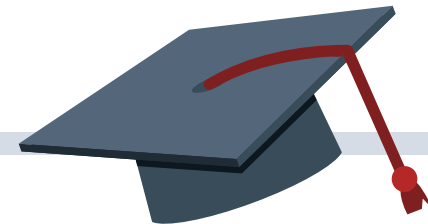
常用的逻辑关系——4.总分关系



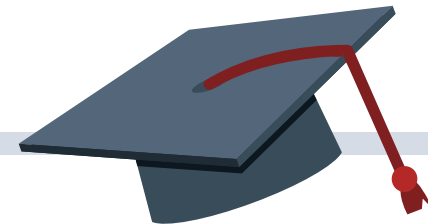
总分关系包括两个层级，
第一级只有一个信息点，
第二层级包含多个并列
关系的信息点。



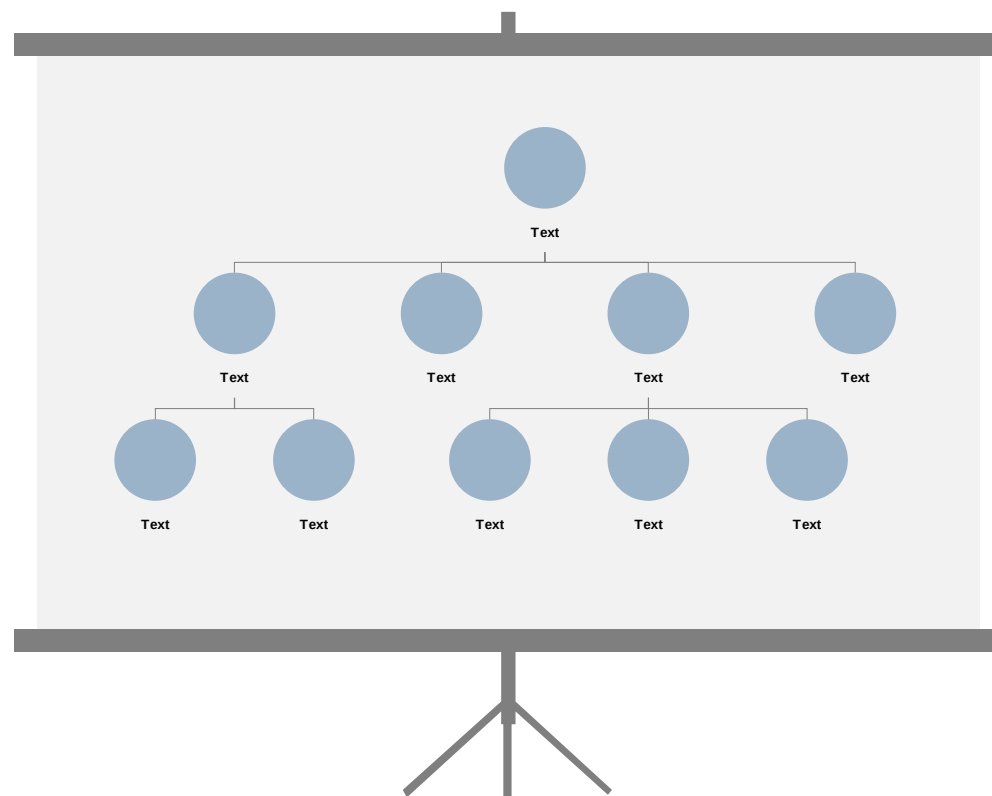
常用的逻辑关系——4.总分关系



常用的逻辑关系——5.组织架构图



组织架构图通常是树状结构，经常用于介绍团队职能关系、系统功能结构。



Supporting text here.



Text here



Text here



Text here



Text here



Text here



Text



Text



Text



Text



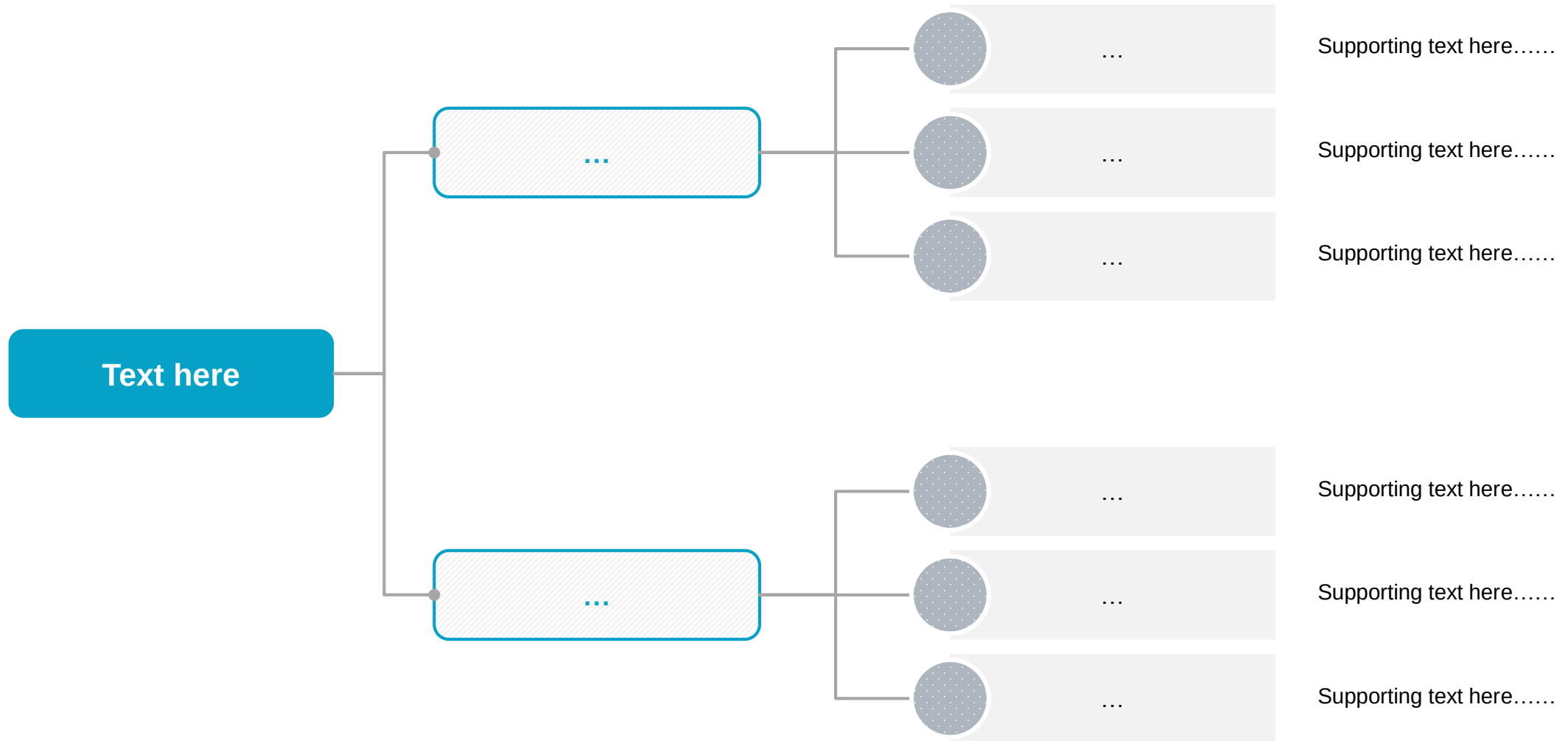
Text



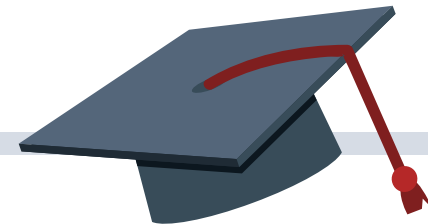
Text



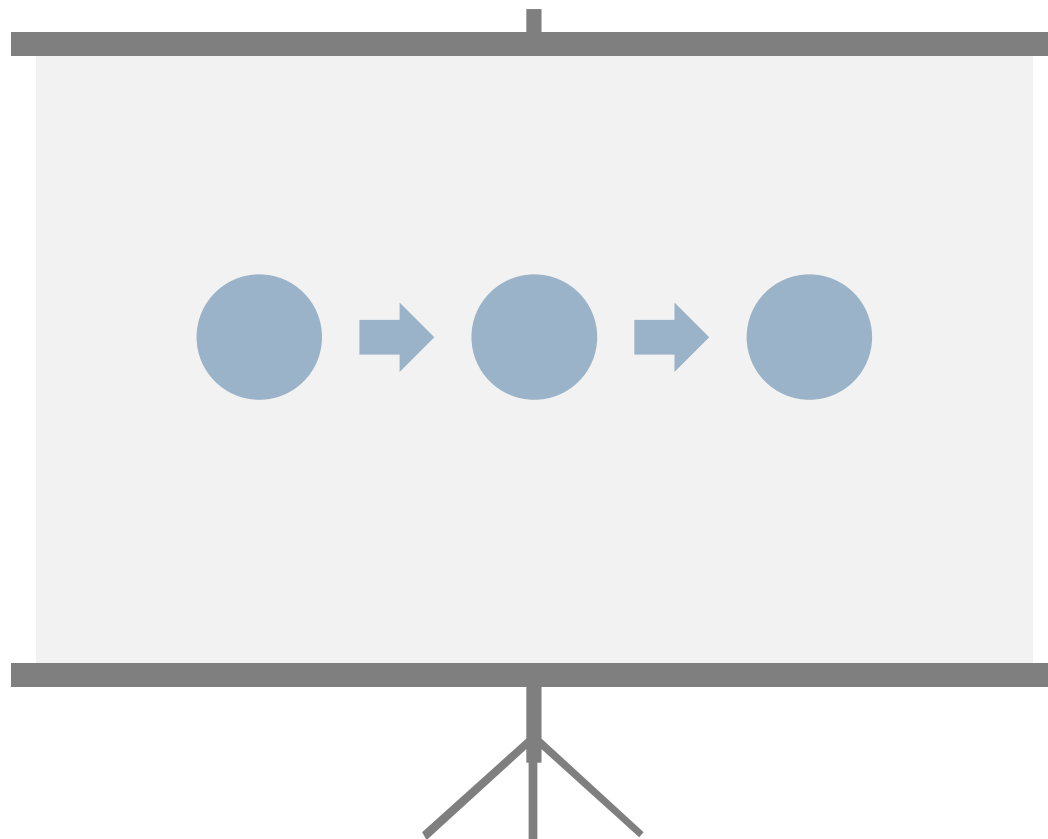
Text



常用的逻辑关系——6.流程关系



一系列的信息点或者项目在逻辑上有先后顺序，有固定的起点和终点。通常会用箭头体现出项目的先后顺序。



Unified fonts make reading more fluent.



Text here

Supporting text here.

.....

Text here

Supporting text here.

.....

Text here

Supporting text here.

.....

Text here

Supporting text here.

.....

Text here

Supporting text here.

.....

Text here

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....

TEXT HERE

Supporting text here.

.....

TEXT HERE

Supporting text here.

.....

TEXT HERE

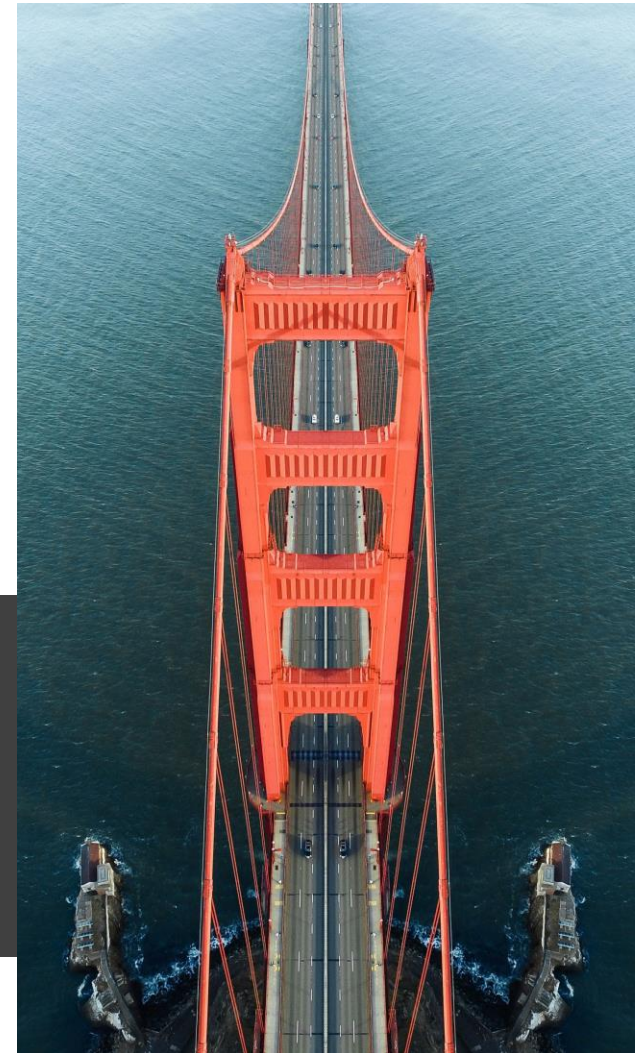
Supporting text here.

.....

- Copy paste fonts. Choose the only option to retain text.
-

- Copy paste fonts. Choose the only option to retain text.
-

- Copy paste fonts. Choose the only option to retain text.
-





TEXT HERE

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....

- Copy paste fonts. Choose the only option to retain text.

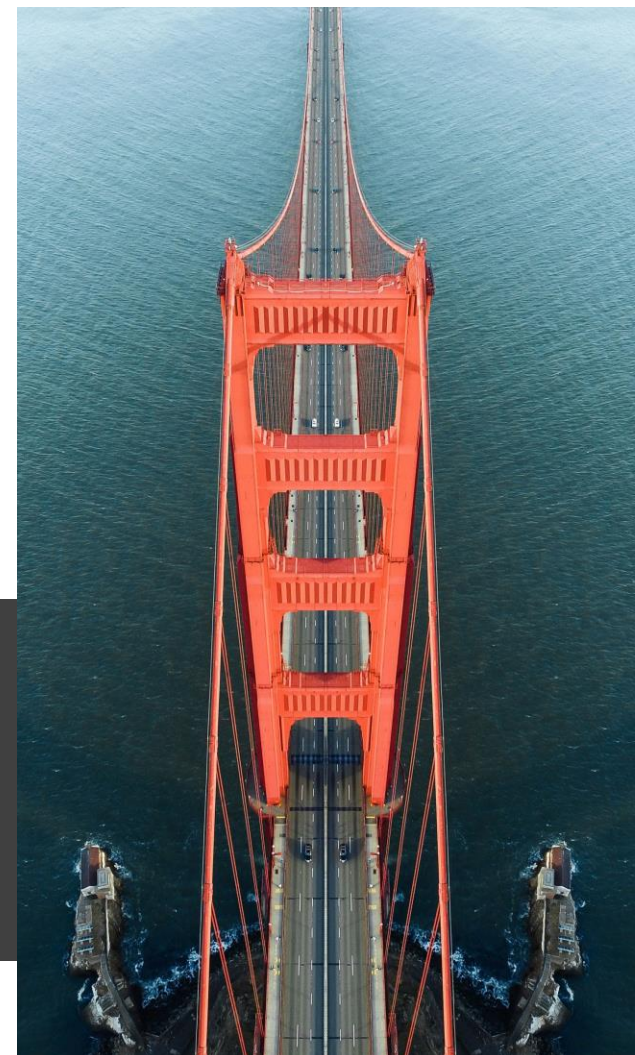
-

- Copy paste fonts. Choose the only option to retain text.

-

- Copy paste fonts. Choose the only option to retain text.

-





TEXT HERE

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....



TEXT HERE

Supporting text here.

.....

- Copy paste fonts. Choose the only option to retain text.

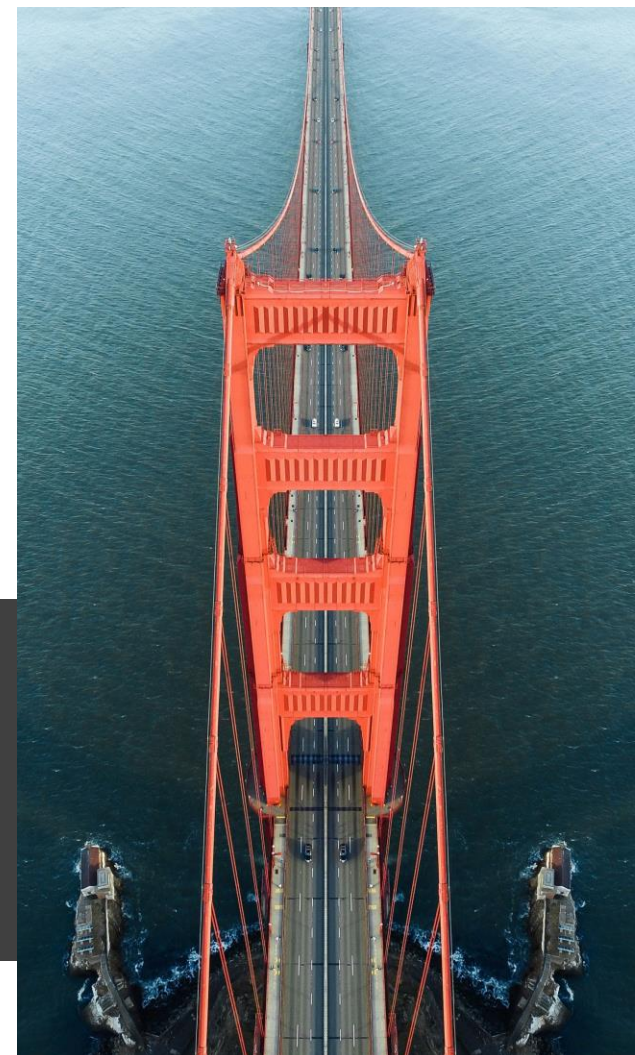
-

- Copy paste fonts. Choose the only option to retain text.

-

- Copy paste fonts. Choose the only option to retain text.

-





这里是页面标题文字

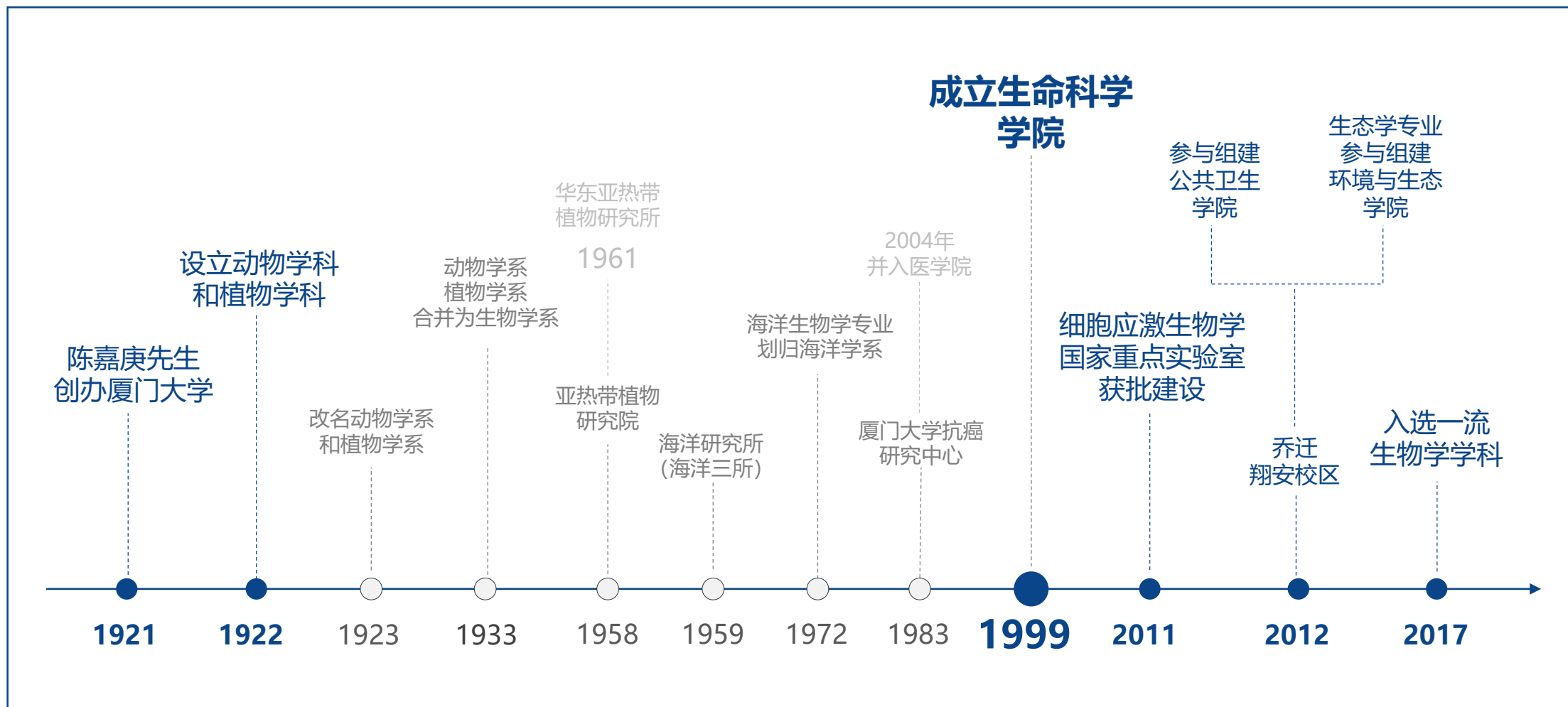
在此录入上述图表的综合描述说明，在此录入上述图表的综合描述说明。在此录入上述图表的描述说明，在此录入上述图表的描述说明，在此录入上述图表的综合描述说明，在此录入上述图表的综合描述说明。

输入相关标题文字

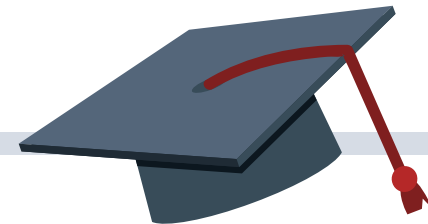
春秋视觉工作室是一家为企业、个人提供专业创意、品牌整合设计的顾问机构，用智慧嫁接商业与艺术，致力于奉献！贴心于服务！



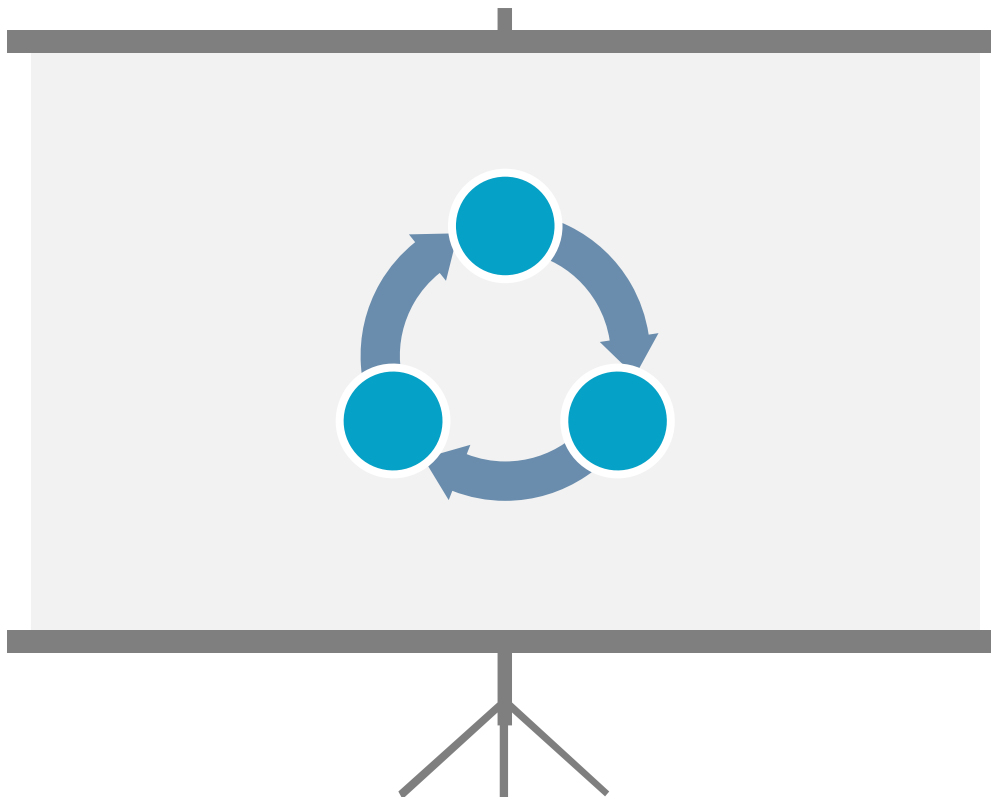
历史沿革



常用的逻辑关系——7.循环关系



在一个流程关系中，某一个节点之后，又回到起点循环往复，构成循环关系。

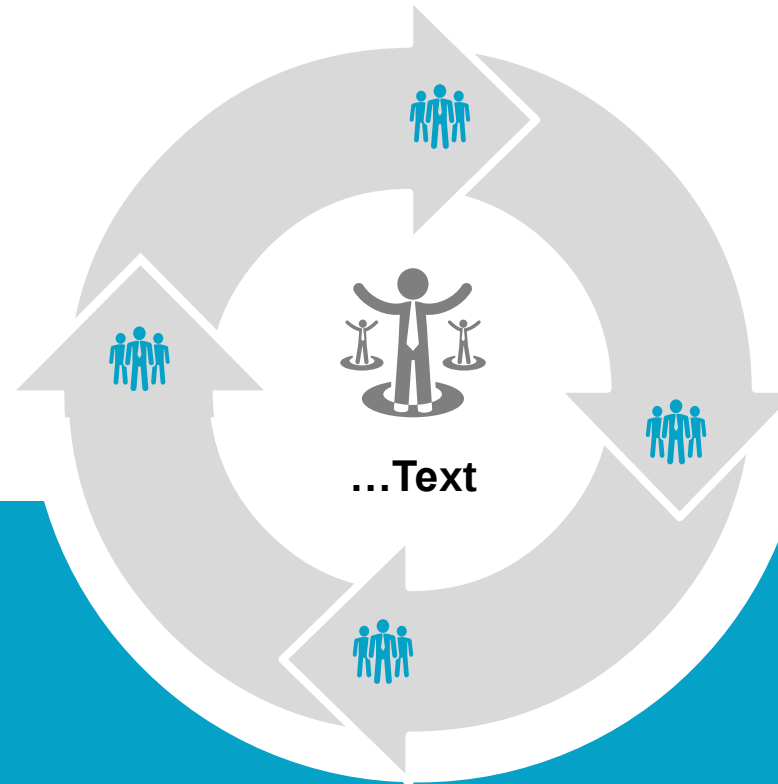


Text here

Copy paste fonts. Choose the only option to retain text.

Text here

Copy paste fonts. Choose the only option to retain text.



Text here

Copy paste fonts. Choose the only option to retain text.

Text here

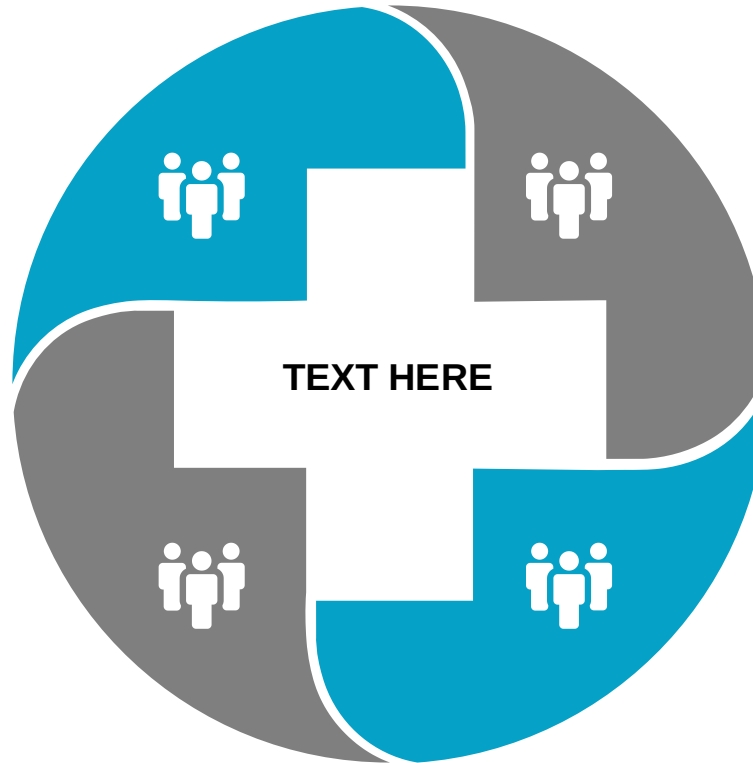
Copy paste fonts. Choose the only option to retain text.

TEXT HERE

Copy paste fonts. Choose the only option to reta in text.....

TEXT HERE

Copy paste fonts. Choose the only option to reta in text.....



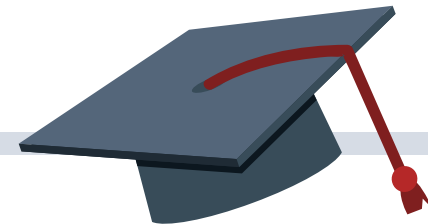
TEXT HERE

Copy paste fonts. Choose the only option to reta in text.....

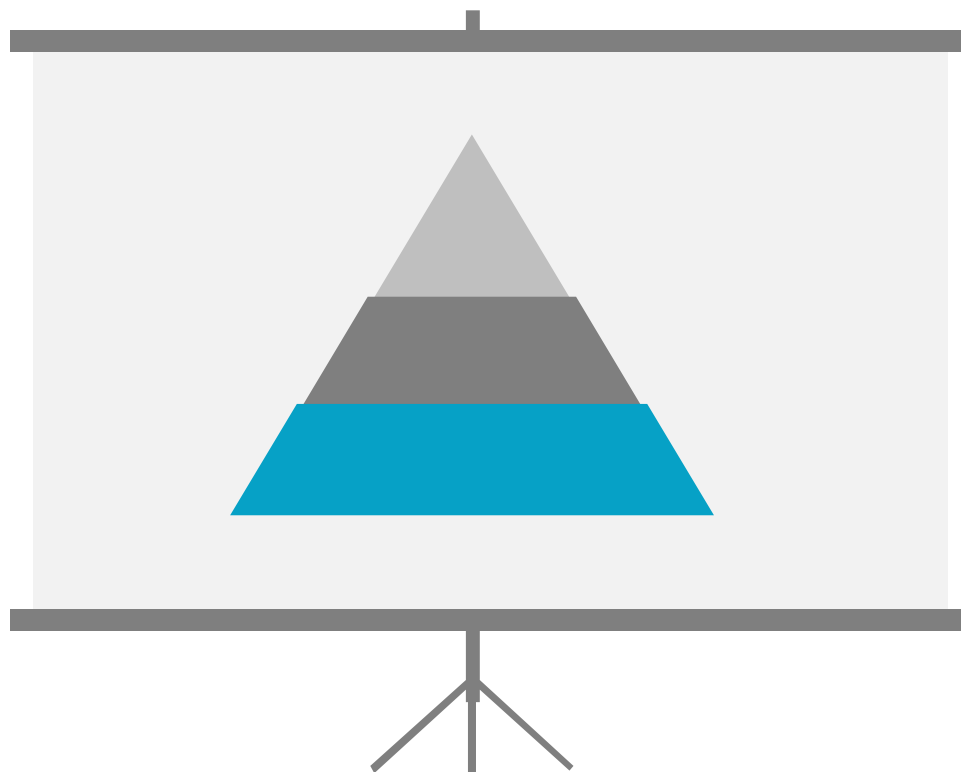
TEXT HERE

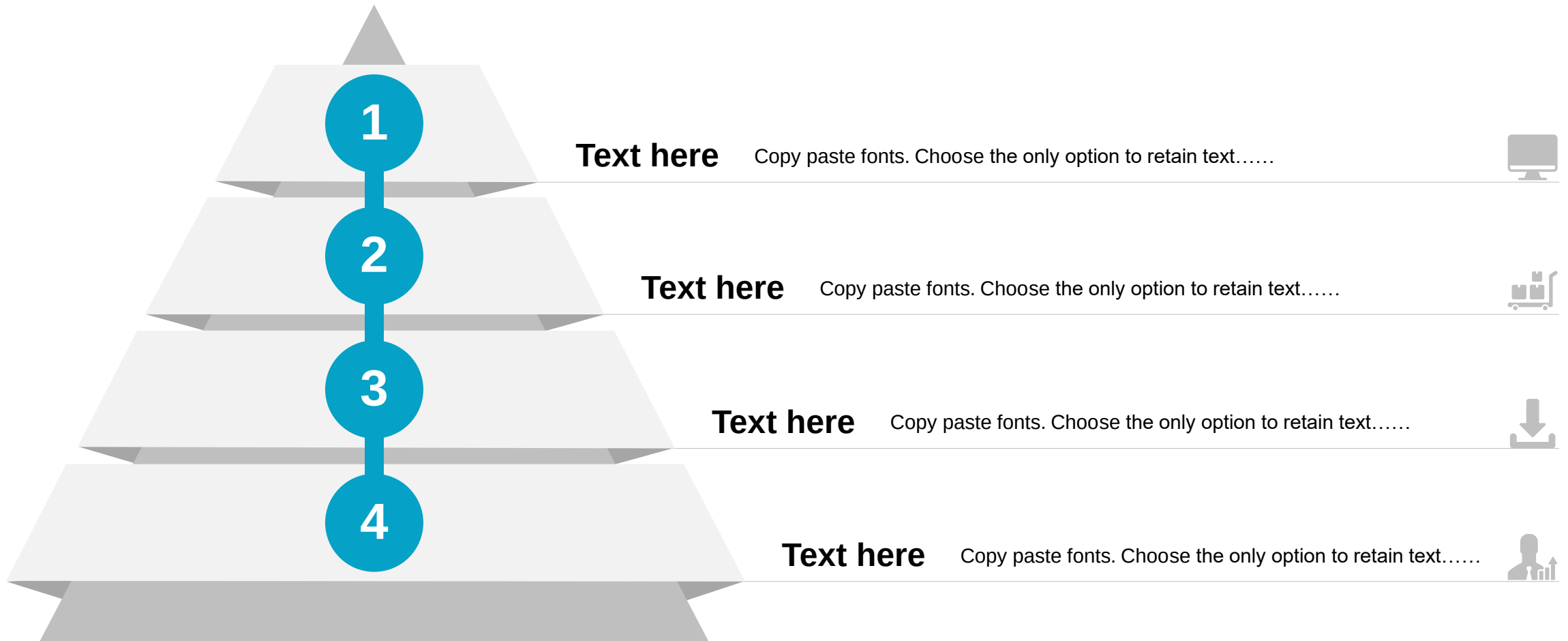
Copy paste fonts. Choose the only option to reta in text.....

常用的逻辑关系——8.等级关系



等级关系是指几个信息点之间在逻辑关系上有严格的等级之分，高低之别。通常用金字塔型棱锥、台阶来表示。





- Copy paste fonts. Choose the only option to retain text.....

Text here

- Copy paste fonts. Choose the only option to retain text.....

- Copy paste fonts. Choose the only option to retain text.....

Text here

- Copy paste fonts. Choose the only option to retain text.....

- Copy paste fonts. Choose the only option to retain text.....

Text here

- Copy paste fonts. Choose the only option to retain text.....

- Copy paste fonts. Choose the only option to retain text.....

Text here

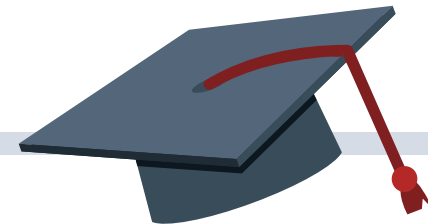
- Copy paste fonts. Choose the only option to retain text.....

- Copy paste fonts. Choose the only option to retain text.....

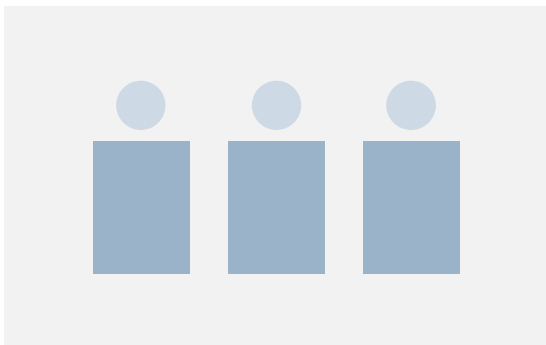
Text here

- Copy paste fonts. Choose the only option to retain text.....

PPT中常用的八种逻辑关系图示



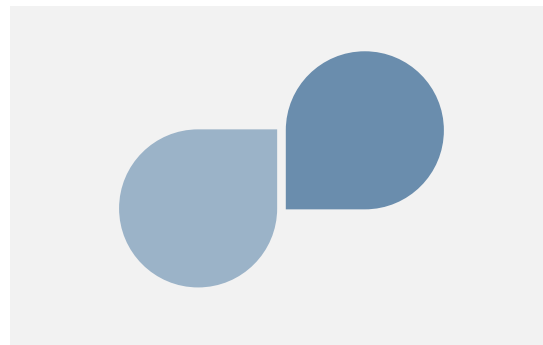
并列关系



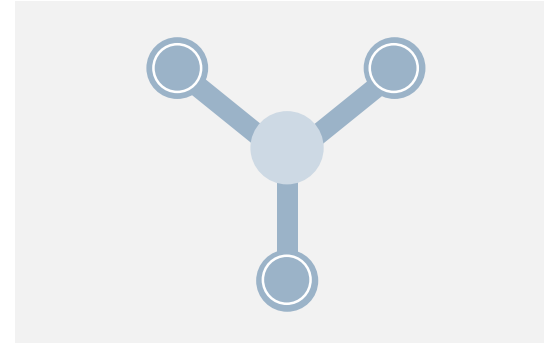
强调关系



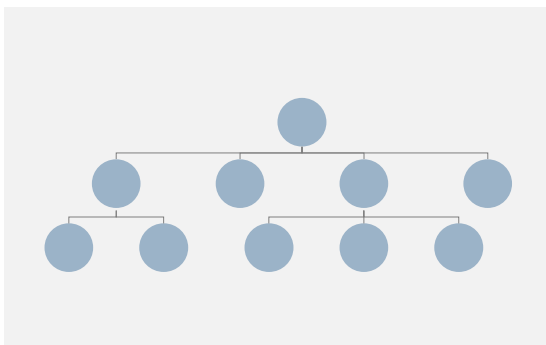
对比关系



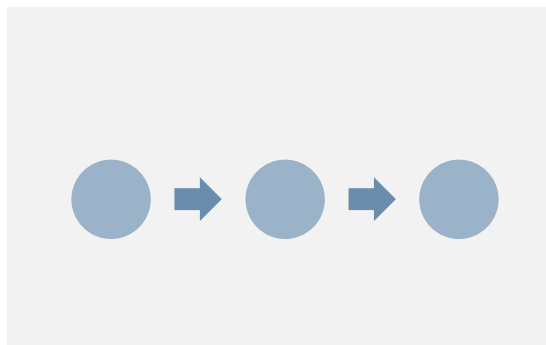
总分关系



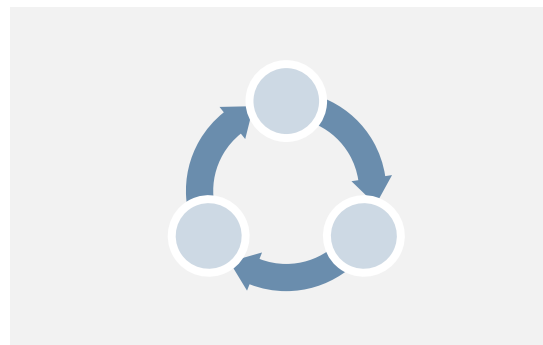
组织结构



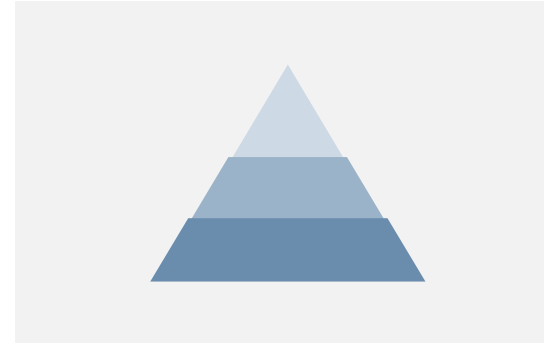
流程关系



循环关系



等级关系



围绕学校中心工作

“双一流” 学科建设
人才培养
社会服务
文化传承

知识服务

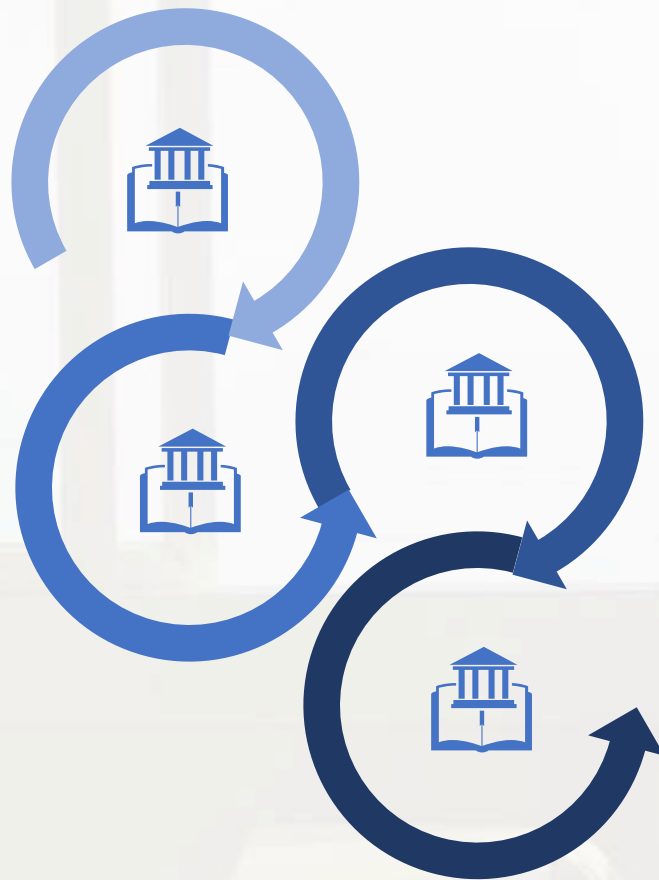
科学数据管理
数字学术与数字人文
智库建设
知识产权服务

文献信息资源

开放共享
特色馆藏体系
重点学科资源保障
服务能力

文化建设

书香校园
古籍修复保护
弘扬中华优秀传统文化



01

围绕学校中心工作

“双一流”学科建设
人才培养
社会服务
文化传承

02

知识服务

科学数据管理
数字学术与数字人文
智库建设
知识产权服务

03

文献信息资源

开放共享
特色馆藏体系
重点学科资源保障
服务能力

04

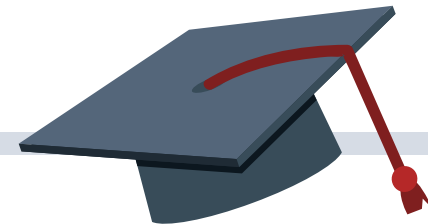
文化建设

书香校园
古籍修复保护
弘扬中华优秀传统文化



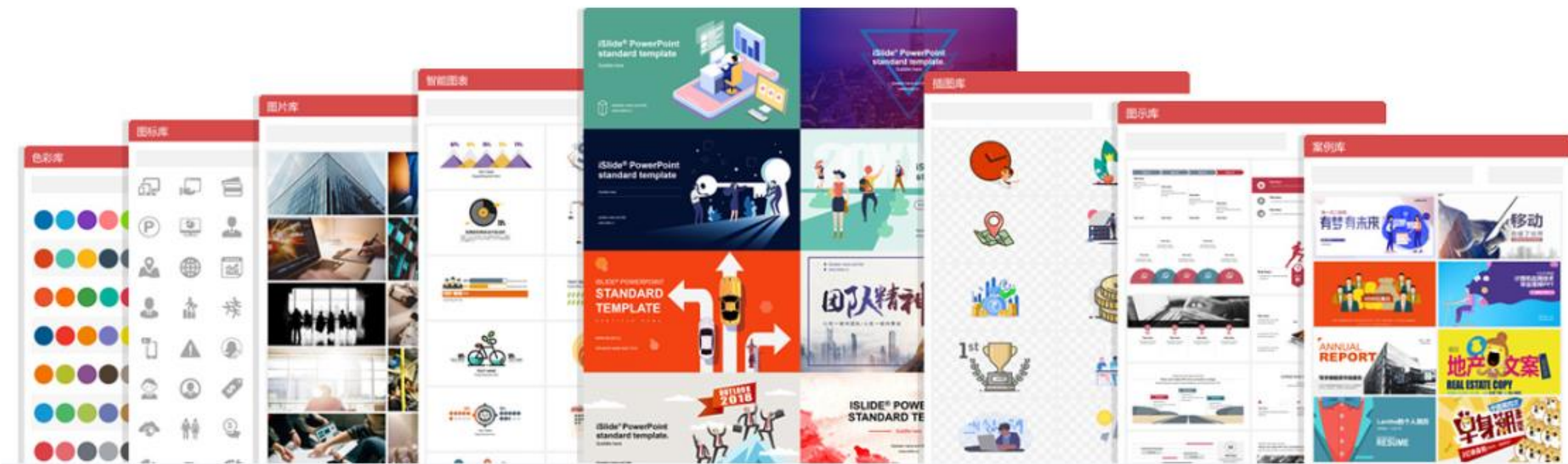
03 用好iSlide，秒变专业设计师。

iSlide是什么？

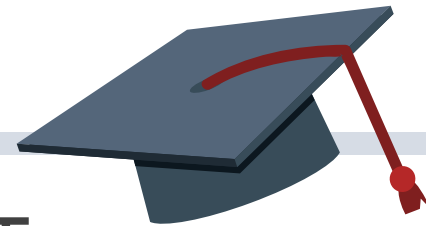


一款基于PowerPoint的插件工具

包含38个设计辅助功能，8大在线资源库超20万专业PPT模板/素材



iSlide是什么?



即便不懂设计，也能高效的创建各类专业PPT



iSlide有什么?

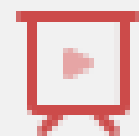


iSlide

一键式PPT美化神器

www.islide.cc

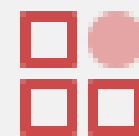
资源库



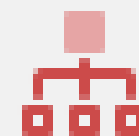
案例库



主题库



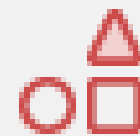
色彩库



图示库



图表库



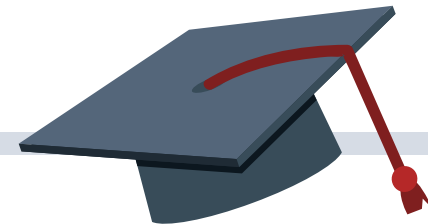
图标库



图片库



插图库



Step 1



主题库

- 下载主题皮肤，建立文档规范。
- 制作封面。

Step 2



图示库

- 通过筛选，选取合适的图示，填入文本内容。

Step 3



图片库/图标库

- 使用图片库里的图片填充形状。
- 更换合适的图标。

如何制作 有颜有料的 PPT



参考资料:

《7天搞定答辩PPT》

Bobbie@iSlide





Thanks.

xmuxiangly@xmu.edu.cn

向琳艳

2024年4月23日