SLIDE DESIGN

A PUBLIC SPEAKING & PRESENTATIONS AGENCY

WHY DO WE PRESENT?

If we can actually write in a document all the information we need to pass to our target audience, why do we still choose to present? And why do we choose to create slides for it?
The short answer is, to connect with audiences and get them engaged with the topic. The slides

PRINCIPLES

- **Less is More:** Many of us are designing documents and think we are designing slides. Before creating slides, ask yourself these questions:

    a. Do you need slides? Don't let a slide disrupt the connection with the audience. Do you think MLK's"I Have a Dream" speech would have connected better with people if it had slides?
    b. Does all the information I want to share need to be on the slide?

Here's the difference between a document, a slide document and a slide.
    a. A document contains all the information and data for a person to read.
    b. A slide document is the same document in slide format. Just easier to read.
    c. A slide is a simple visual aid that enhances your talk. This is the one we are designing now.

Use visual communication to design your slides. It means let the visuals tell the story first. The audience will then pay attention to what you have to say about it.

- **Slides are Guides…NOT Your Teleprompter:** Teleprompters are for news broadcasters. Presenter notes are for presentations. You can print your presenter notes as a handout with extra information to stakeholders if you are concerned about removing paragraphs from your slides.

Design one idea per slide. Two ideas, two slides. The duration of the presentation is not defined by the number of slides, but by the words you say (the script).

Do your homework. Rehearse. A slide full of text makes it easier for you, but also makes it easier for the audience to fall asleep. Rehearse. Fine tune. Rehearse again. It builds confidence and secures a successful delivery.

- **Slides Amplify:** Make it visual—The Neuroscience behind slide design. Based on research from the Picture Superiority Effect (Brain Rules by John Medina), when we read text alone, we are likely to remember only 10 percent of the information 3 days later. But if that same information is presented to us as text combined with a relevant image, we are likely remember 65 percent of the information.

- **Rehearsal Is Key:** None of the above principles can be followed if you are not willing to spend more time rehearsing. Plan for about 10 min per slide for design, and 1 hour per 10 slides for rehearsal.

DESIGN TIPS

- **Try** to keep colors to a max of 3 per slide deck. One neutral color (white, grey, etc), one primary color, and one "pop color" (the attention getter color).

- **Great** slides have common design elements that are repeatable and build a "theme" for your viewers. Ex: Pick 1 style of bullet point, use a simple layout and structure.

- **Utilize** high color contrast so viewers can easily see your text (on both white and black backgrounds).

- **Font** sizes: Recommended minimum of 30pt for bullet points and at least 60pt + for titles.

- Bullets kill presentations (and audience members). But if you have them try to keep them (3-5) and/or animate them.

- **A picture** says a thousand words. Use impactful pictures to help you get a point across, I.e. High quality, royalty-free site like unsplash.com. Text over images is powerful and easy to design. Look online for inspiration and tricks.

- **Translate** your graphics. Graphs by default, contains lot of data that needs to be decoded by the viewer. Make the graph as simple as possible and enlarge/enhance your point in it. Don't make the the audience work to figure out what label belongs to what color. That's time that they're not paying attention to you.

- **Build** slides through animations or transitions in order to get your idea or point across. Remember one idea per slide. It make sit easier for your audience to follow.

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SLIDE CONTENT

- Reduce the amount of text required on your slides by utilizing royalty free image sites like unsplash.com.
- Max 5 bullet points. Our brains absorb information best in 3-5 bits of information, but struggles to absorb more than that at a time.
- Translate your graphs and data for your audience. If there is a "so in conclusion" statement, put that clearly and plainly right next to the graph.
- Animations: Using "entrance and exit" animations allows you to control the pace of the conversation AND the amount of information that appears on your slide at one time.
- Rehearsal is Key: Make practice easy by building a "story structure" (intro, body, conclusion) into your deck. Use the "tab" key on a Mac or "add section" on a PC to create clear subject dividers.