The Sad Reality

- We’ve gotten eerily accustomed to both giving and viewing presentations like this.
- MS Office makes it really easy to copy and paste entire paragraphs of knowledge from Word into PowerPoint, and then squeeze that information up there so that it’s in front of us whenever we need to access it as a presenter. This security blanket helps calm our anxieties because there is literally nothing from our content that we have left out of our slides. And who wouldn’t want their bases covered?
- In turn, our audiences realize that we have chosen to rely wholly on a projected word document masquerading as a presentation. They accept the challenge of these horrid visuals by reading ahead of us and then waiting around for us to catch up with our laborious recitation of written content.
- Eventually (within the first 90 seconds) they get really bored, and check out completely.
- In the end, we stand in a room full of people reading a projector screen back to ourselves.
- And then we post the slides online.

Occasionally, we jazz it up a little by applying a theme to the slideshow, or animating bullets. This makes us feel better about our visual aids, and reinforces our choice to read off of them to our audience.

Random photo.

WHY IT DOESN’T WORK

TODAY:

1. KEY PRINCIPLES OF DESIGN
2. SLIDESHOW BEST PRACTICES
3. STORYTELLING

SOME BASIC DESIGN PRINCIPLES

CONTRAST
REPETITION
ALIGNMENT
PROXIMITY
PROXIMITY

PROXIMITY: Group related items together to visually establish relationships

Proximity creates Visual Unity

ALIGNMENT
ALIGNMENT:
Place items on the page intentionally. All items should connect to other items.

Alignment allows for Cohesiveness

REPETITION
REPETITION:
Repeat some aspect of the design throughout the entire piece.

CONTRAST:
Juxtapose various elements of the piece to draw a viewer's eye into the page.

Repetition promotes Consistency
Contrast provides
Emphasis

CONTRAST
REPI TITION
ALIGNMENT
PROXIMITY

SLIDESHOW BEST PRACTICES
1. LESS IS MORE

2. LEAD YOUR AUDIENCE, DON'T LET YOUR SLIDES LEAD YOU

YOUR LIKES ARE YOUR ENDORSEMENTS

3. USE SLIDES TO EMPHASIZE
4. **VISUALIZE AND ILLUSTRATE** COMPLEX CONCEPTS

5. **EMBED YOUR MULTIMEDIA**

6. **ANIMATE SPARINGLY, BUT ANIMATE MEANINGFULLY**

7. **KNOW YOUR CONTENT…**

8. **DARK SLIDES OVER LIGHT** (EXCEPT WHEN IT’S BRIGHT)

…BUT USE THE NOTES FUNCTION WELL
AT WHAT AGE DO MEN AND WOMEN LOOK BEST TO MEN & WOMEN?

okcupid.com

CONCLUSIONS