CHANGE THE WORLD SLIDE BY SLIDE: *How to Develop, Design and Deliver Slide Presentations Like a Pro*

The Problem

30–50 Million .ppt presentations a day, most are dreadful
Don't hate the tool, it can be used for good or evil
Most of us are not trained as visual communicators
So we revert to what we know: verbal, bullet points

Development

Multimedia Presentations reach hearts and minds
Reach more senses = increased retention
Multimedia appeals to logical/emotion, auditory/visual
Presentations provide a communal experience
High Expectations: you compete with film, theater, comedy
Content Development must happen first, write your script
You are the Star, not your slides
Your Presentation is a Present. Your audience is king.
Plan in Analog: Use paper & stickies to develop content
Sound Bites are Tasty: minimal, memorable, repeatable text
Use the Power of 3, the Power of Story
Make Stories personal, make yourself vulnerable

Design

Less is More
Increase Signal, Minimize Noise
Don't be afraid of whitespace
Slide Elements: Background, Color, Type, Imagery

Start with Color
Color is emotional, first thing people notice
Create a color palette: colourlovers.com, design-seeds.com
CreativePro.com to learn more about color
Dark Room: use dark background, light text
Light Room: use light background, dark text

Composition is arrangement of elements on slide
Use Rule of Thirds to compose images and text
Images can be horizontal (preferred) or vertical
Let images bleed off the edge of the page
Symmetrical layouts communicate stability
Asymmetrical layouts communicate dynamic movement

Avoid Templates
Novelty creates interest
Surprise is the fastest route into someone's brain.
Background is the frame, not the art

Avoid Chart Junk - superfluous decoration

Design (cont.)

Typography is Voice, should match tone of presenter
Limit number of fonts
Serif communicates formality, tradition
Sans Serif communicates modern, simple, direct
Letterforms themselves can be imagery
Type set as large as possible
Minimal text, should be understood in 3 seconds
Create emphasis with size, weight, color and *italics.*
Bullet Kill: don't use bullet points if at all possible
Use sequential builds if you must use bullet points

Photography is powerful, emotional, worth 1k words
Photography is realism, specificity
Photo sources: self, royalty-free, rights managed, custom
istockphoto.com, veer.com, corbis.com
Get permission to use photos unless Fair Use
Avoid see/say: text should add new meaning to a photo

Illustration can be more symbolic, more inclusive
Photo silhouette can serve as an illustration
Can be used to communicate complex ideas

Video can be worth 10k words
Great for personal interviews, showing a process, demos
Use smart phones, desktop video editing

Delivery

Set the stage, control the room to encourage success
Limit number of chairs to number of attendees
Create a feeling of intimacy, get close to attendees
Don't block your screen, stand adjacent or below
Move beyond 2D to introduce 3D props if relevant
Keep the Lights On: light the speaker in favor of slides
Your Screen is Not a Teleprompter: don't read from screen
Audience reads faster than you can speak, can't process both
Use presenter's view on your confidence monitor
Go Remote: use a wireless remote to advance your slides
Animate with Moderation
Builds and slide transitions should add meaning
Have a Plan B: always have a backup plan if tech fails
Practice, Practice, Practice is often neglected
Don't give out your slides, make a handout like this one

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Bibliography

slide:ology by Nancy Duarte
resonate by Nancy Duarte
The Back of the Napkin by Dan Roam
*Beyond Bullet Points: Create Presentations That Inform,
    Motivate, and Inspire* by Cliff Atkinson
The Presentation Secrets of Steve Jobs by Carmine Gallo
Presentation Zen by Garr Reynolds
Multimedia Learning by Richard Mayer
Really Bad Powerpoint by SethGodin.com
Made to Stick by Chip and Dan Heath
Paid to Speak by National Speakers Association (NSA)
Confessions of a Public Speaker by Scott Berkun
Brain Rules by Dr. John Medina
A Whole New Mind by Dan Pink

Imagery Used in Presentation

www.lecoursdesign.com
Perfect Vision Graphics 513.233.7993
www.images.google.com
www.istockphoto.com
www.TED.com
www.pecha-kucha.org
www.pinterest.com
Diet Coke Can Designed by Turner Duckworth
Apple
Microsoft
slide:ology book (see above)

Influences

www.hollylecours.com   www.garrreynolds.com
www.edwardtufte.com   www.duartedesign.com
www.decker.com   www.graceworks.com
PresentationPro.com   www.publicwords.com
www.wittcom.com   www.sixminutes.dlugan.com

Colophon

Pen, Paper, Stickies
Development and Design on Apple iMac
Presentation Software: Apple Keynote
Additional Design Software: Adobe Photoshop & Illustrator
Presented on: Apple MacBook
Wireless Remote: Keyspan Easy Presenter PR-EZ1
Fonts: Interstate (sans-seif) Adobe Garamond (serif)
Photography: Apple iPhone, see above
Audio Recording for Rehearsal: Apple iPhone
Source for Learning PowerPoint or Keynote: Lynda.com
Registration and Event Management: Eventbrite.com
Email Marketing: Vertical Response, Facebook, Twitter
197 Slides

Notes: