

Well Designed Visuals

- Increase comprehension
- Design Presentation
 - Craft closing/agenda slides (know your take away and outline)
 - Presentation title, must make sense standing alone
 - Craft supporting slides
 - 1 or more slides per agenda items
 - Choose an opening slide
 - Title slide reinforces the subject
 - Blank screen highlights you as a speaker
 - Hook slide: photo or stat to grab attention
- Design Master Slide
 - Create your own?
 - Avoid busy themes
 - Background color should be fairly light or dark
 - Avoid many colors: no multicolor pie charts
 - Check colors on big screen
 - Choose at most 2 fonts: sans serif fonts for presentations
- Designing individual slides
 - Link to agenda slide
 - Use message titles
 - Don't say "agenda". Make it make sense alone
 - Parallelism
 - One line
 - Sentence case: Not Title Case
 - Indicate the progression through the ppt
 - Include graphics
 - Avoid using color as the only distinguishing indicator for graphs
 - No Tables
- Editing The Presentation
 - 6 bullets max on a slide, but try for 4 or less
- Visual Aids to stay on track
 - Transitions between slides
 - Explain title
 - Introduce the meanings of axes, colors, etc
 - Discuss Content
- Cueing Audience
 - Use animations to build complex ideas
 - Go bullet by bullet, point by point
 - Don't gesture vaguely at the screen
 - Match the slide to the discussion: don't talk about new idea without new slide
- Eye contact

- Don't Read from the slides
- Communicate with gestures
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