

Poorly designed slides can destroy your presentation.

Here are 9 must follow rules to create slides that pop and keep your audience engaged

by T. Davis\_ via Twitter @TessaRDavis, 06/2022



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Antwort an @TessaRDavis

Rule #1: Don't read text out from your slides.

The slides aren't your script. They aren't your notes.

When your audience has to process multiple sources of info, learning is more difficult.

Instead, allow the audience to focus on YOU.

**Slide 43: This has lots of information for you to read while I'm talking to you.**

This slide has my script and I'm reading it out. Without these I'd struggle to

- My first point is interesting but you can't concentrate of my voice
- My second point is wondering whether you can read this text or is it too small?
- Are you listening to me or have you now checked out?
- 35 slides to go so we might be here for a while which is good because I have a one hour slot
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Rule #2: Use a decent font size.

Tiny fonts lead to unreadable text and a confused audience.

Always use a font size that can be seen from the back of the room (usually at least 30px)

And use sans serif fonts as they are clearer to read.

**Montserrat Classic - Sans Serif - 40px**

EB Garamond Medium - Serif - 20px



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Rule #3: Show the audience exactly what you want them to see.

Highlighting words helps your audience learn:

- Change the colour of one word
- Make an image larger
- Place emphasis on a particular word

We learn best when shown what we need to pay attention to.

**Here** is everything you need to know

GIF

Here is everything you need to know

GIF

DON'T

DO



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Rule #4: Keep words and pictures near each other.

Most people space out information on their slide.

But then your audience has to scan the screen and put all the items together.

Keep items close together for more effective learning.

Read this book

GIF

Read this book

GIF

DON'T

DO



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Rule #5: Use high quality images.

The worst slides have:

- Images that are pixelated & blurry
- Clip art with a giant watermark

Use images that are crisp & clear even on a large screen.



DON'T



GIF

DO



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Rule #6: White space is your friend.

How can you design beautiful slides if you're not a designer?

- Use @canva for templates ( <https://www.canva.com/presentations/> )
- Embrace white space
- Ruthlessly edit

Extra content competes for space in our brains & we don't remember it as well.

Less is more.

**PREVENTING PANIC IN INTERVIEWS**

**Embrace silence**

- Any pause is not as long as it seems to you. It can benefit both you and the audience. Use that pause to breathe, to get your thoughts back on track, and to come up with a new idea.
- It's okay to have a quiet moment while you reflect on how to answer the question.

**Project calm**

- If it does happen to you, remember that the interviewers can't see inside your brain or in your head. They only see what you choose to show them. So it's important to project calmness. You can turn it around by demonstrating your strength to the panel. After all, it's a positive quality to be put into stressful situation and to be able to cope. The panel will be pleased to see you regain your composure.

**Move on**

- Make sure that if you cannot answer a question, or you give what you feel is a terrible answer, that you can still participate fully in the rest of the interview. If you let that negative thought dominate for the rest of the interview, you're not going to be able to perform to your best ability.
- If that happens, move more on. You're not the first person to be in that situation. Get back on track.

**GIF** If focus on the other questions. It is not all over it because of that one question. You have no idea how the other candidates have performed.

DON'T

Embrace silence      Project calm      Move on

**PREVENTING PANIC IN INTERVIEWS**

GIF

DO



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Rule #7: Create a consistent look & feel.



When we first start out, we create slides with no common theme.

It's not until we watch brilliant presentations that we start to realise how important consistency is:

- Colors
- Fonts
- Alignment

Your message will be more powerful.



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Rule #8: Avoid animations.



It's tempting to add special effects everywhere.

- Transitions between slides
- Fancy animations

Eventually though, we realise that neither of these accomplishes our goal.

Instead, remove animations & transitions.



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Rule #9: Create your slides as the last step, not the first.



It's tempting to start our presentation planning by designing our slides first.

Instead, leave this task till the very end.

The slides should be the finishing touch, not the main event.



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And remember:

Slides ≠ accessibility

It's our responsibility to make our presentations accessible, and this is achieved in many ways:

- Captions
- Transcripts
- Handouts
- Quality audio
- Recordings

And much more.

Don't confuse this with slide design.



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TL;DR - 9 must-follow rules to design slides that pop

- #1: Don't read them out
- #2: Use large font
- #3: Use emphasis
- #4: Keep words & pictures near
- #5: Add quality images
- #6: Use white space
- #7: Be consistent
- #8: Skip animations
- #9: Create the slides last

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