

## BEST PRESENTATION DESIGN PRACTICES

**NUMBER 1; Never let your slides compete with you.**

Your audience is there to see your slides support *you*, not vice versa.

**NUMBER 2; Never let your slides confuse your audience.**

As with all good design work, a presentation slide should be easy to quickly understand. Know when to stop.

**NUMBER 3; Use a template to keep your work looking intentional.**

Allowing your compositions to morph and jump about throughout your presentation may *feel* creative, but your audience will most likely think you've simply been sloppy.

**NUMBER 4; A presentation slide is nothing more than a rectangle and that rectangle belongs exclusively to you.**

Please don't "think in PowerPoint" when you *work* in PowerPoint. You have every right to be as creative as you wish – as long as you remember your core mission.

**NUMBER 5; Stay fluid.**

Be attentive to the moods of your audience and the context of your presentation. If you sense the need, it's fine to veer away from your "script." That may mean not showing your best slide or *not even showing most of your slides at all*, if time and audience interaction dictate it.