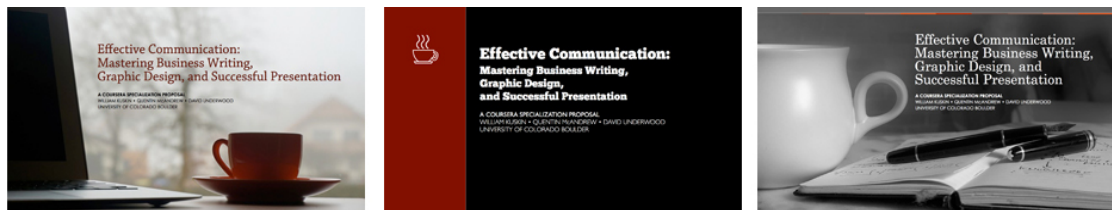


## TRANSLATING QUENTIN'S MEMO INTO WILLIAM'S SLIDES

As we've said, there's no end to the ways slides can be designed. Since they serve to support our presentation, slides should be created with the presenters' personality and style in mind. The only constant is that the slides should be appropriate for the audience, easy to understand, and professional in appearance.

When we prepared for William's final pitch to Coursera, we needed slides that would faithfully illustrate the content of Quentin's memo as well as serve to support William's unique delivery. As you know by now, William is a very dynamic speaker – one who doesn't feel the need to “lean” on visuals to keep the audience engaged. Because the path from Quentin's perfectly composed memo to William's fluid style of presentation is chock-full of creative possibilities, we engaged in a little brainstorming to help us find the right way forward.



*Figure 1: Negotiating a style: Dave wanted to give his team three initial and very different layouts from which to explore their preferences.*

Even though Dave would be the dedicated designer of the Coursera pitch slides, his work couldn't start until sitting down with his partners to talk over his design strategy and style. Quentin wanted to be certain that the content of her memo would be accurately conveyed and William wanted assurance that the slides would compliment, not compete with, his speech. William's script, which you can see [here](#) (link), delighted Quentin in its comprehensive summation of the pitch. Now it was up to Dave to come up with a design that pleased both his teammates.

In our dialogue, we were looking ahead to William's talk, which, he warned us, would be subject to change as he rehearsed and even delivered it. This is what revision is all about: starting a project knowing that we will see new opportunities or sense impending traps along the way. The key is to keep questioning how effectively we're making our point. As the “in-between guy” in the process, Dave knew that both William and Quentin would provide many solid recommendations for improving his designs. Nonetheless, he wanted his first draft to be his best work.

In *your* Capstone project, you'll be having this same conversation with your peers. And while your fellow students may not be as familiar with you as Dave is with Quentin and William, they

will be able to provide invaluable feedback on the clarity and attractiveness of your slide deck. Be sure to show them *your* very best work!