

# ENHANCING PRESENTATIONS WITH SLIDES AND OTHER VISUALS



# ***LEARNING OBJECTIVES***

- Explain the role of visuals in business presentations and list the types of visuals commonly used
- Explain the difference between structured and free-form slides
- Outline the decisions involved in using a key visual
- Explain how to create effective slide content
- Explain the role of navigation slides, support slides, and handouts

# OUTLINE

1. Planning your presentation visuals
2. Choosing structured or free form slides
3. Designing effective slides
4. Creative effective slide content
5. Completing slides and support materials

Selecting the type of visuals to use

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Verifying your design plans

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Advantages and disadvantages of structured slides

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Advantages and disadvantages of free-form slides

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Designing slides around a key visual

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Selecting design elements

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Maintaining design consistency

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Writing readable content

---

Creating charts and tables for slides

---

Adding animation and multimedia

---

Integrating mobile devices in presentations

---

Creating navigation and support slides

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Creating effective handouts



# ***PLANNING YOUR PRESENTATION VISUALS***

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**Prezis**

**Slides**

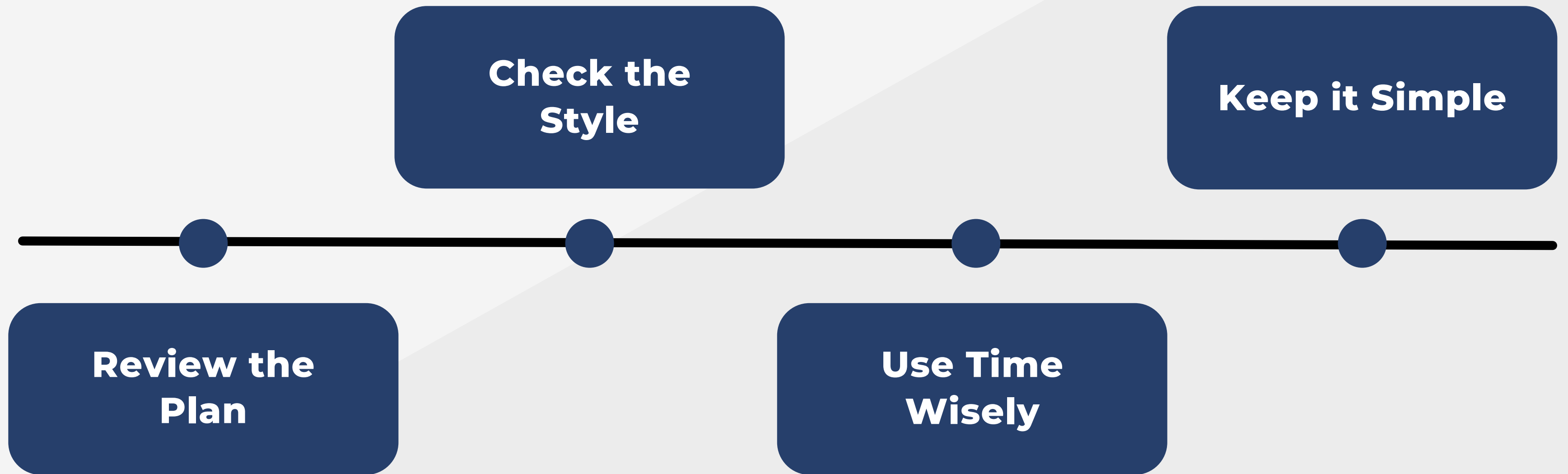
**Transparencies**

**Flip Charts**

**Whiteboards**

**Other  
visuals**

# VERIFYING YOUR DESIGN PLAN





# ***CHOOSING STRUCTURE OR FREE-FORM SLIDE***

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# ***USING STRUCTURED SLIDE***

## **ADVANTAGES**

- Fast and Easy Creation
- Complex Data and Ideas
- Standalone Sense

## **DISADVANTAGES**

- Repetitive appearance
- Text-Heavy slides
- Audience affect



# ***USING FREE-FORM SLIDES***

## **ADVANTAGES**

- Offer Complementary Information
- Prevent Cognitive Overload
- Identify Priorities and Connections

## **DISADVANTAGES**

- Time Consuming and Demanding
- Additional Speaker Responsibility
- Hard to Present Complex Subjects



# **DESIGNING EFFECTIVE SLIDES**



# ***INEFFECTIVE SLIDE DESIGN***

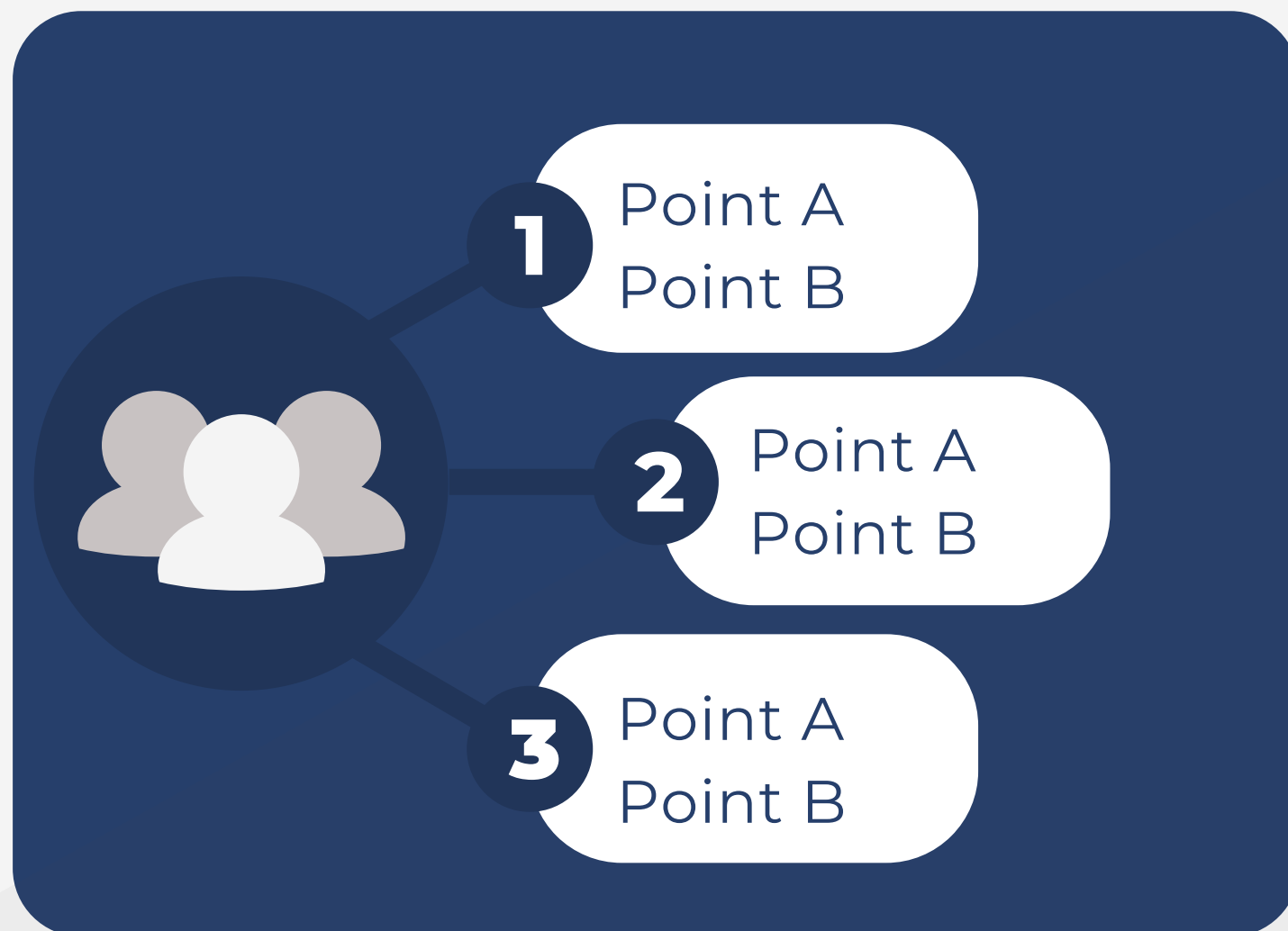
- Lack of awareness
- Schedule pressures
- Inadequate training
- Habitual responses

# DESIGNING EFFECTIVE SLIDES

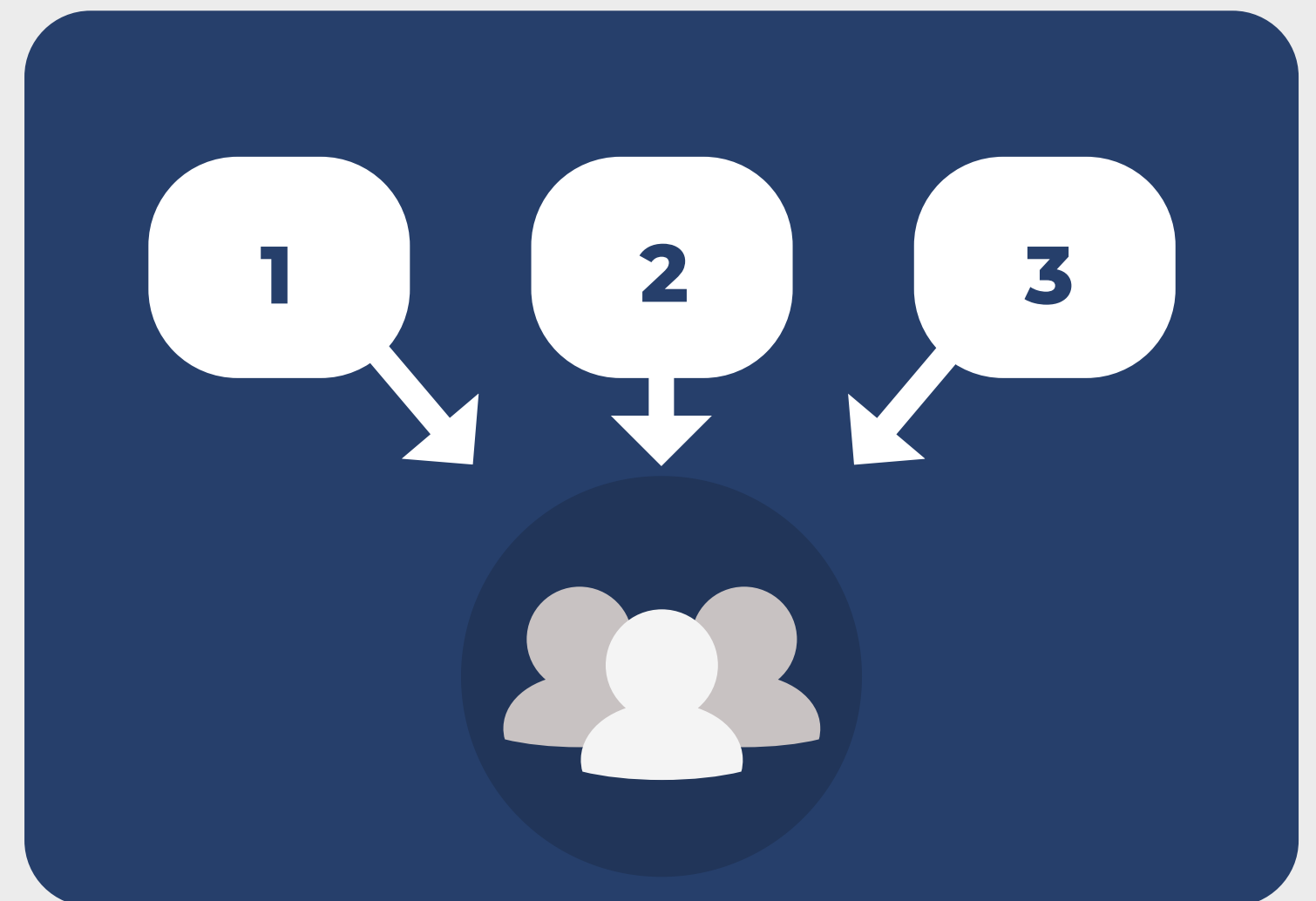


# DESIGNING EFFECTIVE SLIDES

## Groups of Related Points

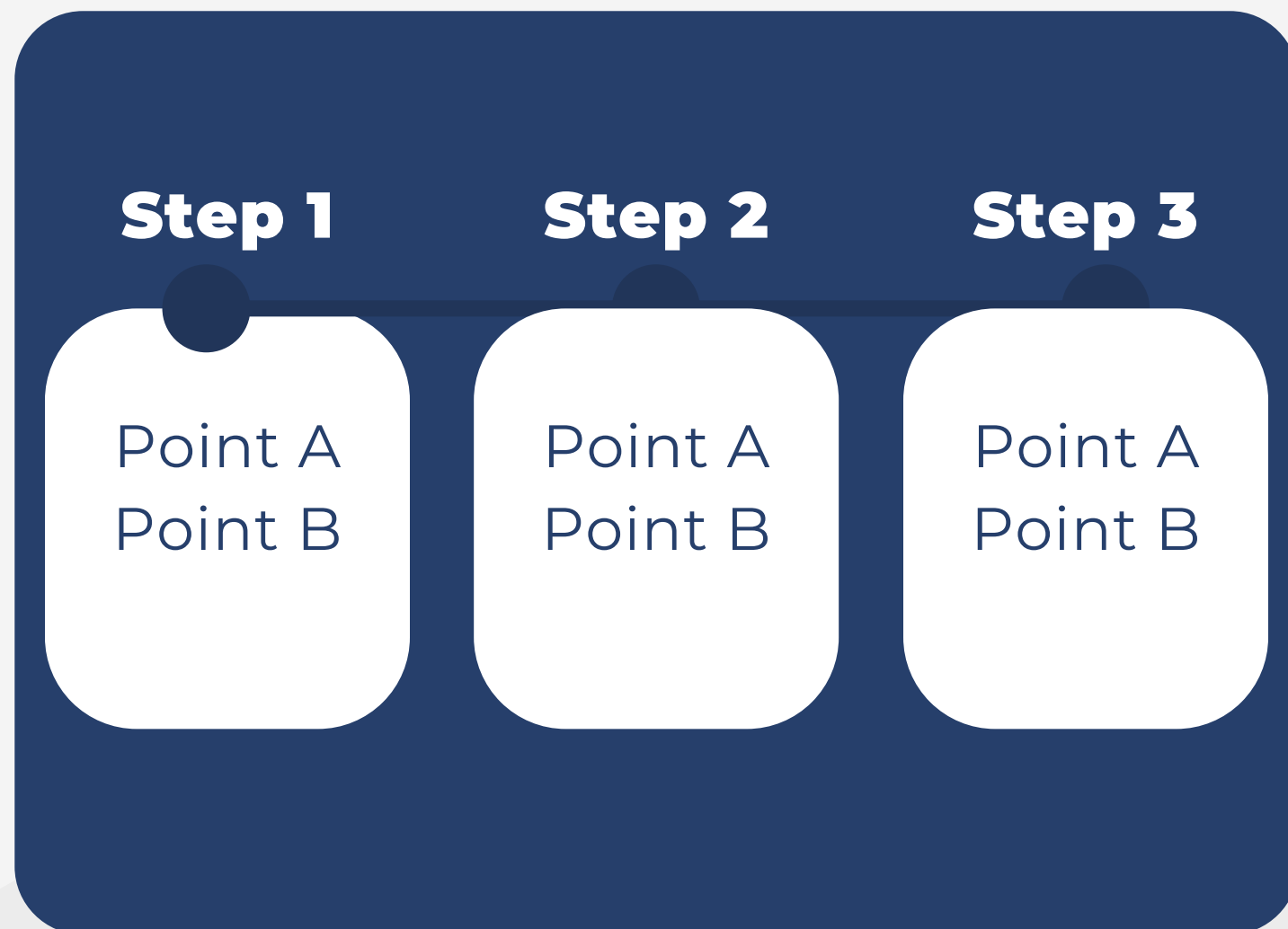


## Components of a Whole

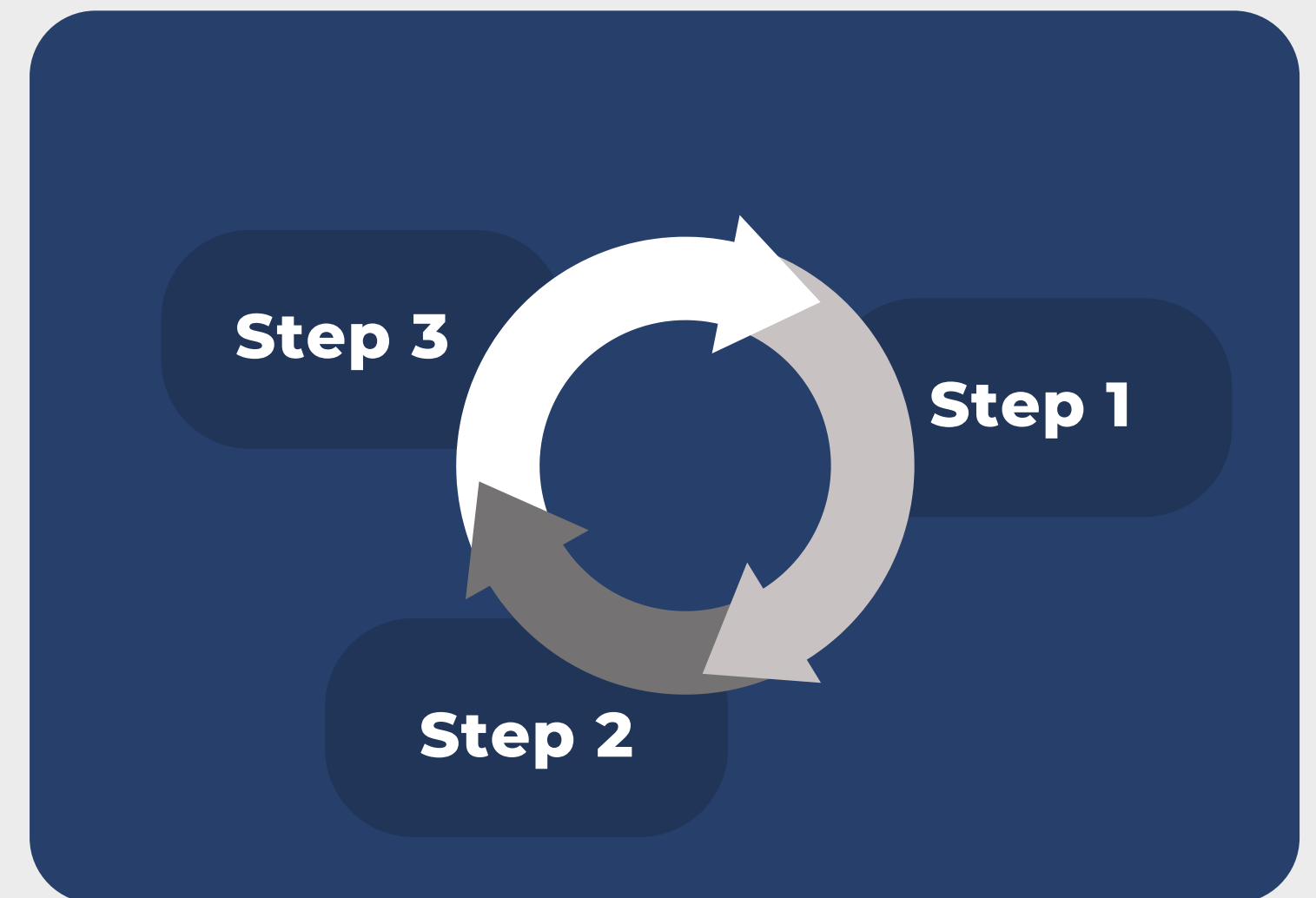


# DESIGNING EFFECTIVE SLIDES

## Linear Process

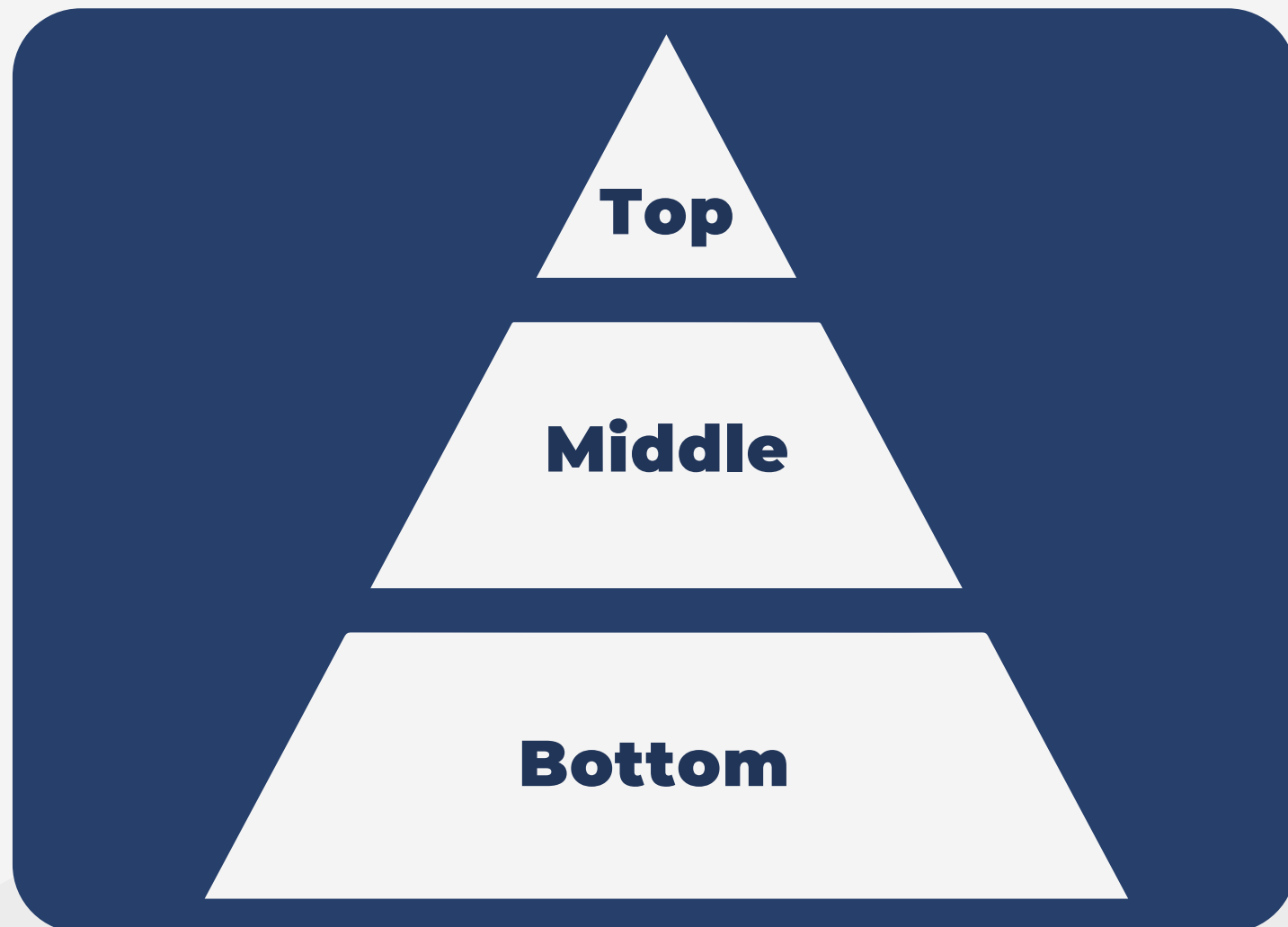


## Circular Process

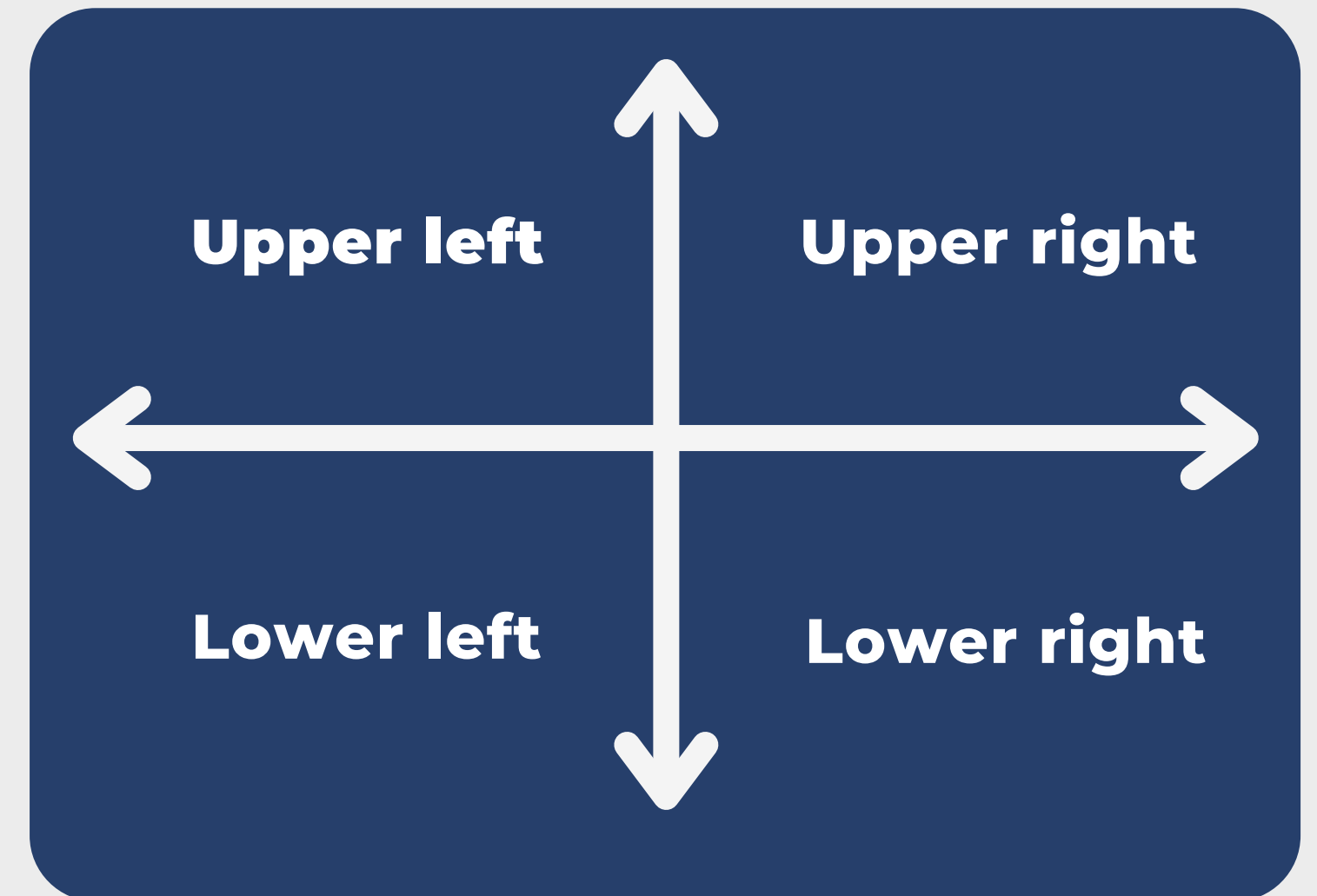


# DESIGNING EFFECTIVE SLIDES

## Hierarchy



## Matrix



# ***SELECTING DESIGN ELEMENT***

**Color**

**Artwork**

**Typefaces**

**Type Styles**



# ***TYPEFACES AND TYPE STYLES***

- Avoid script or decorative typefaces, except for limited, special uses.
- Use serif typefaces with care and only with larger text.
- Limit the number of typefaces to one or two per slide.
- When using thinner typefaces, use boldface.
- Avoid most italicized type
- Avoid all-capitalized words and phrases.
- Allow extra white space between lines of text and be consistent

# ***MAINTAINING DESIGN CONSISTENCY***

## **OBTAIN CLEAN, PROFESSIONAL LOOK**

### **Slide Masters**

- Color Choices
- Font Style
- Design Elements

### **Predefined Layouts**

- Titles
- Graphic Art
- Bulleted Text



# ***CREATING EFFECTIVE SLIDE CONTENT***

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**Writing Readable  
Content**

**Creating Charts and  
Tables for Slides**

**Adding Animation  
and Multimedia**

**Integrating Mobile  
Devices in  
Presentation**

# ***GUIDELINES FOR CHARTS AND TABLES***

- Reduce the detail
- Simplify
- Shorten numbers
- Limit the amount of data shown
- Highlight key points • Adjust the size and design



# ***COMPLETING SLIDES AND SUPPORT MATERIAL***

# ***CREATING EFFECTIVE SLIDE CONTENT***

**Readable**

**Consistent**

**Simple**

**Audience  
centered**

**Clear**

**Concise and  
grammatical**

**Focused**

**Fully  
operational**

# ***CREATING NAVIGATION AND SUPPORT SLIDES***

- Title Slides
- Agenda & Program Details
- Navigation Slides



# ***CREATING EFFECTIVE HANDOUTS***

- Complex charts and diagrams
- Articles and technical papers
- Case study materials
- Recommended resources
- Copies of presentation slides

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# REFERENCE

- Chapter 17 - Enhancing Presentations with slides and Other visuals,  
[https://scele.cs.ui.ac.id/pluginfile.php/149990/mod\\_resource/content/2/Ch.%2017%20Enhancing%20Presentation%20with%20Visuals.pdf](https://scele.cs.ui.ac.id/pluginfile.php/149990/mod_resource/content/2/Ch.%2017%20Enhancing%20Presentation%20with%20Visuals.pdf)
- Blue Modern Company Profile Presentation Template  
<https://www.canva.com/templates/EAE9Ird5sAg-blue-modern-company-profile-presentation/>