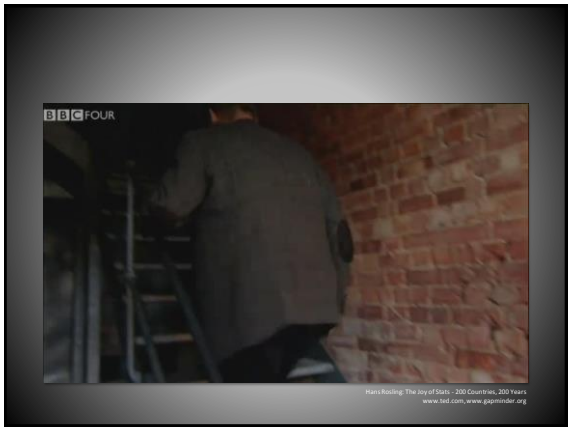
# Grafično oblikovanje

predstavitve




## DOBRE PREDSTAVITVE

**THEY ARE NOT**

# bullet points

**ampak,**

PowerPoint

- jih ponuja
  - tako lepo se da v njih nizati hierarhije dolgega besedila,
    - pa četudi slednje ne ponuja ničesar zanimivega ali pomembnega,
  - pomembno je le da je prosojnica čim bolj polna, da se izognemo praznemu prostoru,
    - čeprav bi bilo vendarle pametneje, če bi bilo besedilo natisnjeno na papirju in občinstvu dano vnaprej
- in rezultat
  - je sestavljanje "slidokumentov", ki občinstvu namesto odpiranja oči zapirajo ušesa,
  - ker večopravilnost je mit, in
  - večina ljudi ne uspe sočasno brati in poslušati,
  - lahko pa gleda in posluša.

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1:1

**10/20/30**

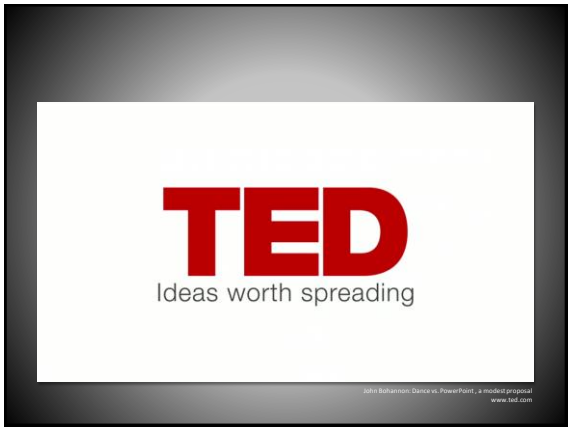
PechaKucha

**20x20**

Speed geeking

Ignite

**20x15**



so you want

# EXAMPLES

## Learning to ride a bike

- Put training wheels on the bike
- Raise the training wheels so you wobble
- Wear clothing and a helmet to protect yourself
- Remove the training wheels and practice falling on the grass
- Enjoy riding your bike wherever you need to go

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# Learning to ride

training wheels
wobble
clothing
grass
**GO!**

Less than 33%
of U.S. adults are at
a "healthy weight."
OECD Factbook 2007

"Ted Selker, a professor at MIT, reckons obsessive web browsing can cause attention spans to drop to as little as nine seconds — equivalent to a goldfish."

BBC (2002)

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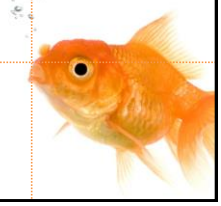
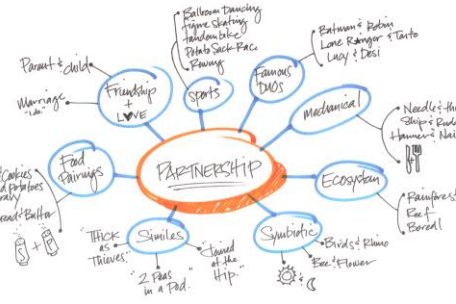
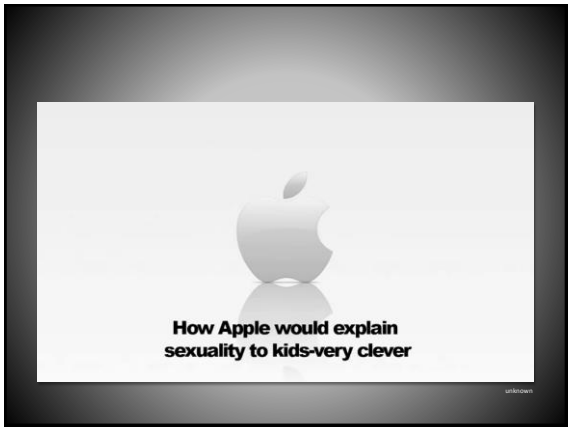


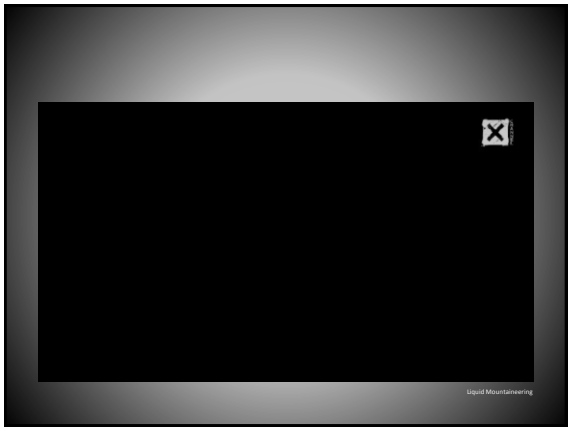
Seven Questions to Knowing Your Audience
Insert a representative picture or illustration of an audience member in this rectangle. It helps to put a face on the audience.
1 What are they like?
Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.
2 Why are they here?
What do they think they're going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.
3 What keeps them up at night?
Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.
4 How can you solve their problem?
What's in it for the audience? How are you going to make their lives better?
5 What do you want them to do?
Answer the question "so what?"—and make sure there's clear action for your audience to take.
6 How can you best reach them?
People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.
7 How might they resist?
What will keep them from adopting your message and carrying out your call to action?

Rule #1:
Postpone & withhold your judgment of IDEAS
Rule #2:
Encourage WILD exaggerated ideas
Rule #3:
Quantity Counts at this Stage. NOT Quality
Rule #4:
Build on IDEAS put forward by others
Rule #5:
every person's every IDEA has = worth


PARTNERSHIP
Friendship + LOVE
Parent & child
Marriage
Sports
Ballroom Dancing
Figure Skating
Tandem bike
Potato Sack Race
Famous "DUOS"
Batman & Robin
Lone Ranger & Tonto
Lucy & Desi
Mechanical
Needle & thread
Ship & Rudder
Hammer & Nail
Ecosystem
Rainforest
Reef
Boreal
Food Pairings
Milk & Cookies
Mashed Potatoes & Gravy
Bread & Butter
Similes
Thick as Thieves
2 Peas in a Pod
Joined at the Hip
Symbiotic
Birds & Rhino
Bee & Flower


How Apple would explain
sexuality to kids-very clever
unknown

Kevin Allocca: Why videos go viral
www.ted.com


Liquid Mountaineering

voice says. Don't believe me. listen and watch this.

"If you try to cheat in my class, I'll personally see to it that you have an exciting new permanent career in the fast food industry."

MS FH with drill instructor snarl

Okay, now let's try it a little differently

"If you try to cheat in my class, I'll personally see to it that you have an exciting new permanent career in the fast food industry."

LS from back of auditorium of tiny figure on stage

So what I mean? Remember, some of your class members are 50 feet or more away from you, so your facial expressions need to be larger than life.

Two shot left and right. Figure on stage, stage lights on and stage lights off.

Also, if there are any stage lights or spotlights in your auditorium, by all means use them, and get used to working with them

MS FH pacing

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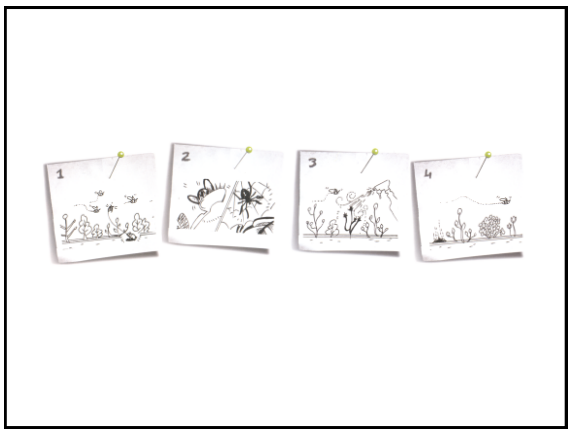
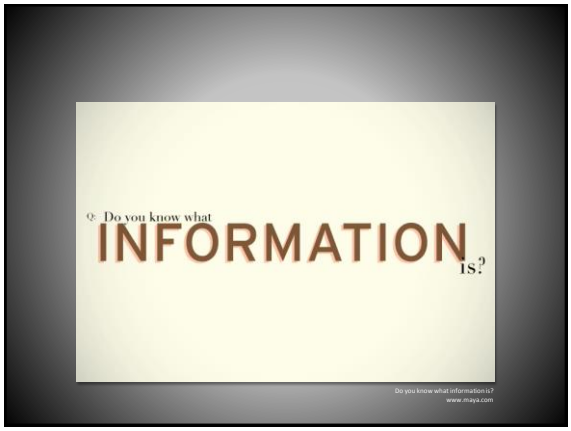
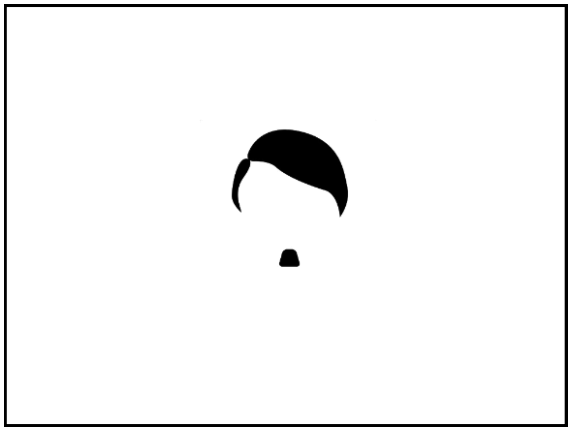
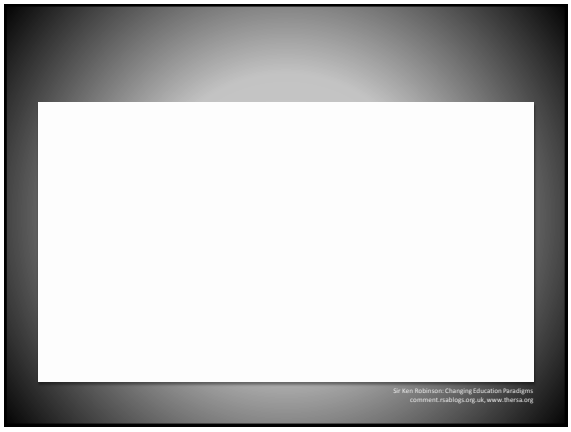



Do you know what
INFORMATION
IS?
Do you know what information is?
www.maya.com

Arthur Benjamin: The magic of Fibbonacci numbers
www.ted.com





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dodatna literatura

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Reynolds, *The naked presenter*
Duarte, *Slide:ology*
Duarte, *Resonate*