

Designing Slides

*Business and Administrative
Communication*

1. **Before you start**
2. Designing slides*
3. Comments generally made to students presenting power-point slides
4. Exercises

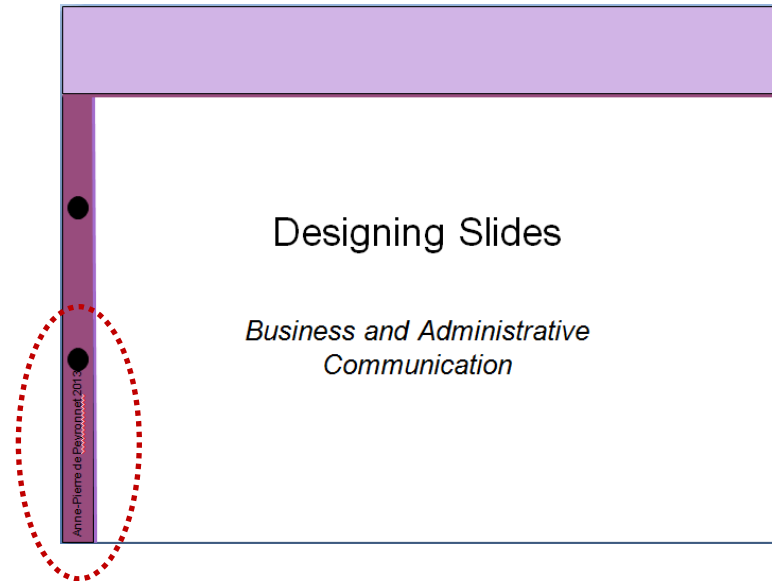
* Inspired by Kitty O. Locker's 'Business and Administrative Communication,' and prepared by Jayne A. Moneysmith at Kent State University Stark Campus

Anticipating the environment

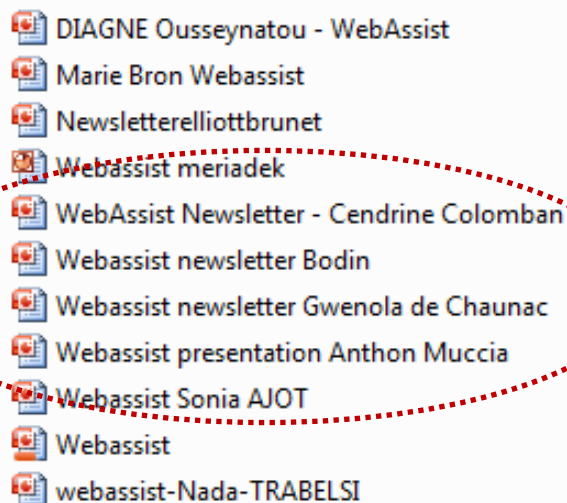
- What video equipment will you use?
 - Compatibility; wires; etc.
- How is the light in the room?
 - Text versus background
- How is the screen setup?
 - Big or small
- What is the layout of the room?
 - Does the audience face the screen?
- What is your audience like?
 - How do you get them to participate?

Identifying the author

1. Put your name(s) on the homepage



2. Include your name in the file name:
– Topic_name.ext



Why Page Design is Important

- An attractive document:
 - ☑ Looks inviting
 - ☑ Looks friendly
 - ☑ Is easy to read
- Good document design can save:
 - ☑ Time
 - ☑ Money
 - ☑ Legal problems
- The visual grouping of ideas makes a document's structure more apparent.

1. Before you start
2. **Designing slides***
 - a) **Eight guidelines**
 - b) Six rules for using Color Effectively
 - c) Best practices
3. Comments generally made to students presenting power-point slides
4. Exercises

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Eight Guidelines for Page Design

1

- Using white space

2

- Using headings

3

- Using capital letters

4

- Using typefaces

5

- Justifying margins

6

- Placing important elements

7

- Unifying elements in a document

8

- Using highlighting, decorative device, and color

1. Using White Space

~~Repositioning the historical brands : Gallo Grano Largo Fino & Gallo Doble~~

- Actual : advertising depicting mother and daughter cooking remembering the old times
 - This communication is old fashioned !
 - Competitors are communicating on factual (quality, price, easiness of cooking)
- => Gallo need to communicate on emotional and dynamic values.
- => provide imaginary, younger image, without losing credibility and quality.

- To separate points
- To emphasize points

2. Using Headings

- To group points
- To lead the reader through the document

1. Goal 1

A. Generality 1

- a. Finding 1
- b. Finding 2

B. Generality 2

- a. Finding 1
- b. Finding 2
- c. Finding 3

2. Goal 2

– Etc.

3. Using Capital Letters

- Limit the use of words set in all capital letters

FROM THE GEOMARKETING
TO THE PRODUCT STRATEGY

- NECESSITY OF ADAPTATION !!!
And not Standardization !

4. Using typefaces

- Limit the use of typefaces in a single document.

Why Page Design is Important

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 - Looks friendly, and
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 - Money, and
 - Legal problems.

Anne-Pierre de Peyronnet 2015

- Decide based on situation and audience

Introduction:

Gallo's general presentation

| | Gallo in Italy | Arrocera in Argentina |
|---|---|--|
| Retail rice market share in 1991 | 21% (volume) | 17.5% (volume) 23.7% (value) |
| Distribution | Modern commerce: 64% of Gallo's value sales A network of 60 agents & brokers sells to retailers (no company sales force) | Supermarkets: 75% of Gallo's retail sales 90%: a company's sales force 10%: agents serving remote areas |
| Competition | <ul style="list-style-type: none">• 3 major national brands<ul style="list-style-type: none">- Flora- Curti-Buitoni- Scotti | <ul style="list-style-type: none">• 1 major competitor: Molinos• 2 minor competitors:<ul style="list-style-type: none">- Mocovi- Moneda• Bulk no-brand rice sellers |
| Product lines | <ul style="list-style-type: none">• 3 lines:<ul style="list-style-type: none">- Basmati (white rice)- Blund (parboiled)- Super-premium | <ul style="list-style-type: none">• 4 lines:<ul style="list-style-type: none">- Long grain- Parboiled- Integral (brown rice)- Dry mixes (risottos) |
| Advertising and promotion | Expenditure (1991): \$15,441 Planned expenditure: 15% of sales (1992) Gallo: 33% of total category media advertising Focus on brand's tradition, trustworthy image and culture | Expenditure (1991): \$562 |

Different market

**Ambassade du Royaume
d'Arabie Saoudite
Paris**





**سفارة المملكة العربية السعودية
باريس**

| | | | | |
|--|-----------------------------------|--|---------------------------------------|---|
| زيارة شخصية عائلية <input type="checkbox"/> | دراسة <input type="checkbox"/> | زيارة حكومية <input type="checkbox"/> | زيارة عمل <input type="checkbox"/> | زيارة تجارية <input checked="" type="checkbox"/> |
| Visite perso-familiale | Etudes | Visite administrative | Visite de travail | Visite commerciale |
| حاج/عمرة <input type="checkbox"/> | مروء <input type="checkbox"/> | إقامة <input type="checkbox"/> | عمل <input type="checkbox"/> | دبلوماسية/خاصة <input type="checkbox"/> |
| Hadj/Umra | Transit | Résidence | Travail | Diplo/Service |

Nom de la société (ou personne) visitée : صاحب العمل/ الذاتي :
SAUDI INVESTORS

Adresse et N° de tél : Jeddah, Arabie Saoudite عنوان صاحب العمل/ الذاتي و رقم الهاتف :

Nom et prénom du demandeur du visa : الاسم الكامل للطالب التأشيرة :
 Anne-Pierre, Marie, Georges de Peyronnet

Sexe Masculin ☒ Féminin ☐ ☐ أنثى ☐ ذكر ☐ الجنس

Date et lieu de naissance : 25/06/1968 PARIS 15^{ème} (75) تاريخ و مكان الميلاد :

Nationalité : Français Religion : Catholique الجنسية : الديانة :

Profession/Relation : Gérant SHIRALY المهنة/العلاقة :

Adresse et N° de tél du demandeur du visa : عنوان و رقم هاتف التأشيرة :
 1, rue Madame - 75006 Paris - France - +33 6 60 18 26 29

N° de passeport : 04K102361 رقم الجواز :

Lieu de délivrance du passeport : مكان إصدار الجواز :
 Préfecture de Police de Paris (02)

Date de délivrance : 13/10/2014 تاريخ إصدار الجواز :

Validité du passeport : 12/10/2014 نهاية صلاحية الجواز :

Destination : Jeddah جهة التحويل :

Nom et signature : Anne-Pierre de Peyronnet الاسم و التوقيع :

| Cadre réservé à l'administration | خاص للاستعمال الرسمي |
|--------------------------------------|----------------------|
| N° du visa | رقم التأشيرة |
| Type du visa | نوع و تاريخ التأشيرة |
| Validité du visa | مدة التأشيرة |
| Montant | المبلغ المحصل |
| رئيس القسم القنصلي | مفتي البيانات |
| Le Chef du Service Consulaire | Le contrôleur |

Service Consulaire

29, rue des gravières 92200 Neuilly sur Seine

Tel:01.47.47.62.63
Fax:01.47.47.16.97

www.saudiembassy.fr
amb.arabiesaudite@gmail.com

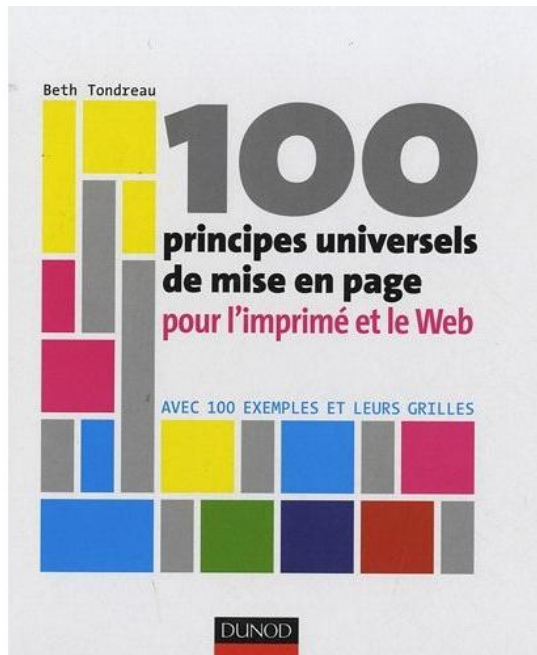
6. Placing important elements

- Important elements go in the top left and lower right quadrants of the page



7. Unifying elements in a document

- A grid of imaginary columns helps unify elements in a document



8. Using highlighting, decorative device, and color in MODERATION

Share the knowledge!



This weekend I watched an amazing video from [Mike Rowe of Dirty Jobs at a Ted Conference](#), and what really hit home is how many people struggle to be [new media douchebags](#) in a web 2.0 world. If you're the kind of person who wants to have 50,000 [twitter](#) friends, be a power Digg user, make the front page of [Techmeme](#), get mentioned on [Techcrunch](#), avoid getting mentioned in [Valleywag](#), and it isn't filling your wallet, then you are a **Web 2.0 Weenie Living on Bullshit Social Media Economics**.

[The Wall Street Journal](#) Official Site. As Low as €1.50 per Week. Get 24/7 Access Today! [wsjeuropesubs.com/Spain](#)

[Magnetic Bead](#) Automated magnetic bead platform for protein purification [www.abnova.com](#)

[4,000,000,000,000 A Day](#) Daily Turnover in The Forex Market Take Your Piece of the Action Now! [www.Easy-Forex.com](#)



AdChoices

Last week the reality cops showed up at the web 2.0 frat party and started shutting things down. Exactly what happened, [Robert Scoble got fired](#). Sure the PR folks and spin misters will say he left to go on to new endeavors and challenges, but in the real world if your sponsor cancels their ads, and your boss says we don't need you to show up on monday, you got fired. This isn't meant to be mean or hurtful, but listen Robert you were the poster boy for web 2.0 weenies riding that wave of pseudo celebrity for so long, now it's time to pay the piper.

Social media can be very productive and profitable, case and point Aaron Chronister (aka [the Mad Hat](#)) used it as tool to turn bacon and sausage into a [book deal](#). Dell uses [twitter as a 1 million dollar sales channel](#), and [JetBlue uses it to auction off airline tickets](#). Social media can and does work, when it's used as a tool to help you get work done, not when it's used as an excuse to get out of work, or not do work at all.

Get Reports & Measure Success

SPROUTSOCIAL



Get my Free Trial »

Social media should make you more productive, more efficient, and more profitable, by allowing you

11000+
CATEGORIES
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BUILDING SOLUTIONS**
45 PR5+ Backlinks
only \$295
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FREE & CUSTOM
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Services**
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SEARCH or SUBMIT
YOUR WEBSITE
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The Internet's
Oldest
Directory
Since 1994

Sell Your Webiste

We don't care that this banner is ugly. It got your attention didn't it? We also got attention of some serious website buyers. So if you want to sell an established website then [click here](#)

Rouper™ Buy & Sell Premium Websites

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presenting power-point slides

4. Exercises

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Use Color Effectively

1. Limit the number of colors you use in a document, slide, or screen.

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Use Color Effectively

2. Use color for main points, not details.

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Use Color Effectively

3. Be consistent. All points at the same level should use the same color.

3. **Be consistent.** All points at the same level should use the same color.

Use Color Effectively, *continued*

4. Create a unified look by:

- Repeating text color in numbers, bullets, and lines.
- Using the same color palette for your whole presentation or in a series or related documents

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- Repeating text color in numbers, bullets, and lines.
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Use Color Effectively, *continued*

5. Make sure that colors contrast with the background.

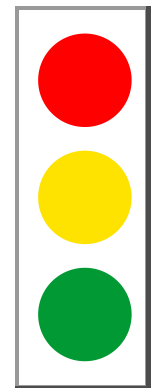
5. Make sure that colors contrast with the background.

Use Color Effectively, *continued*

6. Use colors that work with the cultural expectations of your audience.

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- Red = ?
- Green = ?



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To Design PowerPoint Slides



- ☑ Use a big font.
- ☑ Use bullet-point phrases.
- ☑ Make only three to five points on each slide.
- ☑ Customize your slides:
 - Adapt the style to your client

1. Designing slides*
2. **Comments generally made to students presenting power-point slides**
 - a) **Make a 1st good impression!**
 - b) Build your table of content rigorously!
 - c) Share your expertise
 - d) Serve your purpose!
 - e) Keep your audience's attention!
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Make a 1st good impression!

- Check:
 - ☞ Words for definition and spelling
 - ☞ Grammar rules when not sure
- NEVER, absolutely DO NOT:
 - ☠ Use franglais

Make a 1st good impression!

- Pay attention to your spelling:
 - “equavilent” instead of “equivalent”
 - “RECOMMADATIONS”

Make a 1st good impression!

- Pay attention to your grammar:
 - argentine vs Argentinean / Argentinian
 - “MICHELIN propose...” MICHELIN is singular!

Make a 1st good impression!

- Choose your words carefully
 - “Problematic” vs “Case study”

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Build your road map rigorously!

- When asked to work on a specific subject:
 - ☞ Make sure digressions are self-explanatory

The Argentinean consumer rice market:

- ☠ *“For Polish, rice is obviously not essential in their food diet.”*
- ☠ *“Argentineans are good consumers, moreover, the Italians consider rice as a good alternative to pasta.”*

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Share your expertise

- Become an expert of the Argentinean consumer rice market
- ☞ Focus on the most urgent and really dig into that issue:
 - introduce **numbers** and make them talk:
 - Use Excel to crunch those numbers !
 - Use charts to put numbers in perspective !
 - introduce **facts**:
 - Follow up with analysis!

What do you remember here?



Improving the visual impact of the slide

Market shares
Volume Market
Share (%)

White Rice
Volume Market
Share (%)

Parboiled Rice
Volume Market
Share (%)

| | 1990 | 1991 | 1990 | 1991 | 1990 | 1991 |
|---------------|------|------|------|------|------|------|
| Gallo | 19.1 | 21.1 | 16.4 | 17.3 | 31.3 | 35.4 |
| Flora | 8.1 | 8.8 | 11.1 | 10.2 | 7.8 | 5.6 |
| Curto-Buitoni | 10.5 | 9.2 | 7.0 | 7.5 | 43.3 | 40.9 |
| Scotti | 15.9 | 6.1 | 15.5 | 17.3 | 14.2 | 12.2 |

Improving the visual impact of the slide

Market shares

Volume Market
Share (%)

| | 1990 | 1991 |
|---------------|------|------|
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Improving visual impact of the slide

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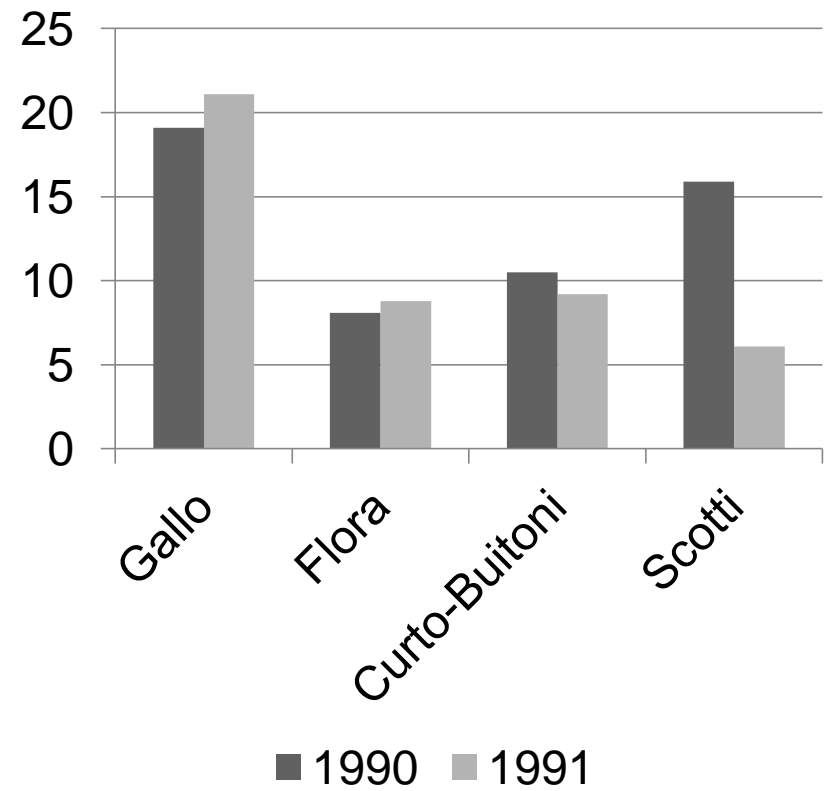
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Gallo reinforces its share on global rice market



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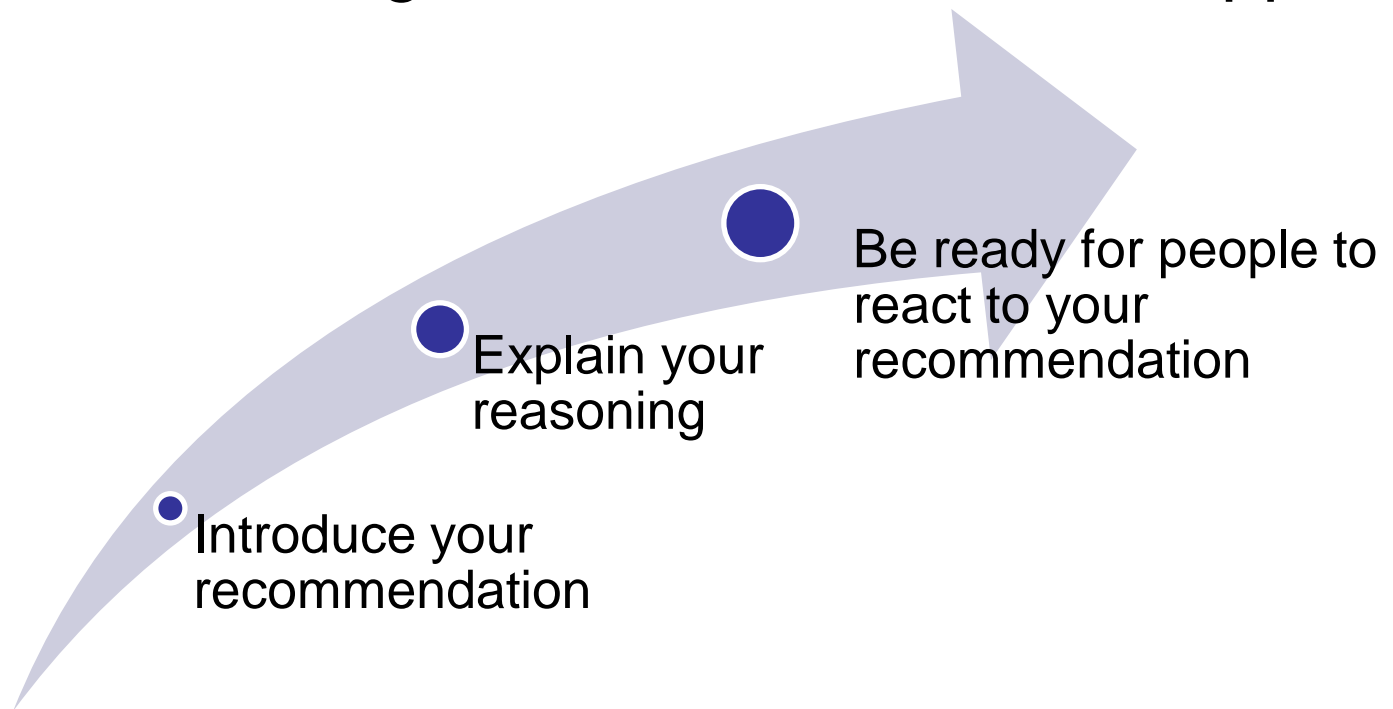
- a) Make a 1st good impression!
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Serve your purpose!

- In general, you are asked to present a recommendation!
- Slides are working documents meant to support a case



Presenting your recommendation

Analysis & Recommendation

- Launched in 2001, XYZ has established itself as a leading online source for “all things capable of making life prettier.”
- Our analysis will try to identify the ingredients of the XYZ recipe.

Support your case

XYZ is a place:

1. With excitement built into its genes
2. Where shopping is for different categories
3. A market place
4. A magazine about design
5. A brick & mortar showroom

Set yourself as the reference!

- Your slides must help bring your audience to your level of expertise:
 - Your audience will take notes on your slides, analyze them, etc.
- Include enough information on your slides

Understand the Name

➡ Excitement is built into the brand

- **XYZ=Dibs:**

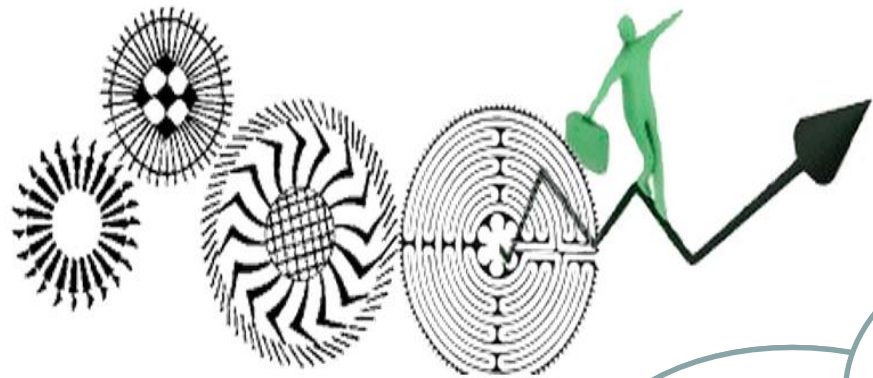
- a claim, a right:

- ‘I have *dibs* on that piece of cake’

- ↪ ‘I have dibs on what is presented on the website 1stDibs.com’

Serve your purpose!

- People do not expect you to entertain them
 - ☞ Looks are meant to support the content.
 - ☞ Animate your slides only when all else is perfect.



Des méthodes pragmatiques
pour rebondir sur l'actualité
de l'entreprise !

Even if
early, try
listen...

And we are
Okay, listen if
you want,
personally,
I'm going
back to bed !
see you !

NOTE FROM THE EDITOR

Des méthodes pragmatiques
pour rebondir sur l'actualité
de l'entreprise !

ZZzzzzZZzzzzzz

Okay thank you
everybody ! Have a
nice nigh... day !!

NOTE FROM THE EDITOR

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Keep your audience's attention!

- Present your road map:
 - ☞ It shows where you are on your presentation



ROADMAP EXAMPLE:

- Introduction: *Gallo's* general presentation
- **Conquering the Argentinean market...**
 1. Market Opportunity
 2. The local factors of success
 - 3. The 4P-recommendation**
 4. PUSH strategy vs. PULL strategy
- Conclusion

When you are done: Say so!



Thank you

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