YOU SUCK AT POWER POINT!
5 SHOCKING DESIGN MISTAKES YOU NEED TO AVOID

Approximately 350 PowerPoint presentations are given every second around the world...

and approximately
99% suck.

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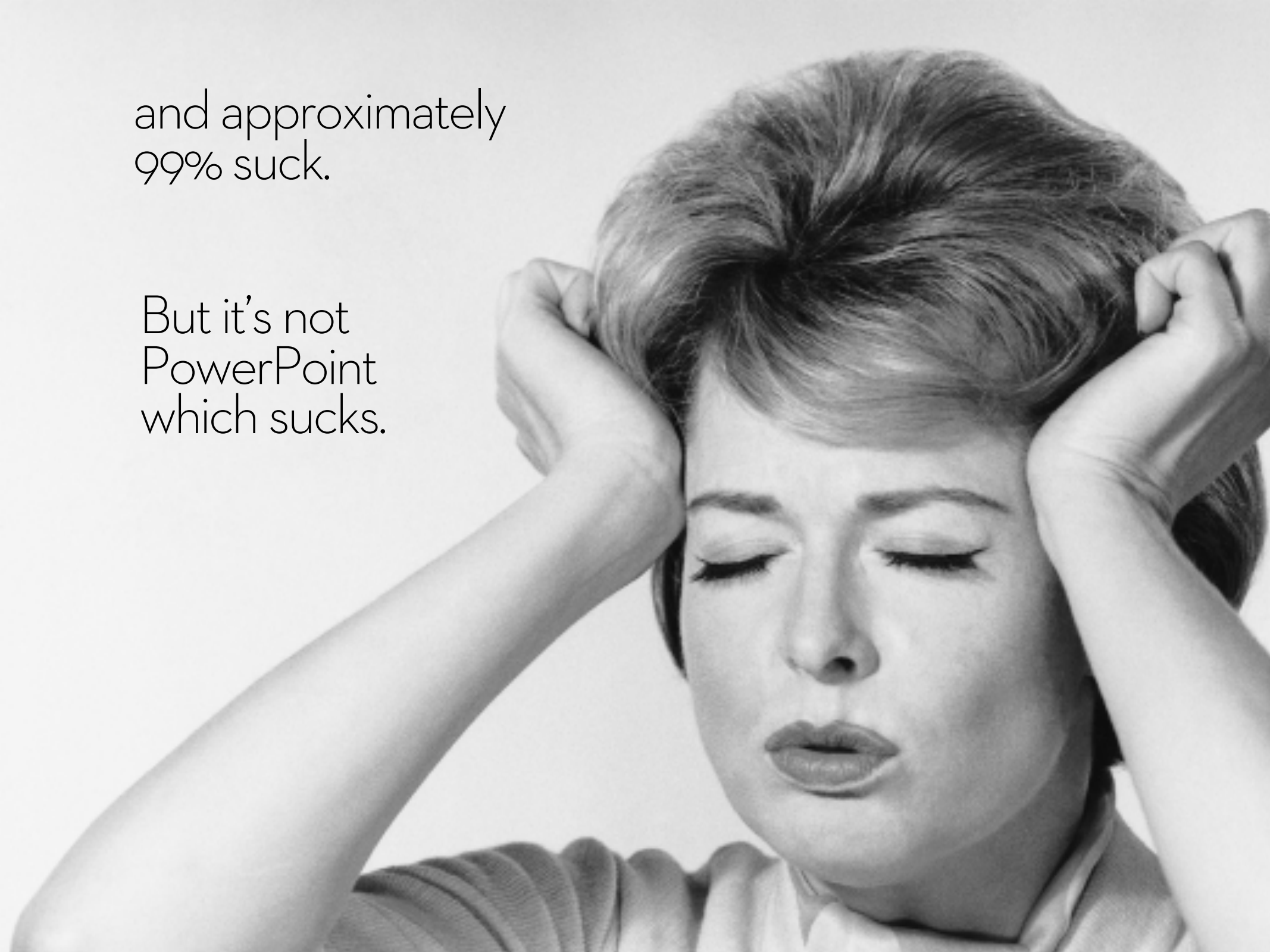
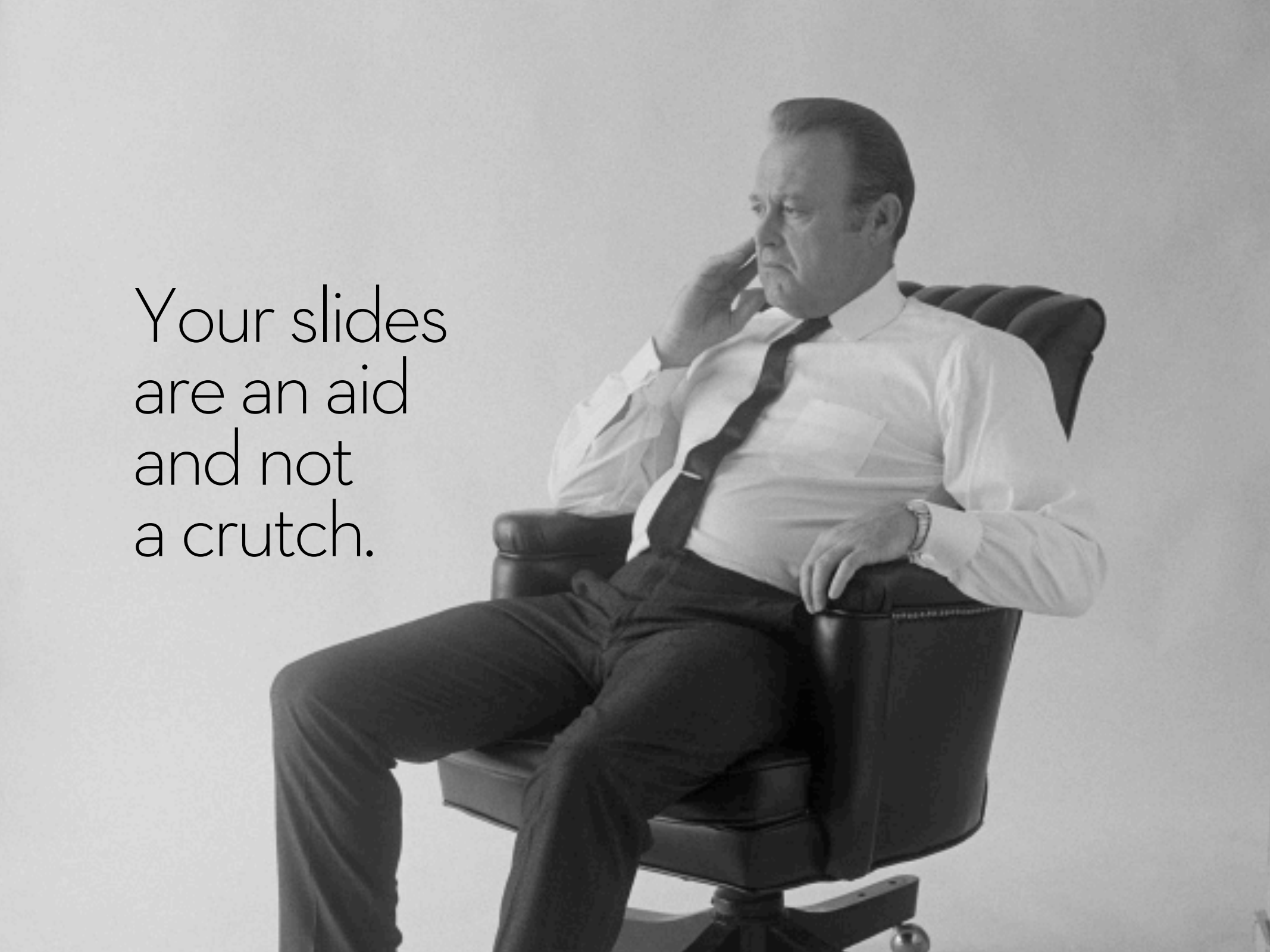
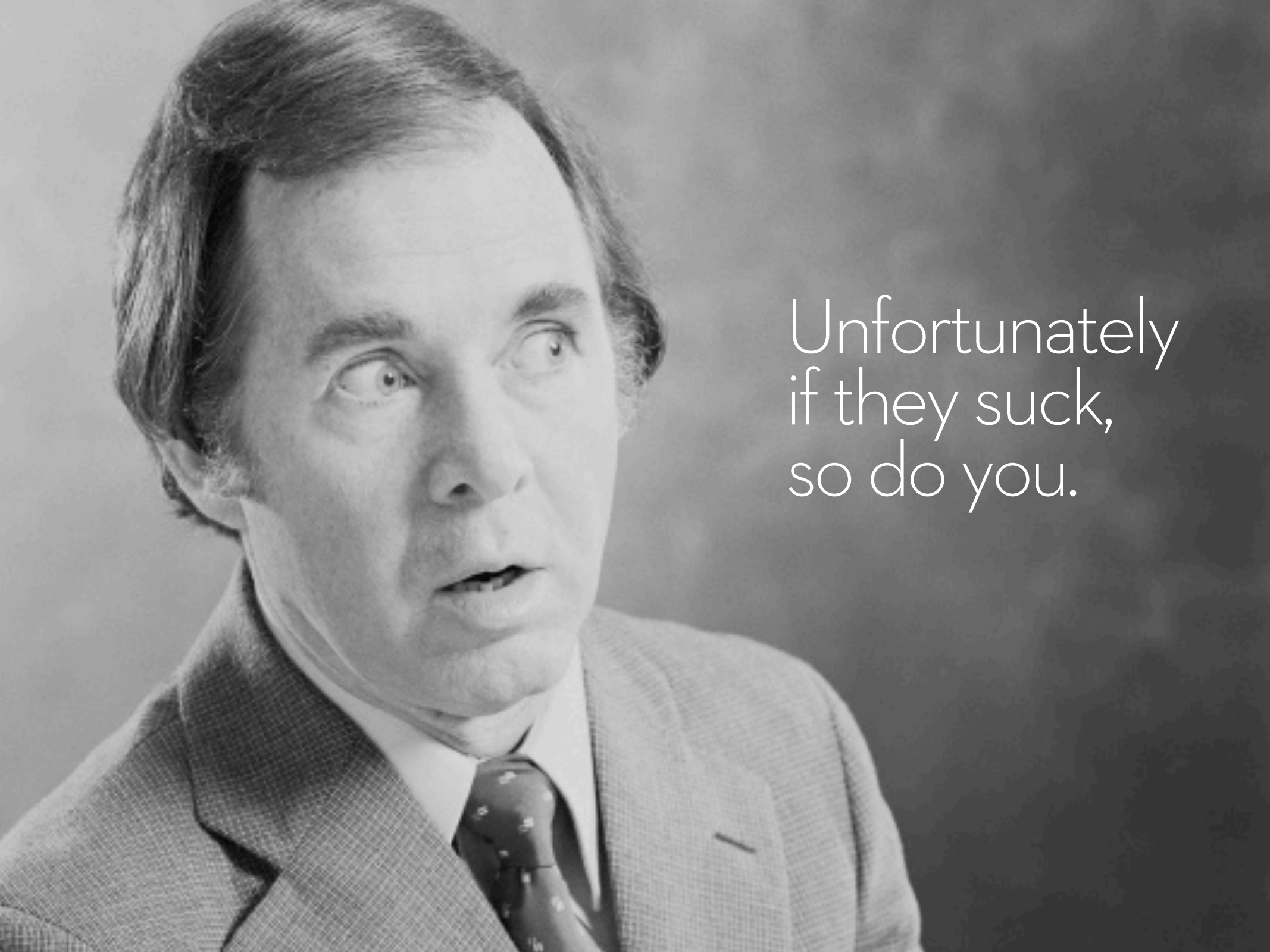
99% suck.

But it's not
PowerPoint
which sucks.



It’s the speaker
(you) who needs
to use it properly.


Your slides
are an aid
and not
a crutch.


Unfortunately
if they suck,
so do you.

Let's learn good presentation design
from other people's mistakes with...

5
SHOCKING
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TO AVOID

MISTAKE 1

# TOO MUCH INFO

Don’t vomit every piece of
information on your slides.

If you're going to put word for word what you're are going to say, hand over the slides and take a seat instead.

BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH

YOU'RE NOT GIVING A DOCUMENT, YOU'RE GIVING A PRESENTATION.
If your audience is reading what you're saying, then what's the point of you being there?

A good trick is to
keep one
main point
per slide.

This helps you with timing and prevents your audience from skipping ahead.

# Keep it relevant.

Effective communication is knowing what to cut out, so be a merciless editor.

Less slides means more time for interaction.

POINT ONE | X | POINT THREE | X | X | POINT SIX

Don’t over do it
with senseless data.

# Do the hard work

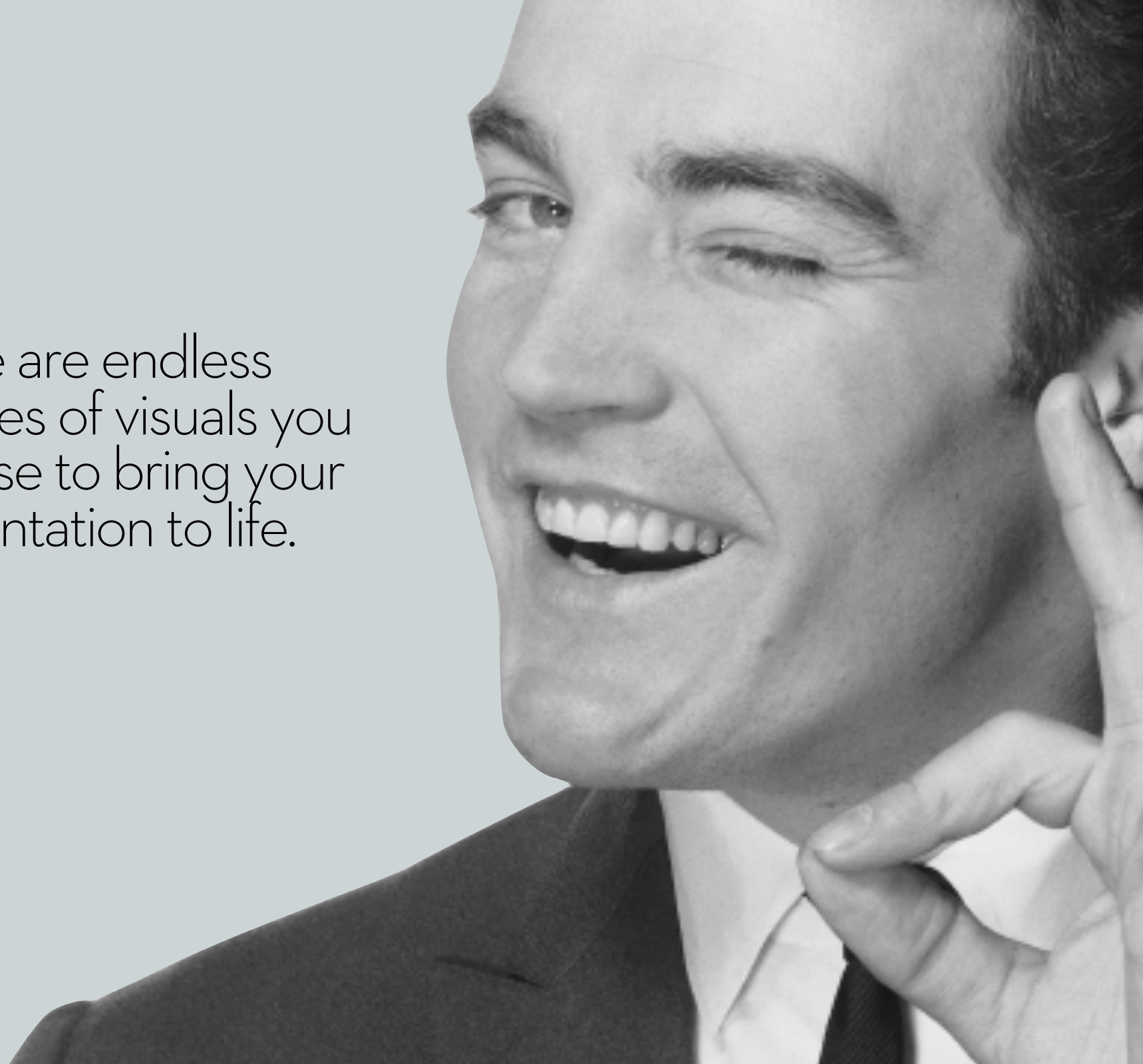
for your audience and turn that data into something which is meaningful.

MISTAKE 2

# NOT ENOUGH VISUALS

Deliver a bigger punch
with strong visuals.

There are endless sources of visuals you can use to bring your presentation to life.



A good place to start is:

iStockPhoto.com:
Royalty free
($$$)

Compfight.com:
Creative Commons
(free-ish*)

If you're going to use standard Microsoft clipart there's no hope for you, sorry.

*with conditions

You don’t have to use cheesy stock photos.

You don't have to use cheesy stock photos.

Seriously, is it that much fun to work in a call center?

You don't have to use cheesy stock photos.

Seriously, is it that much fun to work in a call center?

Whichever visuals you use just remember to...

Design for this guy.

Design for this guy.

If it's unreadable, don't use it.

MISTAKE 3
CRAP
QUALITY

Don’t bore your audience with childish visuals.

Invest time in learning great design.

There are two shortcuts to great design

# Buy it:

Good design costs money.

Invest in professional images and typeface.

A little $$$ can give you significant advantage.

# Steal it:

You can reverse engineer almost any good design.

Take apart your favorite presentations, infographics, websites and figure out how it's done and remix it into something new.

EverythingIsARemix.info is a great place to start to learn how to steal great design

a quick tip on typeface:

# DON'T USE $!*#& FONTS!

Tahoma
Microsoft Sans Serif
Arial
Verdana
Courier New
Times New Roman
Trebuchet MS
Lucida Console
Comic Sans MS...
are $!*#& fonts

# Google ‘beautiful fonts’

and you’ll find plenty of handpicked fonts
by some of the best designers.

Here's an example of a free font that looks, um, delicious.

# exljbris Font Foundry

## Delicious

The Delicious is a font I designed because of my admiration for typography. It got a bit out of hand and in two years it resulted in a complete font family.

AaBbCcDdFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxZz!?(&%*€)

## Character shape

Every character has a unique shape. Consistency in spacing, not in the character shape.

bdqp *bdqp*

While 95% of your colleagues use PowerPoint, it doesn't need to be your only option.

For 22 years PowerPoint has been the standard for delivering presentation.

But not anymore.

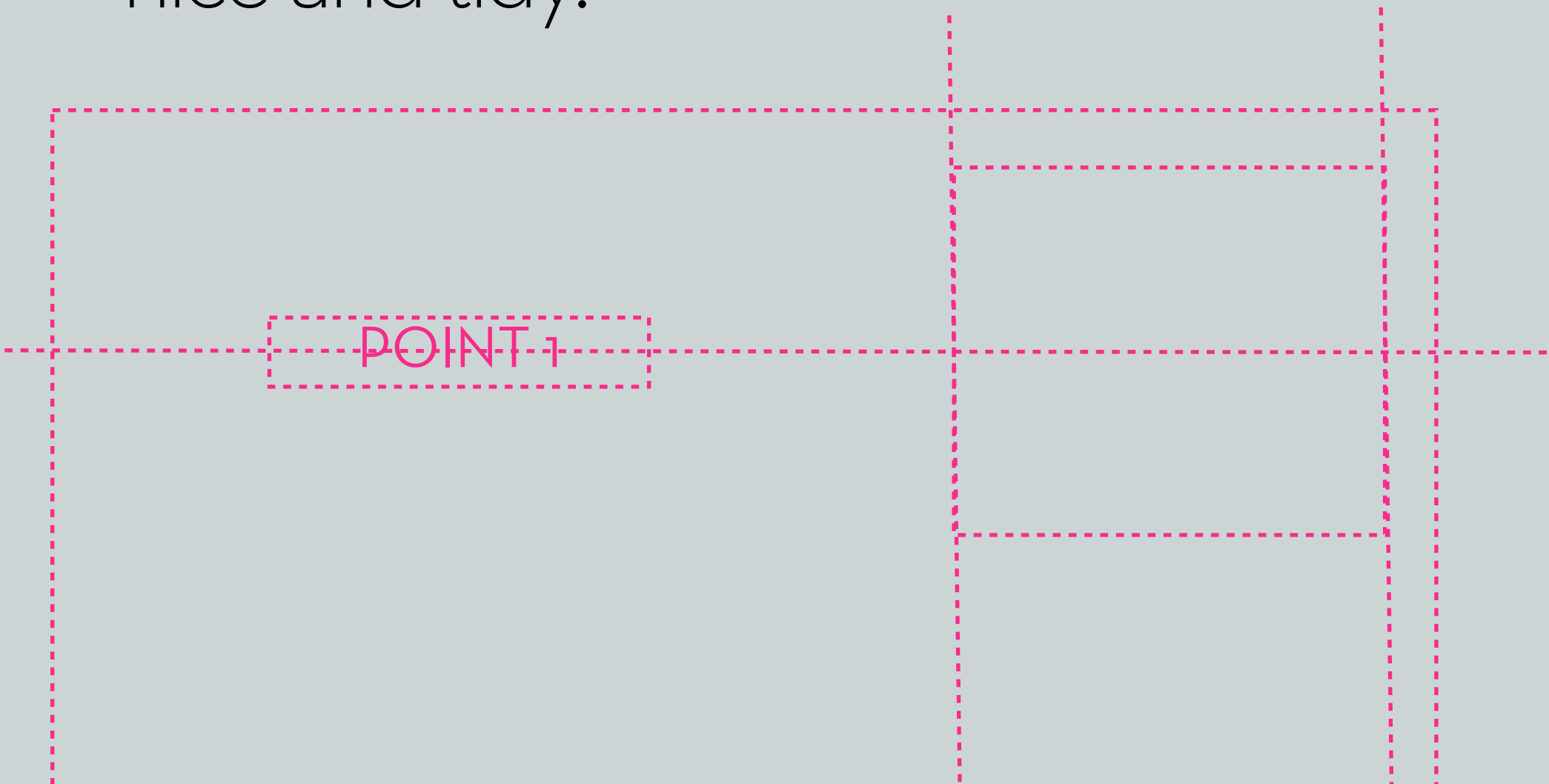
Experiment with different presentations tools and see which one produces the best results

MISTAKE 4
VISUAL VOMIT

Whitespace is a good thing.

Be mindful
spacing and
alignment...

and keep everything
nice and tidy.

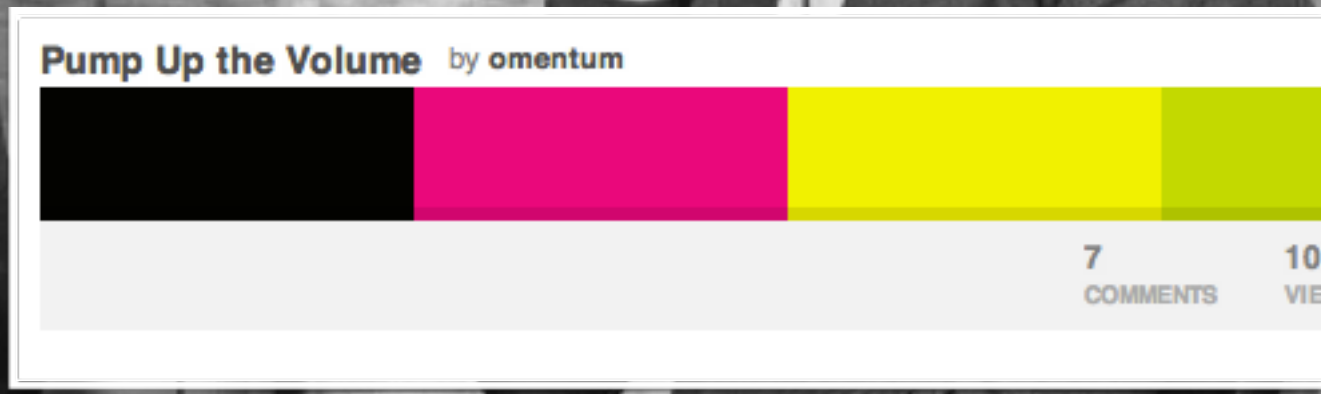


Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.

It also helps to separate your presentation into recognizable sections.

Use a collection of visual assets
that belong together...

and always stick to a color scheme.



ColorLovers.com is a great source of color schemes

And the most shocking
design mistake...

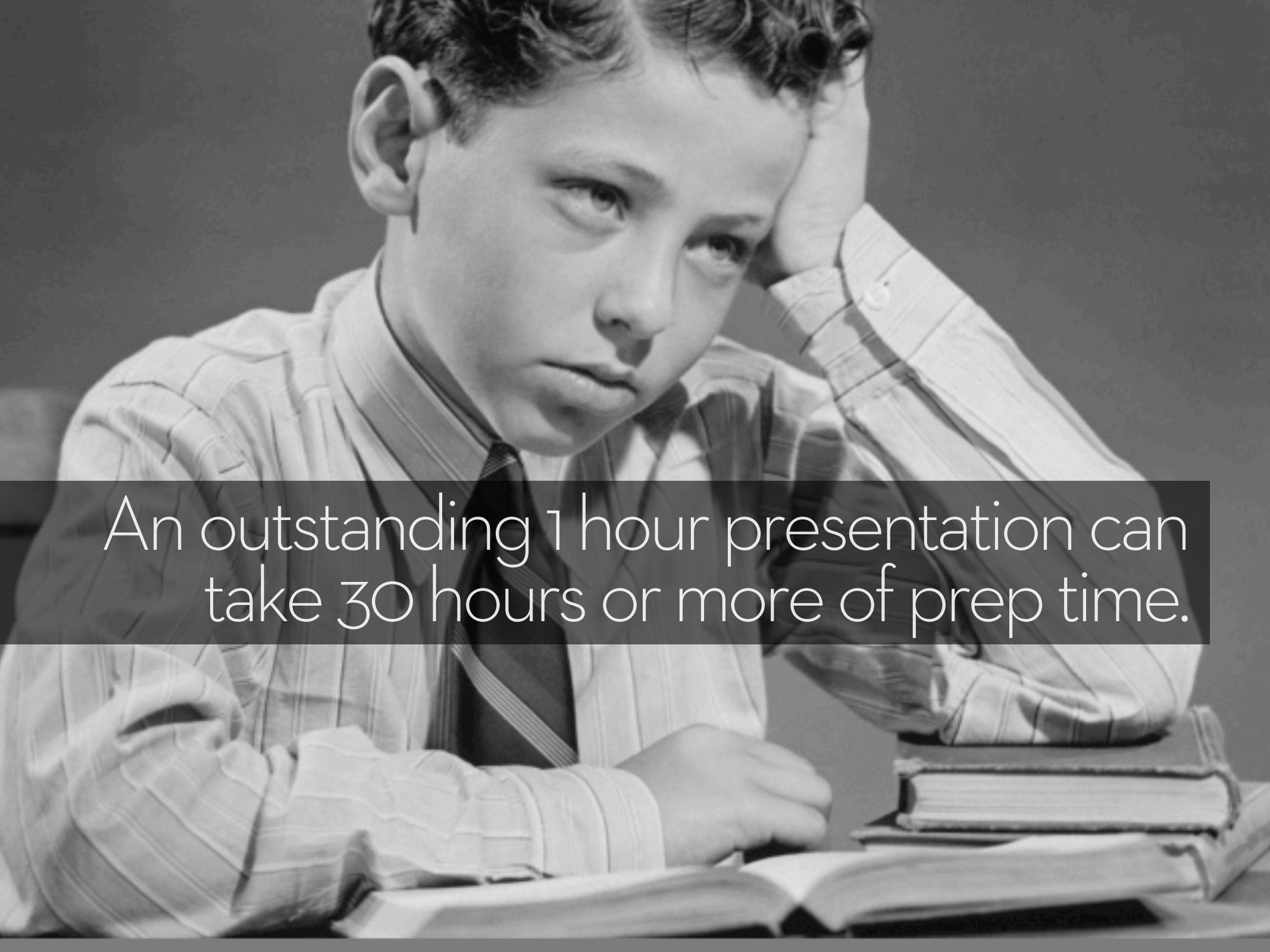
MISTAKE 5

# LACK OF PREP

Most presentations suck because not enough time went into making them. Period.

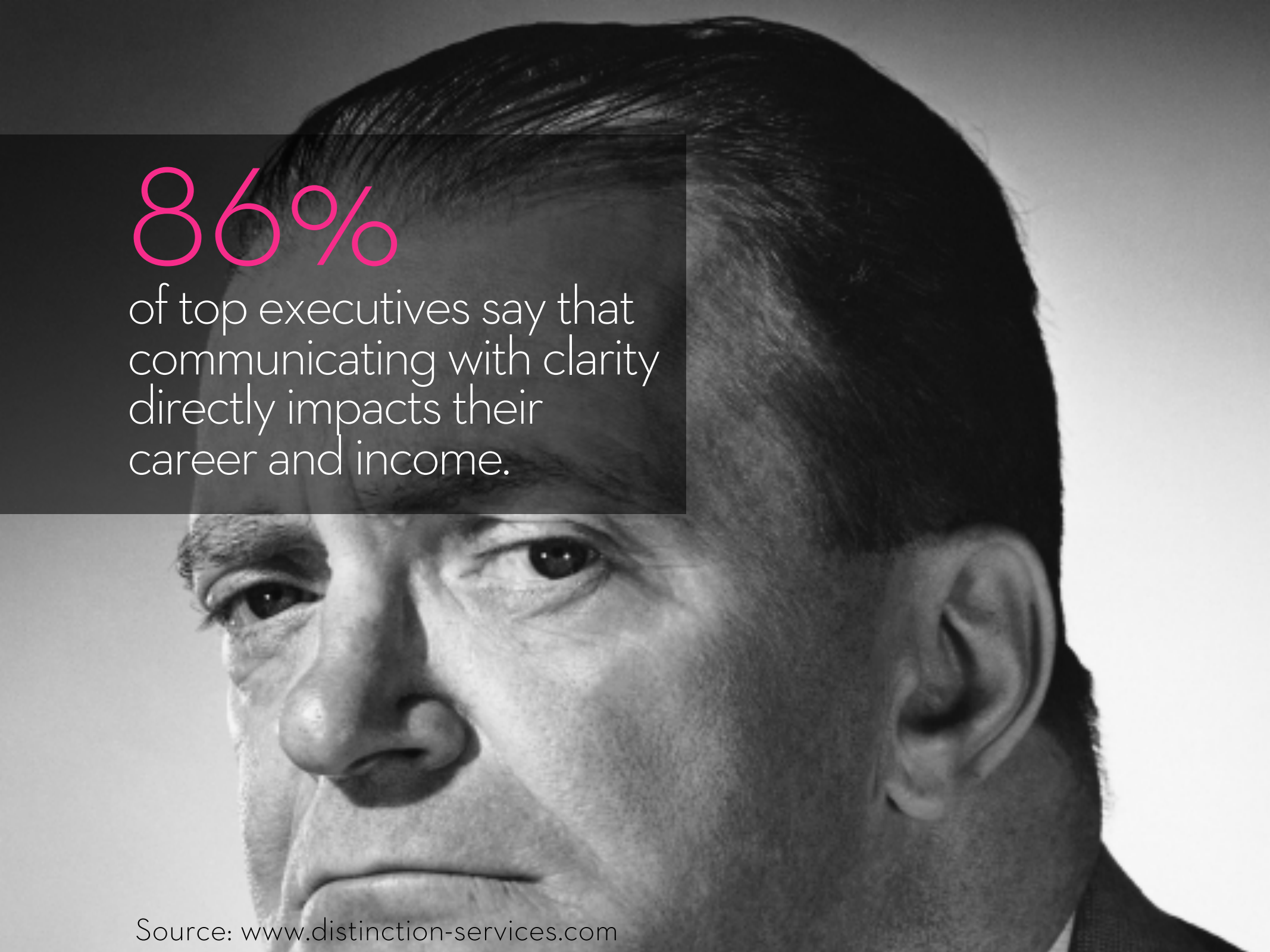
You need to craft the perfect story,
create beautiful looking slides to support it
and then rehearse, rehearse, rehearse.

... and not the night before.


An outstanding 1 hour presentation can
take 30 hours or more of prep time.

Ya, exactly.

It’s all about being organized
and planning ahead.
Have a system for collecting your ideas
to rework them into a masterpiece.




Source: www.distinction-services.com

Source: www.distinction-services.com

Design, don't just slap something together.
If your presentation sucks, don't blame PowerPoint.

Let's recap...

# MISTAKES TO AVOID:

Let's recap...

# MISTAKES TO AVOID:

TOO MUCH INFO

NOT ENOUGH VISUALS

HORRIBLE QUALITY

VISUAL VOMIT

LACK OF PREP

# But wait!

A nicely designed presentation
is not the most important part.

Yes the best speakers grip an audience by telling a story and showing some slides to support that, but...

Yes the best speakers grip an audience by telling a story and showing some slides to support that, but...

the boldest among them do away with slides entirely and go naked.

Before you become a master presentation designer you must be a great storyteller first.

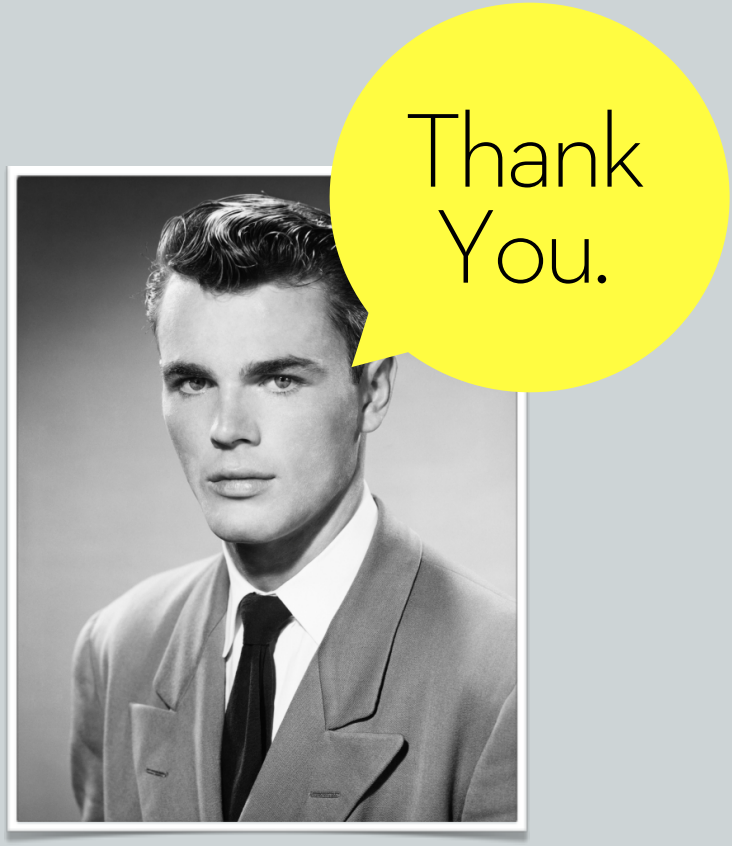
One of the best resources to help you with this is Resonate by Nancy Duarte.

I promise to never
design a presentation
that sucks ever again.

.....

(you sign here)

Now go on tiger, we need you to not suck.




Please share this presentation.

Together let's rid the world of PowerPoint that sucks.

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twitter.com/jessedee
slideshare.net/jessedee

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