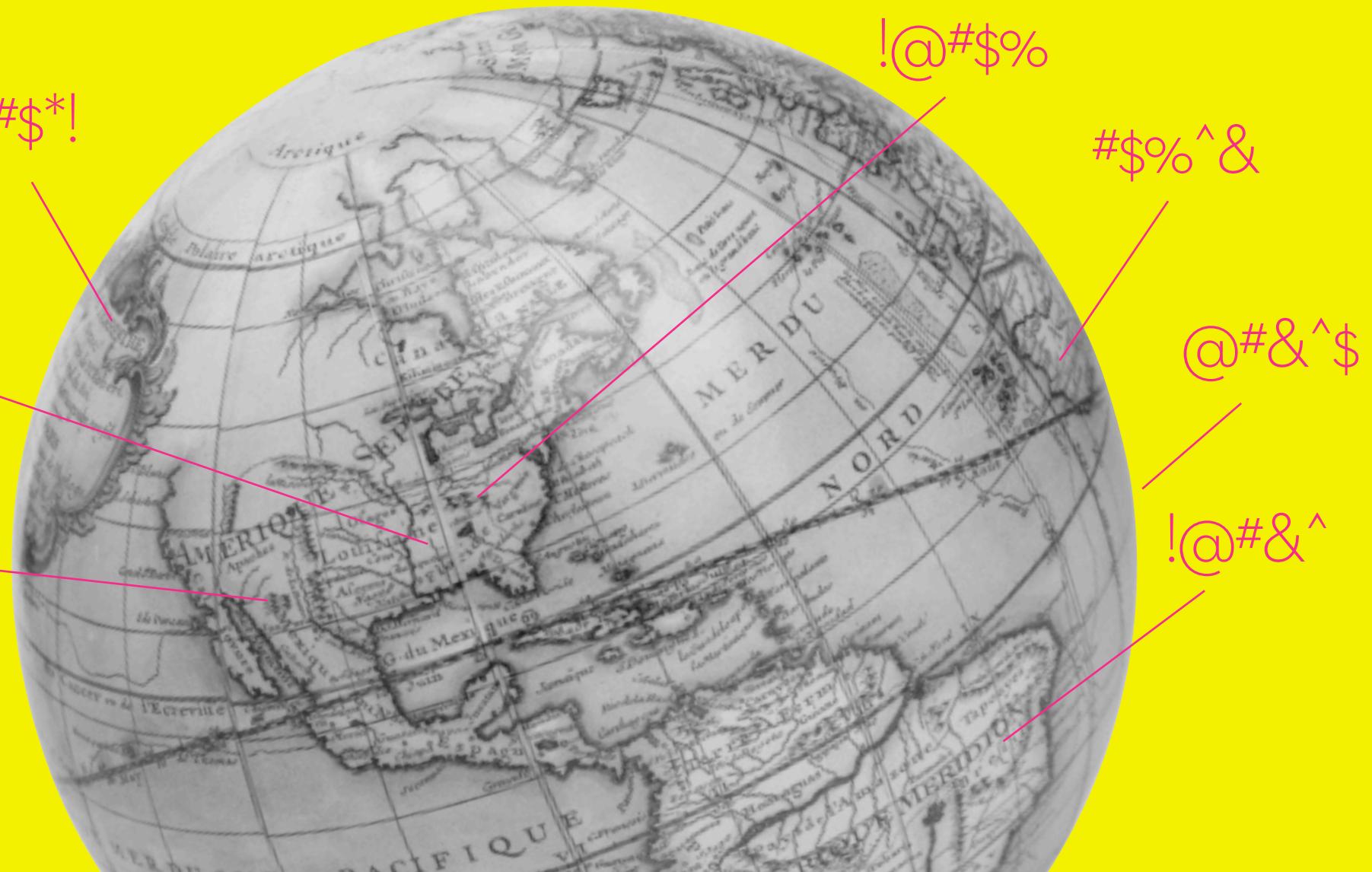




**YOU  
SUCK AT  
POWER  
POINT!**

**5 SHOCKING DESIGN MISTAKES  
YOU NEED TO AVOID**

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



and approximately  
99% suck.



and approximately  
99% suck.

But it's not  
PowerPoint  
which sucks.

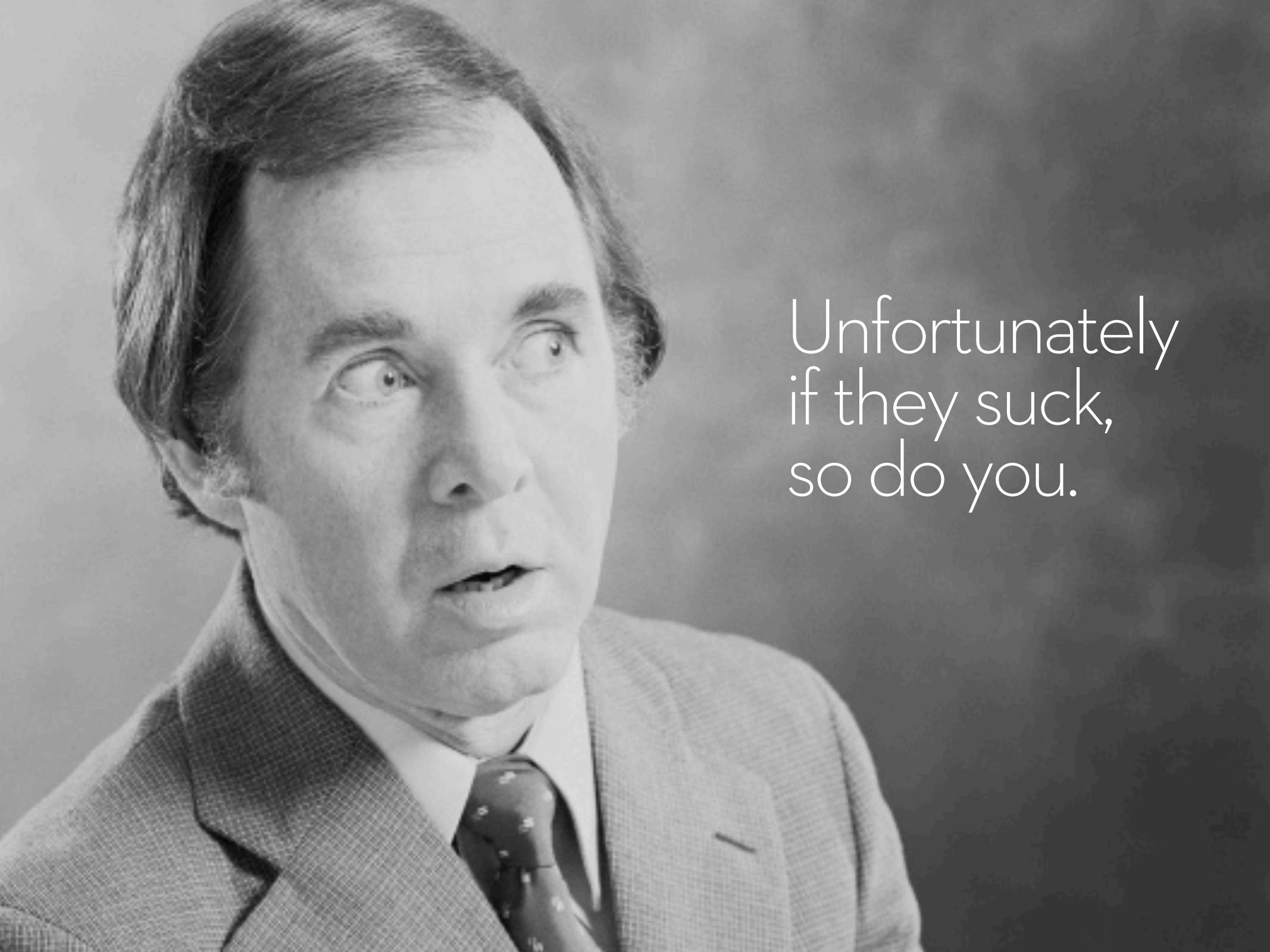


A black and white photograph of a woman with light-colored hair, wearing a pearl necklace and a dark suit jacket over a white collared shirt. She has a wide-eyed, shocked expression with her mouth wide open. Her right hand is resting against her chin, with her fingers partially hidden in her pocket. The background is plain and light.

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

Your slides  
are an aid  
and not  
a crutch.



A black and white close-up photograph of a man with dark hair, wearing a light-colored suit jacket, a white shirt, and a dark tie. He has a wide-eyed, shocked, or surprised expression, with his mouth slightly open. The background is a plain, light color.

Unfortunately  
if they suck,  
so do you.



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



5

# SHOCKING DESIGN MISTAKES YOU NEED TO AVOID

A close-up photograph of a woman's face. She has her mouth wide open, showing her teeth, and her eyes are wide and looking directly at the camera with a shocked or surprised expression. Her hand is resting near her chin, supporting her head. The background is dark and out of focus.

MISTAKE

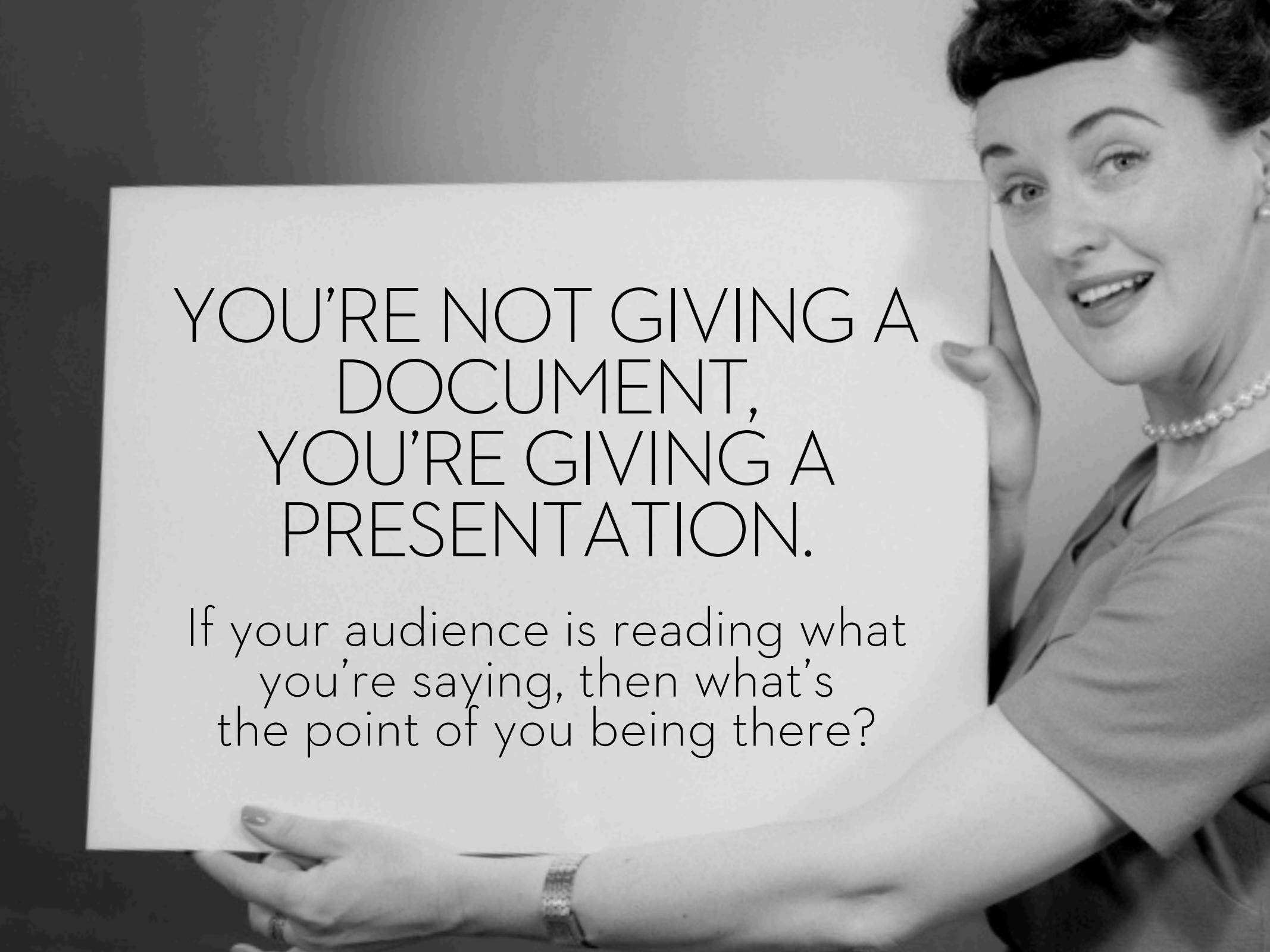
1

TOO  
MUCH  
INFO



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





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

PFOOP02  
U8234924  
WEFOIEWE  
QJEPOQIE  
49112942385  
2POIEQJFOV  
WHFPIWJEF  
FWETI FWTE

Don't over do it  
with senseless data.



Do the hard work  
for your audience and  
turn that data into  
something which is  
meaningful.



A close-up photograph of two women's faces. The woman on the left has blonde hair and is wearing a white collared shirt, looking directly at the camera with a wide-eyed, surprised expression. The woman on the right has dark curly hair and is wearing a dark top, also looking surprised. The background is blurred.

MISTAKE

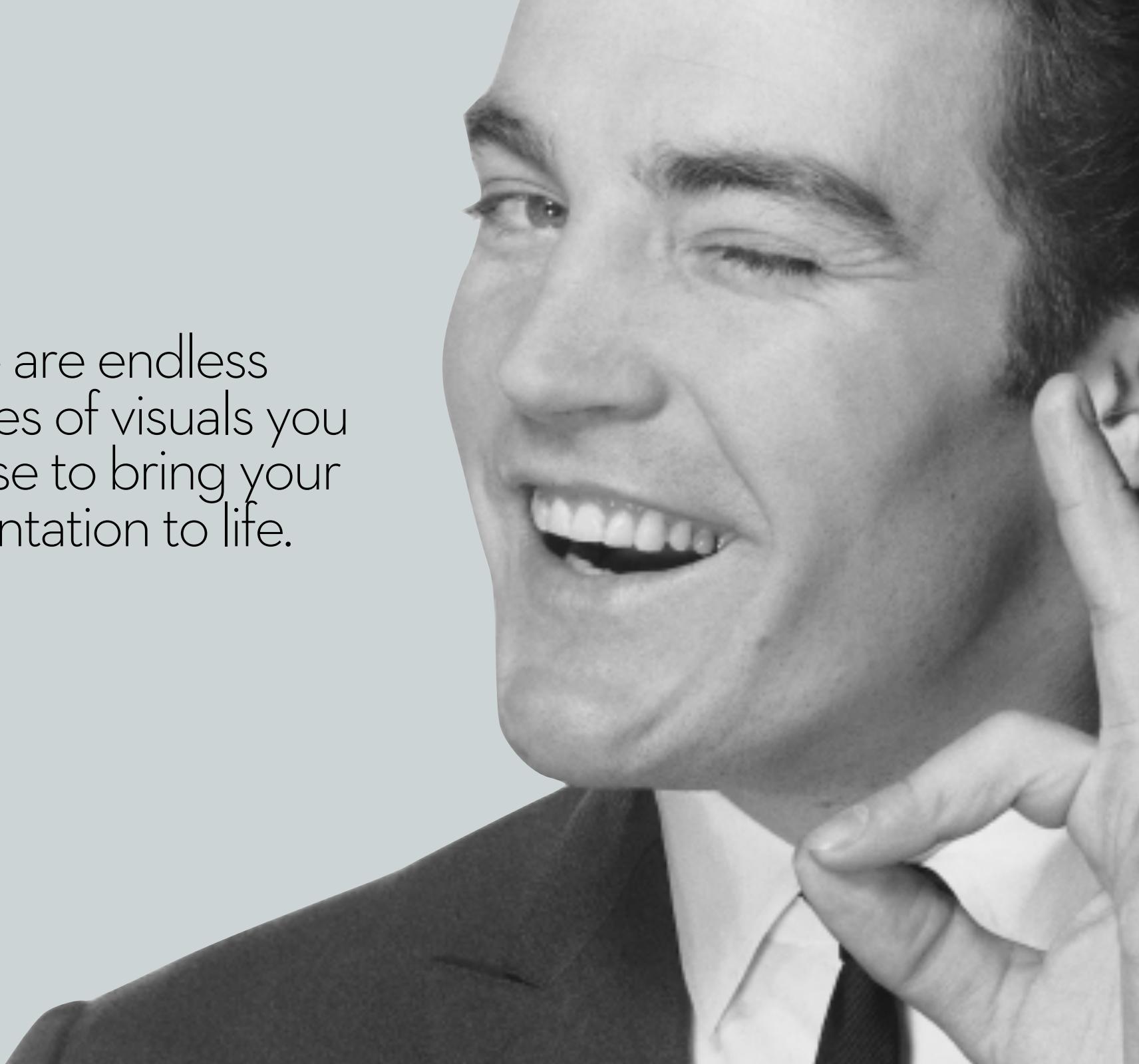
2

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.

A close-up photograph of a woman's face. She has a shocked or surprised expression, with her mouth wide open and her eyes looking directly upwards and to the right. Her hair is dark and pulled back. The background is a solid pink color.

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.

Google

Beautiful fonts

Google Search

I'm Feeling Lucky

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

# exlibris Font Foundry

## Delicious font family

### 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!?(æ%\*€)

### Character shape

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

b d q p b d q p

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

A close-up photograph of a woman's face. She has light-colored hair and is looking upwards and to the right with a shocked or distressed expression. Her mouth is slightly open, and her eyes are wide. The background is blurred.

MISTAKE

4

# VISUAL VÖMIT

Whitespace is a good thing.

A black and white close-up photograph of a woman's face. She has dark, wavy hair styled in a voluminous, layered cut. Her gaze is directed towards the left of the frame, with a neutral to slightly stern expression. Her eyebrows are well-defined and arched. She has a small mole or birthmark visible on her upper lip. She is wearing a light-colored, collared shirt, possibly a blouse or a jacket. The lighting is soft, creating gentle shadows on her forehead and around her eyes.

Be mindful  
spacing and  
alignment...

and keep everything  
nice and tidy.

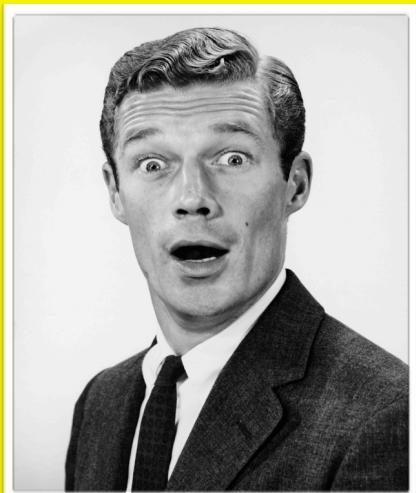
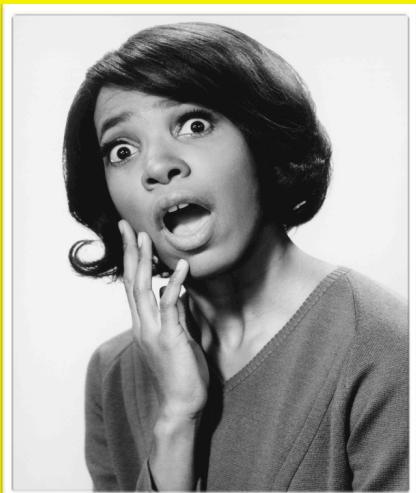
POINT 1

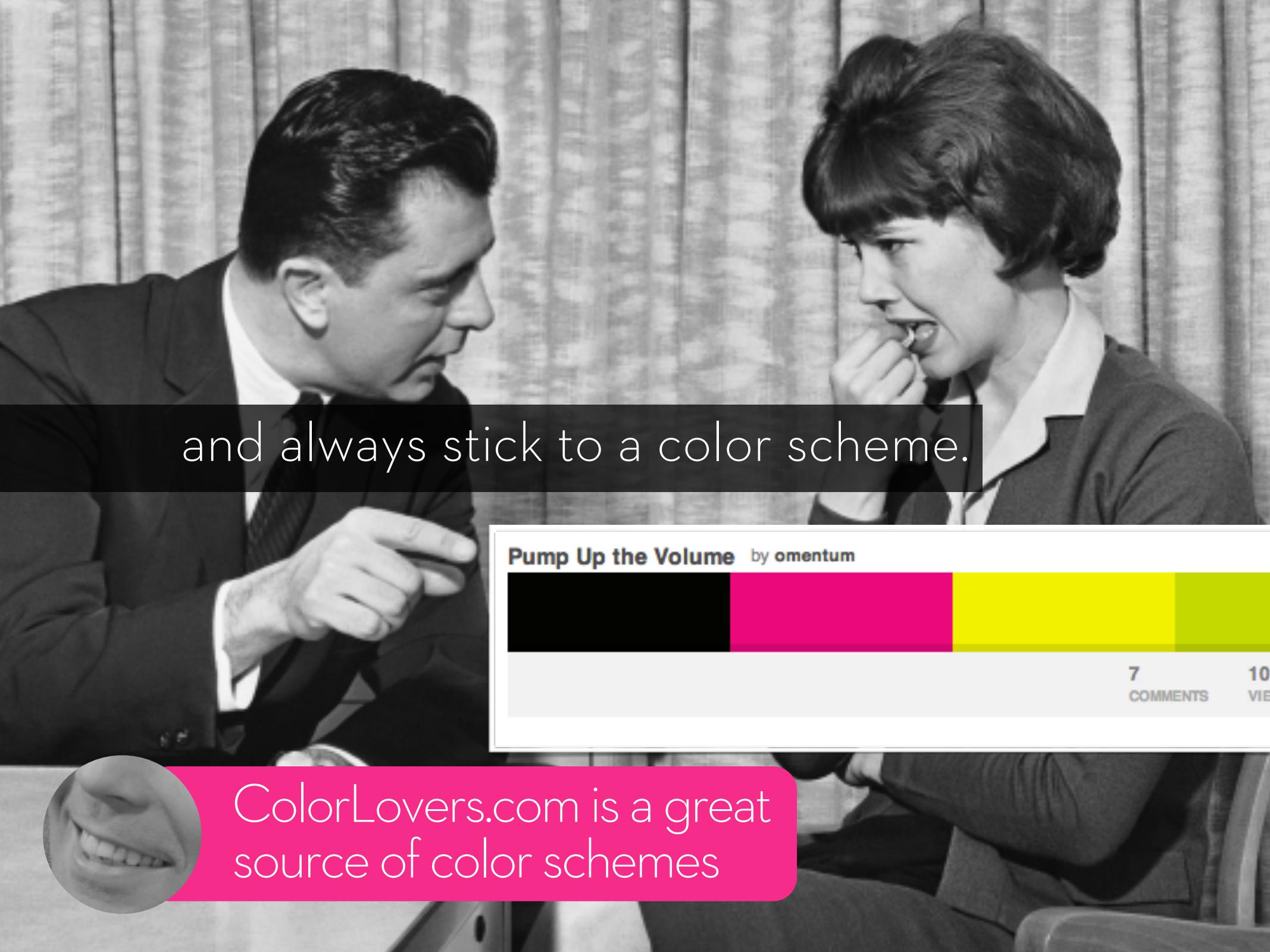
Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.

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.

Pump Up the Volume by omentum

7 COMMENTS 10 VIEWS



ColorLovers.com is a great source of color schemes



And the most shocking  
design mistake...

A close-up photograph of a man's face. He has wide eyes, a slightly open mouth, and a look of surprise or alarm. His skin is fair, and he appears to be wearing a light-colored shirt.

MISTAKE

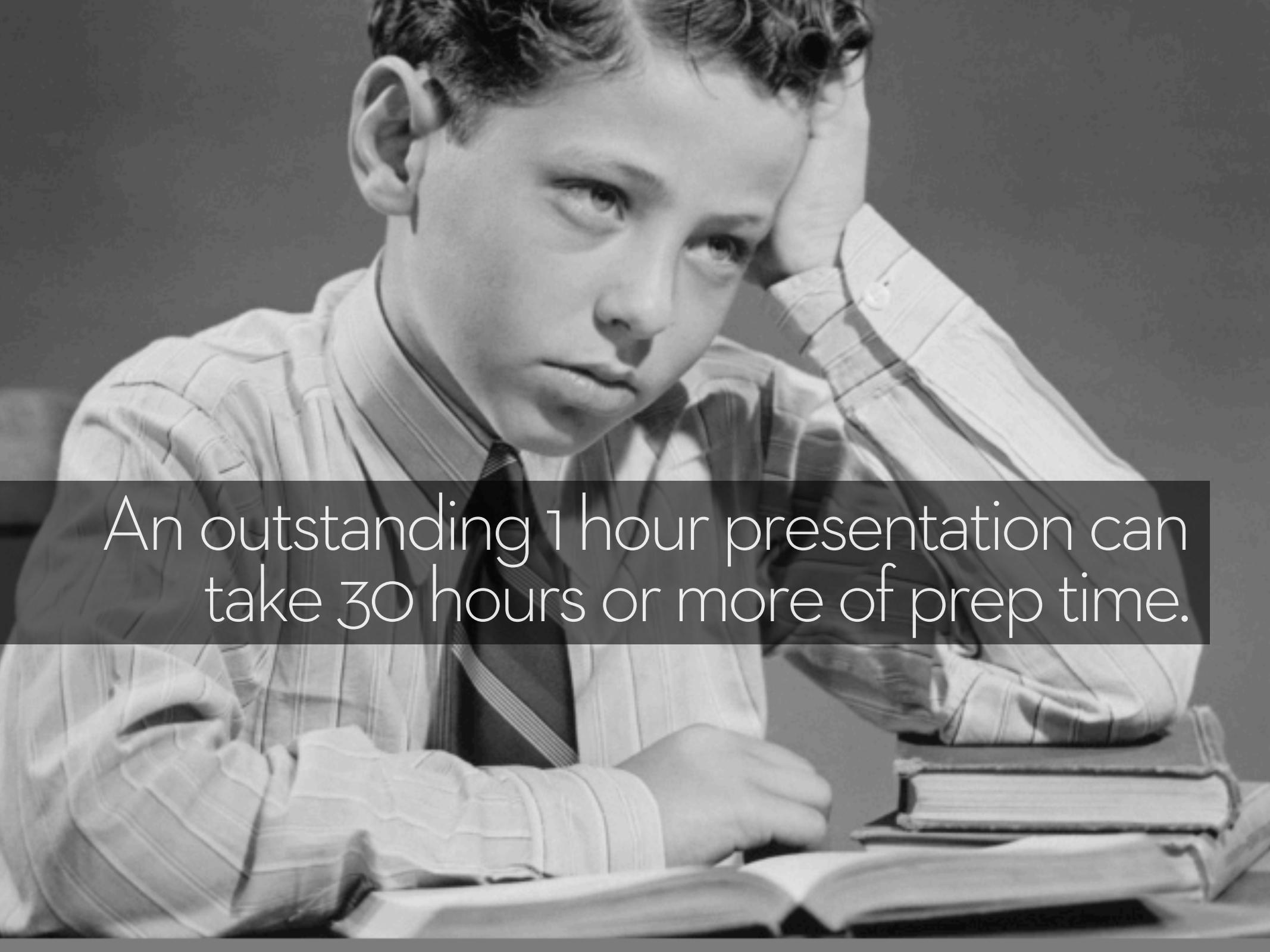
5

# 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.

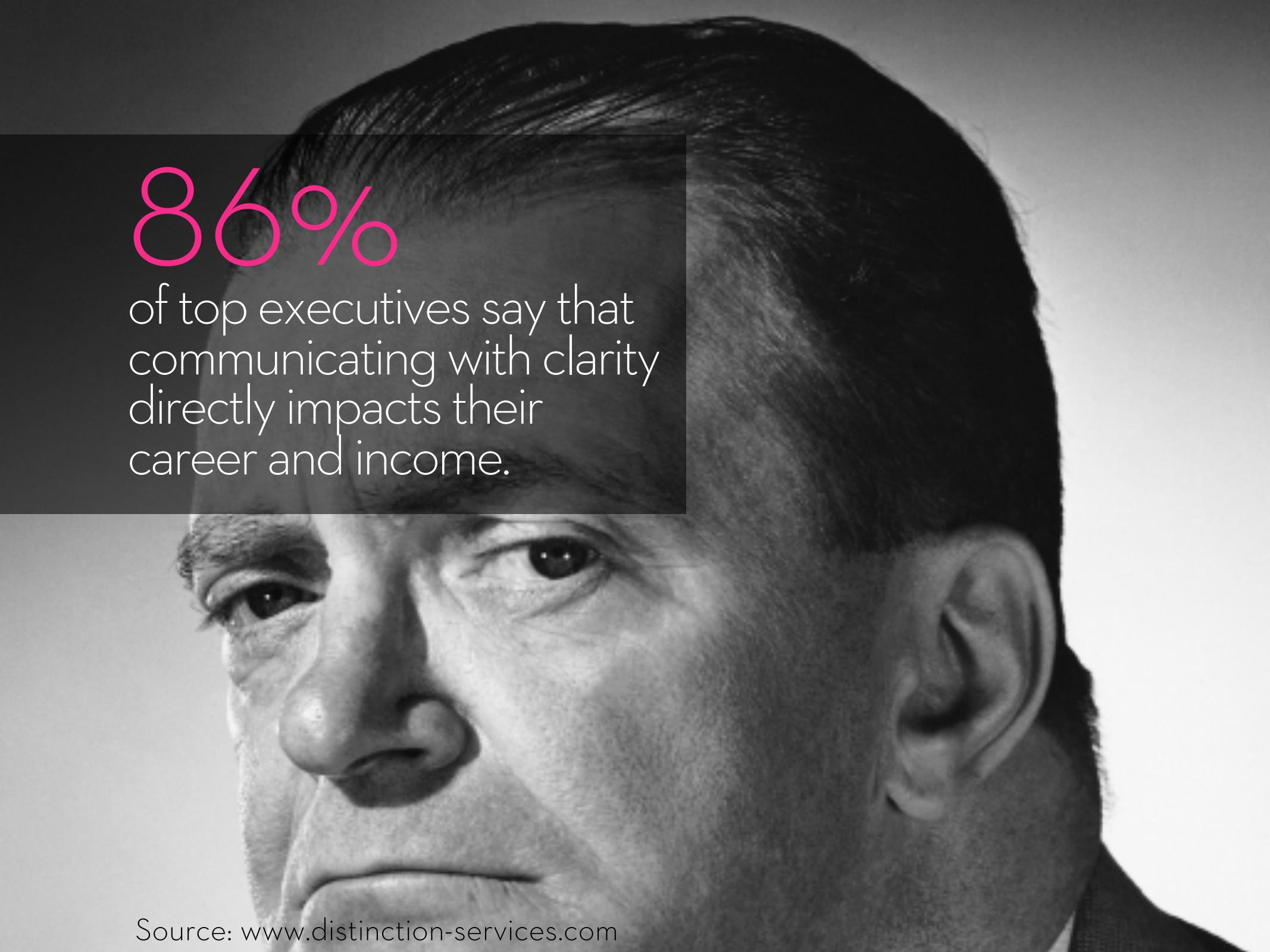


Ya, exactly.



It's all about being organized  
and planning ahead.

Have a system for collecting your ideas  
to rework them into a masterpiece.



86%

of top executives say that communicating with clarity directly impacts their career and income.



Yet only **25%**  
Spend more than 2 hours  
on 'high-stakes' presentations



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.



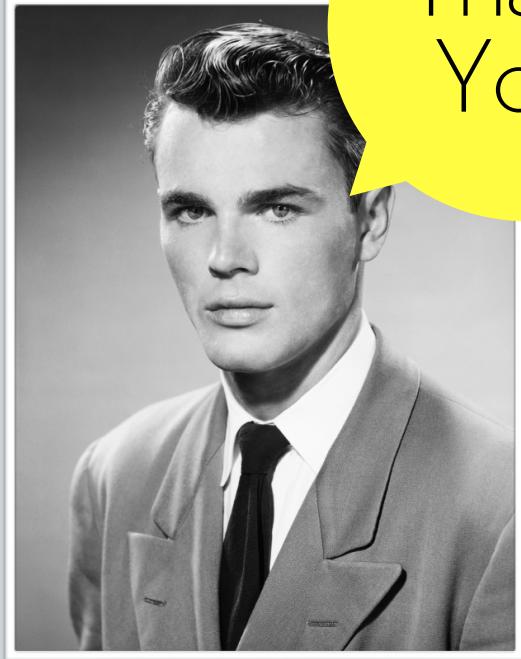
I promise to never  
design a presentation  
that sucks ever again.



.....  
(you sign here)



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



Thank  
You.

Download this  
presentation ->

Please share this presentation.

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

Jesse Desjardins  
[twitter.com/jessedee](http://twitter.com/jessedee)  
[slideshare.net/jessedee](http://slideshare.net/jessedee)

