

## Designing Effective Visuals

Are you working with a set template or designing your own? What are your colors, logo, and connection to the theme and audience?

Do you have a visual agenda to help the audience follow along?

How can you create a balance of text and visuals that is appropriate with your audience?

Are all images relevant and audience centered?

Which of your points is most complex? Describe a visual that can help clarify and simplify this point.

Which of your points is most important? Describe a visual you can create to emphasize this point.

Is there an appropriate time for a blank screen? If there is, add a blank slide and practice that flow with your clicker.

Watch Katie's example. Are there any ideas you will want to incorporate?

Can you predict any questions that will need additional information? Line up the visuals and link them all to a final Q&A slide.

What is your backup plan if you have a visual crash or a technical glitch the day of presentation?