

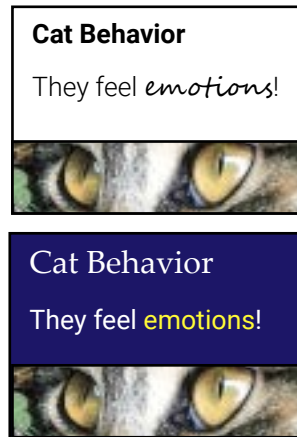
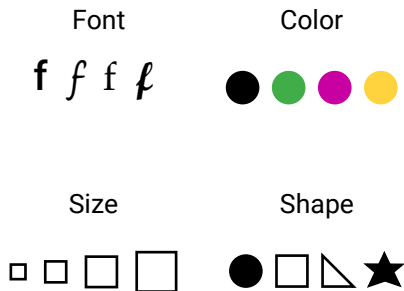
Graphic Design for Presentations

Presentations are a very human medium. And that's what sets them apart. It's you. You are unique. You are the only one like you from anywhere for all time. You have your own fingerprint, your own experiences and your own story that can be told like no one else can tell it. Your passion is your own and its expression can only come from you.

Nancy Duarte, Slide:ology

Contrast

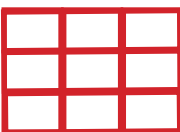
Accentuate parts of your presentation to focus audience and communicate ideas effectively.



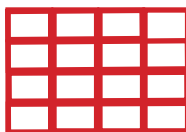
Alignment

Ensure the parts of the presentation are aligned in a logical way to help the audience follow the flow of content on your slides.

3-Column Grid



4-Column Grid



Repetition

Repeat elements or themes in order to help your audience follow your presentation.

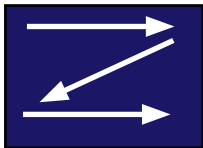


Proximity

Use space effectively to show the relationships between ideas

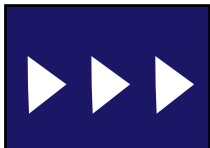
Z-shaped Flow

English is usually read left to right and top to bottom.



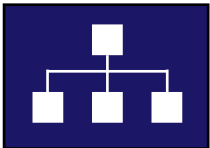
Linear Relationship

Slides can show information happens in order.



Heirarchical Relationship

Slides can show ranks and organization.



Reaching the audience doesn't happen by accident; it happens from respecting audiences various needs, concerns, and fears; by talking to them in a way that builds trust and establishes emotional connections; by anticipating questions, or even resistance; and by providing a call to action.