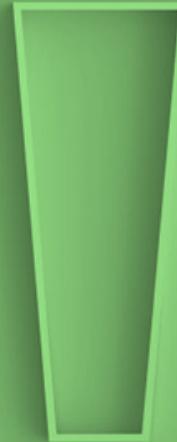


# How to create slides

Presentation and visualization



What should  
we pay  
attention to?

Message

Visual design

Delivery

Message



# Message: Goal



INFORMATIVE



ENTERTAINING



INSPIRING



PERSUASIVE

MAKE IT SIMPLE  
PLEASE

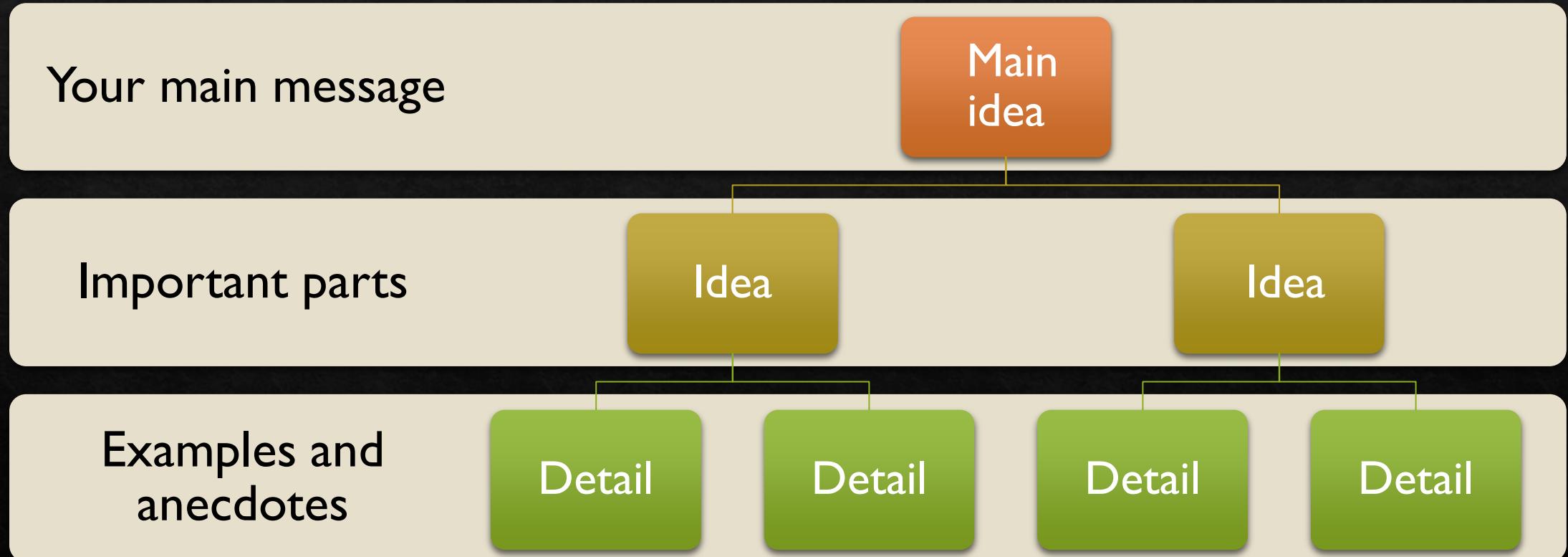
Few words and lots of ideas

Space is important

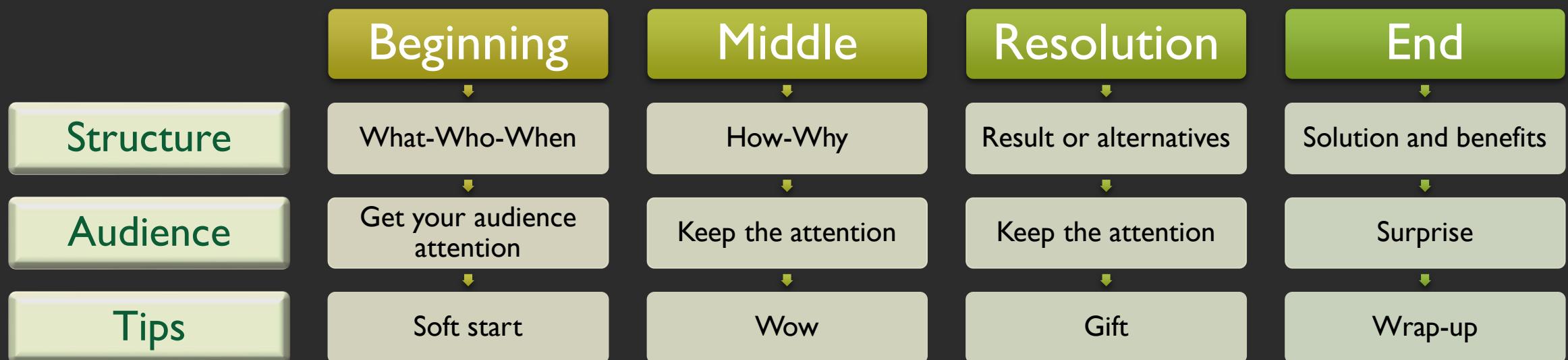
Less is more

SUPPRESS THE OBVIOUS,  
HIGHLIGHT THE SIGNIFICANT

# Message: The structure



# Message, storytelling



# Visual design

Colour, layout, typography and images



# Images and videos as background



Full screen image



Partial bleed image



Background with  
transparency



Video background with  
subtle movement

Full screen image



Partial bleed  
image





# Transparent background image



Background video with subtle movement

A photograph of a waterfall cascading over dark, rocky cliffs into a shallow pool of water. The foreground is covered in large, light-colored, rounded stones. The background shows a grassy hillside under a clear sky.

30 to 60  
seconds

Always  
full screen

Authentic  
videos

Background video, recommendations

# COLOUR

power  
sophistication  
mystery  
death

hope  
simplicity  
cleanliness  
goodness  
purity

love  
passion  
romance  
danger  
energy

intellect  
friendliness  
warmth  
caution  
cowardice

peace  
sincerity  
confidence  
integrity  
tranquility

authority  
maturity  
security  
stability

life  
growth  
nature  
money  
freshness

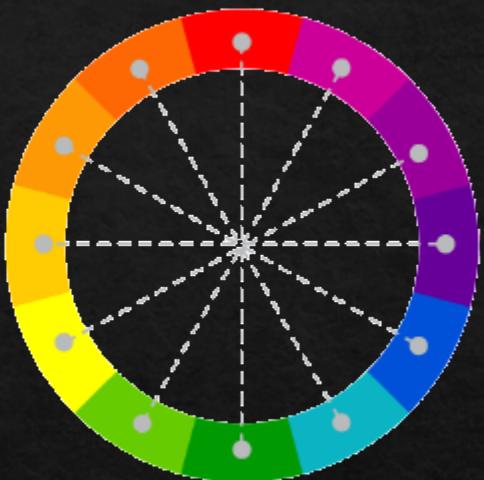
innovation  
creativity  
thinking  
ideas

royalty  
luxury  
wisdom  
dignity

# Colour combinations



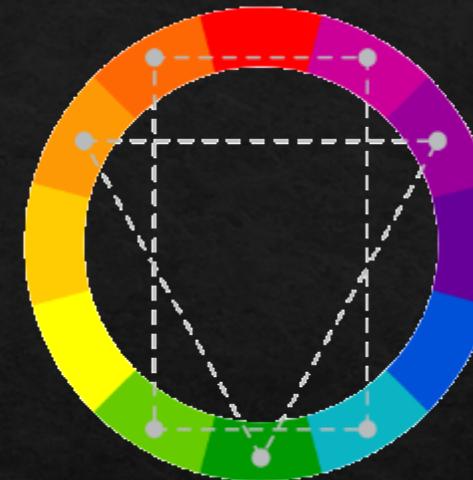
# 60-30-10



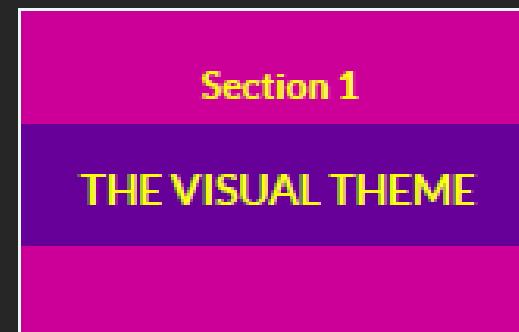
COMPLEMENTARY



SPLIT  
COMPLEMENTARY



TRIADS AND  
TETRADIC





ANALOGOUS  
COLOURS



MONOCHROMATIC

The Visual Theme

- 1 Choose Colors
- 2 Create a Metaphor
- 3 Select Fonts

The Visual Theme

- 1 Choose Colors
- 2 Create a Metaphor
- 3 Select Fonts

# Colour scheme tools



<https://coolors.co>



<https://color.adobe.com>



<http://paletton.com>

Layout: page  
setup

Standard, 4:3

Widescreen, 16:9

# Layout: Composition

Title subtitle



**Text** text text  
**text** text text  
text text

**Text** text text  
**text** text text  
text text

**Text** text text  
**text** text text  
text text

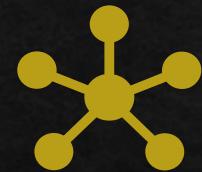
# Layout



**Balance vs  
Dynamism**



**Visual  
hierarchy**



**Coherent  
design**



**Animations**



# Layout: some tips



**Combine text and image**



**Harmonious design, consistent feel, implied movement**



**Layered effect**



**Overlays and shapes**

# Images within slides



1 Image per slide



Well framed collage

# Images: some tips



Always high resolution (landscape slides 1366 x 768 px)

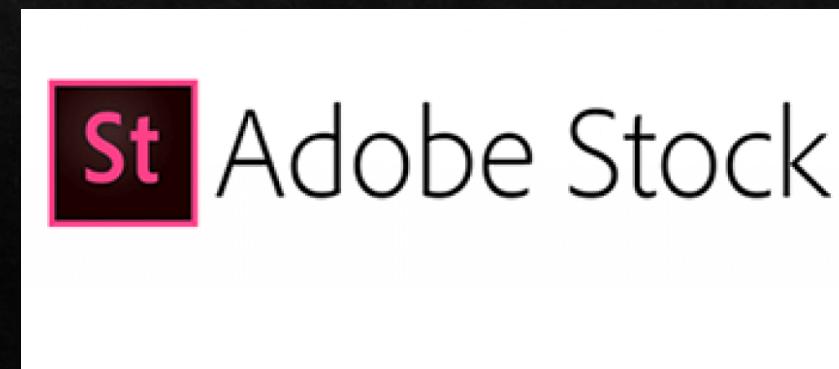
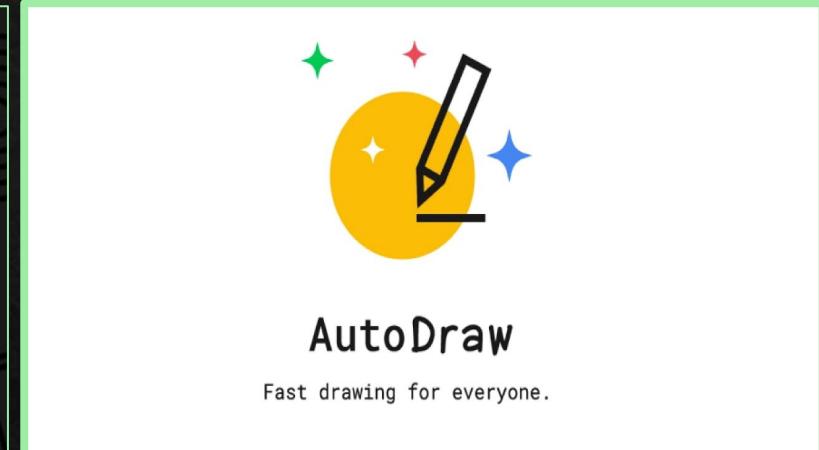


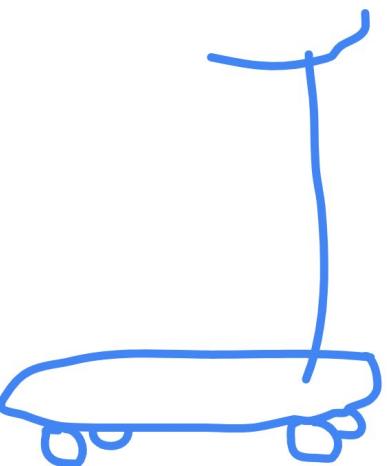
Crop to keep focus



Never distort

# Image sources





Autodraw

# Image types



Thematic



Real life



Abstract



Illustrating  
concepts

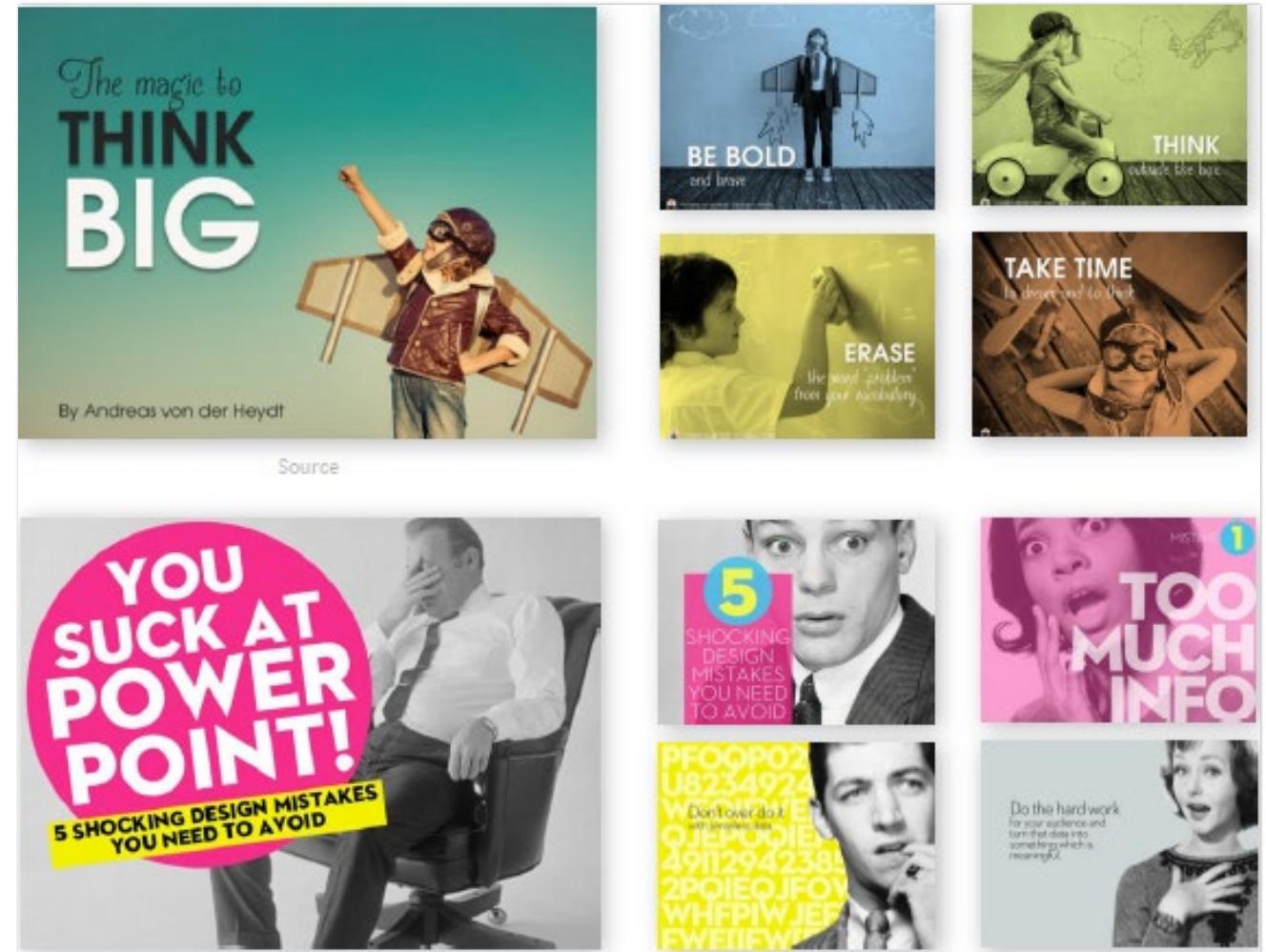


Humorous



Evocative

# Image type: Thematic images



# Image type: Real life



Source



We can use travelers experiences to tell a story.

Turtle selfie on Visit Australia's Instagram got  
61K

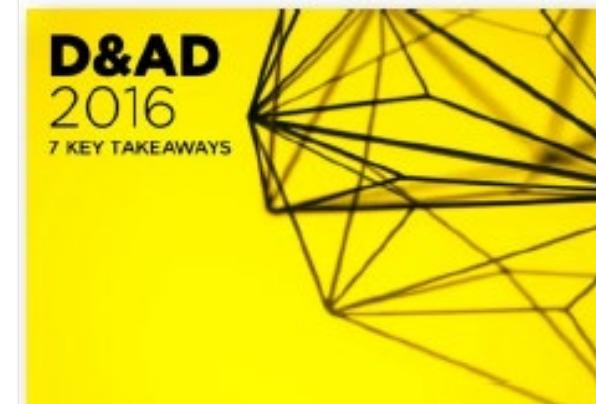
Source: [instagram.com/visitaustralia](https://instagram.com/visitaustralia)



Image type:  
Abstract  
images



Source



Source



# Image type: Illustrating concepts



Source



Image type:  
Humorous

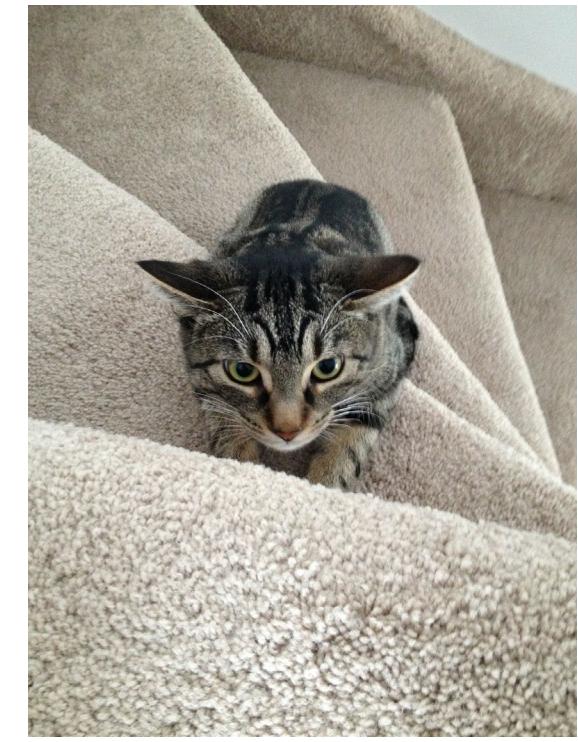
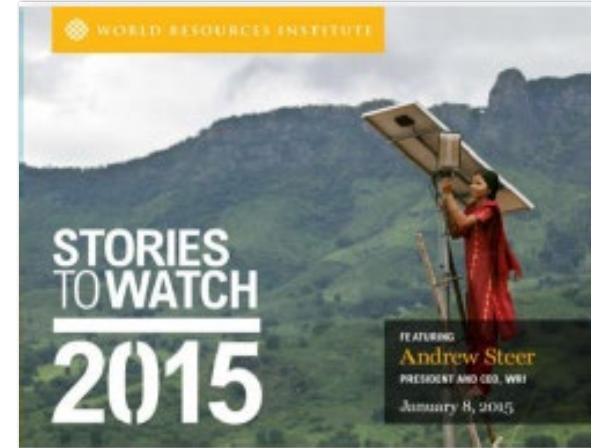


Image type:  
**Evocative**



Source



# Typography: Personality and mood

**Friendly**

MONTSERRAT

*Fancy*

CYGNET ROUND

**Serious**

GARAMOND

**Silly**

KLEIN SLAB  
SERIF

# Typography: Font pairing



# Typography: font size

A 72  
A 48  
A 28  
A 18

# Typography: Leading

## Positive Impacts of Smart Phones



- You can easily communicate with others as it is portable.
- Not only use for talking but also for shopping, taking pictures, etc.
- Made it easy to plan and schedule your daily routine.

Too little leading

## Positive Impacts of Smart Phones



- You can easily communicate with others as it is portable.
- Not only use for talking but also for shopping, taking pictures, etc.
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Too much leading

## Positive Impacts of Smart Phones



- You can easily communicate with others as it is portable.
- Not only use for talking but also for shopping, taking pictures, etc.
- Made it easy to plan and schedule your daily routine.

Just right

# Delivery

Attitude, techniques



# Delivery: attitude



SELF-CONFIDENCE



INNER-CALM



POISE

# Delivery: techniques



VISUAL CONTACT



VOICE



BODY LANGUAGE

# Delivery: voice



Intonation



Volume



Speed



Pauses

# Preparation work

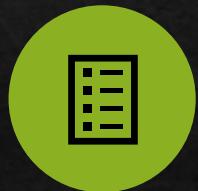
Process, audience, structure



# Preparation process



Know our  
audience



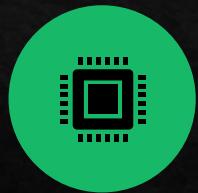
Sort the  
contents



Key moments  
design



Draft slides



Open the  
computer

Draft slides

Prepare on paper

Brainstorm

Storyboard

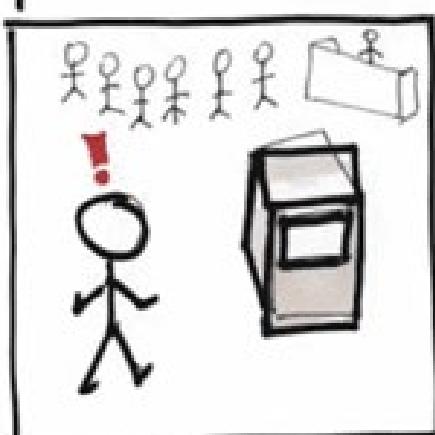


Prepare on paper

Brainstorm



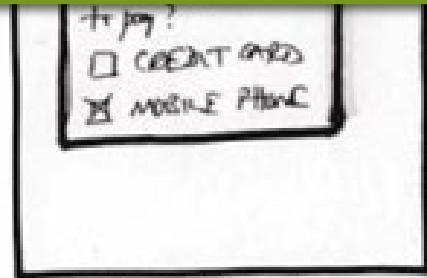
# Storyboard



User arrives at station, sees task and logs queue for the ticket office



User goes to kiosk screen



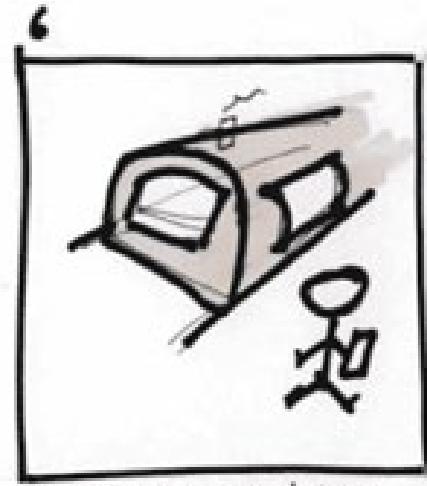
on mobile screen, he chooses mobile phone



He scans the QR code



Follow instructions to pay and has ticket delivered



Get a ticket with ticket delivered to his phone - Slicky!

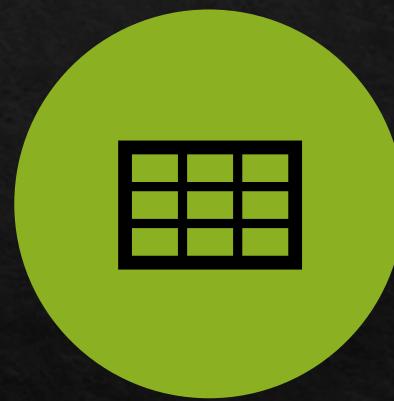
BE OBSESSED  
WITH THE DETAILS



# Simplify



REDUCE



ORGANIZE



INSPIRE



Your audience is  
more exigent than  
you may think

# Audience

Who are they?

How are they?

Why are they there?

Goals

Key ideas

Expectations

# You

Goals

Key ideas

Expectations

# Slides

Content for goals

Content for key ideas

Content for expectations

WOW

GIFT

Wrap-Up

WOW



GIFT



# WRAP-UP





What have we  
paid attention  
to?

Message



Visual design



Delivery



RULES MAY BE BROKEN  
BUT NEVER IGNORED