

# Presentaciones efectivas

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# Muerte por powerpoint

# Algunas preguntas antes de empezar

# ¿Quién es la audiencia?



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# ¿Cuánto tiempo?

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# ¿Qué mensaje?

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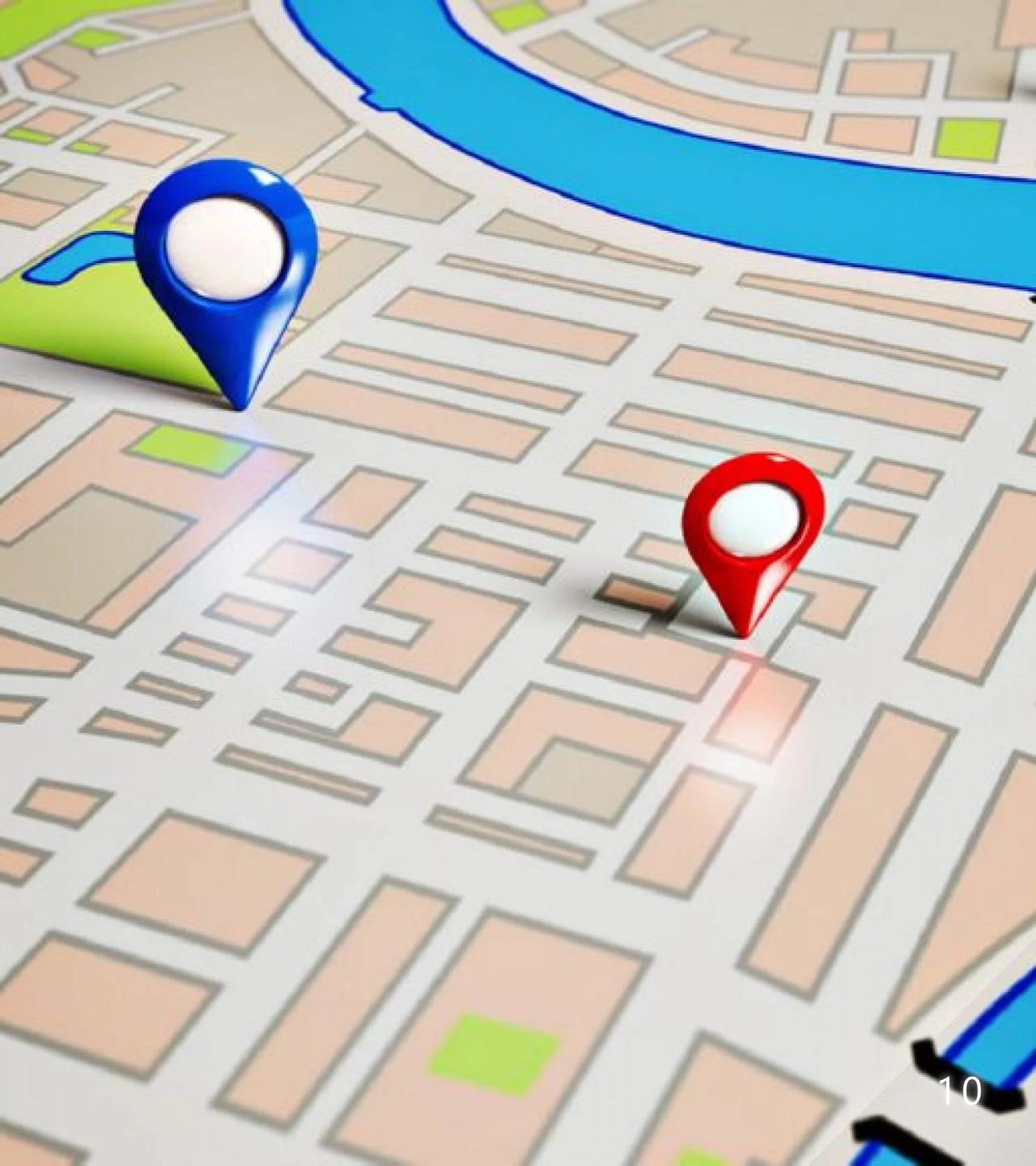




**¿Cuál es el  
objetivo?**

# ¿Dónde es la presentación?

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¿Qué medios  
tengo a mi  
alcance?

# Estructura

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# Elemento o ideas que puedo meter a mi presentación



“ Presentar es  
seleccionar  
y compartir  
ideas ”

# Definir el orden de los elementos

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# Planear en papel, lápiz y a mano

# Diseño

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# ¡Ya haremos las diapositivas!



# El diseño también comunica

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# El zen en presentar

# 01

## Introduction

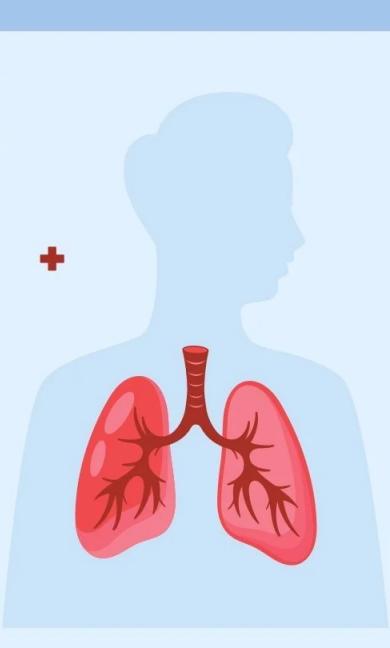
La simplicidad

# La claridad

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## HORROR MOVIE PITCH DECK INFOGRAPHICS

Here is where your presentation begins



**Breakthrough**

# RESPIRATORY SYSTEM INFOGRAPHICS

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Here is where this template begins

La armonía

# El diseño de las diapositivas

# El tema y la tipografía

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## **F**for readability

*Avoid script fonts in your presentation!*

*Why?*

- They are hard to read*
- From a distance you can't see individual letters*
- They are difficult for slow readers to understand*
- Letters and words can get crowded and bleed into each other*

*Try it, I dare you!*

## 5 Great Productivity Apps



**ToDoist**

Ultimate "to-do" list app



**Slack**

communication app for collaboration



**Toggl**

Time tracker app



**Evernote**

Organizing and IdeThoughtsas  
app



**Trello**

Kanban Project Management App

# Los colores y los contrastes

# La regla del 10/20/30



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# Errores

# PowerPoint como teleprompter

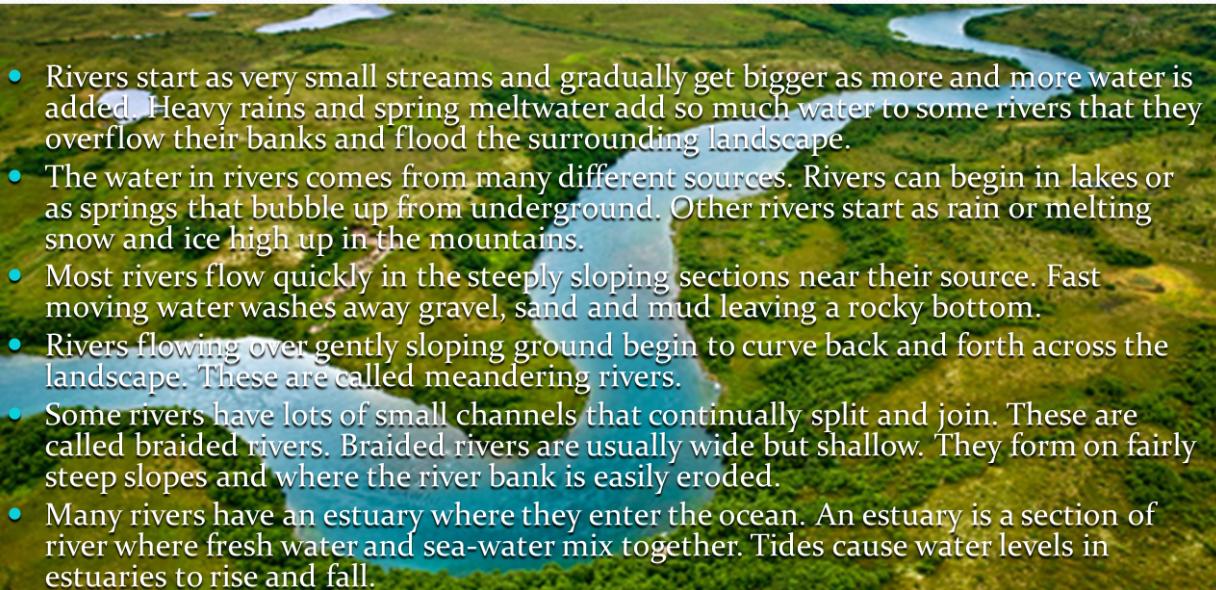
## Sooooo much to read

Images and text don't mix. Period. We've achieved pretty much nothing at all by overlaying the text onto an image like this. You can't see the image properly, and you can't read the text easily either. The different colors in the background make it almost impossible to find a contrasting text color, and the many colors distract you from reading the words themselves.

We've all seen slides like this. The presenter has so much they want to tell us, they cram it all onto one slide. But all they have done is give us information overload and bored us into turning off. In order to squeeze all that text onto one slide, they had to make it really really small, making it almost impossible to read, even if you wanted to. Again, this information could have been split into more than one slide. They could have written the text in bullet points rather than full sentences to make it shorter, and only included the most important information for the audience to take away.

This slide won the 'What Not to Present' competition run by InFocus back in 2011, who described it as 'the depths of hell'. While visual aids are great in presentations, 20 minutes is nowhere near enough time to untangle something this complex. What do these arrows even mean? Why do some point up and most point down the graph?

## How Rivers Are Formed

- 
- An aerial photograph showing a river flowing through a lush, green landscape. The river's path is winding and meandering, creating a series of curves and bends. The surrounding terrain appears to be a mix of grassy fields and possibly some low-lying trees or shrubs.
- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
  - The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains.
  - Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.
  - Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
  - Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
  - Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea-water mix together. Tides cause water levels in estuaries to rise and fall.

**El abuso de los  
bullet point's**

## Christmas Season

- Opening of presents
- Decorating houses with Christmas lights
- Putting up Christmas trees
- Putting up wreaths on the front door
- Sing Christmas carols
- Fill stockings with presents
- Wait for Santa Claus
- Eating Christmas dinner with family



# Una mala elección de colores

Color de fondo	Color contraste	Indicación
Negro	Blanco	Prohibición
Negro	Amarillo	
Rojo	Blanco	Peligro - Incendios
Rojo	Amarillo	Aviso (líneas)
Amarillo	Rojo	Aviso (líneas)
Amarillo	Negro	Advertencia
Azul	Blanco	Recomendación
Verde	Blanco	Salvamento Evacuación
Verde	AMARILLO	Salvamento
Naranja	Negro	Contenido peligroso



## Faltas de ortografía





# Demasiada animación