

Presentaciones efectivas

Documentos profesionales



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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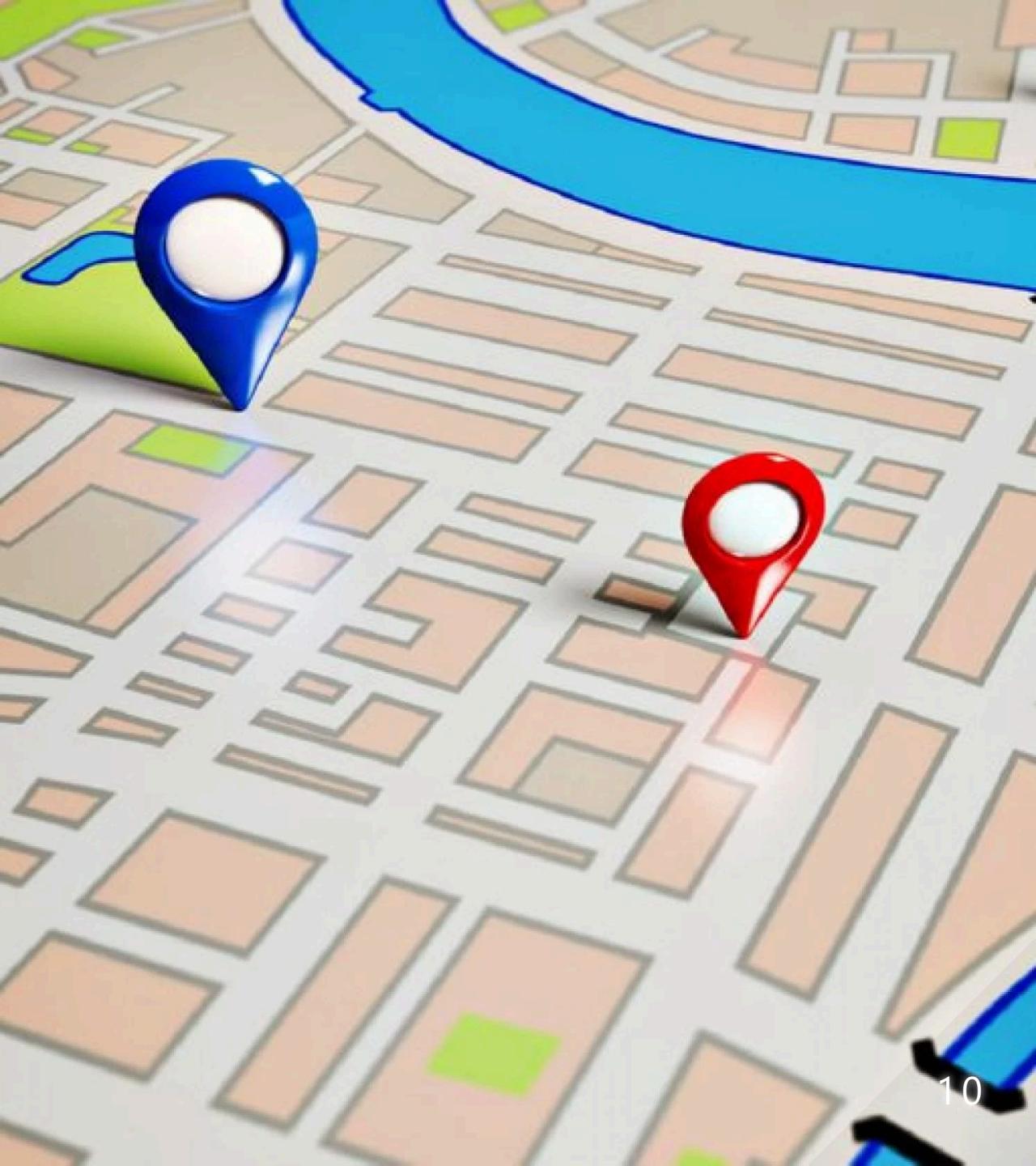




**¿Cuál es el
objetivo?**

¿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

Documentos profesionales



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

Here is where this template begins

La armonía

El diseño de las diapositivas

El tema y la tipografía

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Ffor 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

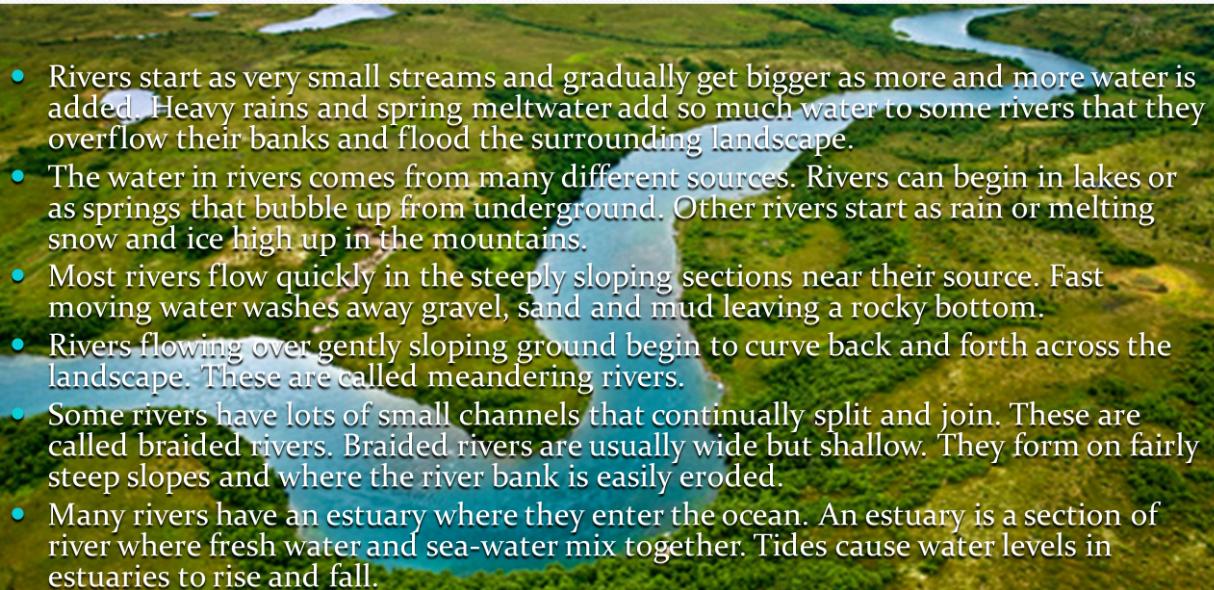
Sooooo much to read

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

A photograph of a person sitting at a desk, working on a laptop. The desk is cluttered with papers, a backpack, and a coffee cup. The person's hands are visible on the laptop keyboard. The background is slightly blurred.

Diseño de Documentos Profesionales

Documentos profesionales

Primera Impresión

La portada como carta
de presentación visual

UNIVERSIDAD VALLE DEL SUR

FACULTAD DE ARQUITECTURA

**“La influencia del arte europeo en la
arquitectura”**

Proyecto final de Historia del Arte

Autor:

Joel Ponce Juárez

Abril 2022

Documentos profesionales



COLEGIO DE ESTUDIOS CIENTÍFICOS Y TECNOLÓGICOS DEL ESTADO DE
VERACRUZ

“LA IMPORTANCIA DE LA GLOBALIZACIÓN, DENTRO
DEL PROCESO ECONÓMICO DE UN PAÍS”

BÚSQUEDA DE INFORMACIÓN

PARA LA ASIGNATURA PROPEDÉUTICA DE:
ECONOMÍA

PRESENTA:
NOMBRE DEL ESTUDIANTE

DOCENTE:
MTRA. ANGELINA PEREDO BARRADAS

VEGA DE ALATORRE, VER JUNIO 2011



03/06/2024

CREANDO COLORES

TRABAJO CREENTO

*Lorem ipsum dolor sit amet consectetur adipiscing
elit ligula blandit platea primis, erat vel mi molestie
nibh facilisis nisl curabitur fames.*

Catalina Estévez

Documentos profesionales



Introducción que engancha

Fórmula probada:
Contexto + Propósito + Método

El poder del color

en documentos Profesionales

Voces visuales

Cómo elegir fuentes
que comunican

Jerarquía tipográfica

para guiar la lectura

Títulos firmes

Subtítulos claros

Texto amigable

Con jerarquía tipográfica

Este es el título

Ahora el subtítulo

Y el texto del cuerpo, más pequeño
y de más fácil lectura.

Lectura sin esfuerzo

El secreto está en
el contraste

Combinaciones seguras

para documentos profesionales

Texto oscuro
sobre fondo claro
– Máxima legibilidad

Tecnología aliada

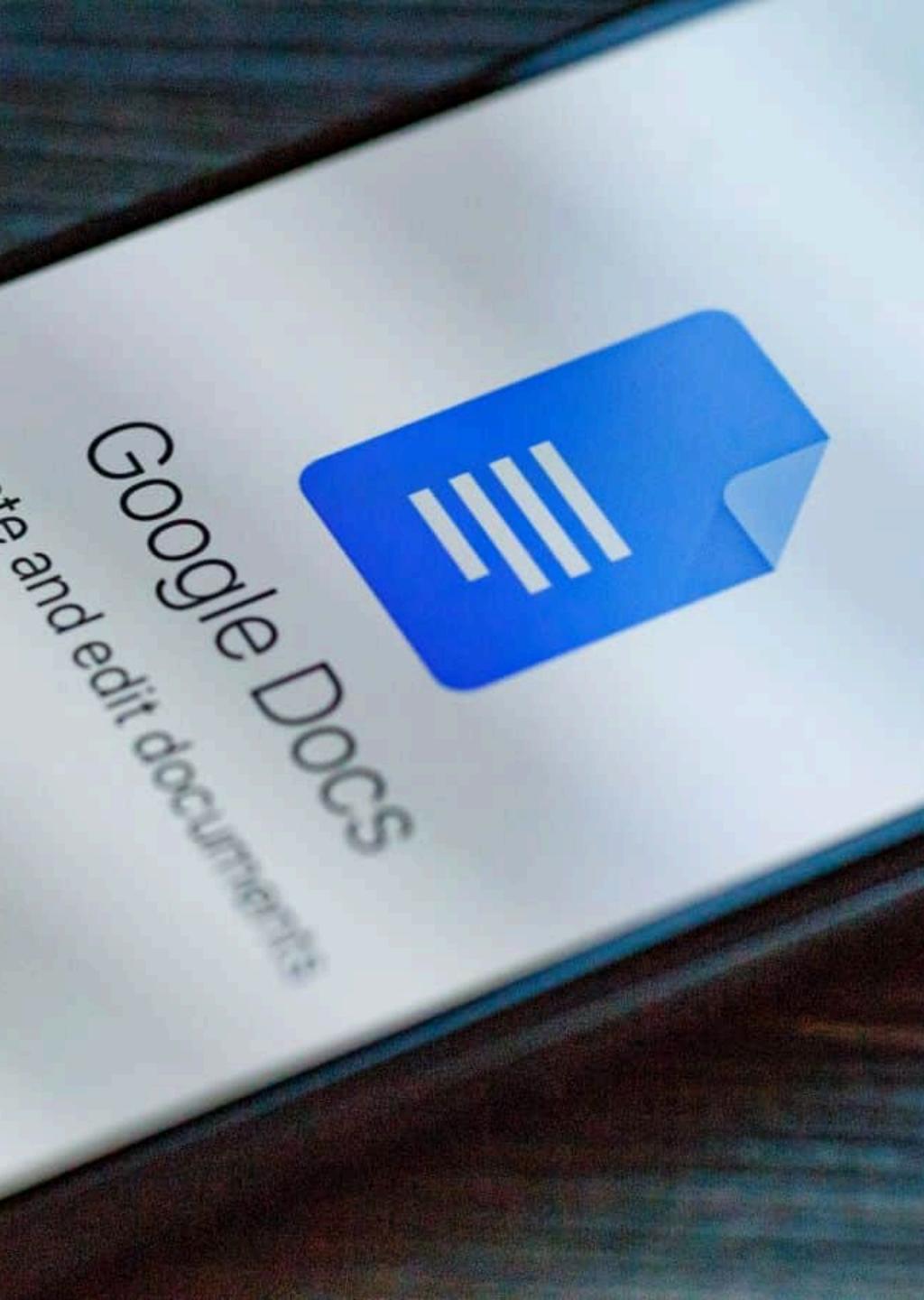
Programas esenciales



Microsoft Word

Funciones secretas
que pocos usan

Estilos predefinidos
Navegación rápida
Tablas automáticas



Google Docs

Colaboración en tiempo real
desde cualquier dispositivo

Diseño sin complejos

Con Canva para académicos

Canva en acción

3 usos académicos:

1. Portadas dinámicas
2. Diagramas explicativos
3. Presentaciones visuales



Docs



LibreOffice

Potencia gratis y abierta

Documentos profesionales

Flujo híbrido

Combinando herramientas

Word + Canva =
Documentos técnicos
con toque visual

Comparativa rápida

¿Cuándo usar cada cual?

- **Word/LO:** Texto denso
- **Google Docs:** Colaboración
- **Canva:** Elementos visuales
- **Illustrator:** Gráficos técnicos