



# Mastering Presentation Design

Today we aren't just learning how to click buttons; we are learning how to communicate visually. Whether you use PowerPoint, Google Slides, or Keynote, the goal is the same: to support your speech, not replace it.

**Goal:** Learn the tools and the rules of great storytelling.

**"Great presentations are 50% content and 50% design."**

# What is Presentation Software? (The Basics)

Think of presentation software as your digital canvas. It allows you to organize your thoughts into 'scenes' called slides. It isn't a teleprompter for you to read from; it is a visual aid for your audience to look at.

**Practical Example:** Open a blank deck in Google Slides/PowerPoint in front of the class. Show the "Interface" (Toolbar, Slide Navigation Pane, and Workspace).

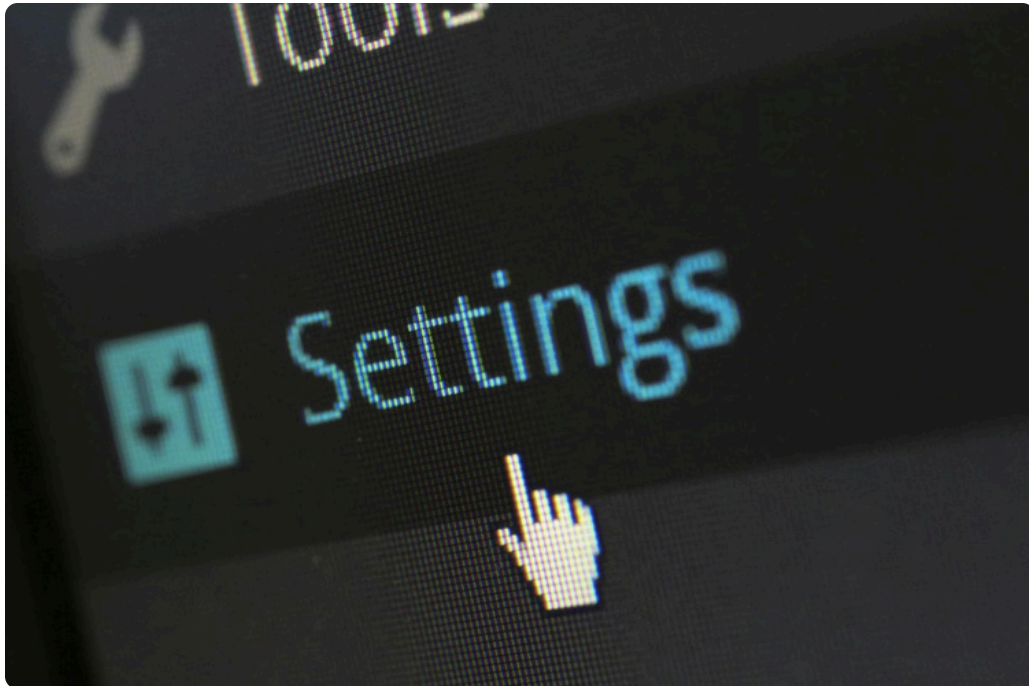


- **Definition:** Digital tools used to create visual aids (slides) for a speech or lecture.
- **Common Tools:** Microsoft PowerPoint, Google Slides, Apple Keynote, Canva.
- **Key Function:** They combine text, images, video, and animation to tell a story.

# The Toolkit (How to Build)

Every software has these four pillars. **Layouts** save you time by aligning text boxes automatically. **Transitions** should be smooth (like 'Fade'), not distracting (avoid 'Checkerboard' unless necessary).

**Practical Example:** Demonstrate changing a slide layout from "Title Only" to "Two Column." Then, insert an image and crop it into a circle shape to show basic image manipulation.

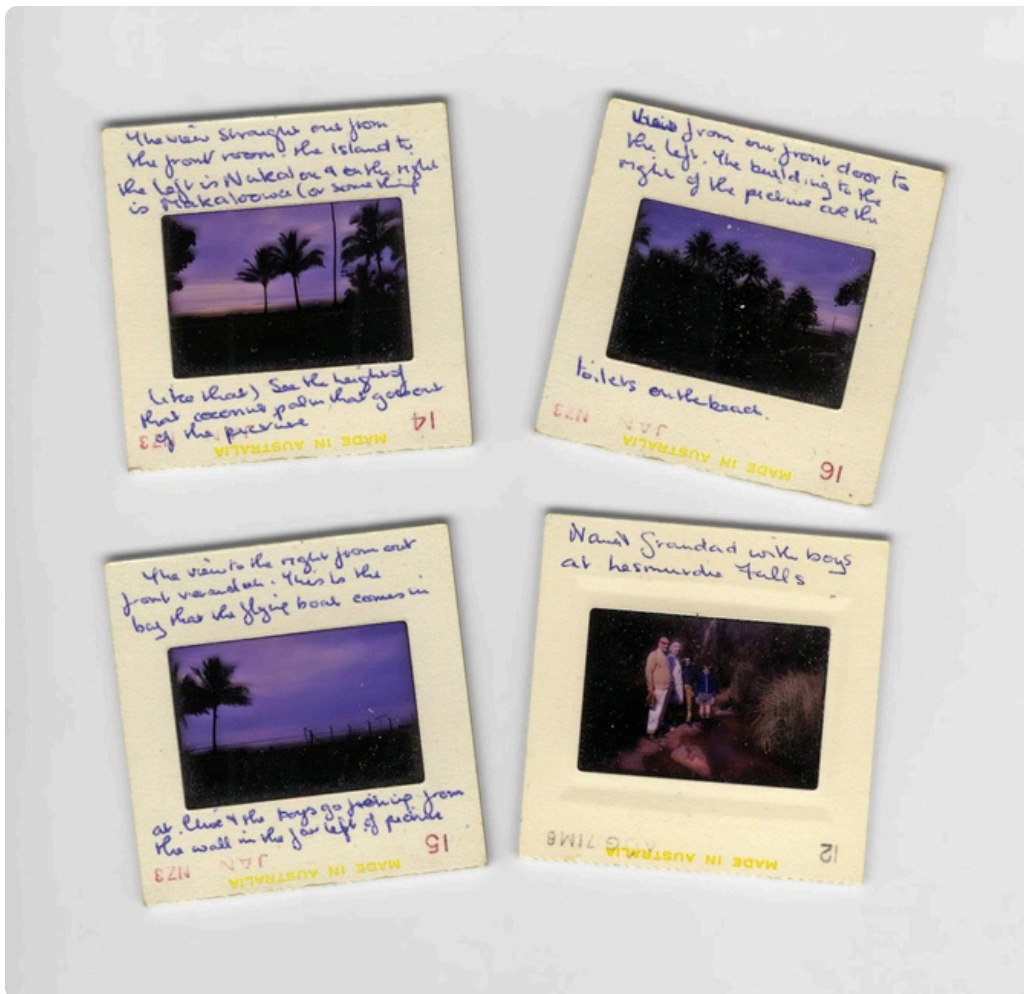


- **Layouts:** Pre-designed structures (Title slide, Title + Body).
- **Multimedia:** Inserting images, videos, and charts.
- **Transitions:** How one slide moves to the next.
- **Animations:** How objects move *on* the slide.

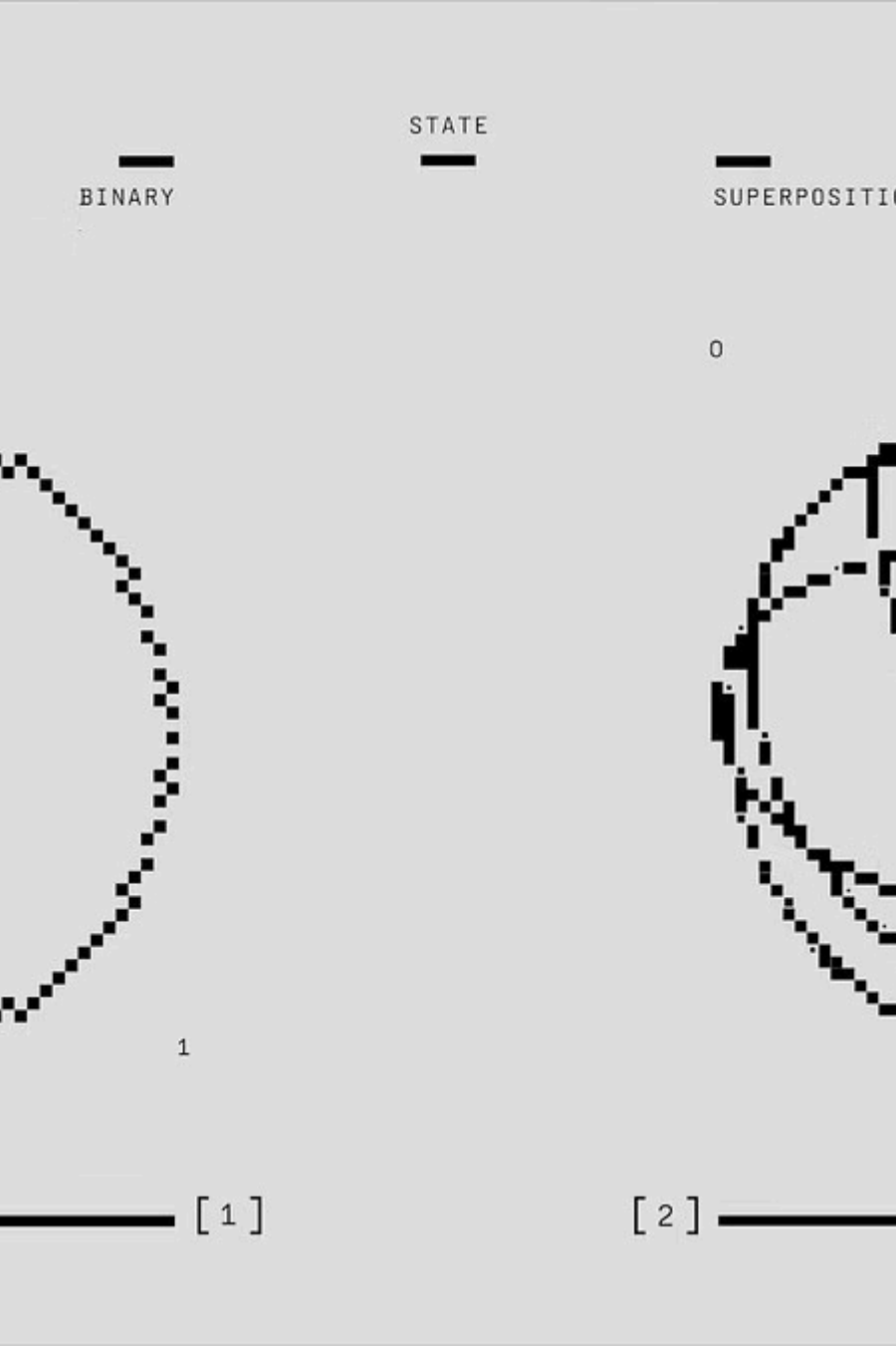
# Design Principle #1 - Simplicity (Cognitive Load)

This is the most important rule. If your slide looks like a page from a book, you have failed. Your slide is a billboard, not a document. Use key phrases, not full sentences.

**Practical Example:** Type a long paragraph on the screen. Ask students to rewrite it into three punchy bullet points.



- **Less is More:** The audience cannot read and listen at the same time.
- **The 6x6 Rule:** Aim for no more than 6 bullets per slide, and 6 words per bullet.
- **White Space:** Empty space is good—it lets the eyes rest.



## Design Principle #2 - Visual Hierarchy & Consistency

Visual Hierarchy tells the audience where to look first. If everything is bold,

nothing is bold. Also, pick a 'theme' and stick to it. Don't change fonts on every slide; it looks messy and unprofessional.

**Practical Example:** Show a slide with neon green text on a white background (hard to read). Change it to dark grey text on white (easy to read) to demonstrate contrast.

- **Hierarchy:** Make the most important text the biggest and boldest.
- **Contrast:** Dark text on light background (or vice versa). Never yellow text on white!
- **Consistency:** Use the same 1-2 fonts and color palette throughout the whole presentation.



# The "Makeover" (Summary & Application)

We are going to end with a test. I'm going to put a terrible slide on the screen. I want you to tell me three things that are wrong with it based on what we just learned.

**Practical Example:** Create a "dummy" slide intentionally filled with mistakes: Comic Sans font, pixelated clip art, a wall of text, and a rainbow background. Have the class fix it together live.

## The Checklist:

- Is it simple?
- Is the text readable (high contrast)?
- Are the images high quality (no pixelation)?
- Does it support my story?

