



**YOU
SUCK AT
POWER
POINT!**

**5 SHOCKING DESIGN MISTAKES
YOU NEED TO AVOID**

Approximately 350 PowerPoint presentations are given every second around the world...



and approximately
99% suck.



and approximately
99% suck.

But it's not
PowerPoint
which sucks.

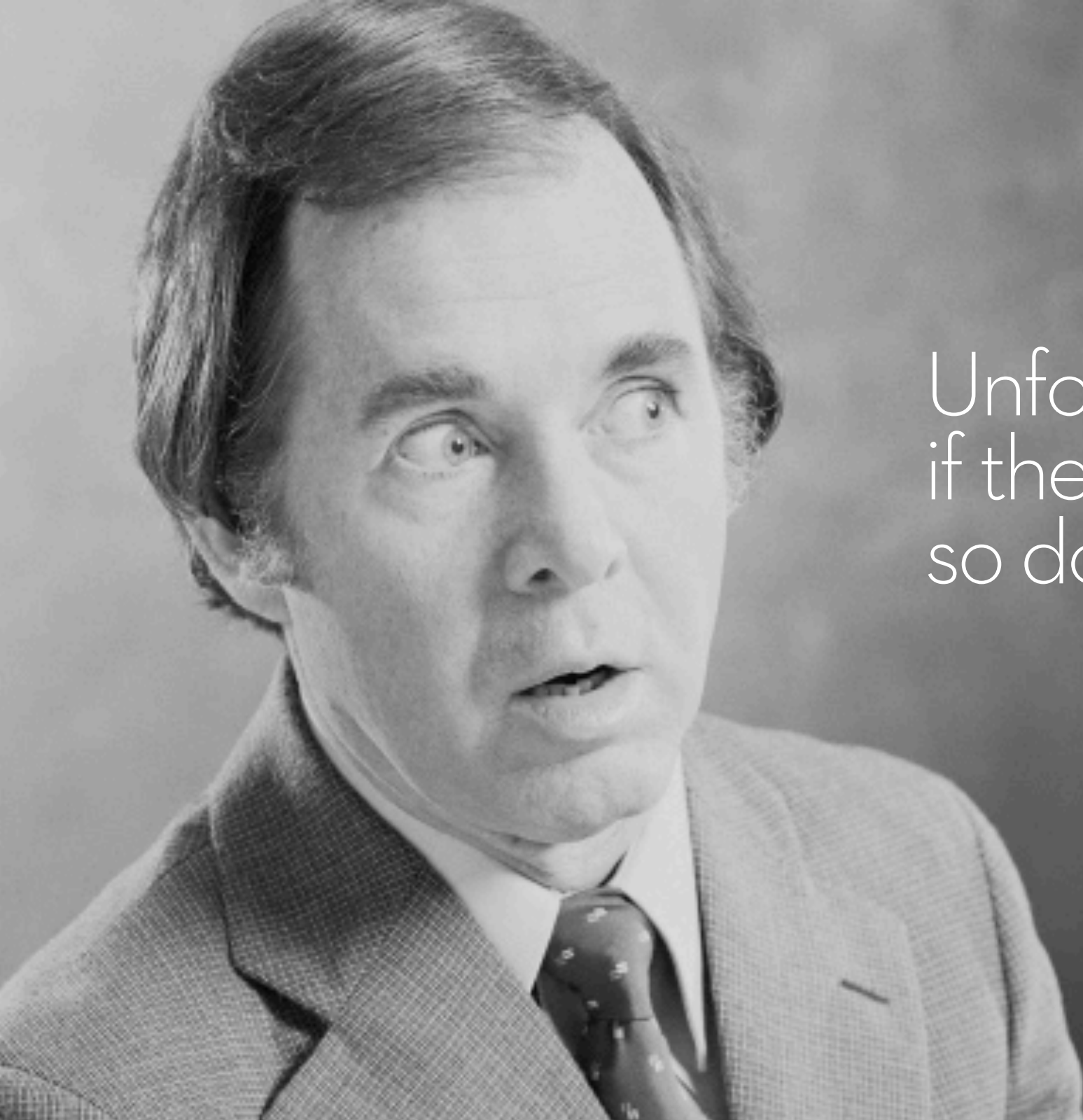


It's the speaker
(you) who needs
to use it properly.



Your slides
are an aid
and not
a crutch.





Unfortunately
if they suck,
so do you.



Let's learn good presentation design
from other people's mistakes with...



5

SHOCKING
DESIGN
MISTAKES
YOU NEED
TO AVOID

A woman with dark hair and a shocked expression, with wide eyes and an open mouth, her hand near her face. The image is tinted pink.

MISTAKE

1

TOO
MUCH
INFO

Don't vomit every piece of
information on your slides.



If you're going to put word for word what you're going to say, hand over the slides and take a seat instead.

BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH
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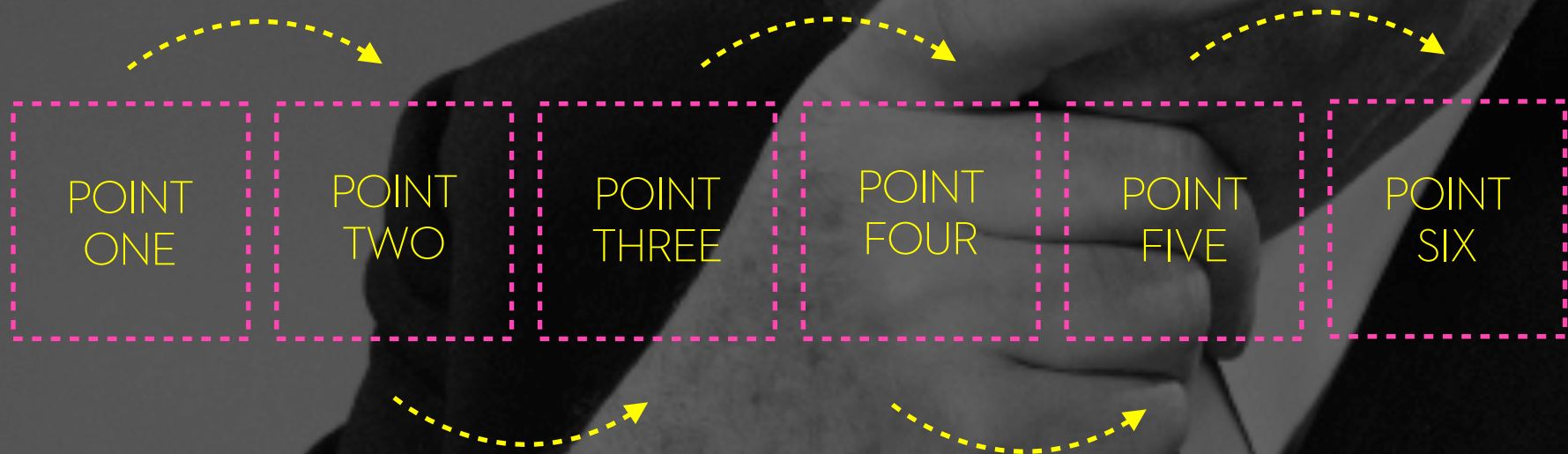


YOU'RE NOT GIVING A
DOCUMENT,
YOU'RE GIVING A
PRESENTATION.

If your audience is reading what
you're saying, then what's
the point of you being there?

A good trick is to
keep one
main point
per slide.

This helps you with
timing and prevents
your audience from
skipping ahead.



Keep it relevant.

Effective communication is knowing what to cut out, so be a merciless editor.



Less slides means more time for interaction.

POINT
ONE

X

POINT
THREE

X

X

POINT
SIX

A black and white photograph of a young man in a business suit and tie, resting his chin on his hand and looking upwards with a contemplative expression. The background is a solid yellow field filled with large, bold, sans-serif characters from the alphabet and numerals, arranged in a seemingly random pattern. Overlaid on this background is the text "Don't over do it with senseless data." in a clean, modern font.

Do the hard work
for your audience and
turn that data into
something which is
meaningful.



MISTAKE

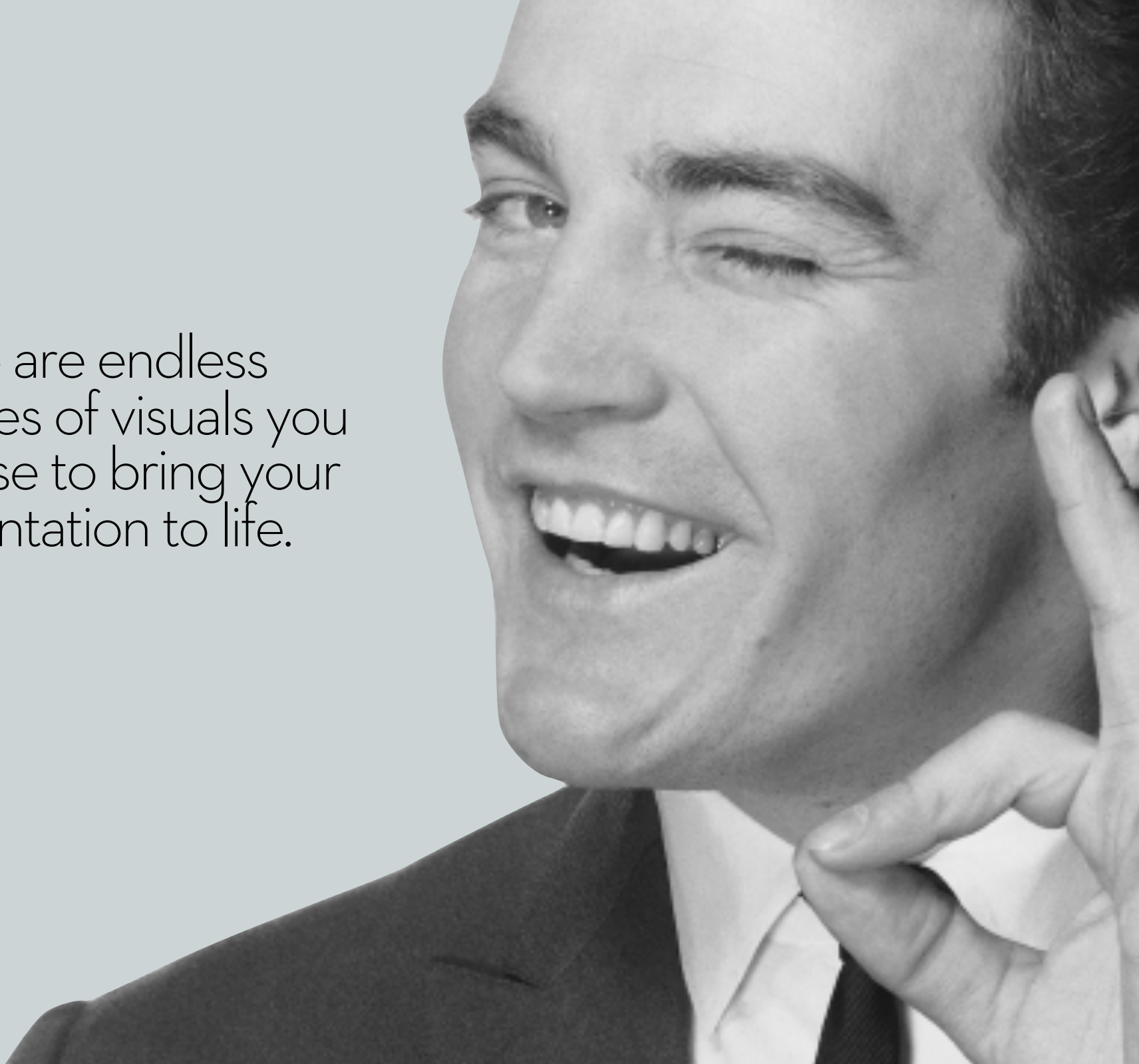
2

NOT
ENOUGH
VISUALS

Deliver a bigger punch
with strong visuals.



There are endless
sources of visuals you
can use to bring your
presentation to life.



A good place to start is:



iStockPhoto.com:
Royalty free
(\$\$\$)

Compfight.com:
Creative Commons
(free-ish*)



If you're going to use standard Microsoft clipart there's no hope for you, sorry.

*with conditions

You don't have to use cheesy stock photos.



You don't have to use cheesy stock photos.



Seriously, is it that much fun to work in a call center?

You don't have to use cheesy stock photos.



Seriously, is it that much fun to work in a call center?

Whichever visuals you use just remember to...

Design for this guy.





Design for this guy.



If it's unreadable, don't use it.

MISTAKE

3

CRAP
QUALITY



Don't bore your
audience with
childish visuals.

Invest time in
learning great
design.



There are two shortcuts to great design

Buy it:

Good design costs money.

Invest in professional
images and typeface.

A little \$\$\$ can give you
significant advantage.





Steal it:

You can reverse engineer almost any good design.

Take apart your favorite presentations, infographics, websites and figure out how it's done and remix it into something new.



EverythingIsARemix.info is a great place to start to learn how to steal great design



a quick tip on typeface:

DON'T USE
\$!*#& FONTS!



Tahoma

Microsoft Sans Serif

Arial

Verdana

Courier New

Times New Roman

Trebuchet MS

Lucida Console

Comic Sans MS...

are \$!*#& fonts

Google 'beautiful fonts'
and you'll find plenty of handpicked fonts
by some of the best designers.

Google

Beautiful fonts

Google Search

I'm Feeling Lucky

Here's an
example of a free
font that looks,
um, delicious.

exljbris Font Foundry



Delicious

The Delicious is a font I designed because of my admiration for typography. It got a bit out of hand and in two years it resulted in a complete font family.

AaBbCcDdFfGgHhIijjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxZz!?(&%*€)

Character shape

Every character has a unique shape. Consistency in spacing, not in the character shape.

bdqp bdqp

While 95% of your colleagues use PowerPoint, it doesn't need to be your only option.

For 22 years PowerPoint has been the standard for delivering presentation.

But not anymore.

Experiment with different presentations tools and see which one produces the best results

MISTAKE

4

VISUAL VOMIT

Whitespace is a good thing.

Be mindful
spacing and
alignment...



and keep everything
nice and tidy.



POINT 1

Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.

It also helps to separate your presentation into recognizable sections.



Use a collection of visual assets
that belong together...





and always stick to a color scheme.

Pump Up the Volume by omentum



7
COMMENTS

10
VIEWS



ColorLovers.com is a great
source of color schemes



And the most shocking
design mistake...

A close-up photograph of a man's face, showing a wide-eyed, open-mouthed expression of shock or surprise. The image is tinted with a magenta/pink color. The man is wearing a dark suit jacket, a white shirt, and a dark tie.

MISTAKE

5

LACK OF PREP

Most presentations suck because not enough time went into making them. Period.

You need to craft the perfect story, create beautiful looking slides to support it and then rehearse, rehearse, rehearse.

... and not the night before.

A black and white photograph of a young boy with curly hair, wearing a striped shirt and a dark tie. He is sitting at a desk, leaning his head on his hand in a thoughtful or tired pose. In front of him are several books, some open and some stacked. The background is a plain, light-colored wall.

An outstanding 1 hour presentation can
take 30 hours or more of prep time.



Ya, exactly.



It's all about being organized
and planning ahead.

Have a system for collecting your ideas
to rework them into a masterpiece.

A black and white close-up portrait of a man's face, looking slightly to the left. The image is used as a background for the text overlay.

86%

of top executives say that
communicating with clarity
directly impacts their
career and income.

Source: www.distinction-services.com



Yet only **25%**
Spend more than 2 hours
on 'high-stakes' presentations

Source: www.distinction-services.com



Design, don't just slap
something together.

If your presentation sucks,
don't blame PowerPoint.

Let's recap...
**MISTAKES
TO AVOID:**



Let's recap...
**MISTAKES
TO AVOID:**



**TOO
MUCH
INFO**



**NOT
ENOUGH
VISUALS**



**HORRIBLE
QUALITY**



**VISUAL
VOMIT**



**LACK
OF PREP**

But wait!

A nicely designed presentation
is not the most important part.



Yes the best speakers grip an audience
by telling a story and showing some
slides to support that, but...

Yes the best speakers grip an audience by telling a story and showing some slides to support that, but...

the boldest among them do away with slides entirely and go naked.



Before you become a master presentation designer you must be a great storyteller first.



One of the best resources to help you with this is Resonate by Nancy Duarte.




I promise to never
design a presentation
that sucks ever again.

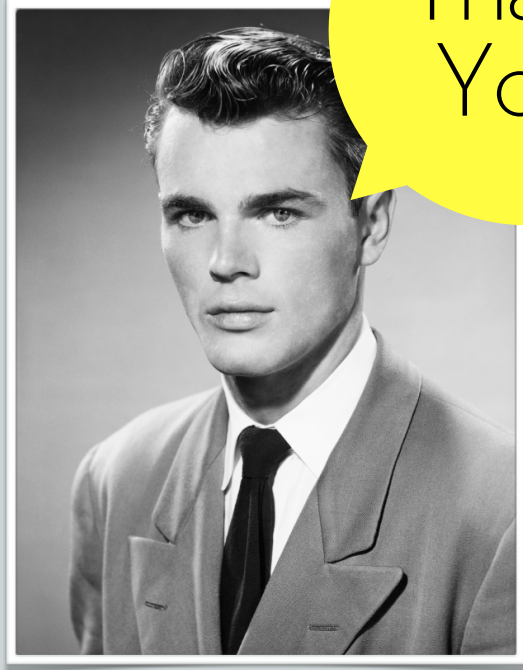
.....

(you sign here)





Now go on tiger,
we need you to
not suck.



Thank
You.

Please share this presentation.
Together let's rid the world
of PowerPoint that sucks.

Jesse Desjardins
twitter.com/jessedee
slideshare.net/jessedee

Download this
presentation ->

