

PRESENTATION DESIGN TOOLKIT FOR SMART PEOPLE

NO BS. PRACTICAL TOOLS FOR
PRESENTATION STRUCTURE, DESIGN, AND DELIVERY

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PRESENTATION DESIGN CHECKLIST

- 1 Craft the **narrative structure** of your presentation
- 2 Using that as a guide, fill out your **content outline**
- 3 Make a **visual storyboard** your presentation
- 4 Design and build your slides for **clarity and good style**
- 5 Choose a **scripting** approach
- 6 Practice your **delivery**
- 7 **Relax** and do your best!

P

PERSUASIVE PRESENTATIONS

TOOLKIT

Persuasive Presentation Structure

- 1 SET THE STAGE** → Introduce yourself; provide context, **define the question**, establish the problem, hook your audience.
- 2 EXPLORE EVIDENCE** → Build towards your solution with compelling evidence.
- 3 PROPOSE SOLUTION** → Unveil your solution and its benefits, or your argument and its key points.
- 4 EXECUTION** → OK; so what? Outline next steps and logistics, or show how your point has real-world relevance. Call to action.

Persuasive Presentation Structure

- 1 SET THE STAGE** → Hi. Here's the situation.
- 2 EXPLORE EVIDENCE** → A good solution would do X, Y, and Z. How great would that be?
- 3 PROPOSE SOLUTION** → My solution does X, Y, and Z because of A, B, C. How great would this be?
- 4 EXECUTION** → Here's how we make it happen.

Variation: Making an Argument

- 1 SET THE STAGE** → Hi. Here's the situation.
- 2 MAKE ARGUMENT** → I believe that Blah Blah Blah.
- 3 EXPLORE EVIDENCE** → Here's why: A, B, C.
- 4 CONCLUSION** → Here's what it all means and what to do about it.

Examples of Persuasive Presentations

**PROPOSALS,
PITCHES,
ARGUMENTS**

Let's simplify legal jargon!

by Alan Siegel, [TED.com](https://www.ted.com/talks/alan_siegel_let_s_simplify_legal_jargon)

iPad introduction, 2007

by Steve Jobs, [YouTube.com](https://www.youtube.com/watch?v=Kozjv29W5T8)

A kinder, gentler philosophy of success

by Alain de Botton, [TED.com](https://www.ted.com/talks/alain_de_botton_a_kinder_gentler_philosophy_of_success)

The data behind Hollywood's sexism

by Stacy Smith, [TED.com](https://www.ted.com/talks/stacy_smith_the_data_behind_hollywood_s_sexism)

Let's simplify legal jargon! by Alan Siegel, TED.com

https://www.ted.com/talks/alan_siegel_let_s_simplify_legal_jargon

1 SET THE STAGE

Legal and bureaucratic jargon is out of control, and this has a dramatic negative impact on our lives.

2 EXPLORE EVIDENCE

Health care bill runs 2000+ pages long; small business loan seekers and war veterans face blizzards of paperwork to get what they need;

3 PROPOSE SOLUTION

Bring plain English and humanity back into these documents. Examples: Consumer credit agreement. IBM Cost of Printing Agreement. How he dramatically reduced confusion on a standard IRS letter.

4 CALL TO ACTION

Let's make clarity, transparency, and simplicity a national priority.

Original iPad introduction, Steve Jobs, 2010

1 SET THE STAGE

Steve begins by telling the story of the history of laptops, and brings it to the present day.

2 EXPLORE EVIDENCE

Everyone uses laptops and smartphones. Is there room for an in-between device? It would need to do X, Y, Z.

3 PROPOSE SOLUTION

iPad. Here it is. It does X, Y, Z. Product demo.

4 EXECUTION

Pricing and accessories.

A kinder, gentler philosophy of success, Alain de Botton, [TED.com](https://www.ted.com/talks/alain_de_botton_a_kinder_gentler_philosophy_of_success)

1 SET THE STAGE

Alain begins by talking about sometimes feeling **crushing pressure to succeed** in his career, and his notion that he's not alone.

2 EXPLORE EVIDENCE

He goes on to explain the phenomenon by discussing snobbery, envy, equality, and meritocracy, and how our **perception of success** also negatively affects our **perception of failure**.

3 PROPOSE SOLUTION

Don't judge someone on their job alone. Sympathize with others' misfortunes, don't just call them losers. See them as full human beings.

4 CALL TO ACTION

Rethink what success means to you. Make sure your conception of success is true to your own wishes; don't cave to pressure from society.

1 **SET THE STAGE**

Stacy begins by expressing the **importance of stories** in our lives, and **why representation matters**.

2 **EXPLORE EVIDENCE**

She dives right into **her research data**, showing the fascinating and appalling numbers about women in cinema, both on-screen and behind the camera.

3 **PROPOSE SOLUTION**

“Just add 5” female speaking characters to every top 100 film. Equity clauses for A-listers. Force studios to interview underrepresented candidates. Support films with underrepresented actors and directors.

4 **CALL TO ACTION**

Our storytelling powers can change the world. Let's eradicate the epidemic of invisibility and let the next generation of audiences see the stories we were never able to see.

Example: Trying to convince your boss to hire a social media team.

- 1 SET THE STAGE** → How are we going to stay relevant in a rapidly evolving retail landscape?
- 2 EXPLORE EVIDENCE** → What are our competitors doing in social media? What are we doing?
- 3 PROPOSE SOLUTION** → The benefits of an in-house social media team.
- 4 EXECUTION** → Costs, logistics, timeline, next steps.

Example: Trying to convince your CEO to build an innovation center.

1 SET THE STAGE

What are our development teams' workspaces like now?

2 EXPLORE EVIDENCE

What kinds of work environments foster innovation and collaboration?

3 PROPOSE SOLUTION

Here's our concept. What will it look like when our proposed design drives innovation and collaboration?
What's the vision?

4 EXECUTION

Costs, logistics, timeline, next steps.

Assignment: Sketch your presentation structure

1 SET THE STAGE →

2 MAKE ARGUMENT →

3 EXPLORE EVIDENCE →

4 CONCLUSION →

Assignment: Sketch your presentation structure

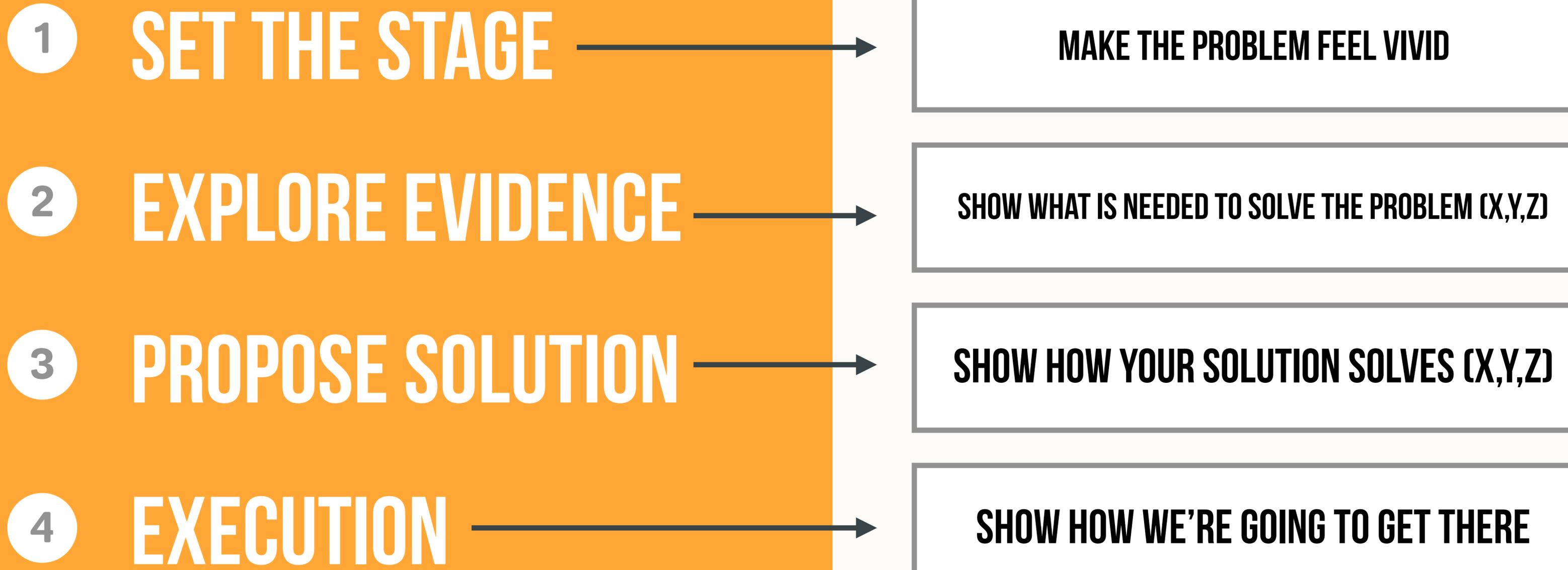
1 SET THE STAGE →

2 EXPLORE EVIDENCE →

3 PROPOSE SOLUTION →

4 EXECUTION →

Assignment: Sketch your presentation structure



Outline Example: Convince the boss to build an innovation center

Set the Stage:

What the PD offices are like now

- Photos from the offices
- Problems people are experiencing
- Consequences of a disjointed office space

Explore Evidence:

What kinds of work environments foster collaboration and innovation?

Case Study 1: Facebook Offices

Quotes from the designers

Case Study 2: Fuseproject offices

Video about their innovative office design

Case Study 3: Google Offices

Cross-pollination in the cafeteria

The importance of social spaces

Propose Solution:

Our Design

Barrier-free Office Spaces

- Bringing related departments together
- Open plan, with privacy
- Plenty of shared meeting spaces

Varied Workspace Styles

- Cubicles, meeting rooms, lounge, cafe bar, canteen, phone booths

Innovation spaces

- Test kitchens, rapid prototyping labs, brainstorming spaces

Execution

- Budget
- Personnel
- Timeline
- Next Steps

Reiterate the dream, what this can achieve.

Assignment: Fill out your storyboard outline

Set the Stage

Status Quo

Explore Evidence

Case Study 1

Point A

Point B

Point C

Case Study 2

Point A

Point B

Case Study 3

Point A

Point B

Point C

Propose Solution

Aspect 1

Point A

Point B

Point C

Aspect 2

Point A

Point B

Point C

Execution

Action item 1

Action item 2

Action item 3

Thanks!

A large, stylized letter 'N' graphic in a light teal color, positioned on the left side of the slide. It is composed of two vertical bars connected by a diagonal bar, with a slight shadow effect.

NARRATIVE

PRESENTATIONS

LESSON FIVE

Narrative Presentation Structure

1 **CONTEXT**

2 **CATALYST**

3 **CLIMB**

4 **CRUX**

5 **CLOSURE**

Narrative Presentation Structure

- 1 CONTEXT** → Before the journey begins; set the stage, introduce the main character.
- 2 CATALYST** → The moment where everything starts to change.
- 3 CLIMB** → The journey; ups and downs; obstacles.
- 4 CRUX** → The moment of truth. This moment is what the story is all about.
- 5 CLOSURE** → What happened next, what it all means, lessons learned, hopes for the future.

Examples of Narrative Presentations

**HARROWING TALES,
EPIC JOURNEYS,
INSPIRING STORIES**

This is what it's like to go undercover in North Korea
by Suki Kim, [TED.com](#)

The power of vulnerability
by Brene Brown, [TED.com](#)

My stroke of insight
by Jill Bolte Taylor, [TED.com](#)

How Electroshock Therapy Changed Me
by Sherwin Nuland, [TED.com](#)

Example: This is what it's like to go undercover in North Korea, by Suki Kim

- 1 CONTEXT** → Suki was a South Korean writer living in America **seeking the truth** about North Korea.
- 2 CATALYST** → So, she got an undercover job as a teacher for elite schoolboys in Pyongyang.
- 3 CLIMB** → She slowly got to know the boys, and glimpsed their real selves underneath all the lies. **She desperately wanted to tell them the truth.**
- 4 CRUX** → What was more important to her? The truth? Or the safety of the boys?
- 5 CLOSURE** → Despite her deeply held values, **she chose the boys over the truth.** But if she could talk to them again, this is what she would say...

Example: The Power of Vulnerability by Brené Brown

1 **CONTEXT** →

First, Brené explains her profession, and introduces us to her snarky, **well-armored** personality.

2 **CATALYST** →

She takes us back to when she decided to focus on **human connection** in her qualitative research.

3 **CLIMB** →

Tons of research & interviews lead her to a surprising conclusion...

4 **CRUX** →

That **shame** is the undoing of human connection, and that **vulnerability - her worst nightmare** - is the antidote.

5 **CLOSURE** →

The rest of the talk is about how she copes with these findings, **what it means for her**, and **what it can mean for you**.

How Electroshock Therapy Changed Me by Sherwin Nuland

1

CONTEXT

Sherwin paints a vivid picture of **the history of electroshock therapy** as treatment for mental illness, and how it eventually fell out of favor.

2

CATALYST

He then reveals that his life was saved thanks to electroshock therapy, and **takes us back** to the 1960s - the start of his depression.

3

CLIMB

He describes his **descent** into increasingly worse mental illness and how he lost his career, was sent to a mental hospital, and was even slated for a prefrontal lobotomy. All seemed lost.

4

CRUX

At the last moment, the young resident doctor on his case insisted that they try electroshock therapy on him. After a period of uncertainty... **it works**. He regains his life, his career, his family.

5

CLOSURE

If I can survive this, you can survive anything.

Example: My Stroke of Insight by Jill Bolte Taylor

1

CONTEXT

First, Jill explains why she studies the brain and explains her research in brain mapping.

2

CATALYST

One fateful morning, she has a brain hemorrhage...

3

CLIMB

She explains how the brain's two cortices are totally separate and different. She then describes the morning of her left-brain hemorrhage in detail, and how her right brain experience felt like Nirvana.

4

CRUX

What a gift this "stroke of insight" could be to how we live our lives.

5

CLOSURE

Which side of the brain do we choose? Her wish that everyone could tap into the peace, love, and beauty of the right brain experience.

Assignment: Sketch your presentation structure

1 CONTEXT →

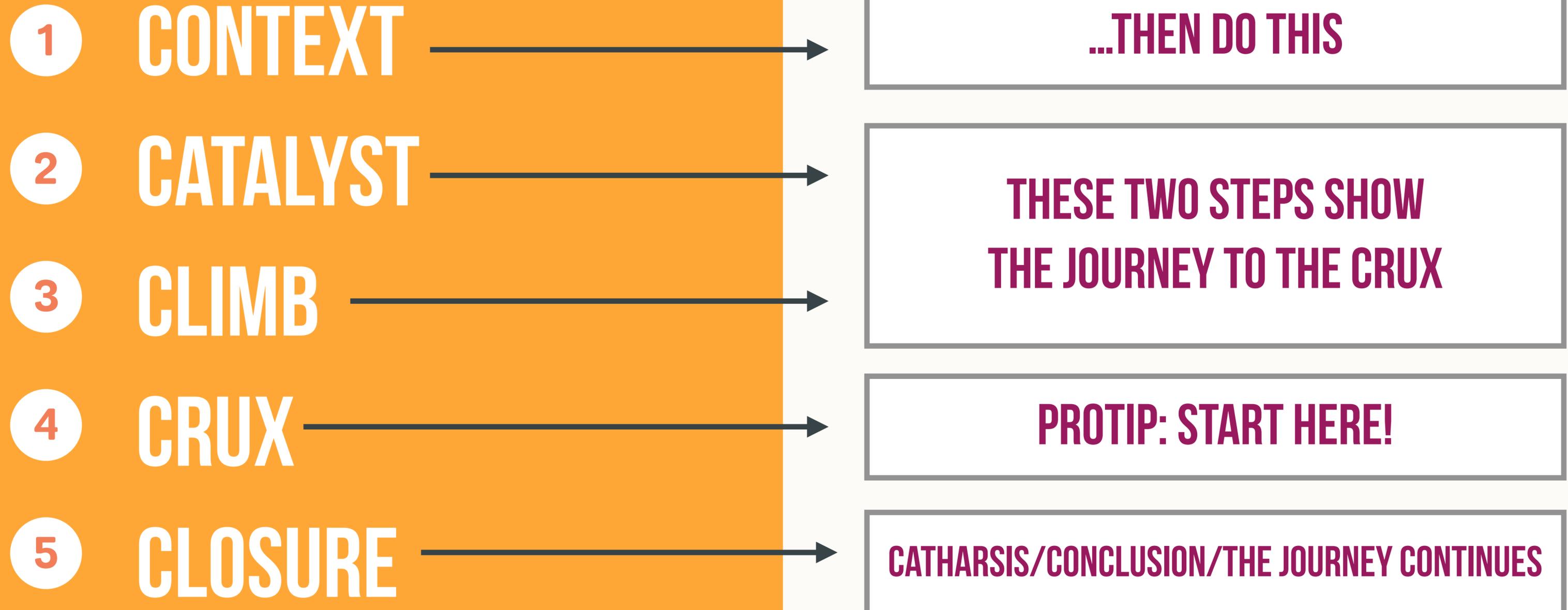
2 CATALYST →

3 CLIMB →

4 CRUX →

5 CLOSURE →

Assignment: Sketch your presentation structure



Assignment: Fill out your storyboard outline

Context:

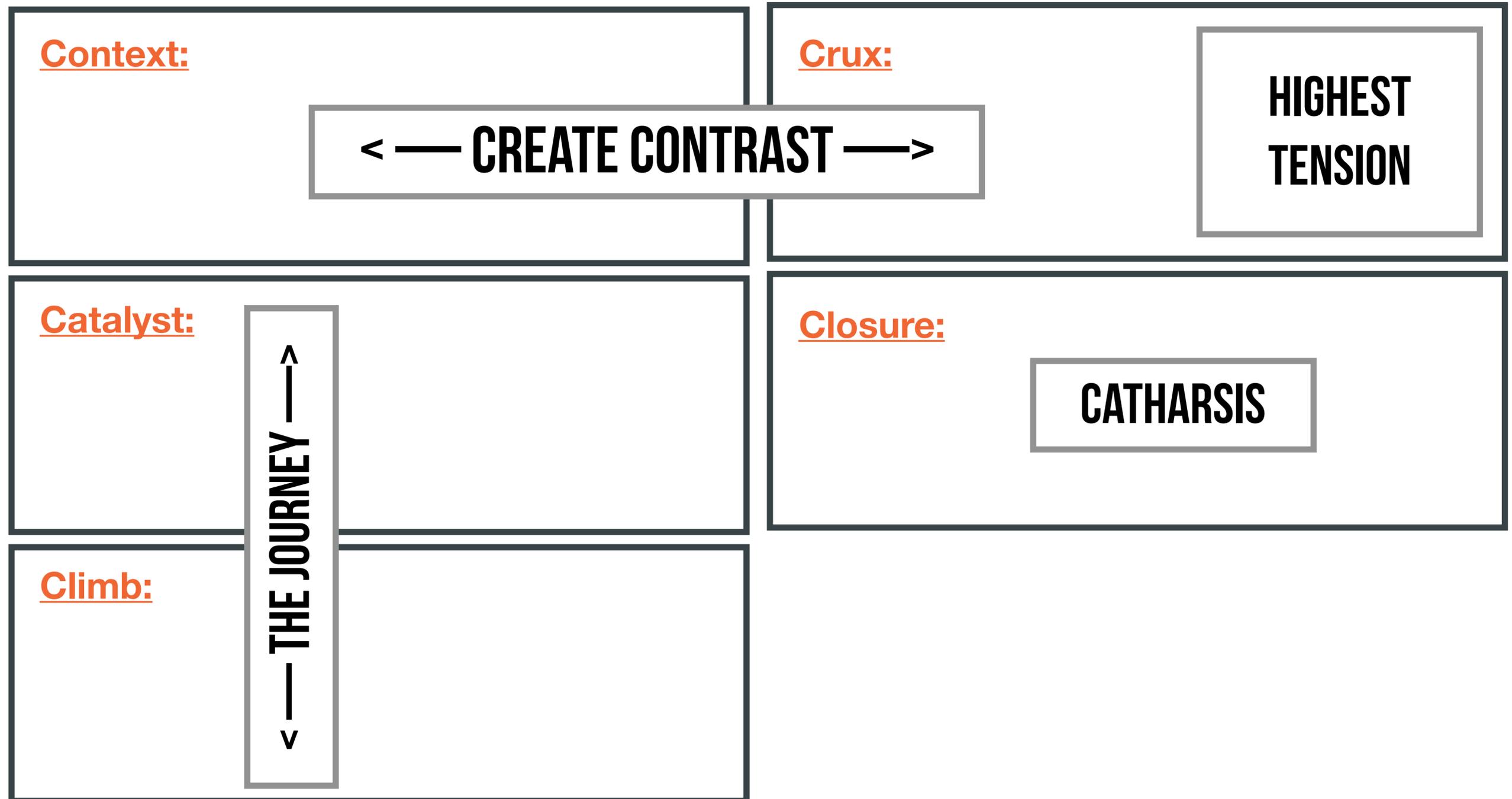
Crux:

Catalyst:

Closure:

Climb:

Assignment: Fill out your storyboard outline



Example: The Ugly Duckling

Context:

There once was an ugly duckling that was bullied by everyone he knew for his unappealing appearance.

Catalyst:

One day, he is pushed to the breaking point with the abuse, and sets off on his own to find his place in the world.

Climb:

- He joins wild ducks and geese; they are killed by hunters.
- He goes to live with an old woman; her pets bully him too
- He sets off by himself once again and sees a flock of beautiful wild swans. He wishes to join them, but he's too young to fly.

- A farmer tries to nurture him but his noisy kids scare the duckling away.

Crux:

He spends a sad winter alone, hiding in a cave. Desperately sad, come spring the ugly duckling throws himself at a passing flock of swans, thinking it's better to be killed by these beautiful birds than to live a life of ugliness and misery. But - surprise! He sees his reflection in the water and he's not a duck after all, he's been a swan all along.

Closure:

The swans welcome and accept him, and they take to the air together.

Example: Cinderella

Context:

Cinderella is having a pretty rough life, tormented by her stepmother and stepsisters.

Catalyst:

One day, a letter arrives - an invitation to a royal ball where the prince seeks a wife. Cinderella's stepmother says she may go if, against all odds, she can find a dress and finish her chores.

Climb:

- Cinderella's animal friends help her finish her chores and make her a beautiful dress
- At the last moment before leaving for the ball, the stepsisters and stepmother wreck everything for Cinderella and all seems lost.
- Fairy godmother to the rescue!

Crux:

Cinderella, all splendiferous, goes to the ball and wins the heart of the prince, but has to escape by the stroke of midnight when her magic runs out. She falls, leaving behind her glass slipper for him to find.

Closure:

The prince turns the kingdom upside down looking for the girl whose foot matches the glass slipper, and eventually finds Cinderella and marries her.

A large, stylized letter 'E' graphic composed of horizontal bars, positioned on the left side of the page. The bars are a lighter shade of green than the background.

EXPLANATORY

PRESENTATIONS

TOOLKIT

Basic explanatory presentation

1 SET THE STAGE

Introduce yourself, provide context, define the topic, hook your audience, set expectations, lay a foundation.

2 SECTION A

3 SECTION B

4 SECTION C *(etc.)*

Deliver a logical sequence of information in **clear sections** with **CLEAR TAKEAWAYS**, all building towards a larger message or goal.

- CONCLUSION

Wrap up, summarize takeaways, show impacts, relationship to whatever's next...

Examples of Explanatory Presentations

**LESSONS,
REPORTS,
TUTORIALS,
UPDATES,
SHOWCASES**

The best stats you've ever seen
by Hans Rosling, [TED.com](https://www.ted.com/talks/hans_rosling_the_best_stats_you've_ever_seen)

The magic ingredient that brings Pixar movies to life
by Danielle Feinberg, [TED.com](https://www.ted.com/talks/danielle_feinberg_the_magic_ingredient_that_brings_pixar_movies_to_life)

Things I've learned in my life so far
by Stefan Sagmeister, [TED.com](https://www.ted.com/talks/stefan_sagmeister_things_i've_learned_in_my_life_so_far)

How to recognize poor vs. good quality in clothes (in 5 points)
by Justine Leconte, [YouTube.com](https://www.youtube.com/watch?v=...)

How we're teaching computers to understand pictures
by Fei-Fei Li, [TED.com](https://www.ted.com/talks/fei-fei_li_how_we_re_teaching_computers_to_understand_pictures)

Rethinking Civilization
by Crash Course World History, [YouTube.com](https://www.youtube.com/watch?v=...)

How to recognize poor vs. good quality in clothes (in 5 points) by Justine Leconte

<https://www.youtube.com/watch?v=6a5IHAHf0Zk>

1 SET THE STAGE



Justine introduces the premise of the video and outlines what she will cover.

2 SECTION A

3 SECTION B

4 SECTION C *(etc.)*



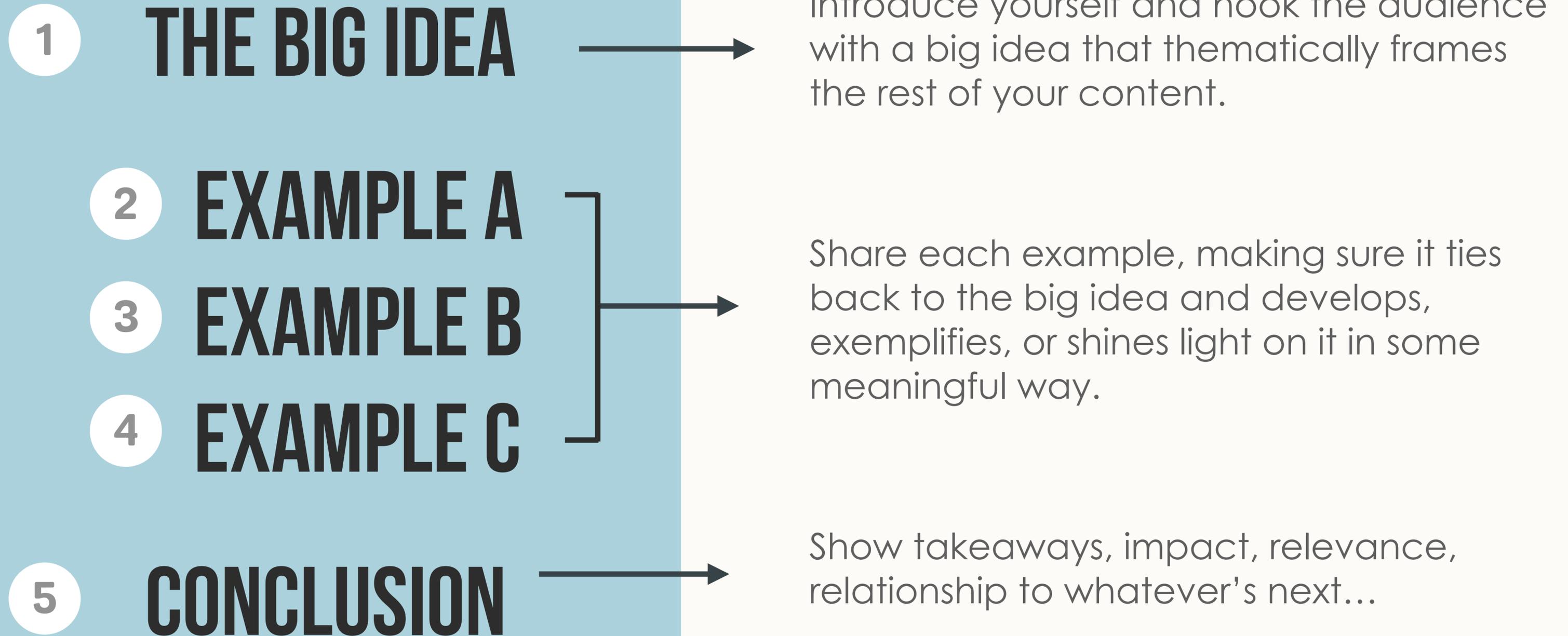
- Cut and fit
- Colors and dye
- Prints, appliqués, and jacquards
- Fabric and fiber quality
- Sewing quality

- CONCLUSION



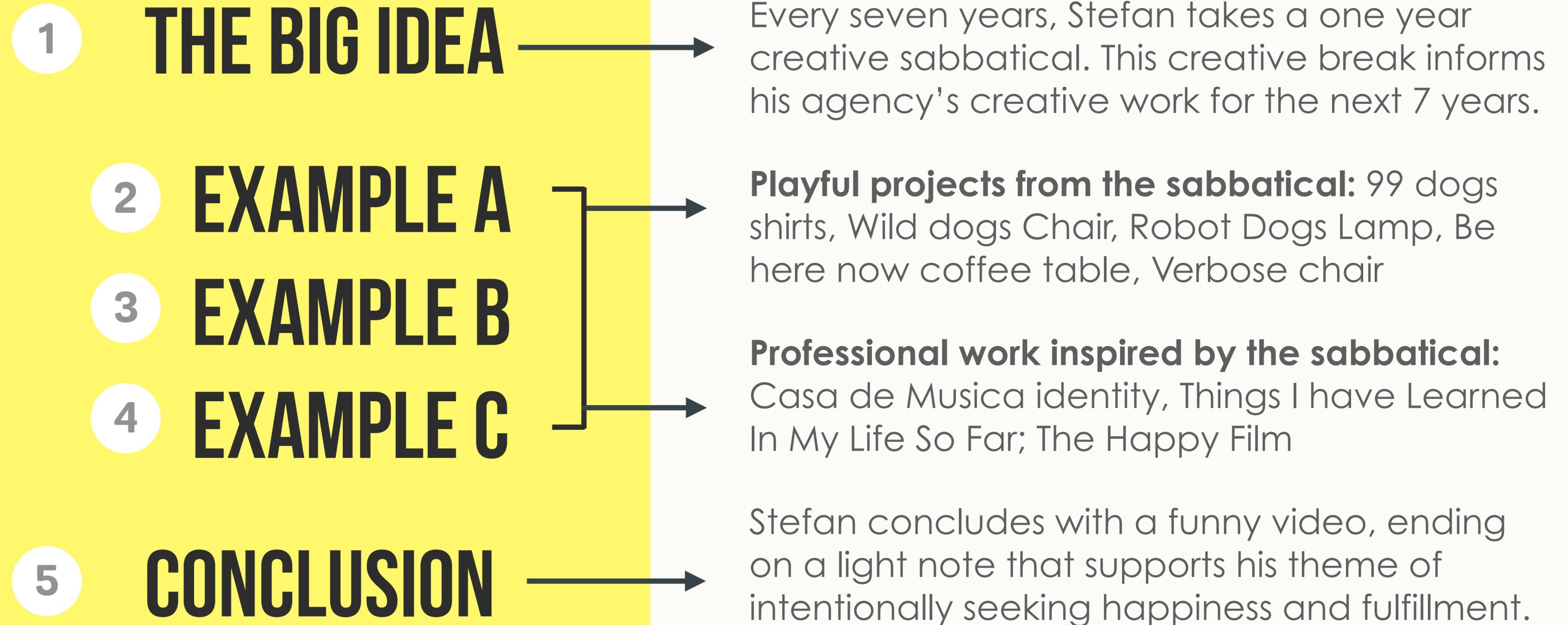
Impact, goodbye, and viewer engagement request.

VARIATION: One big idea supported by various examples.



Example: The Power of Time Off by Stefan Sagmeister

https://www.ted.com/talks/stefan_sagmeister_the_power_of_time_off



Example: The best stats you've ever seen by Hans Rosling

https://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen

1 THE BIG IDEA



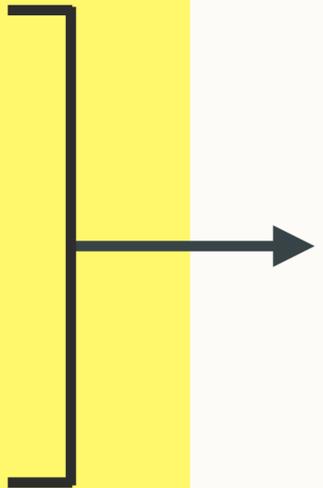
People know shockingly little about global health and the developing world, which we can remedy by visualizing data in amazing ways.

- Fertility rates and life expectancy over time: the global shift to long life, small families.
- Distribution of income around the world; Asia rising out of poverty in recent decades.
- Wealth vs. Child survival - the importance of contextualizing, not generalizing whole continents or regions

2 EXAMPLE A

3 EXAMPLE B

4 EXAMPLE C



5 CONCLUSION



Why are we not using the data we have? It's hidden in the databases, boring. We need to animate databases, search.

Assignment: Sketch your presentation structure

1 INTRO/BIG IDEA

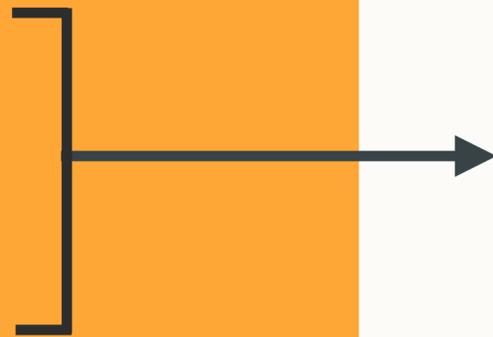


2 SECTION A



3 SECTION B

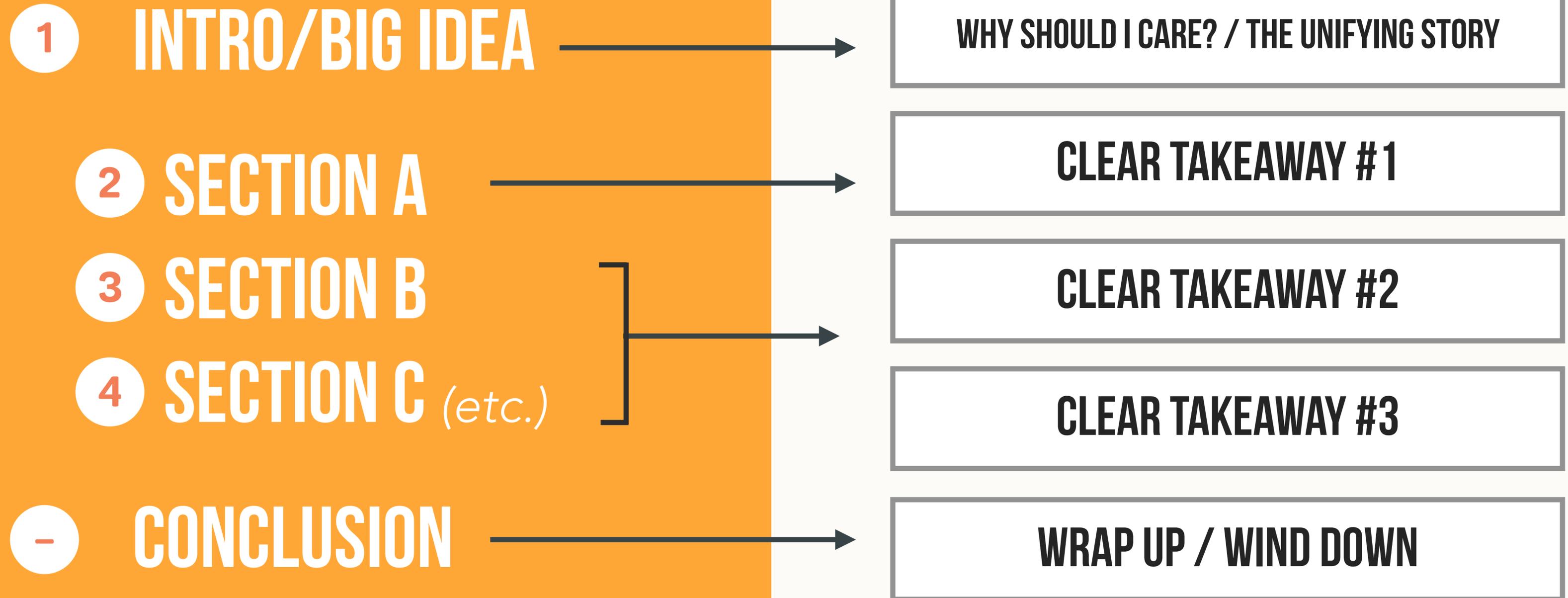
4 SECTION C *(etc.)*



- CONCLUSION



Assignment: Sketch your presentation structure



Sample Explanatory Storyboard: Lecture about Color

Introduction

The power of color

Section 1: Color, in Theory

- Subsection 1: Color Wheel
 - Complementary colors
 - Exercise: name the complement
 - Magic fade trick
- Subsection 2: Language of Color
 - Hue, Shade, Tone, Saturation
 - Color names
- Subsection 3: Color systems
 - Pantone
 - Screens: RGB, HSB
 - Print: CMYK
 - Color sphere?

Section 2: Applications

- Subsection 1:

Interior design: color, light, and mood

- Subsection 2:

Photography/film color grading

Section 3: Taste & Color

- Subsection 1: Finding what you like and figuring out why

- Red and navy blue
- Adjacent colors
- Pop colors

- Subsection 2: Color Trends

- Tastemakers
- Trend agencies

Conclusion: Notice Color assignment

Business Presentation Checklist



Does the audience know why they are seeing this presentation? Are there clear goals and action items?



For each slide, ask yourself: why does my audience need to see this slide?



Do you have clear takeaways or “therefores” for each concept presented?



Can the progression of your presentation be summarized in a logical verbal statement?



Does the audience know what the next steps are that need to be taken? What they need to do next?

Business Presentation Checklist



Explicitly state presentation **goals**



Clearly state **conclusions** for each section



Clearly state **transitions** between sections

Assignment: Fill out your storyboard outline

Set the Stage

Introduce the topic in a compelling way.

Topic 1

Point A

Point B

Point C

Topic 2

Point A

Point B

Topic 3

Point A

Point B

Point C

Conclusion

Takeaway 1

Takeaway 2

Takeaway 3

Next steps

Thanks!



STORYBOARDING

STRATEGIES

TOOLKIT

My Process

- 1 OPEN A NOTEPAD**
- 2 WRITE OUT NARRATIVE ARC IN A BULLETED OUTLINE**
- 3 FILL IN THE OUTLINE WITH SUBSECTIONS AND IDEAS**
- 4 CUT OUT EXCESS CONTENT, REARRANGE**
- 5 SKETCH VISUAL IDEAS FOR SLIDES**
- 6 BRING IT INTO PRESENTATION SOFTWARE**
- 7 DEVELOP STORYBOARD FROM THERE**

Assignment: Before outlining, fill these in:

Why am I doing this presentation?

What should the audience walk away with?

What do I want the audience to feel?

What are the most interesting aspects of this presentation?

How can I make this worthwhile for them?

Where do my passions, experiences, and this presentation intersect?

Assignment: Before outlining, fill these in:

Why am I doing this presentation?

- + I want to **convince** the CEO to fund our innovation center project.
- + I want to make a **good impression**.

What should the audience walk away with?

- + **Confidence** that our project is a great idea, with the execution stage well under control.
- + **Inspiration** about the possibilities the new space will bring the company.

What do I want the audience to feel?

- + Inspired, **excited**, thoughtful, hopeful.
- + Proud, confident, assured, engaged, **invested**.

What are the most interesting aspects of this presentation?

- + **Case studies** from very successful companies.
- + Our **designs** and their **justifications** based in research and empathy.

How can I make this worthwhile for them?

- + **Ask questions, inspire design thinking**
- + **Share interesting research** in an engaging way

Where do my passions, experiences, and this presentation intersect?

- + I love designing to **meet people's needs**
- + I work in this office and **I know it** intimately.

Examples: Good use of slides in a presentation

The art of first impressions — in design and life
by Chip Kidd, [TED.com](https://www.ted.com/talks/chip_kidd_the_art_of_first_impressions)

How our microbes make us who we are
by Rob Knight, [TED.com](https://www.ted.com/talks/rob_knight_how_our_microbes_make_us_who_we_are)

Things I've learned in my life so far
by Stefan Sagmeister, [TED.com](https://www.ted.com/talks/stefan_sagmeister_things_i_ve_learned_in_my_life_so_far)

The best stats you've ever seen
by Hans Rosling, [TED.com](https://www.ted.com/talks/hans_rosling_the_best_stats_you_ve_ever_seen)

Set the Stage:

What the PD offices are like now

- Photos from the offices
- Problems people are experiencing
- Consequences of a disjointed office space

Explore Evidence:

What kinds of work environments foster collaboration and innovation?

Case Study 1: Facebook Offices

Quotes from the designers

Case Study 2: Fuseproject offices

Video about their innovative office design

Case Study 3: Google Offices

Cross-pollination in the cafeteria
The importance of social spaces

Propose Solution:

Our Design

Barrier-free Office Spaces

- Bringing related departments together
- Open plan, with privacy
- Plenty of shared meeting spaces

Varied Workspace Styles

- Cubicles, meeting rooms, lounge, cafe bar, canteen, phone booths

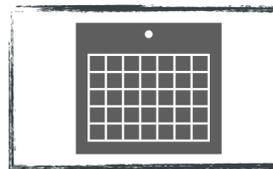
Innovation spaces

- Test kitchens, rapid prototyping labs, brainstorming spaces

Execution

- Budget
- Personnel

Reiterate the dream, what this can achieve.



CLARITY

Simple is best.

Break it down.

Is this crucial?

D

DELIVERY

STRATEGIES

TOOLKIT

SCRIPTING APPROACHES

1 Rough outline

2 Slide-led talk

3 Fully scripted

Examples: Presentations where they had an outline*

The Nature of Persons: Dualism vs. Physicalism

by Shelley Kagan, Yale Open Courses, oyc.yale.edu

What Is It Like to Be a Baby: The Development of Thought

by Paul Bloom, Yale Open Courses, oyc.yale.edu

How schools kill creativity

by Ken Robinson, TED.com

What do babies think?

by Alison Gopnik, TED.com

* mental or actual

* **I think**

Examples: Slide-led presentations*

The best stats you've ever seen
by Hans Rosling, [TED.com](https://www.ted.com/talks/hans_rosling_the_best_stats_you've_ever_seen)

The art of first impressions — in design and life
by Chip Kidd, [TED.com](https://www.ted.com/talks/chip_kidd_the_art_of_first_impressions_in_design_and_life)

The power of believing that you can improve
by Carol Dweck, [TED.com](https://www.ted.com/talks/carol_dweck_the_power_of_believing_that_you_can_improve)

Examples: Presentations that were fully scripted in advance*

Grit: The power of passion and perseverance
by Angela Lee Duckworth, [TED.com](#)

Your elusive, creative genius
by Elizabeth Gilbert, [TED.com](#)

How our microbes make us who we are
by Rob Knight, [TED.com](#)

The surprising habits of original thinkers
by Adam Grant, [TED.com](#)

The strange tale of the Norden bombsight
by Malcolm Gladwell, [TED.com](#)

Assignment: Scripting Exercises

<i>Scripting style</i>	<i>Assignment</i>
Outline	Write and print out your outline. Rehearse your presentation, making notes on helpful changes you can make to your outline.
Slide Led	Write down notes for what you will say during each slide in the Presenter Notes section of your slideshow, or in a separate document you can print out to practice with.
Full Script	Write and polish your script, using formatting (bold, italics, underline, color) to help guide yourself in giving natural, dynamic intonation.

DELIVERY: COME ALIVE!

- 1 Showcase your personality
- 2 Have empathy for your audience
- 3 Engage with us, ask questions, play with us
- 4 Speak naturally and dynamically

Showcase your personality!

<i>Tip</i>	<i>Possible Methods</i>	<i>People to watch</i>
Use your own unique voice.	Avoid clichés; only say something if it's meaningful and true. Try to say things only you would say.	Chip Kidd, Brian Little, TED.com
Let the audience in a little bit; show us a glimpse of your real self.	Humanize yourself; show a bit of good-humored vulnerability; start from a place people can relate to - embarrassment, family, a good joke.	Alain de Botton, Susan Cain, Elizabeth Gilbert, Brené Brown, TED.com

Have empathy for your audience

<i>Tip</i>	<i>Possible Methods</i>	<i>People to watch</i>
Speak simply and clearly.	Explain things in a way that anyone could understand, without dumbing things down. Don't use industry jargon.	Social experiments to fight poverty, Esther Duflo, TED.com
Use descriptive words that come alive.	Use vivid metaphors, craft examples that create clear mental pictures. Use body language.	The neurons that shaped civilization, Vilyanur Ramachandran, TED.com

Engage with the audience

<i>Tip</i>	<i>Possible Methods</i>	<i>People to watch</i>
Ask questions	Quiz the audience, ask their opinion, ask rhetorical questions, what if questions.	The best stats you've ever seen, Hans Rosling, TED.com
Use second-person language; use the word “you”.	Ask them to do things, ponder things, imagine things.	How to make stress your friend, Kelly McGonigal, TED.com

Speak naturally and dynamically

<i>Tip</i>	<i>Possible Methods</i>	<i>People to watch</i>
Try to talk the way you really sound	Try speaking like a more eloquent version of yourself chatting with friends.	Justine LeConte, EmmyMadeInJapan, YouTube.com . Jane McGonigal, TED.com
Use intonation, prosody, and a dynamic voice.	Watch good speakers you like, and try to emulate them. Practice with a video camera.	Elizabeth Gilbert, Malcom Gladwell, TED.com

Inspiration: Memorable, personal, authentic delivery styles

A kinder, gentler philosophy of success

by Alain de Botton, [TED.com](#)

The power of vulnerability

by Brené Brown, [TED.com](#)

My stroke of insight

by Jill Bolte Taylor, [TED.com](#)

The best stats you've ever seen

by Hans Rosling, [TED.com](#)

The clues to a great story

by Andrew Stanton, [TED.com](#)

BE CONFIDENT.

Trust your plan

Slow down

Compartmentalize your stage fright

Know your stuff and practice!

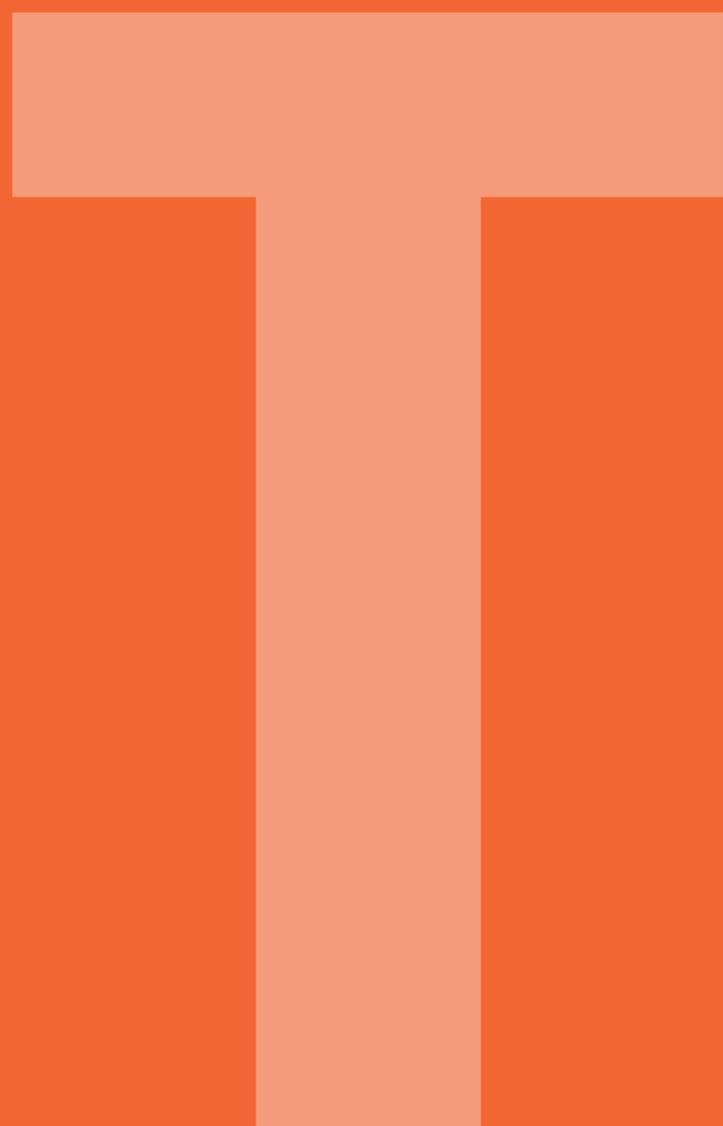
Assignment: Delivery Exercises

	<i>Watch & Learn</i>		<i>Practice</i>
✓	Watch videos from 5 of the speakers recommended in this section.		<u>Persuasive Presentation:</u> Record a short video making an argument about something.
	Pick your favorite speaker and write down 3 things you like about their delivery style.		<u>Narrative Presentation:</u> Record a short video of yourself retelling a story - perhaps a fairy tale, or summarizing your favorite book.
	Identify and write down 3 delivery techniques you'd like to try in your next presentation.		<u>Explanatory Presentation:</u> Record a short video where you explain something relating to your job or favorite hobby.

VISUAL PRESENTATION DESIGN TOOLKIT FOR **SMART PEOPLE**

HOW TO CREATE **ATTRACTIVE, LOGICAL** PRESENTATIONS

MJ TRUONG



TEMPLATES

QUICK, EASY, QUALITY.

TOOLKIT

FREE Templates for Keynote and/or PowerPoint

Every (PPT, Keynote)

<https://www.webdesignerdepot.com/2017/04/free-download-every-minimal-powerpoint-keynote-template/>

Alpari - Marketing (PPT, Keynote)

<https://hislide.io/product/alpari-marketing-free-powerpoint/>

<https://hislide.io/product/alpari-marketing-free-keynote/>

Elva (PPT)

<http://www.themeraid.com/freebies/ultimate-powerpoint-presentation-template/>

Clean (PPT)

<https://hislide.io/product/clean-free-powerpoint-template/>

FREE Templates for PowerPoint and Google Slides

Viola (PPT, Google Slides)

<http://www.slidescarnival.com/viola-free-presentation-template/414>

Warwick (PPT, Google Slides)

<http://www.slidescarnival.com/warwick-free-presentation-template/813>

Gertrude (PPT, Google Slides)

<http://www.slidescarnival.com/gertrude-free-presentation-template/1763>

Marina (but I'd get rid of the skyline pic in the background) (PPT, Google Slides)

<http://www.slidescarnival.com/marina-free-presentation-template/1149>

Eleanor (PPT, Google Slides)

<http://www.slidescarnival.com/eleanor-free-presentation-template/308>

FREE Templates for Keynote

Marketing Report (Keynote)

<https://hislide.io/product/marketing-report-free-keynote-template/>

Aurora (Keynote)

<https://hislide.io/product/aurora-free-key-template/>

<https://hislide.io/product/aurora-free-key-template-blue/>

Agency (Keynote)

<https://hislide.io/product/agency-free-keynote-template/>

Fusion (Keynote)

<https://hislide.io/product/free-keynote-template-fusion/>

Innovation (Keynote)

<https://hislide.io/product/innovation-keynote-template/>

Bizplan (Keynote)

<https://hislide.io/product/bizplan-free-keynote-template/>

Promising-looking PAID templates: PowerPoint

I have not tried these; be sure you want a template before you buy it!

Project Proposal (PPT)

<https://creativemarket.com/CreativeSlides/1614898-Project-Proposal-PowerPoint-Template>

Nova (individually or as part of a bundle)

<https://creativemarket.com/Slidedizer/590639-Nova-Minimal-PowerPoint-Template>

Minus (individually or as part of a bundle)

<https://creativemarket.com/Slidedizer/614617-Minus-Minimal-PowerPoint-Template>

Minimalis (PPT)

<https://creativemarket.com/onestudioofficial/1212667-Minimalis-Multipurpose-Powerpoint?u=designshack>

More at: <https://creativemarket.com/templates/presentations>

Crystal Minimal (PPT)

https://graphicriver.net/item/crystal-minimal-powerpoint-template/20649031?s_rank=1

Business Proposal (PPT)

<https://graphicriver.net/item/business-proposal-powerpoint-template/11833931>

More at: <https://graphicriver.net/category/presentation-templates/powerpoint-templates>

Promising-looking PAID templates: Keynote

I have not tried these; be sure you want a template before you buy it!

Nova (individually or as part of a bundle)

<https://creativemarket.com/Slidedizer/597505-Nova-Minimal-Keynote-Template>

Minus (individually or as part of a bundle)

<https://creativemarket.com/Slidedizer/625962-Minus-Minimal-Keynote-Template>

Mega Empire for Business Presentations

<https://creativemarket.com/Slidedizer/246034-MEGA-EMPIRE-Powerpoint-Keynote>

More at: <https://creativemarket.com/templates/presentations>

Bold Minimal

https://graphicriver.net/item/bold-minimal-keynote-template/20455755?s_rank=1

Kaspian

https://graphicriver.net/item/kaspian-keynote-presentation/13399535?s_rank=4

Zaro

https://graphicriver.net/item/zaro-premium-keynote-template/20626127?s_rank=14

More at: <https://graphicriver.net/category/presentation-templates/keynote-templates>

Templates Assignment

- 1 FIND A TEMPLATE YOU LIKE**
- 2 BUY IT IF IT'S NOT FREE**
- 3 DOWNLOAD AND INSTALL IT**
- 4 START BUILDING YOUR PRESENTATION**



VISUAL HIERARCHY

TOOLKIT

Visual Hierarchy is about...

1. LOGICAL STRUCTURE

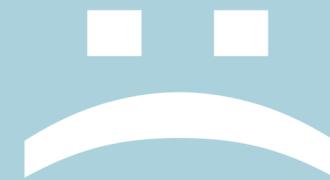
B. GROUPING RELATED CONTENT TOGETHER VISUALLY

III. CLARITY

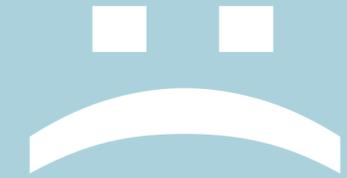
5. MOMENTUM

4. SIGNALING SUBJECT CHANGES

KEEPING THE VIEWER ALERT



Visual Hierarchy is about...



- **CLARITY**
- **VISUALIZING A LOGICAL STRUCTURE**
- **CONSISTENCY**
- **GROUPING RELATED CONTENT TOGETHER VISUALLY**
- **MOMENTUM**
- **SIGNALING SUBJECT CHANGES**
- **KEEPING THE VIEWER ALERT**

Visual Hierarchy is about...



1. CLARITY

- **VISUALIZING A LOGICAL STRUCTURE**
- **CONSISTENCY**
- **GROUPING RELATED CONTENT TOGETHER VISUALLY**

2. MOMENTUM

- **SIGNALING SUBJECT CHANGES**
- **KEEPING THE VIEWER ALERT**

Use your outline as a guide

Ensure consistency between:

1

SECTION HEADERS

2

TABLES OF CONTENT

3

SIMILAR SECTIONS

4

SIMILAR SLIDE TYPES

Set the Stage:

What the PD offices are like now

- Photos from the offices
- Problems people are experiencing (**LIST PAGE**)
- Consequences of a disjointed office space

Explore Evidence:

What kinds of work environments foster collaboration and innovation?

Case Study 1: Facebook Offices

Quotes from the designers

Case Study 2: Fuseproject offices

Video about their innovative office design

Case Study 3: Google Offices

Cross-pollination in the cafeteria

The importance of social spaces (**LIST PAGE**)

Propose Solution:

Our Design

Barrier-free Office Spaces

- Bringing related departments together
- Open plan, with privacy
- Plenty of shared meeting spaces

Varied Workspace Styles

- Cubicles, meeting rooms, lounge, cafe bar, canteen, phone booths

Innovation spaces

- Test kitchens, rapid prototyping labs, brainstorming spaces

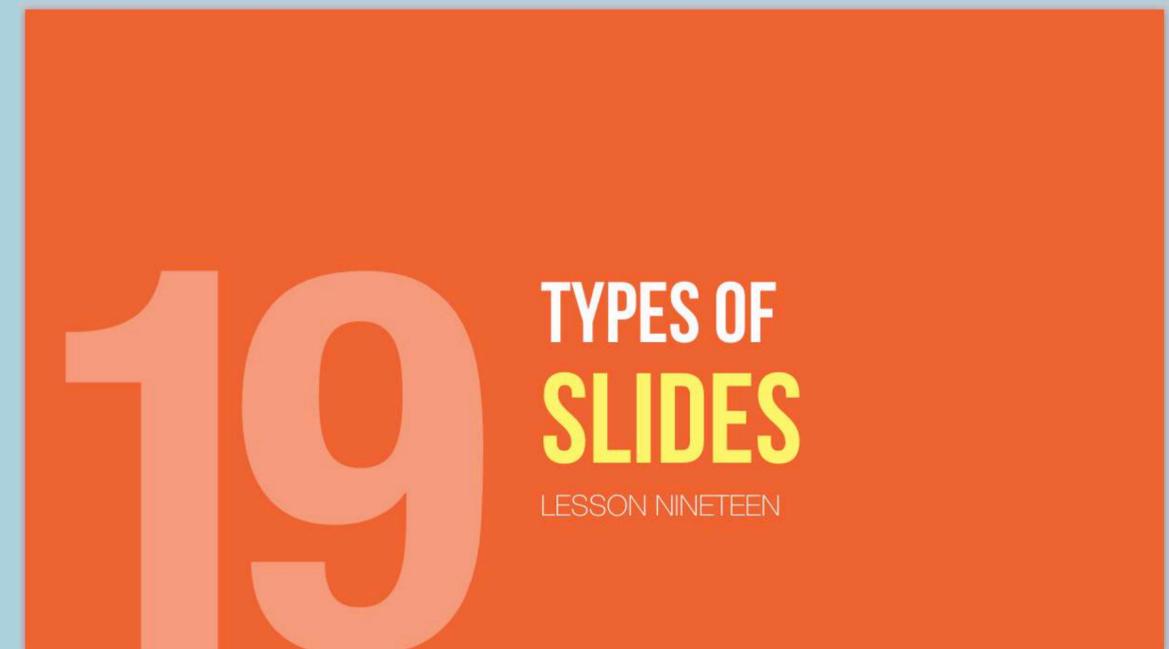
Execution

- Budget
- Personnel (**LIST PAGE**)
- Timelines

Reiterate the dream, what this can achieve.

Types of Slides in a Visual Hierarchy

- 1 **HEADER SLIDES**
- 2 **TABLE OF CONTENT SLIDES**
- 3 **BIG IDEA SLIDES**
- 4 **CHARTS/INFOGRAPHIC SLIDES**
- 5 **IMAGE SLIDES**
- 6 **LIST SLIDES**
- 7 **REFERENCE SLIDES**



Common Problems with Visual Hierarchy

- 1 NO SIGNPOSTING SLIDES**
- 2 INCONSISTENT DESIGNS BETWEEN SIMILAR SLIDE TYPES**
- 3 ALL THE SLIDES LOOK THE SAME**
- 4 EVERY SLIDE LOOKS REALLY DIFFERENT**
- 5 JUMBLED DESIGN LANGUAGE**

Assignment: Visual Hierarchy

Check that your deck has consistency across all its slide types in terms of color, font, shapes, layout, etc.

A large, stylized, light orange letter 'D' is positioned on the left side of the slide, partially overlapping the main text area. It has a rounded top and a thick, solid orange border.

STRATEGIES FOR SLIDE DESIGN

TOOLKIT

COLOR



Search

Home Explore MJ 9+

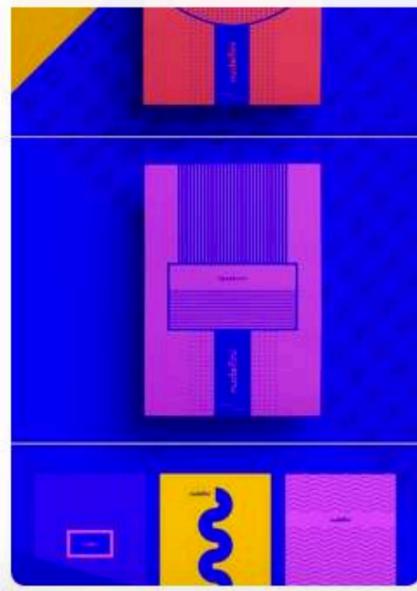
https://www.pinterest.com/



Sens-dessus-dessous Branding by Sarah Dufour
Sens-dessus-dessous on Behance | Fivestar Branding - Design...
MJ Truong Presentation Design



MJ Truong Presentation Design



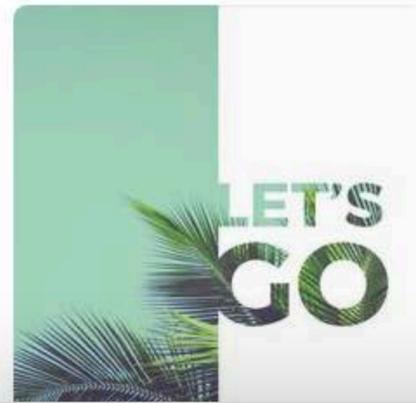
Nudellini 6.5k

Presentation Design

by The Plant | Fivestar Branding -...
MJ Truong Presentation Design



Nanu Branding by Damia Bicaak
dentro do envelope. A...
MJ Truong Presentation Design



Another example of 170



Poomclap French Record Label Branding by Studio Ouam
Poomclap French Record Label Branding by Studio Ouam...
MJ Truong Presentation Design

Graphic design, book covers, web design, packaging design



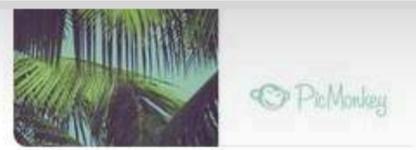
Kid Hangeul Museum Branding by JJungJi 4.6k



If you've ever gone font hunting you'll know finding and... 317



Fera Frutaria Fresh 458



How to Put a Picture Inside Text with Free Clipping Masks
Ever wanted to put an image inside your text? You can! Learn...
MJ Truong Presentation Design



Favourite free fonts of 2014 (a resource list) - so far... 3.2k
MJ Truong





Search

Home Explore MJ 9+

https://www.pinterest.com/



yuroom note 1k MJ Truong Prints & Manga



LOST IN TRANSLATION Hisashi Okawa... 1.2k MJ Truong Prints & Manga



ChungKing Express "I'm no different from a can of pineapple"... 4.1k MJ Truong Prints & Manga



Prints & Manga Finishing with Illustration Illustrator Willian Santiago has a gorgeous way of using... MJ Truong Prints & Manga

"La Torre" - Graphic Limited Edition Art Print by Liz Conley blue wood block print MJ Truong Prints & Manga

Cat Print - The Furry Thing Series - Kitty No.2 A4 boardfriends on etsy - furry things series, kitty, 24cdn... MJ Truong Prints & Manga



niusnews 3.1k MJ Truong Prints & Manga

Illustration, prints, risographs, woodblock prints



Untitled illustration from "earth songs" 1973 48k

Uprisings by kozyndan, via Behance by kozyndan 2.5k MJ Truong Prints & Manga

틈새 보이스_황선미, 문지 푸른책Written by Sun mi Hwang, Published in... by ahra kwon 10.8k MJ Truong Prints & Manga



Editorial Film : Lightroom Preset Leinves Tumblr 2.1k MJ Truong Prints & Manga



Store - STRAUTNIEKAS illustration portfolio 24.1k MJ Truong Prints & Manga





https://www.pinterest.com/



Federation of Silk. Color Color for Spring/Summer 1970... MJ Truong Color



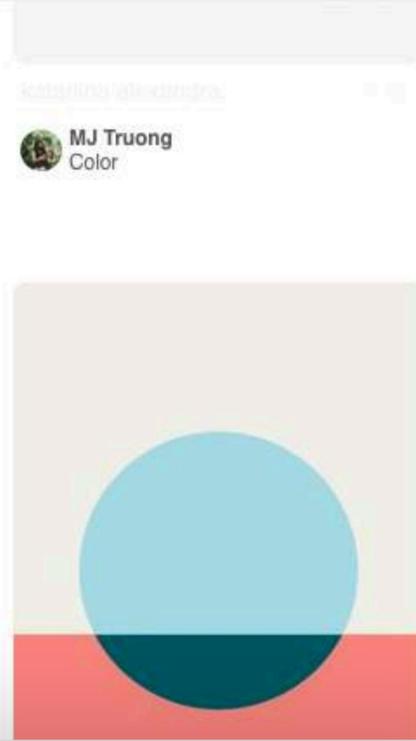
China, palette de couleurs rizières by ichauvel, via Flickr by ichauvel MJ Truong Color



Pumpkins. MJ Truong Color



Papermess | Christophe Piallat — Patternity MJ Truong Color



odin aphe Truong Color



indigo dip instl vert from Cle MJ Truong Color



indigo dip instl vert from Cle MJ Truong Color

Poster design, branding, typography, color



Gabrielle Assaf | VSCO Grid MJ Truong Color



An entry from I never will speak word. john hoyland MJ Truong Color

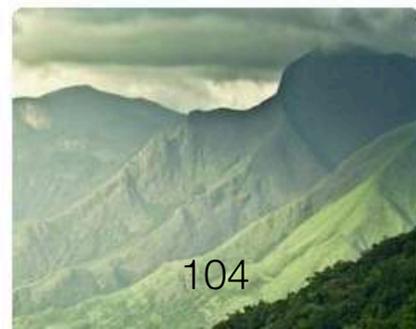
MJ Truong Color



MJ Truong Color



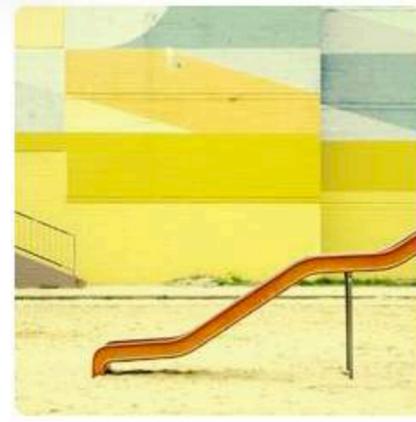
Dogtown Common | Jacob van Loon Watercolor on panel, 2012 MJ Truong Color



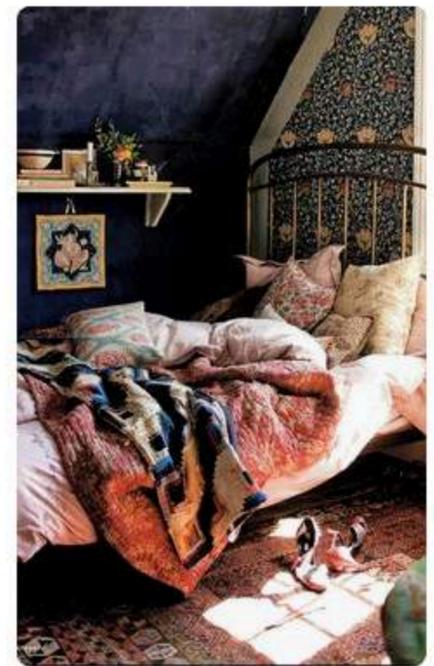
104 MJ Truong Color



MJ Truong Color

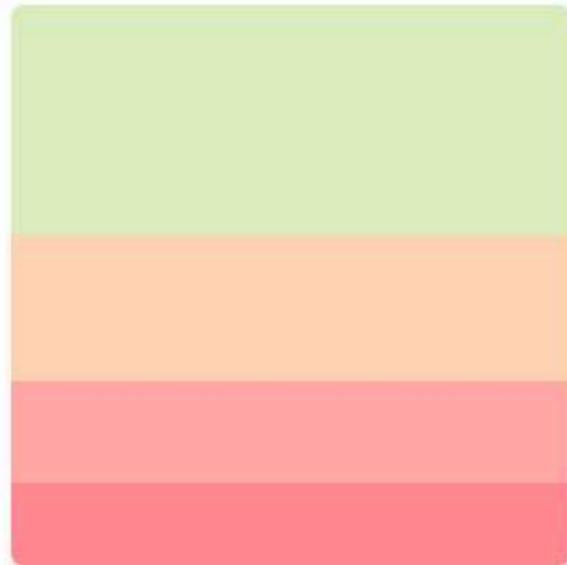


watch out for metal slides during the summer. MJ Truong Color



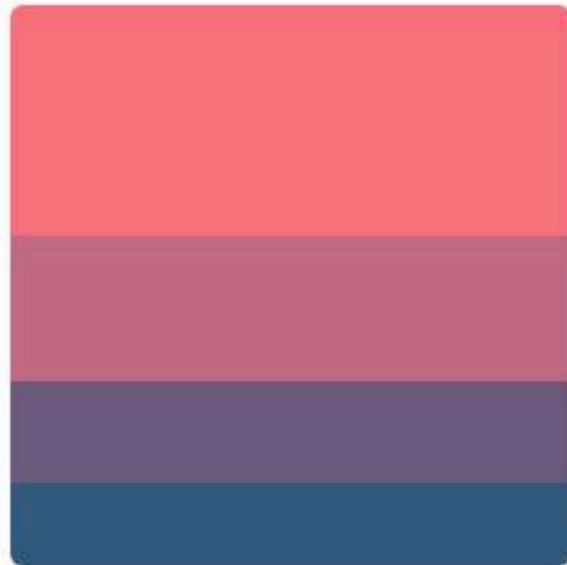
Boho Decor Bliss bright gypsy color & hippie bohemian... MJ Truong Color





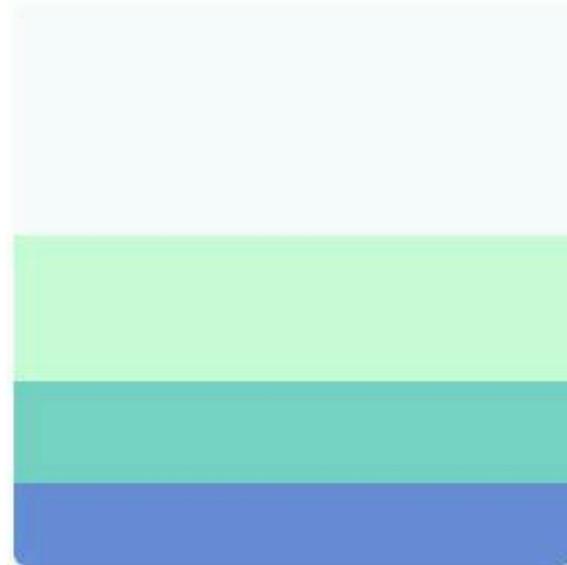
♥ 1,979

3 Months



♥ 1,669

2 Months



♥ 1,215

3 Months



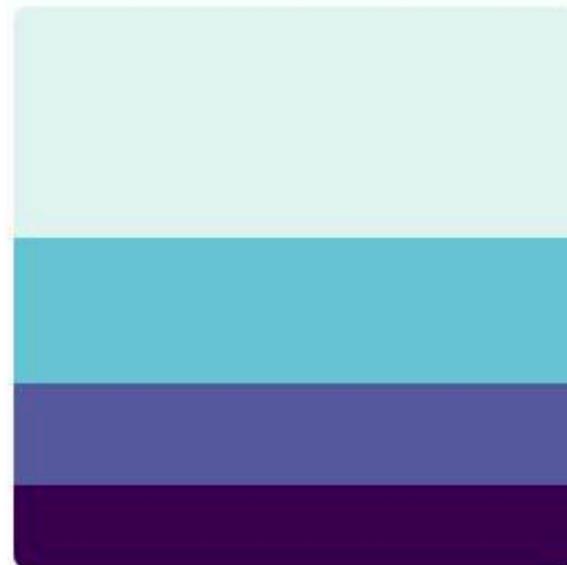
♥ 1,152

2 Months



♥ 1,098

2 Months



♥ 1,045

2 Months



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Subscribe



Icons8

Get thousands of free icons

Like us on Facebook

Like 15K

Spice up your "new tab" screen with the best of Color Hunt's palettes



Add to Chrome

Made with ♥ by Gal Shir

Send Feedback

WANDERLUST

{ Coliseum Color }

SEPTEMBER 21, 2017



ARCHROMA 433-110



ARCHROMA 329-380



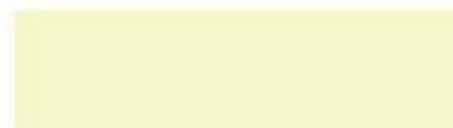
ARCHROMA 660-850



ARCHROMA 213-360



ARCHROMA 110-150



ARCHROMA 217-110



{ Refresh }



ARCHROMA 658-120



ARCHROMA 218-120



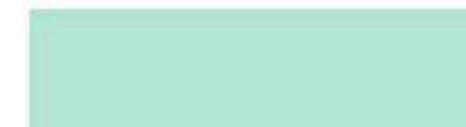
ARCHROMA 219-250



ARCHROMA 324-330



ARCHROMA 324-170



ARCHROMA 323-160



ZikColor 793 views 322 likes 0 comments



Tema Colore 8 321 views 150 likes 1 comment



Copy of Sunset Camping 249 views 116 likes 0 comments



Copy of MOON 295 views 116 likes 0 comments



Show 7 250 views 100 likes 0 comments



Copy of Phaedra 201 views 91 likes 0 comments



Mon thème Color 252 views 84 likes 0 comments



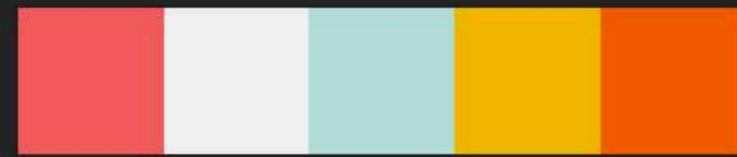
Final Boudoir 161 views 65 likes 0 comments



SHIBORI 178 views 65 likes 0 comments



NC01 129 views 64 likes 0 comments



Cheerful 156 views 63 likes 0 comments



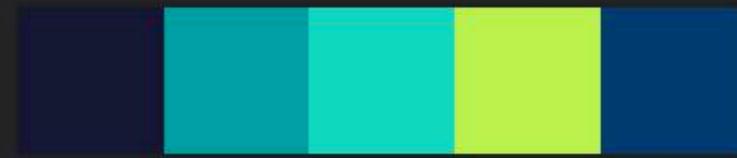
QB Studio 69 views 56 likes 0 comments



Sunshine over glacier 93 views 50 likes 0 comments



Flat Design Colors 129 views 49 likes 0 comments



color1 108 views 46 likes 0 comments



Neutral Blue 91 views 46 likes 0 comments



Minimal Icon set 87 views 41 likes 0 comments



pick01 64 views 41 likes 0 comments



cow skull glass window 107 views 40 likes 0 comments



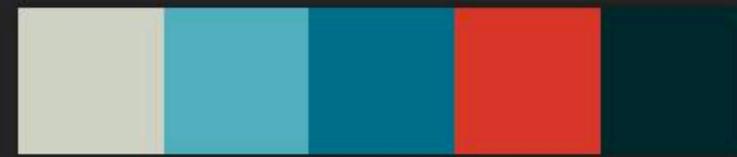
Copy of Elemental 69 views 39 likes 0 comments



Vintage Card 76 views 34 likes 0 comments



Skittles 118 views 34 likes 0 comments



Deep Waters 55 views 30 likes 0 comments



Untitle1 71 views 29 likes 0 comments

Assignment: Adapt a color scheme from an inspiration source



Inspiration



Title Slide

FONTS

DO:
**USE STYLISH,
MODERN SANS-
SERIF FONTS**

Avenir

BEBAS NEUE

Century Gothic

DIN Condensed

Futura

Geosans Light

Gill Sans

**DO:
USE CLEAN &
CLASSY
SERIF FONTS**

Baskerville

Big Caslon

Bodoni 72

Didot

Georgia

Iowan Old Style

**DON'T USE
CORNLY, OVERLY-
STYLIZED FONTS**

Blackoak Std

Brush Script MT

COPPERPLATE

Luminari

Marker Felt

TRAJAN PRO

Comic Sans MS

**AVOID
OVERUSED
DEFAULT
FONTS**

Calibri

Courier

Times New Roman

Arial

Lucida Grande

Verdana

**DON'T BE AFRAID OF
LARGE HEADINGS**

Resources and inspiration for font combinations

Digital Synopsis - Best Google Font Combinations

<https://digitalsynopsis.com/design/best-google-font-combinations-typeface-pairings/>

TypeWolf: A Curated Collection of the 40 Best Google Fonts

<https://www.typewolf.com/google-fonts>

JustCreative.com, 15 Stunning Font Combinations

<http://justcreative.com/2015/05/05/15-stunning-font-combinations-for-your-inspiration/>

Web Designer's Journey: Google Font Pairings

- <https://webdesignersjourney.wordpress.com/2013/06/02/10-best-google-font-combinations-you-havent-tried-yet/>
- <https://webdesignersjourney.wordpress.com/2013/07/05/5-best-elegant-google-font-combinations/>
- <https://webdesignersjourney.wordpress.com/2014/03/15/8-irresistible-google-font-combinations-you-should-try-now-2014/>

Sugar Studio: 12 Gorgeous Google Font Pairings

<https://sugarstudiosdesign.com/blog/2017/04/26/12-gorgeous-font-pairings-using-google-fonts/>

Canva Guide to Font Pairing

<https://designschool.canva.com/blog/the-ultimate-guide-to-font-pairing/>

Resources for free fonts you can install

Google Fonts

<http://fonts.google.com/>

Font Squirrel

<http://www.fontsquirrel.com/>

DaFont

<http://www.dafont.com/>

Other helpful font-related resources

Wordmark.it - Preview all your installed fonts with custom text

<https://wordmark.it>

PracticalTypography.com -

Blog Post about System Fonts (fonts that come with your computer)

<http://practicaltypography.com/system-fonts.html>

Pinterest - can be hit or miss, but good stuff can be found

<http://www.pinterest.com/>

TypeWolf - For people who don't mind paying for fonts

<http://www.typewolf.com>

typ.io - Font inspiration database

<http://typ.io/samples>

Assignment: Find (and install) 2 fonts that work together as a Header-Subheader pair

HUMAN-CENTERED DESIGN

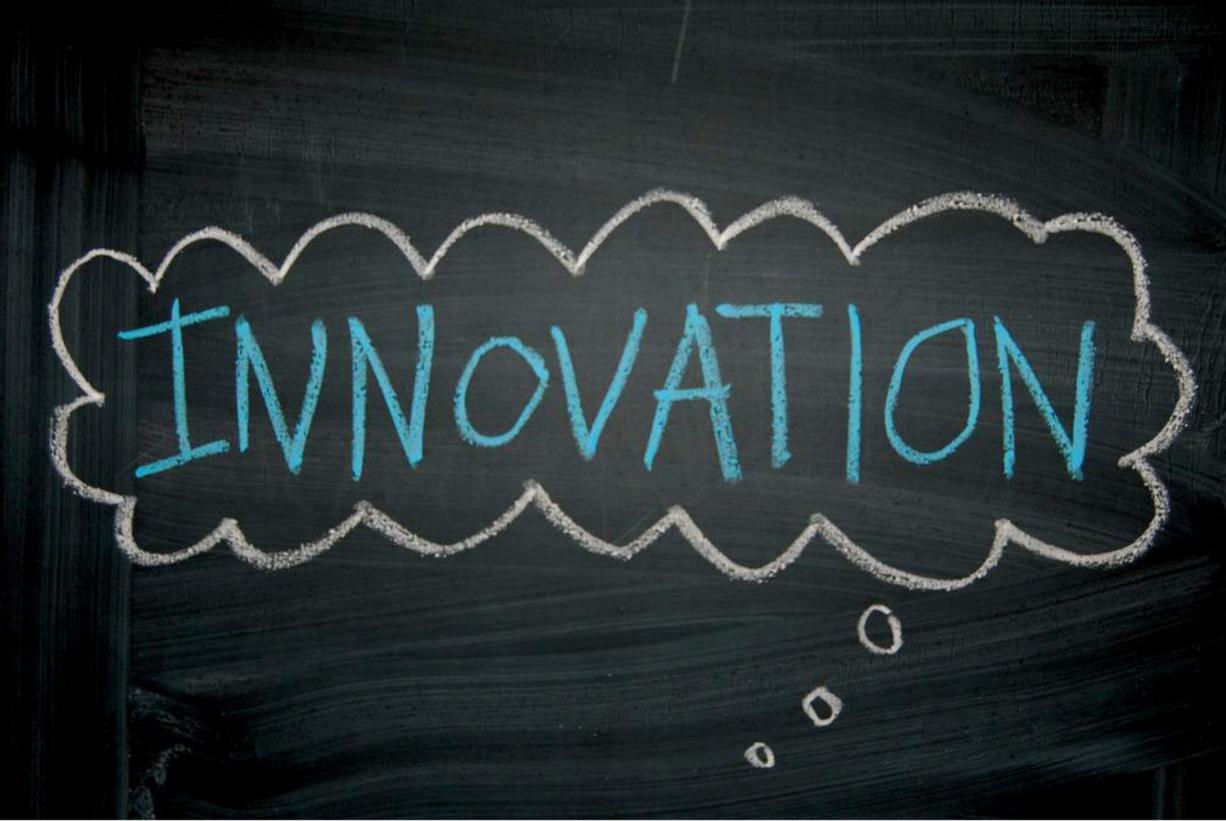
How to use empathy, iteration, and problem-solving to innovate in your industry

VISUALS

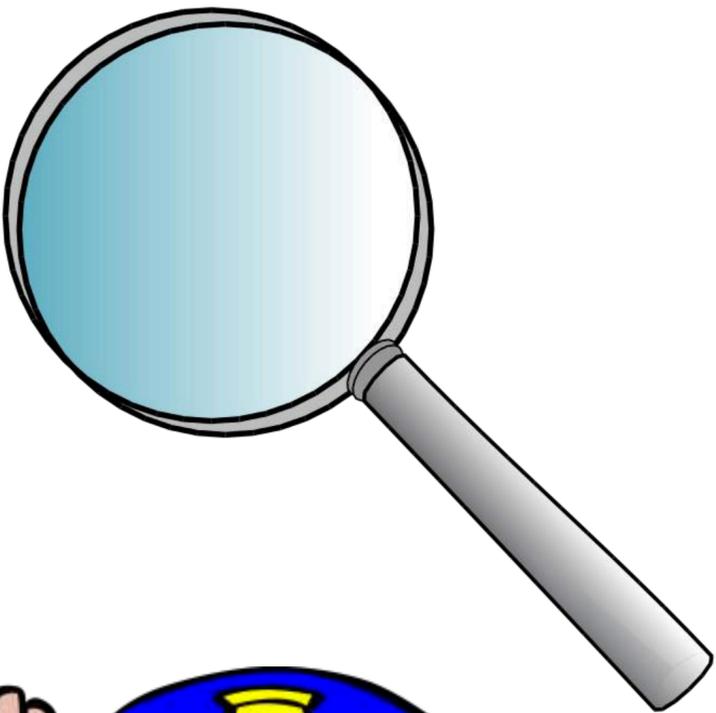
These are good uses of visuals:

- 1 CHARTS THAT CLEARLY SHOW SOMETHING THAT IS TOO COMPLEX TO EXPLAIN IN WORDS.**
- 2 BEAUTIFUL IMAGES THAT CONVEY SOMETHING IMPORTANT THAT WORDS ALONE CAN'T EXPRESS.**

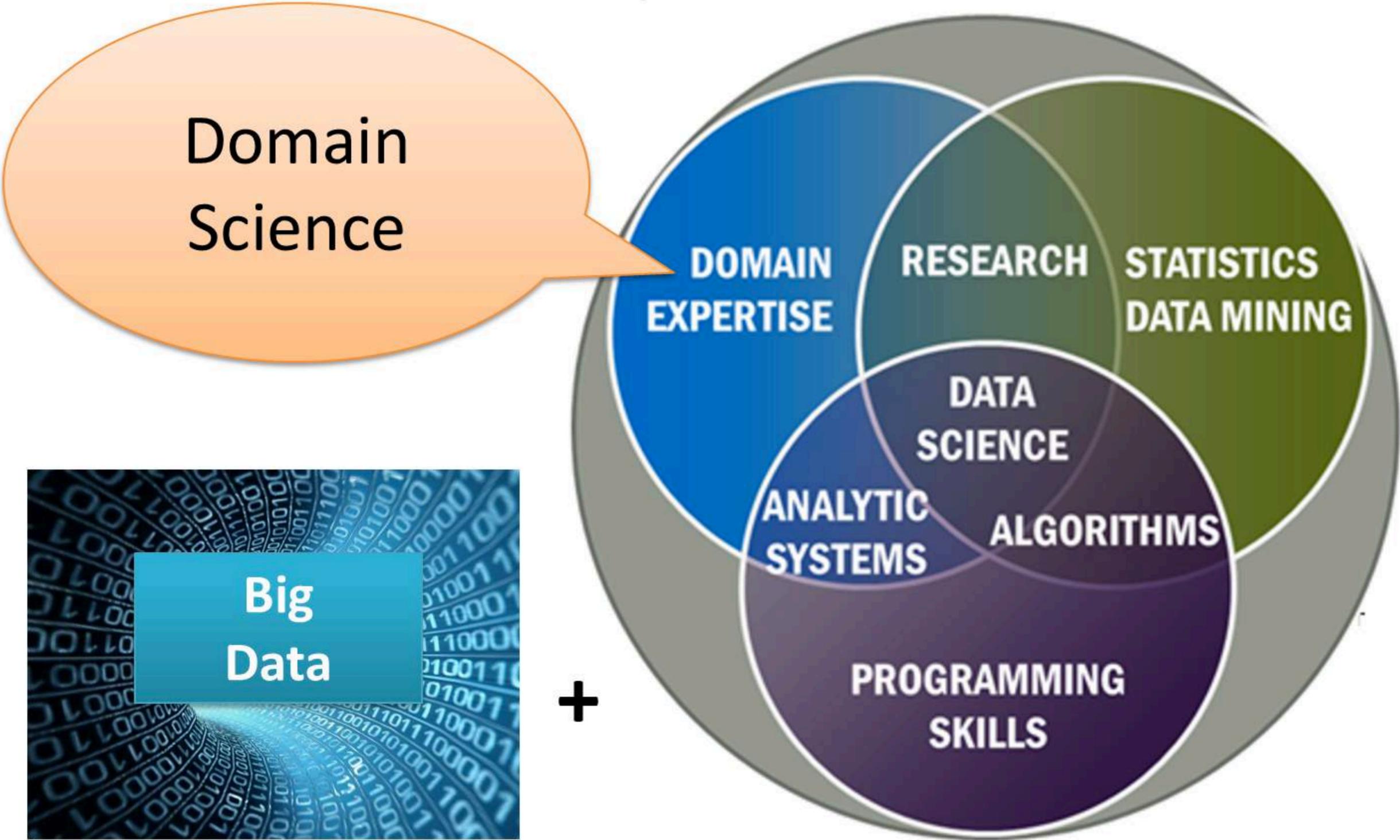
AVOID THESE IF AT ALL POSSIBLE:



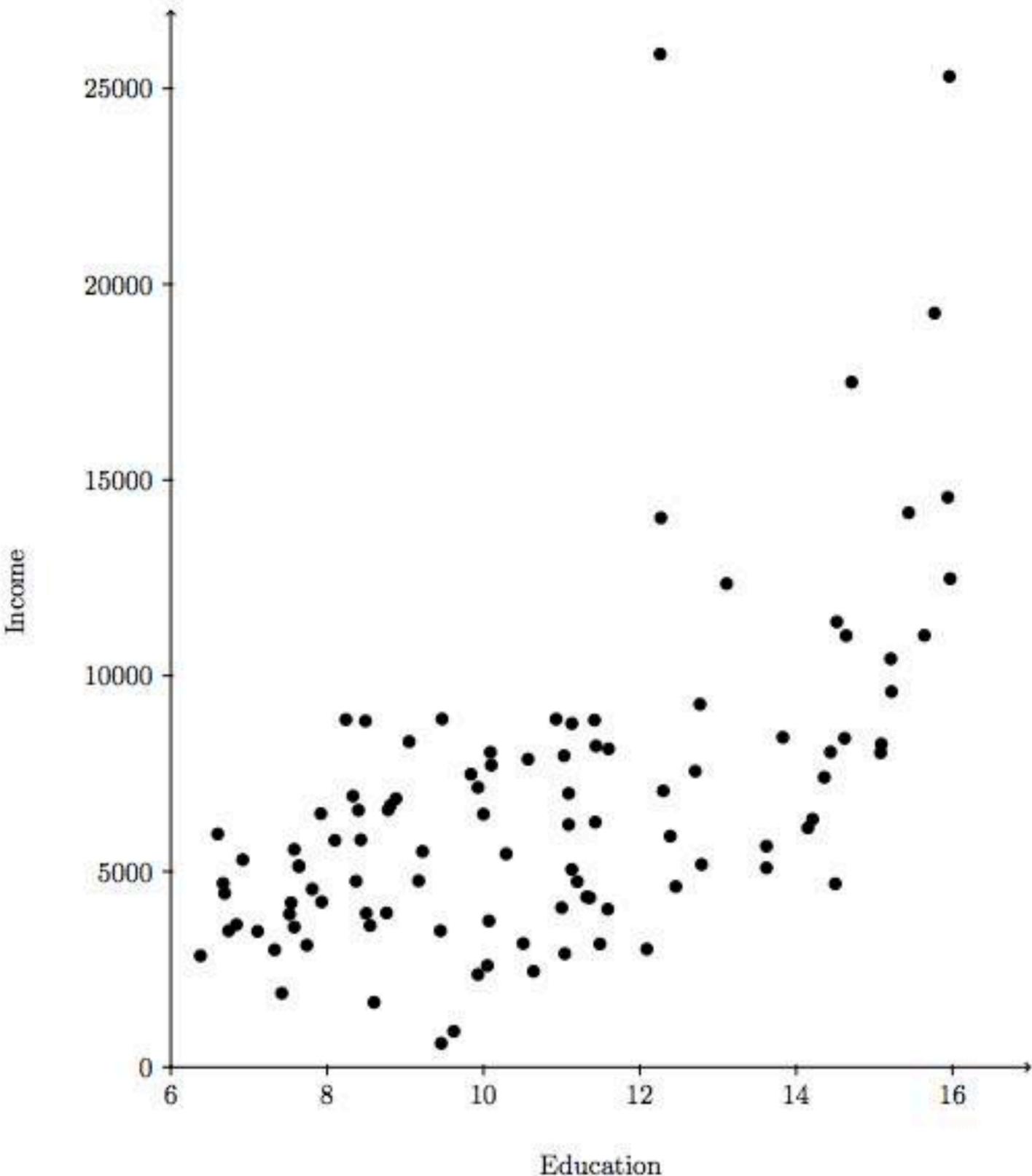
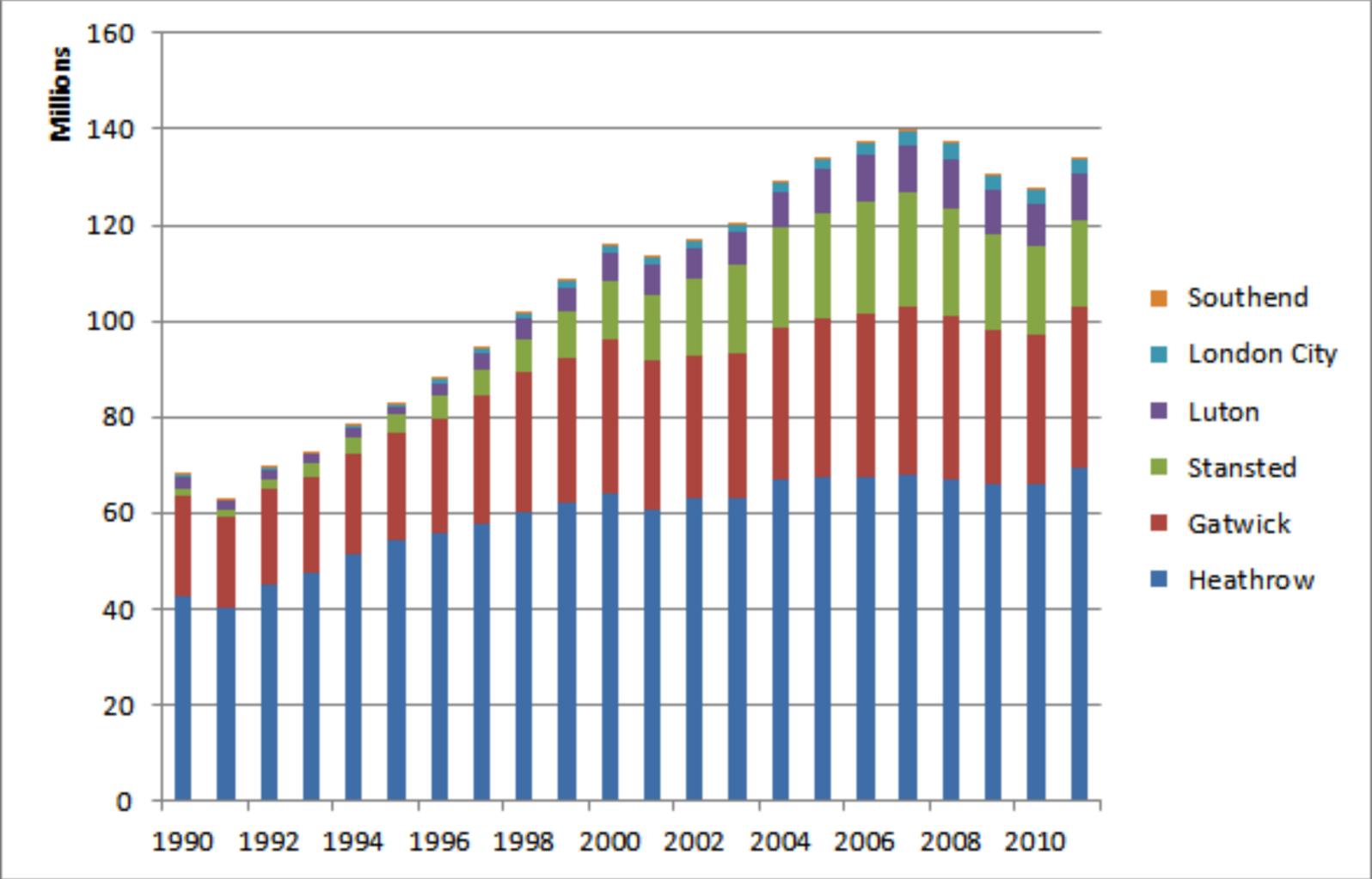
Corny stock photos or clipart.



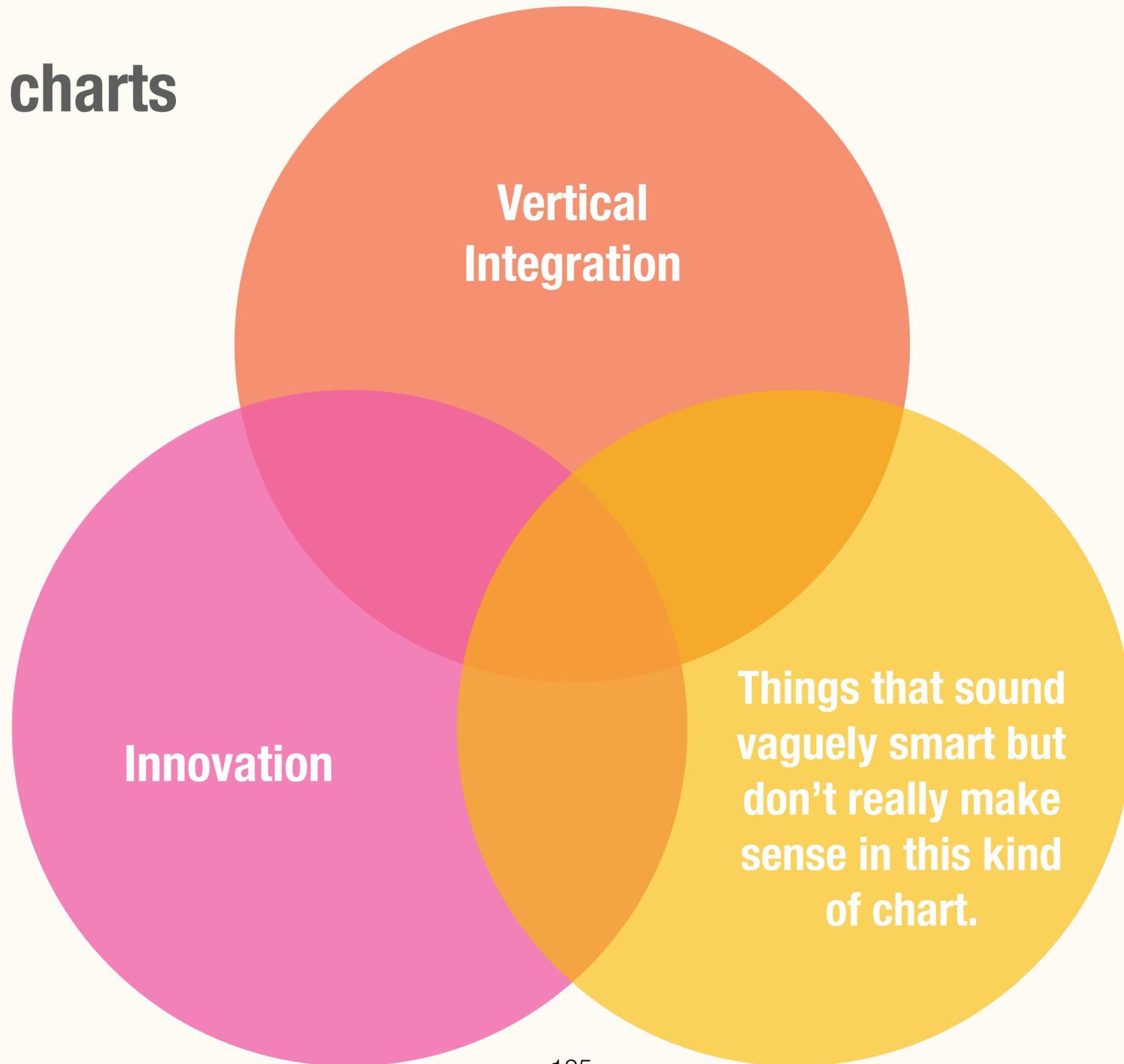
Convoluted infographics



Poorly labeled or hard-to-read charts



Meaningless charts





**Using images where they
aren't needed and don't
add anything of value**

Poor use of negative space and margins



**This is more
impactful.**





Don't use images with white backgrounds on a slide with a non-white background.



This is much better, isn't it?

Where to find good quality, FREE images and visuals

The Noun Project - Vector Icons

<http://www.thenounproject.com/>

Pexels.com

<http://www.pexels.com>

Multi-Engine Creative Commons Search

<https://search.creativecommons.org/>

Wikimedia Commons

<http://commons.wikimedia.org/>

Flickr: Creative Commons Search

<https://www.flickr.com/creativecommons/>

Google: Creative Commons Search

Search Images and filter by - Tools - Usage Rights

Coverr - Creative Commons Videos

<https://coverr.co/>

Keynote Charts and Diagrams

<https://hislide.io/product-category/keynote-template/elements-keynote/>

<https://hislide.io/product-category/keynote-template/diagrams-charts-keynote/>

Where to find good quality, PAID images and visuals

Stocksy

<http://www.stocksy.com>

iStock

<http://www.istockphoto.com>

Shutterstock

<http://www.shutterstock.com>

Adobe Stock

<https://stock.adobe.com>

*** I have never used these**

Assignment: Visuals

Use the search tools covered in this lesson to find 3 high-quality, non-corny images that could possibly be used in your presentation. Save them to your project folder.

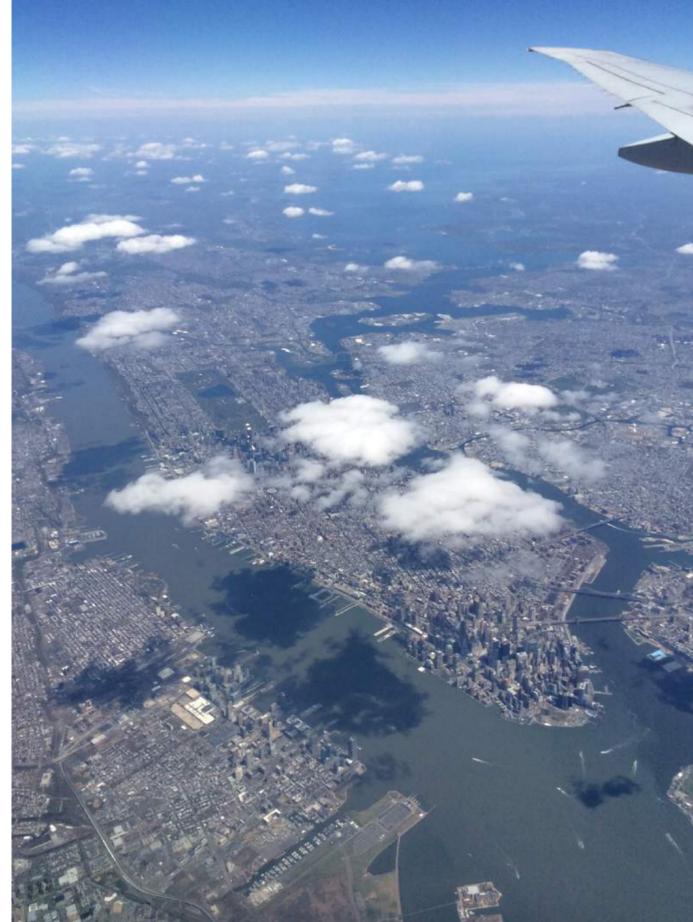
椰林越南菜館

BE THE CHANGE YOU WANT TO SEE IN THE WORLD.

- MAHATMA GANDHI

Nam placerat sapien
eget lectus vulputate,
id consectetur libero
sagittis. Mauris tellus
lacus, venenatis in velit
nec, pretium ornare
ante. In tellus elit, rutrum
quis vulputate vel,





CURRENT TIME



11:37 AM

APPOINTMENTS



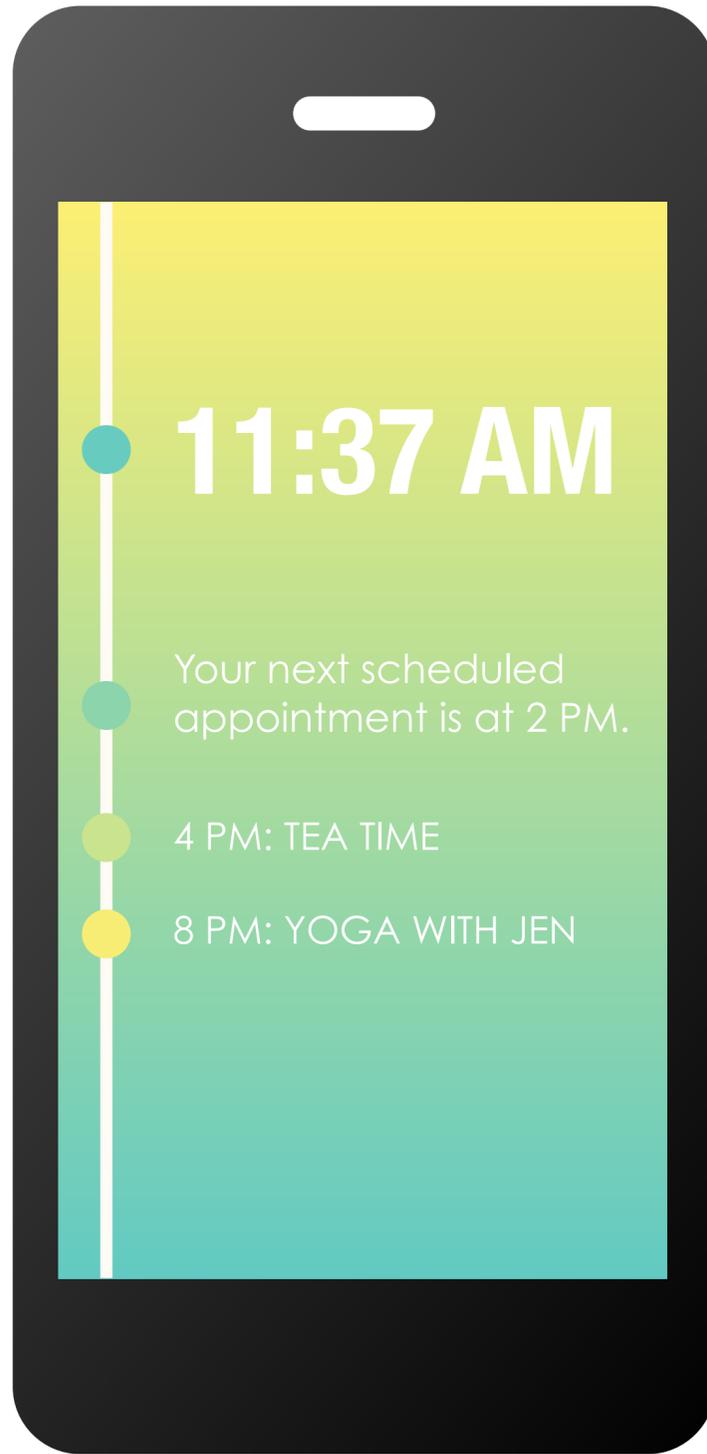
Your next scheduled appointment is at 2 PM.

4 PM: TEA TIME

8 PM: YOGA WITH JEN



HEADS UP



Assignment: Visual slide

Find a high quality image that fills an entire slide, and use your knowledge of font, color, and contrast to put a big idea or quotation on top of it.

LAYOUTS

Types of Slides to AVOID if at all possible

1

WORDBLOB SLIDES

2

LONG BULLETS SLIDES

3

CONFUSING INFOGRAPHICS

4

CORNY STOCK IMAGE SLIDES

5

OVERFILLED SLIDES

Why our product is awesome

Vestibulum ante lorem, feugiat at ligula bibendum, aliquam sodales diam. Donec nec sem id magna pharetra euismod. In rutrum imperdiet libero. Duis semper auctor convallis. Proin id sapien quam. Sed non urna dolor. Aenean sed suscipit ipsum. Nullam sit amet tincidunt metus. Donec ut erat urna. Nulla eu odio finibus enim rhoncus fermentum. Vivamus justo nisl, facilisis nec vestibulum et, ullamcorper quis velit. Suspendisse at ullamcorper ante. Aliquam volutpat a urna nec consequat.

Types of Slides to AVOID if at all possible

1 WORDBLOB SLIDES

2 LONG BULLETS SLIDES

3 CONFUSING INFOGRAPHICS

4 CORNY STOCK IMAGE SLIDES

5 OVERFILLED SLIDES

Why our product is awesome

- Vestibulum ante lorem, feugiat at ligula bibendum, aliquam sodales diam. Donec nec sem id magna pharetra euismod. In rutrum imperdiet libero.
- Duis semper auctor convallis. Proin id sapien quam. Sed non urna dolor. Aenean sed suscipit ipsum. Nullam sit amet tincidunt metus. Donec ut erat urna.
- Nulla eu odio finibus enim rhoncus fermentum. Vivamus justo nisl, facilisis nec vestibulum et, ullamcorper quis velit. Suspendisse at ullamcorper ante. Aliquam volutpat a urna nec consequat.

Types of Slides to AVOID if at all possible

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OVERFILLED SLIDES

Yes, Much Data

Infographics van het woordjes leren!

De infographic met de voortgang van het leren van alle woordjes!
De tijd staat op de horizontale as. Links gaat naar het verleden en rechts naar de toekomst.
Wanneer je een woordje leert komt er een bolletje rechts van het woord te staan. Daarna staat er een balkje hoe lang je dit woordje waarschijnlijk kent. Wanneer je het woordje nog niet kent wordt het weer overhoord zodat je hem weer voor een langere tijd kent. In elk bolletje staat de moeilijkheid van een woordje aangegeven. (9 = makkelijk, 0 = moeilijk). Deze moeilijkheid past zich aan aan jouw leer resultaten.



Types of Slides to AVOID if at all possible

- 1 WORDBLOB SLIDES
- 2 LONG BULLETS SLIDES
- 3 CONFUSING INFOGRAPHICS
- 4 **CORNY STOCK IMAGE SLIDES**
- 5 OVERFILLED SLIDES



Types of Slides to AVOID if at all possible

1

WORDBLOB SLIDES

2

LONG BULLETS SLIDES

3

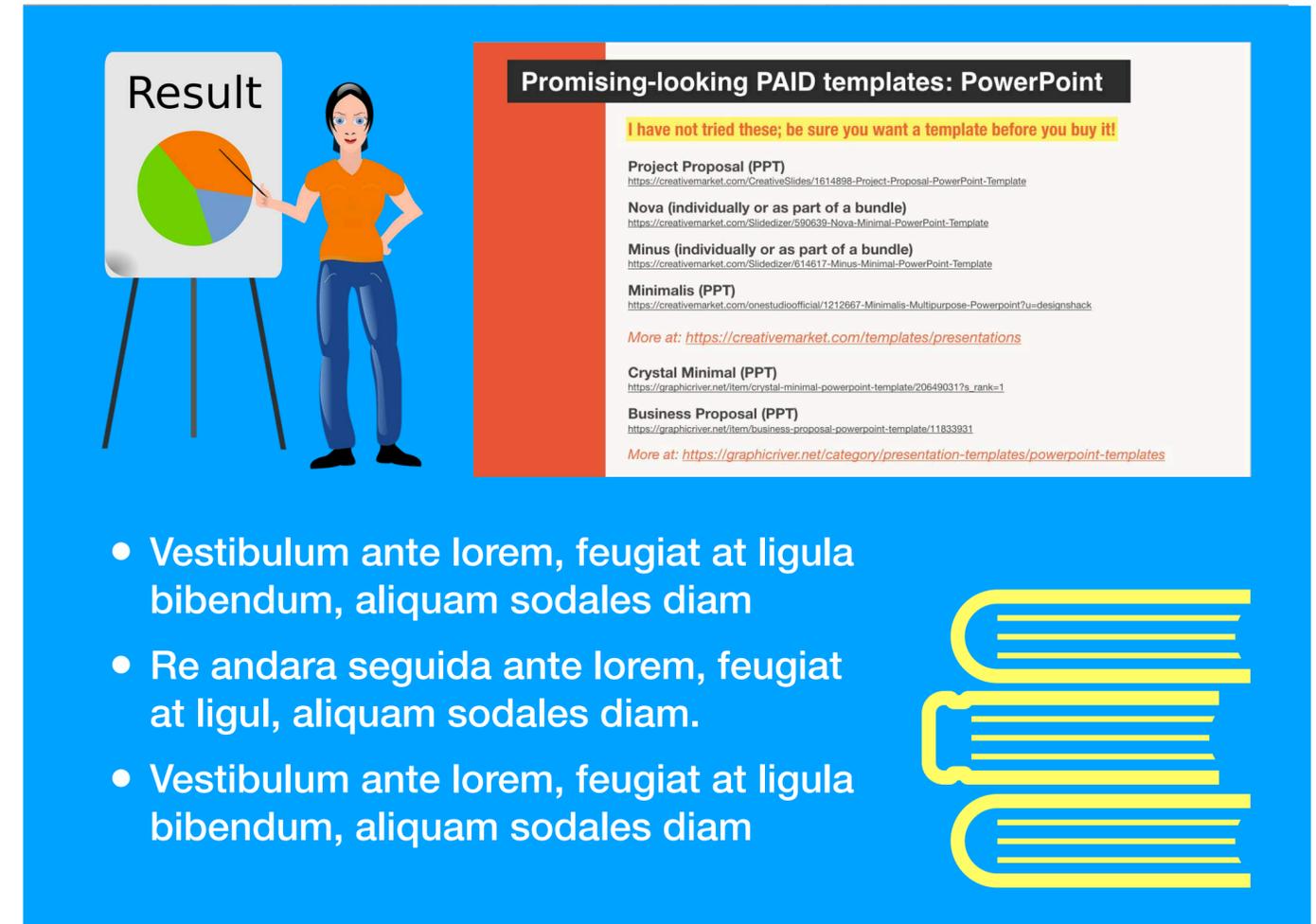
CONFUSING INFOGRAPHICS

4

CORNY STOCK IMAGE SLIDES

5

OVERFILLED SLIDES



Promising-looking PAID templates: PowerPoint

I have not tried these; be sure you want a template before you buy it!

Project Proposal (PPT)
<https://creativemarket.com/CreativeSlides/1614898-Project-Proposal-PowerPoint-Template>

Nova (individually or as part of a bundle)
<https://creativemarket.com/Slidedizer/590639-Nova-Minimal-PowerPoint-Template>

Minus (individually or as part of a bundle)
<https://creativemarket.com/Slidedizer/614617-Minus-Minimal-PowerPoint-Template>

Minimalis (PPT)
<https://creativemarket.com/onestudioofficial/1212667-Minimalis-Multipurpose-Powerpoint?u=designshack>

More at: <https://creativemarket.com/templates/presentations>

Crystal Minimal (PPT)
<https://graphicriver.net/item/crystal-minimal-powerpoint-template/20649031?ranks=1>

Business Proposal (PPT)
<https://graphicriver.net/item/business-proposal-powerpoint-template/11833931>

More at: <https://graphicriver.net/category/presentation-templates/powerpoint-templates>

- Vestibulum ante lorem, feugiat at ligula bibendum, aliquam sodales diam
- Re andara seguida ante lorem, feugiat at ligul, aliquam sodales diam.
- Vestibulum ante lorem, feugiat at ligula bibendum, aliquam sodales diam

Tips for slide layout design inspiration

- 1 Keep it simple.**
- 2 Look at the templates I recommended earlier**
- 3 Look at professional slide templates:**
<http://creativemarket.com/>
<http://graphicriver.net/>
- 4 Search Pinterest for presentation templates**

Quick Layout Demos



Inspiration

The Story of a Girl

A journey into the great unknown

BY GEORGIE ANDERSON

Title Slide

The Story of a Girl

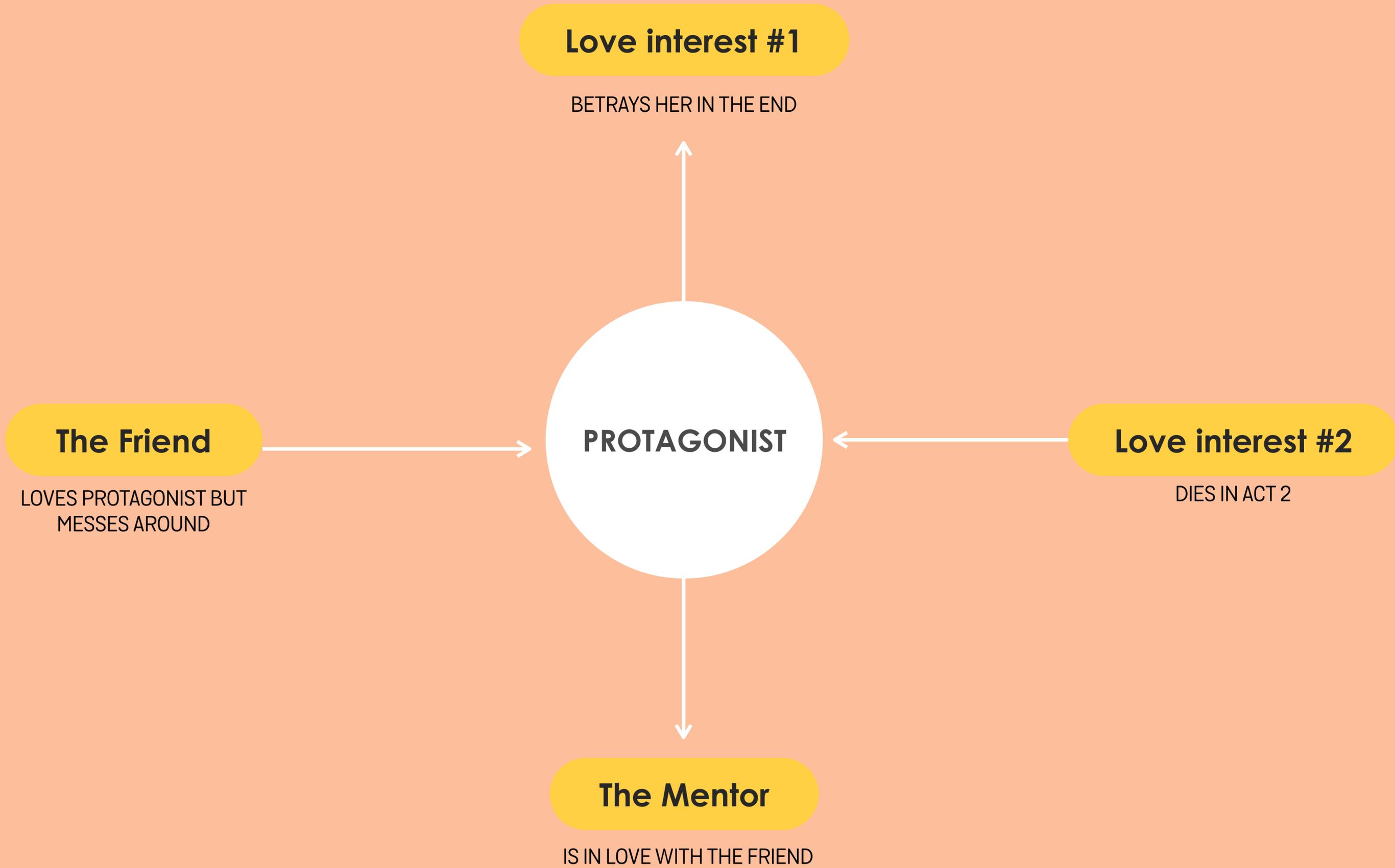
A journey into the great unknown

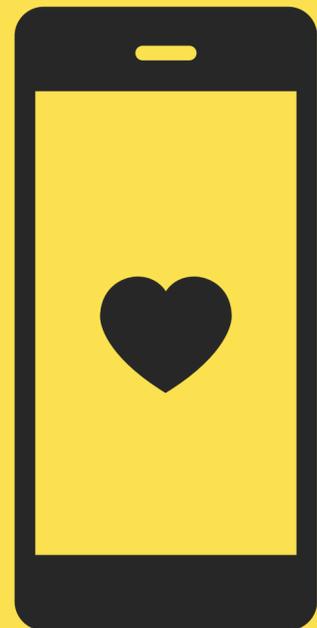
BY GEORGIE ANDERSON

- 1. A girl wakes up in a strange world**
- 2. She meets a new companion**
- 3. She makes an enemy**

PART ONE PLOT POINTS

**She had no idea what
would happen next.**





THE FUTURE OF DIGITAL MARKETING

BY ABC INNOVATION LABS

PRESENTED AT THE ROYAL COLLEGE OF ART, LONDON

OCTOBER 2017

Final Assignment: Your Presentation

Finish your presentation, and upload a PDF featuring slide snapshots that give a sense of what it's about. For example:

Title slide

Table of contents slide (if any)

Key Idea slides

Call to action slide (if any)

Image Use Attribution

Finance - by Tax Credits - <https://www.flickr.com/photos/76657755@N04/7027601297>

Police officer - <https://pixabay.com/en/policeman-officer-stop-cop-uniform-23796/>

Businessman - <https://pixabay.com/en/man-person-business-businessman-319286/>

Innovation: by thinkpublic, <https://www.flickr.com/photos/thinkpublic/3042791963>

Magnifying glass - by AbiClipart, https://commons.wikimedia.org/wiki/File:Magnifying_glass_01.svg

Big Data Infographic - by Hckum, https://commons.wikimedia.org/wiki/File:Data_science.png

Chart 1 - by Ista Zahn, https://commons.wikimedia.org/wiki/File:Scatterplot_of_education_and_income.png

Shrug photo - by Sutha Kumal, <https://www.flickr.com/photos/suthakamal/2799746255>

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