

THE NON-DESIGNER'S **PRESENTATION** BOOK

SECOND EDITION

principles for effective
presentation design



TRISMEGISTUS
METIC CORPUS



Let's make
a journal

with Carmen Sheldon



handmade revolution
in digital design



SHAKESPEARE'S

WORDS

YOU THOUGHT YOU KNEW

ROBIN WILLIAMS



The Non- Designer's Presentation Book

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presentation
design

Robin Williams



Peachpit Press

Non-Designer's Presentation Book, The: Principles for effective presentation design

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Introduction

BEFORE YOU DESIGN

1 Where to Begin?

What's a presentation?

Does it need to be digital?

Yes, it needs to be digital

Which slide size to use?

Both presenting and posting?

Where is your audience?

What's a bad presentation?

What's a good presentation?

Software options

Boundaries can be great

Templates and assets

Share your slides

2 Get yourself Organized

Plan, organize, outline, write

Now that you're organized

Four principles of presentation design (overview)

OPTIMIZE THE CONTENT

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3 Clarity

- Edit the text!
- Spread out the text!
- How many slides in a presentation?
- Sometimes you need lots on one slide

4 Relevance

- Get rid of superfluous stuff
- Backgrounds
- Don't use dorky clip art
- Use relevant photos

5 Animation

- Animation creates a focus
- Concerns about animation

6 Plot

- Make a beginning
- Tell us where you're going
- Text vs. images
- Find the humans in the story
- Tell relevant stories
- Vary the pace
- Make an end
- And leave time for questions
- Four principles of design (overview)

DESIGN THE SLIDES

7 Contrast

- Contrast with typeface
- Contrast with color
- Contrast provides substance
- Contrast can help organize
- Contrast demands attention

8 Repetition

- Repeat to create a consistent look

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Repeat a style
Repeat the image, but differently
Unity with variety
Design the repetitive elements
Repetition doesn't mean sameness

9 Alignment

Alignment cleans up individual slides
Alignment cleans up your deck
Alignment unifies your deck
Alignment makes you look smarter
Alignment is a great organizer
Alignment will need adjusting
Intentionally break the alignment!

10 Proximity

Create relationships
White space is okay
But avoid trapped white space
Proximity cleans and organizes
Proximity is a starting point

BEYOND THE PRINCIPLES

11 Handouts

Why include handouts

12 Learn your Software

Turn off "Autofit" or "Shrink text to fit"
Set the vertical alignment to the top
Adjust the space between lines
Adjust the space between paragraphs
Crop or mask an image
Don't squish the images

13 Ignore these Rules

Never read a slide aloud
Never use serif typefaces

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Never use animation

Never use more than one background

Never make a slide without an image on it

Never use more than five bullet points per slide

Never use more than two or three words per bullet point

Never use PowerPoint

Never turn the lights off. Never turn the lights on.

Never provide handouts before your talk

Never use pie charts

Never use Arial or Helvetica

14 Listen to your Eyes

Quiz: Listen to your eyes

Checklist for content

Checklist for slides

Put it all together

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