Effective Slide Deck Design

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Many presentations include a visual aid. Slide decks are the most common type of visual aid for inclass presentations. Creating an effective slide deck requires a lot more than just putting words on a screen or relying on pre-set templates.

Audiences generally cannot concentrate on more than one thing at a time and may lose interest if they are overwhelmed with too much information or too many visuals, so **the key to good slide deck design is limiting yourself:**

- Try to focus on one main idea per slide and split complex ideas across multiple slides
- Avoid writing full sentences. Instead, include only short phrases and provide additional details aloud
- Limit the number of elements on each slide. Elements may include headlines, chunks of text, and images
- Stick to 2-3 fonts and use them consistently throughout the entire slide deck
- Stick to 2-3 colors and choose ones that contrast with each other and the background
- Use minimal, consistent animations. Too many animations can look unprofessional or distract your audience from your content
- Use no more than 1 image per slide unless you are directly comparing multiple images

Consider where you most want your audience to look on each slide, and use these **techniques for emphasizing what is most important**:

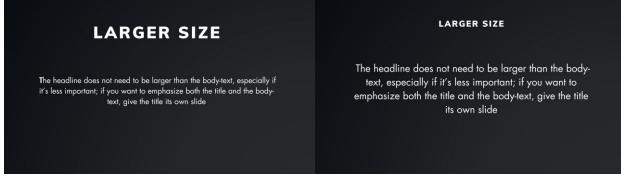
- Larger Size The headline does not need to be larger than the body-text, especially if it is less important; if you want to emphasize both the title and the body-text, give the title its own slide
- **Brighter Colors** Considerate use of colors is vital; the eye is naturally drawn to "warning" colors like red and orange. Whatever your color scheme is, use the most eye-catching color to define, outline, or highlight the key idea on each slide
- Higher Contrast Simply changing the shade of text or an object can make it stand out

A good rule of thumb is that every text-slide should take about **1-minute** to present, so be aware of how long your presentation should be when deciding how many slides to include.

WRITING GUIDE



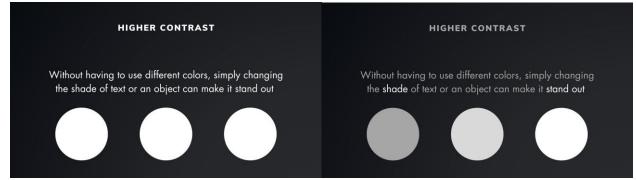
Your audience may be confused or distracted by a busy slide, while simplified slides keep their focus on you.



The eye is naturally drawn to larger text. Audiences will focus on the heading if it is in a larger size font than the body text.

COLORS	COLORS
This is where considerate use of colors is vital, because	This is where considerate use of colors is vital, because
the eye is naturally drawn to "warning" colors like red	the eye is naturally drawn to "warning" colors like red
and orange; whatever your color scheme is, use the	and orange; whatever your color scheme is, use the
most eye-catching color to define, outline, or highlight	most eye-catching color to define, outline, or highlight
the key idea on each slide	the key idea on each slide

The use of different colors can highlight the most important parts of the slide for the audience.



The use of shading subtly emphasizes certain items without changing the color scheme.

Works Consulted

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