



BETTER PRESENTATIONS

Better Presentations: From Design to Delivery

Workshop Handouts

BETTER PRESENTATIONS

DESIGN

Visualize

Unify

Focus



Theory

Organize your thoughts and plan your presentation in a process that works for you.

Consider how your presentation will hold together and how it might differ from your written report.

Move your conclusion to the front and hook your audience right away to focus their attention on your content.



Color

Color matters—use it carefully and strategically to highlight important parts of your presentation.

Be consistent with your use of colors throughout your presentation.

Use color to draw your audience's attention to specific parts of your slides.



Type

Your audience will immediately be influenced by the text on your slides. Consider your choices carefully.

Be consistent with your use of type. Select one to two fonts to use throughout your presentation.

Use larger text to allow your audience to see the items quickly and easily, so they can return to the job of paying attention to you.

BUILD

Visualize

Unify

Focus



Text

When possible, convert your text to visuals; people are more likely to remember and recognize visuals.

Maintain consistency in your text slides across your presentation by using similar layouts and structure.

Use good hierarchy and the layering technique to direct the audience's attention to where you want it.



DataViz

Tap into the brain's preattentive visual processing by using elements such as colors, lines, shapes, and markings to highlight and show your data.

Link your text and your visuals; for example, integrate your legends directly into your graphs.

Help your audience better see the data by minimizing or eliminating nonessential elements including gridlines, tick marks, and data labels.



Image

Use large, high-quality (high-resolution) images that fill the entire slide space.

Be consistent in your use of images across your presentation.

Link text and images so that they draw the audience's attention to the important parts of your slide.



Scaffolding

Large visuals—possibly simple text—can act as simple markers to break or introduce sections in your presentation.

Use similar colors, fonts, images, and icons to help guide your audience through your presentation.

Scaffolding slides help you guide and focus your audience's attention as you transition from one section to another.

GIVE

Visualize

Unify

Focus



Presenting

Incorporate relaxation strategies such as exercise and meditation to help calm your nerves.

Pull your content, delivery style, and any stories you might tell into a consistent theme.

Practice, practice, practice. Dedicate some focused time on rehearsing your presentation.



Nitty Gritty

Try to know what kind of screen or projector you will be using, whether it's 4:3 or 16:9.

If you need to use handouts, make sure their appearance (and content!) are consistent with your slides and what you plan to say.

Know what adapters or inputs your computer might require and try to find out what is necessary for the room in which you are presenting.

BETTER PRESENTATIONS

Structure

Open with a hook and close by emphasizing the main findings.



Design and Divide in Sections

Guide and focus your audience's attention.

Data Visualization Best Practices

01

Regression Methodology

Stage 1 Stage 2 Stage 3

Some text here and here

Exploring the World

Layering Text

Present each point on its own to encourage focus.

Concise, Active Title

First section of text

Concise, Active Title

First section of text
Second section of text

Concise, Active Title

First section of text
Second section of text
Third section of text

Layering Graphs

Sequentially build the graph by adding one series one at a time.

Title



Title



Title



Images: Organize

Organize your images to achieve a unified look.



Images: Full Screen

Consider the person at the back of the room.

Tell Stories



Tell Stories



Images: Avoid stock

Avoid images that are too small or of poor quality.



Text: Big

Your slides should look more like a billboard.

Use
Bigger
Type

Use
Bigger
Type

Text: Use Sans Serif

Sans serif fonts are usually thicker and easier to see.

Serif



Sans
Serif



Text: Hierarchy

Make the most important points large and bold.

Main Title
Sub Title
Body text is written
here below in a
block

Main Title
Sub Title

Body text is written
here below in a block

Presentation Tools and Resources

(Recommendations in italics; all clickable links)

Presentation Blogs



Canva

Carmine Gallo

Empowered Presentations

Echo Rivera

Ethos3

Indezine

PolicyViz

Presentation Genius

Presentation Panda

Presentation Xperts

Presentation Zen

Think Outside the Slide

Color Tools



Adobe Color

Color Oracle

Colour Lovers

Color Brewer

Colrd

Contrast Checker

Instant Eyedropper

NASA Color Tool

Vischeck

Font Tools



1001 Fonts

DaFont

Font Squirrel

FontYukle

Fount

Google Fonts

MyFonts

Urbanfonts

Image Sites (Paid)



Shutterstock
Adobe Stock
Getty Images
iStock
123RF
BigstockPhoto
DeathToTheStockPhoto

Image Sites (Free)



500px
Compfight
Flickr Creative Commons
FreelImages
Gratisography
Morguefile
Negative Space
Old Book Illustrations
Pexels
Pikwizard
Pixabay
RawPixel
The Metropolitan Museum of Art
Unsplash

Image Sites (Diversity)



BlendImages
CreateHerStock
GenderPhotos.Vice
Jopwell
Picnoi
Tonl
UK Black Tech
WOCinTech

Icon Sites



Dutch Icon
Freepik
FlatIcon
IconFinder
IconMonstr
Icons8
Noun Project

Design Inspiration



99designs

Behance

Canva Design Blog

Design Cuts

Design Inspiration

Deviant Art

Dribbble

PowerPoint Templates



PresentationLoad

InfoDiagram

MyProductRoadmap

PoweredTemplate

SimpleSlides

SlideModel

SlidesGo

SlideTeam

Graphics & Infographics



Build-a-Graphic

GetMyGraphics

Canva

Duarte.com/Diagrammer

Envato

InfoDiagram

Infogram

Isometric.online

MapResources (maps)

Piktochart

PresentationLoad

SlideHunter

UnDraw (vector illustrations)

Presentation Books

SCOTT BERKUN. Author of a number of books on innovation and creativity, his [*Confessions of a Public Speaker*](#) focuses on his practical presentation delivery techniques. This is not a book on slide design but instead focuses on presentation delivery. It covers how to deal with nerves, how to manage a tough room, and what to do when things go wrong.

MATT CARTER. One of the few books on presentations for the sciences, Carter's book, [*Designing Science Presentations*](#), provides good insight on how to present scientific information in a variety of formats.

NANCY DUARTE. Author of several books on presentation skills and design including [*Slide:ology*](#) and [*Resonate*](#) (as well as her perhaps less-known Harvard Business Review [*Guide to Persuasive Presentations*](#)). Duarte's books are modern classics in the presentation field. Her books primarily focus on how to create better slides and give better presentations.

CARMINE GALLO. Gallo's book, [*The Presentation Secrets of Steve Jobs*](#) dissects the Apple co-founder's presentations. He shows how Jobs' approach and design are effective ways to present information and describes how they can be successfully applied to improve your work. [*In Talk Like TED*](#), Gallo breaks down the strategy involved for hundreds of successful TED talks. His latest book, [*The Storyteller's Secret*](#), covers the storytelling strategies of business leaders and speakers.

GARR REYNOLDS. Author of modern classics, [*Presentation Zen*](#), [*Presentation Zen: Design*](#), and [*The Naked Presenter*](#), Reynolds's books focus on basic presentation skills and design. He is a proponent of simple, clean slides that more effectively present information with before and after examples.

ROBIN WILLIAMS. Author of [*The Non-Designer's Design Book*](#), a primer on design. It is perfect for those needing an introduction to color, font, layout, and other aspects of design.

STEVEN KOSSLYN. A cognitive neuroscientist and author of several books on psychology and communication, Kosslyn's [*Better PowerPoint*](#) focuses on quick steps to improve presentations you already have, and ways to improve new presentations.

ECHO SWINFORD and JULIE TERBERG. Their [*Building PowerPoint Templates*](#) is probably the best book on creating themes and templates in PowerPoint. It teaches you to build PowerPoint presentations with consistent branding and design, which can be shared between collaborators or across an organization.

MICHAEL ALLEY. In [*The Craft of Scientific Presentations*](#), Alley lays out a particular approach to scientific presentation delivery, and includes a long list of scientific evidence for his approach from the psychology, neuroscience, and education fields.



Presentation Worksheet

Presentation Title:

1. What type of presentation are you giving?

- ☐ Small meeting
- ☐ Department or conference seminar
- ☐ Classroom lecture
- ☐ Sales pitch/funding request
- ☐ Keynote address
- ☐ Workshop
- ☐ Other

2. Who is your audience?

- ☐ Coworkers or colleagues
- ☐ Managers
- ☐ Scientists/technical professionals
- ☐ Salespeople and marketers
- ☐ Students
- ☐ Mixed
- ☐ Other

3. What is the headline message of your presentation?

4. What do you want your audience to do with your conclusions?

5. Craft your opening statement.

6. Craft your closing statement.



7. Outline the sections of your presentation.

1.

2.

3.

4.

5.

8. What stories can you tell?

9. Images (sketch or describe before searching)

☐ Graphs & Charts

☐ Pictures, Illustrations, and Icons

☐ Videos

10. Anticipated Q&A

1. Q:

A:

2. Q:

A:



Presentation Preparation Checklist

Logistics to arrange with host

- ☐ Audience type and goals
- ☐ Number in audience
- ☐ Location
- ☐ Transportation to/from location
- ☐ Start and end times
- ☐ Audio/visual requirements
- ☐ Length and frequency of breaks
- ☐ Length of lunch
- ☐ Any cultural events to account for (e.g., prayer times)
- ☐ Who is introducing and for how long
- ☐ Webinar platform
- ☐ Sharing slides and fonts
- ☐ Length of expected Q&A

Gear

- ☐ Computer
- ☐ Computer charger
- ☐ Projector adapters
- ☐ Adapter extension cord
- ☐ Presentation clicker
- ☐ Batteries
- ☐ Power extension cord
- ☐ Sound extension cord
- ☐ Portable speaker
- ☐ Surge protector
- ☐ USB drive with presentation backup
- ☐ Masking tape
- ☐ Dry erase markers or chalk
- ☐ Food
- ☐ Water
- ☐ Throat lozenges
- ☐ Microphone (if not provided by host)

Reminders

- ☐ Turn off or silence phone
- ☐ Remove unnecessary objects from pockets (e.g., keys)
- ☐ Make microphone comfortable
- ☐ Check clothes and hair
- ☐ Relax, breathe, and power poses

Six licenses for sharing your work




What Is Creative Commons?

Creative Commons is a global nonprofit organization dedicated to supporting an open and accessible internet that is enriched with free knowledge and creative resources for people around the world to use, share, and cultivate.

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The internet makes it easy for people to share and build on each other’s creations. But sometimes the law makes it hard.

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This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

DRAFT SLIDES

