# Steal This Presentation

Slide 1.

Steal this presentation

@JESSEDEE

Jesse Desjardins

Aug. 23, 2010

Slide 2.

death by powerpoint

Right now, someone out there is actually dying from a boring presentation, hopefully it’s not yours.

Slide 3.

your presentation should move & inspire people

Don’t bore your audience, Gore them!

Slide 4.

today all the tools are available to create a beautifully designed presentation and most are free!

Slide 5.

so please, let’s stop designing presentations like its 1999

slide 6.

Standard templates (like the ones found in Powerpoint) are ugly and don’t communicate, they kill! You can do better!

Slide 7.

Your audience reads your slides faster than you talk. Never, ever, ever put word-for-word what you are saying, instead use strong visuals to help add to your story and not give it away before it comes out of your mouth.

Slide 8.

Your audience reads your slides faster than you talk. Never, ever, ever put word-for-word what you are saying, instead use strong visuals to help add to your story and not give it away before it comes out of your mouth. If I was giving this presentation to you face-to-face I would eliminate 90% of the text.

Slide 9.

When someone puts all their text in their presentation I say to myself: “Dude?! What’s the point of being here?! Just email me your slides and I’ll read it on my own time without you.”

Slide 10.

THERE’S AN ART TO PUTTING TOGETHER A SOLID PRESENTATION

Slide 11.

The “art” is setting yourself apart. This means many things, but what i’m talking about is design. This presentation isn’t about public speaking skills, it’s about designing great looking slides that will knock the socks off your audience and most importantly move and inspire people to action. Follow me and i’ll show you how to design like a superstar.

Slide 12.

Don’t be afraid to have a bold title that will grab people's attention. At most conferences you can almost tell which presentations are going to suck even before they start.

Slide 13.

Here’s some opening slides that don’t suck.

Slide 14.

Use a color scheme.

Slide 15.

In this presentation I wanted to use the same font and colors from EasyJet. So, I Google’d: Easyjet font & color (I know, crazy huh?) The result was a low cost airline feel throughout the entire presentation.

Slide 16.

An easy way to find a great looking color scheme is to pick a popular palette on COLORlovers.com

2,383 people ‘love’ this one

Slide 17.

Or use colors found in popular websites or magazines. For this presentation I wanted to give a gossip magazine feel.

Slide 18.

Use stunning images

Slide 19.

Rehearse and use images to remind you of each point.

“The idea for the Gutenberg press came about by... ”

“Let me tell you about how my 3-year old child is using an iPhone...”

“As part of our staff we actually have 1 ex-clown...”

\*It takes a little bit of practice but this alone will make your presentation 100% better (that’s a fact).

Slide 20.

There are 4 types of images you can use: your own, royalty free (paid), creative commons (free), screenshots.

\*with conditions

Slide 21.

where to find them:

your own

* Time consuming, but gives your slides a nice touch. I like full screen width photos.

Royalty free (paid)

* iStockphoto.com. For a few $$ get professional photos or illustrations that you can use without having to pay royalties. Perfect for a cohesive professional look.

Creative commons (free)

* Flickr.com. Best place to look for Creative Commons images. All you need to do is add a proper credit to your presentation.

Slide 22.

Use screenshots to highlight important areas

Screenshots

* Skitch.com it’s a free tool for taking screenshots and add little things like arrows to it. Its dead simple to use. I use it 30+ times a day (no joke).

Slide 23.

Theses logos specify under what condition you’re allowed to use the work. Most of the time all you need to do is add a simple credit to its creator.

Slide 24.

There are 2 ways to add credits: bottom of image and last slide.

Slide 25.

a quick word on picking photos

slide 26.

Seriously dude, nobody’s office looks like that. (unless you work in an office of cheezy models)

Slide 27.

unexpected, visually interesting photos are fun & gives energy to your story.

Slide 28.

EXAMPLES:

“I want to talk to you about early childhood medical care...”

“Here’s what’s happening with sales of luxury french goods...”

“In freshman year i studied...” (kidding)

Slide 29.

GRAPHS ARE OK, BUT REMEMBER: It’s not just about the number, it’s about what the numbers mean.

‘real’ fans help spread your story

The lesson? Spend your time being ‘cooler’ and the followers will come

Slide 30.

Get your text right?

Slide 31.

Keep it simple (less is more).

Slide 32.

are you giving a document or a presentation?

75+ words/slide = document

@nancyduarte

Slide 33.

few things about fonts:

slide 34.

few things about fonts:

never use more than 2-3 styles. (it’s not cute)

slide 35.

your best bet is to keep it in the same family

slide 36.

blinking, sparkling or twirling text is just not cool

slide 37.

but adding a slight rotation to text or images makes your slides a little more interesting

slide 38.

but adding a slight rotation to text or images makes your slides a little more interesting but go easy tiger, don’t overdo it.

Slide 39.

Use C.R.A.P.

Slide 40.

the most important acronym in design

Contrast

Repetition

Alignment

Proximity

Slide 41.

WHAT IT MEANS:

Contrast

* Text and images that are all the same size and style is extremely boring and not communicative. Add some contrast to make it interesting.

Repetition

* Repeat colors, fonts and images throughout your presentation for a cohesive feel (remember color mix?). Each new topic slide should have related styles so that your audience knows you are moving onto a new point.

Alignment

* Text and images on each slide should be visually connected. Nothing should be out of place.

Proximity

* Related elements should be grouped together

\*First coined by Robin Williams (no not that one)

Image of book The Non-Designer’s Design Book by Robin Williams

Slide 42.

what it looks like:

slide 43.

Contrast examples

#1 social media f\*\*king huge.

Good contrast can make your slides look crisp and organized.

Slide 44.

Repetition examples

Repetition of design elements gives a cohesive look

(one example has repeating images of a guy but has different words, another example has the sample type and color repeated with different words and images).

Slide 45.

ALIGNMENT examples

Line it up, add some padding and make sure elements are symmetrical

Slide 46.

You can take some matching photos yourself...

Or purchase collections on iStockphoto.

Slide 47.

proximity examples

group similar or related elements together

slide 48.

oh crap!

Always double-check your design work with these principles: Contrast, Repetition, Alignment, and Proximity.

Slide 49.

That’s it

Slide 50.

Thanks!

Slide 51.

Buy the app that doesn’t suck!

Includes 3 awesome presentations

Click here to download

<http://itunes.apple.com/app/you-suck-at-powerpoint/id415468968?mt=8%23>

available on the app store

slide 52.

credits: photos: 1. flickr/One more night at the club/Irina Souiki 2. flickr/good news...and bad news/Shira Golding 2.flickr/Steve Jobs/dfarber 3.flickr/Audience/kurafire 5. flickr/Neptune Statue/Fraochsidhe 9. cannes lions 2010/jessedee 13. flickr/skittles/davidjmarland 17. flickr/Extremely Loud and Incredibly Close/matt.hintsa 17. cannes lions 2010/jessedee 25. flickr//Bert and Ernie/See-ming Lee 28.flickr/Vuiton Champs Elysées Shop/Little\_Grizzly 28.flickr/ Got Beer?/a4gpa 31. flickr/Can you read this, Luke Skywalker?/Stéfan 38. flickr/Toilet Trained/Anda74 49.flickr/presentation/ Eggplant 52. flickr/new york sunset/jerryfergusonphotography 54. flickr/Domo asusta a Danbo/GViciano 58. flickr/Fussel reviewing/Faustenator 62- flickr/exit sign in the commonwealth/joeybaltimore 65. flickr/Steve Jobs Keynote/acaben 62. flickr/jay-z/richie preiss websites: istockphoto.com colorlovers.com skitch.com screenflow.com flickr.com noteandpoint.com slideshare.net THANKS: Alex G. for sitting across from me and swearing so loud every day at Powerpoint, you’ve inspired me to create this preso. Pete O., for letting me be your sidekick, you’re a legend. Dean J., for letting me steal your headline styles, they seem to work really well. Elizabeth G. you thought me all the CRAP I needed to know when I was a young little brat. ATEC crew, you’re all such an amazing bunch of people, how lucky was I to come to Australia as a backpacker and end up working in such an amazing part of the world for 4 years, thanks for your all support. To the people out there sharing this stuff on Facebook and Twitter, thank you! I wish i could invite you over for dinner one night. And to Mum & Dad, cause they’re just the best.

made using keynote total cost = $0