

STEAL THIS PRESENTATION!

@JESSEDEE

Jesse Desjardins

Aug 23, 2010

DEATH BY POWERPOINT

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

A photograph of Al Gore speaking on a stage. He is wearing a dark suit and a light blue shirt. He is gesturing with his right hand. In the background, a large globe of the Earth is visible, showing the continents of North and South America. The lighting is focused on him, and the background is slightly dimmed.

YOUR PRESENTATION SHOULD MOVE & INSPIRE PEOPLE

Don't bore your audience, Gore them!

A photograph of Steve Jobs, wearing his signature brown turtleneck and glasses, gesturing with his hands while speaking. The background is a dark stage with large, light-colored numbers (5, 5, 0) visible. The text is overlaid on the image.

**TODAY ALL THE TOOLS ARE
AVAILABLE TO CREATE A
BEAUTIFULLY DESIGNED
PRESENTATION**

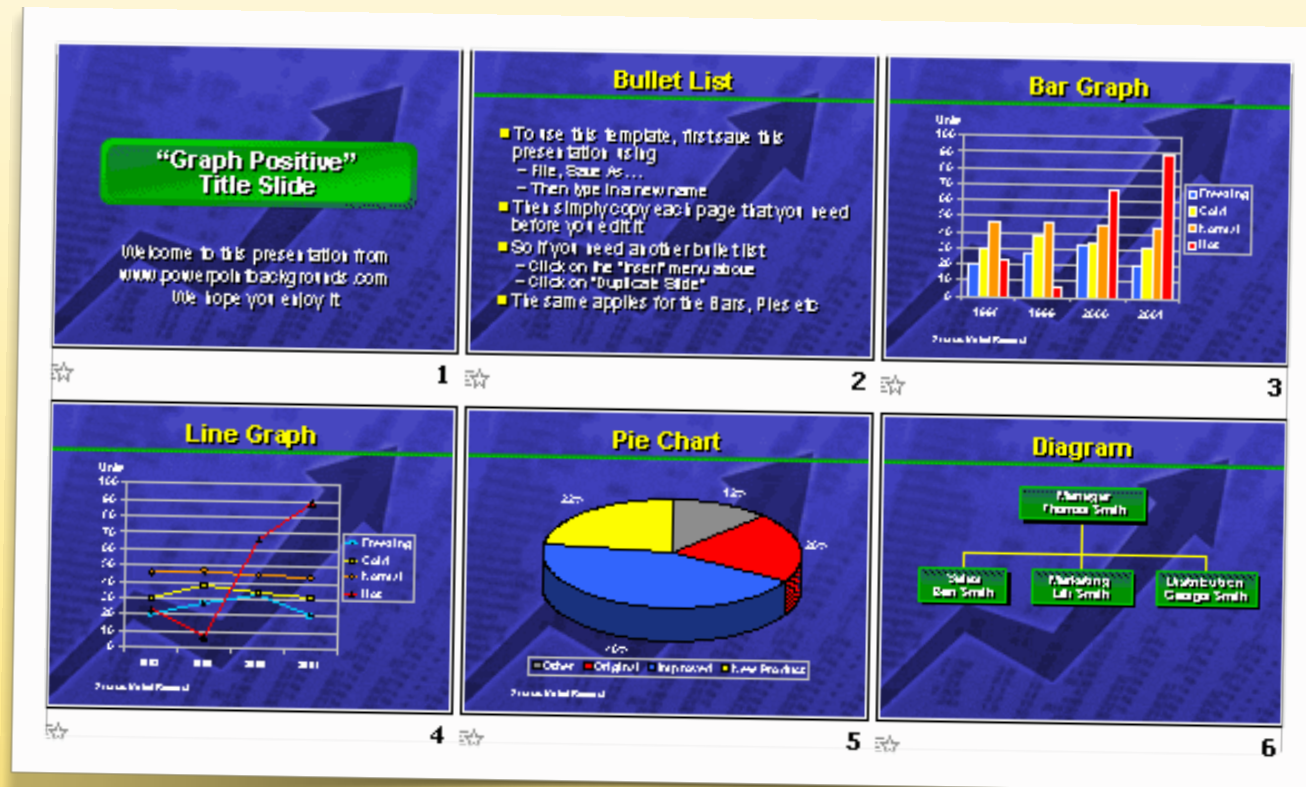
and most are free!

**SO PLEASE, LETS STOP DESIGNING
PRESENTATIONS LIKE ITS**

1999



Standard templates
(like the ones found in Powerpoint)
are **ugly** and don't communicate, they **kill!**



You can do better!

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.

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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

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.”



**THERE'S AN ART TO
PUTTING TOGETHER A
SOLID PRESENTATION**

The “art” is setting yourself apart.

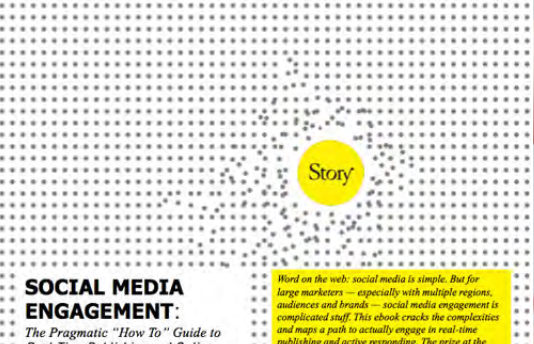
This means many things, but what i’m talking about is design.

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.

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.



Here's some opening slides that don't suck





USE A COLOR SCHEME

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.



Cut Costs
The Low Cost
Airline Way

Then, by flying to secondary, less congested airports they cut costs further, but also became the most punctual airlines in the world.

By the early 2000s, low cost airlines had captured the entire marketing budget of some tourist boards.



Why spend money on marketing when government will do it for you?



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

The screenshot shows the COLOURlovers website interface. At the top, there are navigation links: Browse, Create, Search, Community, Channels, Trends, Tools, and Store. The main content area features a color palette titled "Giant Goldfish" with five vertical bars in shades of blue, teal, light green, and orange. To the right of the palette, there is a "LOVE THIS" button with a heart icon, and a large number "2,383" indicating the number of loves. Below this, a smaller number "141,443" is visible, representing the number of views. A yellow arrow points from a yellow callout box to the "2,383" number. The callout box contains the text "2,383 people 'love' this one". To the right of the palette, there is a section for "Home, Made... The Dwell Homes Collection" featuring a house image and the Lindal Cedar Homes logo. Below this, there are social sharing options for Twitter, Facebook, StumbleUpon, and Digg. At the bottom, there is a section "ABOUT THIS PALETTE" with a profile picture of a cat and the text "By manekineko 3 Jul, 2007 with Basic Palette Maker".

10 WAYS TO BE A MARKETING GENIUS LIKE LADY GAGA

Lady Gaga is not your average pop star.

Age	Albums sold	Singles sold	Grammys
24	15 Million	40 Million	2 (6 nominations)

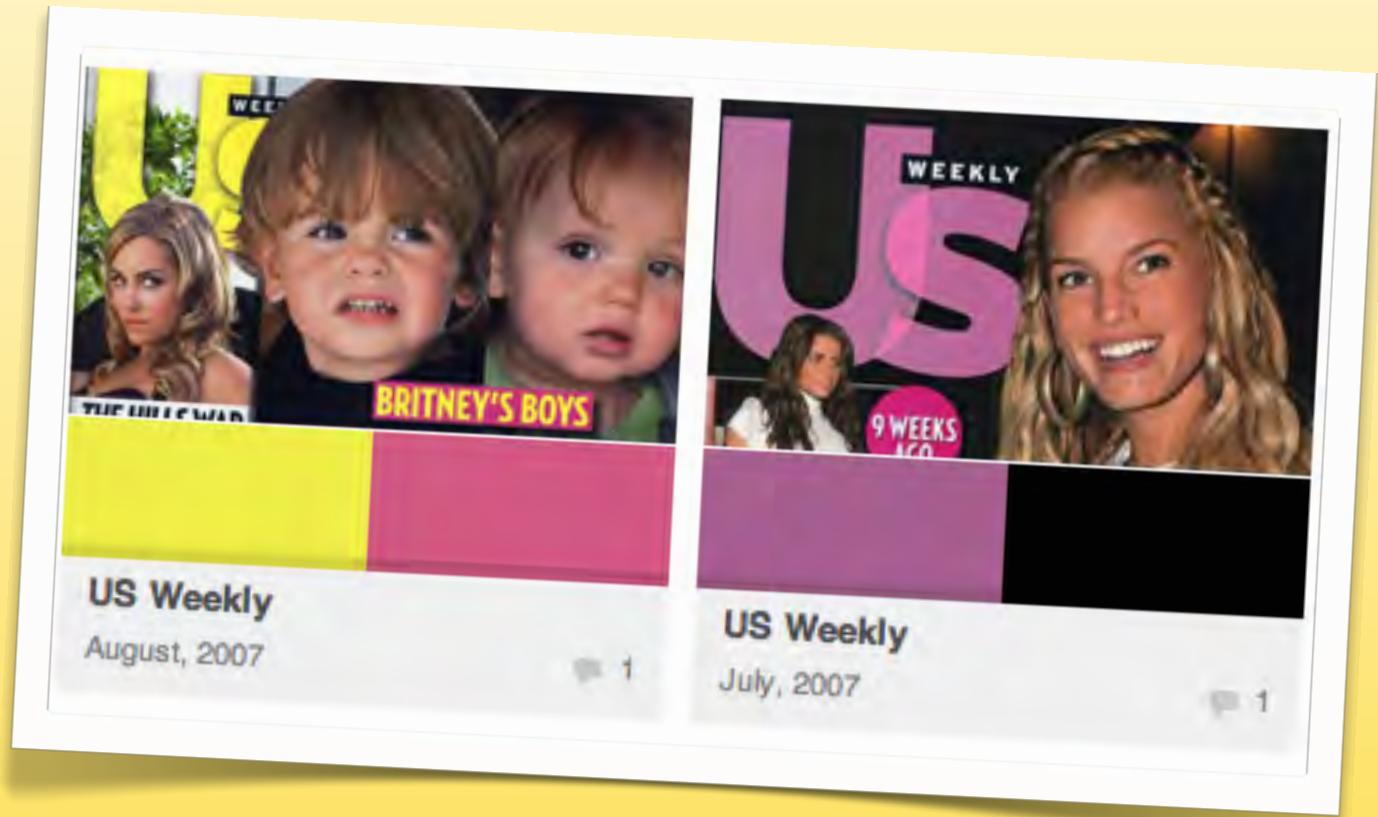
Lady Gaga (and her team) aren't just pop geniuses, they are marketing geniuses as well.

Regardless of your opinion of her music, here are 10 ways you can be a marketing genius like Gaga.

1. **Have an opinion**

Or use colors found in popular websites or magazines.

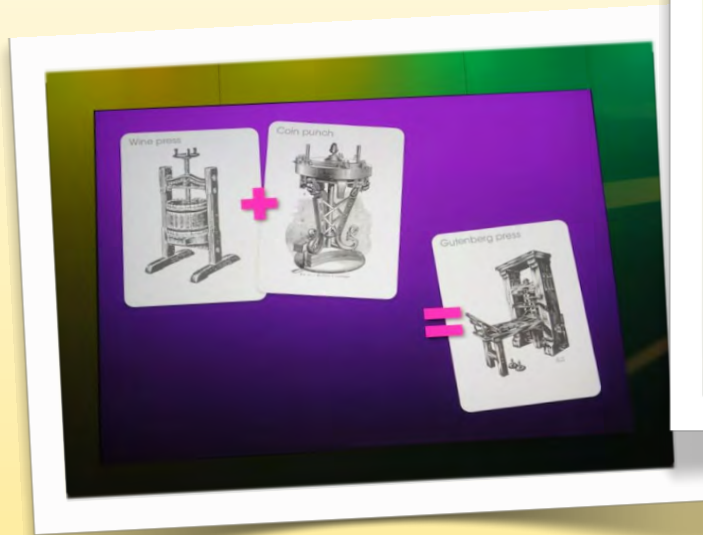
For this presentation I wanted to give a gossip magazine feel.



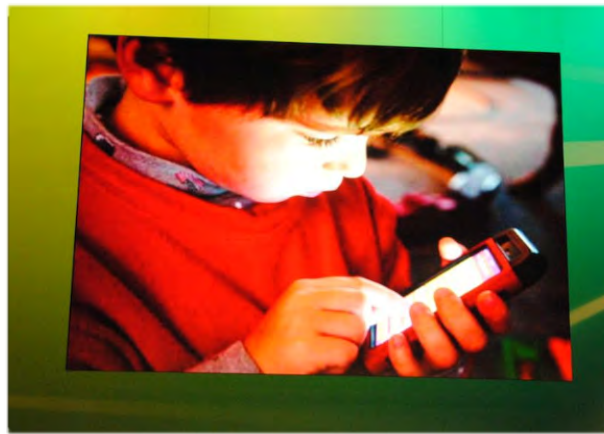


USE STUNNING IMAGES

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).

THERE ARE 4 TYPES OF IMAGES YOU CAN USE:

**YOUR
OWN**

**ROYALTY
FREE
(PAID)**

**CREATIVE
COMMONS
(FREE*)**

SCREENSHOTS

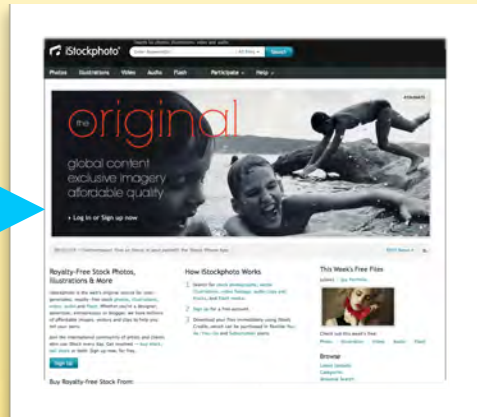
*with conditions

WHERE TO FIND THEM:

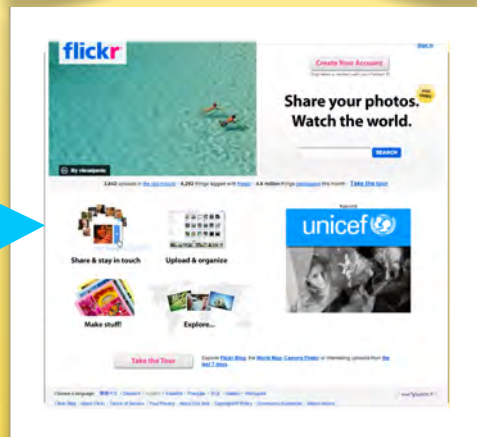
YOUR OWN



ROYALTY FREE (PAID)



CREATIVE COMMONS (FREE)



WHAT IT LOOKS LIKE:



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

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.



Flickr.com. Best place to look for Creative Commons images.

All you need to do is add a proper credit to your presentation.



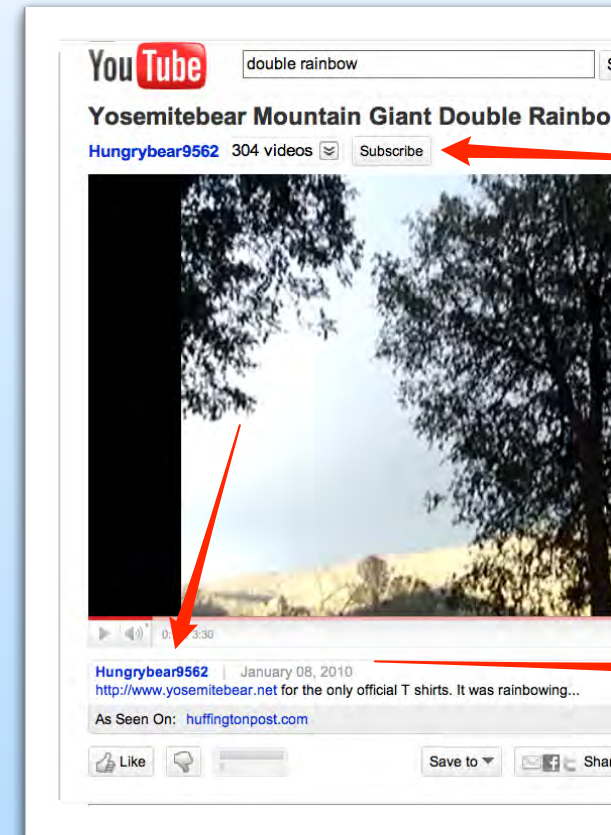
USE SCREENSHOTS TO HIGHLIGHT IMPORTANT AREAS

SCREEN-
SHOTS

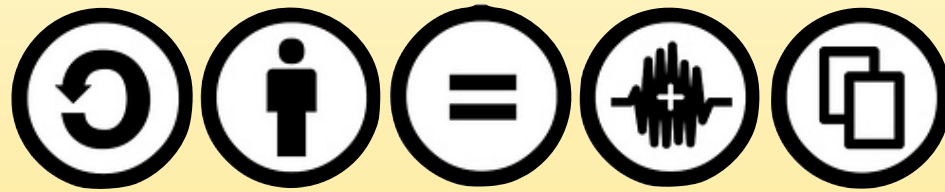
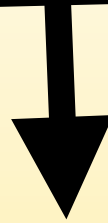


Skitch.com it's a free tool for taking screenshots and add little things like arrows to it.

Its dead simple to use. I use it 30+ times a day (no joke).



These 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.



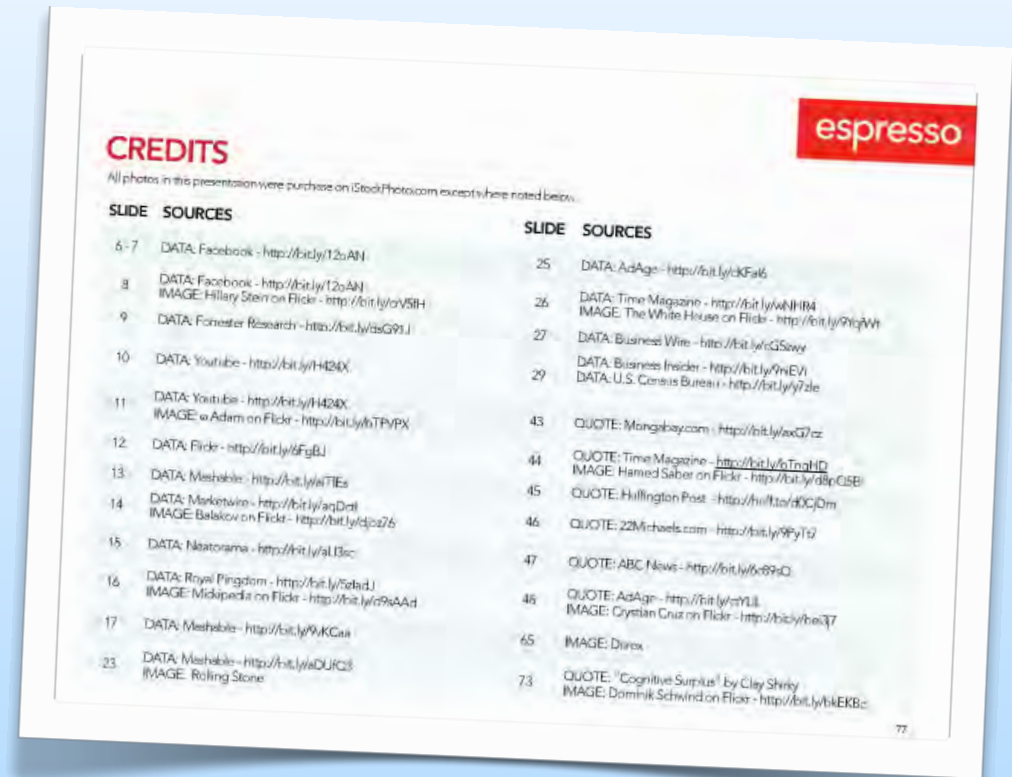
**creative
commons**



THERE ARE 2 WAYS TO ADD CREDITS:



bottom of image



last slide



**A QUICK WORD
ON PICKING
PHOTOS**

Current Search

All File Types

Narrow Your Results

By Keyword(s)

By File Types

- Photos
- Illustrations
- Video
- Audio

Search results: Lightbox

My best meeting pictures. Best of business meeting/office pictures

Sort Best match

Displaying 1 to 100 of 288 matches.

1 2 3 of 3



Business team showing unity

Stock photo File #: 5068328

Size	Pixels	Inches	File size	Credits
XSmall	425 x 282 px		188.80 KB	1
Small	850 x 565 px		565.64 KB	3
Medium	1700 x 1129 px		1.87 MB	6
Large	2719 x 1808 px		4.74 MB	10
XXLarge			11.79 MB	15
				20

this is cheezy!

Add to Lightbox Download a comp

Total credits: 10
Download this Photo

Back to results

**SERIOUSLY DUDE,
NOBODY'S OFFICE LOOKS LIKE THAT.**
(unless you work in an office of cheezy models)

Current Search

All File Types

Narrow Your Results

By Keyword(s)

By File Types

- Photos
- Illustrations
- Video
- Audio
- Flash

Search results: Lightbox

Sort Best match

Displaying 1 to 100 of 262 matches.

1 2 3 of 3



Nerdy Businessman In Retro Suit

Stock photo | File #: 12061853

Size	Pixels	Inches	File size	Credits
XSmall	426 x 282 px		187.27 KB	5
Small	851 x 564 px		654.73 KB	10
Medium	1701 x 1129 px		2.29 MB	15
XLarge			5.68 MB	20

License options:

Total credits: 20

Download this Photo

More like this

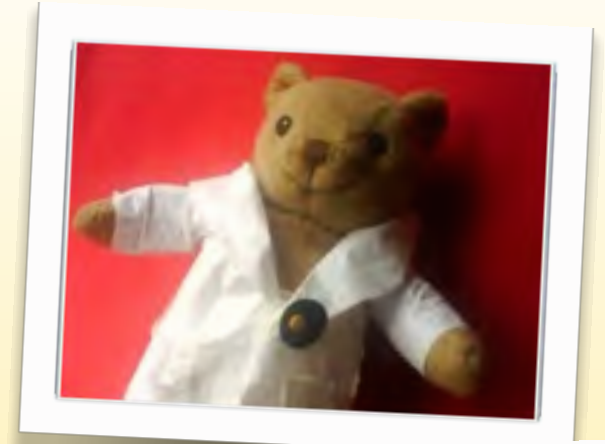
Back to results

this is more interesting

UNEXPECTED, VISUALLY INTERESTING PHOTOS ARE FUN & GIVES ENERGY TO YOUR STORY.

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)



GRAPHS ARE OK, BUT REMEMBER:

It's not just about the number,
it's about what the numbers mean



The lesson?

**Spend your time being
'cooler' and the
followers will come**

GET
YOUR
TEXT
RIGHT





**KEEP IT
SIMPLE
(LESS IS MORE)**

**ARE YOU GIVING A DOCUMENT
OR A PRESENTATION?**

**75+ WORDS/SLIDE
= DOCUMENT**

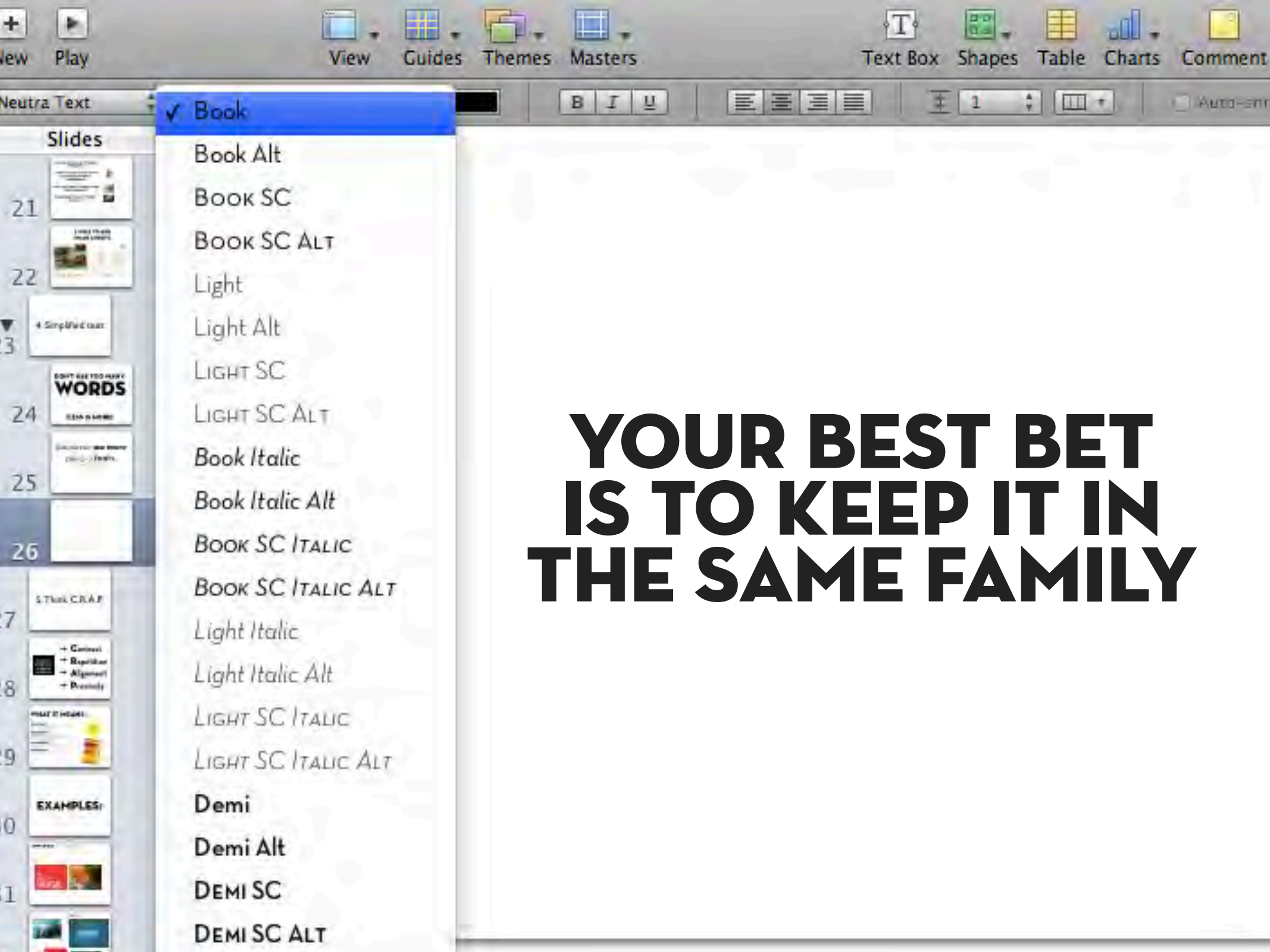
@NANCYDUARTE

FEW THINGS ABOUT FONTS:

FEW THINGS ABOUT FONTS:

**never use more
than 2-3 styles.**

(it's not cute)



✓ Book

- Book Alt
- Book SC
- Book SC ALT
- Light
- Light Alt
- LIGHT SC
- LIGHT SC ALT
- Book Italic
- Book Italic Alt
- BOOK SC ITALIC
- BOOK SC ITALIC ALT
- Light Italic
- Light Italic Alt
- LIGHT SC ITALIC
- LIGHT SC ITALIC ALT
- Demi
- Demi Alt
- DEMI SC
- DEMI SC ALT

**YOUR BEST BET
IS TO KEEP IT IN
THE SAME FAMILY**

BLINKING,
SPARKLING OR
TWIRLING TEXT IS
JUST NOT COOL

**BUT ADDING A SLIGHT
ROTATION TO TEXT OR IMAGES
MAKES YOUR SLIDES A LITTLE MORE**

INTERESTING

**BUT ADDING A SLIGHT
ROTATION TO TEXT OR IMAGES
MAKES YOUR SLIDES A LITTLE MORE**

INTERESTING

but go easy tiger,
don't overdo it.



USE
C.R.A.P.

**THE MOST
IMPORTANT
ACRONYM
IN DESIGN**

→ **CONTRAST**

→ **REPETITION**

→ **ALIGNMENT**

→ **PROXIMITY**

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.

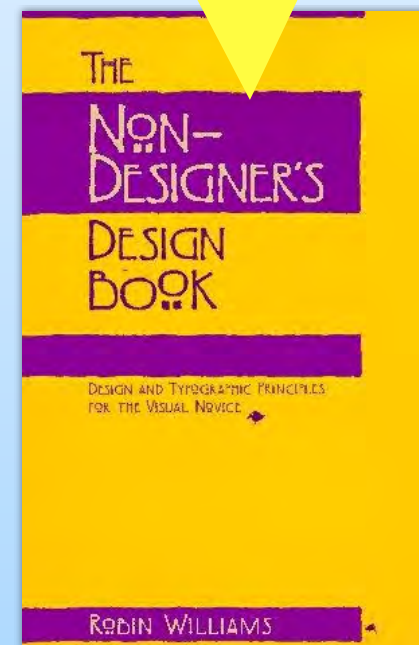
ALIGNMENT

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)



**WHAT IT
LOOKS LIKE:**

CONTRAST EXAMPLES

#1.
SOCIAL MEDIA
IS F**KING
HUGE.

Good contrast can
make your slides look
crisp and organized

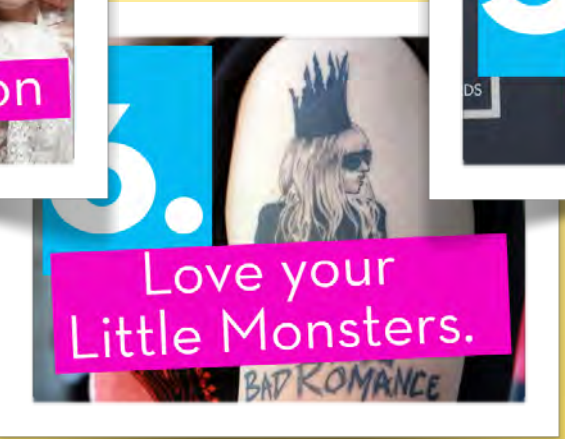
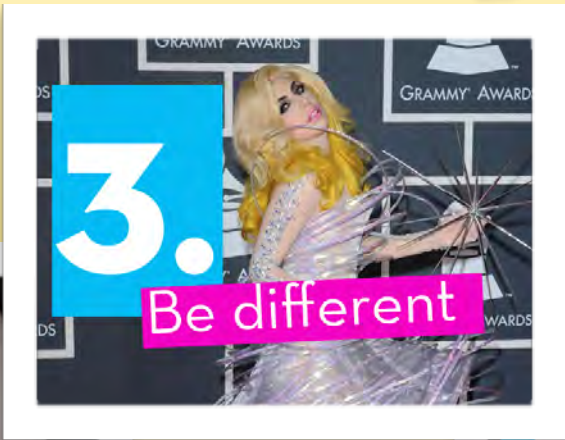
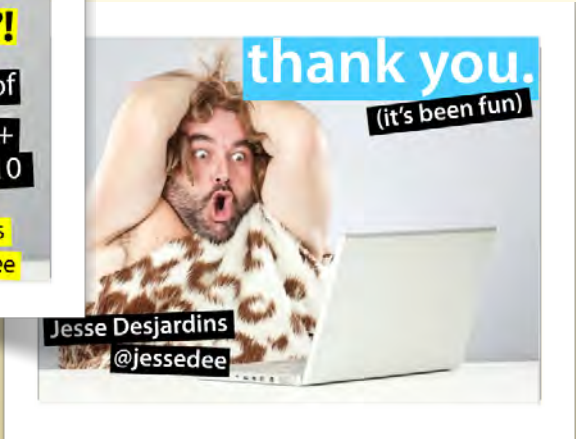
25 BILLION.

The amount of content
(web links, news stories,
blog posts, notes, photos, etc.)
shared each month on Facebook.

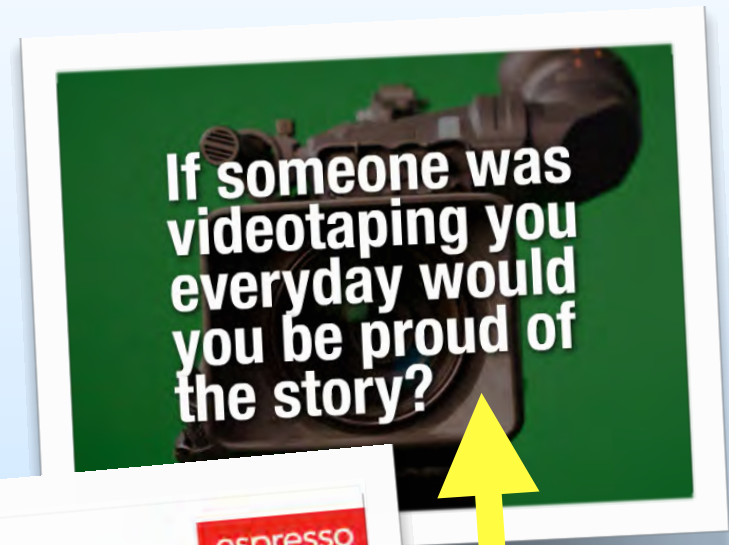
THAT'S MORE THAN 6X
LAST YEAR'S VOLUME.

REPETITION EXAMPLES

Repetition of design elements gives a cohesive look

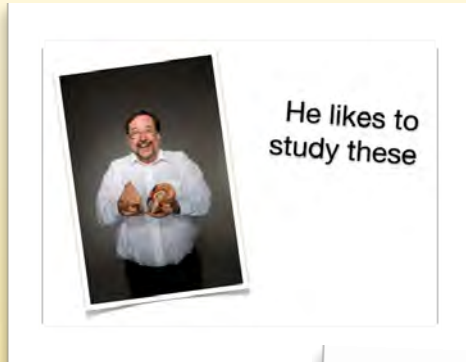


ALIGNMENT EXAMPLES



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

You can take some matching photos yourself...



Or purchase collections on iStockphoto.

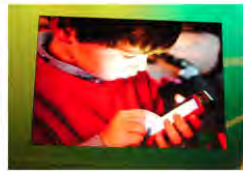
The screenshot shows the iStockphoto website interface. At the top, there is a search bar with the text "Search for photos, illustrations, video and audio" and "Enter Keyword(s)". Below the search bar, there are navigation tabs for "Photos", "Illustrations", "Video", "Audio", "Flash", "Participate", and "Help". The main content area displays "Search results: Lightbox" with the subtitle "Random pictures of a gorilla going about various daily tasks." Below this, there is a grid of image thumbnails, each with a small icon and a numerical ID. On the left side, there are filters for "Video", "Audio", and "Flash", and a section for "Advanced Search" with a "Need help?" link.

PROXIMITY EXAMPLES

Instead 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).

REPETITION EXAMPLES

1. Have an opinion

6. Love your Little Monsters.

3. Be different

7. Don't be afraid to piss people off.

IN FACT, SOCIAL MEDIA IS REDEFINING VIRTUALLY F**KING EVERYTHING INCLUDING HOW WE WORK, HOW WE PLAY, HOW WE LEARN.

group similar or related elements together

OH CRAP!

Always double-check your design
work with these principles:

Contrast, Repetition, Alignment, and Proximity.

THAT'S IT

THANKS!

**BUY THE APP THAT
DOESN'T SUCK!**

**INCLUDES 3 AWESOME
PRESENTATIONS**



**CLICK HERE
TO DOWNLOAD**

Available on the
App Store



CREDITS:

**MADE USING
KEYNOTE
TOTAL COST
= \$0**

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 ELYS ES SHOP/LITTLE_GRIZZLY**
- 28.FLICKR/ GOT BEER?/A4GPA**
- 31. FLICKR/CAN YOU READ THIS, LUKE SKYWALKER?/ST FAN**
- 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.

