

COMMUNICATING VISUALLY:

Doing it Wrong: Presentations as Documents

- Handouts before – audience reads, sees hears = triple assault
- Slides as notes to presenter
- Slides crammed full of details
- Slides filled with enough info so anyone else can present it

Doing it Right

- Presenter as Focus
 - Screen lights up w/ slide...focus goes to slide; audience reads, stops listening.
 - Compounded by presenter who reads.
 - Slides are speaker support! (think about evening news...Peter Jennings with simple graphics/1-2 word headlines that appear for only a second or two).
 - Presenter interprets for audience.
- Less is More – Minimalist approach
 - When in doubt, leave it out.
- Minimize Eye Sweeps
 - Eyes make a “conditioned carriage return” to top left with every new page/slide. On a presentation screen = leap of 2-20 feet, depending on screen size
 - With any new image, audience’s eyes make two moves: (1) jump to top left corner then (2) right sweep to take in the information on the slide.
 - Excess data on a slide causes more movement to re-sweep. Too much work...their focus/concentration has replaced listening
- Incorporate Design Elements (correctly)
 - Pictorial – speak to their team projects
 - Relational – tables, hierarchies, organizational charts
 - Numeric – bar charts, pie charts, etc.
 - Text: bullets and sentences

Effective Visuals [PowerPoint, primarily....]

Text

- Bullets (95% of text should be): express core ideas...headlines
 - Don't contain subject and verb
 - don't use all parts of speech (articles and prepositions)
 - Develop for legibility and speed – barebones. You flesh it out.
 - Summarize concepts of story in bullets
- Sentences
 - Use only to demonstrate verbatim accuracy (a quote)
 - Reading them requires additional eye sweeps
 - Shift from sentence to “headline” bullet

Crafting Slides

- Putting it together
 - One line titles
 - Eliminate sub-titles
 - Provide “headline” style bullets
 - Use effective bullets (dashes look like negatives to money people)
 - Eliminate sub-bullets
 - Follow the 4 X 4 (or 6 x 6, max) formula (four lines down; four words across)
- Making it work
 - Grammatical Parallelism (minimize eye sweeps)
 - Bullet build (when relationships are not clear) – transition left to right
 - Bullet levels -- restrict to one sub-bullet level only
(same number of subs for each bullet – symmetrical image, subliminal message of effective management of info)
 - Verbal Style
 - Plurals and Possessives (not DVD's)
 - Fonts simple (two – use styling)
 - Proportional spacing (on slide)
 - Visual Style – “all text” is bland
 - Add texture with PP design tools – choose only one or two and use consistently
 - Embedded boxes
 - Reverse out
 - Background stripes, borders, edges, gradient shading (carefully)
 - Basics
 - Consistent font & style
 - Minimum size: 24 pts; Titles: 32 pts
 - Avoid abbreviations
 - Use sharp contrasts: light text on dark background (vice versa)
 - Insert logo as watermark

The Big Picture – slides need to convey connection among ideas by connecting with each other.

- Consistency – slide sorter: font size, slide layout, colors, backgrounds, etc.
- Continuity/Flow through
 - Slides
 - Title Slide
 - Agenda Slides
 - Bumper Slides (closure of outbound section; lead-in inbound section
Single, centered text or **Progressive Agenda**)
 - Blank slides
 - Question slides
 - Color
 - Icons
 - Anchor Objects
 - Anticipation Space