

LAURA M FOLEY  
DESIGN



PRESENTATION DESIGN  
AND TRAINING

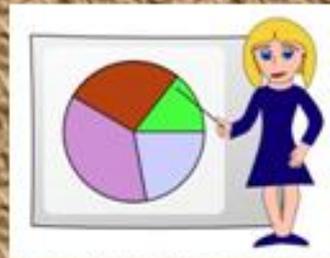
# CHEATING DEATH BY POWERPOINT

Presented by Laura Foley



# Welcome

- Well, here we are at the first slide
- I've used the basic PowerPoint template, the first one in the list
  - It's completely generic
  - I went out on a limb and chose Arial for the font
- I'm using bullet points (PowerPoint makes it easy!)
- My line breaks are terrible
- There are no pictures
- Oh, wait, here they are!



## Welcome (cont.)

- Come to think of it, maybe I should try a new background. After all, PowerPoint comes with a bunch of templates.

## Welcome (cont.)

- Come to think of it, maybe I should try a new background. After all, PowerPoint comes with a bunch of templates.
- That's more like it!
- And I can use a cool slide transition.

## Welcome (cont.)

- The animation is distracting.
- The sound effects don't help, either.
- My punctuation is inconsistent
- All of the text is the same size, weight, and color.
- I don't half spelling aids, I ran spell check!
- By the way, I don't think you know how to read, so I just did it for you.
- How do you like my presentation so far?

What exactly is  
Cheating Death by PowerPoint?



What do audiences hate?



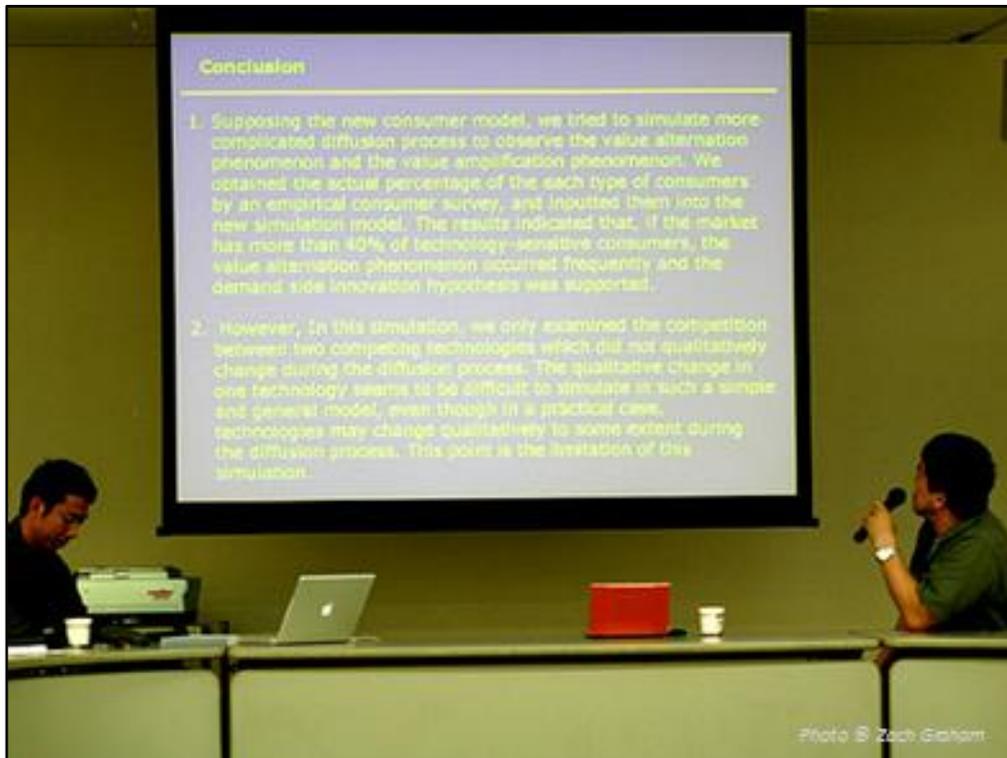
## Top 5 PowerPoint Annoyances



Source: [blog.industry.com](http://blog.industry.com), "Annoying PowerPoint Survey Results: Conversation with Dave Peroff," October 5, 2011



Chances are, your audience can read. So reading off your slides like it's storytime is both insulting and a waste of time.

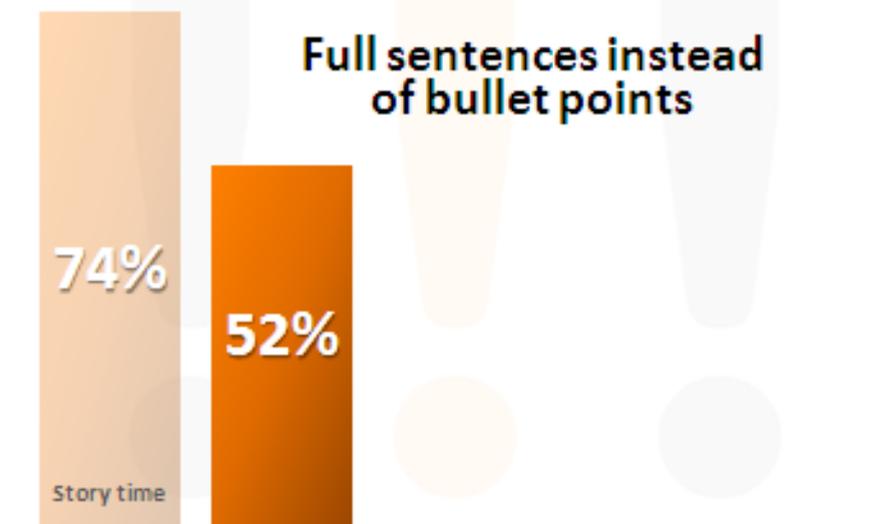


In the worst-case scenario, the presenter reads the slide like a script, word for word, as you can see is being done here. Not only is that painful to watch, but it really insults the intelligence of the audience, and it's a big waste of everyone's time. If you're going to be that detailed then you might as well save everyone the trouble of getting together and just distribute the deck electronically.

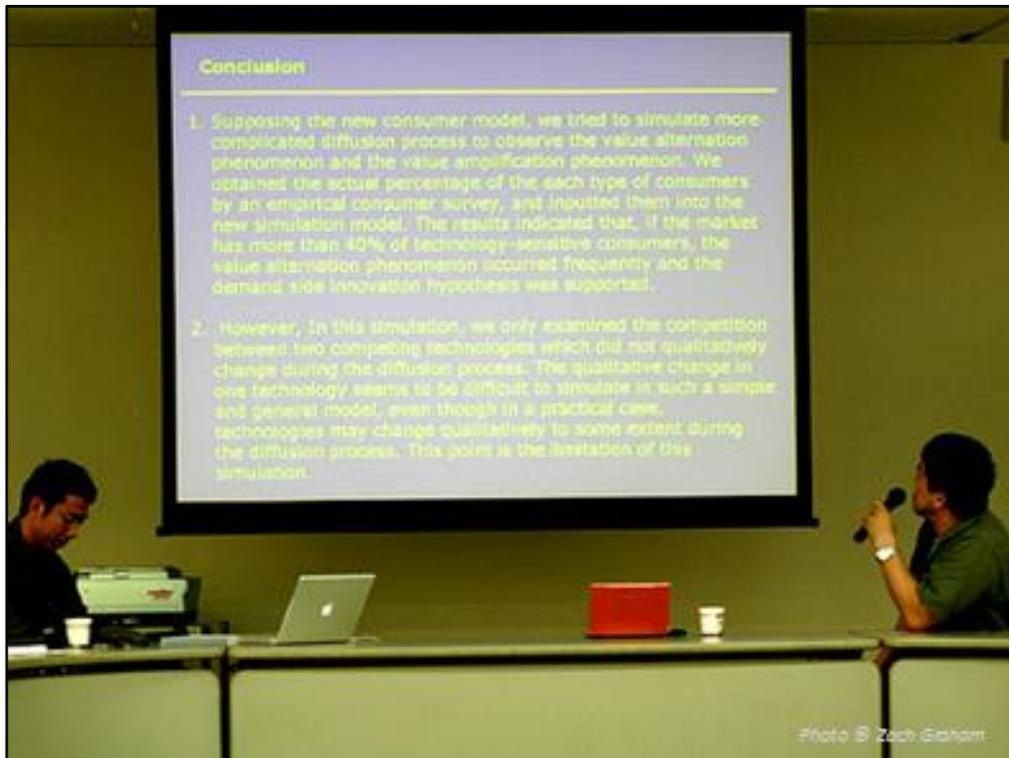
No, the reason we have live meetings and presentations is so that we can make a connection with the audience.

And we aren't going to do that by reading slides.

## Top 5 PowerPoint Annoyances



Source: [blog.induzinc.com](http://blog.induzinc.com), "Annoying PowerPoint Survey Results: Conversation with Dave Peroff," October 3, 2013



## Top 5 PowerPoint Annoyances



Source: [blog.indozinc.com](http://blog.indozinc.com), "Annoying PowerPoint Survey Results: Conversation with Dave Perle," October 3, 2011

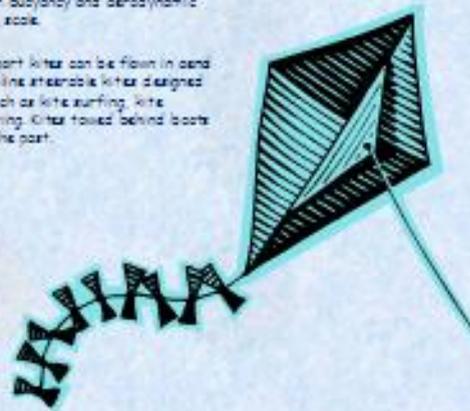
# What is a Kite?

A kite is a tethered aircraft. The necessary lift that makes the kite wing fly is generated when air (or in some cases water) flows over and under the kite's wing, producing low pressure above the wing and high pressure below it. This deflection also generates horizontal drag along the direction of the wind. The resultant force vector from the lift and drag force components is opposed by the tension of the one or more lines or tethers. The anchor point of the kite line may be static or moving (e.g., the towing of a kite by a running person, boat, free-falling anchors as in paragliders and fugitive parakites or vehicles).

Kites are usually heavier-than-air, but there is a second category of lighter-than-air kites called a kytoon which may be filled with hydrogen, hot air, methane, or helium; these stay aloft with or without wind; at calm they float; at wind they receive lift from buoyancy and aerodynamic lift. Kytoons have been made in toy-scale as well as military large scale.

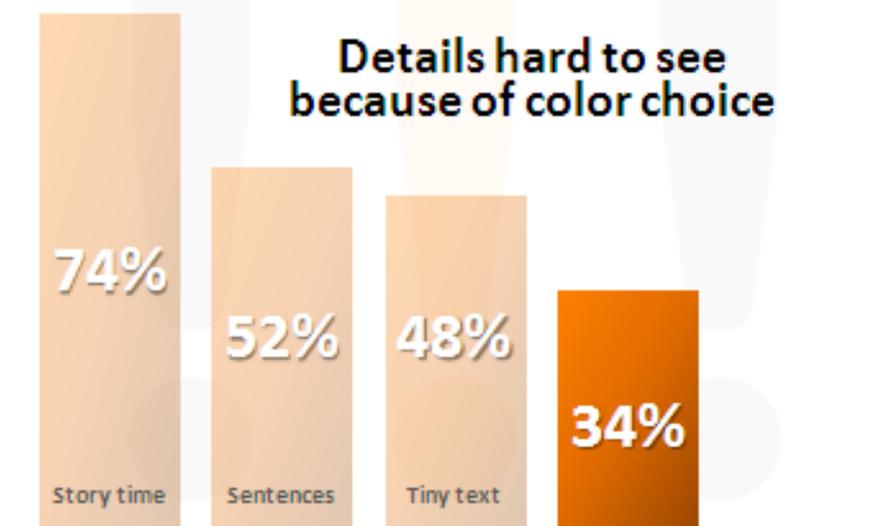
Kites may be flown for recreation, art or other practical uses. Sport kites can be flown in sand bucket, sometimes as part of a competition. Power kites are multi-line steerable kites designed to generate large forces which can be used to power activities such as kite surfing, kite landboarding, kite fishing, kite buggying and a new trend snow kiting. Kites towed behind boats can lift passengers which has had useful military applications in the past.

Kites were used approximately 2,800 years ago in China, where materials ideal for kite building were readily available: silk fabric for sail material, fine, high-tensile-strength silk for flying line, and resilient bamboo for a strong lightweight frame-work. Alternatively, the kite authors Clive Hart and Tai Strachan hold that leaf kites existed far before that time in what is now Indonesia, based on their interpretation of cave paintings on Muna Island off Sulawesi. The kite was said to be the invention of the famous 5th century BC Chinese philosophers Mozi and Lu Ban. By at least 549 AD paper kites were being flown, as it was recorded in that year a paper kite was used as a message for a rescue mission.



Source: Wikipedia.org

## Top 5 PowerPoint Annoyances



Source: [blog.indozinc.com](http://blog.indozinc.com), "Annoying PowerPoint Survey Results: Conversation with Dave Peroff," October 5, 2011

## How to Prepare Carrots

- Sliced, coated in oil, and roasted
- Grated carrots are used in carrot cakes
- The greens are edible as a leaf vegetable

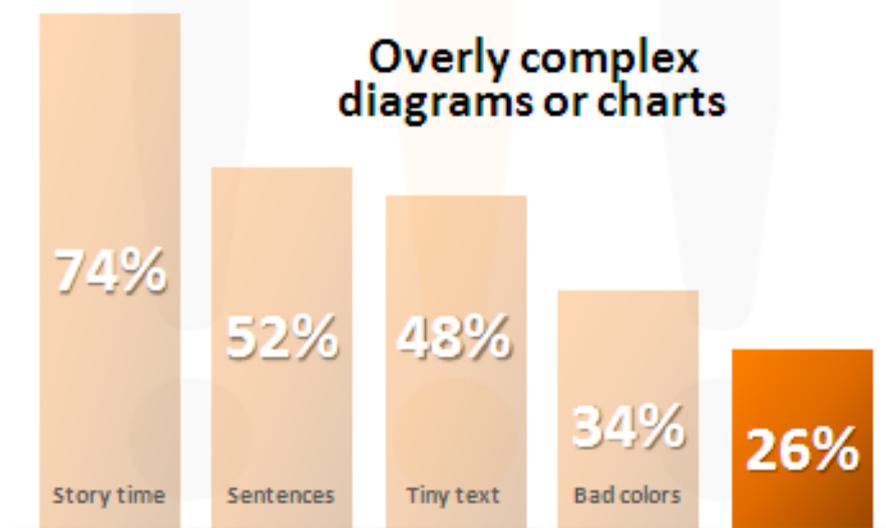


The contrast is too low, making the text just about impossible to read.

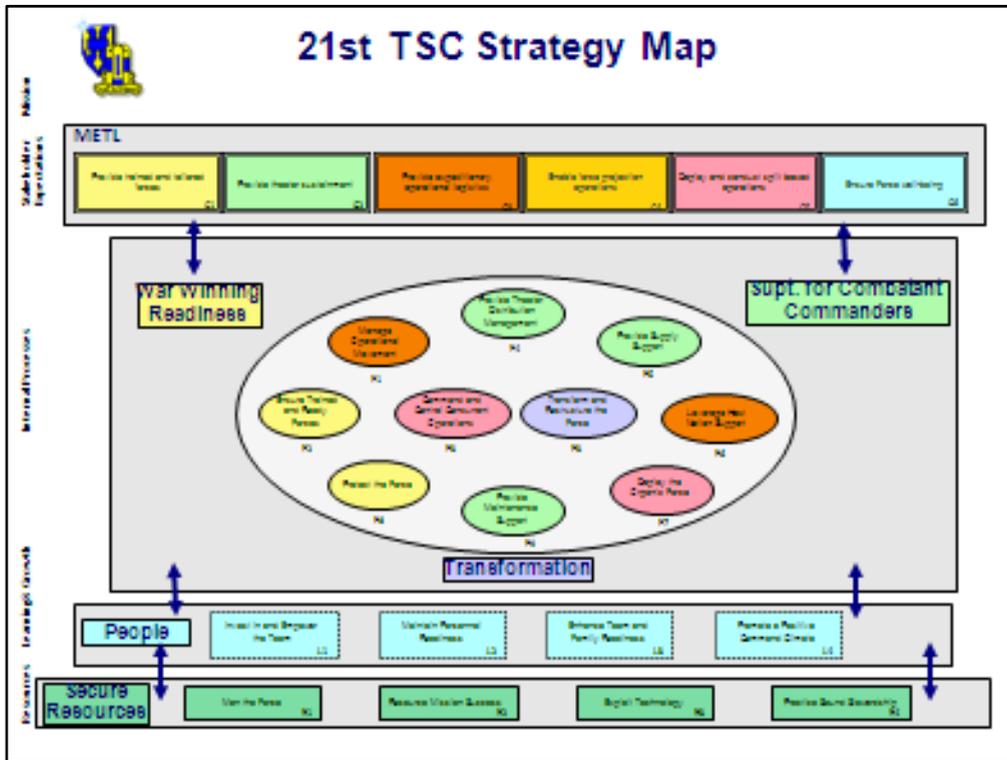


Clashing colors and busy backgrounds also make it difficult to read text.

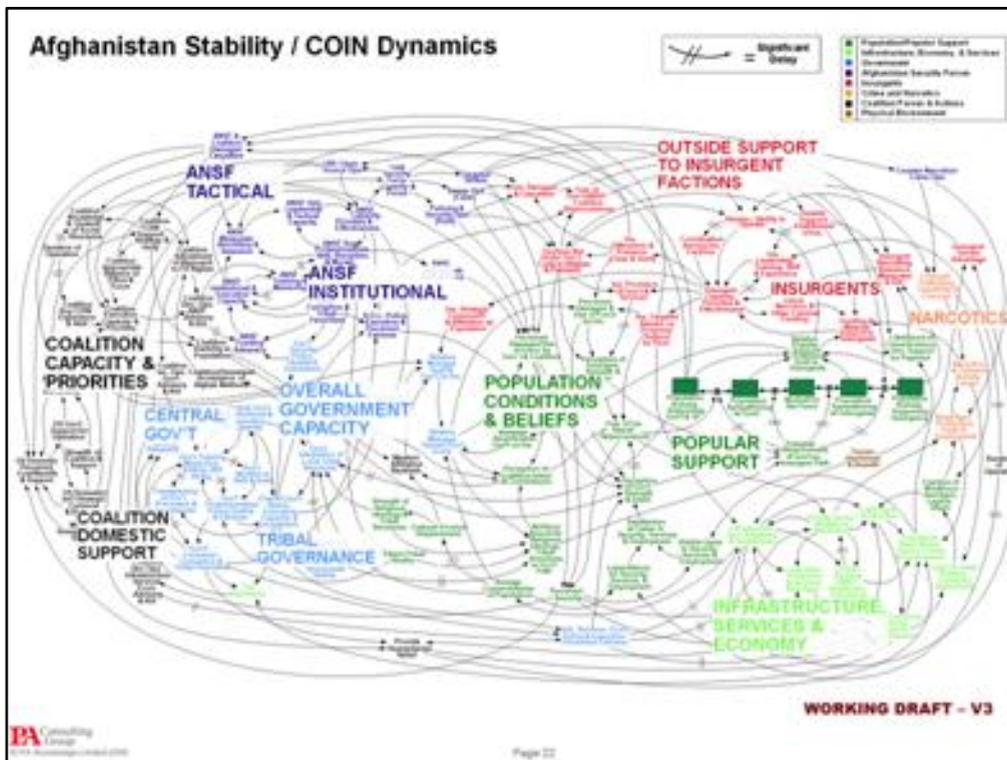
## Top 5 PowerPoint Annoyances



Source: [blog.indozinc.com](http://blog.indozinc.com), "Annoying PowerPoint Survey Results: Conversation with Dave Peroff," October 5, 2011



I'm not proud of this design, which I created for a client back in the late 90s, but it's what she wanted. This chart was, believe it or not, meant to clarify the strategy for this military unit.



This chart was famously circulated on the Internet as being a great example of PowerPoint gone bad.

Good design matters





Here's a good example of graphic design you wouldn't even notice

It's obvious how the design of road signs would be important:

- Easy to read at 65 mph
- Standard sans-serif font
- Recognizable images, such as simple maps and the Interstate shield
- Not wordy

If road signs were designed like this slide, you can imagine the disastrous results!

# Analyze and Synthesize

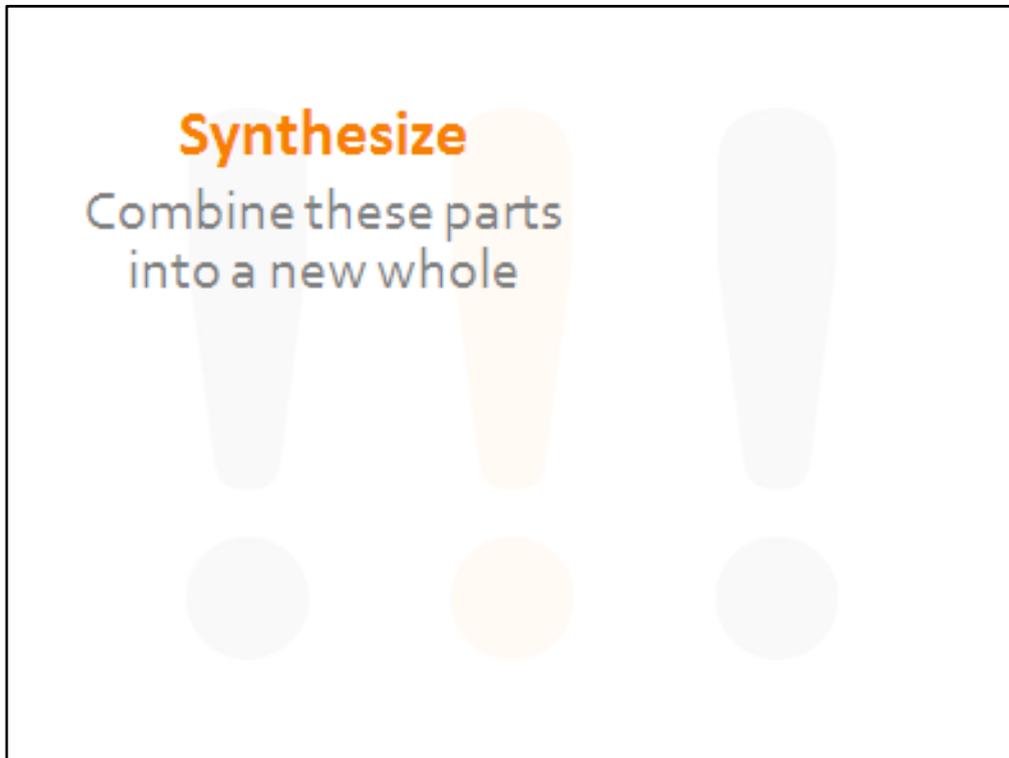


So, this title slide introduces the concept of “Analyze and Synthesize,” and would appear briefly as I begin to talk about it.



Then we go to the next slides, which break the concept of two parts into two slides.

So, to review, the first step is to analyze each slide to determine the most important parts of the message. And you figure out if you need to create more slides to make your message more clear.



Once you've determined your main messages, it's time to **[CLICK]** distill them down into new, more concise slides.

## WHAT IS FAMILY FARMING?

- A family farm is a farm owned and operated by a family, and passed down from generation to generation. It is the basic unit of the mostly agricultural economy of much of human history and continues to be so in developing nations.
- Many remember the years when farming was a way of life. When you grew all your own food...eggs, pork, beef, poultry, gardens full of bountiful vegetables.
- You didn't have to plant thousands of acres to make a living.
- Those days are gone. Gone forever we're afraid. Along with those days, the Family Farm is disappearing.
- In developed countries the family farm is viewed sentimentally, as a lifestyle to be preserved for tradition's sake, or as a birthright.
- What once was an occupation thought to be unskilled by many, (even though it wasn't), has become a very technical job.



With so much text, a tiny photo, and terrible color choices, it's all but impossible to look at this slide and not cringe.

## WHAT IS FAMILY FARMING?

### Definition

- A family farm is a farm owned and operated by a family, and passed down from generation to generation.
- It is the basic unit of the mostly agricultural economy of much of human history and continues to be so in developing nations.

### Past

- Many remember the years when farming was a way of life. When you grew all your own food...eggs, pork, beef, poultry, gardens full of bountiful vegetables.
- You didn't have to plant thousands of acres to make a living.

### Present

- Those days are gone. Gone forever we're afraid. Along with those days, the Family Farm is disappearing.
- In developed countries the family farm is viewed sentimentally, as a lifestyle to be preserved for tradition's sake, or as a birthright.
- What once was an occupation thought to be unskilled by many, (even though it wasn't), has become a very technical job.

These are the three main points I distilled from the previous slide.

## WHAT IS FAMILY FARMING?

### Definition

- A **family farm** is a farm owned and operated by a family, and passed down from generation to generation.
- It is the basic unit of the mostly agricultural economy of much of human history and continues to be so in developing nations.

Let's focus on the first point.



Here's the redesigned slide. I've put the original text in the speaker notes so that the presenter can refer to them. I also found a large, high-resolution version of the same image on Wikimedia Commons ([http://commons.wikimedia.org/wiki/Main\\_Page](http://commons.wikimedia.org/wiki/Main_Page)) and attributed the image as is called for in the Creative Commons license.

### Definition

- A **family farm** is a farm owned and operated by a family, and passed down from generation to generation.
- It is the basic unit of the mostly agricultural economy of much of human history and continues to be so in developing nations.

## WHAT IS FAMILY FARMING?

### **Past**

- Many remember the years when farming was a way of life. When you grew all your own food...eggs, pork, beef, poultry, gardens full of bountiful vegetables.
- You didn't have to plant thousands of acres to make a living.



This is another Wikimedia Commons image, with attribution. The sepia tone gives it an antique appearance.

### **Past**

- Many remember the years when farming was a way of life. When you grew all your own food...eggs, pork, beef, poultry, gardens full of bountiful vegetables.
- You didn't have to plant thousands of acres to make a living.

## WHAT IS FAMILY FARMING?

### Present

- Those days are gone. Gone forever we're afraid. Along with those days, the Family Farm is disappearing.
- In developed countries the family farm is viewed sentimentally, as a lifestyle to be preserved for tradition's sake, or as a birthright.
- What once was an occupation thought to be unskilled by many, (even though it wasn't), has become a very technical job.



This image is a great example of a family farm that has fallen into disuse. Remember, the photograph doesn't necessarily have to be of a specific place, but it should be illustrative of the text and hopefully provoke an emotional response in the audience.

### Present

- Those days are gone. Gone forever we're afraid. Along with those days, the Family Farm is disappearing.
- In developed countries the family farm is viewed sentimentally, as a lifestyle to be preserved for tradition's sake, or as a birthright.
- What once was an occupation thought to be unskilled by many, (even though it wasn't), has become a very technical job.



People say that a picture's worth a thousand words, so let images convey the main messages of your presentation. If you can reinforce what you say with pictures, you'll increase the audience's retention of your message.





Since a skull and crossbones is a universally recognized symbol for death, it was a perfect flag for a pirate ship. My four-year-old son, who can't read yet, was able to tell me exactly what a pirate flag stands for (bad guys, ships being attacked and treasure plundered, etc.).

Who could mistake the message? Icons such as this come with a well-known back story, so they don't require any explanation.

## Outline

- What are children and youths doing online?
- Harmful online content
- Online hate
- Addressing online hate

This boring outline format with a soothing background does not engage the audience. Isn't this a problem worthy of attention?



This is a compelling image.

You see a real kid staring into computer

Changing “children and youths” to “kids” makes the message more immediate

The speaker should talk about the content—harmful, online hate

# Information graphics



In this section I'm going to teach you to see beyond the defaults to create custom-looking charts and graphs

The art of visualizing data is called information design

That's a lot of snow!

- Season snowfall as of yesterday
  - This season we've had 51.6" of snow
  - The average snowfall is 26.8"
  - Source: National Weather Service

Although this is descriptive, the audience has to read and interpret the text in order to get the message. That's too much work, and an infographic would do a much better job of conveying this information.



A ruler always measures height, length, and depth, so it is a perfect image to use in this chart that is comparing snowfall.

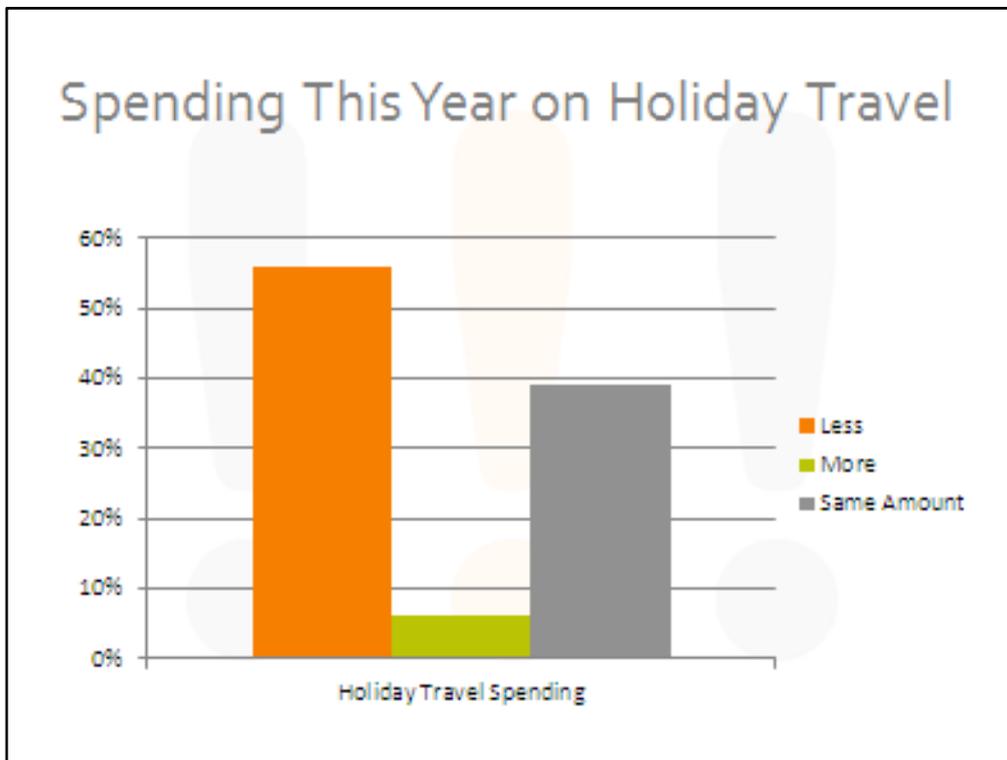
## Spending this year on holiday travel

- A majority of consumers who are trying to save money during the economic downturn say they will spend less on holiday travel this year vs. last year
  - 56% less travel
  - 6% more travel
  - 29% same amount of travel

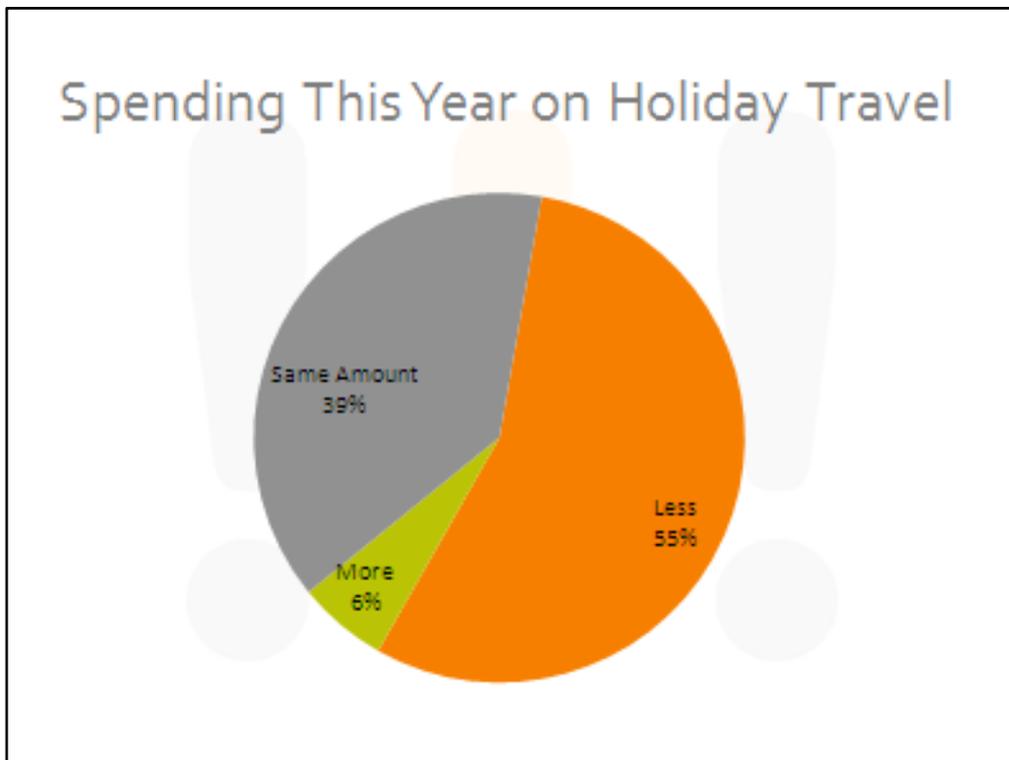
Again, descriptive but boring.



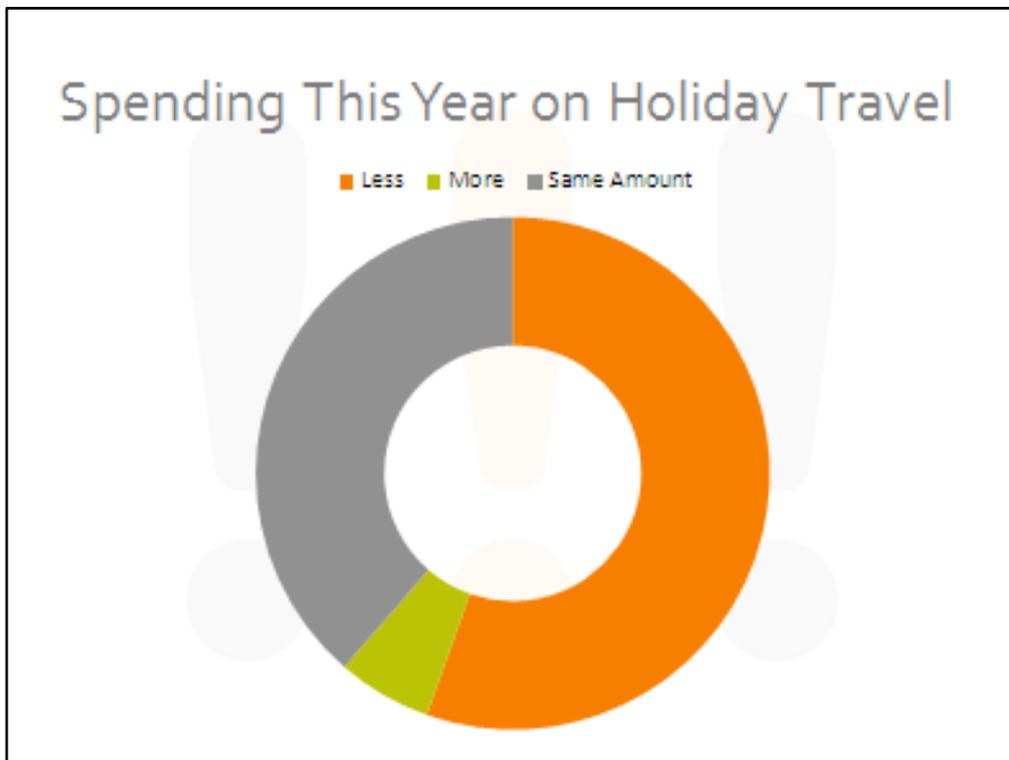
This image was taken from USA Today, which includes an infographic like this one in every issue. They refer to them as News Snapshots.



It's important to select the right kind of chart to present your data. Here's the same data put into a PowerPoint column chart, which is the kind used in the USA Today News Snapshot.



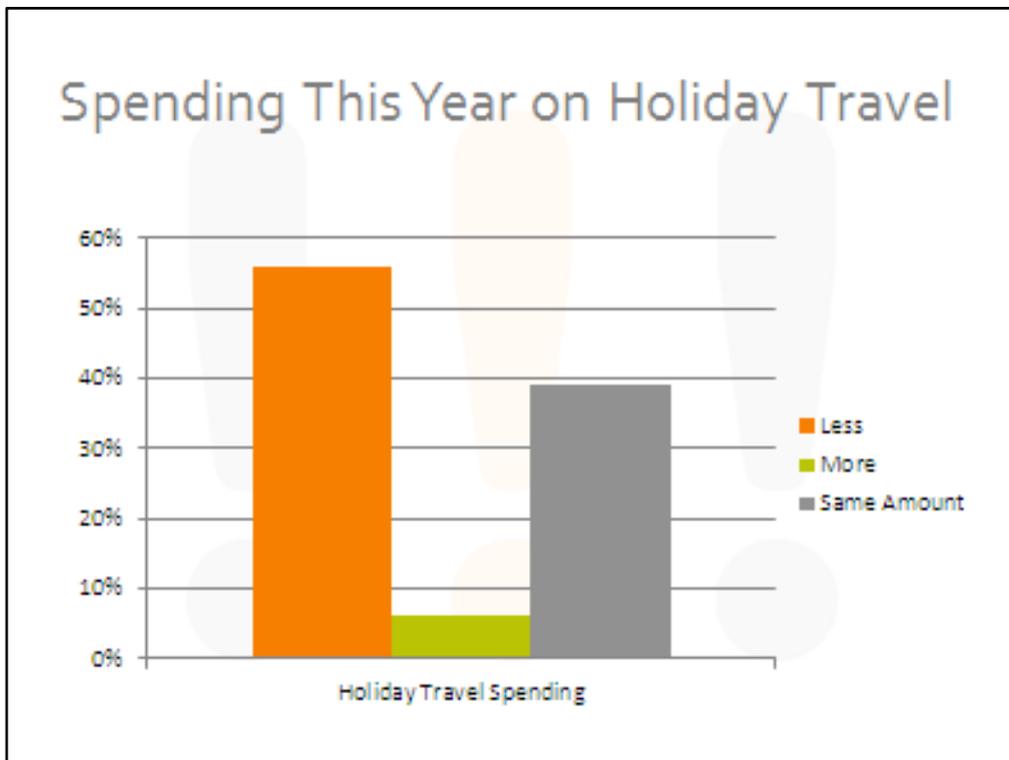
Here's the same information done as a pie chart.



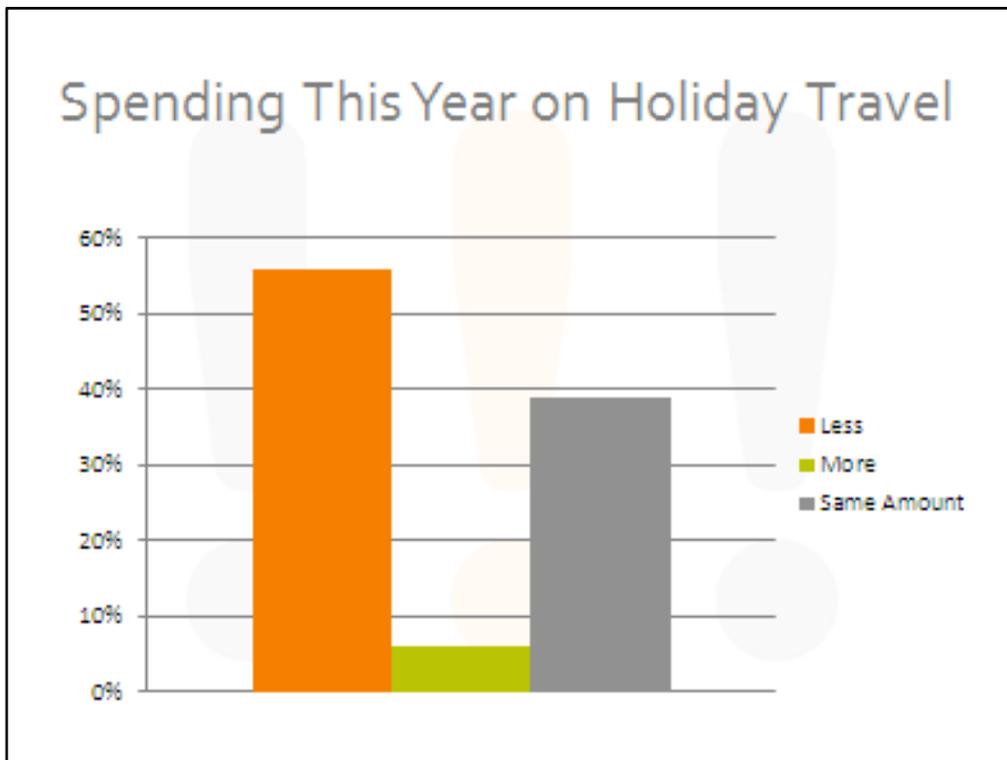
This is a donut chart if you don't happen to like pie.



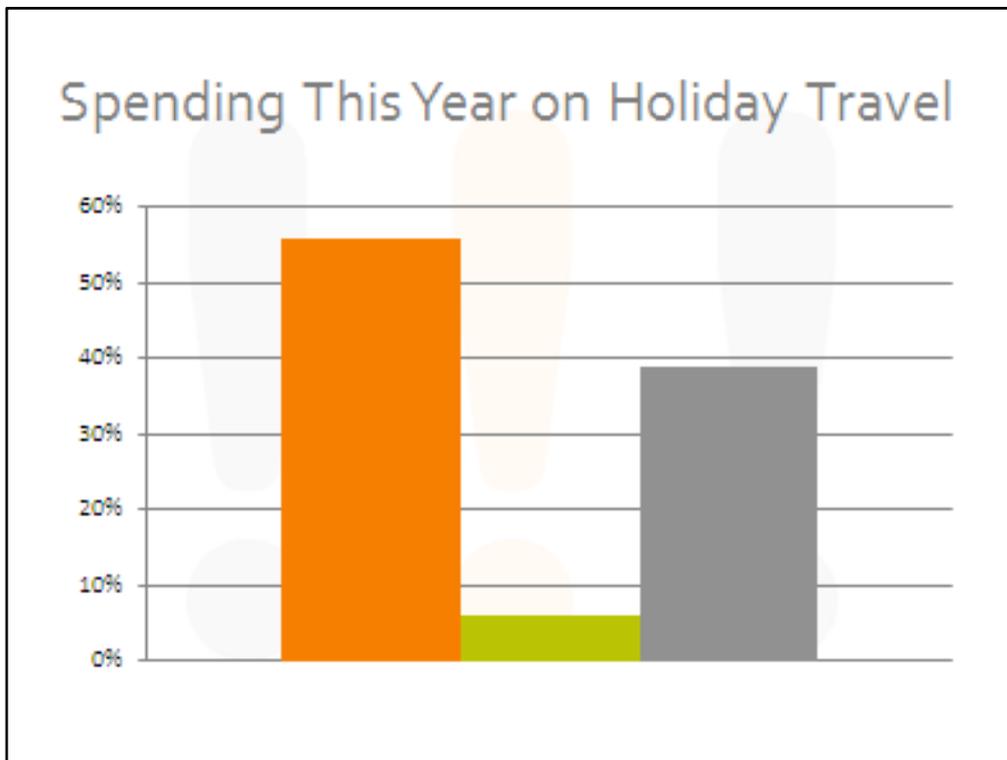
Here's one of the most useless chart layouts I have ever seen.



Let's go back to the column chart and change this into an infographic using just tools you'll find in PowerPoint.



First of all, we have two titles, one at the top of the slide, the other at the bottom of the chart. Let's get rid of the one at the bottom. Now, we have only have three distinct data points, so we don't really need a legend.



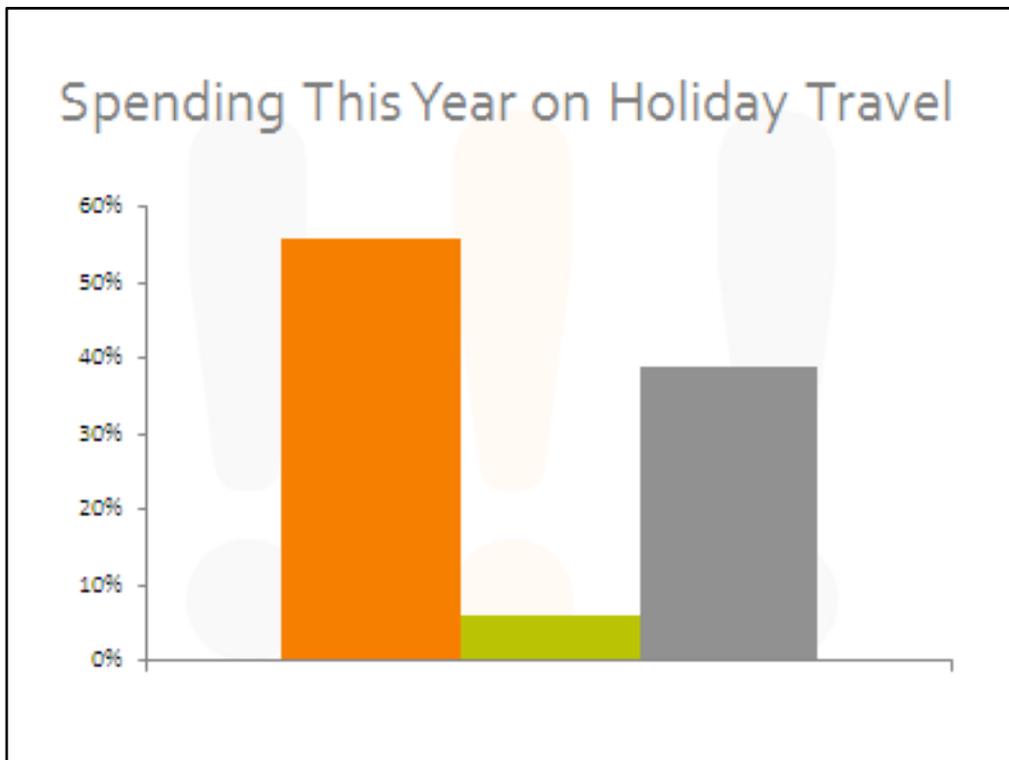
As you can see, PowerPoint really wants to fill the page! We can change that later if we want to.

For now, let's fix what we have.

The default in PowerPoint is to put a lot of increments in the Y axis, and to put gridlines across the chart

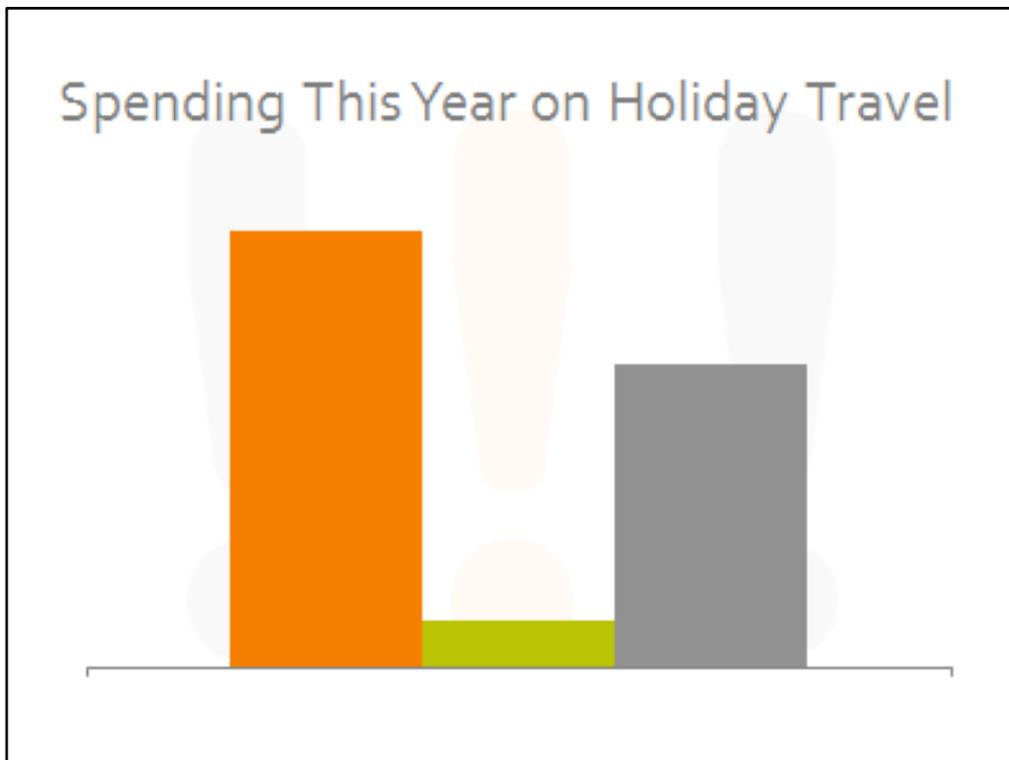
That's too much work.

Let's make it easier for the reader.



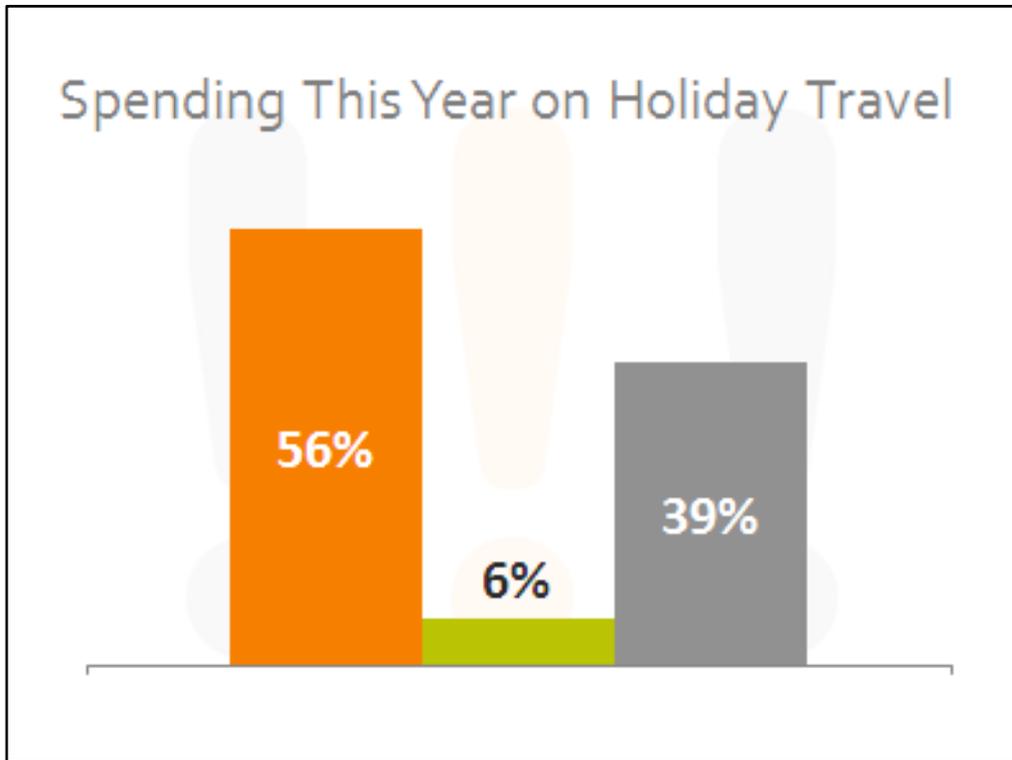
Now it's difficult to track the numbers on the Y axis to the height of the columns

That's OK—we're gonna lose the numbers and the Y axis

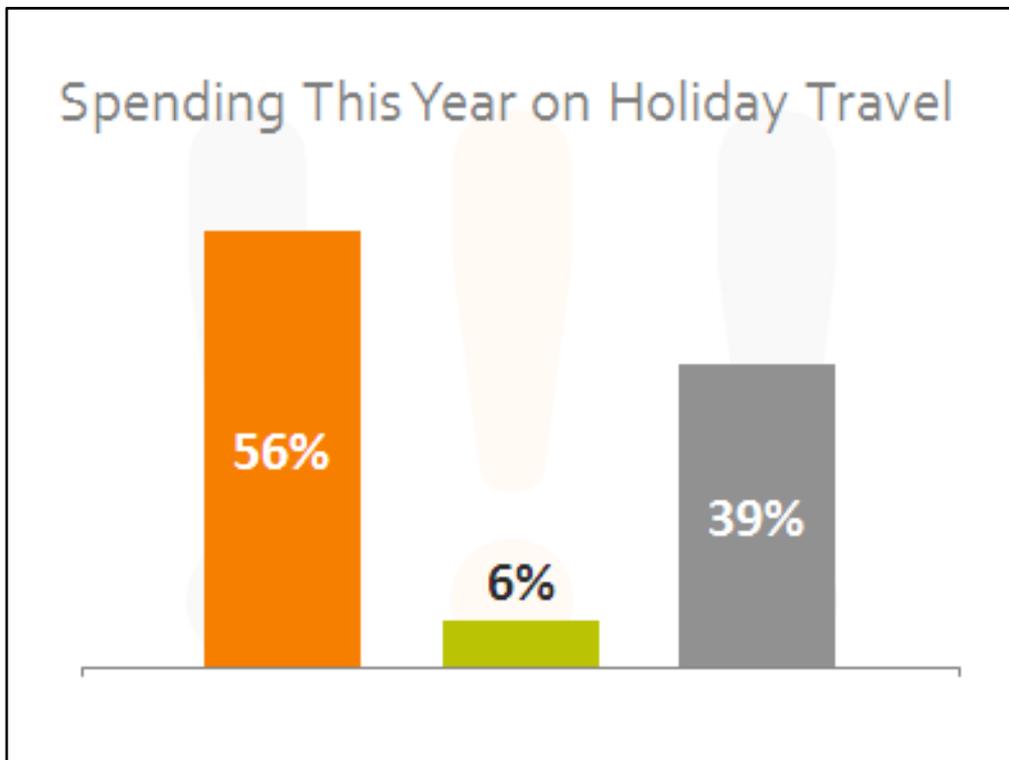


Well, this is looking pretty bleak

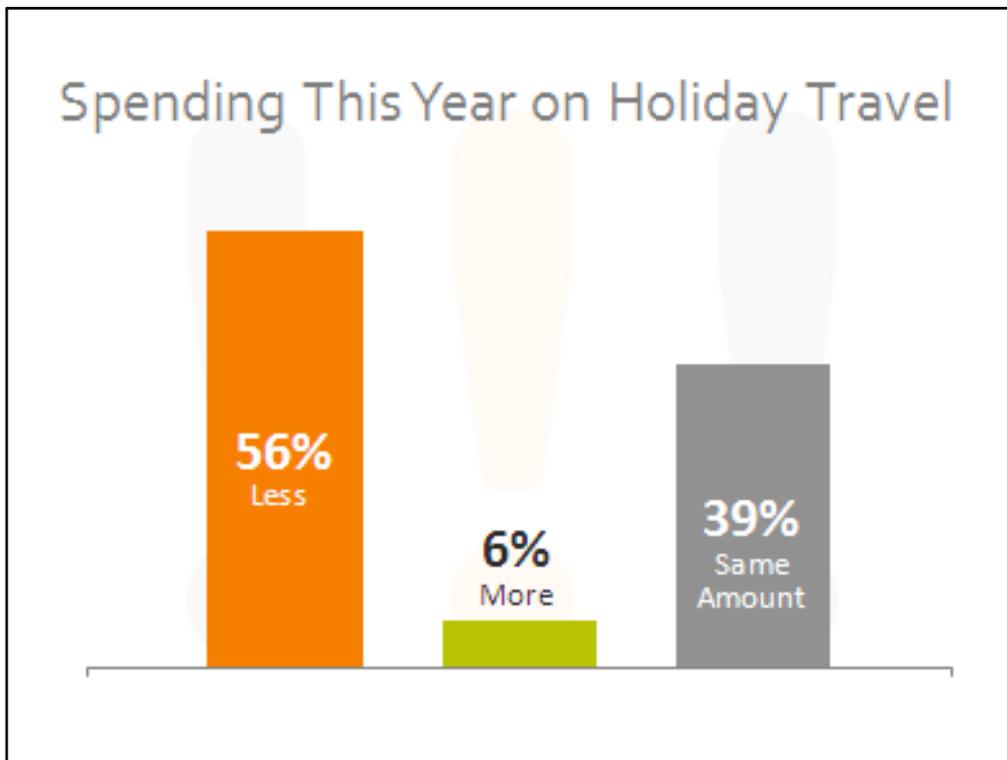
Now we're going to put information back in to create a useful graph



Here are the percentages



Let's spread these columns out

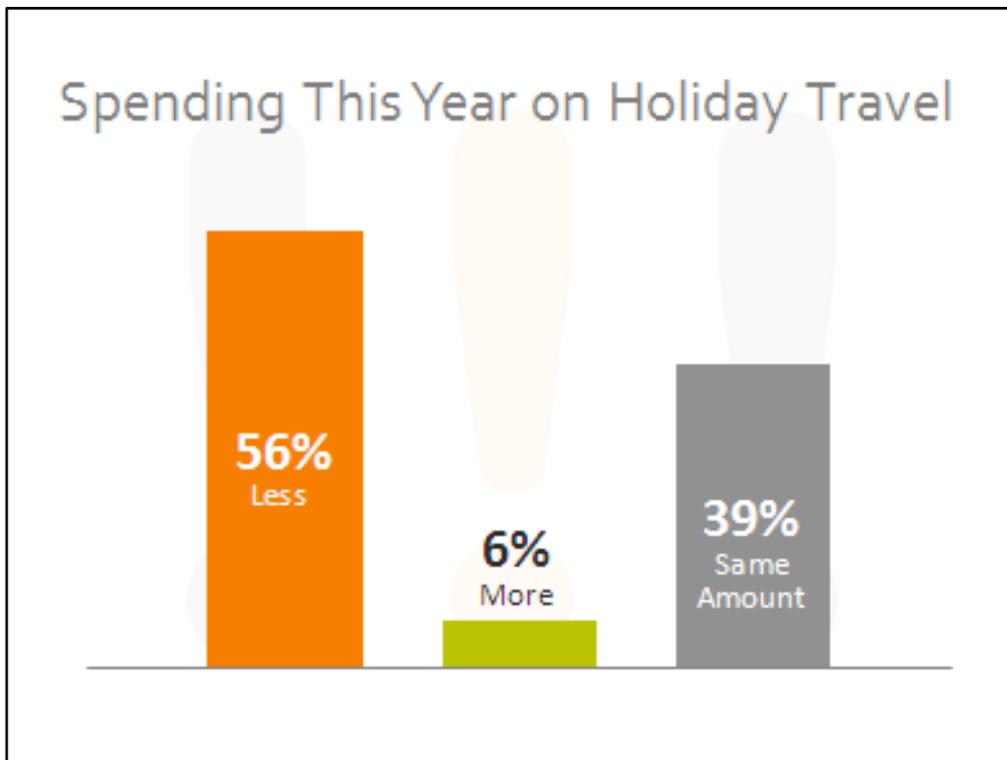


Put some useful labels in.  
Not default settings  
I created text boxes  
Insert into chart  
Makes correlation super-easy

Viewer's eye gets all the numerals and text in one spot

Doesn't waste time scanning the bottom and middle of the column

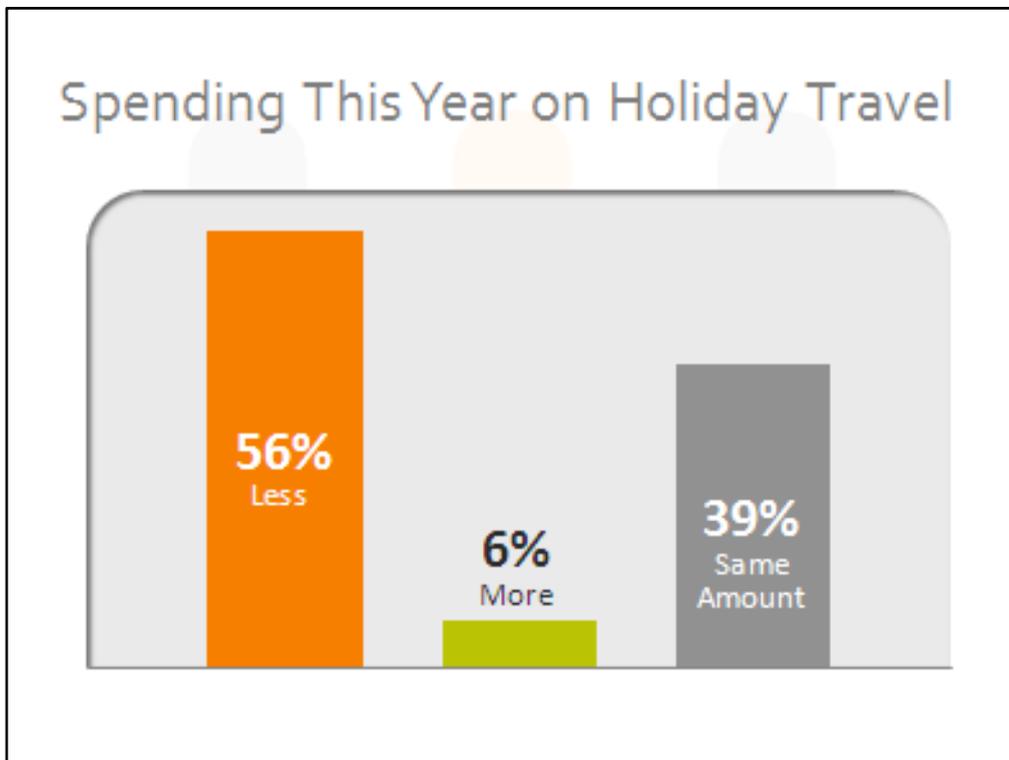
X axis now looks weak



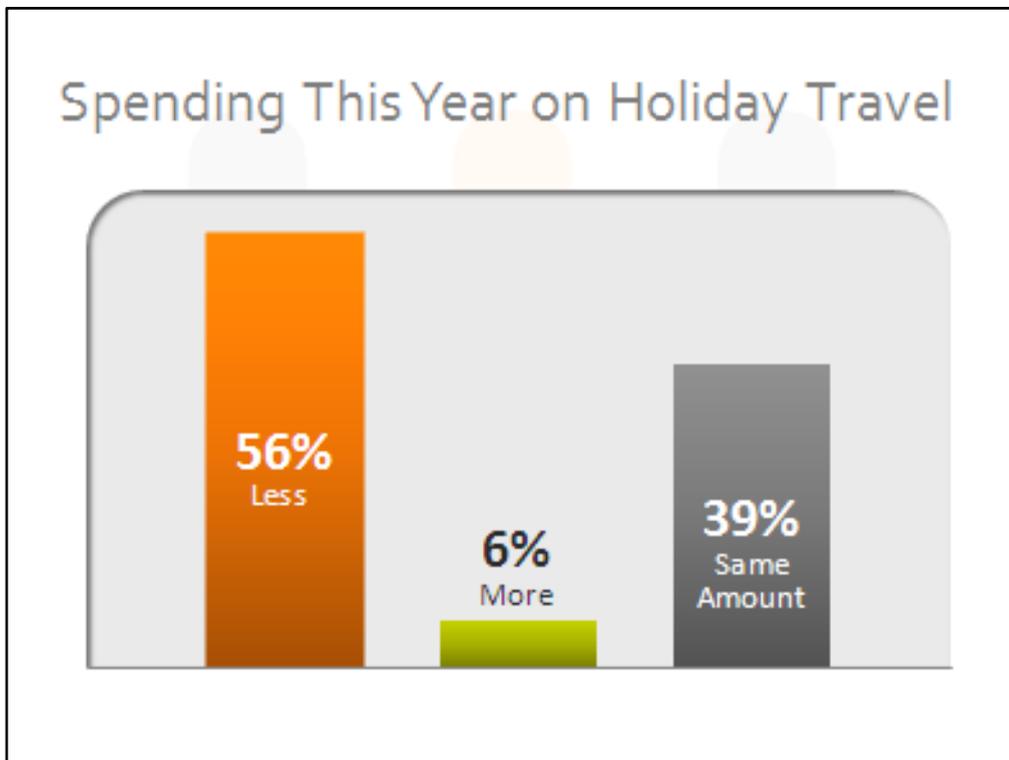
Notice I also got rid of the tick marks on the end

But now it looks like it's just floating there on the slide

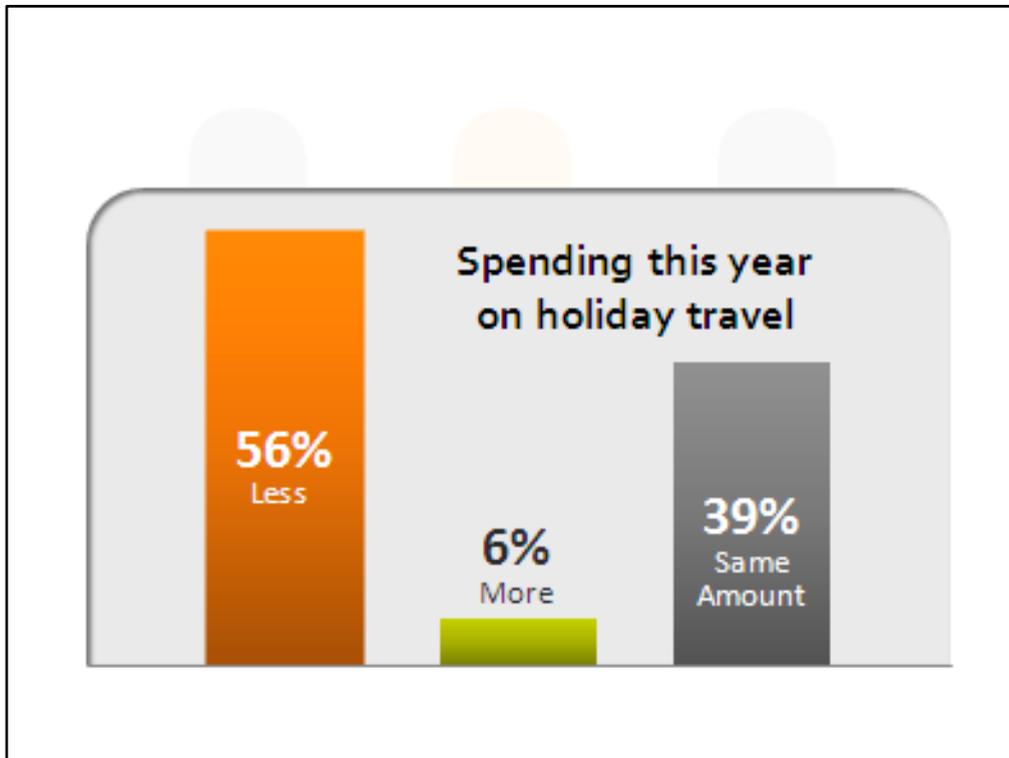
I can fix that



Here's an attractive background so that the chart isn't floating in space.

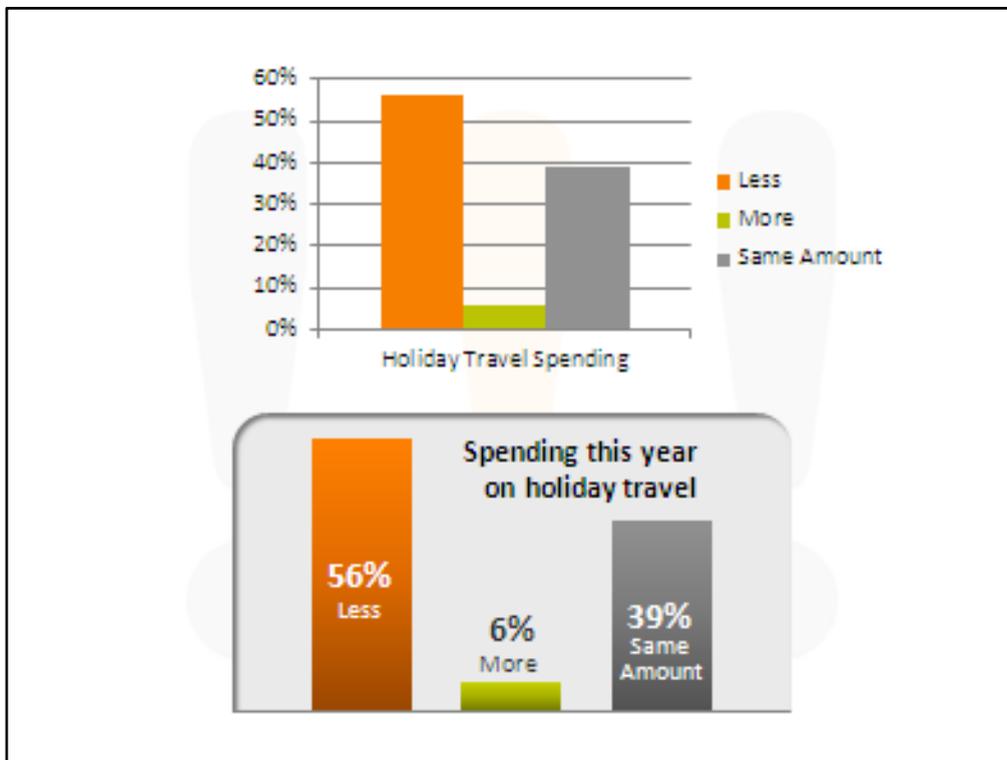


Let's give a little more flair to the columns with a gradient.



Let's move the title so it becomes part of the chart. Now this isn't a chart, it's an information graphic

Note that this is all done in PowerPoint



So here's the before and after

Is it more difficult to do it this way? Slightly.

But does it make a better graphic? Yes.



Note the resemblance.



If I move away from the palette colors I make the information more compelling. Red is negative, green is positive, grey is neutral.

Color choices are important

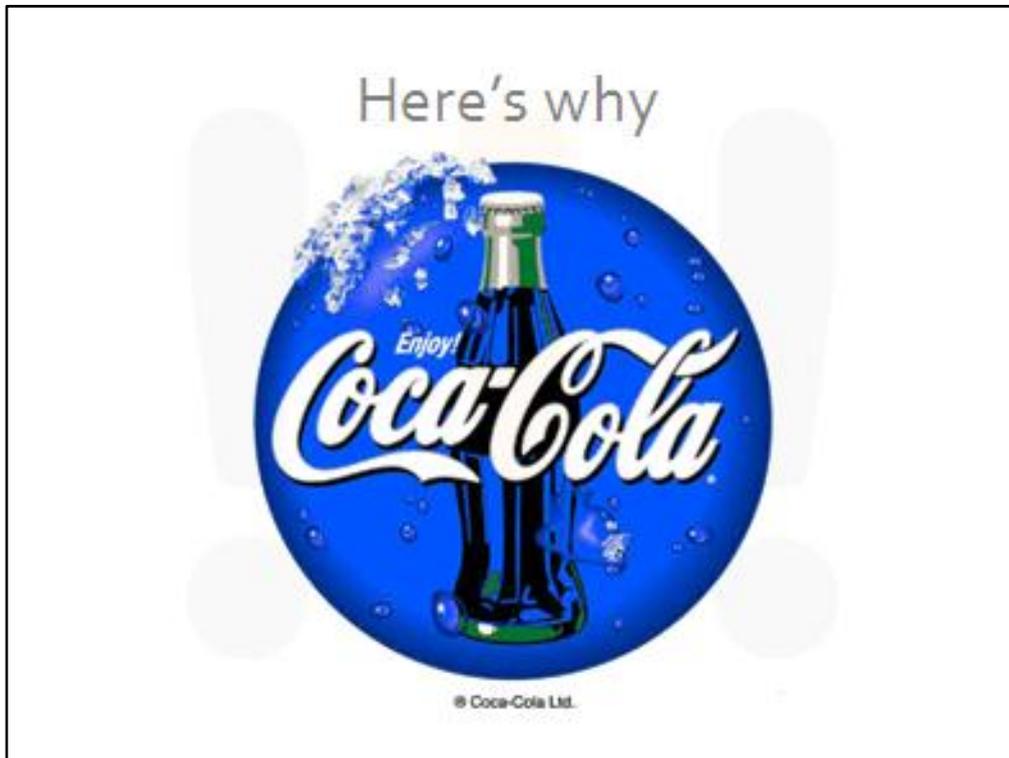


Color often overlooked

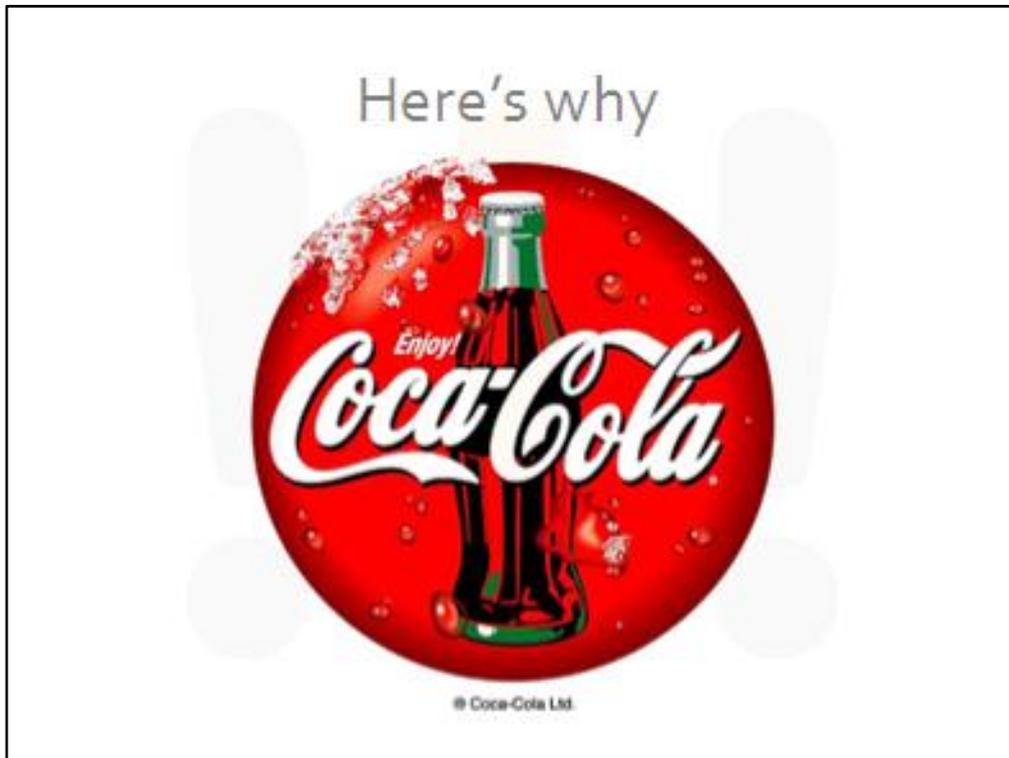
PPT comes with a large selection of preformatted palettes,

You can make a custom palette using your corporate colors.

Why is it important to use corporate colors?



Corporate colors are vital for maintaining a consistent brand. A blue Coca-Cola logo brings to mind Pepsi, Coke's largest competitor.



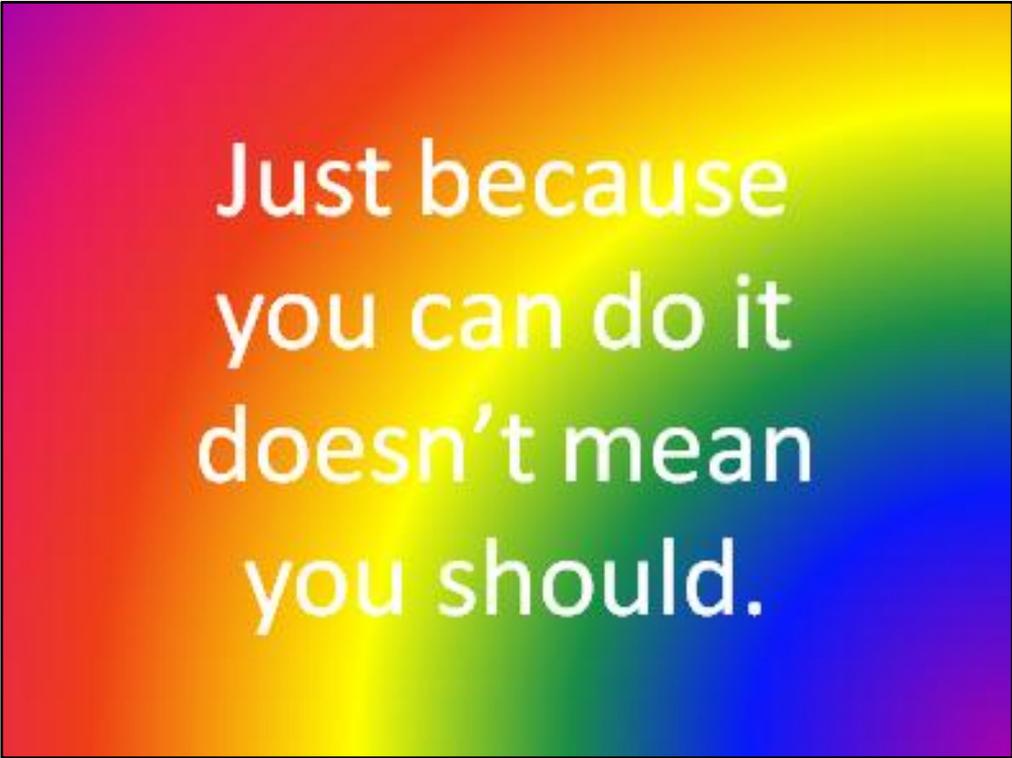
If you have a corporate palette, use it in your PowerPoint presentations.

Color = Branding





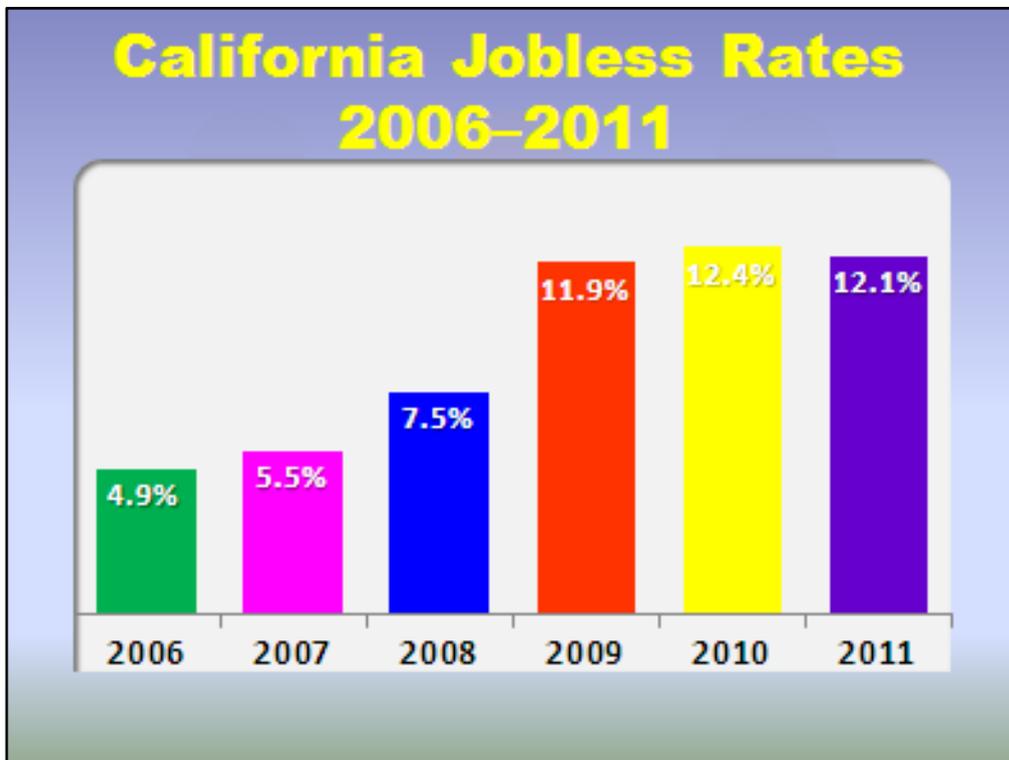
The Redbox kiosk on the right was photographed at a local grocery store. The one on the left was photographed at Walmart. Why did Redbox, whose name incorporates the name of their signature color, agree to create a blue kiosk for Walmart? Because Walmart is a huge, influential retailer that doesn't want a red kiosk in their stores. Why not? Because red is the signature brand color of their rival, Target.



Just because  
you can do it  
doesn't mean  
you should.



Sometimes, bad design just leaps out at you



The somber information on this chart seems to be ridiculed by the use of such bright colors.

Being overweight  
or obese increases  
the risk of  
heart disease.



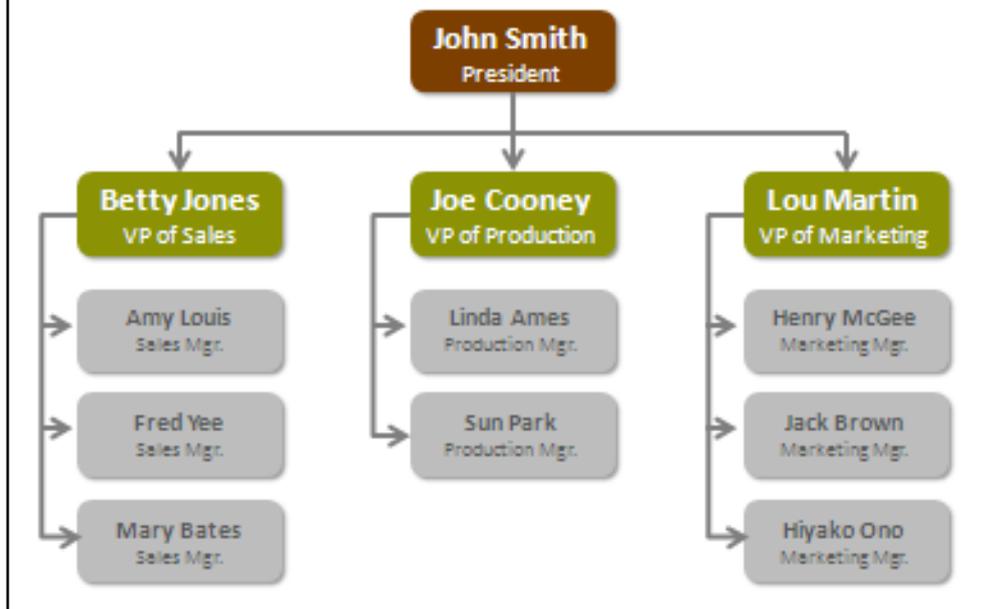
Pretty effective slide...

Being overweight  
or obese increases  
the risk of  
heart disease.



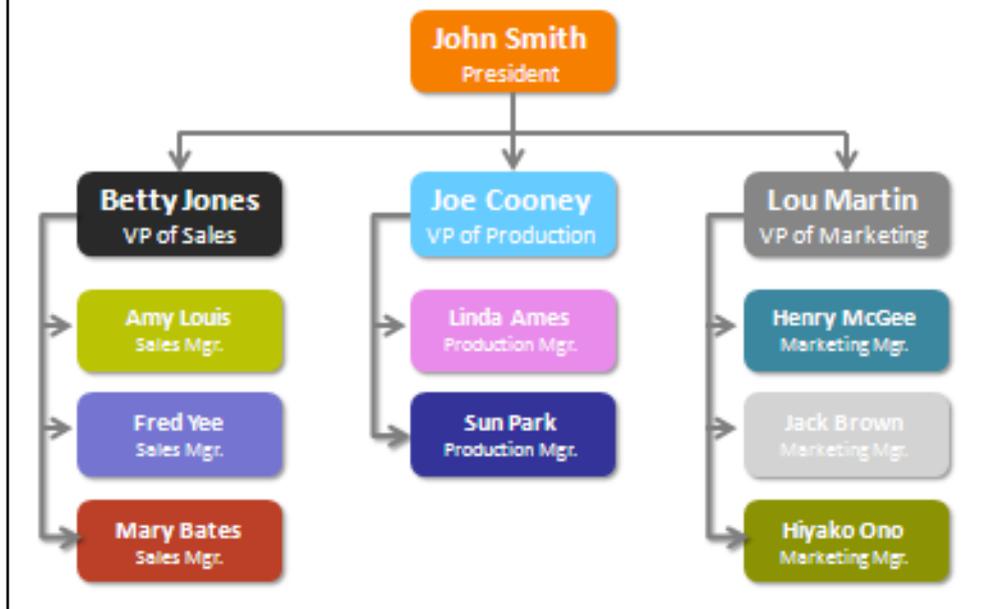
...until we change the colors. Now instead of “Message received!” you get “That’s the ugliest slide I’ve ever seen.”

# ABC Company Org Chart



Colors help define the hierarchies in this chart.

# ABC Company Org Chart



If every element is a different color, then it's harder to differentiate among levels.

Text should be legible  
over the background

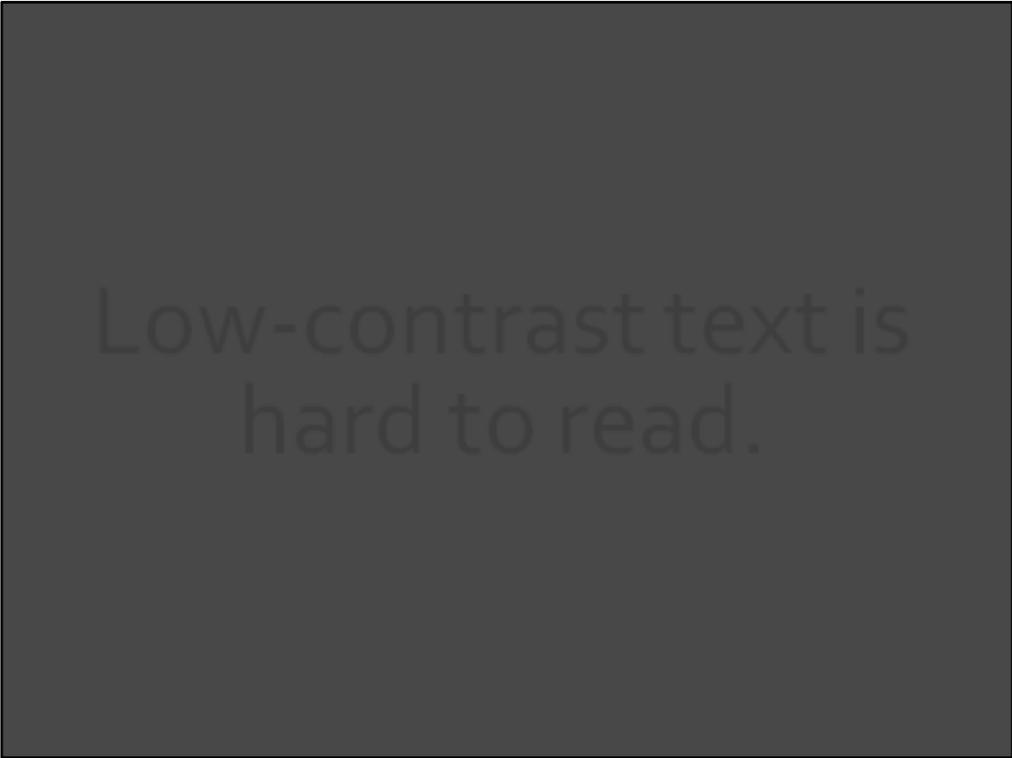


High-contrast text is  
easy to read.



Low-contrast text is  
hard to read.

Low-contrast text is hard to read.



Low-contrast text is  
hard to read.

Low-contrast text is hard to read.



Don't lay text over busy backgrounds.

Font choices are important



The choice of font can be very important depending on your subject matter

Too many fonts are distracting.

**You create needless contrast.**

People will start to wonder  
about your attention span.

Is This a  
Ransom Note?

The choice of font can be very important depending on your subject matter



Calibri: Modern, fresh

Baskerville Old Face: Classic, conservative

Brush Script: Playful

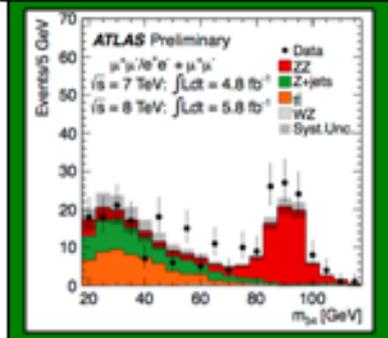
Comic Sans: Infantile

Reducible backgrounds from Z+jets, Zbb, tt giving 2 genuine + 2 fake leptons measured using background-enriched, signal-depleted control regions in data

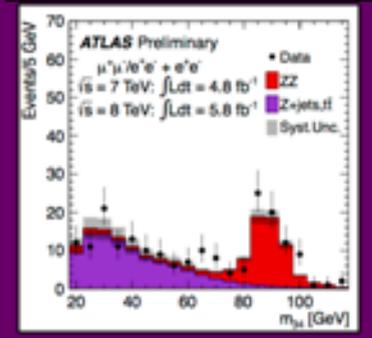
Typical control regions:

- leading lepton pair ( $l_1 l_2$ ) satisfies all selections
- sub-leading pair ( $l_3 l_4$ ): no isolation nor impact parameter requirements applied

$l_1 l_2 = \mu\mu \rightarrow$  background dominated by  $tt$  and Zbb in low mass region



$l_1 l_2 = ee \rightarrow$  background dominated by Z+jets in low mass region



- Data well described by MC within uncertainties (ZZ excess at high mass ...)
- Samples of  $Z+\mu$  and  $Z+e$  used to compare efficiencies of isolation and impact parameter cuts between data and MC  $\rightarrow$  good agreement  $\rightarrow$  MC used to estimate background contamination in signal region
- Several cross-checks made with different control regions  $\rightarrow$  consistent results

One of the most important scientific discoveries known to man was publicized in 2012 with a PowerPoint deck. Here's a slide from that deck.

Being overweight or obese increases the risk of heart disease.



Pretty serious, right?

**Being overweight  
or obese increases  
the risk of  
heart disease.**



Not anymore. Note how this font changes the meaning. The font is fun and playful and inappropriate for this use.

## Niggly Details: Bad Breaks



## Things are going great!

- Sales have [redacted] increased 24% over last year [redacted]
- Joe Smith has gotten us \$4M new business [redacted]
- We need to [redacted] increase production to keep up with demand! [redacted]



Widows are unattractive short lines in your text. They just make things look sloppy. These can be corrected by widening text boxes or kerning (adjusting the space between letters).

## Things are going great!

- Sales have increased 24% over last year
- Joe Smith has gotten us \$4M new business
- We need to increase production to keep up with demand!



## Niggly Details: Line Spacing

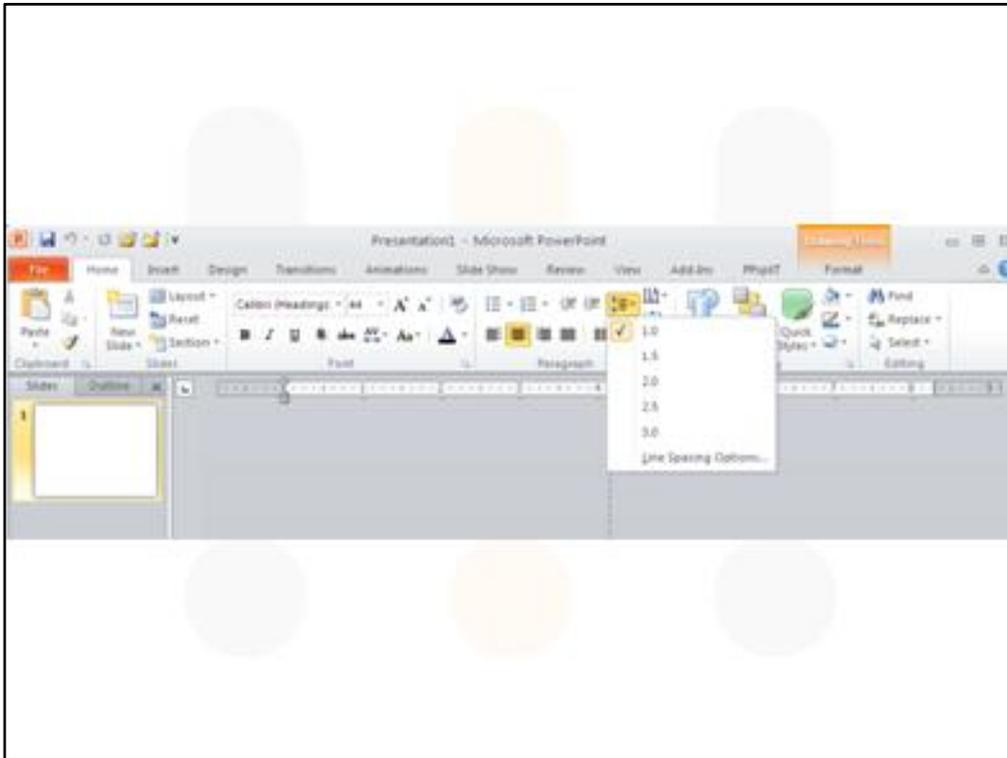


## Things are going great!

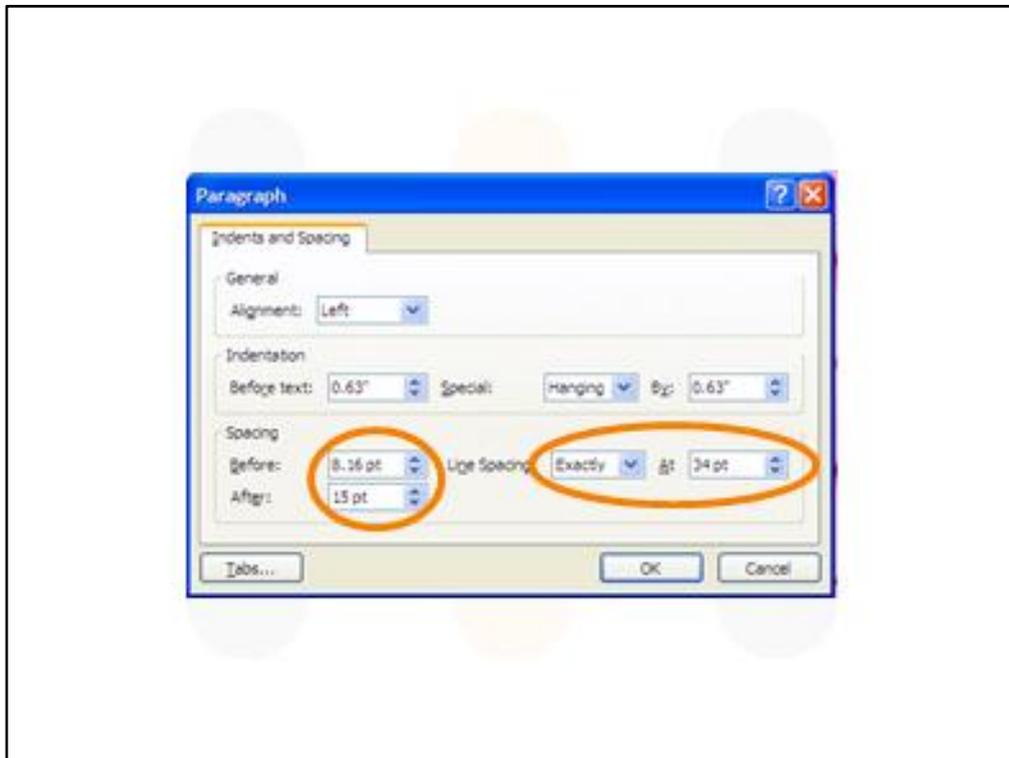
- Sales have increased 24% over last year
- Joe Smith has gotten us \$4M new business
- We need to increase production to keep up with demand!



Line spacing is the space between lines, both when text wraps in a text box and when you insert a return between lines. Here, we see that with poor line spacing this looks like a single paragraph, except for the bullet points.



Click on this icon, then select Line Spacing Options...



The circled group on the left indicate spaces before and after text separated with a return, and the one on the right is the adjustment for lines that wrap within a text box. I usually set the line spacing for the exact point size of the text.

## Things are going great!

- Sales have increased 24% over last year
- Joe Smith has gotten us \$4M new business
- We need to increase production to keep up with demand!



Before...

## Things are going great!

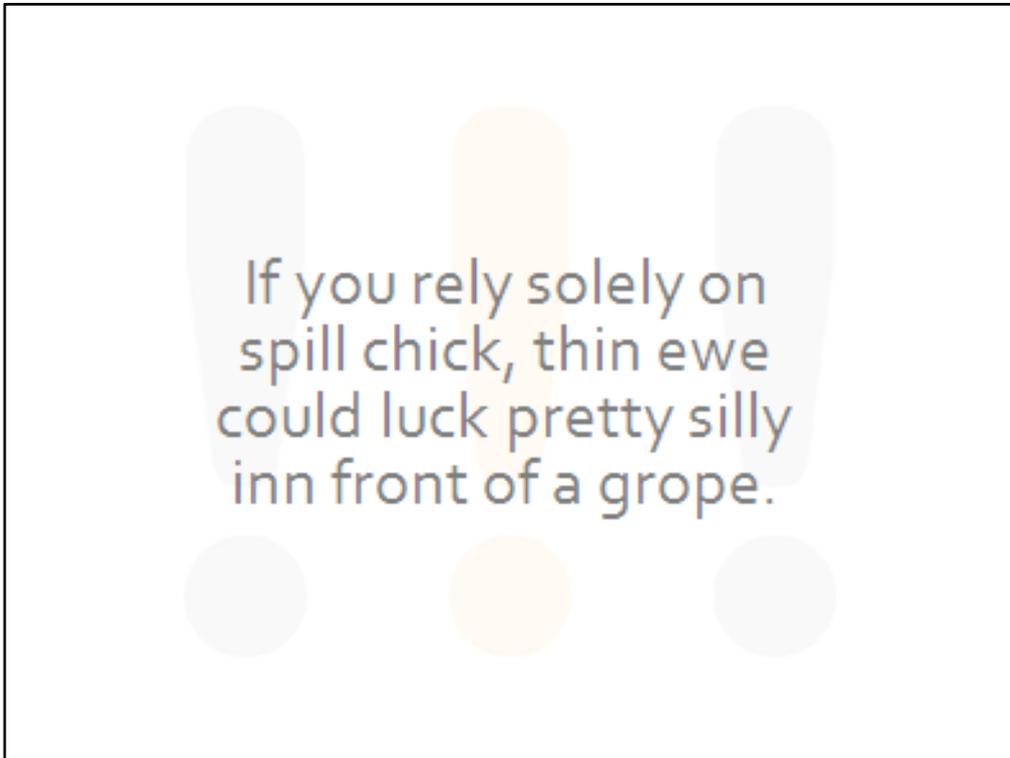
- Sales have increased 24% over last year
- Joe Smith has gotten us \$4M new business
- We need to increase production to keep up with demand!



After! With improved line spacing, we now have three separate bullet points.



Can't stress this enough. There were typos in one of the Business Plan finalists' presentations. Typos make you look stupid.



Passes the spell check, but flunks the proofreading check.

## Before and after



# Open Source Technology in the Modern Enterprise



Too many pictures on a slide are as confusing as too many words on a slide.

Eleven logos on this title slide, only one of which is the presenter's logo.

And his name is squished all the way over to the right.

By giving people lots of pictures or logos to sort through, no single one of them becomes important.

# Open Source Technology in the Modern Enterprise

Camilo Olea



Spheres  
Integration & Innovation

Here's the title slide with just the presenter's logo.

I can delete the "Spheres Software" that was beneath the presenter's name.

We can take away all of those other logos because we'll be introducing the concept of open source during the presentation.

I've widened the bottom graphic, eliminating the white outlines



Looks like a game of 52-pickup

Too randomly arranged

Obscure the title of the slide

And they are too small to fill the space



Photos still seem random, but there is symmetry

Photos are bigger, to fill the space

Picture doesn't obscure title

I kept the animation, though if I were doing this for a client I would have asked if it was necessary

I've cropped the photos where needed to eliminate confusing background details.

I also cropped out the guy at the restaurant on the left who looked freaked out



I'm sure he's a nice guy, but this is a very unflattering photo.

### **Tangent: Photo Selection**

Cropping eliminates distracting or unnecessary elements of a photograph

It's important to select good quality pictures since if you're presenting the images are going to be blown up a lot

Do some basic retouching or choose a different picture. These devil eyes are way too distracting!



## What is the MAQ Initiative?

- MAQ is a systematic initiative of USAID, CAs, country partners, and other collaborators to apply state-of-the-art methods to maximize access and quality of family planning and other selected reproductive health services.

2-103

This sounds like a worthwhile project. But slide is ugly.

According to the text, the MAQ Initiative is all about helping people. Where are they?

This slide could use more people and fewer words.

Poor color choices.

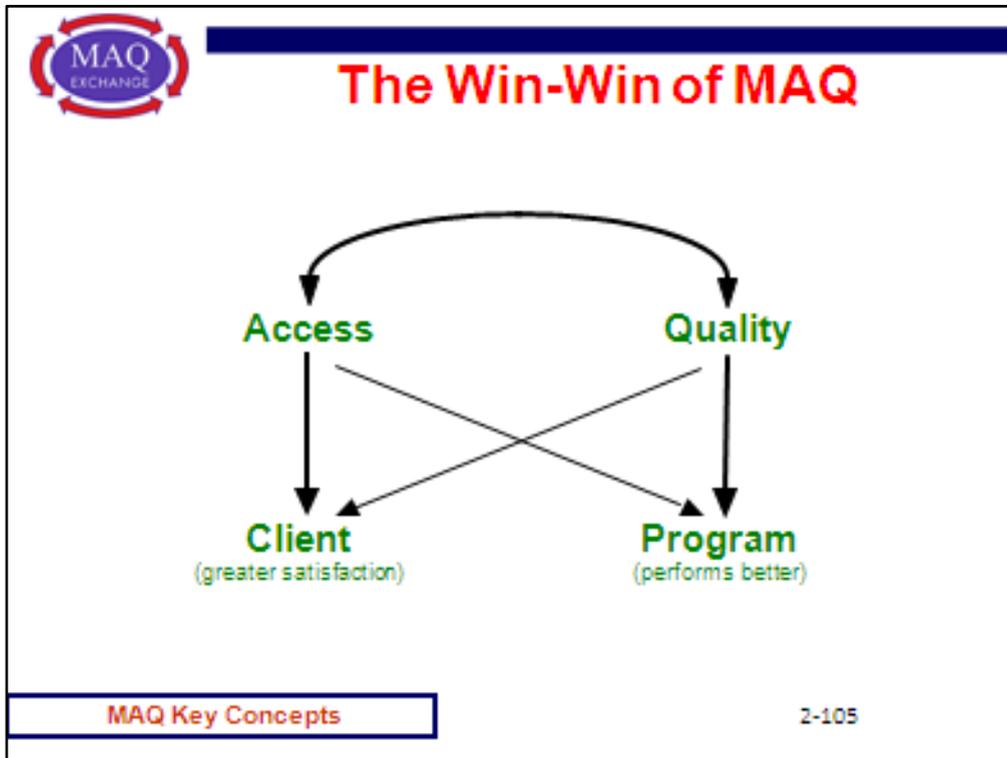


Here we have an oversized, cropped photo that relates to the text.

If you really need to spell it out on the slide, you can use the text.

See how I've emphasized the M-A-Q in the text with boldface, a contrasting color, and indenting the text

The text works with the image, wrapping around the woman's belly.



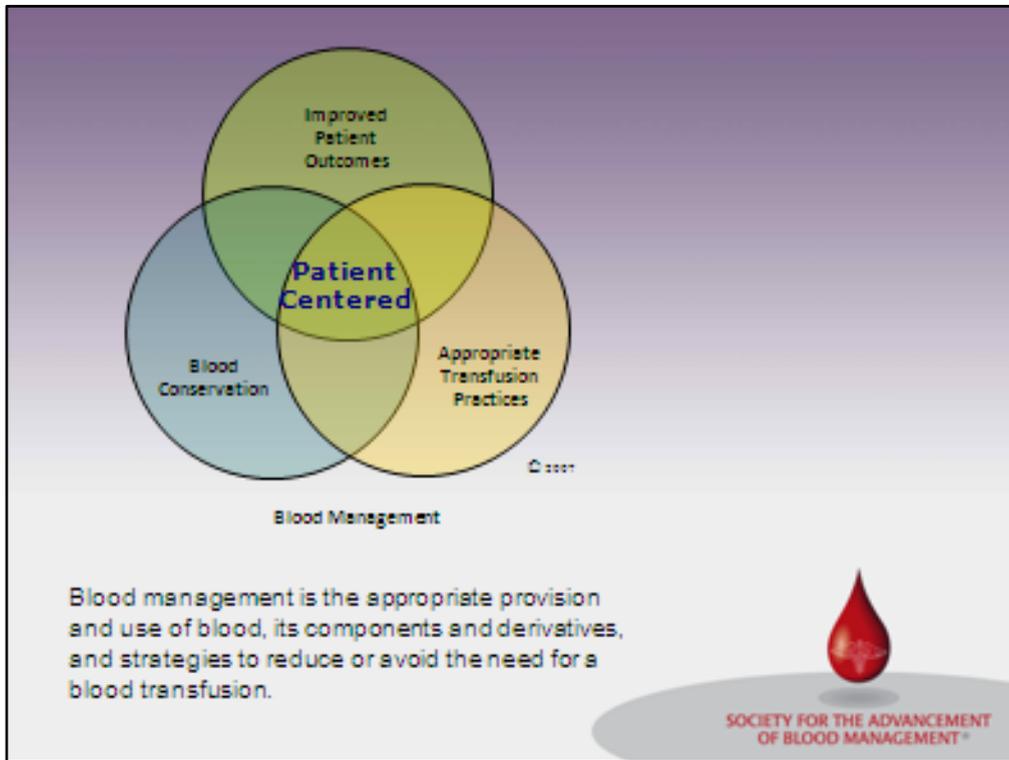
This diagram is not clearly communicating why MAQ is a win/win initiative.

And the phrase "win/win" doesn't really sound like health and human services language to me.



The diagram was really confusing, and didn't help me understand why MAQ is good for everybody.

By putting "Everyone Wins" under the text boxes, it shows that winning is the conclusion of all these events.



Not sure this Venn diagram works, and the colors are wrong for the slide. Text at the bottom is too small, and there is empty space at right.

## What is Blood Management?



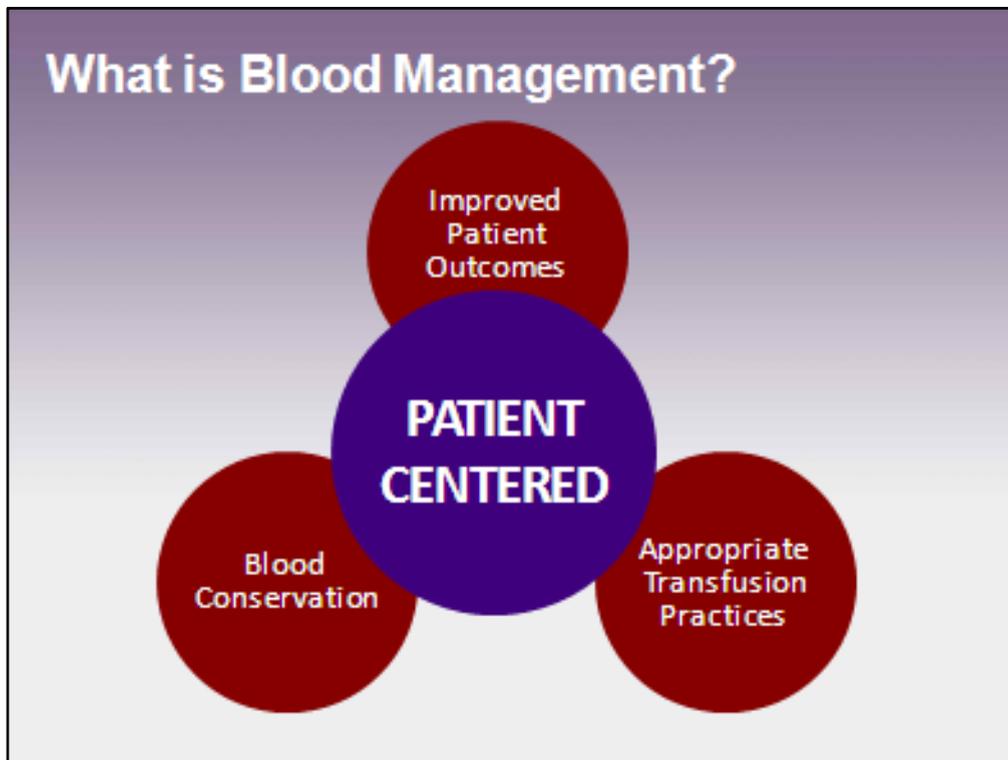
The appropriate provision and use of blood, its components, and derivatives

Here's a better solution: put each component of blood management on its own slide.

## What is Blood Management?



Strategies to  
reduce or avoid  
the need for a  
blood transfusion



With this animated build, using different colors, it more appropriately illustrates how these three items are patient centered.

## What do I get? Centralization and Control

- With Virtual Desktops comes Centralization and Control
  - ✓ Secure Authentication
    - Two-Factor Auth without endpoint modification
  - ✓ Provisioning
    - Create from Templates
    - Quick "on-boarding" to a corporate desktop
      - Great for M&A and Contractors!
  - ✓ Desktop Pool-based Entitlement and Group Policy
    - based on OU, group or user, leveraging Active Directory
  - ✓ Audit
    - Record of every logon/logoff/disconnection/USB device insertion
  - ✓ Patch management
    - Ensure compliance to corporate standards

111

Help! This is a slide from an engineer's sales deck.

How do virtual desktops bring control?



It's important to include plenty of visual elements in your presentation.

Some presentations only use pictures

Others rely on pictures to illustrate key points

The trick is to communicate effectively while avoiding visual clutter

But too many pictures on a slide can be as confusing as too many words on a slide.

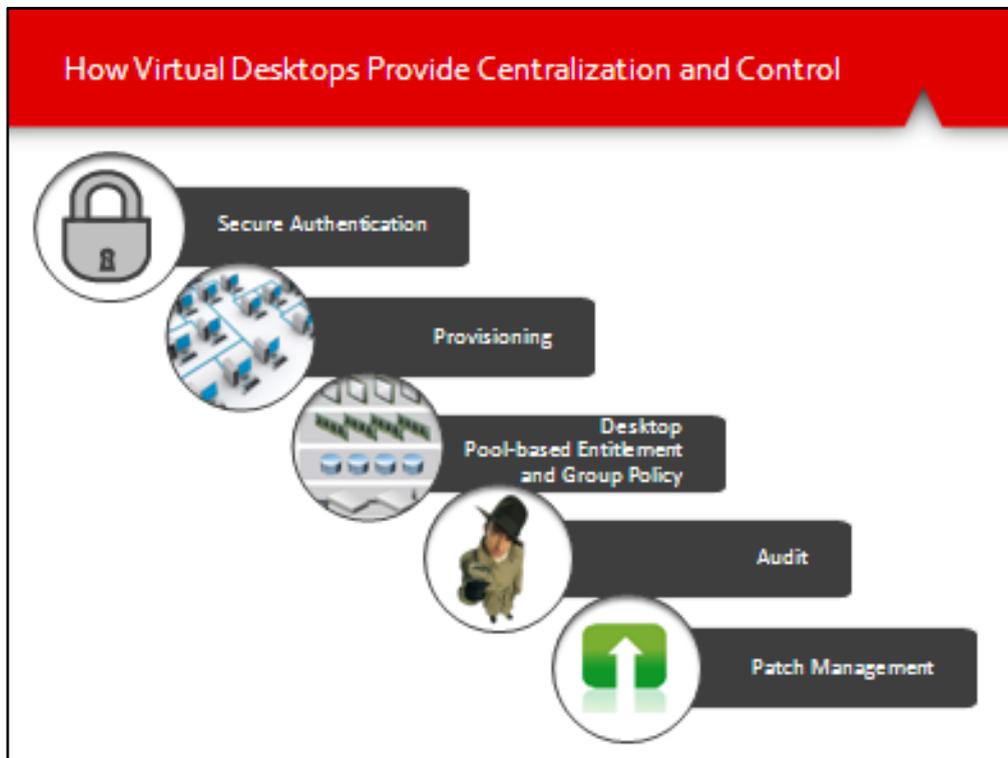
## What do I get? Centralization and Control

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Analyze and synthesize to determine the key messages...

By the way, don't put numbers on your slides. Your deck is not a book, it's a visual backdrop. This means that numbers can be distracting, and not in a good way. How many of you were surprised to find how many slides we've gone through? How many of you are now wondering how many more slides I'm going to show? Don't worry, there are only five more.



Then create a build slide that shows the top-level themes. The text that used to be on this slide is now in the Speaker Notes where it belongs.

- With Virtual Desktops comes Centralization and Control
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    - Record of every logon/logoff/disconnection/USB device insertion
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    - Ensure compliance to corporate standards

## Resources: Presentation Techniques

[thevirtualpresenter.com](http://thevirtualpresenter.com)

**Roger Courville**

[presentationzen.com](http://presentationzen.com)

**Garr Reynolds**

[edwardtufte.com](http://edwardtufte.com)

**Edward Tufte**

*Don't Make Me Think*

**Steve Krug**

## Resources: Free Images

stockvault.net  
morguefile.com  
vecteezy.com

commons.wikimedia.org  
*(some images require attribution)*



*Get a FREE  
slide makeover!*

[conta.cc/DesignDispatch](https://conta.cc/DesignDispatch)

**Hooray!**

We don't stink at PowerPoint anymore!



[laura@lauramfoley.com](mailto:laura@lauramfoley.com)  
[Lauramfoley.com](http://Lauramfoley.com)  
[@LMFDesign](https://twitter.com/LMFDesign)