# YOU SUCKA 5 SHOCKING DESIGN MISTAKES YOU NEED TO AVOID

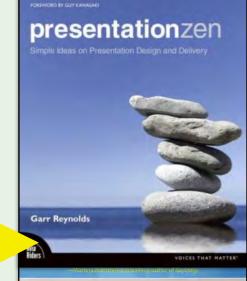
Jesse Desjardins Nov 3, 2010 People working in non-profits, government, schools and cubicles all around the world hate PowerPoint,

#### but it's not PowerPoint that sucks.

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It's the speaker (you) who is responsible for using it effectively. Your slides are there to support you and unfortunately **if they suck, so do you.** 

# There are endless books written on the topic by some very smart people.



#### The Presentation Secrets of Steve Jobs

How to Be Insanely Great in Front of Any Audience

Carmine Gallo

slide:ology

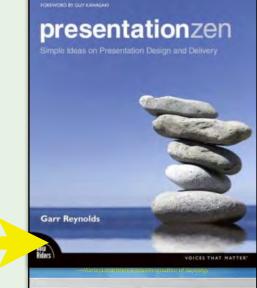
ANCY DUART

There are endless books written on the topic by some very smart people.

But there are lots of ways of designing a great looking presentation, and definitely more than one opinion.

Ultimately one of my favourite ways to learn is from other people's mistakes.

So here are...



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## 5 SHOCKING DESIGN MISTAKES YOU NEED TO AVOID

# TOO MUCH INFO

## **MISTAKE #1**

### If you're going to put word for word what you're are going to say, hand over the slides and **sit down buddy.**

BLAH BLAH

# PUTTING ALL YOUR POINTS ON ONE SLIDE SUCKS.

The more your audience has to read the less they are listening to you.

# Effective communication is knowing what to cut out.

# Be a merciless editor and **KEEP IT RELEVANT.**

	•••••••••
	•
	•
	•
	•

While you're at it...

Get rid of your logo on every slide.

Once or twice is ok. 30 times? That sucks.

We're So Big International

Helping us grow!

# NOT ENOUGH VISUALS

## MISTAKE #2

## TAKE THE TIME TO FIND THE RIGHT VISUALS.

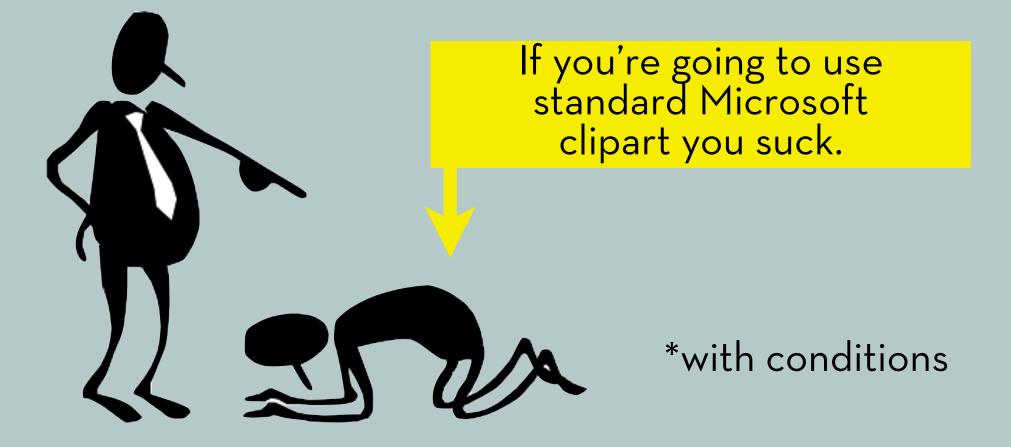
### There are endless sources of images on the web, which take you seconds to find.

				from YAFIOO!	p Explore – Up	load			You are	n't signed in Sign In He	þ
			Search Everyone's U	ploads 🛟	Photos Groups cape town	People	SEARCH	ull Text   Tags Only dvanced Search			
			💠 Showing C	reative Commons-li	censed content ×						
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From Blyzz	From coda	From DanieVDM	From neilalderney	From dorena-wm	From slack12	From DanieVDM	From Blyzz	From Anatoly	From neilalderney	From Warren T	From dorena-w
From slack12	From DanieVDM	From Hadassah28	From Hubert	From mallix	From DanieVDM	From  mrhappy	From warrenski	From warrenski	From Aquila	From DanieVDM	From ifjay
om neilaiderney	From InsideSouthA	From Blyzz	From Many Moon	From Gnuboss	From zug55	From Anne	From *spolky*	From mikkelz	From Ims.photo	From geoftheref	From Anne.

#### **ISTOCKPHOTO.COM:** best for royalty free images (\$\$\$)

#### FLICKR.COM:

best for Creative Commons images (free-ish\*)



But whichever visuals you use just remember to...

## Design for this guy.

#### IF IT'S UNREADABLE, DON'T USE IT.

# HORRIBLE QUALITY

## **MISTAKE #3**

## Pixelation sucks.

# Use high-quality images at their right sizes.

Search -

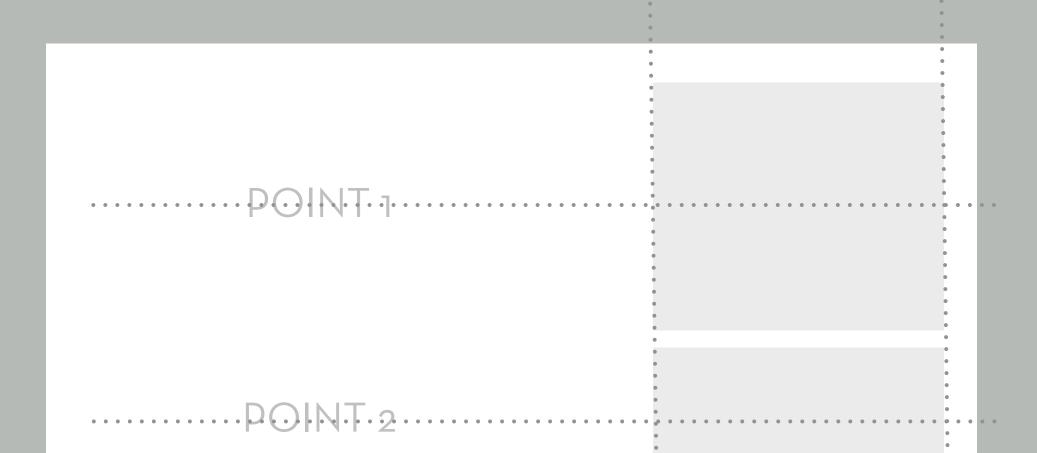
#### Photo / All sizes

License	090 Some	rights reserved by mastro	obiggo			
Download	Download the	Original size of this photo	(All sizes of this photo are av	ailable for download under a Cr	reative Commons license)	
Sizes	Square (75 x 75)	Thumbnail (75 x 100)	Small (181 x 240)	Medium 500 (377 x 500)	Medium 640 (482 x 640)	Original (667 x 885)
						a bit of round it's ind high- on media.

# ALL-OVER-THE-PLACE

## **MISTAKE #4**

### Be mindful of things like spacing, white space and alignment.



Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.





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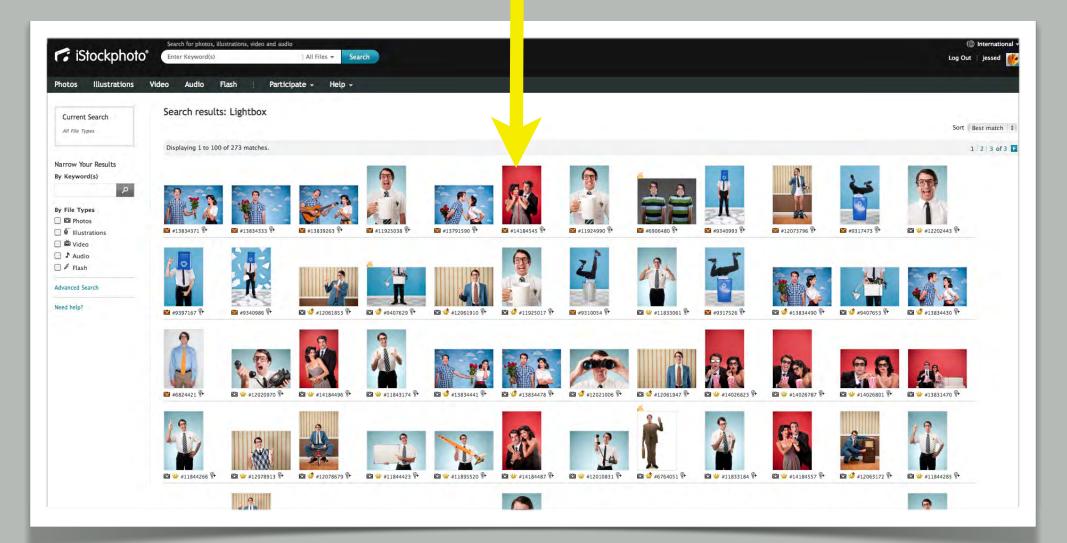


#### It also helps to separate your presentation into sections.





# Paying a small fee on iStockphoto gives you a nice collection of images that belong together.





Monocle's May issue looks at the ascent of Brasilia - why yellow and green are the new red, white and blue in international diplomacy.

#### www.monocle.com/

LINK

Print

Monocle

CREDIT

#### Always stick to a color scheme. For this presentation I took inspiration from this magazine.

ABBEBE	168/190/190	575A61	87/90/97	FFDF00	255/223/0
HEX	RGB	HEX	RGB	HEX	RGB
020307	2/3/7	A6ACA7	166/172/167	6F9696	111/150/150
HEX	RGB	HEX	RGB	HEX	RGB
E3EFDE	227/239/222				

## and the most common mistake...

# LACK OF PREP

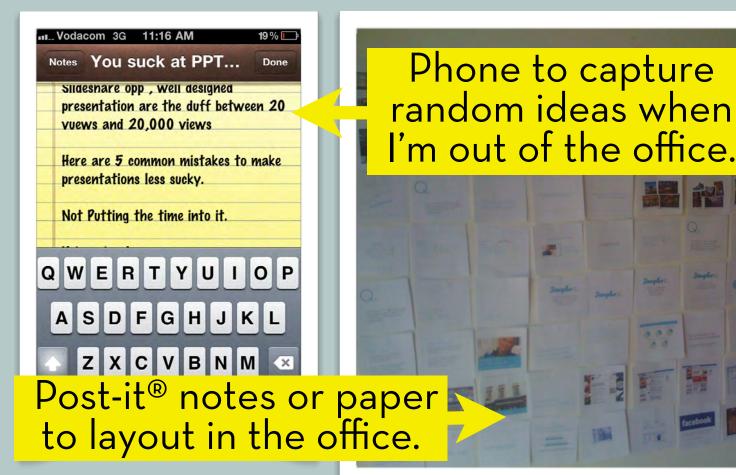
## **MISTAKE #5**

#### MOST PRESENTATIONS SUCK BECAUSE NOT ENOUGH TIME WENT INTO MAKING THEM.

You need to gather and organize your content, create beautiful looking slides and rehearse, rehearse, rehearse.

... and not the night before.

#### **TOOLS I USE TO PREP:**



Planning usually starts **2 weeks** before.

Top executives say:

**Communicating with clarity** directly impacts their **career** and **income**.



Source: www.distinction-services.com

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Yet only



#### Spend more than **2 hours** on 'high-stakes' presentations

86%

Source: www.distinction-services.com

#### **MOST EXPERTS SAY:**

An outstanding **1-hour** presentation takes **30 hours or more** of prep time.

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#### SHOCKING I KNOW.

#### BUT IT'S ALL WORTH IT.

Giving a 'high-stakes' presentation is your moment to shine, to influence and to spread ideas.

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Giving a 'high-stakes' presentation is your moment to shine, to influence and to spread ideas.

How much is that worth to you?

If you're uploading to slideshare a beautifully designed and well planned presentation means the difference between 10 views and 100,000 views.

You'll not only feel on top of the world, but you'll also get to connect with amazing people from all around it. If you're uploading to slideshare a beautifully designed and well planned presentation means the difference between 10 views and 100,000 views.

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> I'm in Cape Town, South Africa this week because of my presentations on slideshare.

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Putting in the time works.

#### DESIGN, DON'T JUST SLAP SOMETHING TOGETHER.

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If your presentation sucks, don't blame PowerPoint. **RECAP:** 

### MISTAKES TO AVOID





#### NOT ENOUGH VISUALS



HORRIBLE QUALITY

ALL-OVER-THE-PLACE LACK OF PREP

# For a more practical guide + more resources on creating great presentations **steal my other presentation**.





#### Jesse Desjardins

@jessedee

#### MORE YOU SAY?

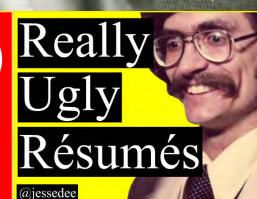
On Twitter

On Slideshare









#### Jesse Desjardins

@jessedee

# THANK YOU!