YOU SUCK AT POWERPOINT!

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.
but it’s not PowerPoint that sucks.

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.
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...
5 Shocking Design Mistakes You Need to Avoid
MISTAKE #1

TOO MUCH INFO
If you’re going to put word for word what you’re are going to say, hand over the slides and sit down buddy.
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.
MISTAKE #2

NOT ENOUGH VISUALS
TAKE THE TIME TO FIND THE RIGHT VISUALS.

There are endless sources of images on the web, which take you seconds to find.
If you're going to use standard Microsoft clipart you suck.

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

**FLICKR.COM:**
best for Creative Commons images (free-ish*)

*with conditions
But whichever visuals you use just remember to...
Design for this guy.

If it’s unreadable, don’t use it.
MISTAKE #3

HORRIBLE QUALITY
Pixelation sucks.
Use high-quality images at their right sizes.
With a bit of digging around it’s easy to find high-resolution 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.

1. Have an opinion

2. Be different


I'm on Facebook now what?!
30 realities of social media + tourism in 2010
Jesse Desjardins @jessedee

Thank you, (it's been fun)
Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.

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.
Always stick to a color scheme. For this presentation I took inspiration from this magazine.
and the most common mistake...
MISTAKE #5

LACK OF PREP
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.
Planning usually starts **2 weeks** before.

**Tools I use to prep:**

- Phone to capture random ideas when I’m out of the office.
- Post-it® notes or paper to layout in the office.
Top executives say:

Communicating with clarity directly impacts their career and income. 86%
Top executives say:

Communicating with clarity directly impacts their career and income.

Yet only 25%

Spend more than 2 hours on ‘high-stakes’ presentations

Source: www.distinction-services.com
MOST EXPERTS SAY:

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

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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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.
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Putting in the time works.
DESIGN, DON’T JUST SLAP SOMETHING TOGETHER.
If your presentation sucks, don’t blame PowerPoint.

DESIGN, DON’T JUST SLAP SOMETHING TOGETHER.
RECAP: MISTAKES TO AVOID

- Too Much Info
- 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.
THANK YOU!

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