

HOW TO DESIGN A PRESENTATION

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THE GOAL OF THE LECTURE



**Give you some tips regarding the steps to follow
for the realization of a presentation**

YOU MIGHT ASK YOURSELF



Where is the best place to start?



Are some steps better to take before others?

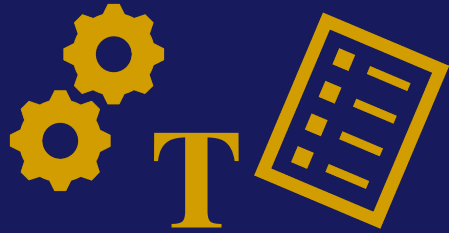


How can you make sure you aren't missing anything



How do you master the essential design tricks?

1. OUTLINE YOUR CONTENT



Decide a working title and make a list of the main takeaways to begin giving it some structure



While you outline, it's important to keep your specific audience in mind



Expectation and level of understanding differs from audience to audience

YOU MIGHT ASK YOURSELF



What do your audience members already know?



What new information can you teach them?



What are they expecting from your presentation?



What's going to be interesting to them?

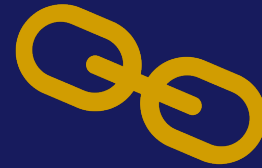


What will keep them focused and engaged?

2. FORMULATE YOUR CONTENT AS A NARRATIVE



Stories appeal to people's emotional side in ways that information, facts, and figures can't



They help to relate to your audience, and in turn they'll make you and your message more interesting for your audience

3. COLLECT RELEVANT DATA AND EXAMPLE TO BOOST YOUR CONTENT'S CREDIBILITY



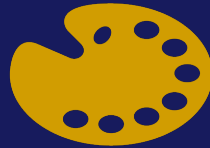
**Supporting the statements
with evidences will make
your argument more
interesting and credible**

**Be sure your data comes from
a reputable source and that
your are presenting it in a way
that is easy to understand**

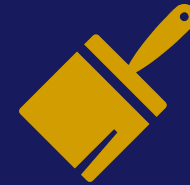
LET'S FOCUS ON OUTLINING THE PRESENTATION DESIGN



4. PICK A COLOR SCHEME



Pick colors that support the tone of your contents, solve for eligibility, and don't distract your audience



Does not matter if you use 2, 3 or 4 colors, just be aware that some combinations go together better than others

5. DESIGN YOUR SLIDE BACKGROUND



Use creativity to engage the audience without distract it from the message

- = +

In doing presentations
“less is more”



“A picture is worth a thousand words”

P K C

PowerPoint, Keynote, and Canva have pre-design templates that can be used as starting points

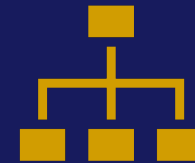
6. FORMAT YOUR CONTENT FOR MAXIMUM IMPACT



Fill in the information on your slide based on the text outlined created earlier



Structure the presentation in a way each section builds on the one before it



Create a skeleton by adding a title slide, the header ones, and a few supporting slides in between

ADD THE FOLLOWING TO YOUR SLIDES



Titles and headers



A few tidbits of information



Details you want remember down the road



One or two images



You will add more slides and fill in the rest of the information and images later

KEEP IN MIND THIS STRUCTURE



The introduction, that presents the overall argomentation



The conclusion, that summarizes the presentation, makes a Call to action and leaves space for a Q&A



The middle part, which relates topic (3 to 5) in a logical order

7. START WITH A STRONG OPENING



Your audience is going to make value judgements about you and your message within the first minute of your presentation

YOU SHOULD



“Have you ever...”

Begin with a dramatic sharp opening like a challenging question or pool



Use a powerful statistic or personal story that your audience can relate to



However you choose to begin, be sure it engages your audience, both intellectually and emotionally

8. FILL IN THE TEXT USING CONCISE LANGUAGE



Use slides to
enhance keywords
and show visuals



Focus on the main
phrases of a bullet point
and cover details verbally



Repetition encourage people to remember the key
points of the presentation

9. END WITH A STRONG TAKE-HOME MESSAGE



You need to end
with a bang just like
you started



Call to action

Leave your audience with
something they'll remember,
something that'll make them
think and maybe mobilize

BUILD YOUR CONFIDENCE WITH PRACTICE



REPEAT

REPEAT

REPEAT

REPEAT

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REPEAT

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SUMMARIZING 1/2



1. Outline your content



2. Formulate your content as a narrative



3. Collect relevant data and examples to boost your content credibility

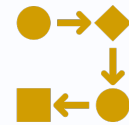


4. Pick a color scheme

SUMMARIZING 2/2



5. Design your slide background



6. Format your content for maximum impact



7. Start with a strong opening



8. Fill in the text using concise language



Call to action

9. End with a strong take-home message

ANY QUESTIONS?



**NOW IT'S TIME
TO MAKE
PRACTICE**

**THANKS FOR YOUR
ATTENTION**

