software studio

on slide design

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**color schemes**

**white on black**
- ✓ looks great
- ✗ limits your palette
- ✗ have to redo diagrams
- ✗ a lot of ink to print

**black on white**
- ✓ looks clean
- ✓ works in all lighting
- ✓ flexible and easy on eye
- ✗ white in images looks bad

**black on grey**
- ✓ flexible and easy on eye
- ✗ requires good projector
- ✗ risks looking dull
don’t need outer bullets
  • and rather than big ones
  • prefer small ones
  • or even center dots

and you can also
avoid bullets entirely

go for short points
do n’t writ a whole sentence that just goes on and on and on because then your audience isn’t listening they’re just reading your slide

Captions need to be noticeable
type style

heading in bold weight
point in normal weight

heading in normal weight
point in light weight

heading in roman

point in italics, can be hard to read

heading in grey
point in black
geometric sans serif (Futura)
humanist sans serif (Magma)
typewriter proportional (Officina)
traditional serif (Jenson)
classical modern (Minion)
modern serif (Warnock)
Helvetica
Microsoft Sans
Helvetica Light
Gill Sans
Lucida Sans
Helvetica
trendy & clear
and readable even in small sizes

Garamond
elegant & readable

FUTURA
more retro feel
animations

appear

dissolve (default)

dissolve (0.2s)
use the lightbox view

thinking about concepts

want mostly images and not too much text
concepts that help

- slide hierarchy
- template slides
- text and image styles
The Gettysburg Powerpoint Presentation
http://norvig.com/Gettysburg/
Powerpoint is Evil. http://www.wired.com/wired/archive/11.09/ppt2.html
my own lessons

don’t assume background
explain from the start
not about logical argument
tell a story instead
don’t share all you know
kill your babies
recommended reading

Nancy Duarte
Resonate: Present Visual Stories that Transform Audiences

Robert Bringhurst
Elements of Typographic Style

Chris Anderson
TED Talks: The Official TED Guide to Public Speaking