

Preparing a presentation

Putting on a show

The presenter

Leading role

Actor

Dialogues

Freedom



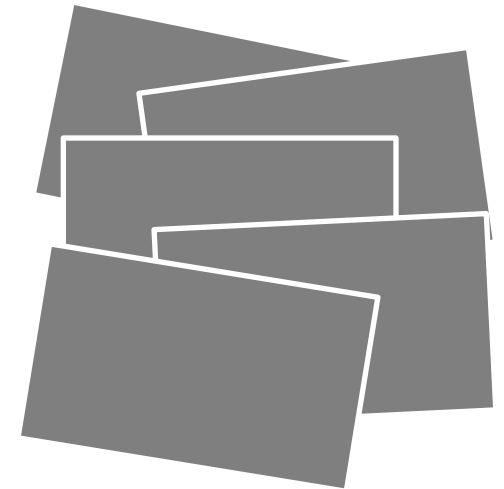
The slides

Supporting role

Props

Scenery

Prompter





The audience

Modern

Sophisticated expectations

Dwindling attention span

Profile

Organize

A whole is that which has a beginning, middle and end. The beginning supposes nothing wanting before itself; and requires something after it: the middle supposes something that went before, and requires something to follow after: the end requires nothing after itself, but supposes something that goes before.

Aristotle



Articulate

L cut or split edit



Match cut

Images

Words

Text

Speed & quantity

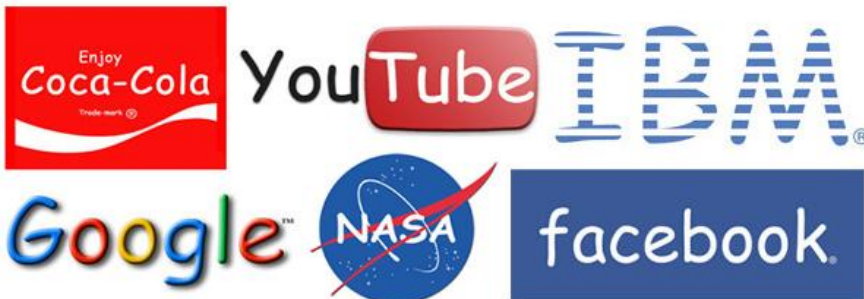
📖 300

🧠 100

Size

Legibility

Serif or Sans ?



Structure

Hierarchy & parallelism

Simplicity



Images

‘Worth a thousand words’

memorable

Meaningful

use

Sophisticated

image quality



Colours

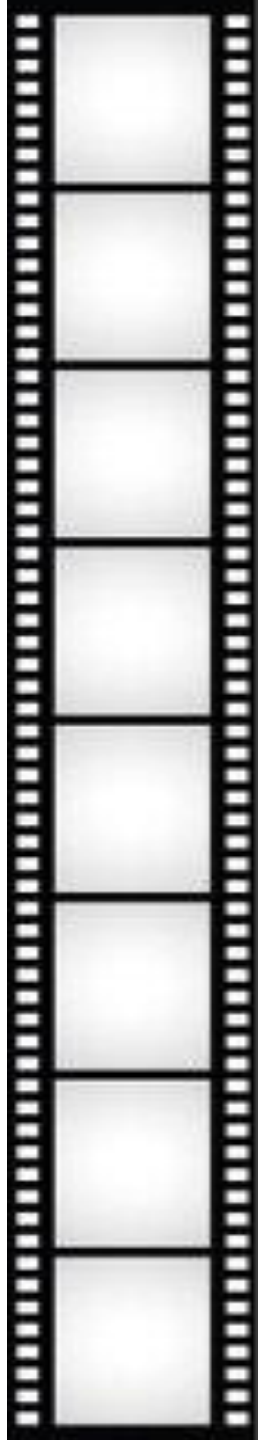


Animations & Sound

Primary source of cognitive noise

Less distraction = more understanding

Use should be efficacious



Recall

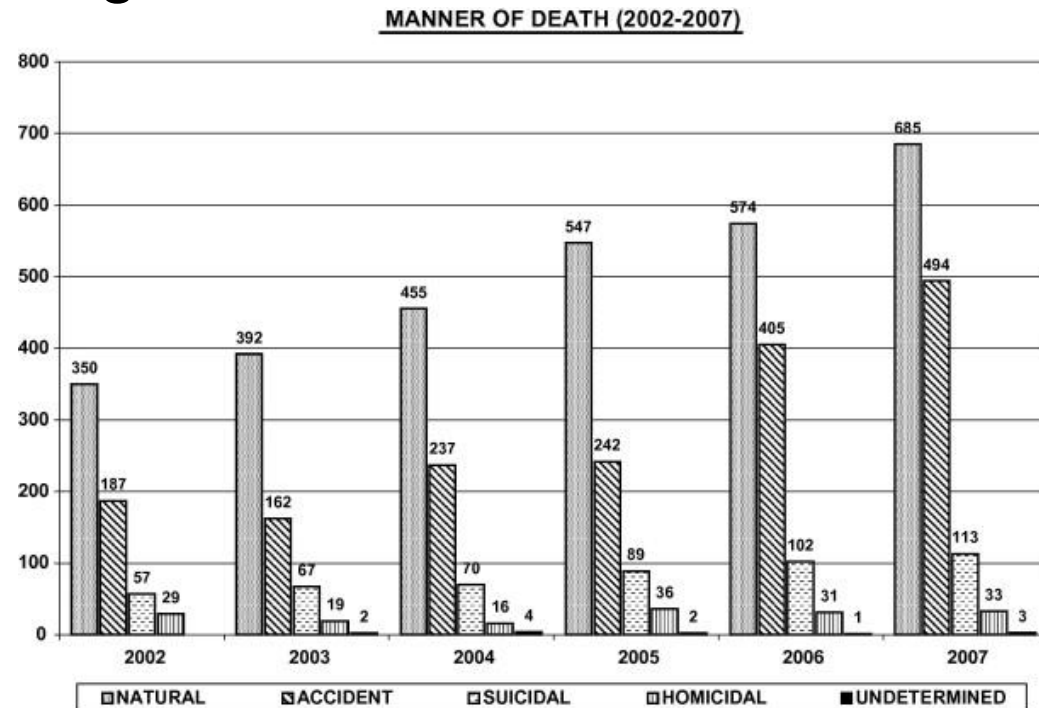
Cognitive processing

Preattentive

Visual dissonance

Postattentive

Contextual understanding

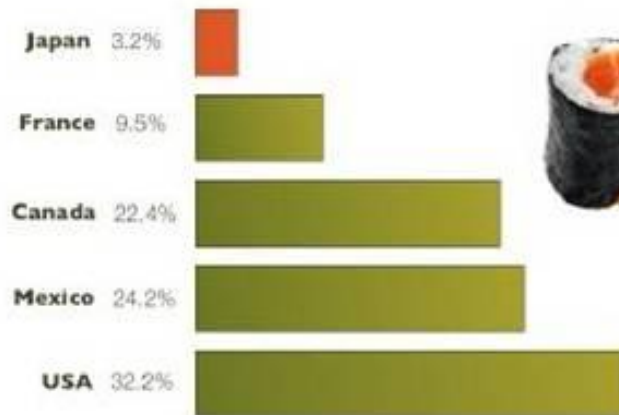


Design principles



before

3.2% of Japanese are "Obese"



OECD Factbook 2007

after

Proximity

Birds of a feather...



But beware!



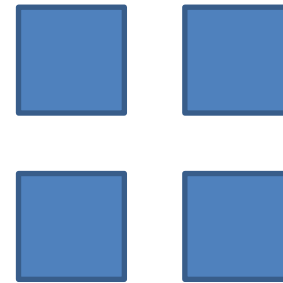
Alignment & Spacing

+

proximity

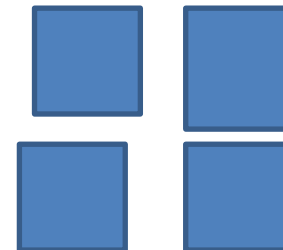
hierarchy

harmony



-

visible imbalance



Repetition

Elements

Styles

Consistent design choices

→ better comprehension

Contrast

A tool to

Separate

Prioritize

Increase salience & understanding

But don't

multiply the use of techniques to contrast!

Impress

The art of a memorable presentation lies in making it look effortless.

