



**YOU  
SUCK AT  
POWER  
POINT!**

**5 SHOCKING DESIGN MISTAKES  
YOU NEED TO AVOID**

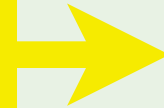
**@JESSEDEE**

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.



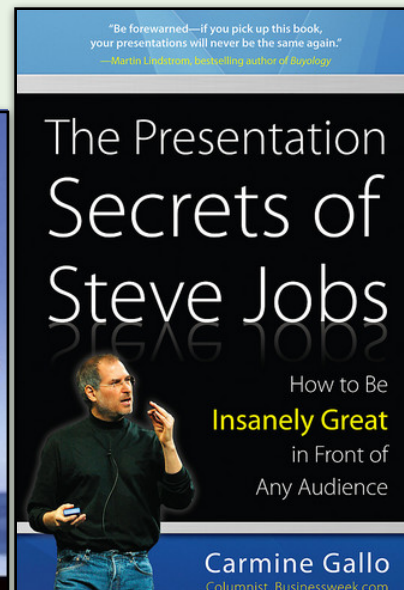
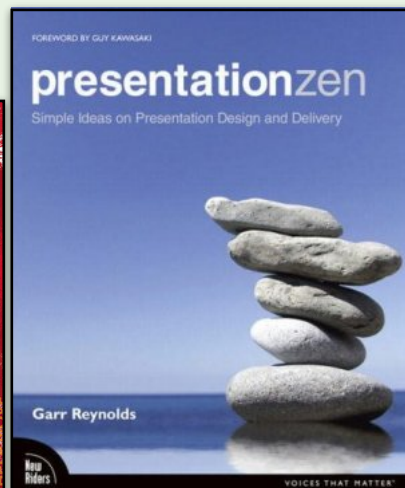
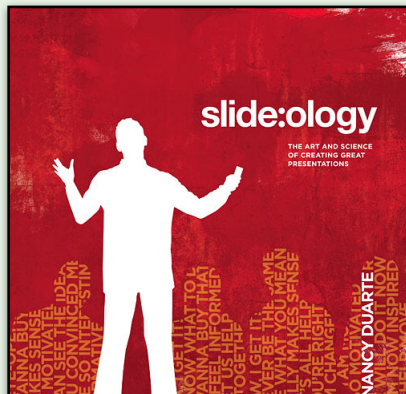
Your slides are there  
to support you and  
unfortunately

**if they suck,  
so do you.**



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

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

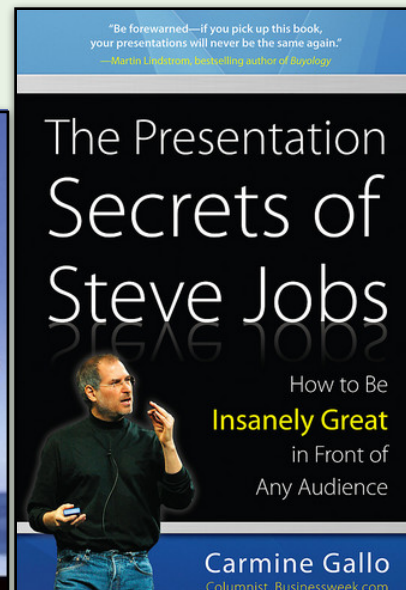
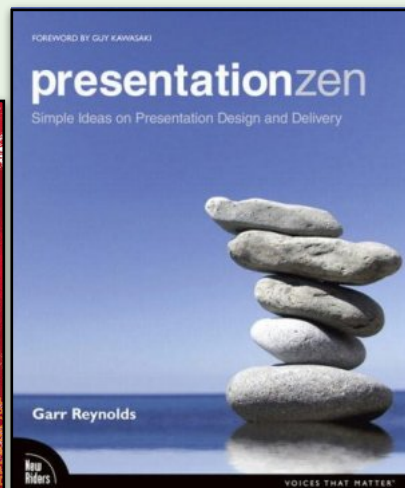
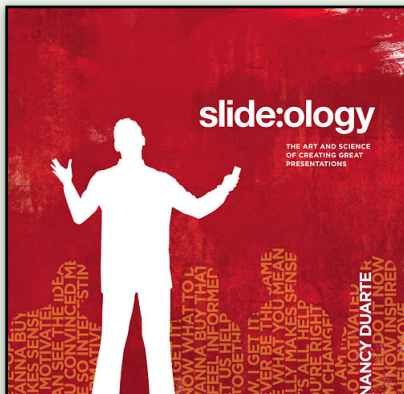
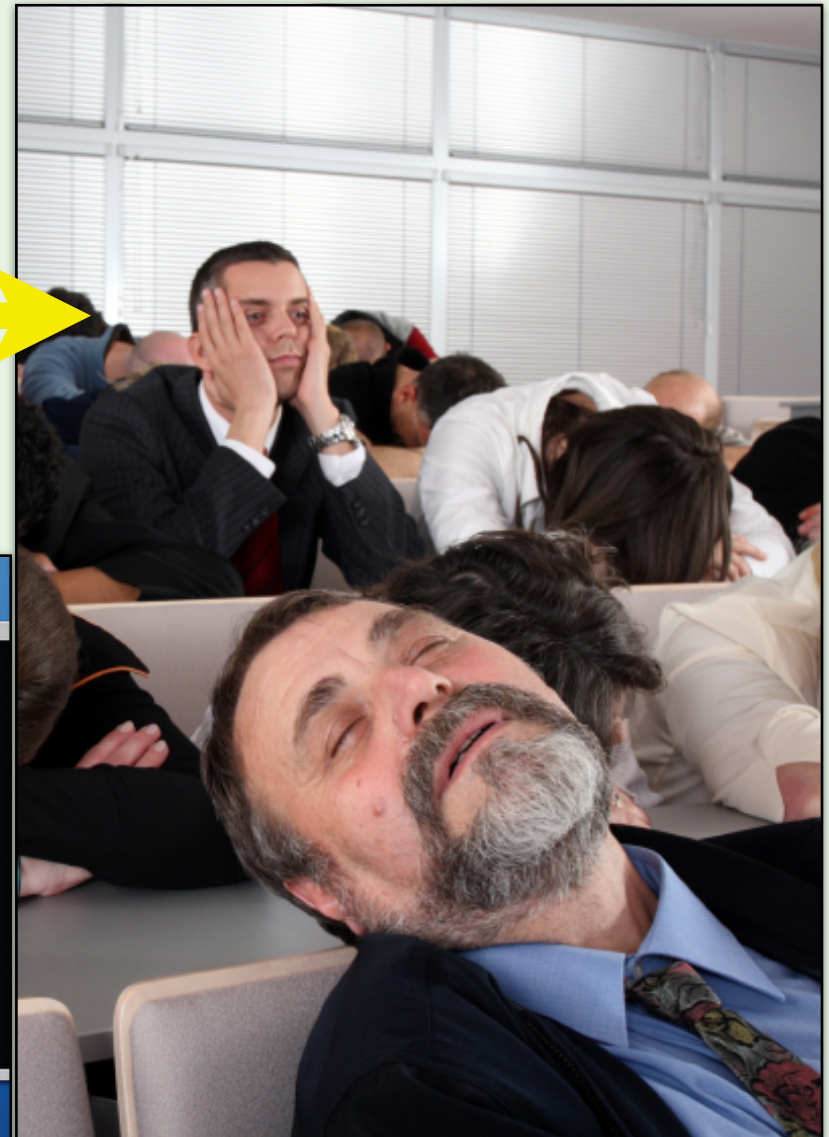


There are endless rules and books written on the topic by some very smart people.

But there are lots of ways of designing a great looking presentation, and 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**





**TOO  
MUCH  
INFO**

**MISTAKE #1**

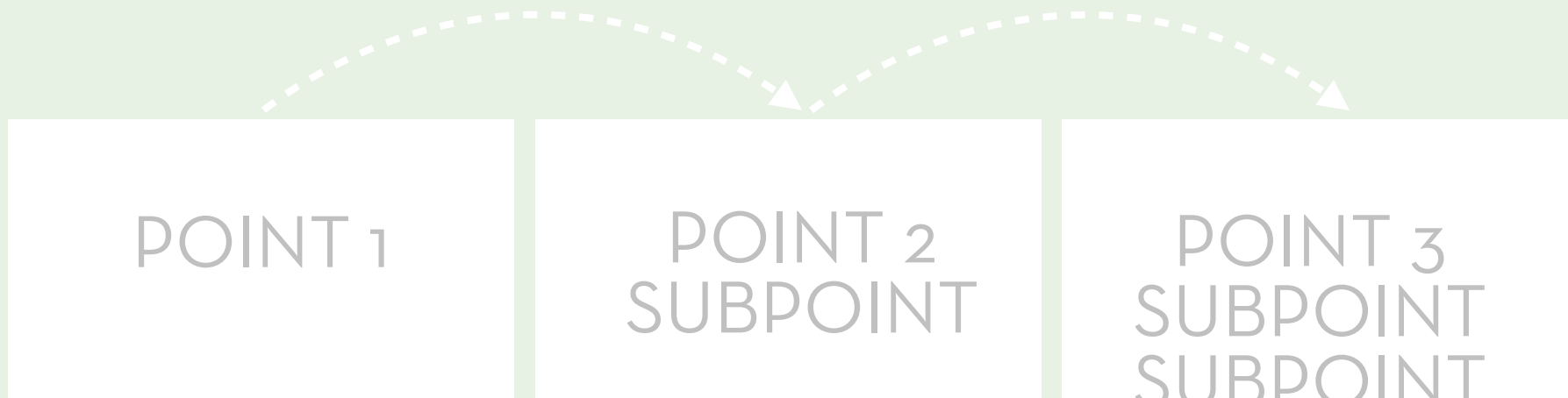


# **PUTTING ALL YOUR POINTS ON ONE SLIDE SUCKS.**

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

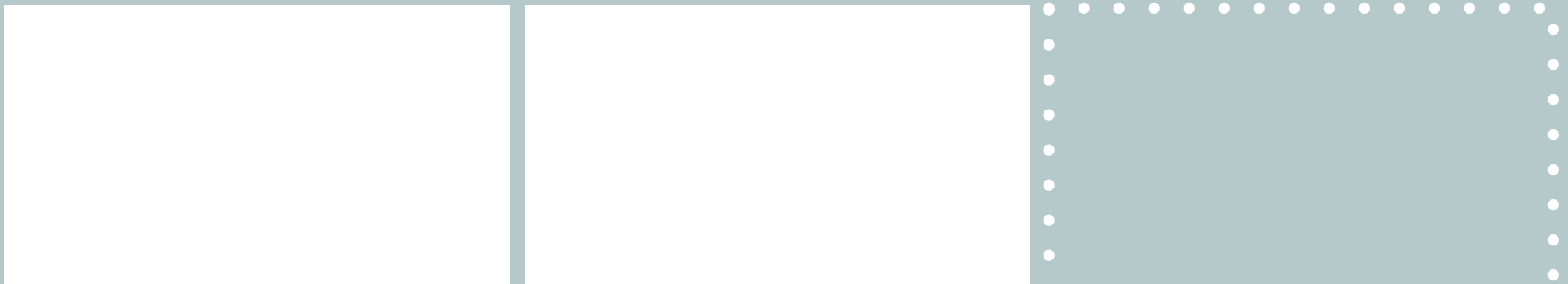
A good trick is to **keep relevant points on the same slide.**

This helps you with timing and ensures people don't skip ahead.



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.

The screenshot shows the Flickr website interface. At the top, the Flickr logo is displayed with the text "from YAHOO!". Navigation links include "Home", "The Tour", "Sign Up", "Explore", and "Upload". On the right, there is a sign-in prompt: "You aren't signed in | Sign In | Help".

The search bar is active, showing the search term "cape town". Below the search bar, there are tabs for "Photos", "Groups", and "People". A dropdown menu is set to "Everyone's Uploads". A "SEARCH" button is visible, along with links for "Full Text | Tags Only" and "Advanced Search".

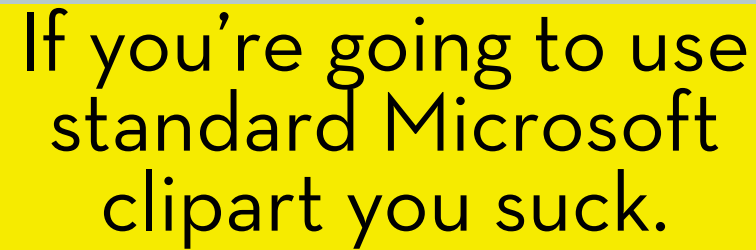
Below the search bar, there is a filter for "Showing Creative Commons-licensed content".

The search results are displayed in a grid. The first row includes images from users like Blyzz, coda, DanieVDM, neilalderney..., dorena-wm, slack12, DanieVDM, Blyzz, Anatoly..., neilalderney..., Warren T, and dorena-wm. The second row includes images from slack12, DanieVDM, Hadassah28..., Hubert..., malix, DanieVDM, mrhappy, warrenski, Aquila, DanieVDM, and Ifijay. The third row includes images from neilalderney..., InsideSouthA..., Many Moon..., Gnuboss, zug55, Anne..., spo0ky\*, mikkelz, lms.photo, geotheref, and Anne... The grid shows a variety of images related to Cape Town, including landscapes, buildings, and nature scenes.

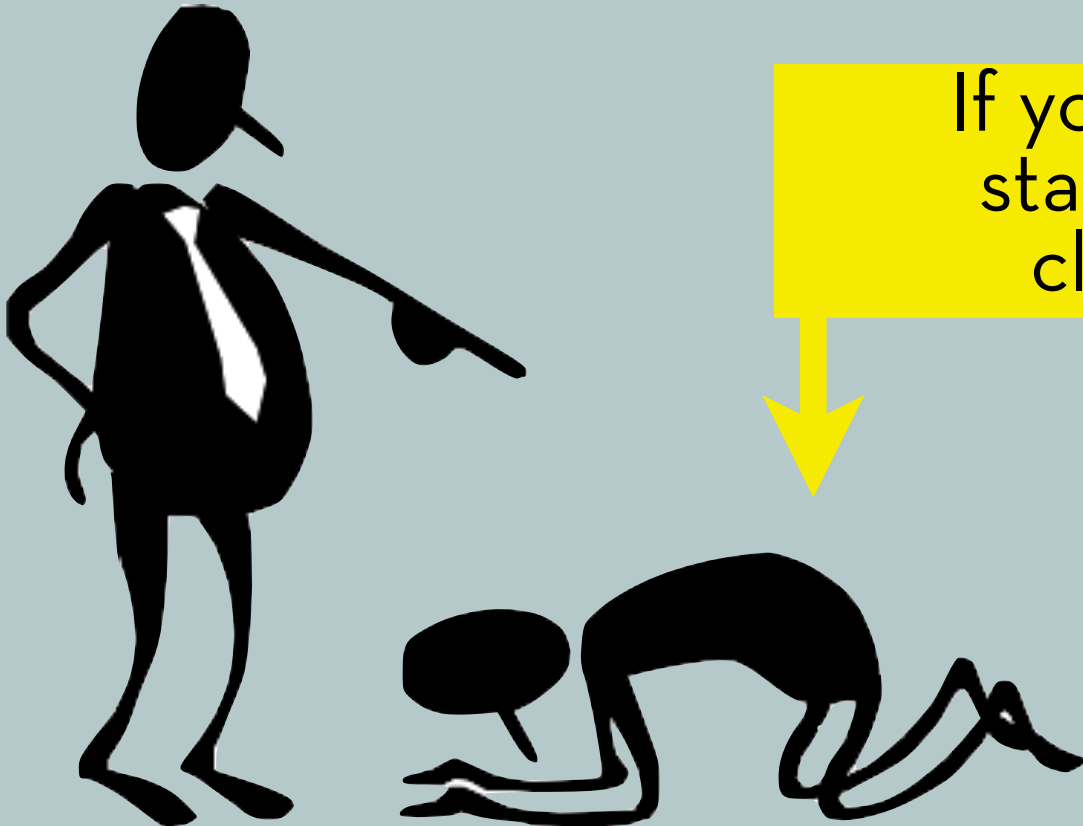


**ISTOCKPHOTO.COM:**  
best for royalty free images (\$\$\$)

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



If you're going to use  
standard Microsoft  
clipart you suck.



\*with conditions

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.



## Photo / All sizes

License [i](#) [s](#) [c](#) Some rights reserved by [mastrobiggo](#)

Download [Download the Original size of this photo](#) (All sizes of this photo are available for download under a Creative Commons license)

| Sizes | Square<br>(75 x 75) | Thumbnail<br>(75 x 100) | Small<br>(181 x 240) | Medium 500<br>(377 x 500) | Medium 640<br>(482 x 640) | Original<br>(667 x 885) |
|-------|---------------------|-------------------------|----------------------|---------------------------|---------------------------|-------------------------|
|-------|---------------------|-------------------------|----------------------|---------------------------|---------------------------|-------------------------|



With a bit of digging around it's easy to find high-resolution media.

Tahoma  
Microsoft Sans Serif  
Arial  
Verdana  
Courier New  
Times New Roman  
Trebuchet MS  
Lucida Console  
Comic Sans MS

stay away from boring  
overly used fonts.





Everything

Images

Videos

More

All results

Sites with images

More search tools

**Beautiful Fonts For Free** ☆

A selection of **beautiful free fonts** to download for your PC.  
Free Fonts - 3D Fonts - Graffiti Fonts - Old English Fonts  
[www.beautifulfonts.com/](http://www.beautifulfonts.com/) - [Cached](#) - [Similar](#)

**80 Beautiful Typefaces For Professional Design - Smashing Magazine** ☆

8 Aug 2007 ... What **fonts** can be used effectively in almost every Corporate Design? And what are the options for unique, but still incredibly **beautiful** ...  
[www.smashingmagazine.com/.../80-beautiful-fonts-typefaces-for-professional-design/](http://www.smashingmagazine.com/.../80-beautiful-fonts-typefaces-for-professional-design/) - [Cached](#) - [Similar](#)

**Images for beautiful fonts** - Report images



**45 Beautiful Free Fonts for Modern Design Trends** ☆

16 Dec 2008 ... The proper selection of typography in a design can set the appropriate theme and mood that the designer is going for.  
[sixrevisions.com/.../45-beautiful-free-fonts-for-modern-design-trends/](http://sixrevisions.com/.../45-beautiful-free-fonts-for-modern-design-trends/) - [Cached](#) - [Similar](#)

**My favourite fonts of 2009 | I love typography, the typography and ...** ☆

21 Jan 2010 ... My first thought was "wow, **beautiful faces**." My second thought was "damn it's expensive to be well-stocked with quality **fonts**." ...  
[ilovetypography.com/2010/01/.../my-favourite-fonts-of-2009/](http://ilovetypography.com/2010/01/.../my-favourite-fonts-of-2009/) - [Cached](#) - [Similar](#)

**20 Beautiful Fonts for Big and Effective Headlines | Web Design ...** ☆

In this article you will find 20 **beautiful fonts** for creating big and effective headlines in your designs.  
[webdesignfan.com/fonts-for-effective-headlines/](http://webdesignfan.com/fonts-for-effective-headlines/) - [Cached](#)

21 Jul 2008 ... 19-PlagueDeath.ttf 20-Homeboots 21-Trashco.ttf 22-Advent 23-SMUDGERS 24-MURDER OF MAYDAY 25-CRANBERRY BLUES 26-AvantGarde ALT 27-Sorry Luthi ...  
[www.noupe.com/fonts/40-extremely-beautiful-fonts-hand-picked-from-deviantart.html](http://www.noupe.com/fonts/40-extremely-beautiful-fonts-hand-picked-from-deviantart.html) - [Cached](#) - [Similar](#)

**20 new beautiful fonts to download - Underworld Magazines** ☆

20 Apr 2010 ... After making a post about 20 awesome **fonts** to download, it will be great to touch up on **fonts** once again by giving you 20 new **fonts** to ...  
[www.underworldmagazines.com/20-new-beautiful-fonts-to-download/](http://www.underworldmagazines.com/20-new-beautiful-fonts-to-download/) - [Cached](#)

**30 Beautiful Handwritten Fonts** ☆

25 Mar 2010 ... Handwritten **fonts** are basically simulating a manuscript, or hand-drawn text. They are brilliant if you need to spice up your designs.

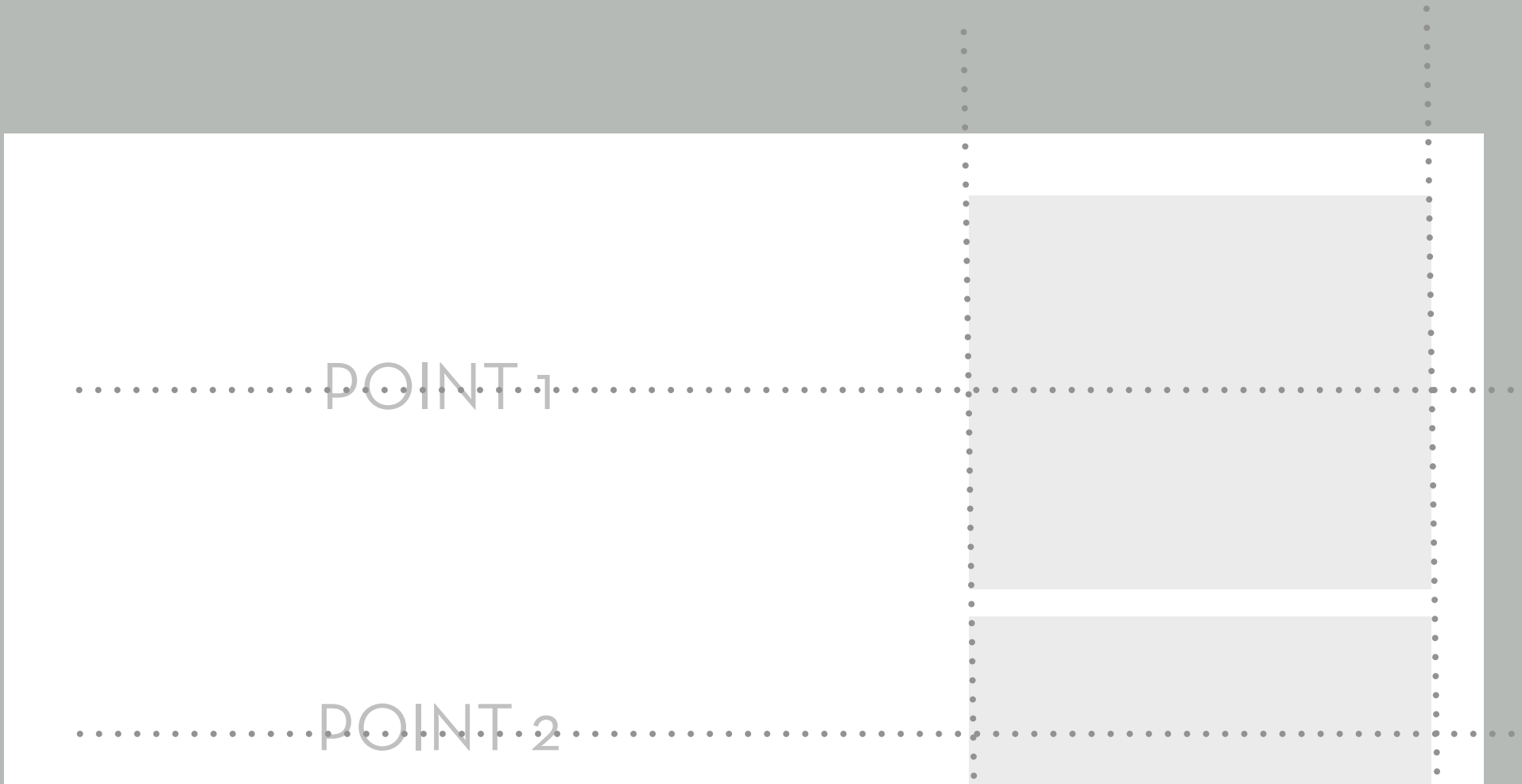
Google 'beautiful fonts' and you'll find handpicked fonts by some of the best designers.



**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.



IN FACT, SOCIAL MEDIA IS REDEFINING VIRTUALLY F\*\*KING EVERYTHING, INCLUDING (BUT NOT LIMITED TO)...

HOW WE WORK.

HOW WE PLAY.

HOW WE LEARN.

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



1.

Have an opinion

3.

Be different

6.

Love your Little Monsters.

7.

Don't be afraid to piss people off.

It also helps to separate your presentation into sections.

IN FACT SOCIAL REDEFINING VIRTUALLY F\*\*KING EVERYTHING, INCLUDING (BUT NOT LIMITED TO)...

HOW WE WORK.

HOW WE PLAY.

HOW WE LEARN.

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



Search for photos, illustrations, video and audio

International | Log Out | jessed

Photos Illustrations Video Audio Flash Participate Help

Current Search: All File Types

Narrow Your Results

By Keyword(s)

By File Types

- Photos
- Illustrations
- Video
- Audio
- Flash

Advanced Search

Need help?

Search results: Lightbox

Sort: Best match

Displaying 1 to 100 of 273 matches. 1 | 2 | 3 of 3

#13834371 #13834333 #13839263 #11925038 #13791590 #14184545 #11924990 #6906480 #9340993 #12073796 #9317473 #12202443

#9397167 #9340986 #12061853 #9407629 #12061910 #11925017 #9310054 #11833061 #9317526 #13834490 #9407653 #13834430

#6824421 #12020970 #14184496 #11843174 #13834441 #13834478 #12021006 #12061947 #14026823 #14026787 #14026801 #13831470

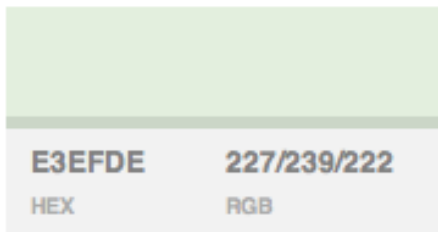
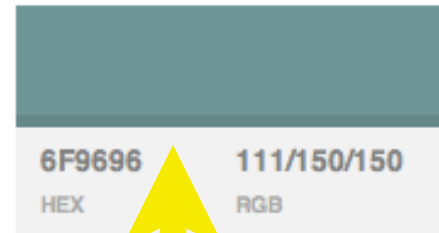
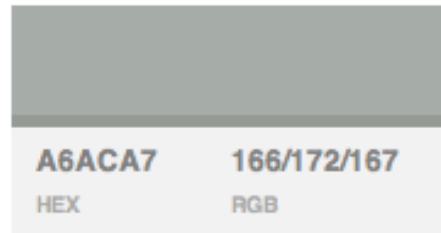
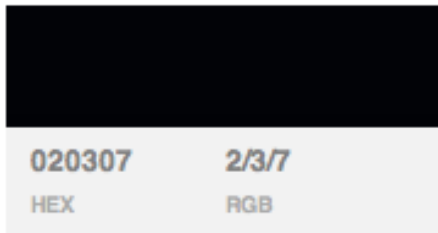
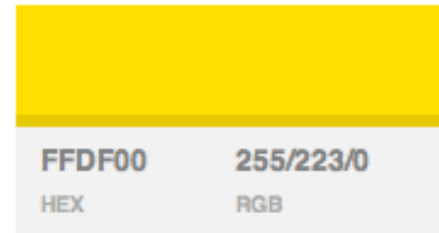
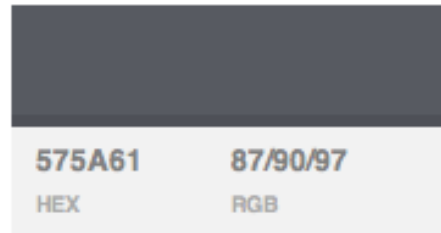
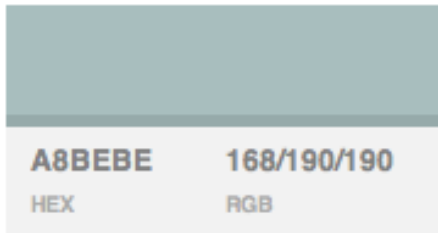
#11844266 #12078913 #12078679 #11844423 #11895520 #14184487 #12010831 #6764051 #11833184 #14184557 #12063172 #11844285

## Monocle

CREDIT



## TEND COLORS



Always pick a color scheme.  
Preferably not one found  
in PowerPoint.

and the most common mistake...





**LACK  
OF PREP**

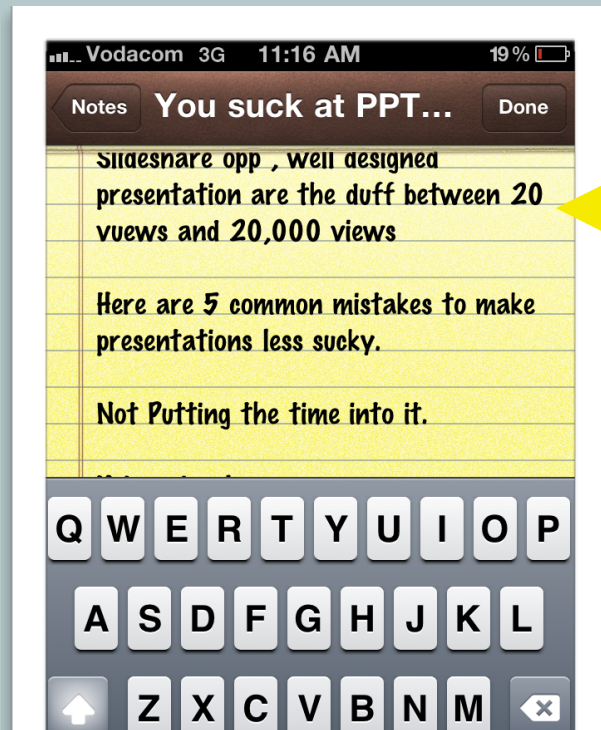
**MISTAKE #5**

# **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:

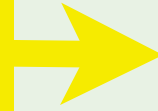


Post-it® or paper to layout in the office.

Planning usually starts **2 weeks** before.

Top executives say:

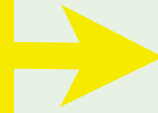
**Communicating with clarity**  
directly impacts their  
**career** and **income**.



**86%**

Top executives say:

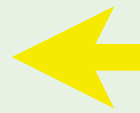
**Communicating with clarity**  
directly impacts their  
**career** and **income**.



**86%**

Yet only

**25%**



Spend more than **2 hours** on  
“high-stakes” presentations





**MOST EXPERTS SAY:**

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



**MOST EXPERTS SAY:**

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

**SHOCKING I KNOW.**

**BUT IT'S ALL WORTH IT.**

Giving a presentation is your moment to shine, to influence and to spread ideas.



**BUT IT'S ALL WORTH IT.**

Giving a 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.

You'll not only feel on top of the world, but you'll also get to connect with amazing people from all around it.



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

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.



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

Putting in the time works.

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

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

If your presentation sucks,  
don't blame PowerPoint.

**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.**



**STEAL THIS PRESENTATION!** 2 months ago Edit Presentation

Email Favorite Download Embed More... GET FEATURED on the homepage

# STEAL THIS PRESENTATION!

461 tweets  
1053 shares

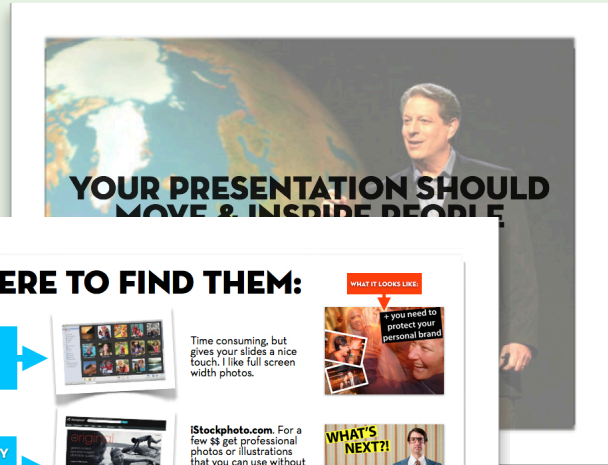
WordPress Blogger More options Analytics

**@JESSEDEE**

AVAILABLE IN FULLSCREEN

1 / 72 Full

Like this presentation? Jesse Dee, Birgitte Norby and 2,256 others like this. Unlike



### WHERE TO FIND THEM:

- YOUR OWN** → Time consuming, but gives your slides a nice touch. I like full screen width photos.
- ROYALTY-FREE (PAID)** → iStockphoto.com. For a few \$\$ get professional photos or illustrations that you can use without having to pay royalties. Perfect for a cohesive professional look.
- CREATIVE COMMONS (FREE)** → Flickr.com. Best place to look for Creative Commons.

Or use colors found in popular websites or magazines.

For this presentation I wanted to give a gossip magazine feel.





Jesse Desjardins

@jessedee

**THANK YOU!**

**MORE YOU SAY?**

On Twitter →

On Slideshare ↓

**STEAL THIS PRESENTATION!**

P.D. BS

UT 2-

AVAILABLE IN FULLSCREEN

@JESSEDEE

**10** WAYS TO BE A MARKETING GENIUS LIKE **LADY GAGA**

**100** beautiful slides from the world's best storytellers

**Really Ugly Résumés**


@jessedee



**IF YOU THINK THIS PRESENTATION  
DOESN'T SUCK GIVE IT A THUMBS UP**



You voted up  
261 Votes,

Next Entry   
India Nobones & the