Making Great Presentation
Part 2

STEP 5 WRITE THE START AND FINISH

STEP 6 WRITE THE REST OF YOUR SLIDES

DESIGN GUIDELINES - LAYOUT

DESIGN GUIDELINES - FONTS

DESIGN GUIDELINES

- Choose the colors for your slide background, fonts, and accent text carefully.
- Color provides a chance for small businesses to brand their presentations.
- Your presentations should mirror the color and design scheme representing your topic (business).

DESIGN GUIDELINES - MEDIA

- A short video or an audio message is a great way to provide some variety to your audience.
- Don’t rely on embedded media too heavily, it can become distracting.

DESIGN GUIDELINES - SPECIAL EFFECTS

- Special effects, transitions and animations can add extra interest to your presentation.
- Too many transitions or animations will distract from your main message.

TIPS TO ADD EXTRA OOMPH TO YOUR PRESENTATIONS

➤ **Add a human element -** start with a story.

TIPS TO ADD EXTRA OOMPH TO YOUR PRESENTATIONS

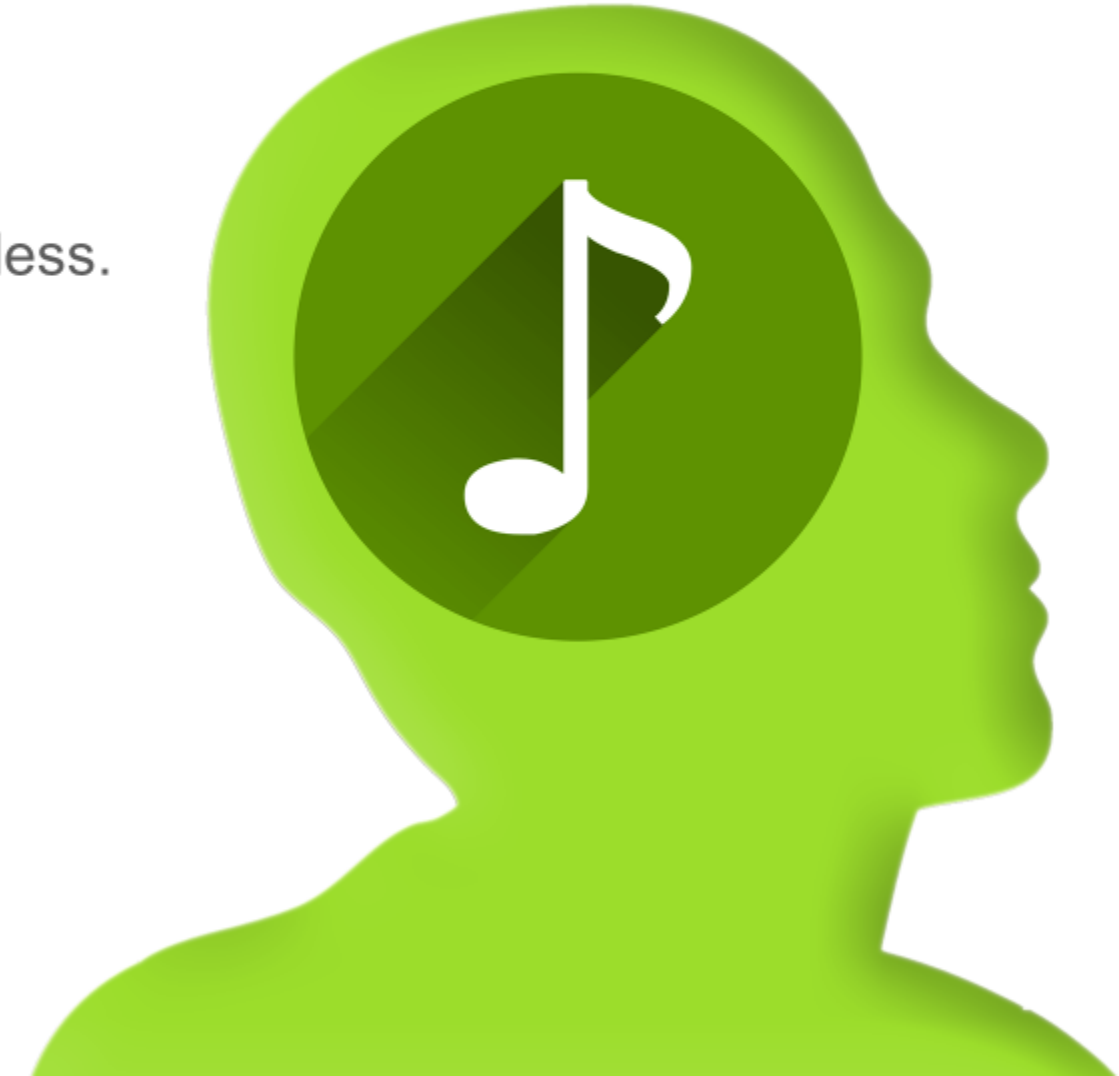
- Involve the audience, ask for a show of hands, use a poll, or simply ask a question.
- Show a compelling image.
- Images are powerful when they;
  - stir emotions
  - stimulate the imagination
  - capture a moment

TIPS TO ADD EXTRA OOMPH TO YOUR PRESENTATIONS

- Add a short video or animation.
- Stick to the general rule more is less.

TIPS TO ADD EXTRA OOMPH TO YOUR PRESENTATIONS

- Add music
- Stick to the general rule more is less.
- Once again, less is more.



Q&A