



Ellen Finkelstein.com

Training video:

Principles and practices of slide layout

Learn from the experts how to create outstanding slides

Ellen Finkelstein

@EFinkelstein

**Outstanding Presentations
Course**

1

Content: Your message, its organization, your choice of words



Principles & practices of slide layout

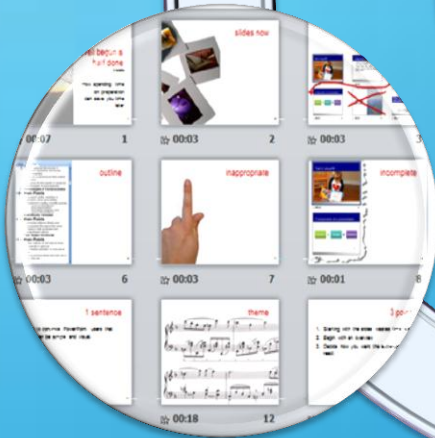
2

Rule of Thirds

Our future filled risks.



3



Basic Layout Principles and Simple Slides

Waiver of Requirement for Weighted Averages for Nutrient Analysis: Sec. 110

- Extends current waiver through September 30, 2009.
- Memo issued.



§110: Waiver of requirement for weighted averages for nutrient analysis

Extends current waiver through Sept. 30, 2011

Memo issued



Start with these 3 principles



Keep it simple



Look at other presentations, ads, billboards, websites & brochures



Ask others to review your slides

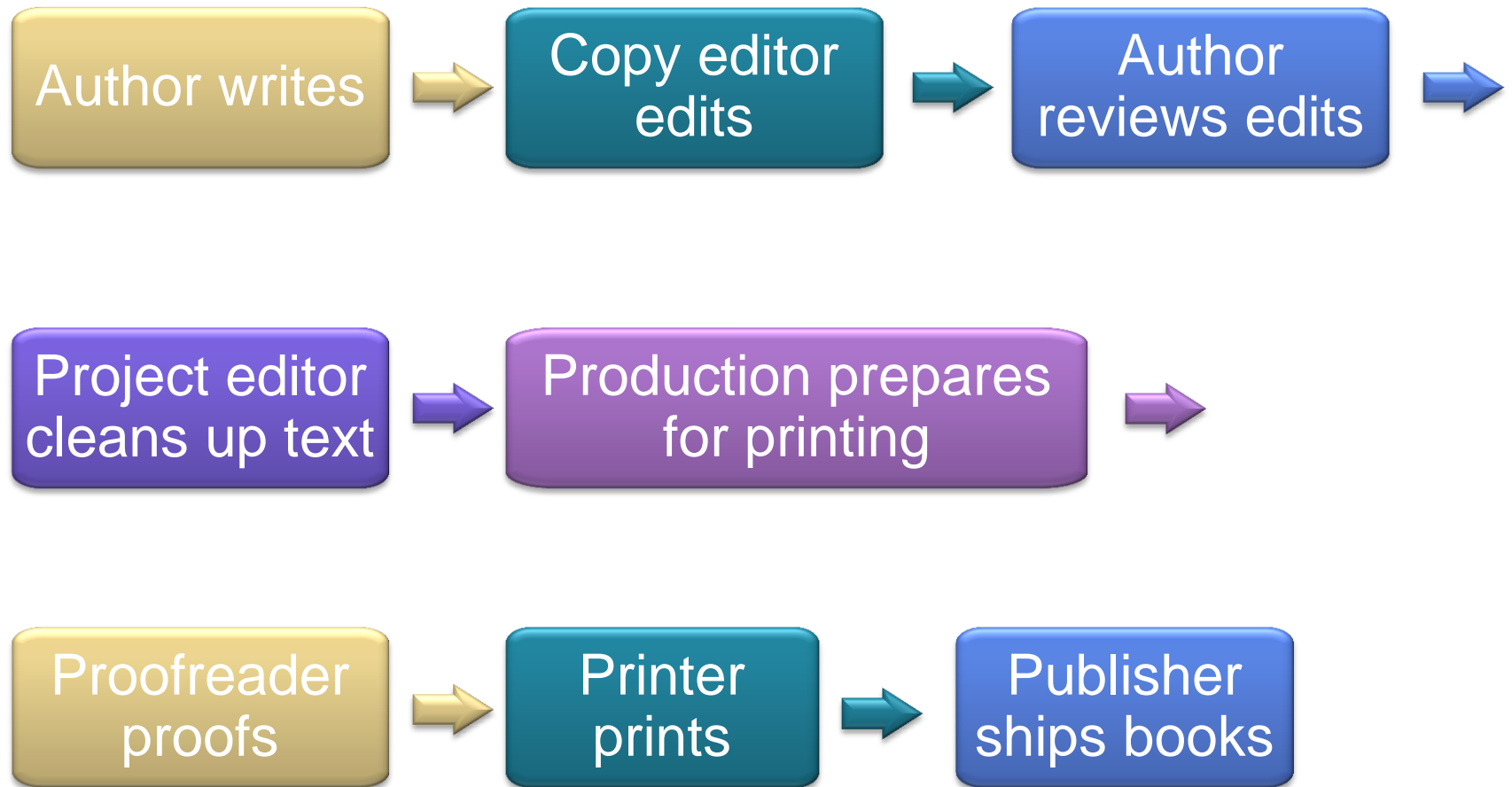
Health coverage financing

- Individual rated: Premium is based on individual's medical history
- Community rated: Premium is based on a regional group's experience
- Experience rated: Premium is based on an organization's experience
- Self-insured: Organization pays actual claims, plus administrative fee

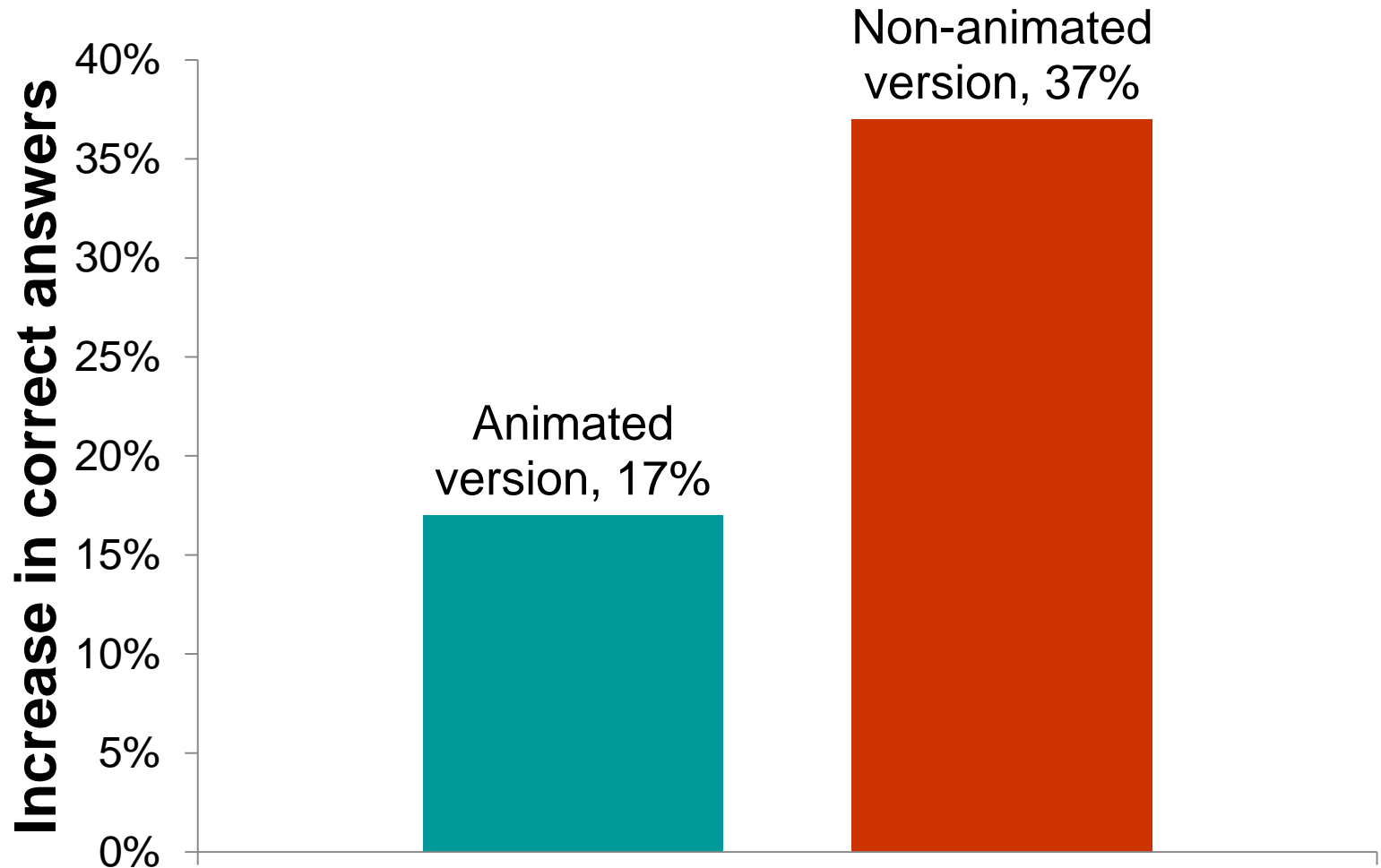
Tell 'n' showSM



Publishing a book takes many steps



Students learned more after seeing the non-animated version



Tell 'n' showSM

U



R

R


U

Content: Your message, its organization, your choice of words



Content: Your message, its organization, your choice of words





Content: Your message, its organization, your choice of words



On the road in Colorado

Content: message, organization, words



Content: Your
message,
its organization,
your choice of
words



Meet your account representative



Max Jerrolds

Meet your account representative



Max Jerrolds

Meet your account representative

Max Jerrolds



This slide is based on the default “Office Theme”

- It has a centered title
- The default layout is “Title and Content”

This slide is based on my custom theme

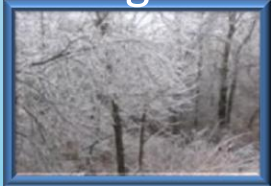
- It has a left-justified title
- The default layout is “Title and Content”

Stage

1

The ice will shine on the trees

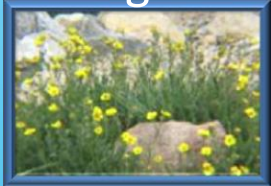
Stage 1



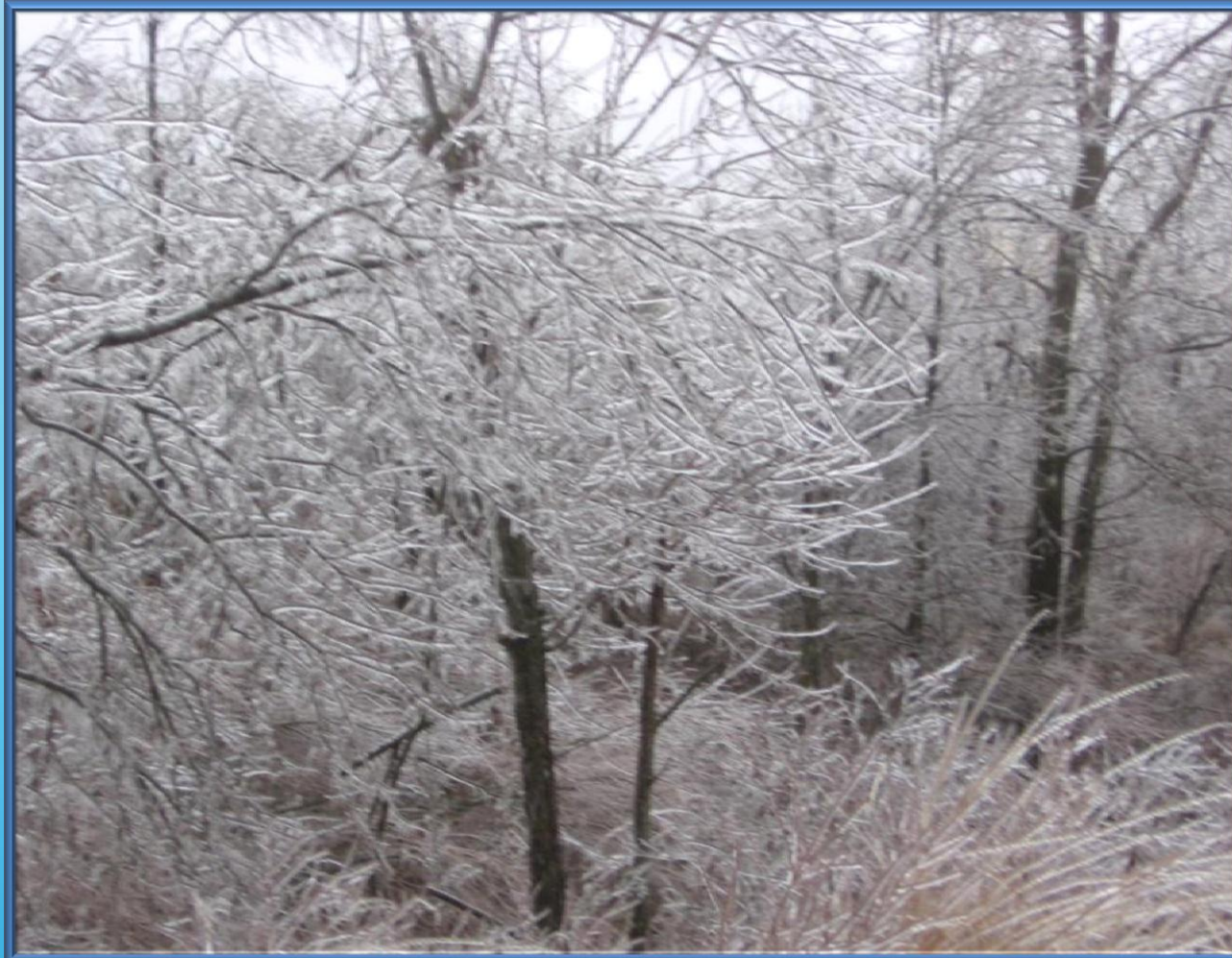
Stage 2



Stage 3



Stage 4



January

March

A presentation has 3 components

- Content: Your message, its organization, plus data
- Design: Motif, layout, and visuals
- Delivery: Speaking, connecting, the call to action

A presentation has 3 components

Content:

Your message,
its organization,
plus data

Design:

Motif, layout,
and visuals

Delivery:

Speaking,
connecting, the
call to action

A presentation has 3 components



Delivery:
Speaking, connecting,
the call to action



Design:
Motif, layout, and
visuals



Content:
Your message, its
organization, plus data

1



2

Content: Your message, its organization, your choice of words



Basic principles & simple layouts

3

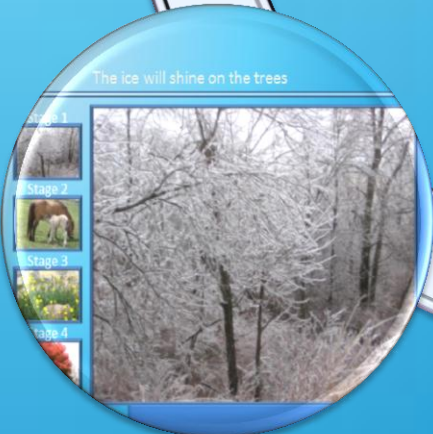
This slide is based on my custom theme
It has a left-justified title
• The default layout is "Title and Content"

5

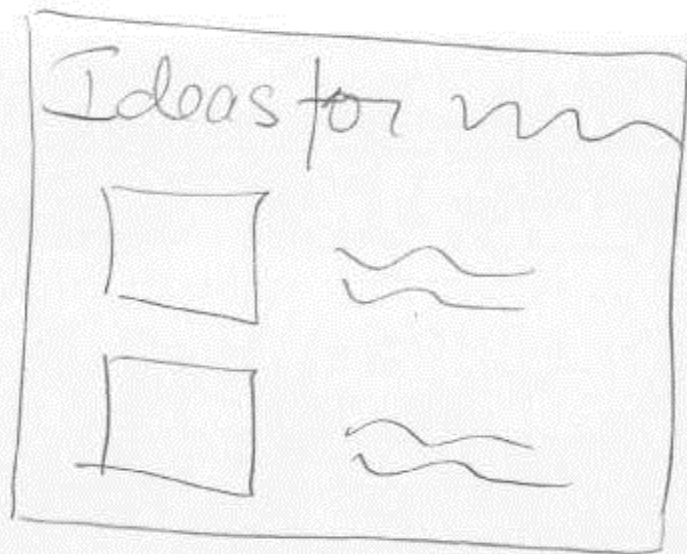
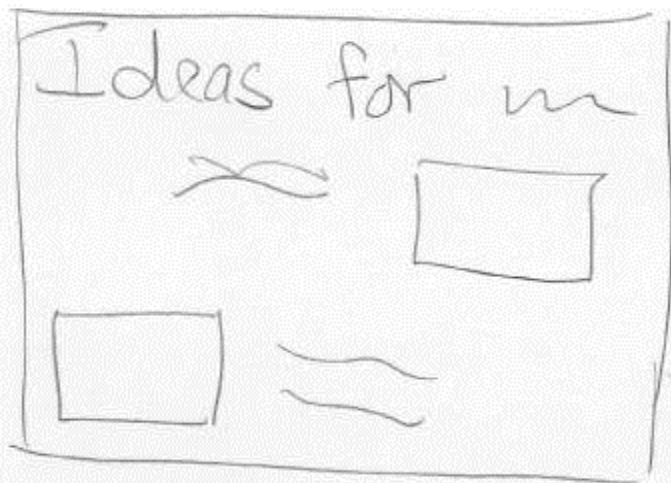
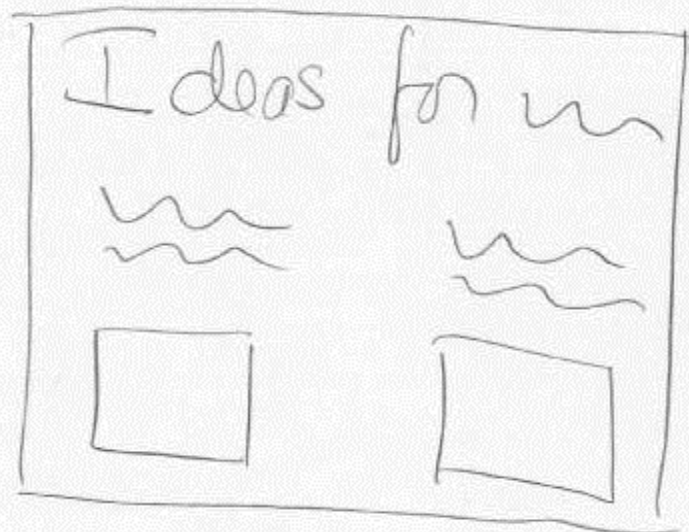
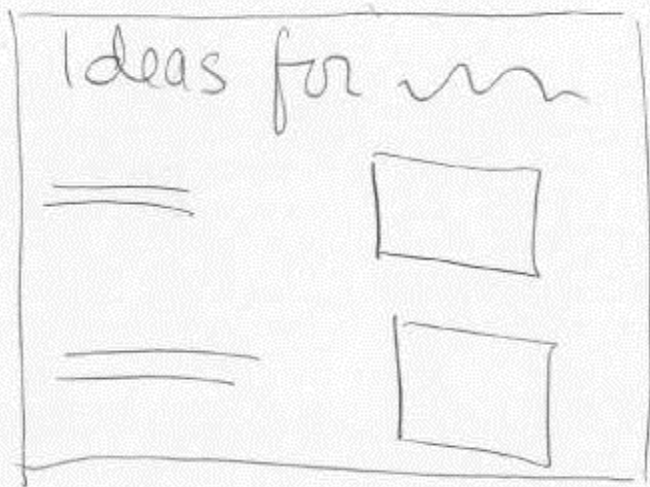
presentation as 3 components

- Content:** Your message, its organization, plus data
- Design:** Motif, layout, and visuals
- Delivery:** Speaking, connecting, the call to action

4



Advanced Layout Principles and Complex Slides



Ideas for developing creativity

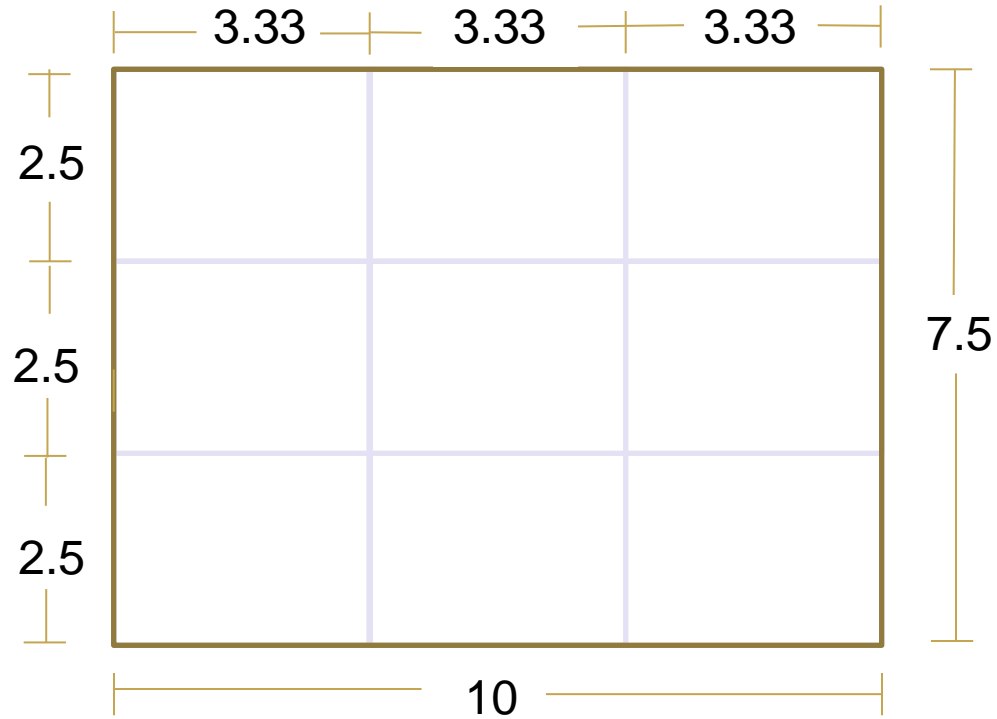
Brainstorm many possibilities



Watch children playing

Rule of thirds

Divide the slide into thirds







Our future is
filled
with risks.





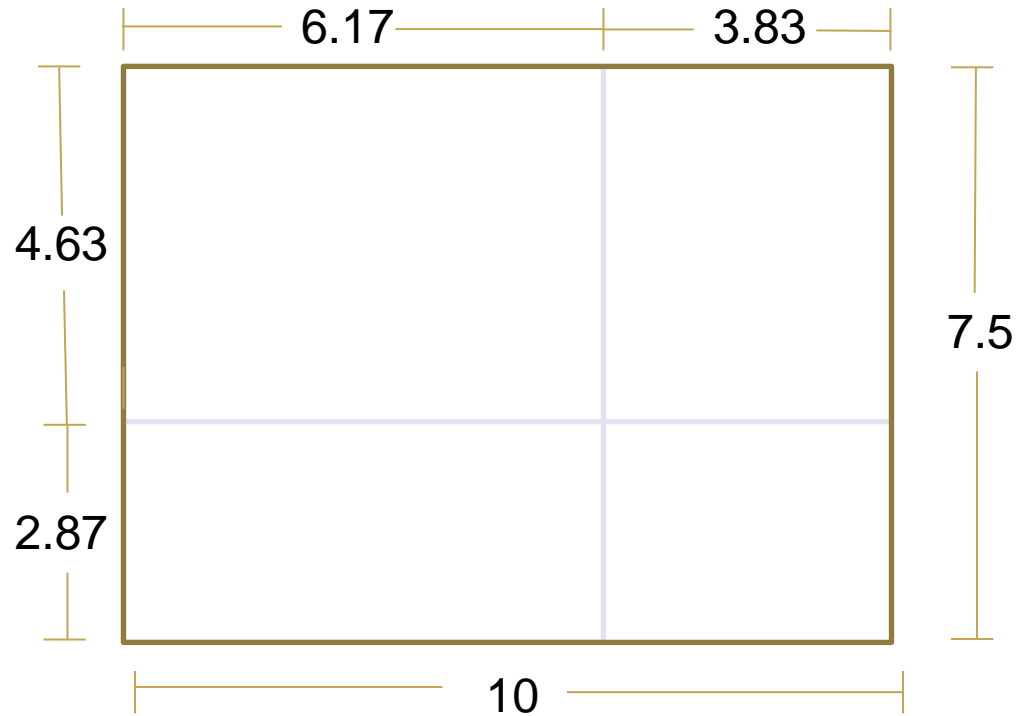
Our future
is filled
with risks.

Our future
is filled
with risks.



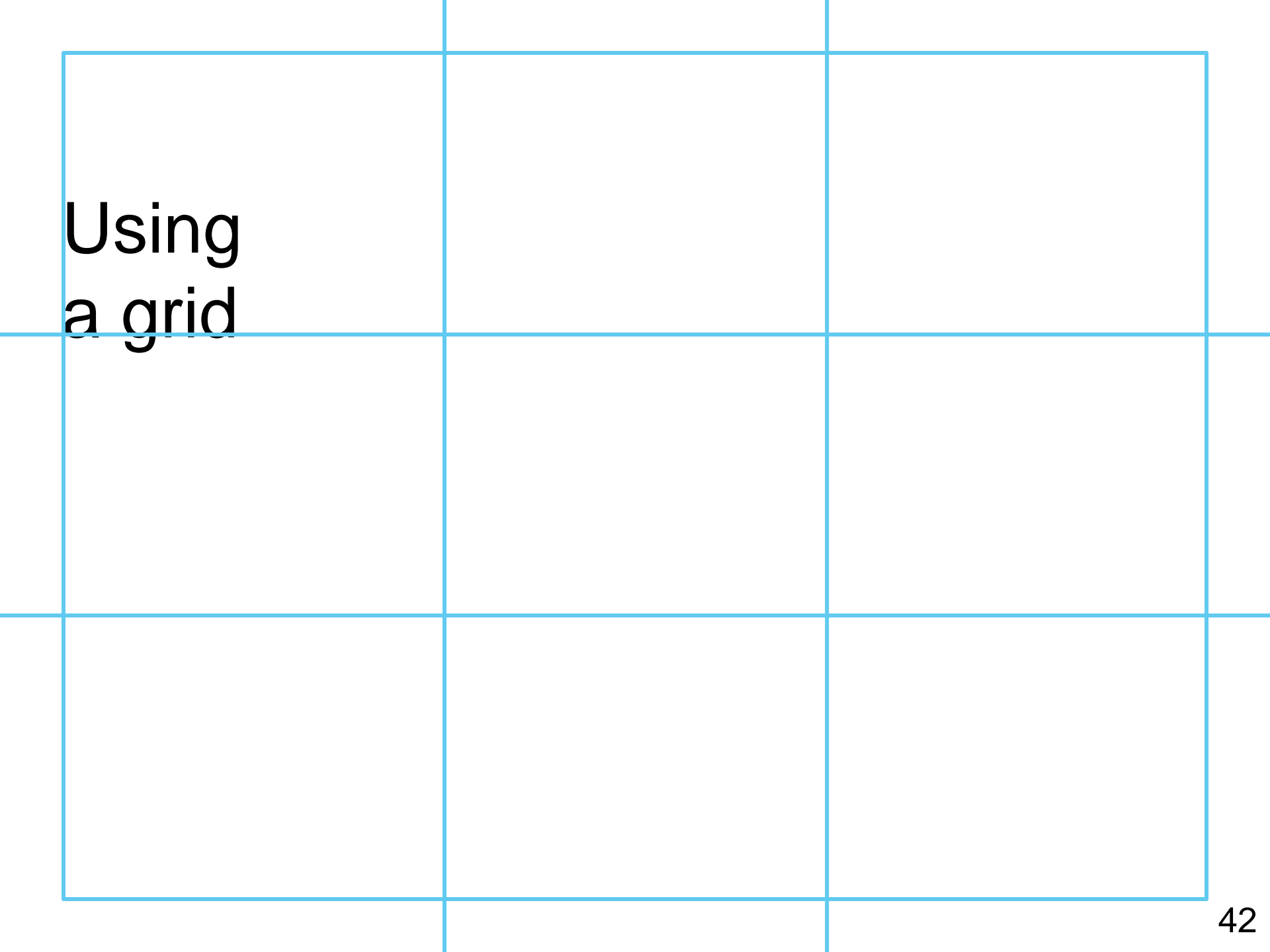
The golden ratio

Use a 1 to 1.62 ratio



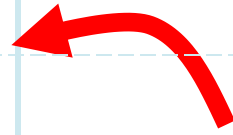


Our future
is filled
with risks.



Using
a grid

Using
a grid



gutter

Ideas for developing creativity



Brainstorm many possibilities



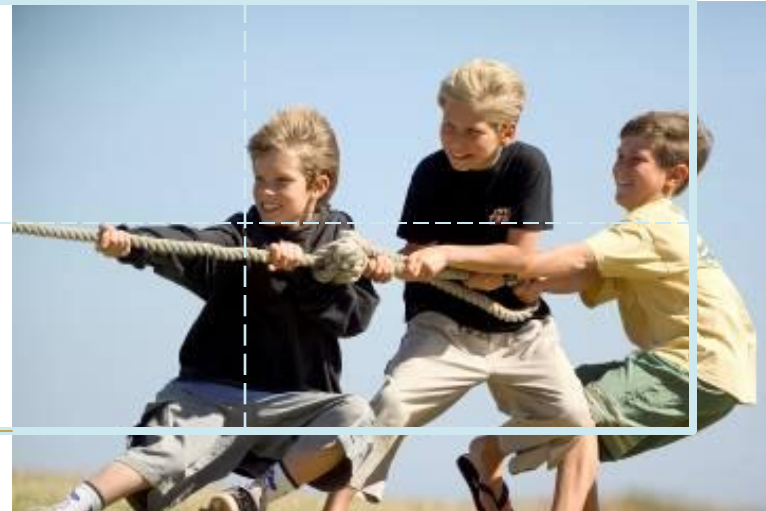
Watch children playing

Ideas for developing creativity



Brainstorm many possibilities

Watch children playing



Alignment & proximity

Ideas for developing creativity



Watch children playing



Ideas for
developing
creativity

Watch
children
playing

Ideas for developing creativity

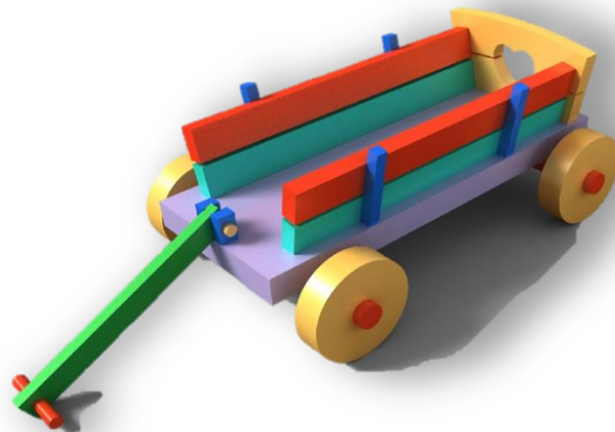


Watch children playing

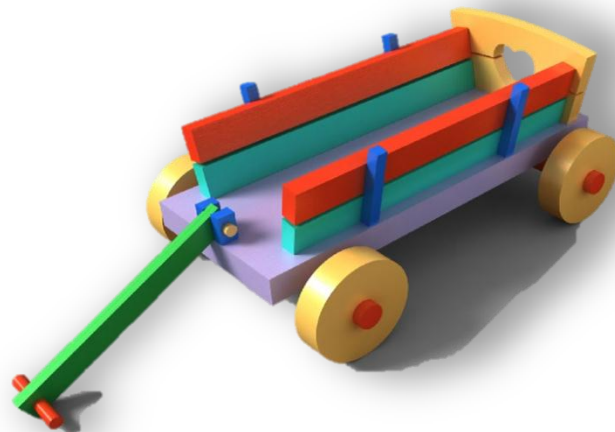
Brainstorm many possibilities



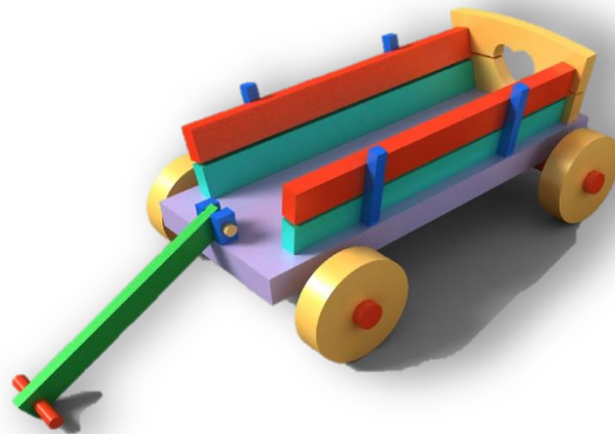
Use toys to bring out your creativity



Use toys to bring out your creativity



Use toys to bring out your creativity



Eye flow & the invisible diagonal line





OPEN

**Our new
store is
coming!**

OPEN



**Our new
store is
coming!**

The future is here!



Focus on beauty



Focus on
beauty



Focus on
beauty



Use text as a
graphic

Skills



Market



Jobs

Focus on
beauty





**Focus on
beauty**



**Focus on
beauty**



Today's date

Add a professional touch

Ideas for developing creativity

Watch children
playing



Brainstorm many
possibilities

Ideas for developing creativity

Watch children
playing



Brainstorm many
possibilities

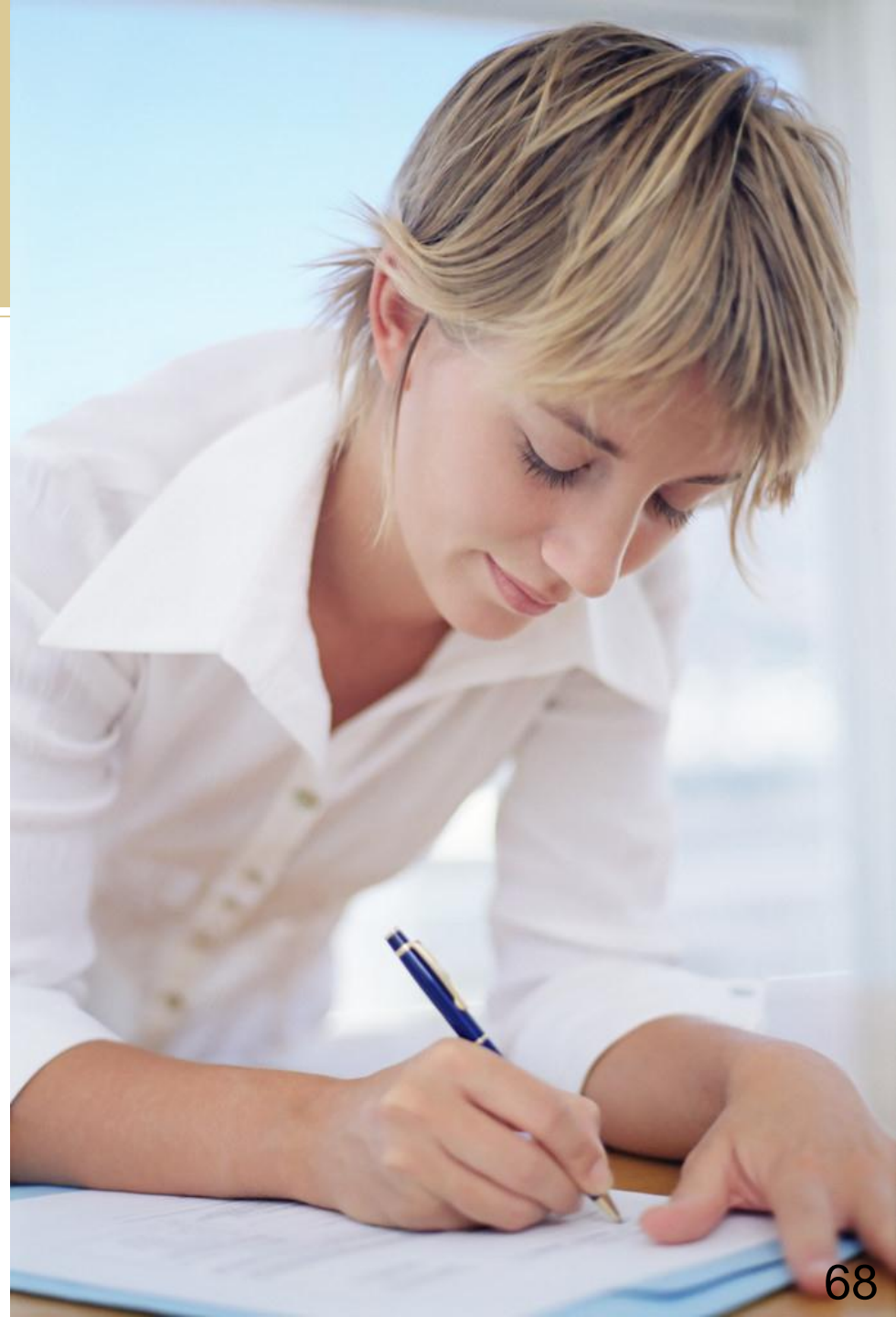
Content

**Your message,
its organization,
your choice of
words**



Content

**Your message,
its organization,
your choice of
words**



We are global

New York

Los Angeles

Miami

Mexico City

São Paulo

Buenos Aires



Tokyo

Mumbai

Shanghai

Jakarta

We are global

New York

Los Angeles

Miami

Mexico City

São Paulo

Buenos Aires



Tokyo

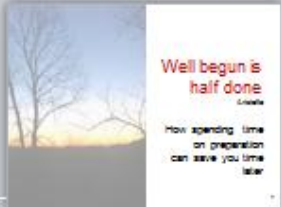







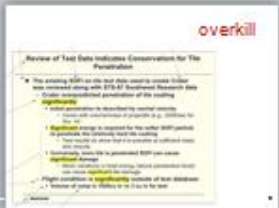

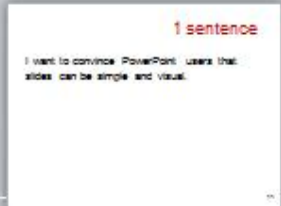

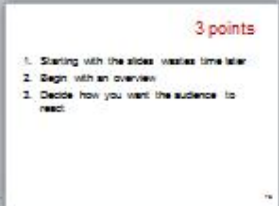
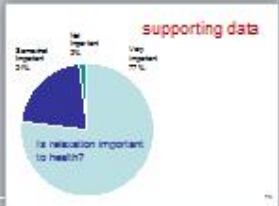






Mumbai

Shanghai

Jakarta

**Consistency throughout a
presentation**

Be consistent without being boring

 <p>Well begun is half done How spending time on preparation can save you time later</p>	 <p>slides now</p>	 <p>changes later</p>	 <p>uh-uh!</p>	 <p>nah!</p>
☆ 00:07 1	☆ 00:03 2	☆ 00:03 3	☆ 00:04 4	☆ 00:02 5
 <p>outline</p>	 <p>inappropriate</p>	 <p>incomplete</p>	 <p>overkill</p>	 <p>overview</p>
☆ 00:03 6	☆ 00:03 7	☆ 00:01 8	☆ 00:02 9	☆ 00:03 10
 <p>1 sentence I want to convince PowerPoint users that slides can be simple and visual.</p>	 <p>theme</p>	 <p>3 points 1. Starting with the slides wastes time later 2. Begin with an overview 3. Decide how you want the audience to react.</p>	 <p>supporting data Is relocation important to health? Somewhat important 2% Not important 2% Very important 96%</p>	 <p>reaction I want the audience to commit to creating visual slides.</p>
☆ 00:03 11	☆ 00:18 12	☆ 00:05 13	☆ 00:03 14	☆ 00:05 15
 <p>stories</p>	 <p>ask</p>	 <p>strategy</p>	 <p>approval</p>	 <p>ready! Copyright material from Dan, Chlo & Heidi: The Speeches and Talks of Everyday Champions by Christine Calkins (2014)</p>
☆ 00:05 16	☆ 00:07 17	☆ 00:15 18	☆ 00:03 19	☆ 00:15 20

The key to great slide layout



Pay attention



Practice

1

Content: Your message, its organization, your choice of words



Principles & practices of slide layout

2

Rule of Thirds

Our future filled risks.



3

