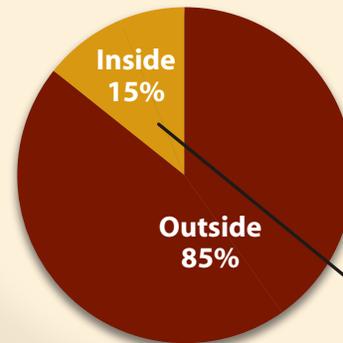


Shopping Preference



www.VinewoodParkProject.com



Design simple presentations

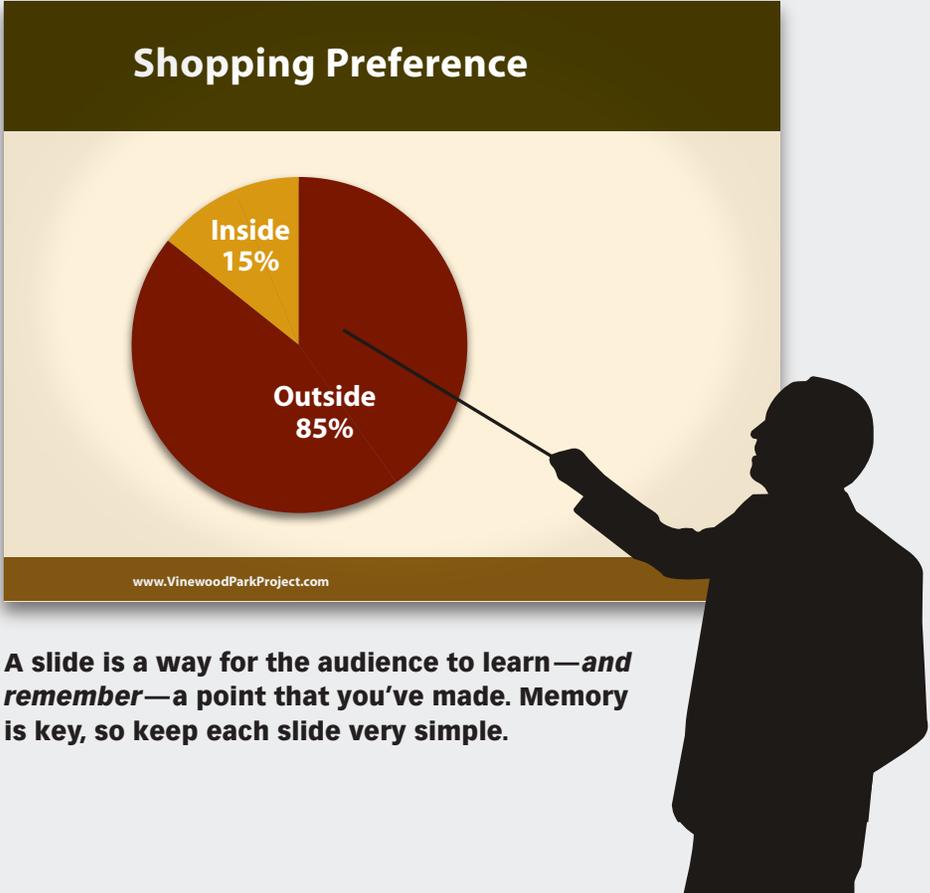
Visual brevity will help a great talk. *Continued* ▶

Design simple presentations

You, not your PowerPoint slides, are the key to a great presentation

Do you have a speech to give? Slide-making software like PowerPoint or Keynote makes it easy to add visual information to accompany your verbal presentation. Your slides can include the company logo and colors, headlines, bullet points, photos, video clips, charts and more. Transitions can be made with cinematic dissolves, wipes and other effects.

All of this is helpful. But the most important thing to remember is that *you*, not your slides, are the show. The purpose of having slides is not to make a documentary but to supplement your story with easy-to-remember points. Here are four basics.



Shopping Preference

Category	Percentage
Inside	15%
Outside	85%

www.VinewoodParkProject.com

A slide is a way for the audience to learn—and remember—a point that you've made. Memory is key, so keep each slide very simple.

Use a plain background

A plain background will show your information best. Soft, neutral colors are easiest on the eyes. Avoid bright, busy, complicated backgrounds.



Use a plain background

They look good on a page of templates, but add your words, and the gratuitous graphics impair readability and send goofy messages. As a rule, use plain dark or soft neutral backgrounds, and avoid pure white (left), which on a slide is blinding.



Use a dark background



Use a soft gradient



Use a neutral background

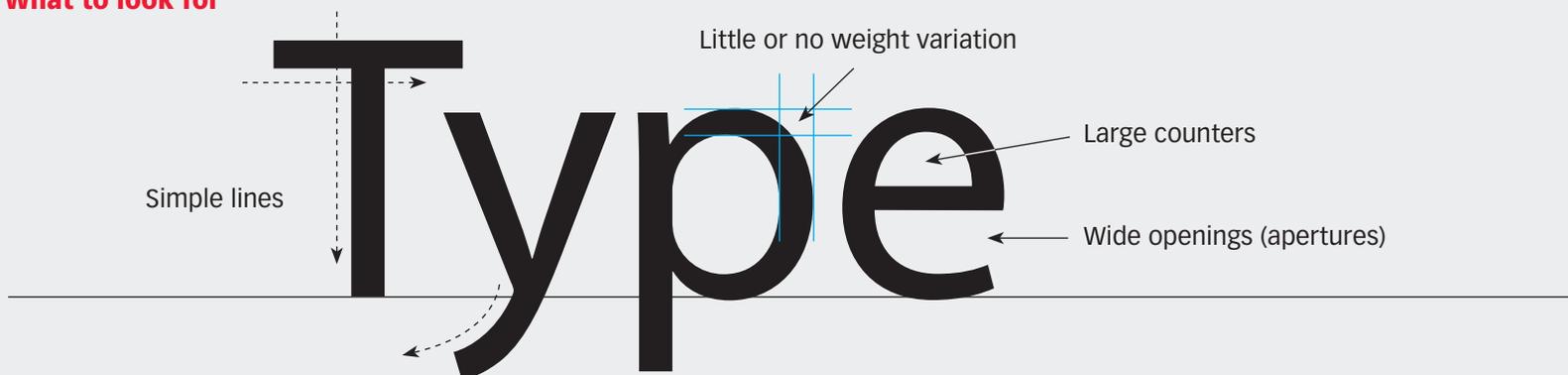


Use a faintly textured background

Use a clear typeface

Use a simple typeface that can be read easily from across the room. It should have clear, basic shapes and little or no detail. Think *plain*. Avoid all embellishments.

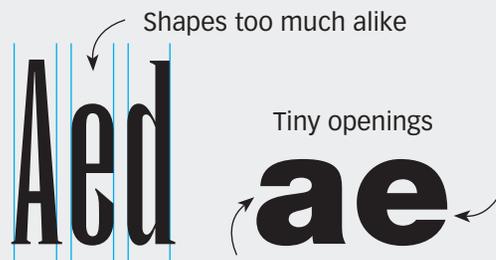
What to look for



What to avoid



Embellishments Outlines, shadows and other details reduce readability while adding a *lot* of visual noise.



Condensed and bold faces Clarity requires *difference*; condensed letters are too much alike. Bold letters have too-small openings for good legibility.



Extreme weight variations Large differences in stroke weight dazzle the eye. Superthin lines can disappear.

Make one point per slide

Remember, you are the show, and your slides are memory prompts. Highlight one point that sums up each part of your outline, put it on the slide, and speak everything else.

Before

Key Market Facts

High Traffic Volume:

- Over 22,000 vehicles on Howard Street and over 27,000 vehicles on Clark Street daily

Easily Accessible:

- 4 CTA stations, 1 Metro station, 8 bus routes

Rogers Community has Value:

- Lower commercial rents, increasing property value, homeowners with expendable cash

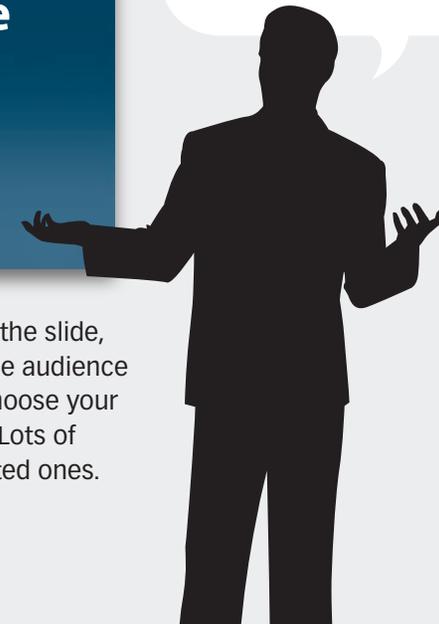
Too much information Look at this slide for 30 seconds, then cover it and see what you remember. It's too much, isn't it? Your audience won't remember it, either, and they *especially* won't remember a dozen of these. Divide your information into brief memory "hooks."

After

High Traffic Volume

Just enough Put only the memory "hook" on the slide, and speak everything else (right). This keeps the audience attentive to you and the slide show moving. Choose your hooks carefully, but use as many as you need. Lots of simple slides are preferable to a few complicated ones.

The Rogers Community is a magnet for shoppers! This can be seen in its consistently **high traffic volume**. More than 22,000 vehicles use Howard Street, and more than 27,000 vehicles use Clark Street every day!



Add points one . . . at . . . a . . . time

Alternatively, when you have many points to make under a common heading, keep your audience on track by cycling in successive points one at a time on a single slide.

Key Market Facts

High Traffic Volume

Key Market Facts

High Traffic Volume

Easily Accessible

Key Market Facts

High Traffic Volume

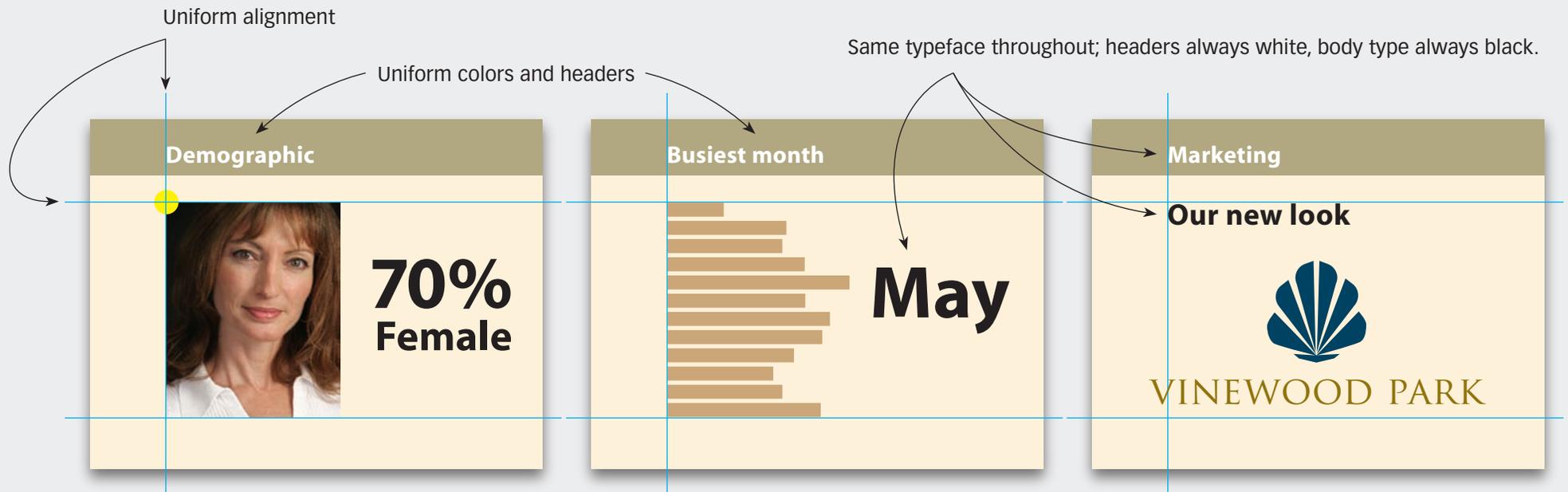
Easily Accessible

Rogers Community has Value

On a single slide, successive points appear as you get to them in your speech. The standing head (“Key Market Facts”) helps your audience remember what your points relate to. This should be unnecessary for a short list, but it’s helpful for a long list. Note that as each new point cycles in, the previous point fades back. All are brief.

Unify with layout

Content—especially graphical content—can vary a lot. Hold it together with repetitive color, typestyle and layout. Divide the slide into zones, and stay within those zones.



Align the photo to the top left grid corner (yellow), and extend it to the bottom if you can. Note the left margin aligns with the header above it.

Align the chart in the same way. Rectangular objects such as charts and photos are best at holding together a rectangular space.

Align the type Unlike the rectangles, funny shaped objects with indefinite edges need your good eye. In this case, the center-weighted logo looks correct only in the center of the slide; the head ("Our new look") remains aligned to the left.

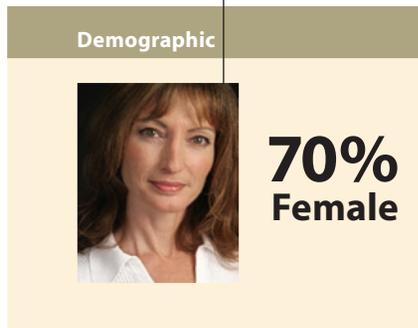
One point per slide, even if it has graphics.

Article resources

9 10 11 12 13



14 13



15 16



17 18



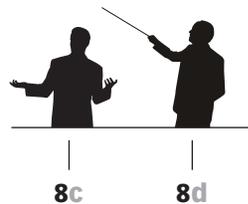
14



8b



1 (All typefaces above are set in Myriad Pro Bold)



Typefaces

- 1 [Myriad Pro Bold](#)
- 2 [Futura Condensed Bold](#)
- 3 [Helvetica Rounded Bold Condensed](#)
- 4 [Zebrawood Regular](#)
- 5 [Linotype Didot Headline](#)
- 6 [Runic MT Condensed](#)
- 7 [Helvetica Neue Std Black](#)

Images

8 (a-d) iStockphoto.com | [a](#) [b](#) [c](#) [d](#)

Colors

- 9 C15 M25 Y100 K80
- 10 C0 M90 Y100 K60
- 11 C20 M50 Y100 K40
- 12 C0 M35 Y100 K15
- 13 C0 M5 Y15 K0
- 14 C35 M30 Y55 K0
- 15 C0 M0 Y0 K100
- 16 C0 M0 Y0 K35
- 17 C80 M20 Y0 K70
- 18 C55 M15 Y0 K50



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Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

Design advisor **Gwen Amos**

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Print

Format: Landscape
Page Size: Fit to Page

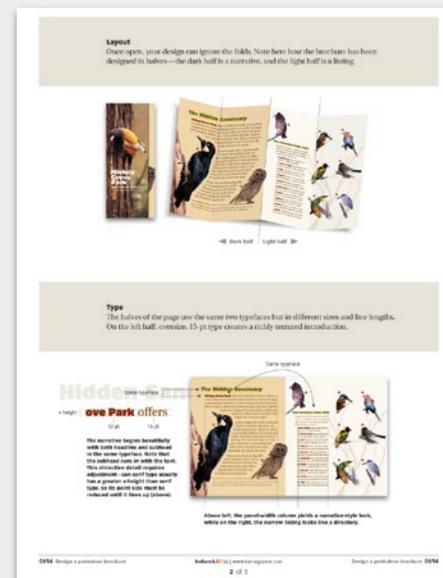


Save

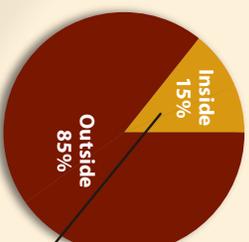
Presentation format or
Paper-saver format

For paper-saver format

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Shopping Preference



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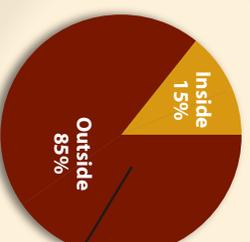


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presentations

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Use a faintly textured background

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What to look for

Simple lines

Little or no weight variation

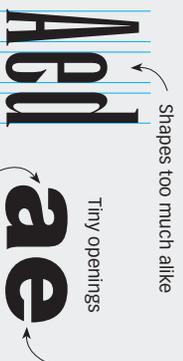
Large counters

Wide openings (apertures)

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Key Market Facts

- High Traffic Volume

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- High Traffic Volume
- Easily Accessible

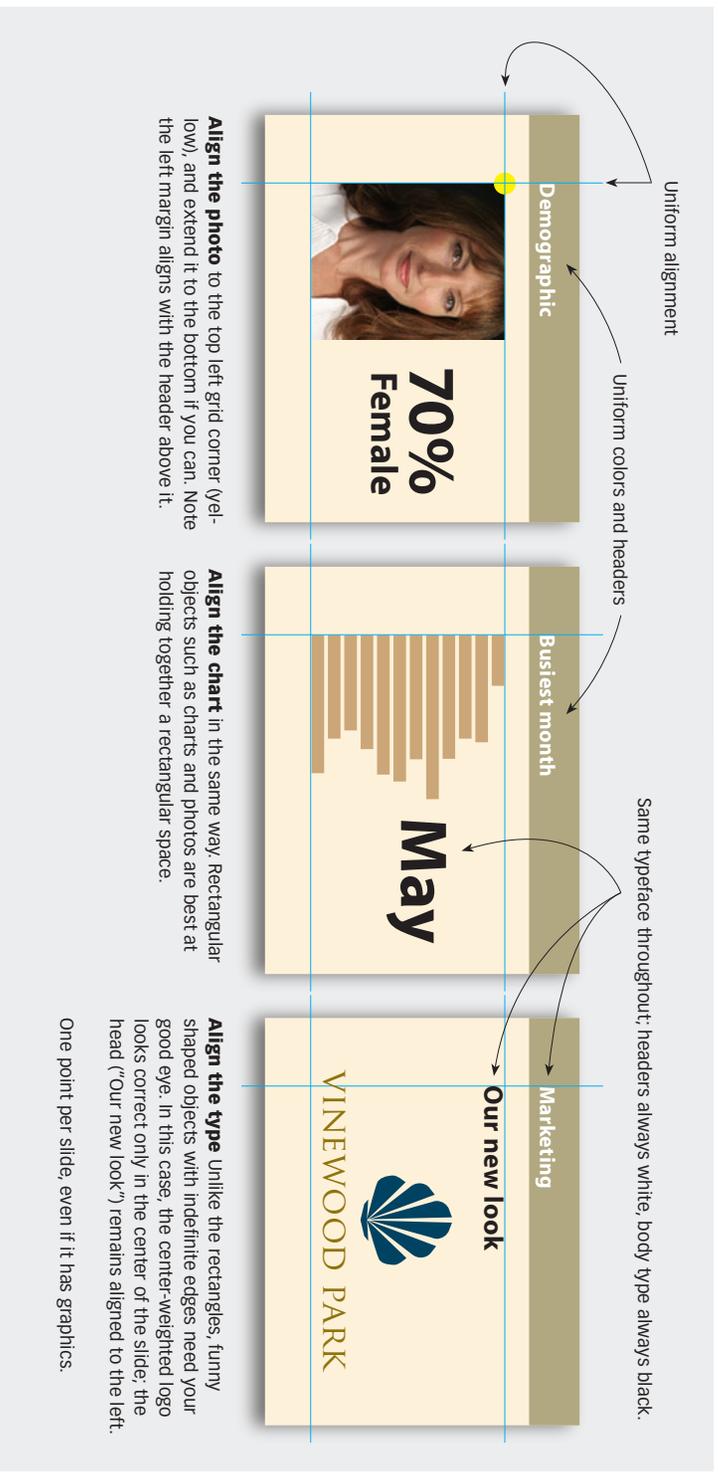
Key Market Facts

- High Traffic Volume
- Easily Accessible
- Rogers Community has Value

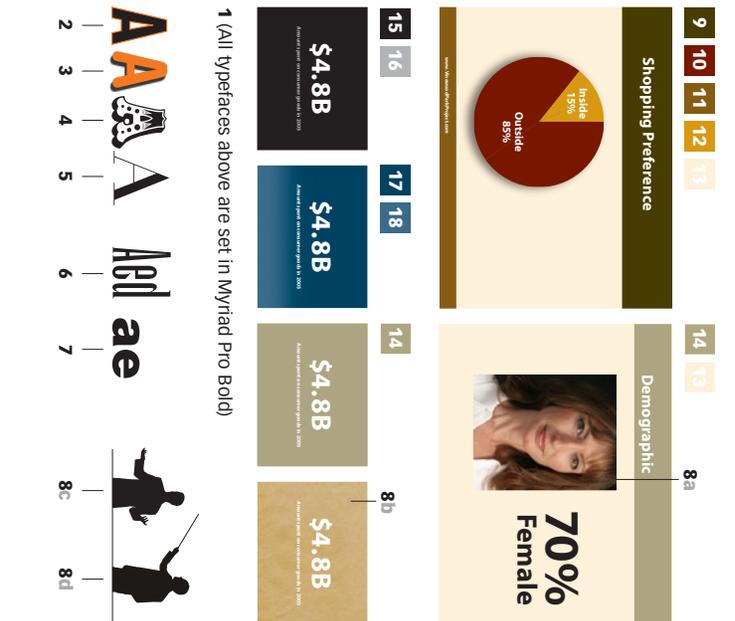
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