

Global Diversity CfP Day Munich

Slide Design

By Núria Peña

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**We all like a good story. And as
in any good story, the scenery
is a key element.**

**+ Help to convey
a message**

+ Personality

**+ Helps remember
structure**

**⊘ Be the main
character**

⊘ Distracting

**⊘ Become a
teleprompter**

10 tips for designing rocking slides.



1. One page, one point

One page, one point.

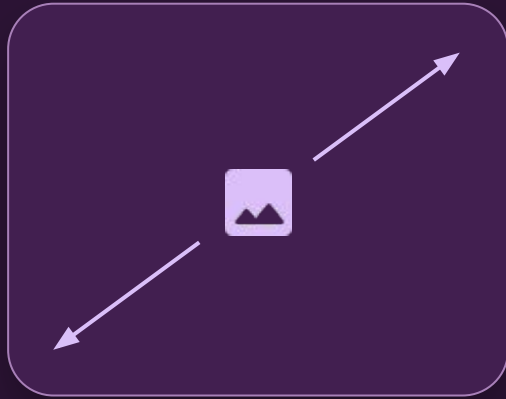
In 1973, Gorge Lucas submitted “The Star Wars,” to Universal Studios and United Artists.

- Both studios passed, saying the far-flung sci-fi extravaganza was too confusing and the script too long.
- The treatment was eventually picked up by 20th Century Fox head Alan Ladd Jr., who eventually make the movie in 1974.
- But the “final” screenplay Lucas turned in was more than 200 pages long, so Lucas excised the final two acts.

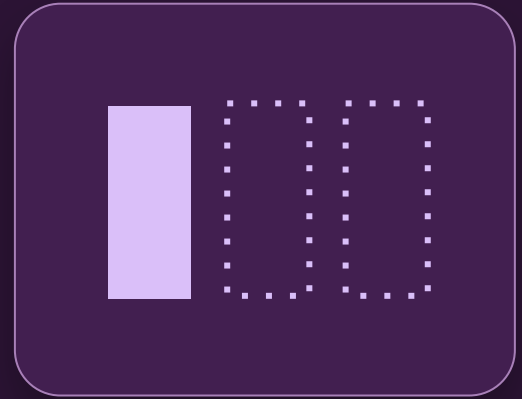
The script was made into Star Wars, and the final two acts would become The Empire Strikes Back and Return of the Jedi.

The initial Star Wars script was too long, so they had to do a trilogy.

One page, one point.



word





2. Be consistent

Be consistent

AT-ACT

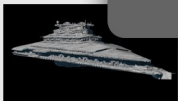


- Words
- Words
- Words

First Order Star Destroyer



Words



Words

Words

TIE FIGHTER

1. Words
2. Words
3. Words



AT-ACT



- Words
- More Words
- Words

First Order Star Destroyer



- V
- More Words
- Words

TIE FIGHTER

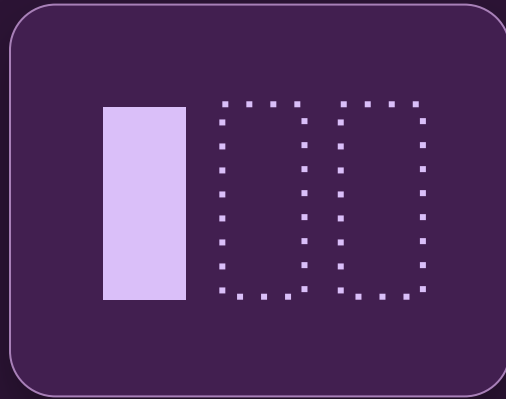


- Words
- More Words
- Words



3. Use the “Rule of three”

“The Rule of Three”



“The Rule of Three”

Main heroes of Star Wars?




All pictures used in this presentation are from **Wookieepedia & Starwars.com**

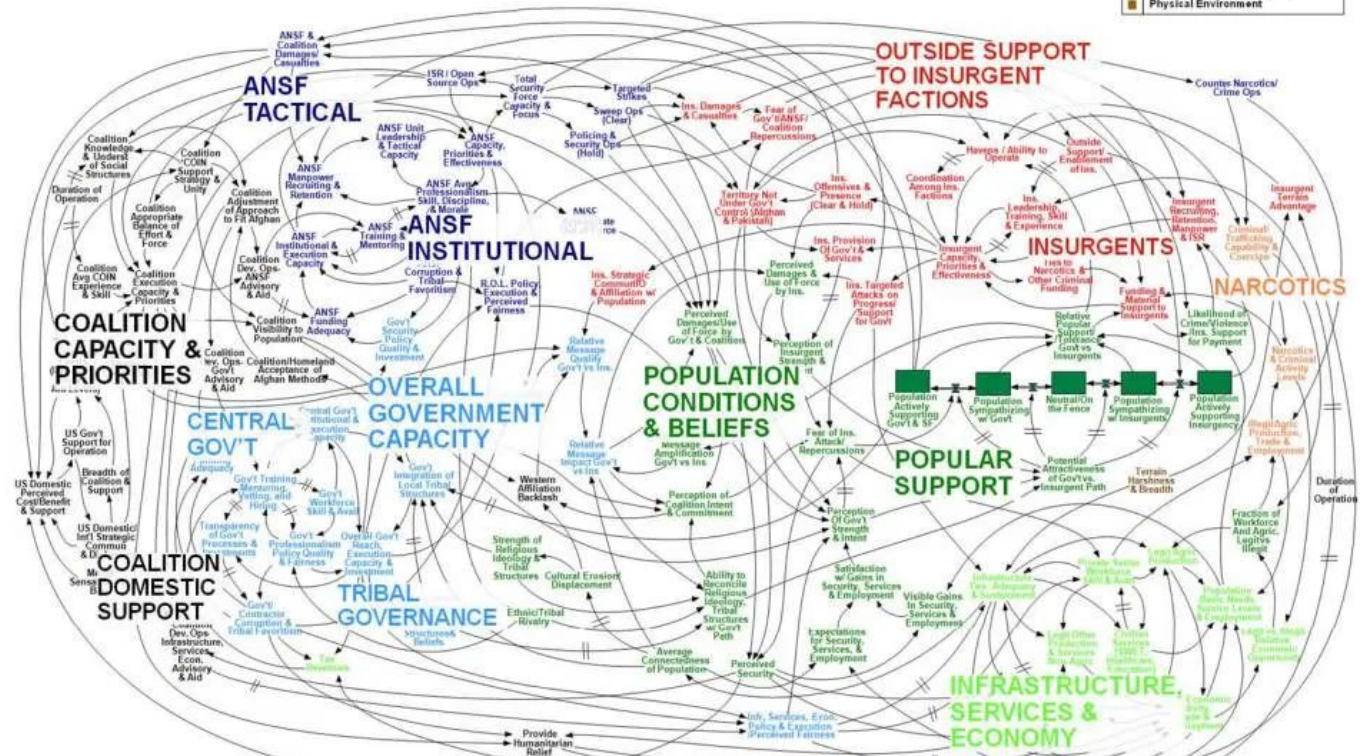


4. Make Text readable

Afghanistan Stability / COIN Dynamics

 = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

Go big or go home.



5. Use easy-to-read font

Use an easy-to-read font

*Fear is the path to the dark side.
Fear leads to anger; anger leads to
hate; hate leads to suffering. I sense
much fear in you.*

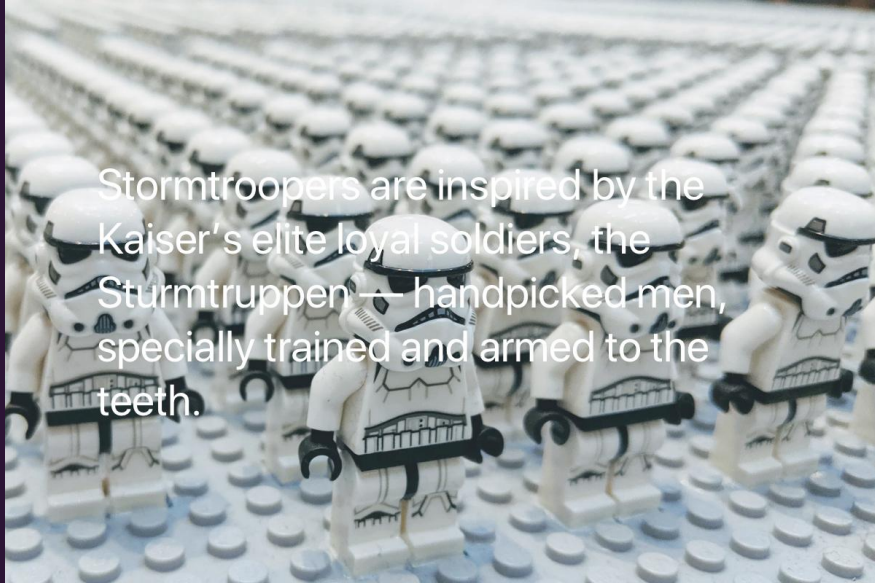
Fear

Fear is the path to the dark side.
Fear leads to anger; anger leads to
hate; hate leads to suffering. I sense
much fear in you.



6. Use enough contrast

Use enough contrast

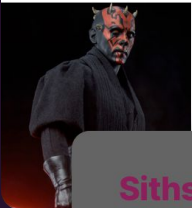




7. Use not more than 5 colours

Use not more than 5 colours




Darth Maul




Words
More Words
Words

Siths


Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aenean et mi.



"I find your lack of
faith disturbing"






Darth Maul




- Words
- More Words
- Words

Siths

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aenean et mi.



"I find your lack of
faith disturbing"





8. Use colour to draw attention

Use colour to draw attention

**“I find your lack of faith
disturbing”**

**“I find your lack of faith
disturbing”**



9. Use photos to enhance meaning

Use photos to enhance meaning

**The drought caused
the evaporation of any
water source**



**The drought caused
the evaporation of any
water source**



10. Go easy on the transitions.

Recap

1. One Page, one point
2. Be consistent
3. Use the “Rule of Three”
4. Make text readable
5. Use easy-to-read fonts
6. Use enough contrast
7. Use no more than 5 colours
8. Use colour to draw attention
9. Use photos to enhance meaning
10. Go easy on the transitions



List of Resources

Tools to design slides

1. Keynote
2. Microsoft Powerpoint
3. Google Slides (*online*) → www.google.com/slides
4. Canva (*online*) → www.canva.com
5. Designbold (*online*) → www.designbold.com

Free images source

1. Unsplash → www.unsplash.com
2. Pexels → www.pexels.com
3. Pixabay → www.pixabay.com
4. Creative Commons → www.ccsearch.creativecommons.org

Colour & Fonts tools

1. A11y Colours → <https://clrs.cc/a11y>
2. Khorma → <http://khroma.co>
3. Font Pair → www.fontpair.co
4. Color Safe → <http://colorsafe.co>

Books I

1. “Slide:ology: The Art and Science of Creating Great Presentations”

Nancy Duarte → [official link](#)

2. “Do you talk funny?” 7 comedy habits to become a better (and funnier) public speaker

David Nihill → [Amazon link](#)



Thank you!

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