
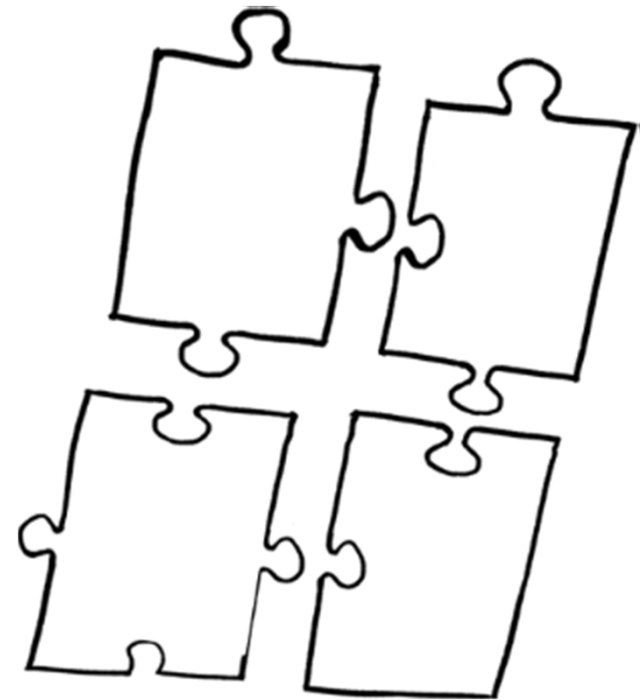


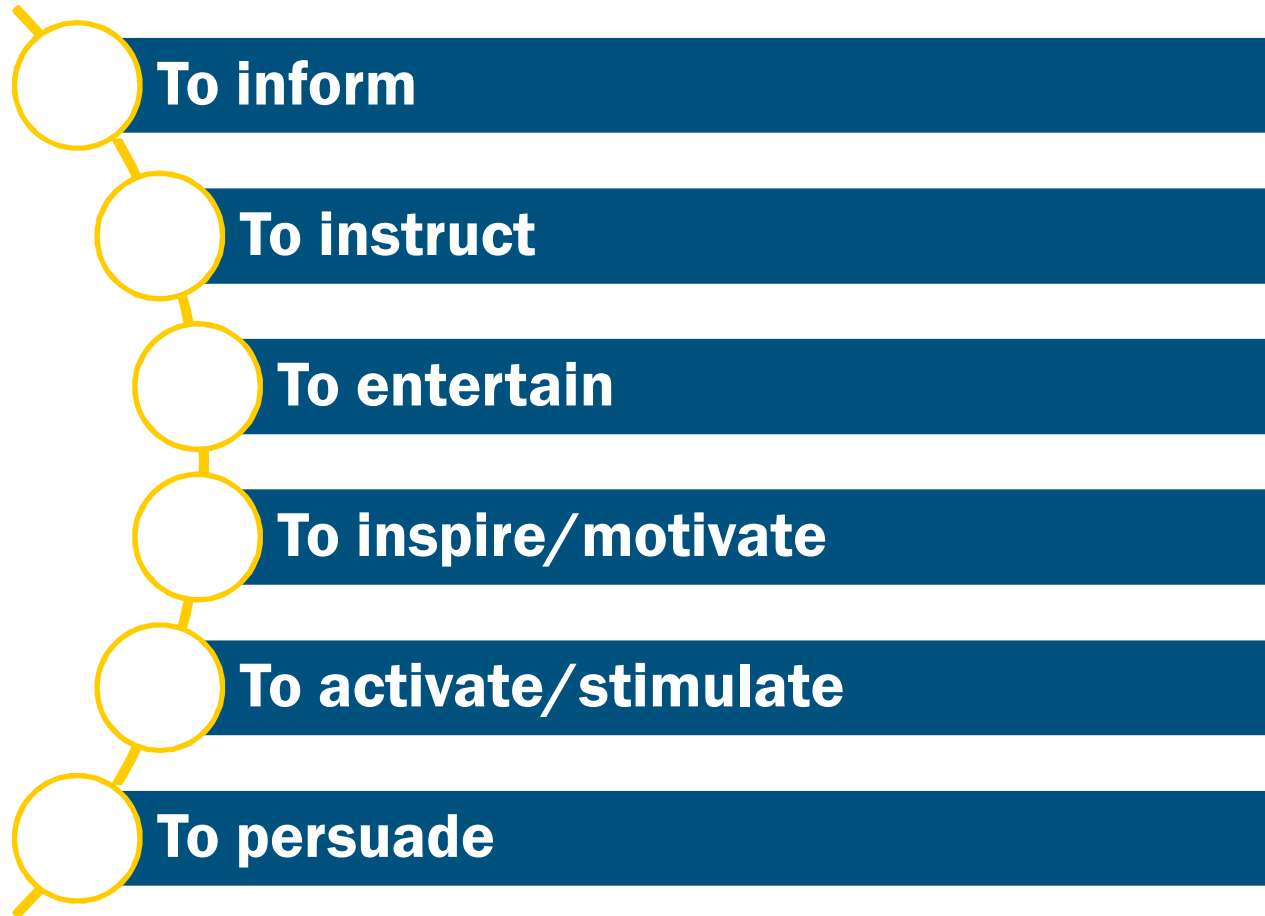
Presentation Design

Interreg Finance Management Camp
28 February – 3 March 2017 | Athens, Greece
 @InteractEU

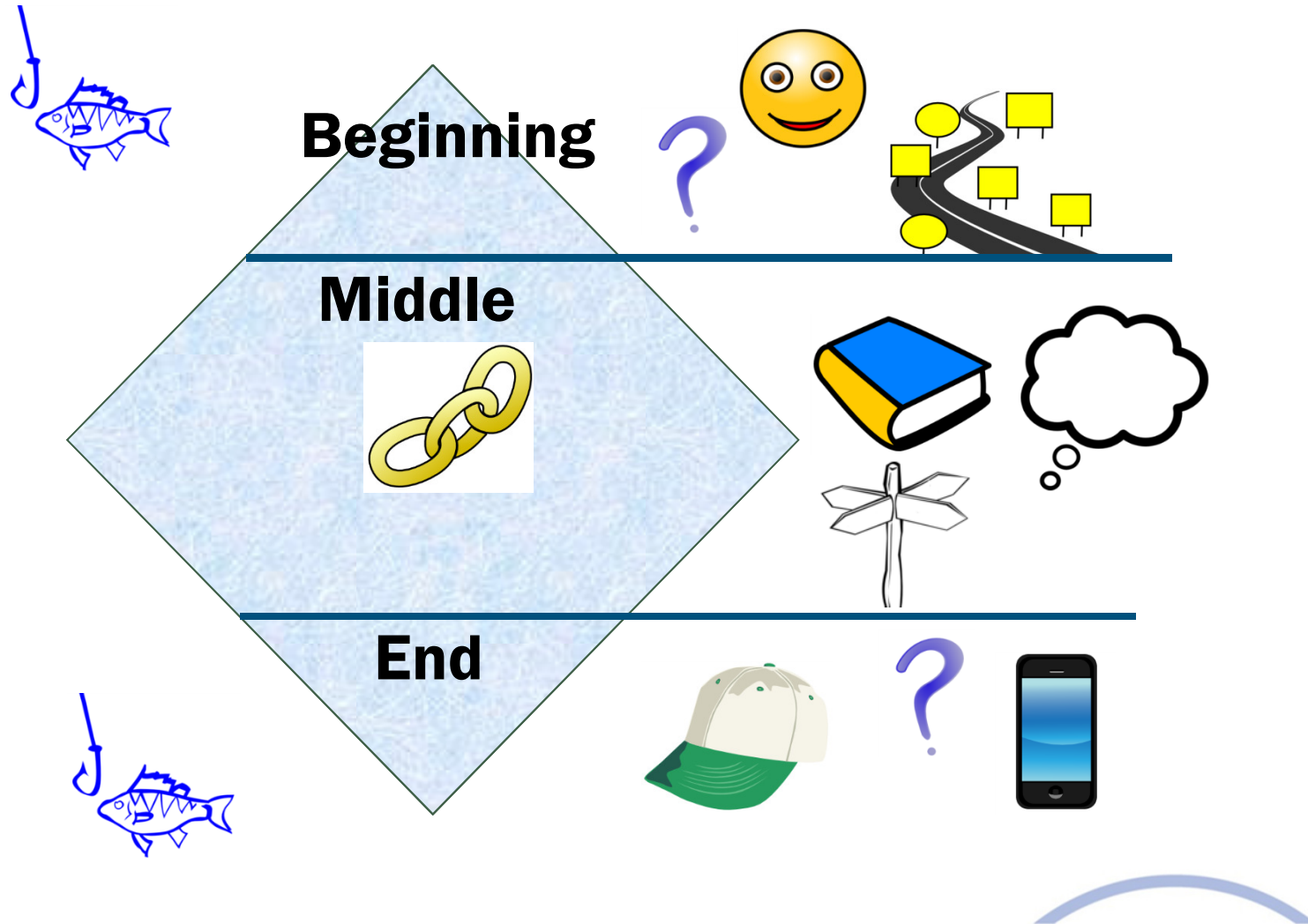
Polona Frumen, Interact Programme



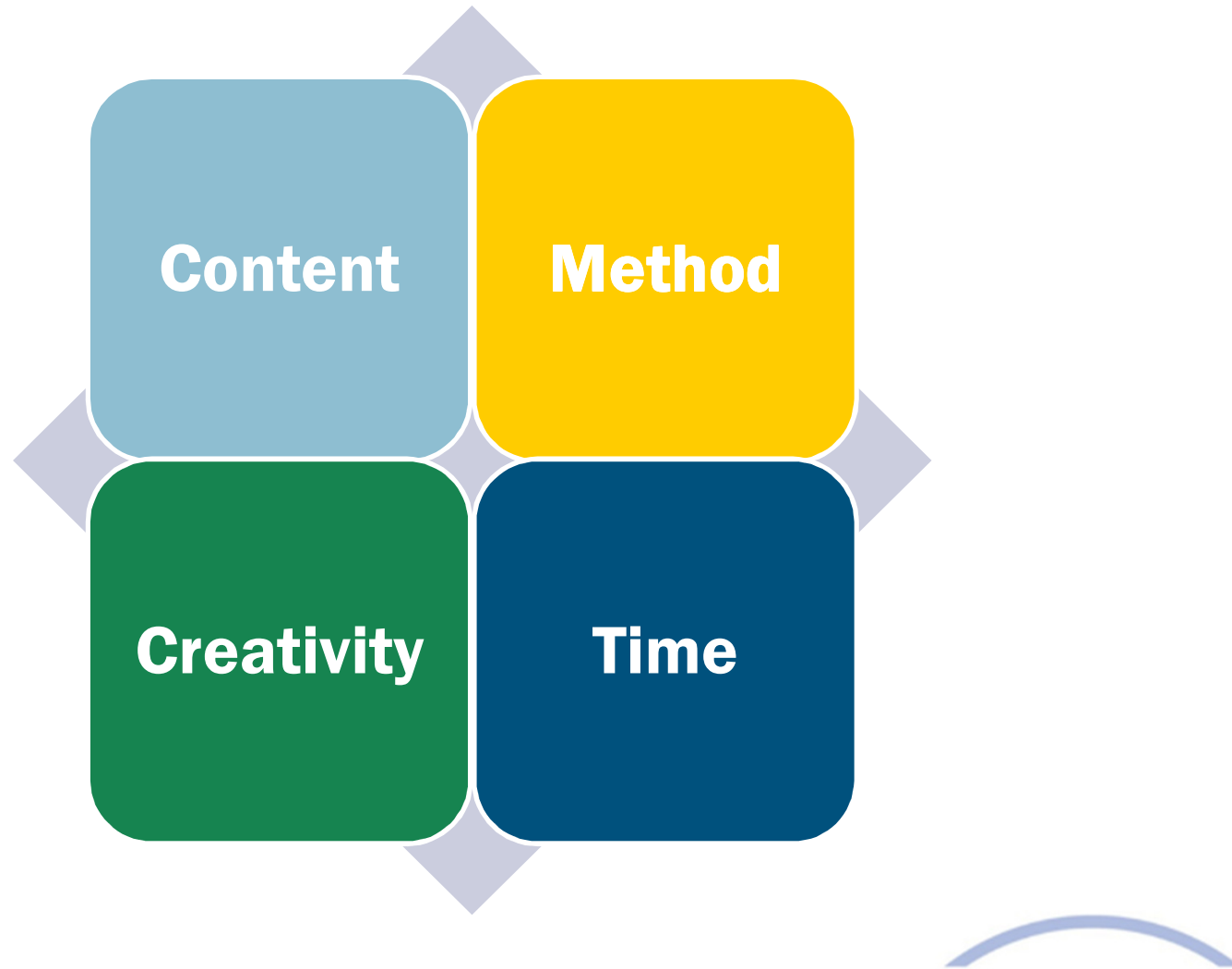
Presentation purpose



Designing a presentation



Good presentations are well-prepared



Conveying complex information

- Break your presentation down into manageable parts (chunks)
- Give structure to your presentation
 - Chronological sequence / structured steps
 - General to specific (overview to detail)
 - Problem first, then solution
 - Theory to practical
 - Positive information before less pleasant points
- Use examples, analogies and metaphores
- Tell a story / draw processes
- Continually ask “so what?”

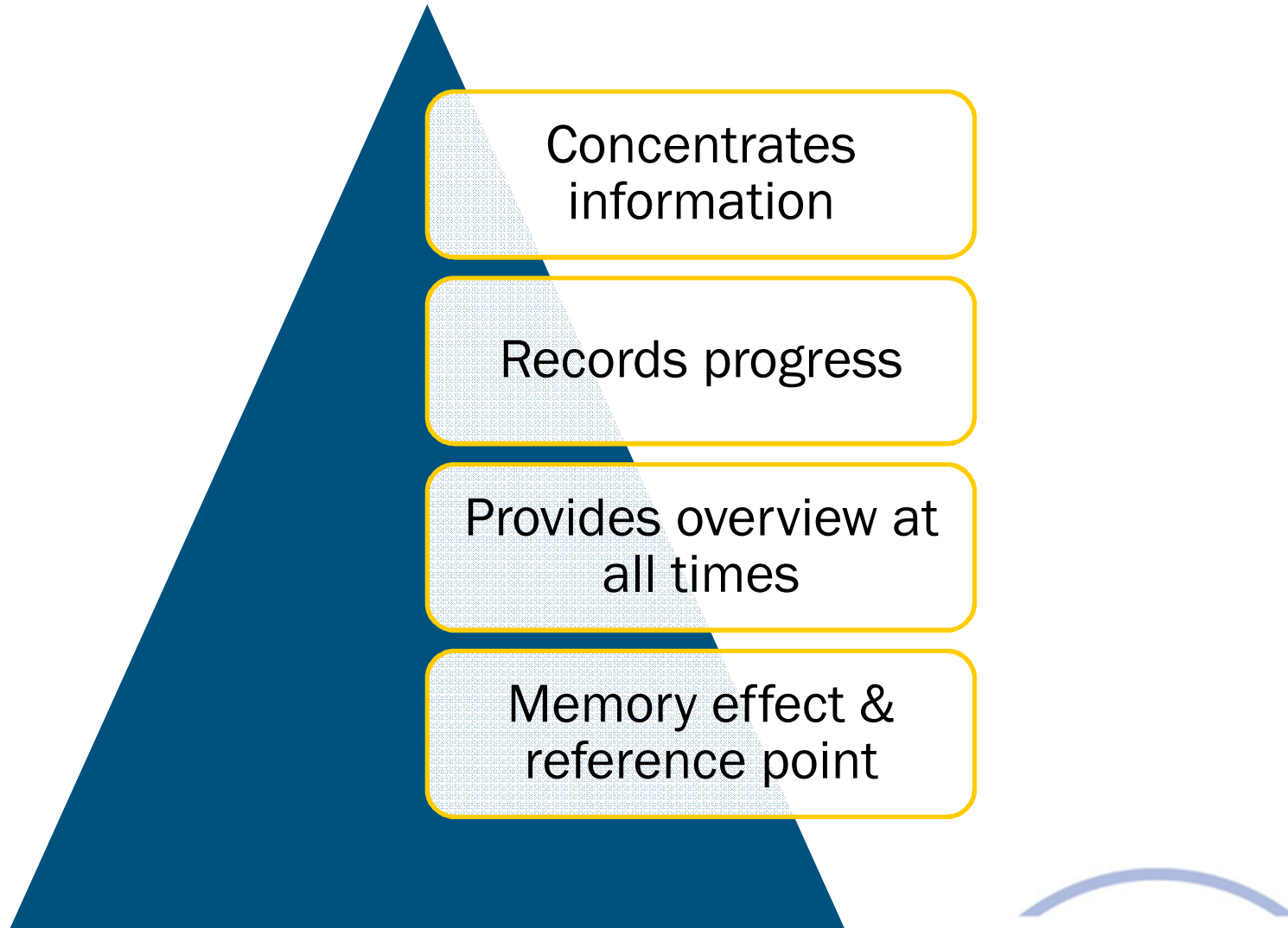


Visualising information

**75% of all people
process information
with their eyes**



Visualising information

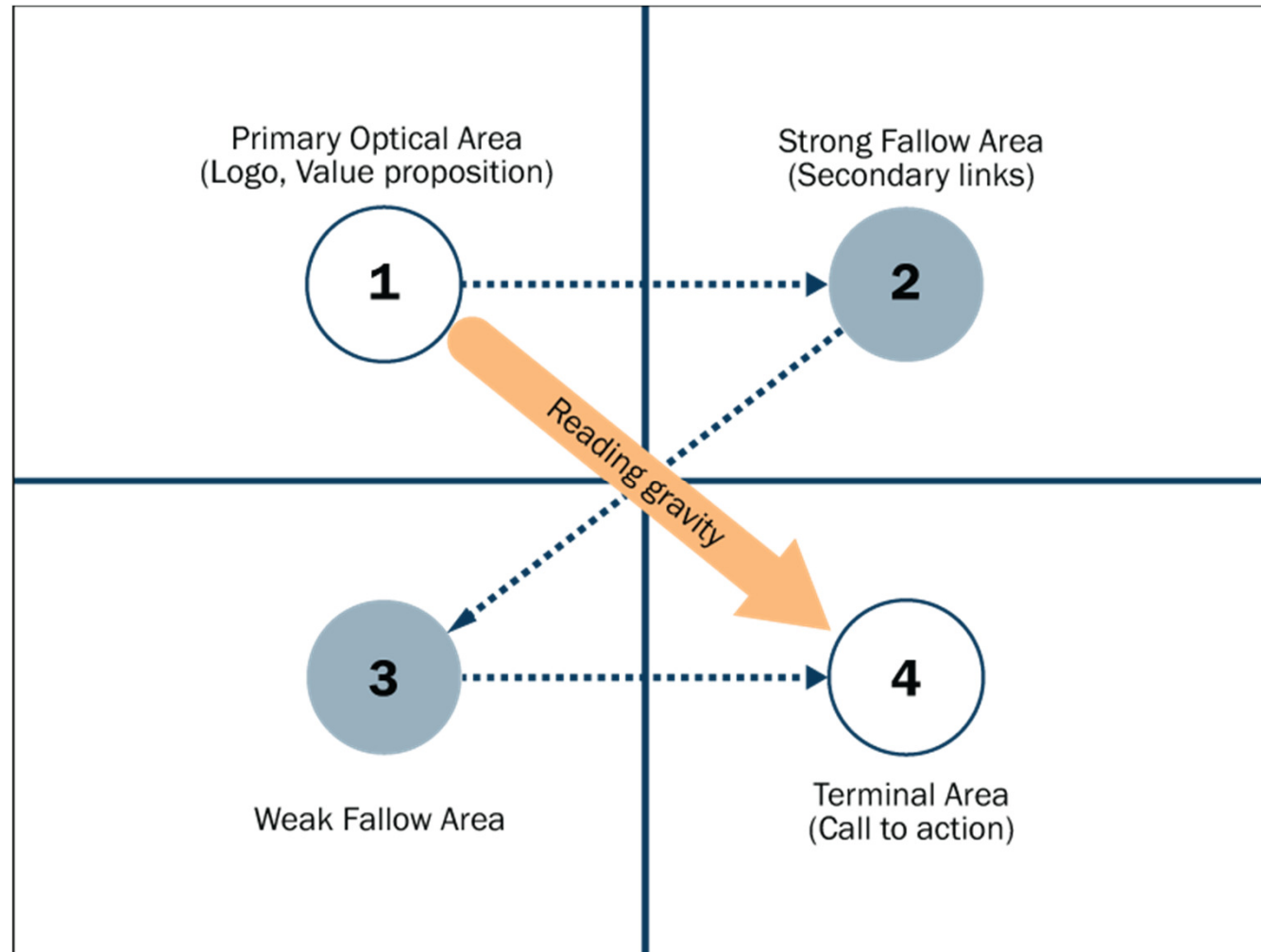


Presentation layout

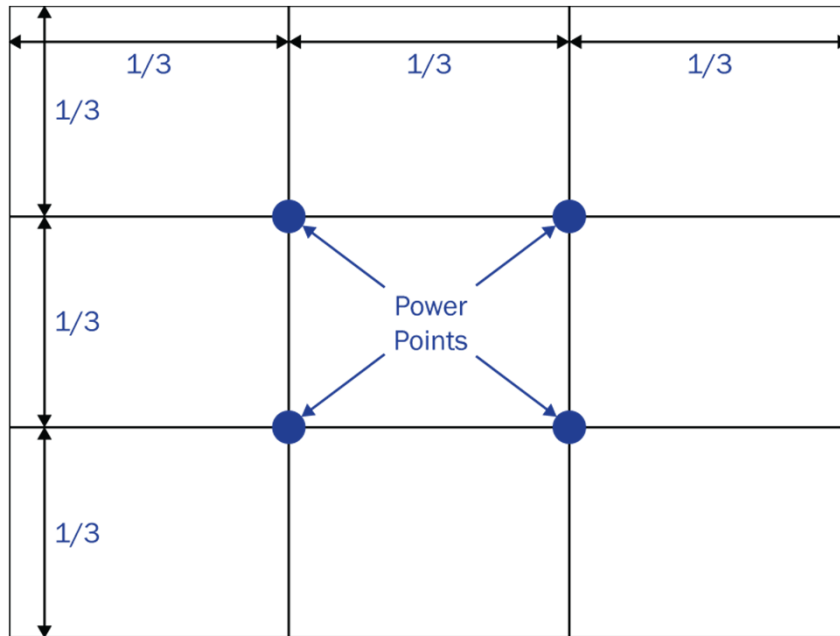
- Ensure uniform structure
 - template or consistent design
- Meaningful headline
- Less is more
 - 1 message per slide
 - max 6 objects per slide
 - avoid or minimise bullets
 - empty space is good
- Main elements at a glance
 - consider reading gravity
 - images aide memory (rule of thirds)



Gutenberg diagram



Rule of thirds



More tips can be found online

Website links:

- Presentation design trends 2017:
<http://www.slideteam.net/blog/17-presentation-design-trends-to-look-out-for-in-2017/>
- Less is more - avoid 'death by PowerPoint':
<https://www.youtube.com/watch?v=Mjc02ExtHso>
- Rules of thirds: <http://sixminutes.dlugan.com/rule-of-thirds-powerpoint/>
- Alternatives to bullet points:
<http://thelearningcoach.com/media/graphics/alternatives-to-bullets/>
- Presentation hooks: <http://blog.visme.co/how-to-start-a-presentation/>



Cooperation works

All materials will be available on:

www.interact-eu.net

Contact: Polona Frumen, polona.frumen@interact-eu.net