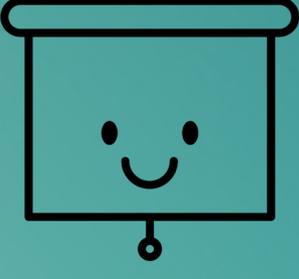


# The Do's & Don'ts of Slide Design

For Students



"Slides Should **Reinforce** Your Words, Not **Repeat** Them" - Seth Godin

## Audience

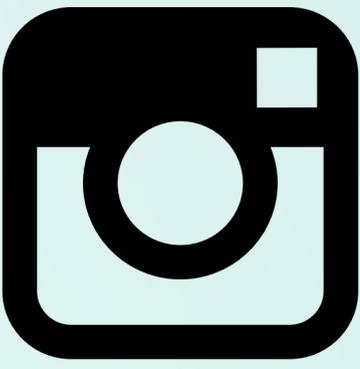
- DO Know your Audience
- DO Design FOR Your Audience

## Theme/Template

- DO use an Original Template
- DO consider using Textures as Backgrounds
- DO Choose No More than 5 colors and 1 Accent Color
- DO use a Color or Theme that Reflects the Tone
- DO use a Font that Matches Your Theme and Tone
- DO use a Bold Title and Opening Slide

## Layout/Slide Design

- DO use Visuals
- DO take Advantage of White Space
- DO convey One Main Idea Per Slide
- DO use Layering to Include More than One Idea Per Slide
- DO use the Same Layout for Slides that Have the Same Purpose
- DO use Icons as Visual Cues
- DO NOT USE Transitions
- DO NOT USE Animation (unless they are purposeful)



## Images

- DO use Single Images
- DO use Symbols
- DO cite Images
- DO add text to images with semi-transparent backgrounds
- DO use images that blend in to your background
- DO use CREATIVE COMMONS and Original Images
- DO NOT USE Clip Art, Stock Images, Watermarked and/or Pixelated Images

- DO use Visuals and Infographics
- DO use Numbers to Impact Your Design



100% Agree

## Data

- DO use No More than 2-3 Minutes (30 seconds is best)



You Tube

## Videos

## Text/Font

- DO be Consistent
- DO use a Sans Serif Font
- DO make Font Size No Smaller than 30
- DO use Size for Emphasis
- DO break Up Bullet Points in to Separate Slides
- DO use No More than 6 lines of text and No Sentences
- DO use No More than 3 Typefaces
- DO use Less than 15 words per slide
- DO let Quotes Stand on Their Own
- DO use Metaphors
- DO Double Check Grammar and Spelling
- Do make sure Font is Legible
- DO NOT USE Display Fonts for Body Copy

- DO be Consistent
- DO use No More than 5 colors and 1 Accent Color
- DO use Color to Draw Attention to Text



## Color

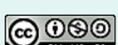


## Resources

75+ Articles, Slide Decks, and More

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Infographic created by

Lisa Johnson [www.techchef4u.com](http://www.techchef4u.com)

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