

# Slide Design





Jason Luther, circa 1996



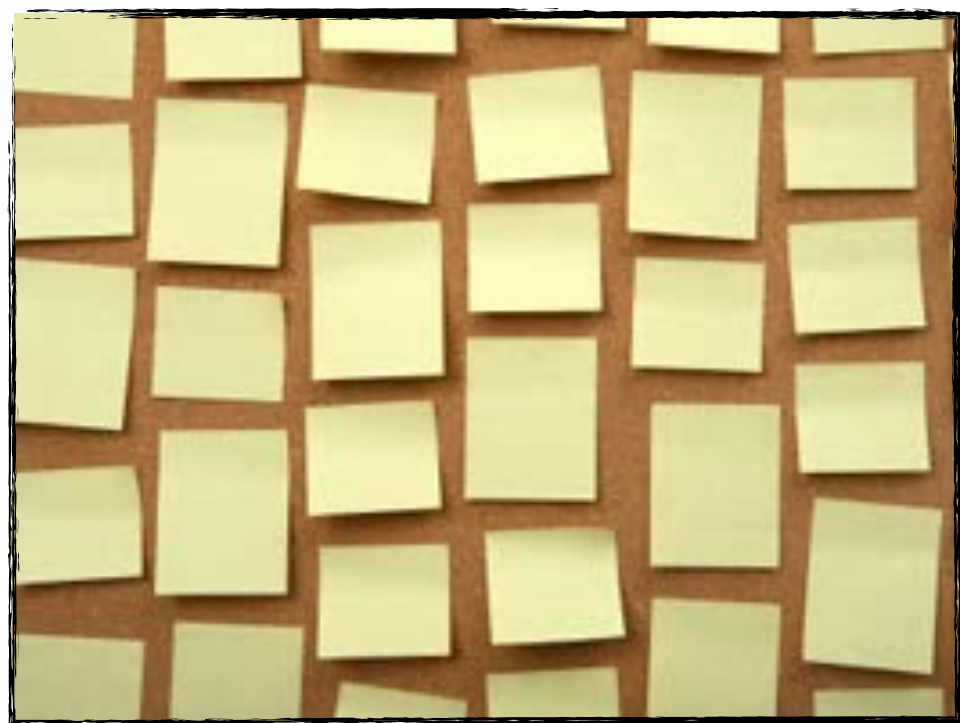
# **Internet Law**

# Brochures

Will Oldham

WRT 307

preparation



What's the venue like?

How much time?

Who is the audience?

What do I want them to think or do?

Good questions  
**rh**etic

What do they expect of me?

How can I help them?

What can I teach them?



What is my absolute **central point**?



slides



notes



handout



design

FOREWORD BY GUY KAWASAKI

# presentationzen

Simple Ideas on Presentation Design and Delivery



Garr Reynolds

New  
Riders

VOICES THAT MATTER™

“When it comes to software functions, I don’t think the challenge is to learn more, but to **ignore** more and **forget** more so that you can focus on the principles and the few techniques that are important” (9).


Simplify

Folks want to

listen



NOT read

- 
- **Internet = www, email, chat, etc.**
  - **A new, emerging mass medium**
  - **Intangible environments**
  - **Interpretations of the law**
  - **Information *on* the web**

**the end of bullets**

“No more than **6** words on a slide. **EVER.**”

-Seth Godin



**Reinforce**  
with images





Who's the audience?



Images

# screen grabs



command + shift + 4  
(+ space for window)



print screen key  
snipping tool



professional writing



+Jason [Grid] [Bell] [Plus] [Profile]

Web **Images** Shopping Books News More Search tools

[User] [Refresh] SafeSearch [Settings]



Sample



Style



Business



Technical



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# 4-factor balancing test



who's copying?

2

what's being copied?

3

how much is  
being copied?

4

what's the effect  
on the market?

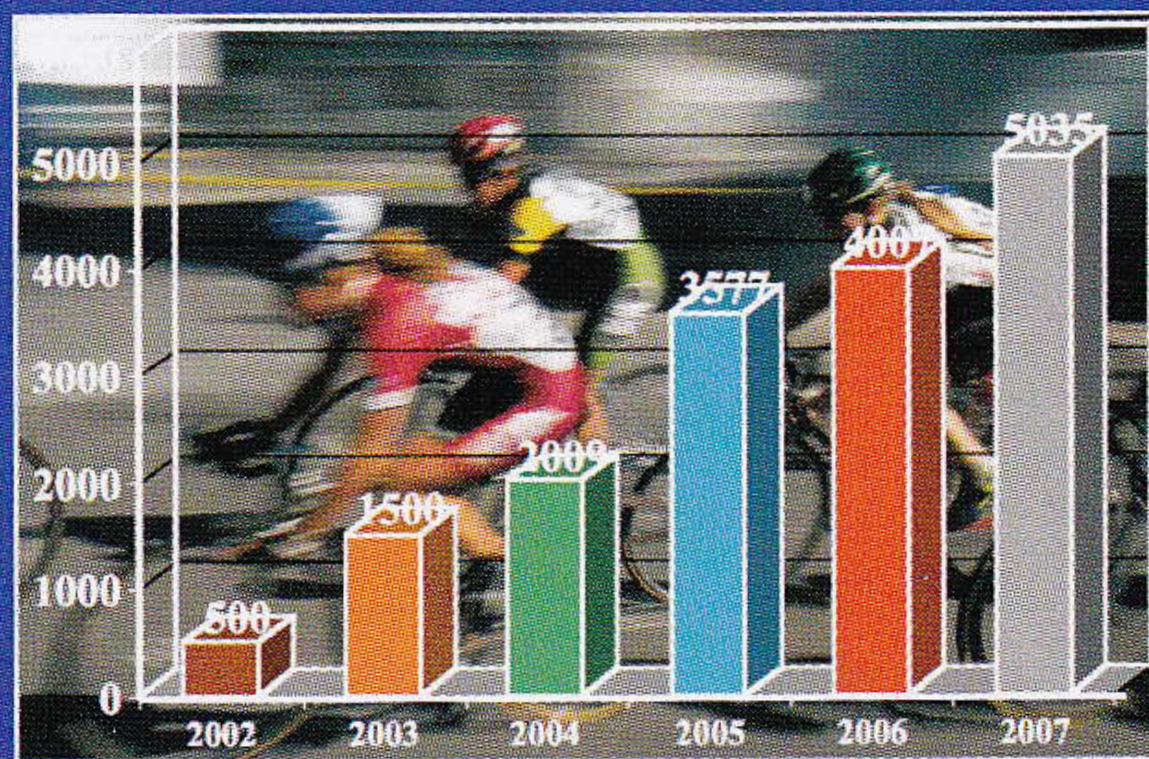


# Signal to noise ratio (SNR)

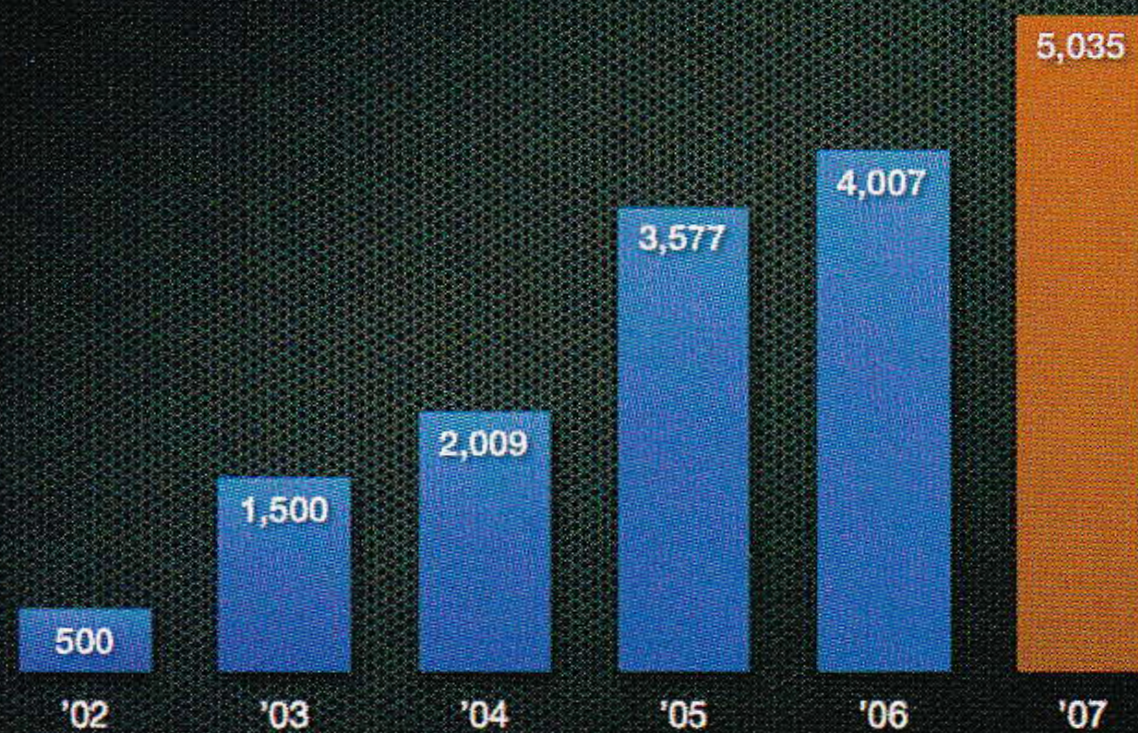
with **infographics**



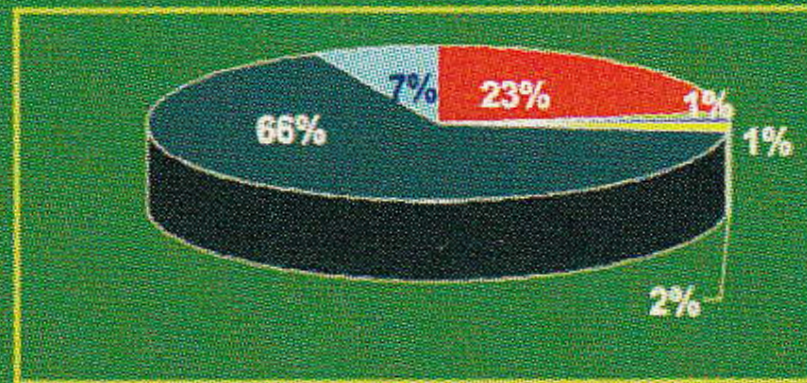
## Number of bikes sold (2002-2007)



## Over 5,000 bikes sold in 2007



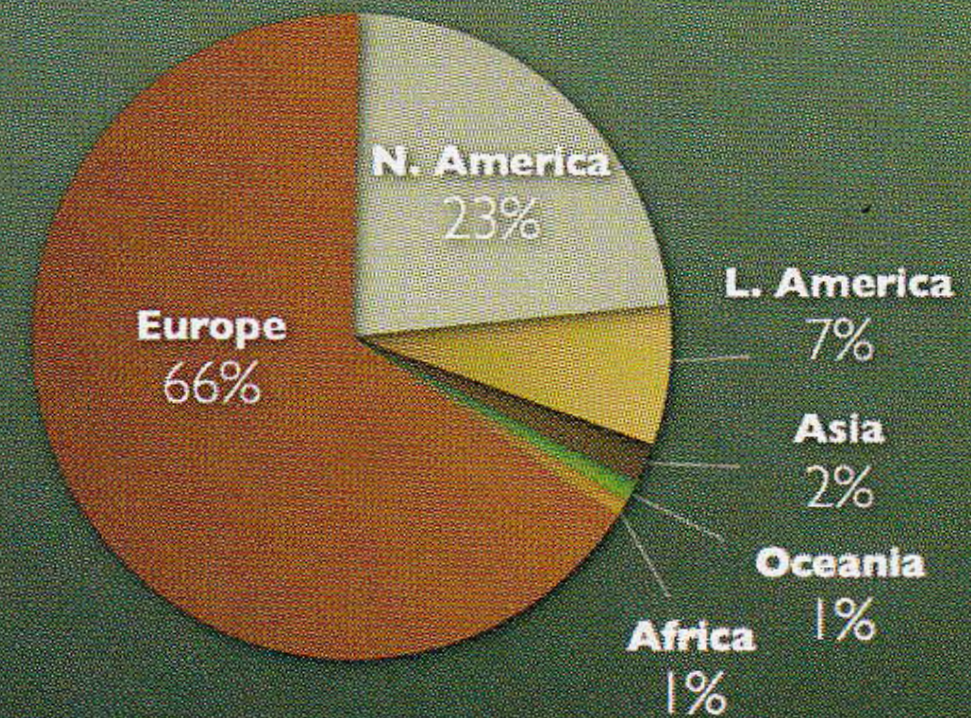
## Arable land in organic production



Source: SOEL-FIBL Survey '07

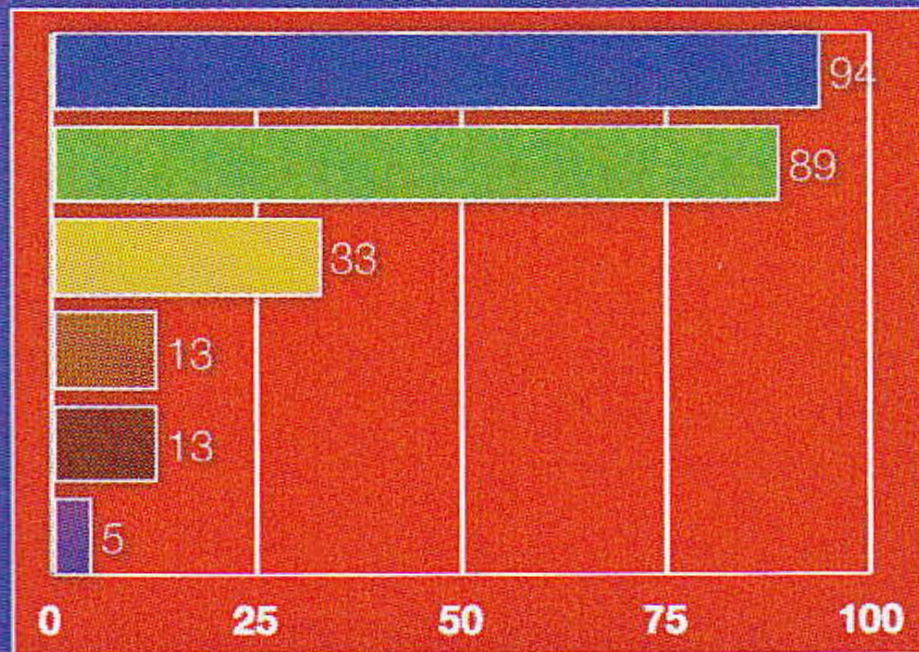


## Arable land in organic production



Source: SOEL-FIBL Survey '07

## Mobile phone internet connectivity rate

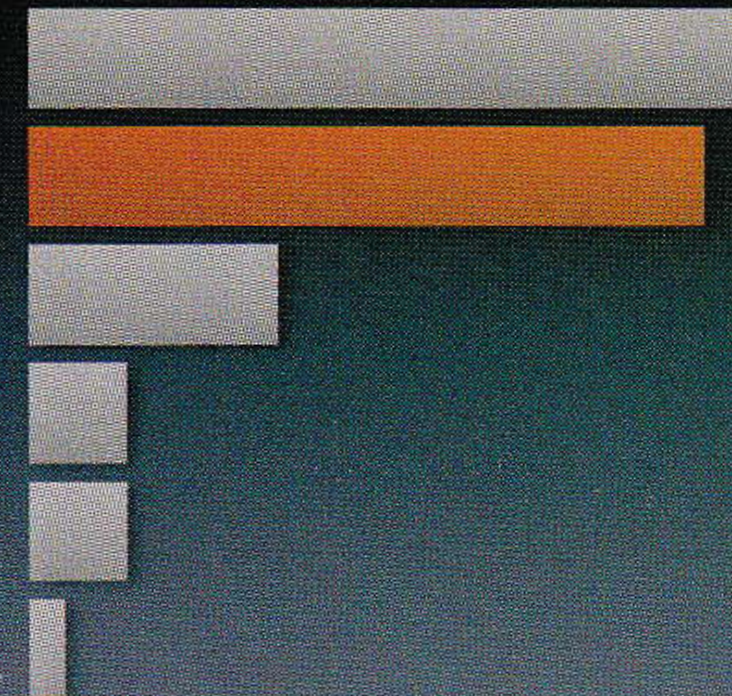


Percentage of mobile phones which are connected to the Internet (2004)

□ Japan □ S. Korea □ USA □ France □ U.K. □ China

## Mobile phone internet connectivity rate

<b>Japan</b>	94%
<b>South Korea</b>	89%
<b>U.S.A.</b>	34%
<b>France</b>	13%
<b>U.K.</b>	13%
<b>China</b>	5%



2004: Japan Ministry of Communications

Design elements

use empty space

colors

proximity

contrast

# Slideware



widely-used &  
compatible

limits design



visually inclined

Mac only



seamless animation

web-based

# Rules Introduction

★ use Keynote, PowerPoint, or Prezi

★ focus on as much or as little of the

intro as you want

★ use as many slides/frames as you want

★ no more than 6 words per slide

★ limit animation

★ no bullets

What's happening?

Why is that a **problem**?

What are the **alternatives**?

What did you **conclude**?