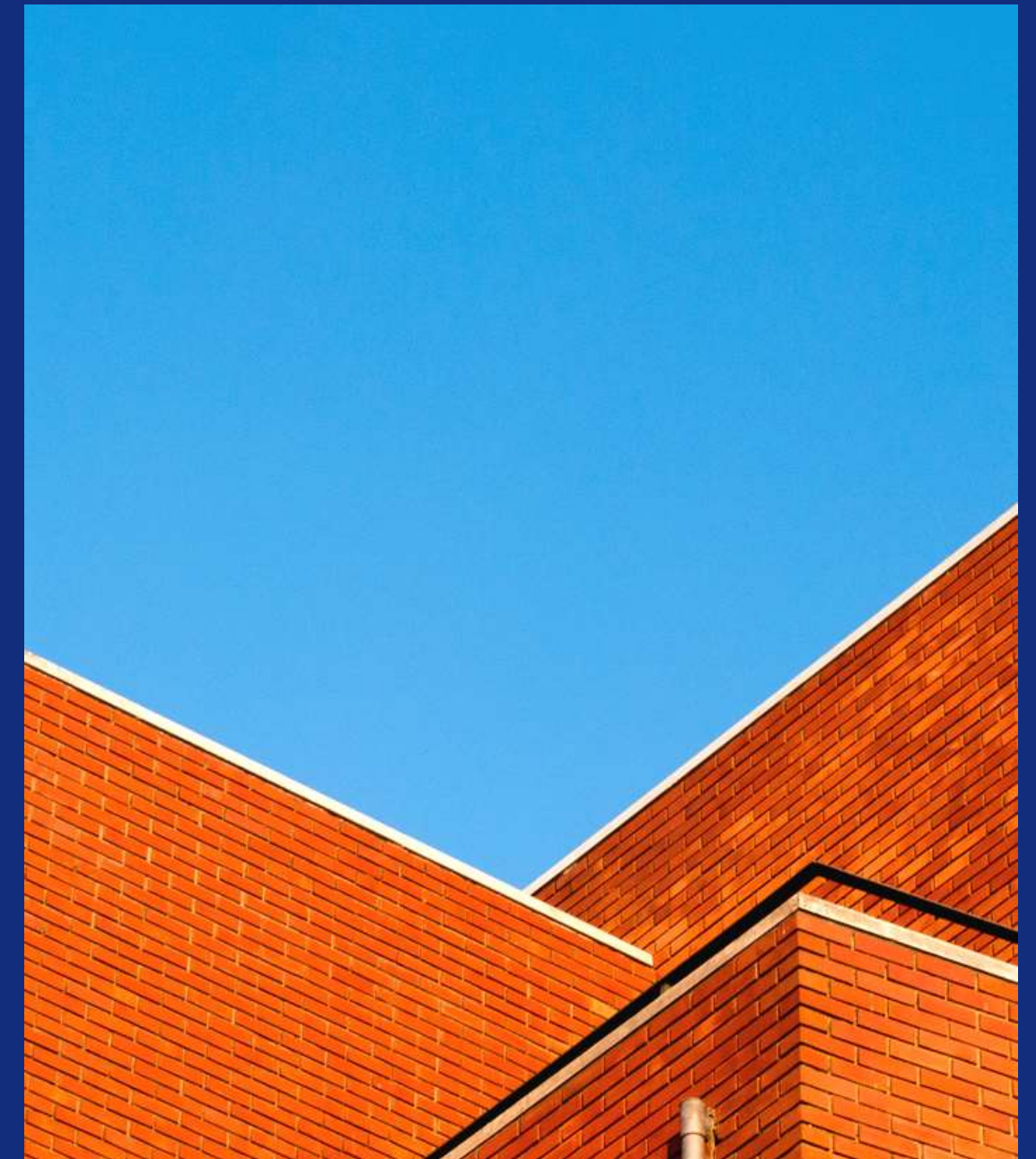


LEVEL 99

# Effective Slide Design Playbook

How to communicate with slides





# 1 THE FOUNDATION

What is “slide”?

Before the design

Main points and keywords

Bar graph, line graph, pie chart

Diagram and framework

# 2 THE ADVANCED

The application of color and text

The rules of table

The secret of space and picture

The power of contrast

The principle of animation

# 3 THE TOOLKIT

Slide master and template

Shortcut and customization

Ultimate resources

# Outline





# The Foundation



# What is “slide”?

Communication tool that helps your audience to accept your viewpoint, help them understand your mood, feelings and opinions

SLIDE IS NOT A REPORT



# Avoid “Slideument”

Slide is not a handout file for people to read after your presentation

This is an example of a “Slideument”

- It is a slide full of words and points to cover
- To avoid this slide from looking like a document, the presenters separately each line with a “bullet point”
  - To improve readability, indent level is adjusted to show sub points within a main point
- However, for the audience, they will have to choose whether to read your slides or to listen to you
  - Doing both is close to impossible
- So, instead of helping the presentation and the communication of the message, what the presenter does is only to flash out the slides and read the contents

# WHAT A SLIDE SHOULD BE

## Visual aid

Speaker dictates the slide, not the other way round.

## Simple

Less is often more.  
Replace text with image.

## Transmit message

Audience should understand the content at a glance.

## Content first

What do you want the audience to remember?



## Document

- Amount of text > 75
- Densely packed
- Use for discussion meeting



## Poster

- Amount of text > 50
- Clear, line by line
- Reading > Speaking



## Slide

- Amount of text < 50
- Focus on speaker, not screen
- Speaker needs more rehearsal

# Understand the differences

DO YOU READY NEED A  
PRESENTATION?

# Annual Turnover 6 Years Revenue: 1999-2004

1 Redundant information

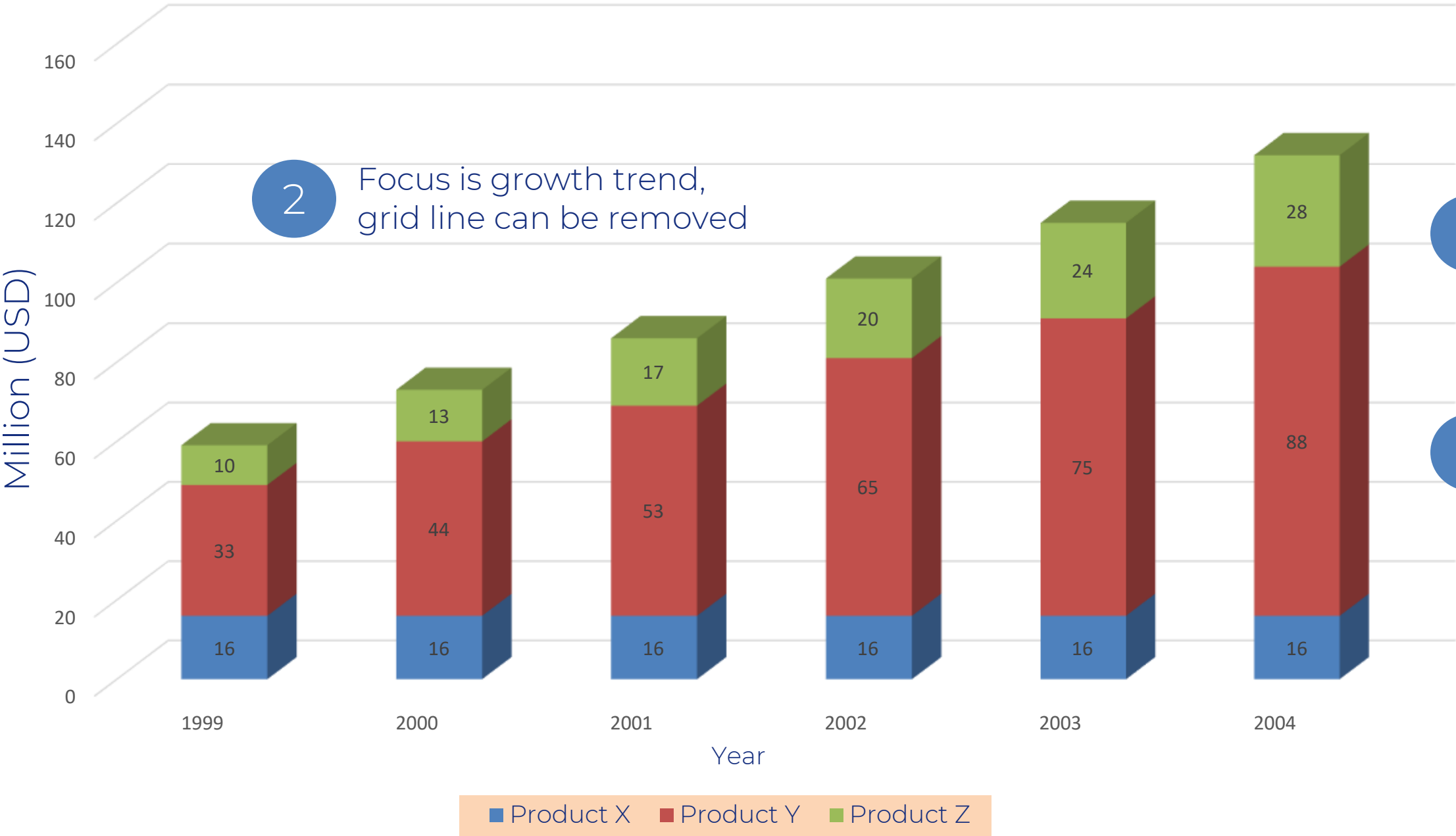
Compound  
annual growth  
rate  
  
17.7%

2 Focus is growth trend,  
grid line can be removed

3 If source of data is  
important, the font  
should be larger

4 Focus is on total  
turnover. Each  
product turnover  
can be removed

5 3D effect makes  
information  
harder to read



Source: WSJ





Annual Turnover  
Million (USD)

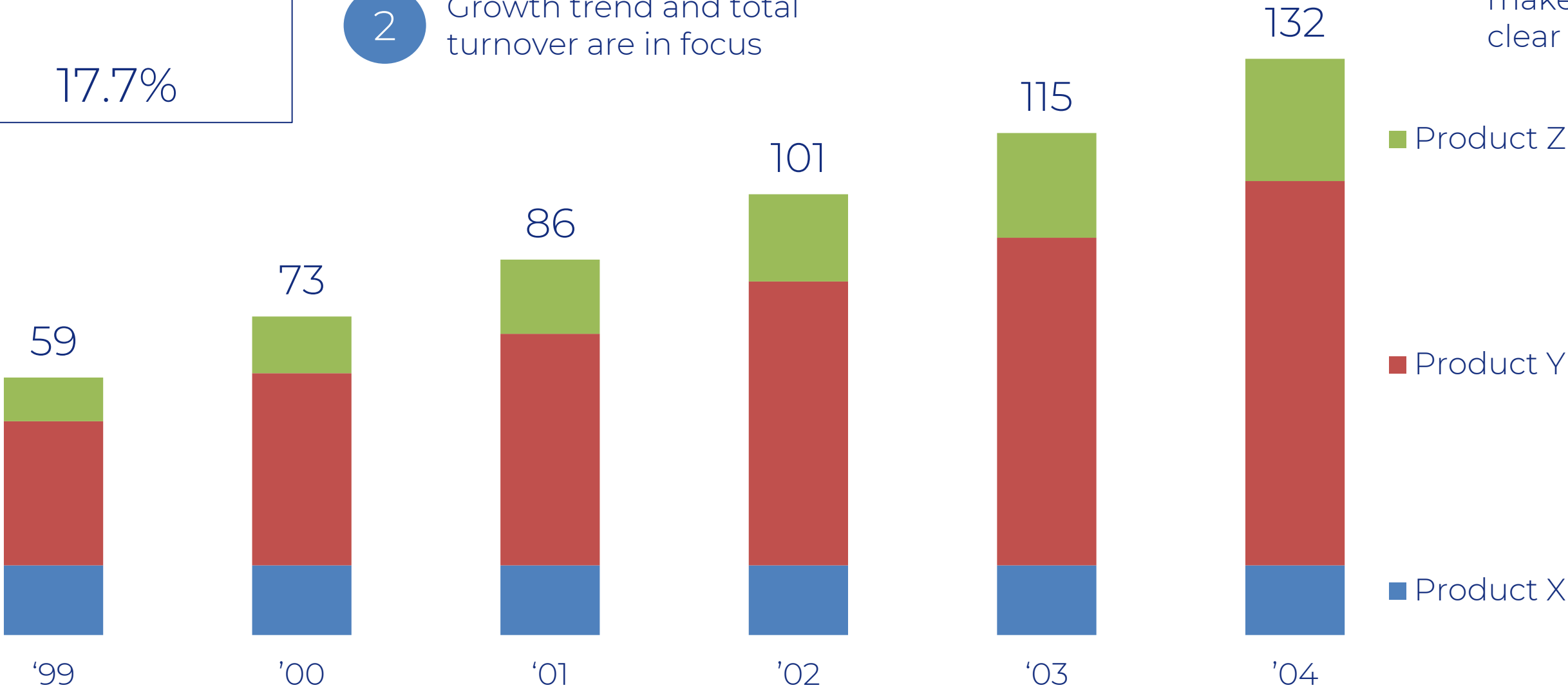
1 Redundant information removed

Compound  
annual growth  
rate  
  
17.7%

2 Growth trend and total turnover are in focus

4 Legend is repositioned to make information clear at a glance

3 3D effect and grid lines are removed



- Product Z
- Product Y
- Product X

Source: WSJ

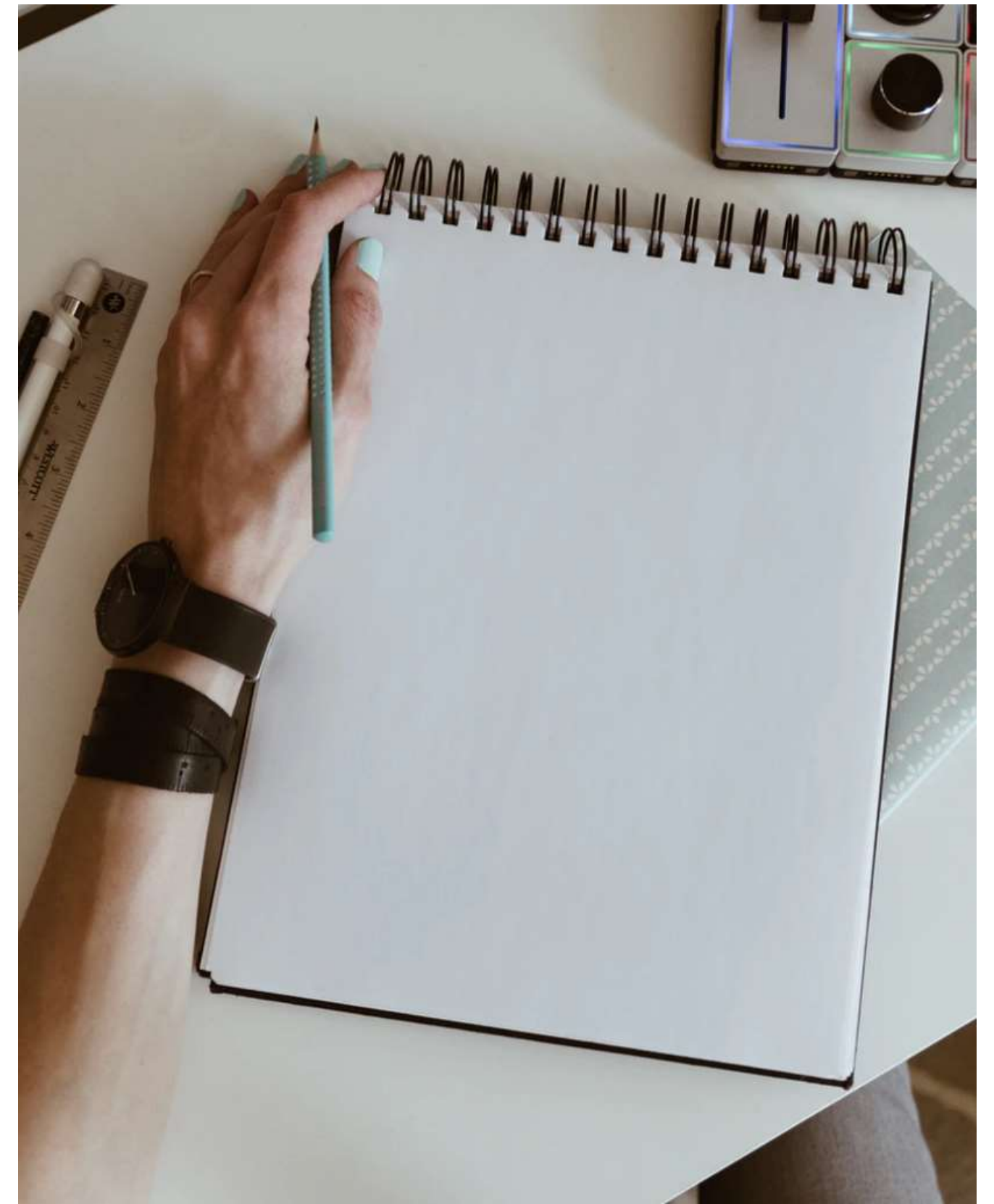


# Before the design

What do your audience want to know?

Presentation often fails because the content does not meet the audience's need

3 THINGS: PURPOSE + TARGET + TIME



# 1. PURPOSE

What do you want them to remember?

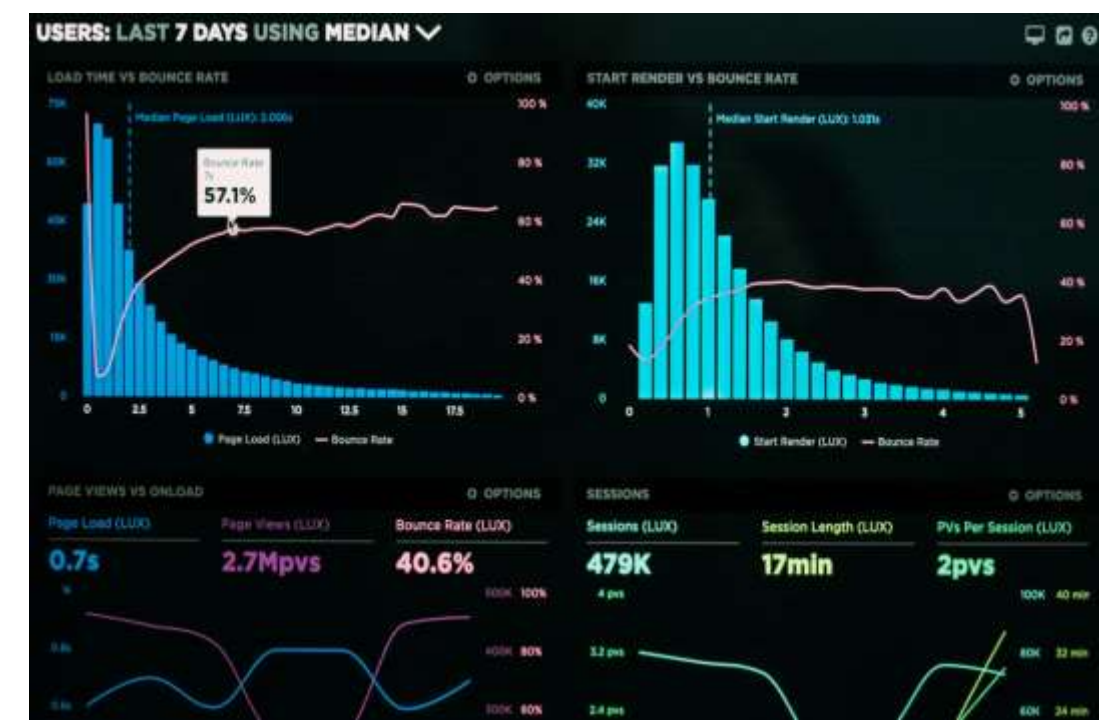
e.g. To decide, to persuade or to inspire?

**“To present” is not a purpose**

Thank you for your wonderful presentation is meaningless

**Remove anything that is not related**

Avoid presentation that is just a pile of data





## 2. TARGET

### **Know your target audience**

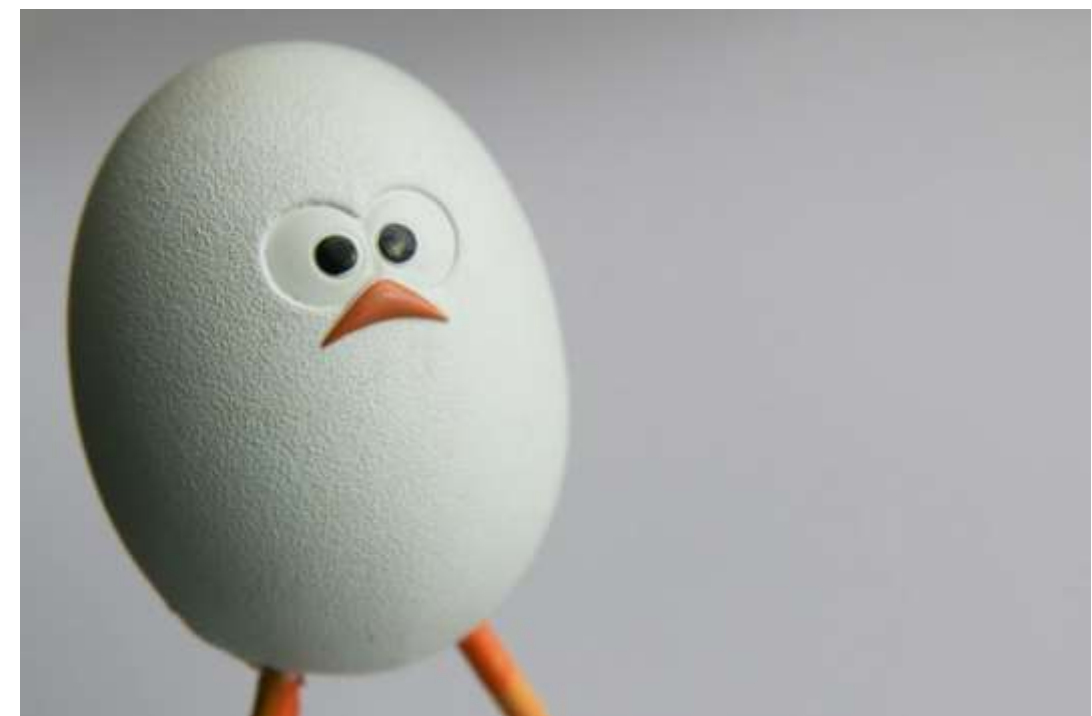
Language is different for junior employee vs senior executive

### **Know what your audience wants**

How much do they need to know?

### **Know your audience characteristics**

Gender, profession, age & expectations



## **Why are they here?**

Think from their  
standpoint

## **What makes them sleepless?**

What is the pain point  
that you are trying to  
solve?

## **How can you solve their problem?**

The benefit of your  
presentation

## **What will make them resist?**

The barriers your  
audience might face

## **What do you want them to do?**

Always ask “so what?”

## **What is the best mode of communication?**

Presentations are  
communication tools

## 3. TIME

### One-day

Re-use old template & change critical information

### One-week

Re-draw the charts & add new data

### One-month

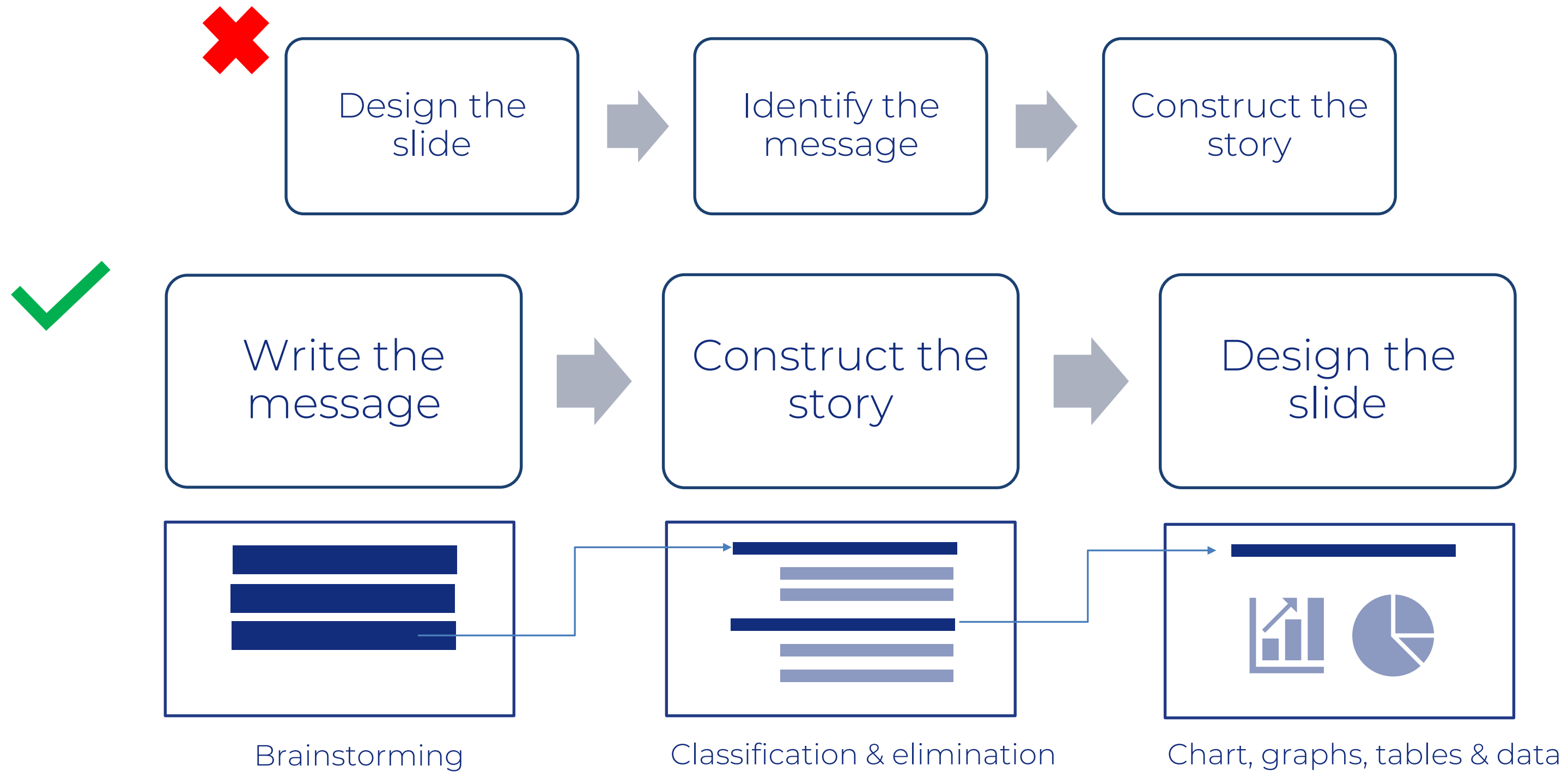
Re-do the template & have others to review





# THE CHECKLIST

|           | Section                   | Content                                 |
|-----------|---------------------------|---|
| Overview  | Theme                     | What is the general situation?          |
|           | Date                      | When do you need it?                    |
| Objective | Objective                 | e.g. Setup a new department             |
|           | Call to Action            | e.g. Hire a new manager                 |
|           | Long Term Goal            | e.g. Organization transformation        |
| Target    | Characteristics           | e.g. Age, gender, department            |
|           | Decision maker            | e.g. GM of the finance dept             |
|           | Concern                   | e.g. Budget                             |
|           | Knowledge level           | e.g. No stranger to organization change |
|           | Experience with presenter | e.g. First time encounter               |
|           | Dos and Don'ts            | e.g. GM likes data                      |
|           | Expected Response         | e.g. Reject the proposal                |



# Main Points and Keywords

Simplicity was Apple's ultimate competitive weapon

- Ken Segall,

Author of 'Insanely Simple: The Obsession That Drives Apple's Success'







No Fancy Design. Picture >  
Words

ONE  
MORE  
THING

Average < 20 words per slide

1,000  
songs  
in the  
pocket

The numbers have meaning

# Steve Job's Presentation

MASTER OF A DEMO



# SIMPLIFICATION PRINCIPLES

## Avoid paragraphs

Stick with 5 to 6 sentences per slide

## ‘ 1 ’ theme per slide

Information that cannot be classified in the same category should not be placed on the same page

## Reduce punctuation

Period can be confused as an unaligned bullet

## Remove link words

Remove words like "also, but, even..."

**In this section, I want to introduce brand A magic towel. Its biggest feature is super water absorption capacity. It can be used to clean your kitchen, bathroom, living room, window and balcony.**



The Foundation | Main Points and Keywords

# Magic cleaning towel with 3x water absorption





1. Avoid line  
break to  
reduce  
eyeball  
scanning



1. Avoid line break to reduce eyeball scanning

2. Emphasize keywords using **bold**, font size or color

3. Delete ~~meaningless~~ words

4. Turn adjective into numbers

5. Use graphics

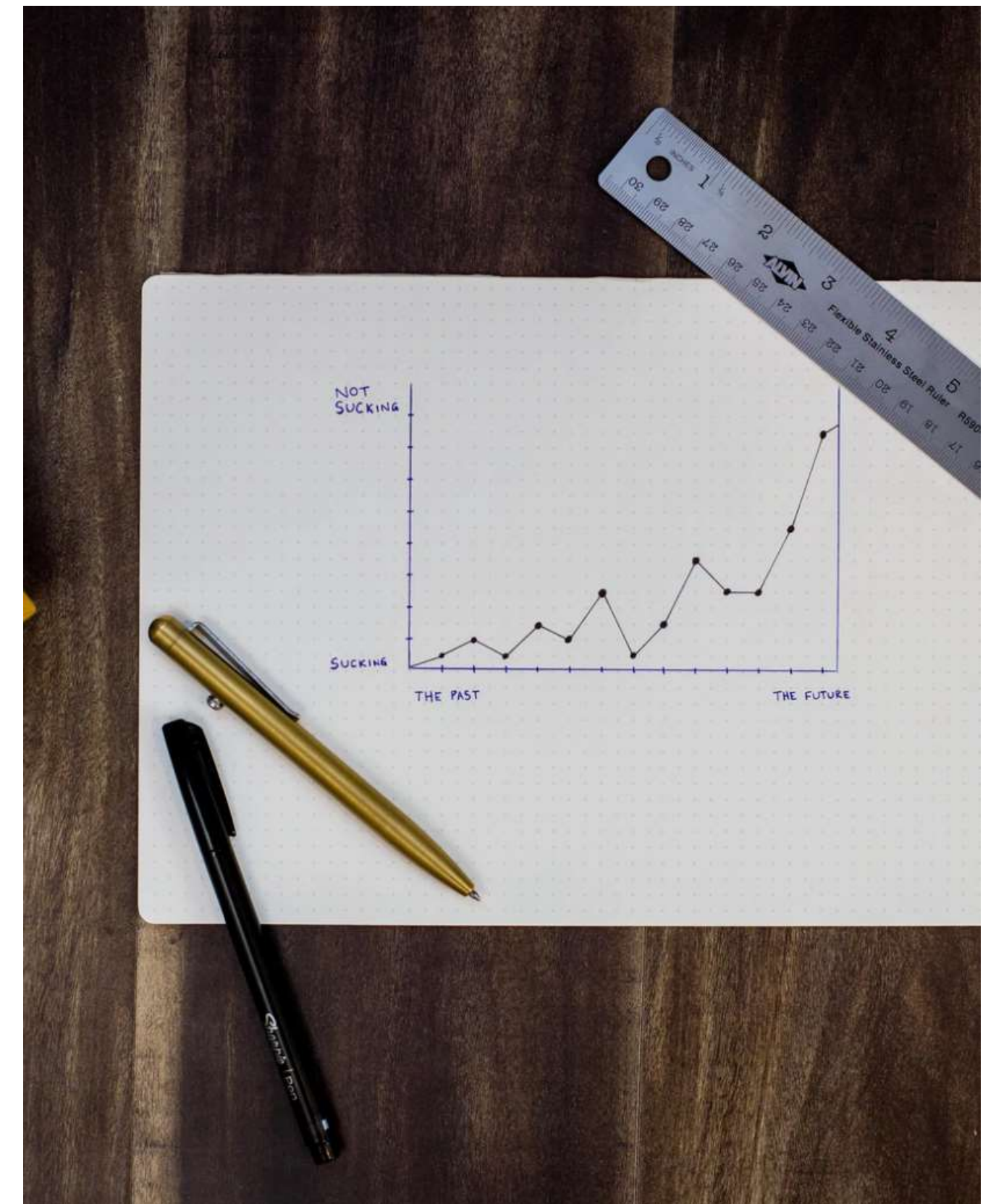
**Condense your  
content**



# Bar Graphs and Line Graphs

Easy to understand and suitable for trend analysis

Scatter graphs (dot graphs) are mostly used in scientific field and are less used in business setting





# BAR GRAPHS – TO COMPARE VALUES



## Accurate

Visually more accurate than pie chart that contains large set of data

## Two modes

Vertical axis = numbers (sales, performance)

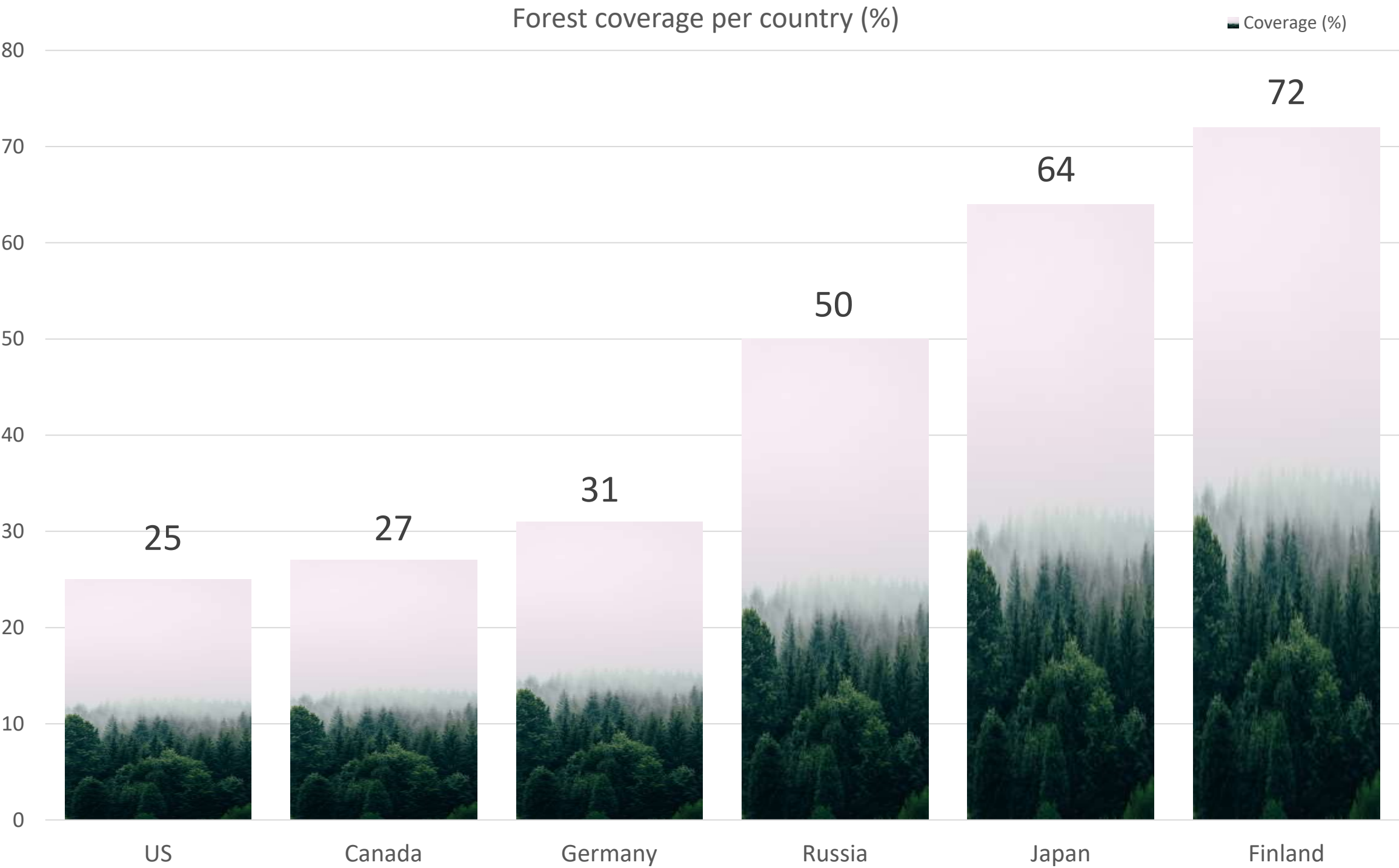
Horizontal axis = discrete & independent items

## Spacing matters

The space between strips must be wider or the same as the width of the strips

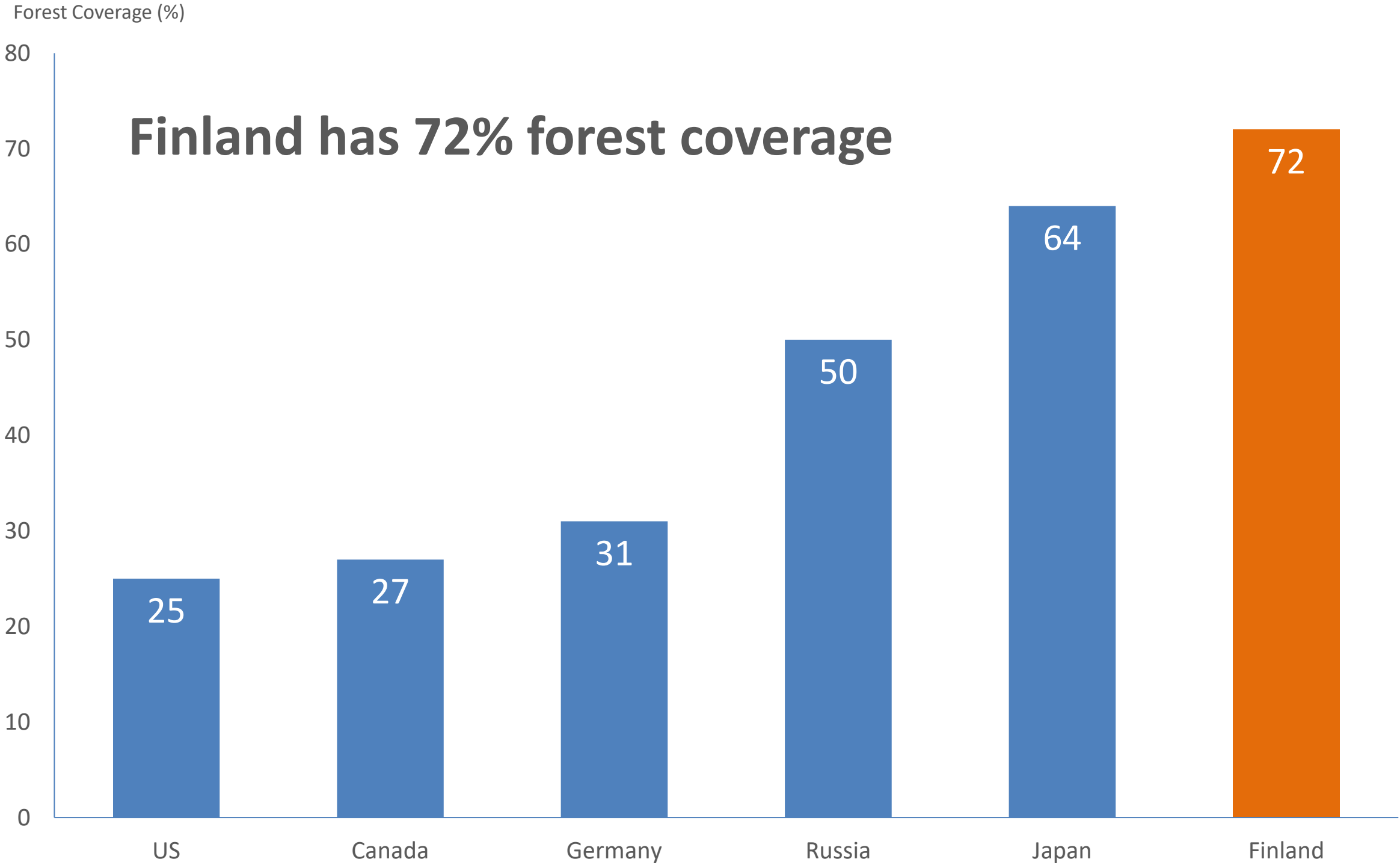
## Avoid flashy edit

Drop 3D and multiple color effect



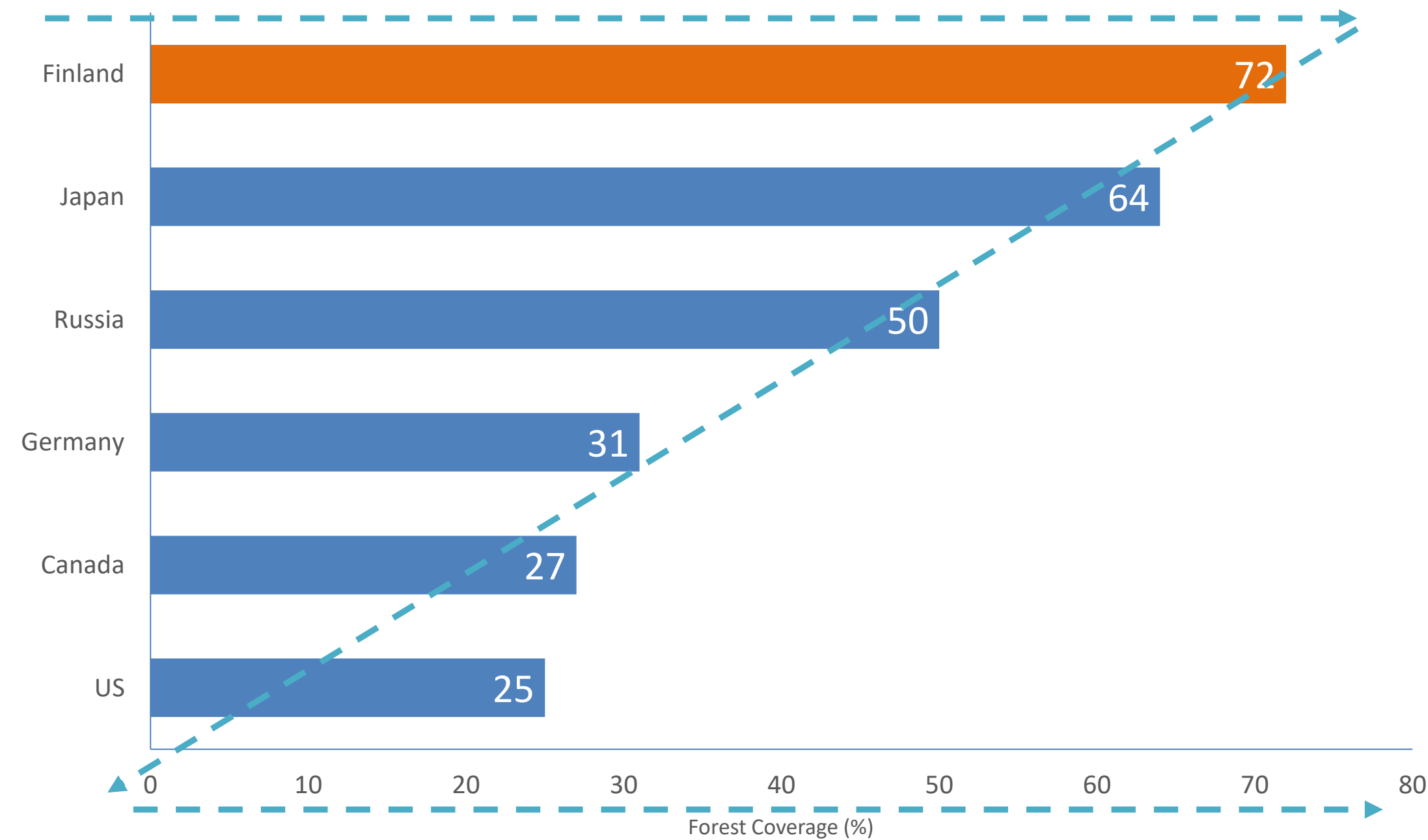
What do you think of this bar graph?

Objective:  
To show Finland has the highest forest coverage



- 1 Remove unnecessary picture fill. Focus on content, not design
- 2 Column gap should be greater or equal to the column width
- 3 Use the title wisely
- 4 Contrasting color helps to highlight the point you want to make

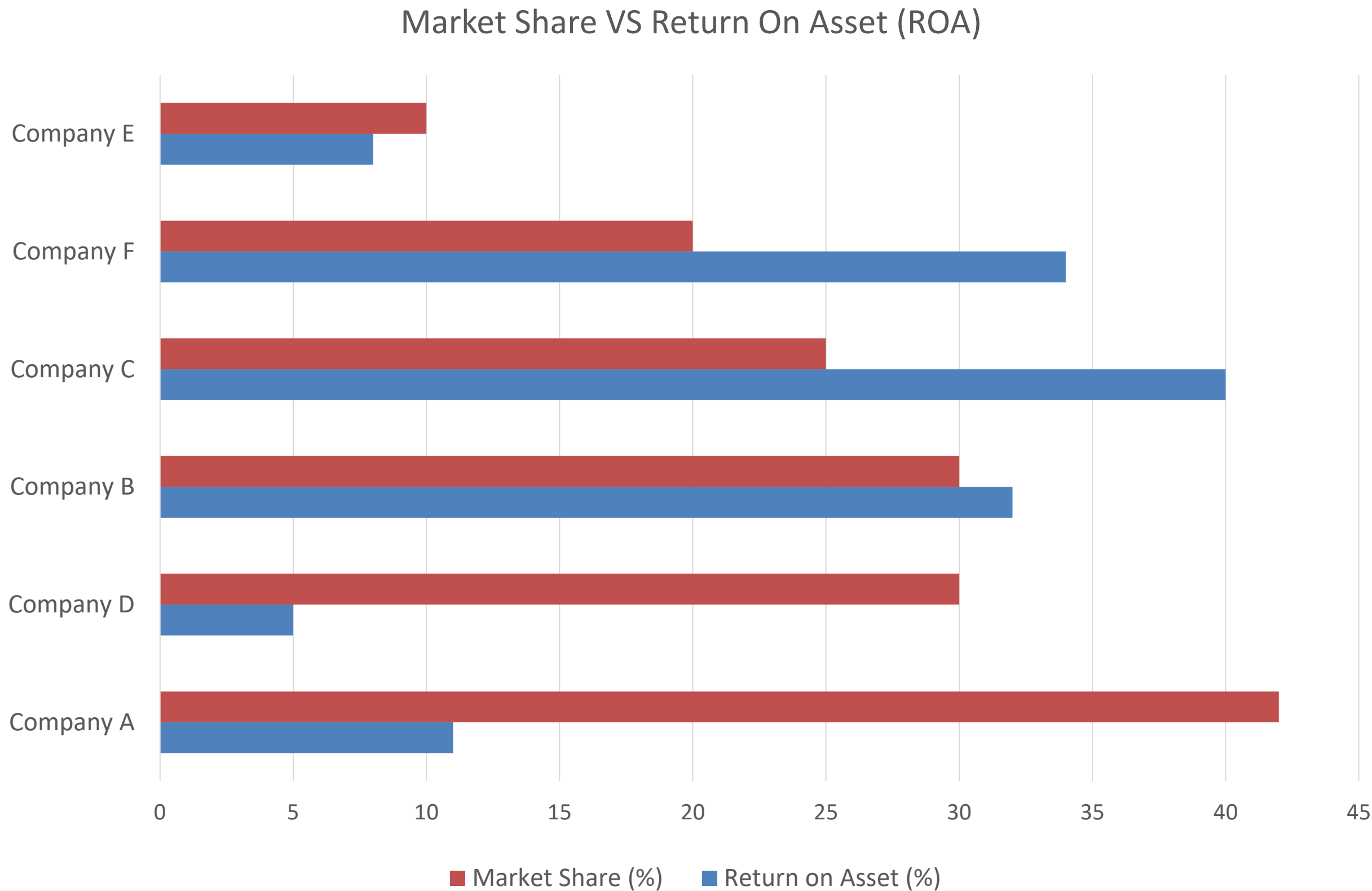
# Finland has 72% forest coverage →



1 Audience read from left to right, top to bottom - "Z" shape

2 Horizontal bar graph is suitable for reading, especially for material with long category name

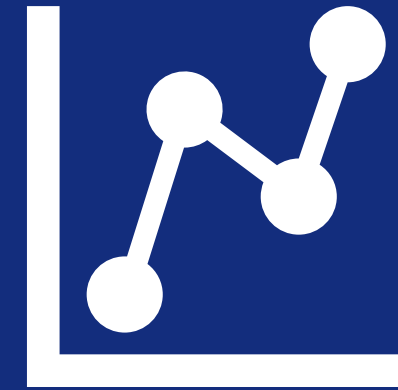




Objective:  
To show the relationship  
between market share and  
return on asset (ROA) of  
company A to F



# LINE GRAPHS – TO SHOW TREND



## Trend judging

To describe growth, recession, stability or volatility of a company, it is necessary to show the trend of data

## Avoid overlap

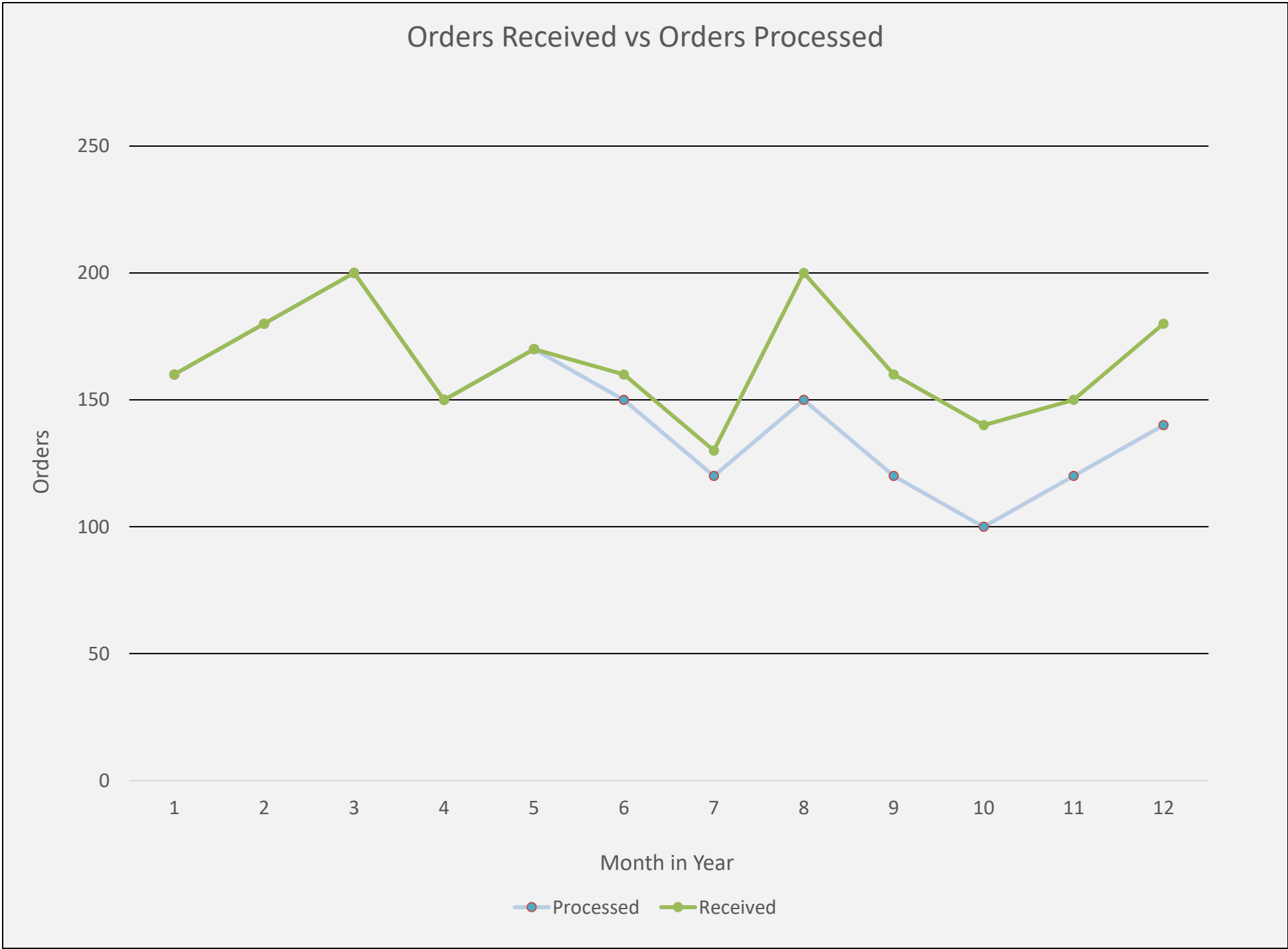
Overlapping causes confusion unless it is needed to prove a point

## Pay attention to scale

If the gap between each grid is small, the trend appears to fluctuate greatly. If it is too loose, the trend line will look stable

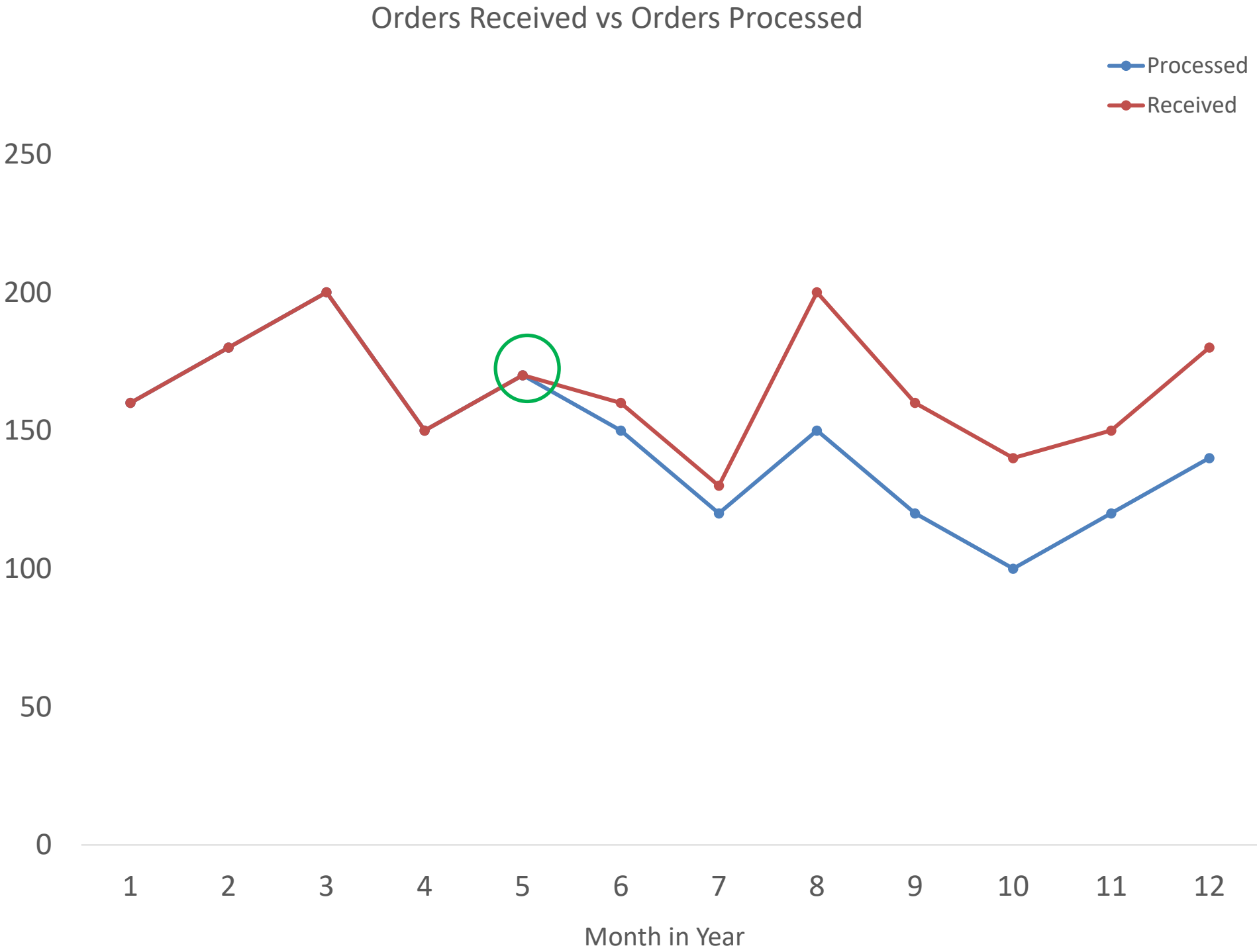
## No more than 4 sets of data

Use individual or modular graph for presentation of huge data set



Objective:

To show, after May, the number of order processed started to deviate from the number of order processed



- 1 Remove unnecessary information (borders, grid lines)
- 2 Trend is what you want to show. Thus, the numbers are not really the key points
- 3 Show the “critical” point
- 4 Contrasting color on the axis helps



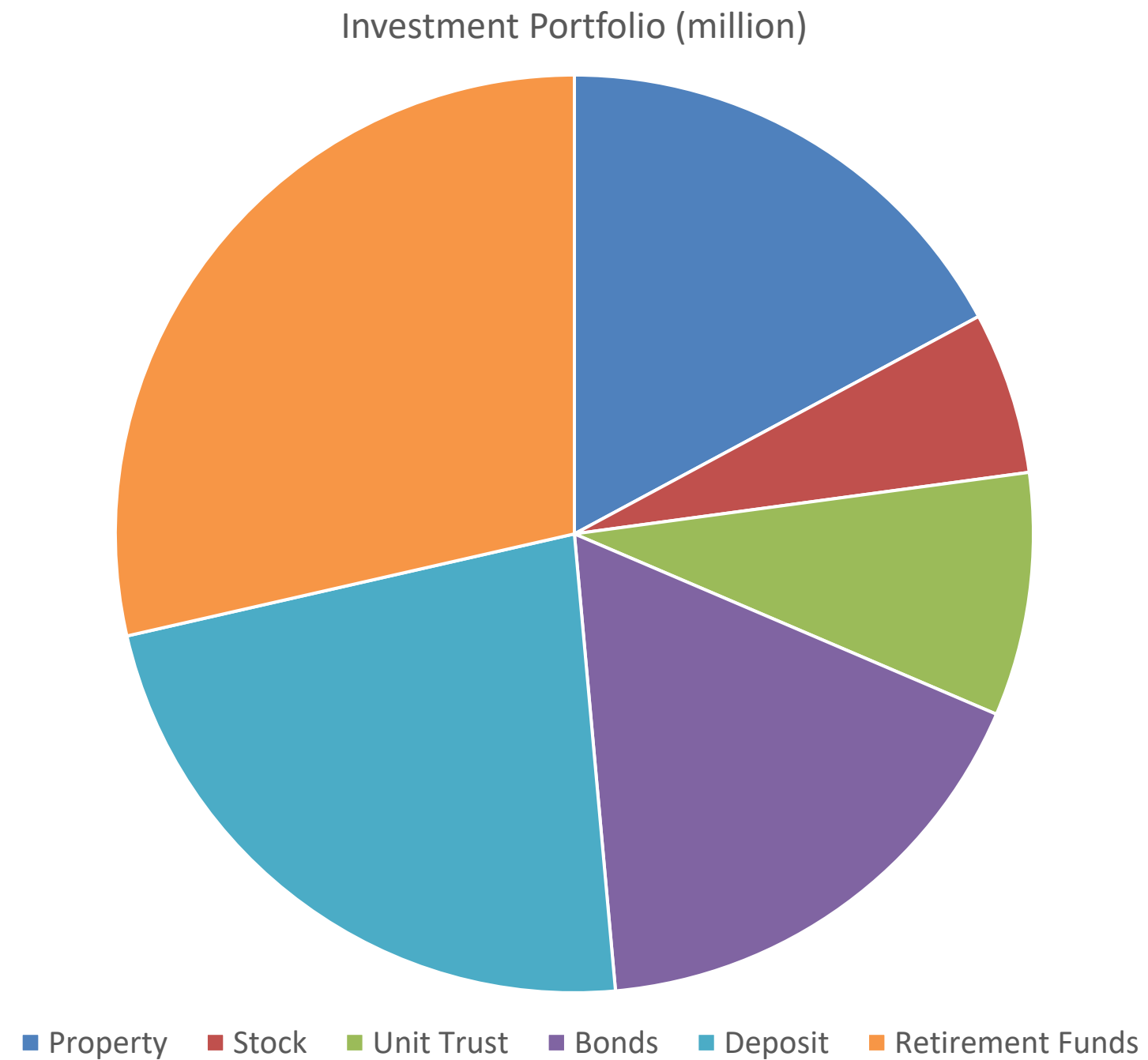
# Pie Charts, 3D Diagram & Double Y-axis

They make content harder to understand

Human perception of length is 1.0  
Perception of area is only 0.7

- Stanley Stevens, Psychologist

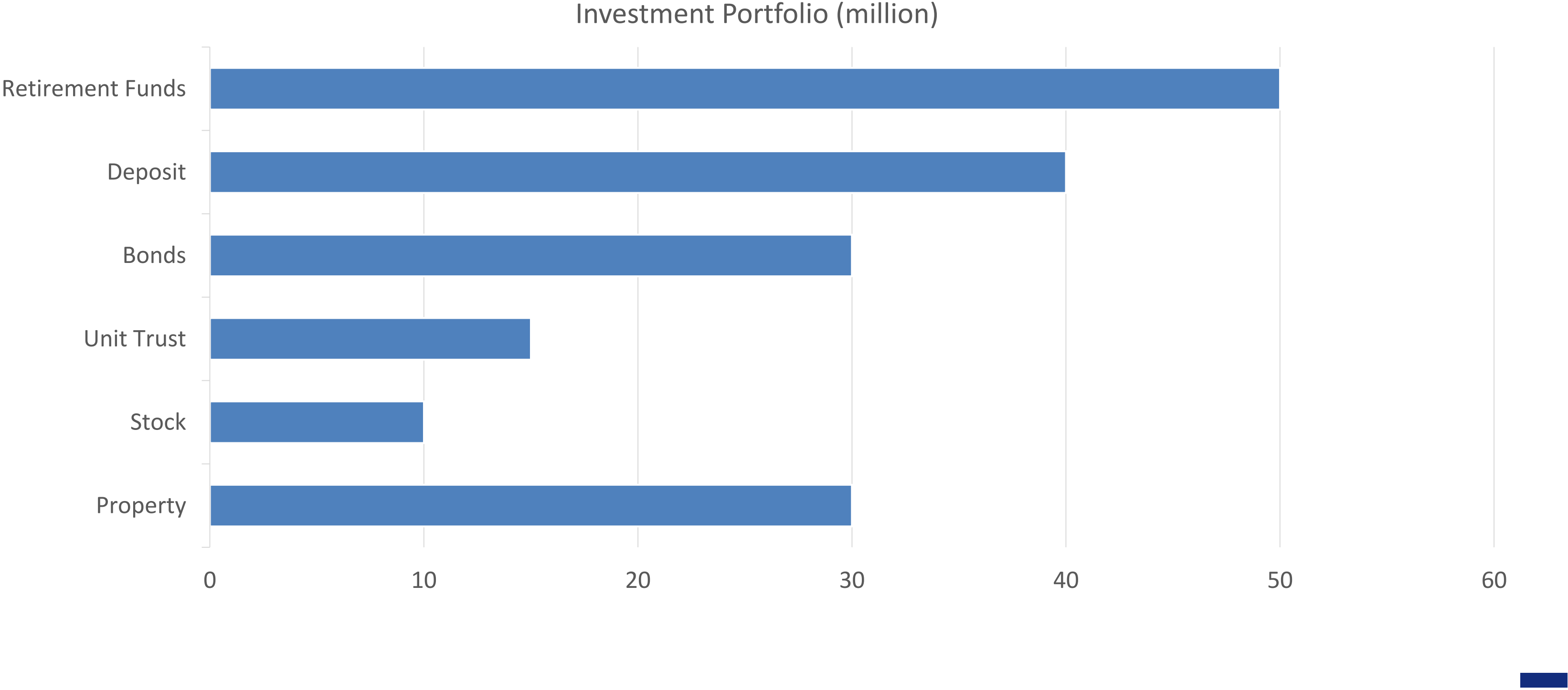


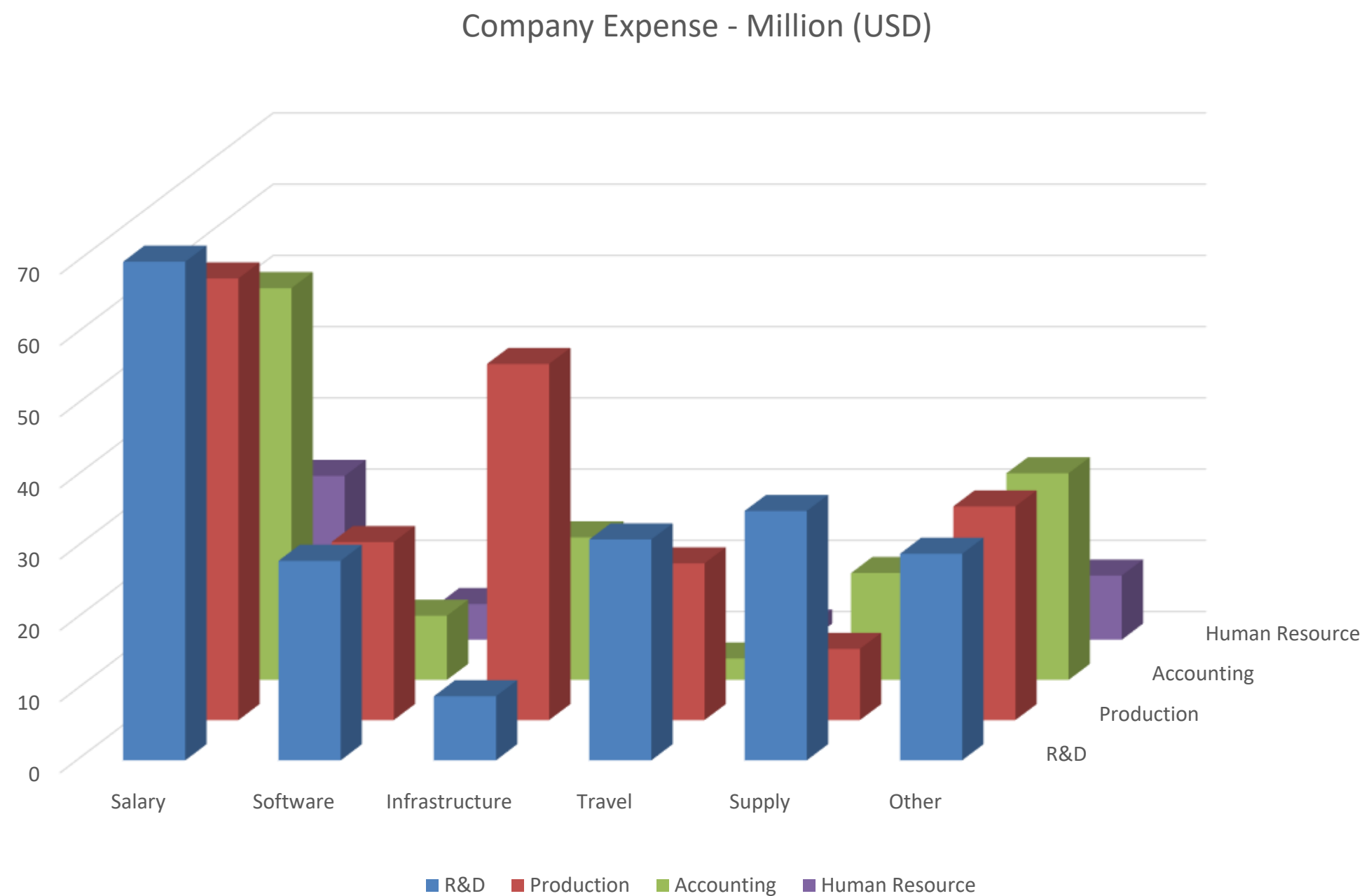


Q : Which type of investment is the largest investment?

3 improvement tips:

1. Put numbers for further explanation
2. Important element from “12 o’clock”
3. Don’t use 3D effect to avoid illusion



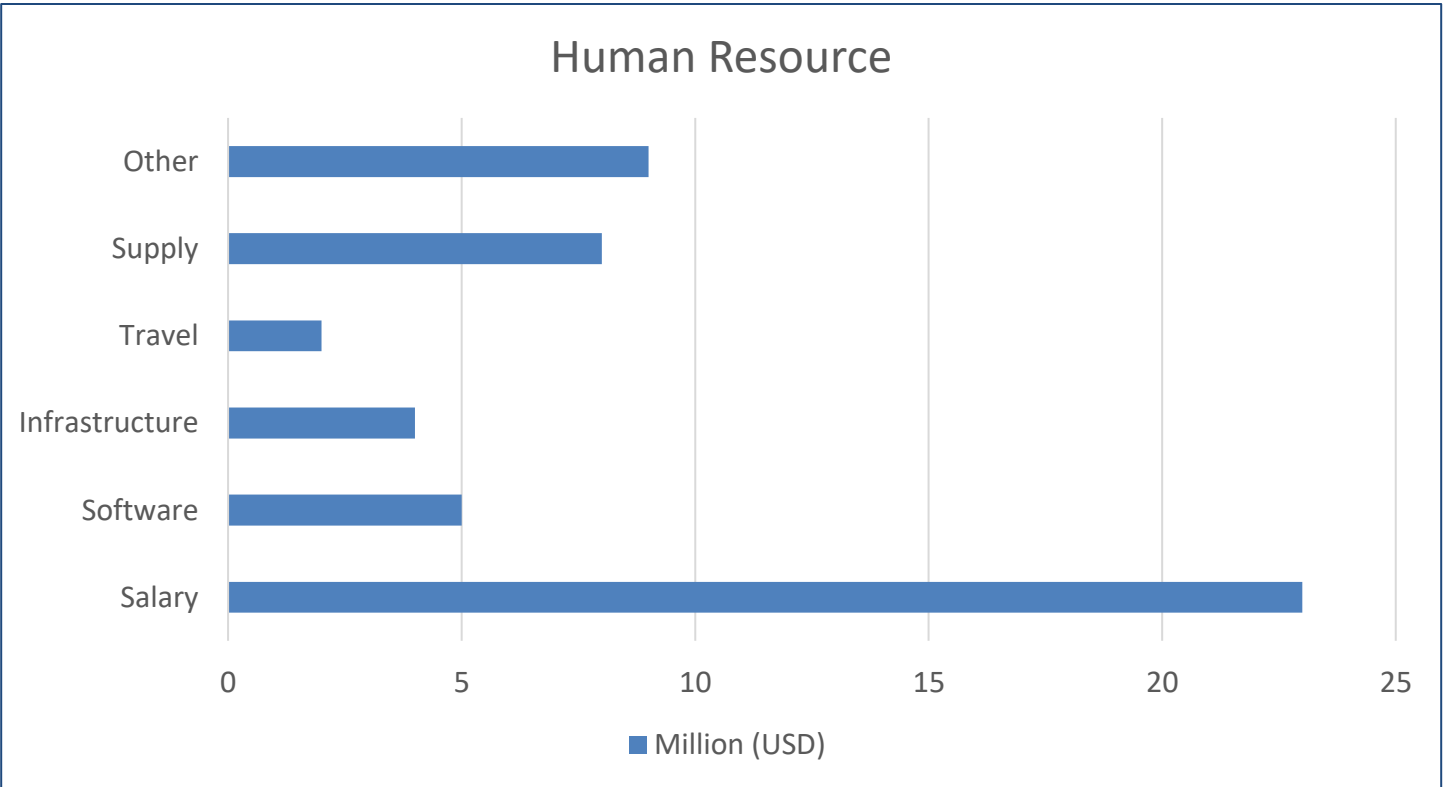
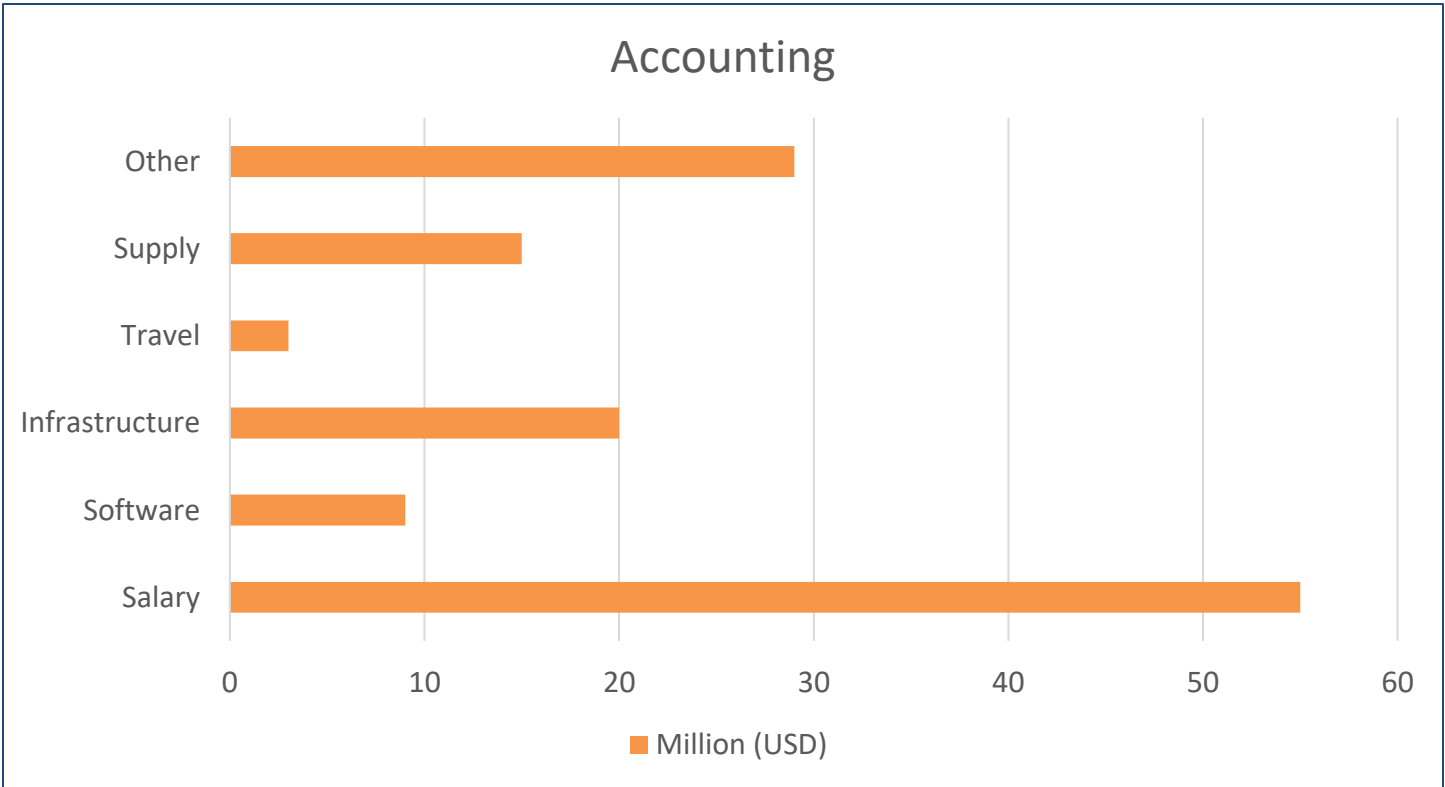
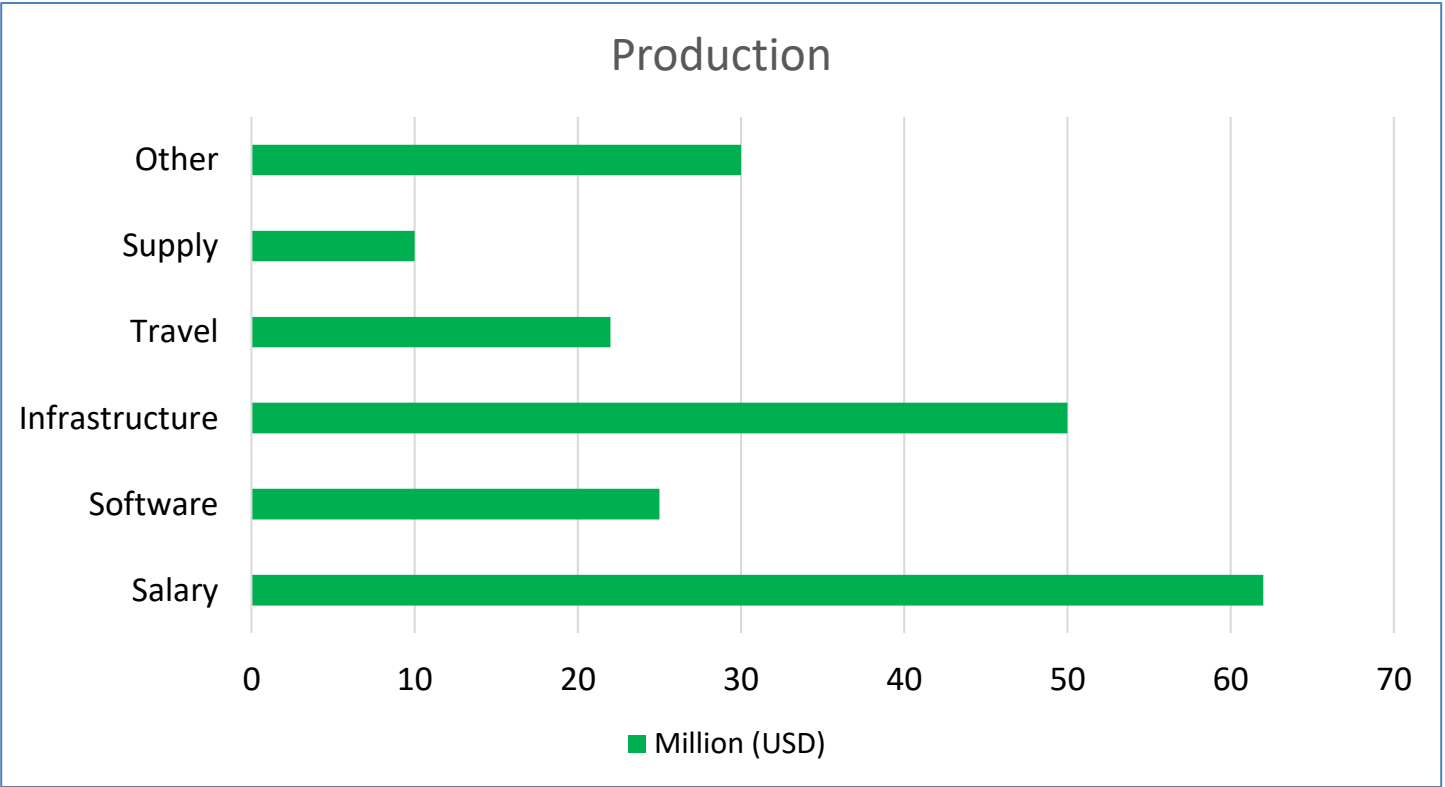
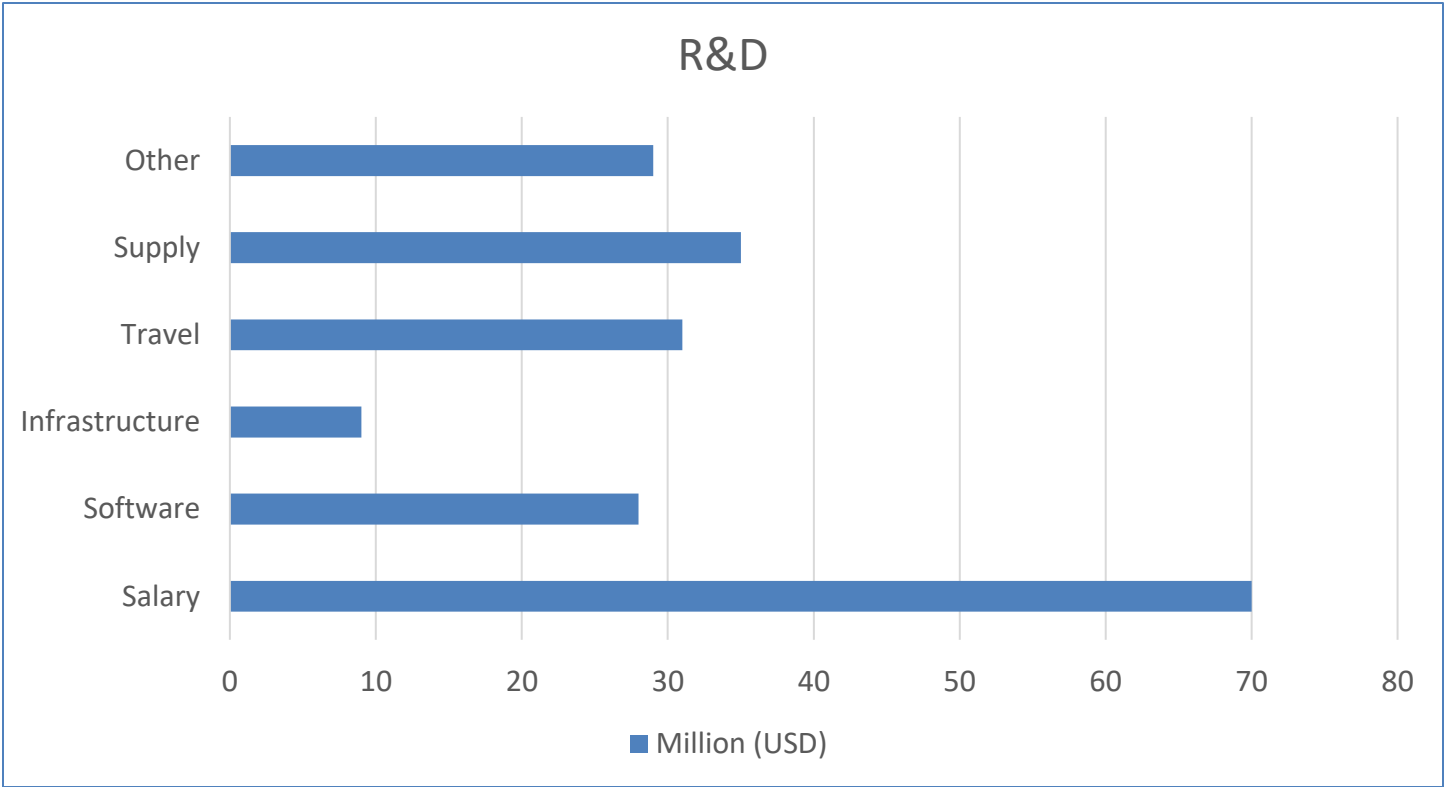


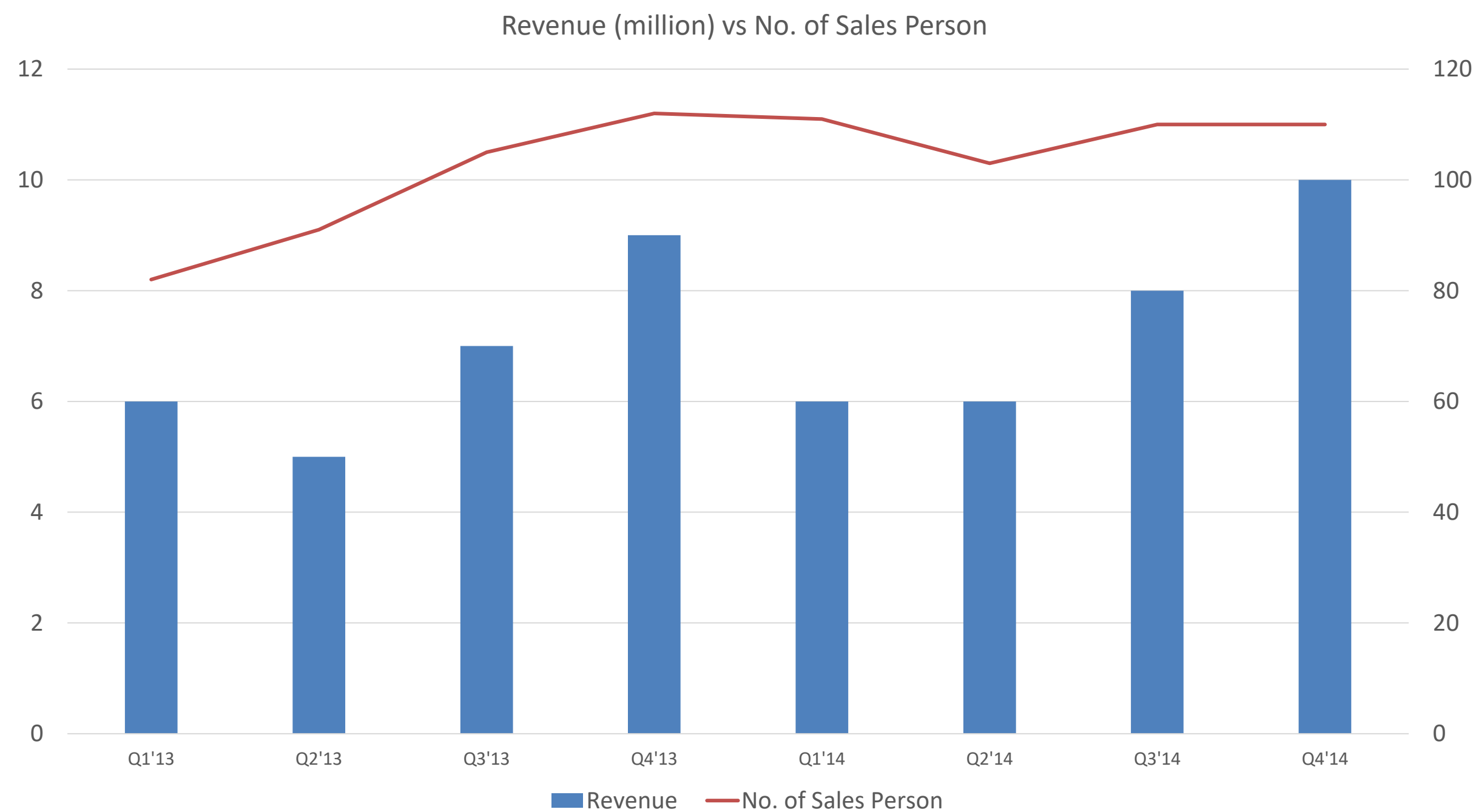
“Golden rule” for data visualization  
**NEVER USE 3D DIAGRAMS**

Z-axis is never useful for audience  
to understand the information.



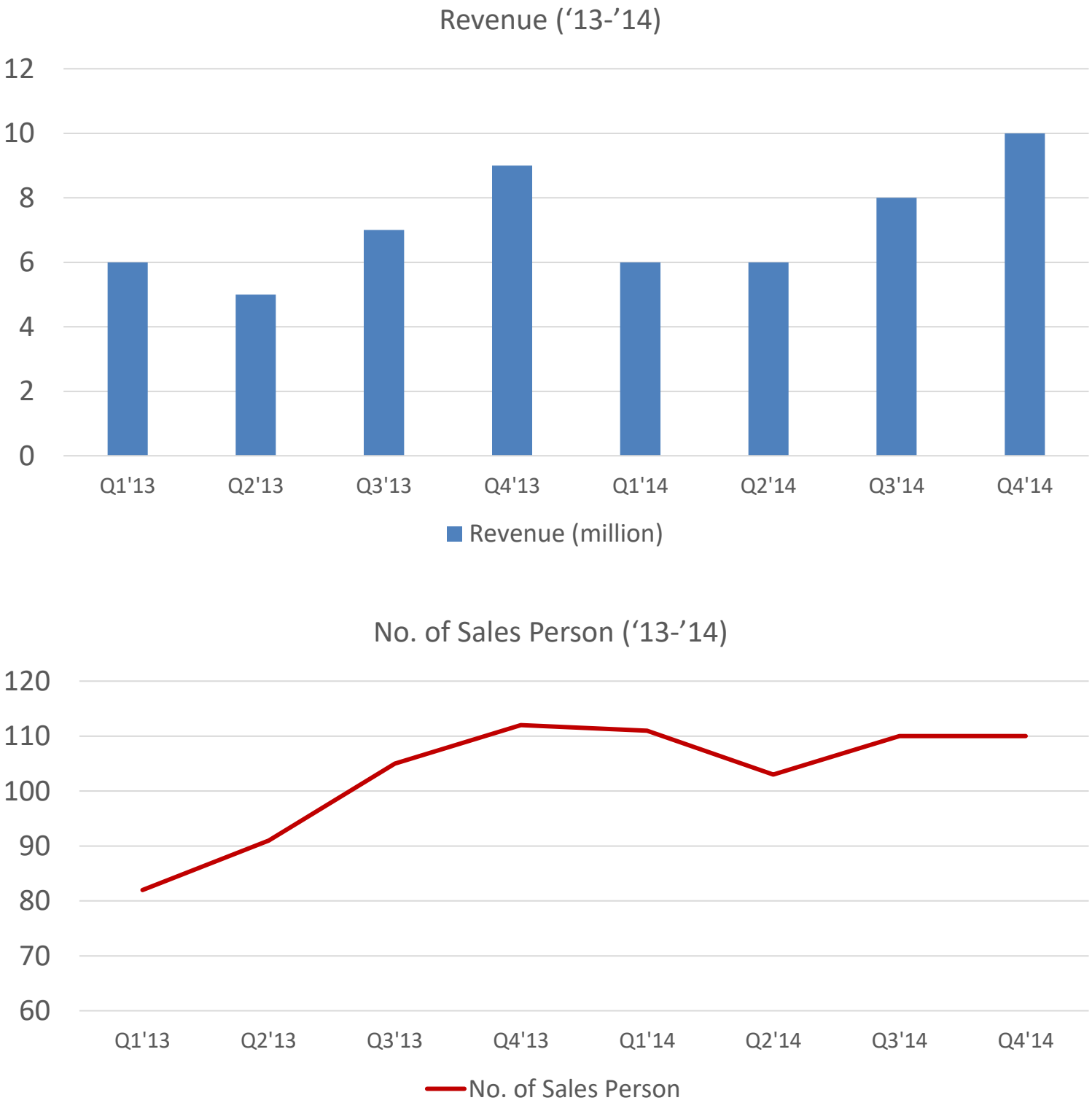
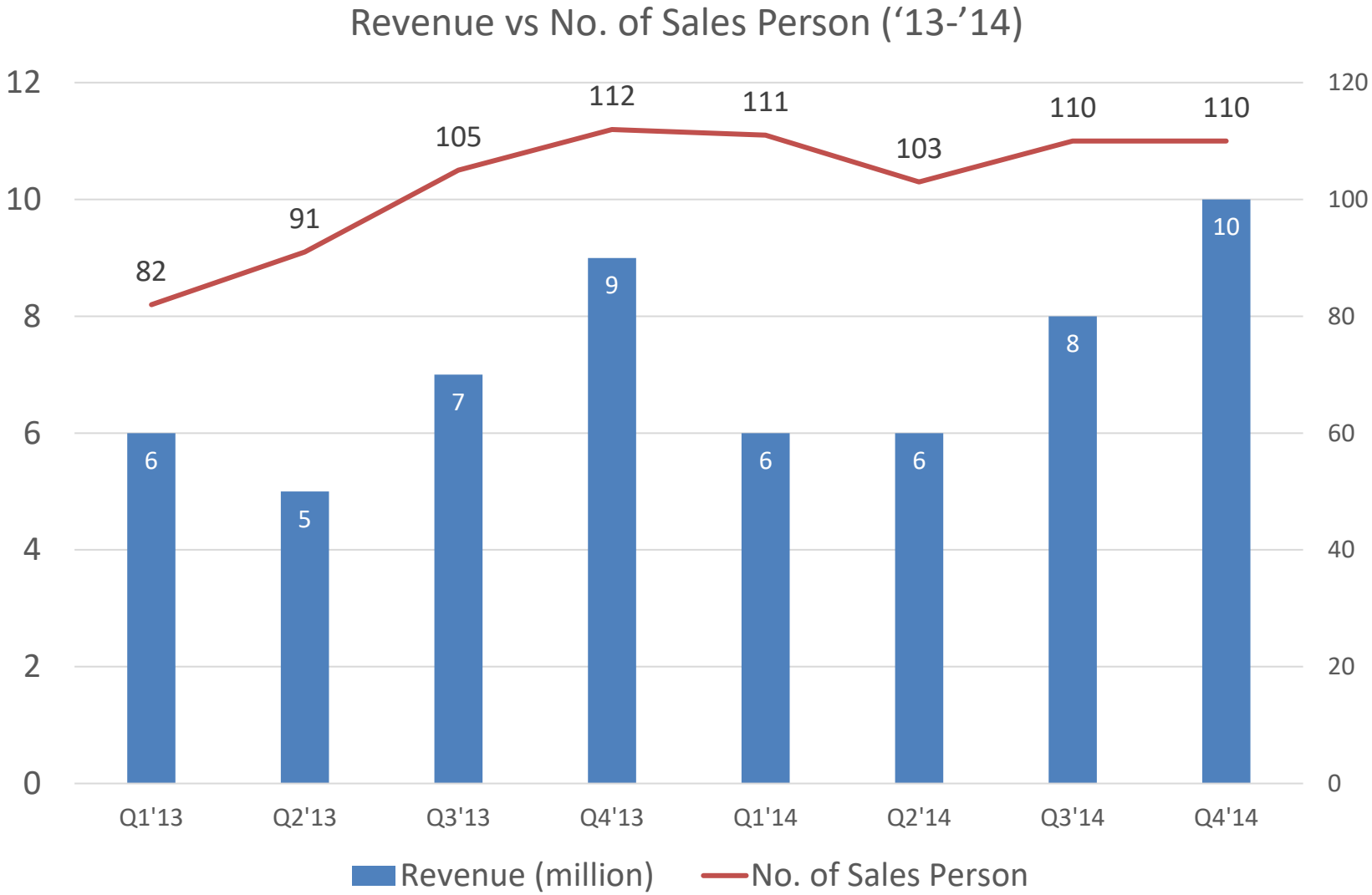
The Foundation | Pie Charts, 3D Diagram and Double Y-Axis





Double Y-Axis - This is confusing and is easily misunderstood

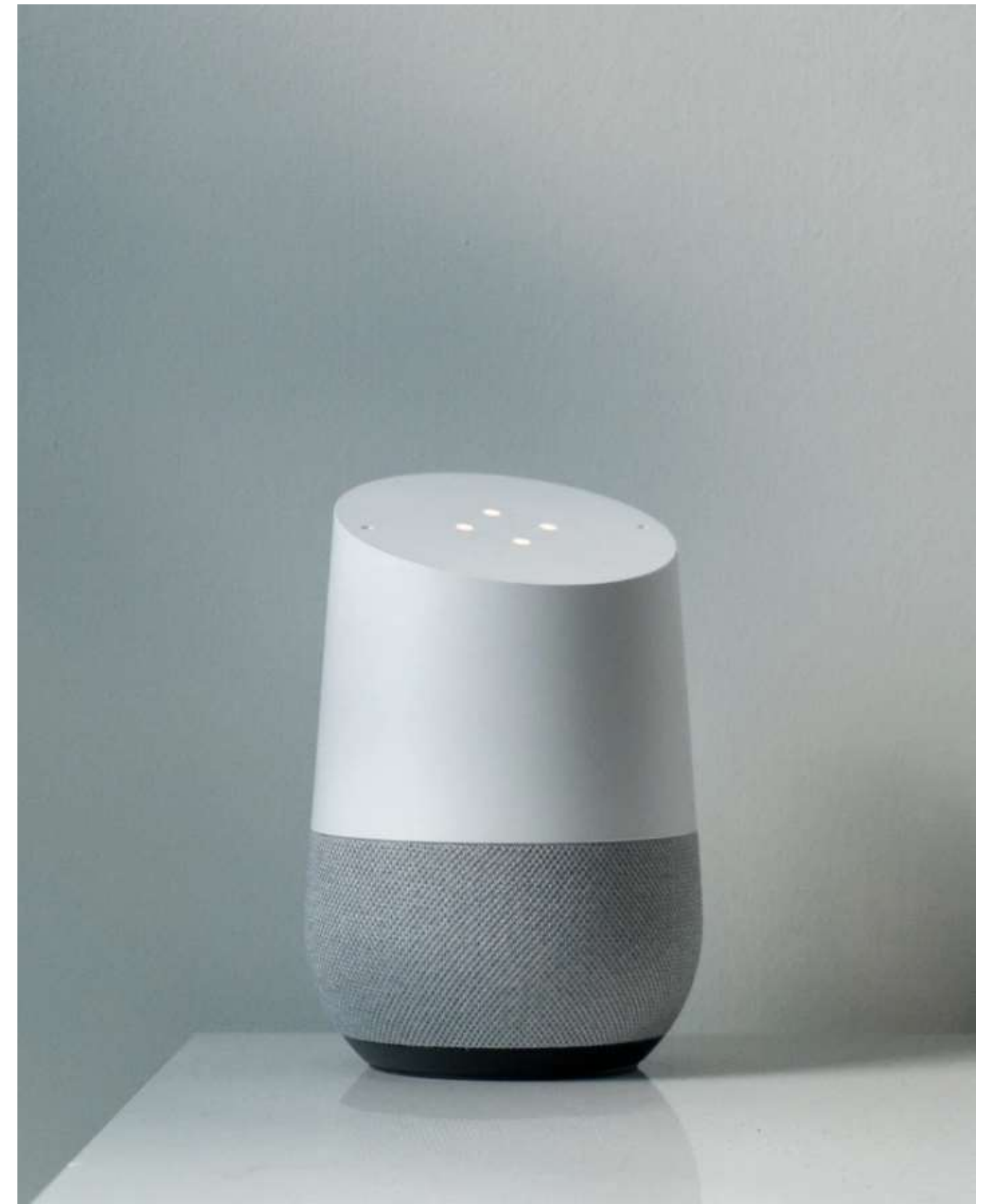




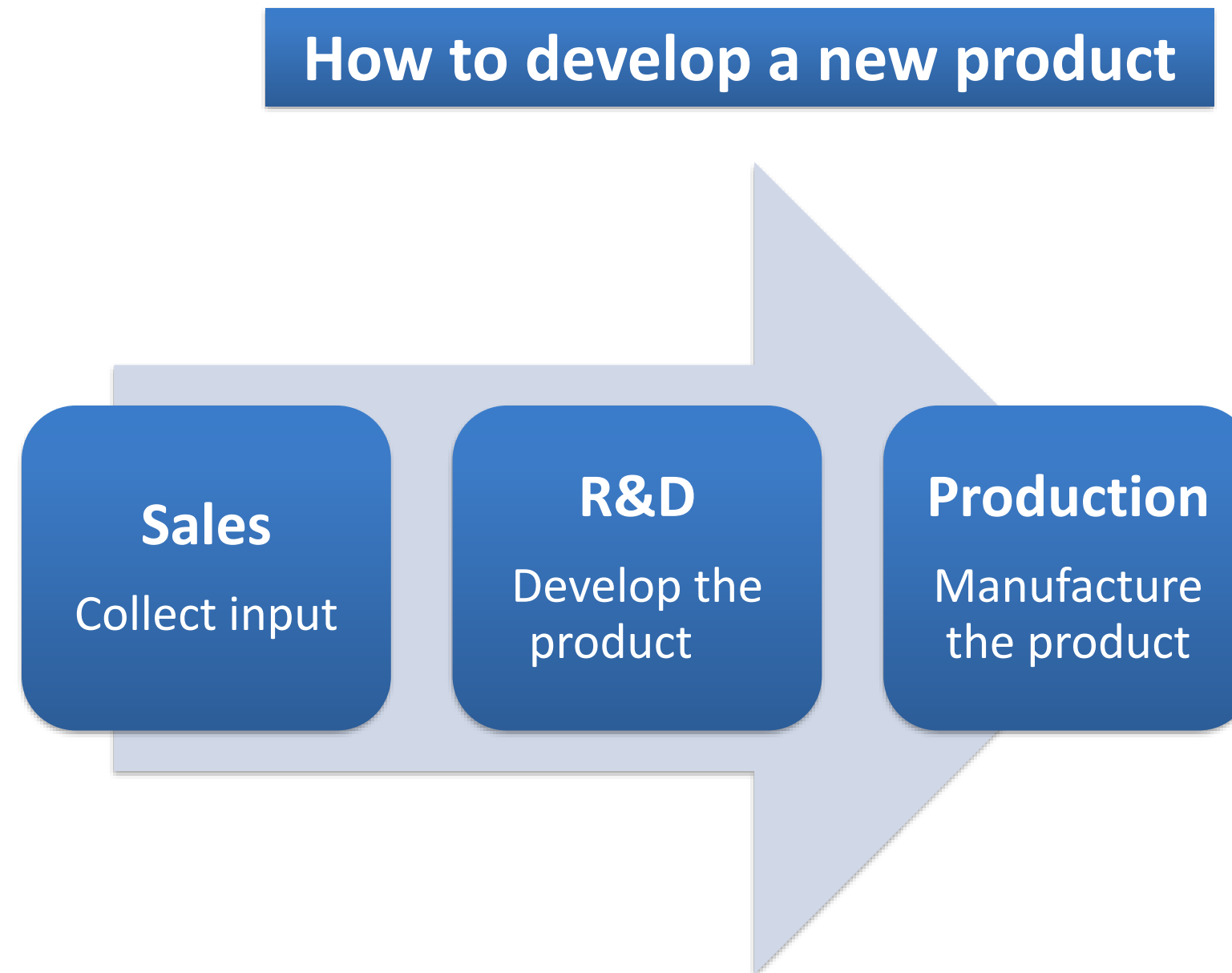
# Smart Art

Convey abstract concepts like  
**relationship** and **sequence**

Two main types: Architecture and Set

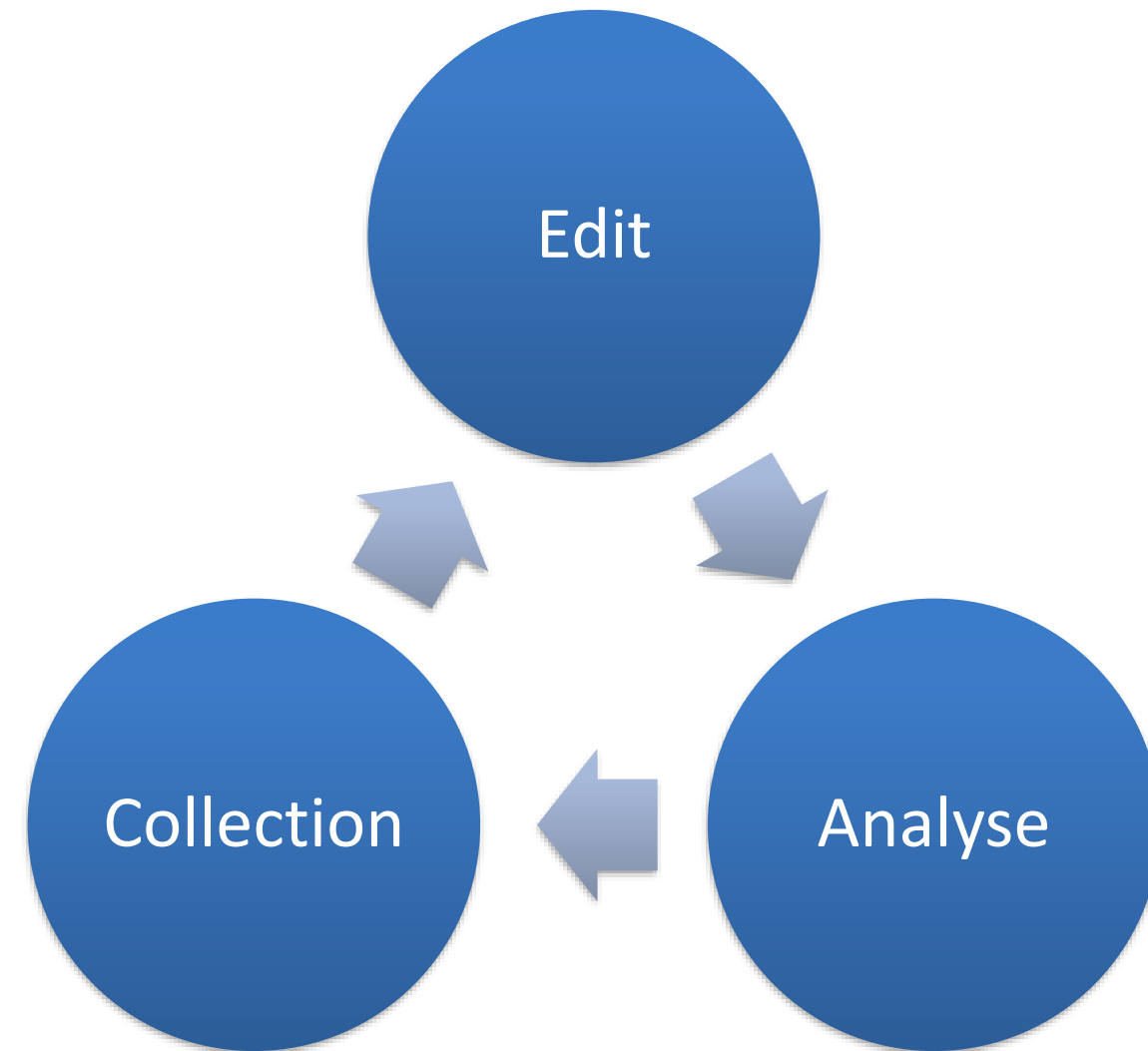




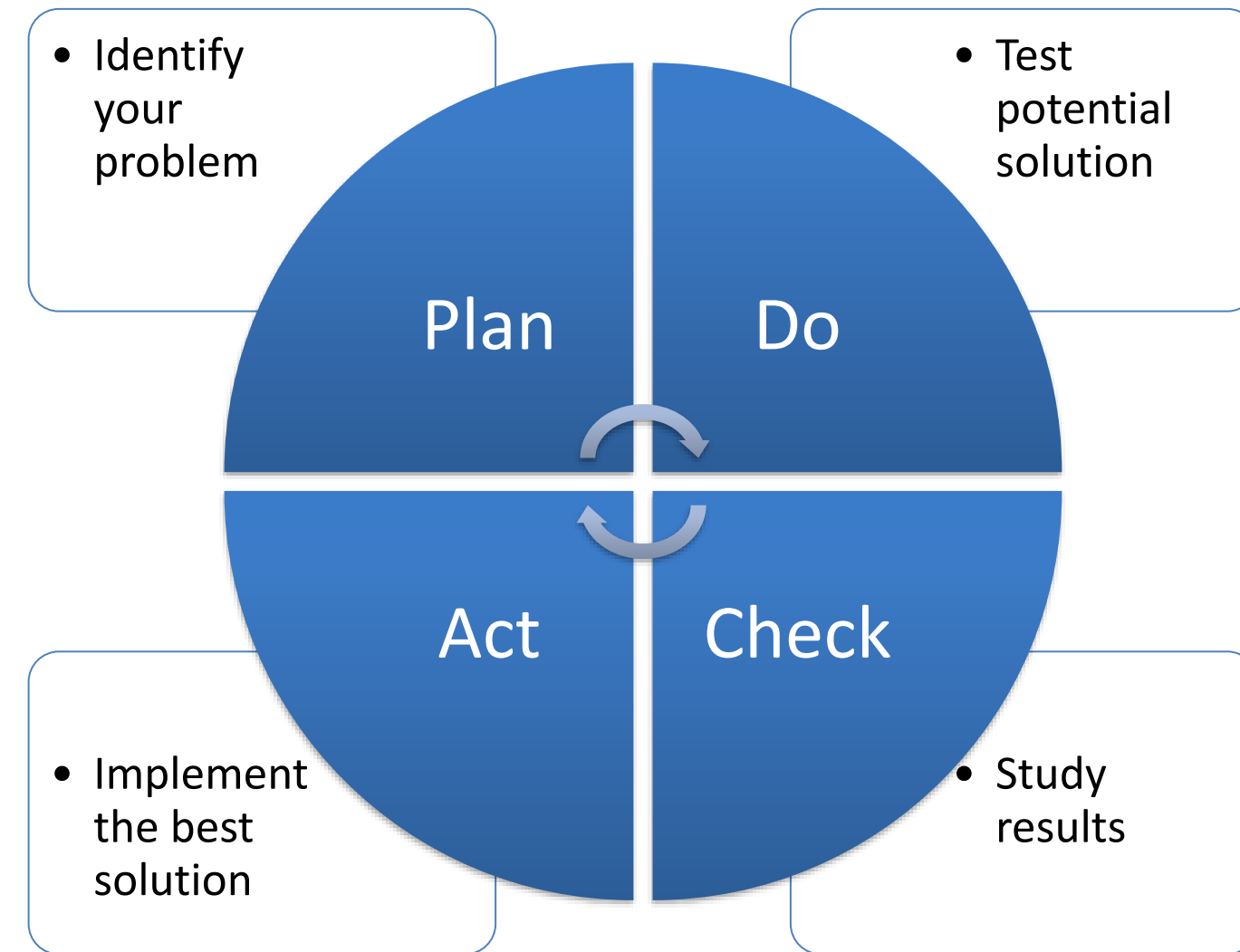


Flow chart (linear) – Clear start and end point (time sequence)

### How to process information

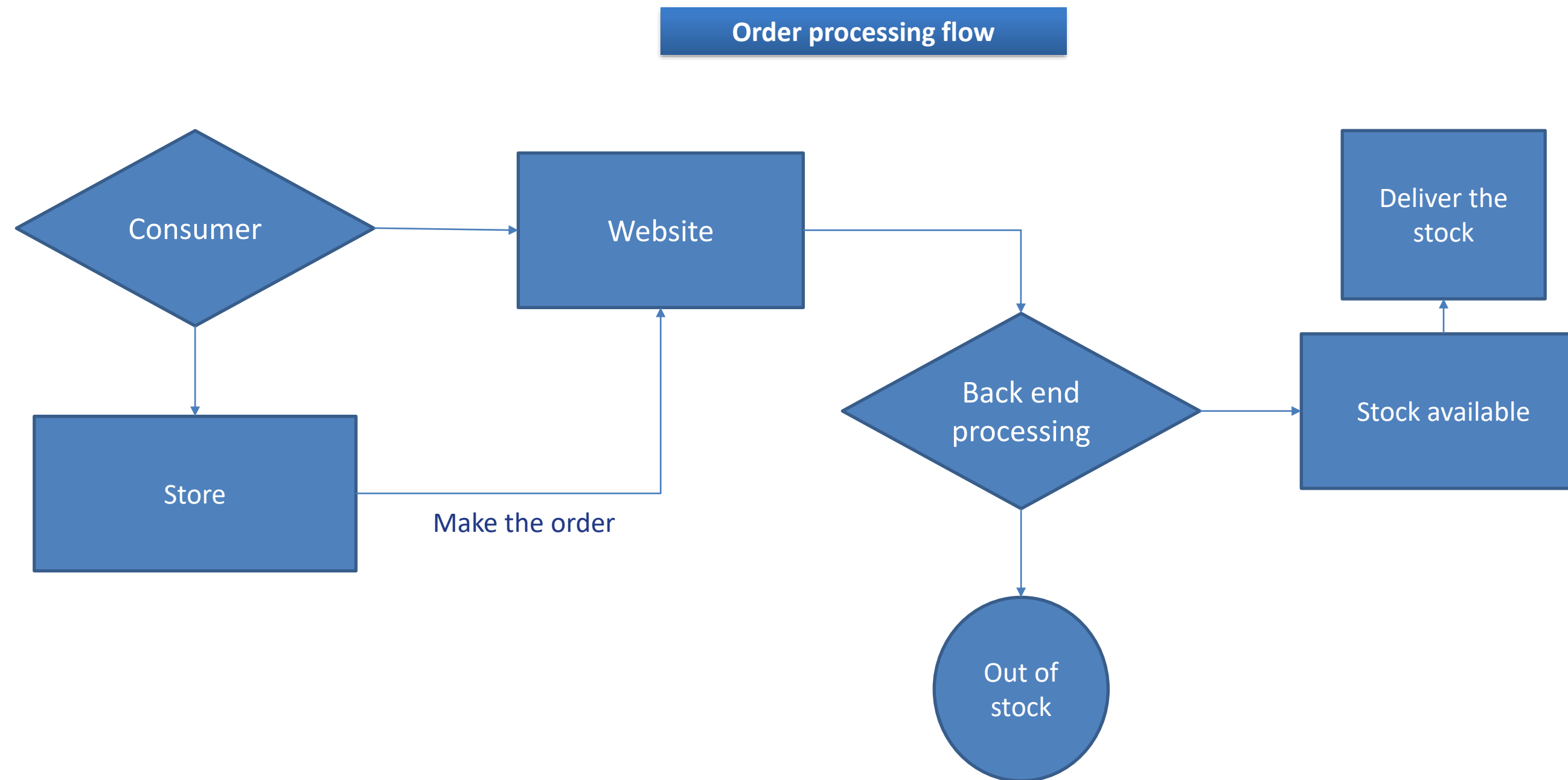


### PDCA method



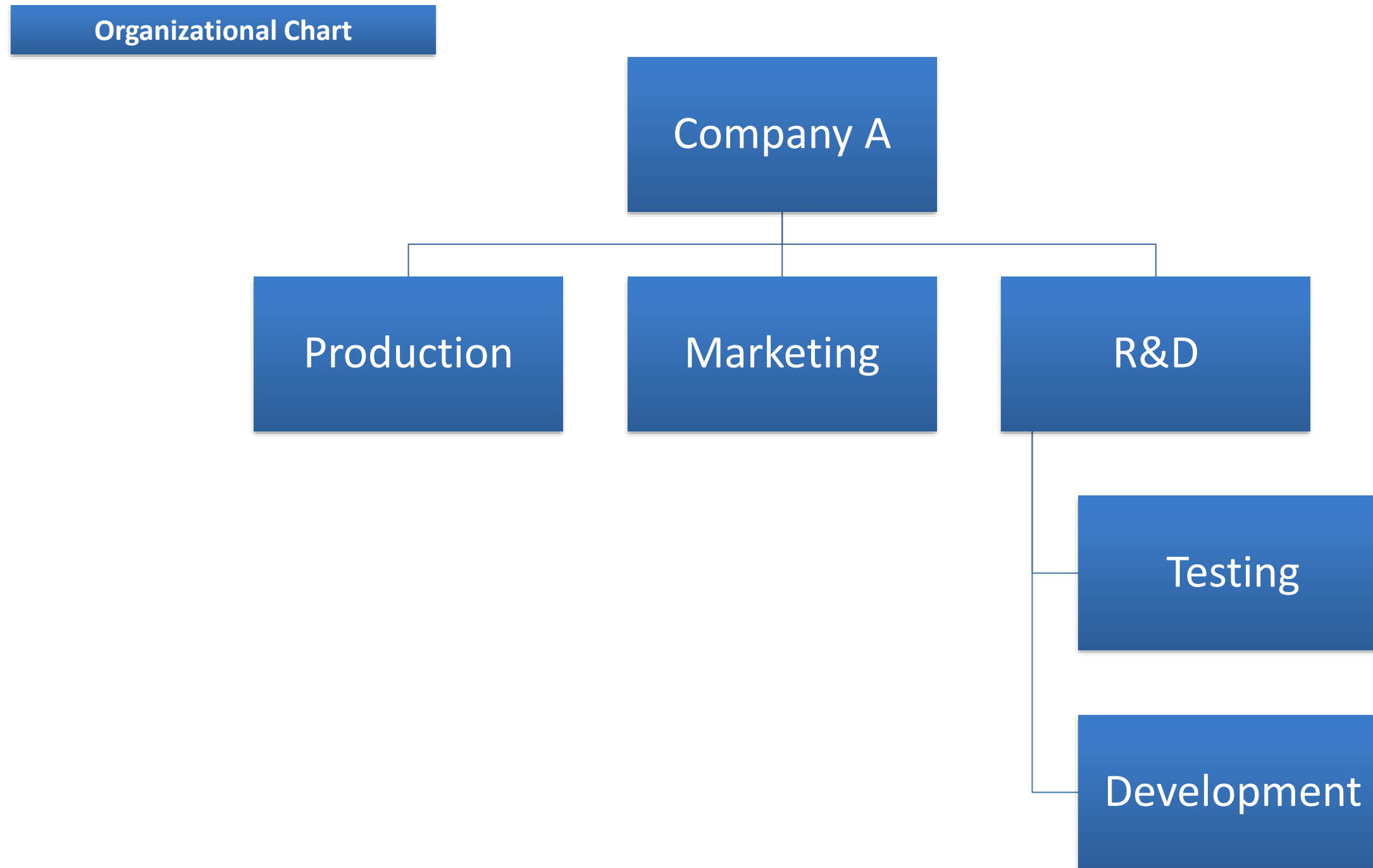
Flow chart (cycle) – Time sequence that will return to its origin





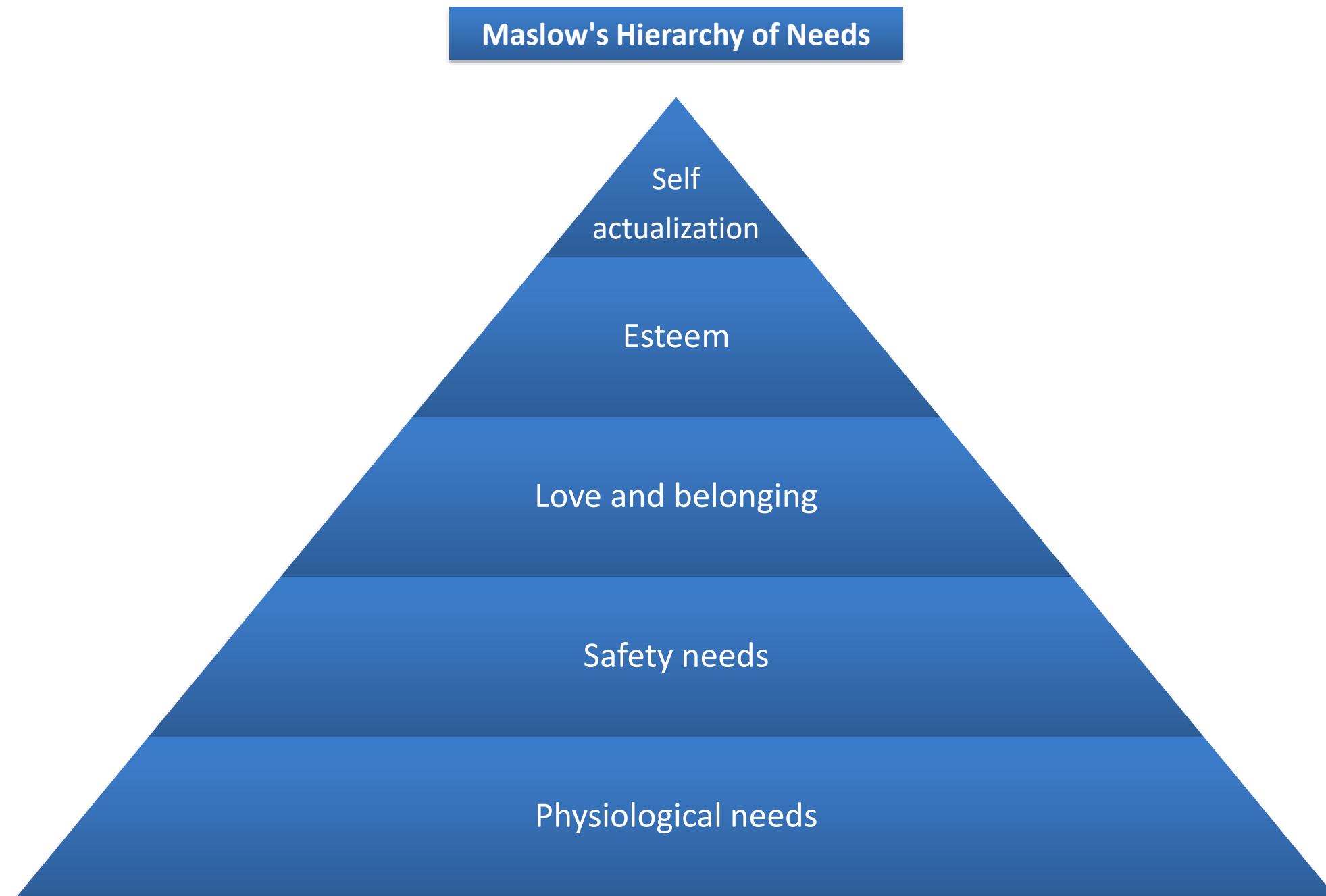
Flow Chart (multi-directional) – More than one option



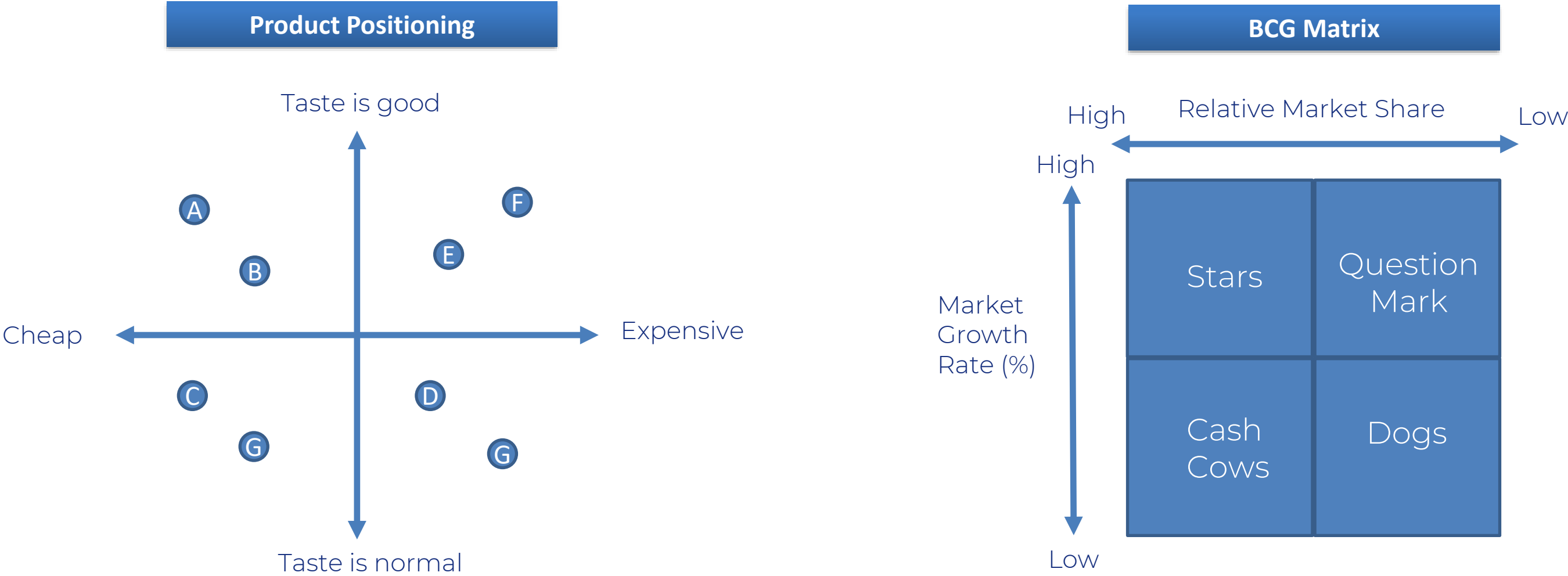


Tree-like – Organize complex hierarchical data



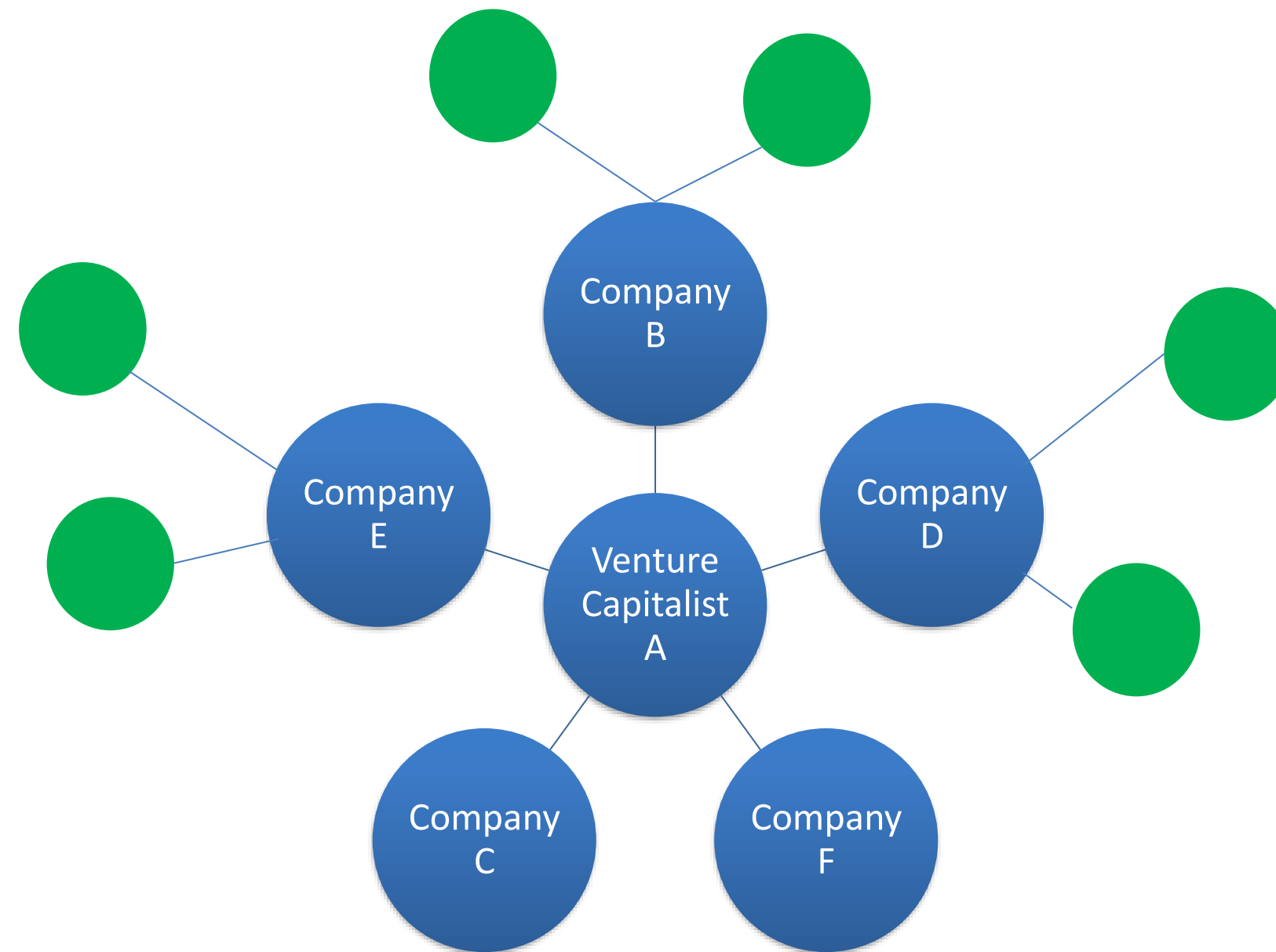


Level – Description of class and order relationship

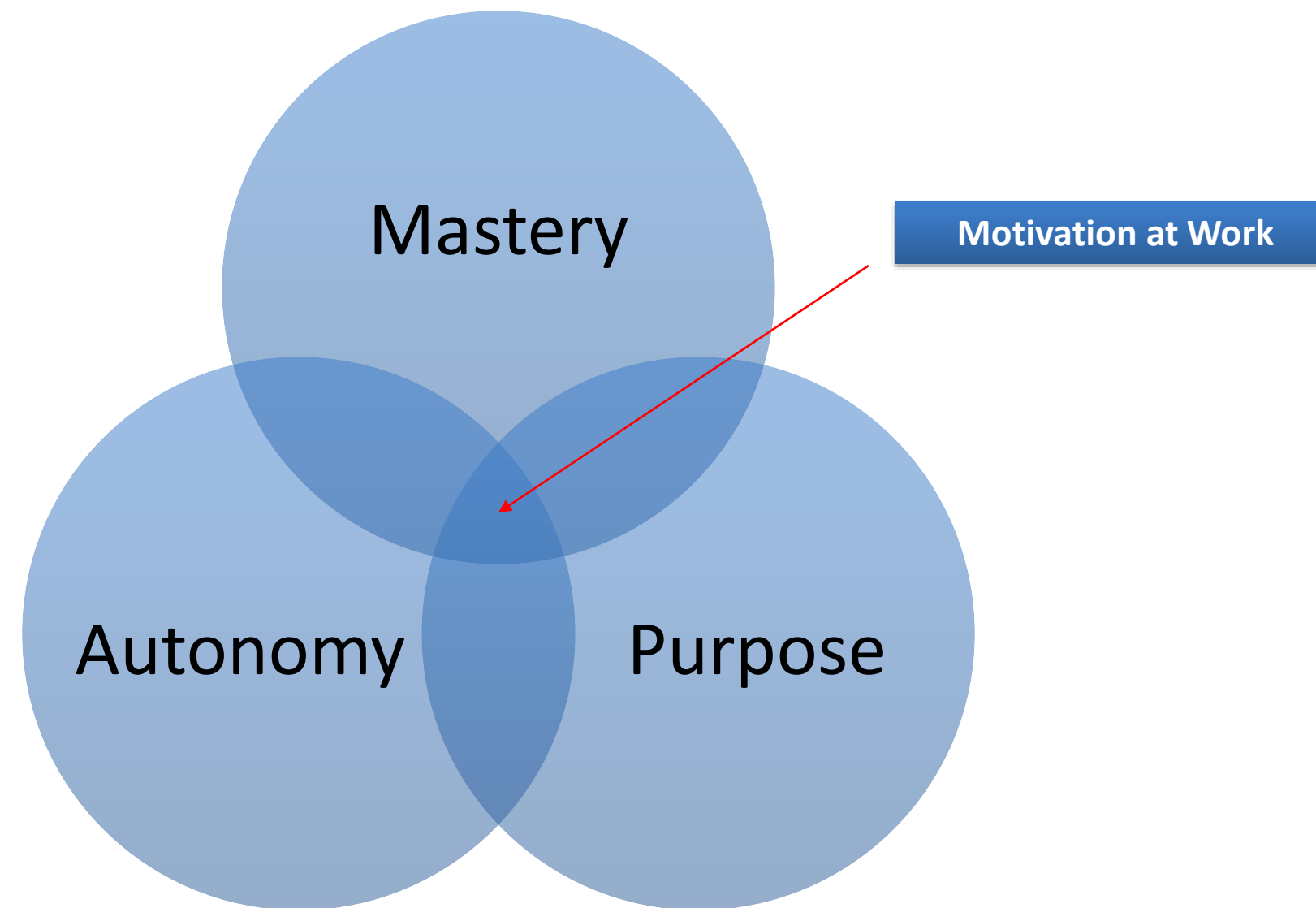


Quadrant – Sort the data into two axes



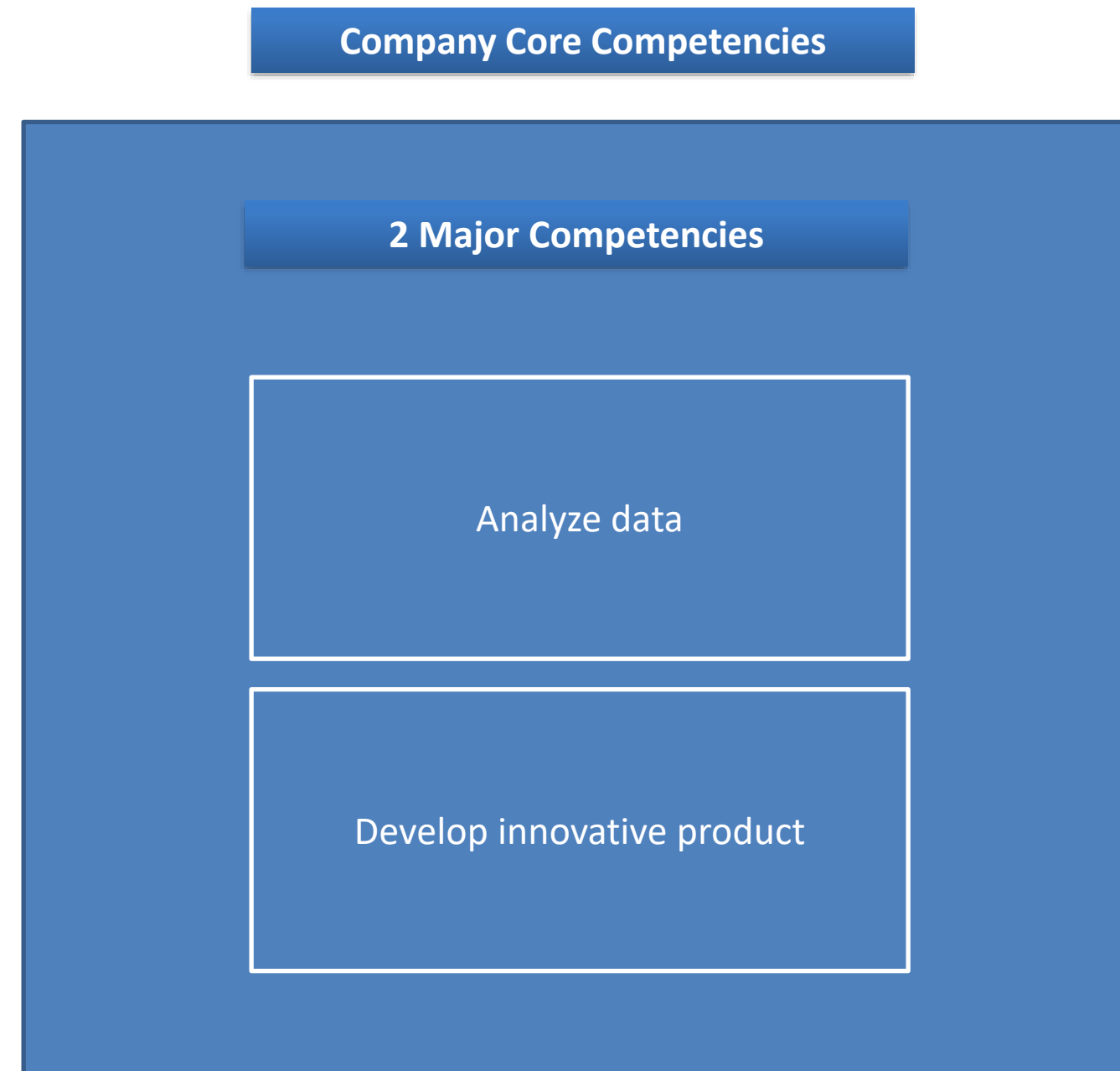


Network – Starts from the center, spreads out with groups

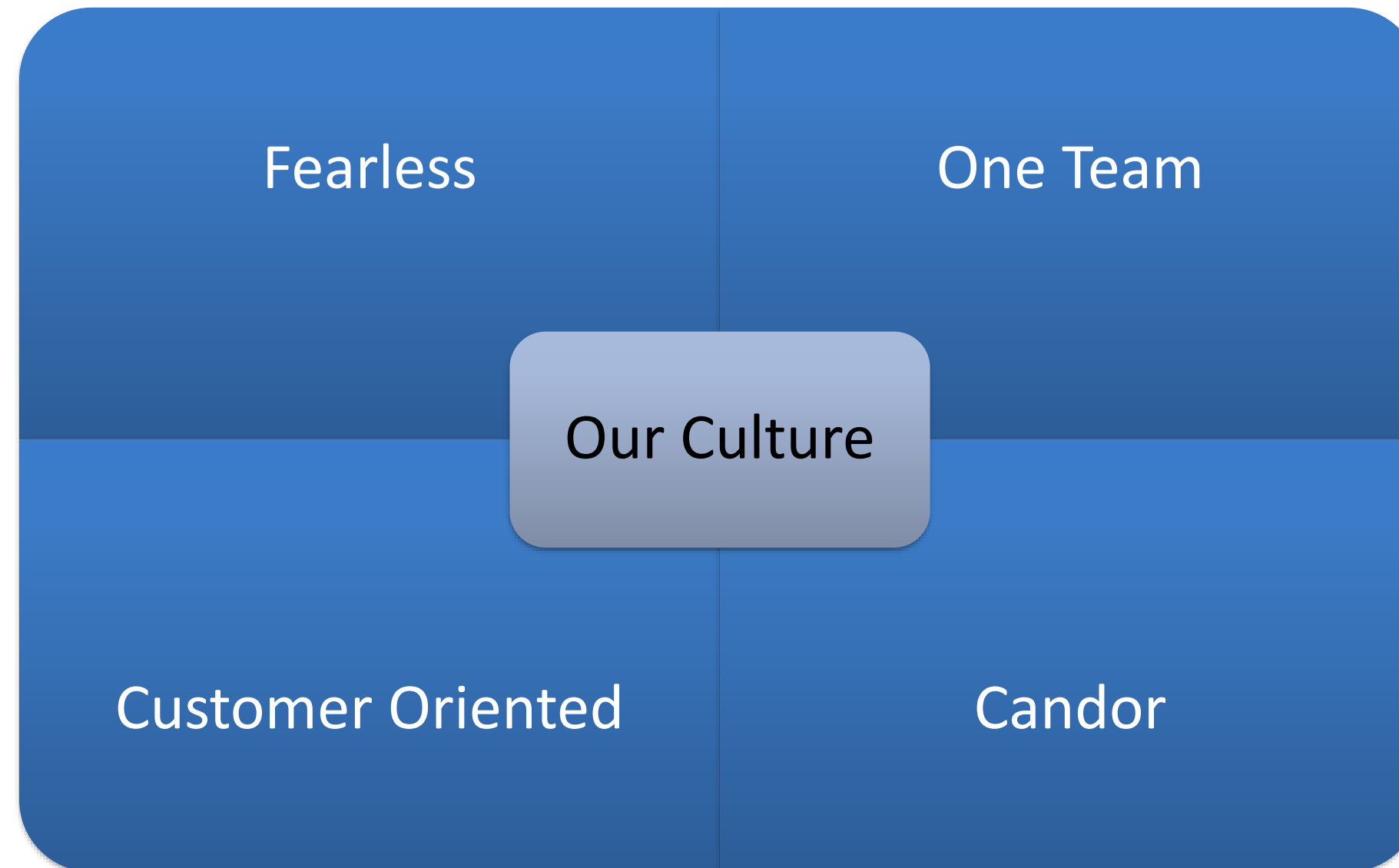


Overlap – Repetition of data and event





Encapsulation – Things can be grouped and there is a hierarchical relationship between groups



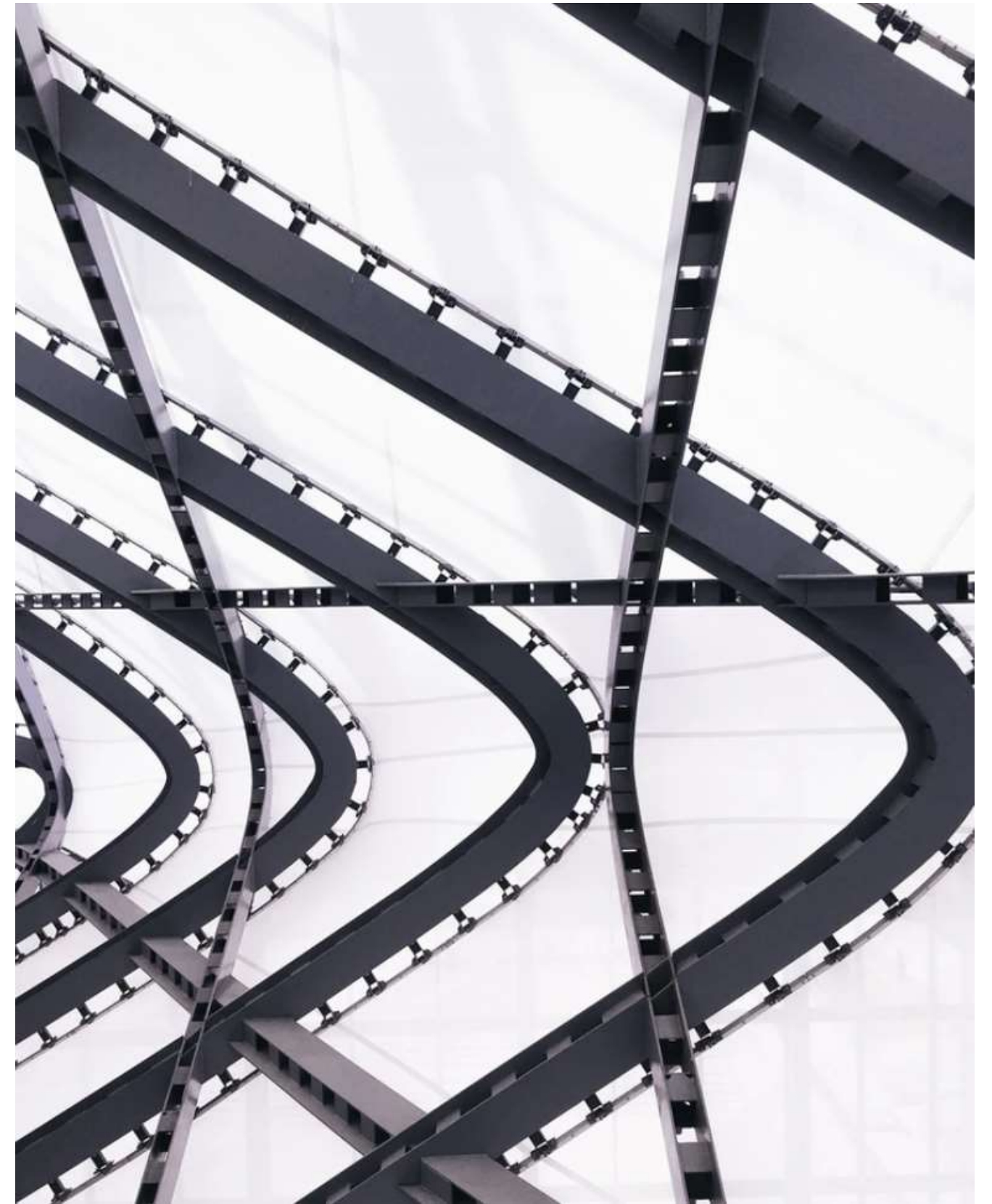
Closed – Express the concept of combination



# Framework

A good framework/layout shows:

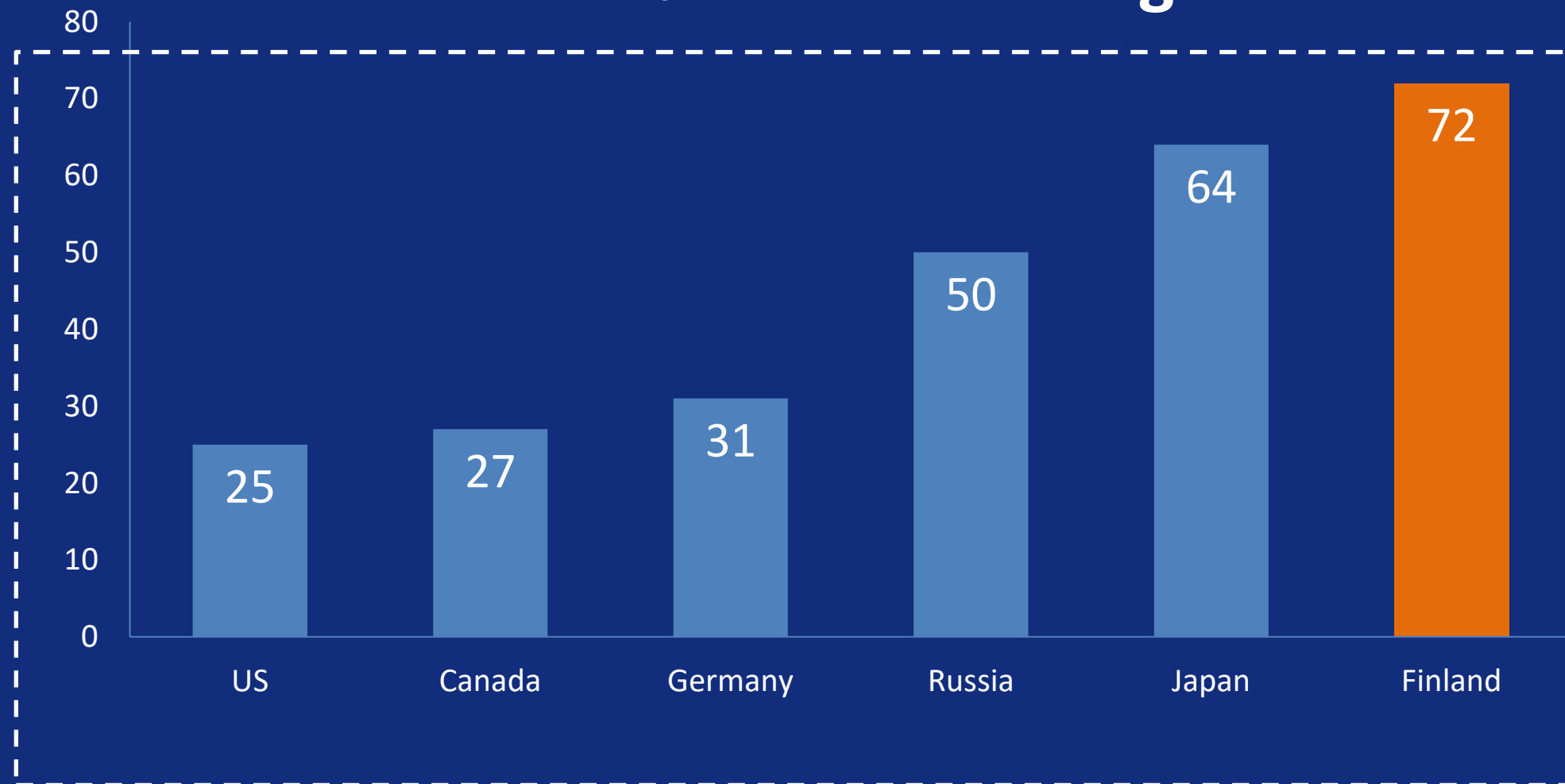
1. Logic of the producer where audience can understand the conclusion and information
2. Data that correspond to the logic of the discussion
3. A suitable format for the explanation of the logic



Forest Coverage (%)

**Fact on top because human  
scans from top to bottom**

**Finland has 72% forest coverage**



**Evidence**

**One on one  
approach**



SINGLE PIECE OF EVIDENCE TO  
CONVEY A FACT



*The message you want to convey*

## INNOVATION RULES

### P&G

1. Define a person to lead the meeting
2. Prepare a good theme
3. Relax
4. Follow the leader
5. Everyone contributes
6. Record down all the ideas
7. Think of the next steps
8. Use tools
9. Think out of the box
10. Follow the rules

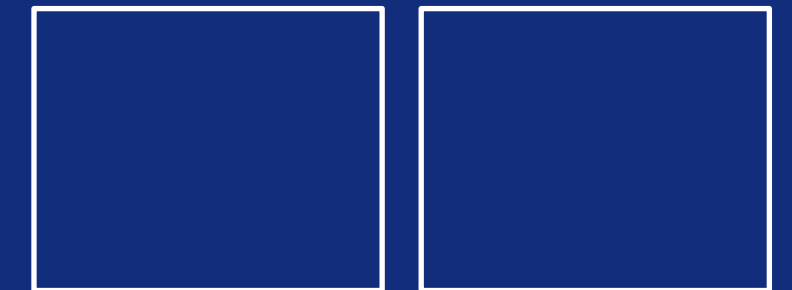
*Evidence 1*

### IDEO

1. Not rush to a judgement
2. High output
3. Take turns to speak
4. Visualization
5. Set the topic
6. Ride on other's idea
7. Not to sway from original topic
8. Aim for the star

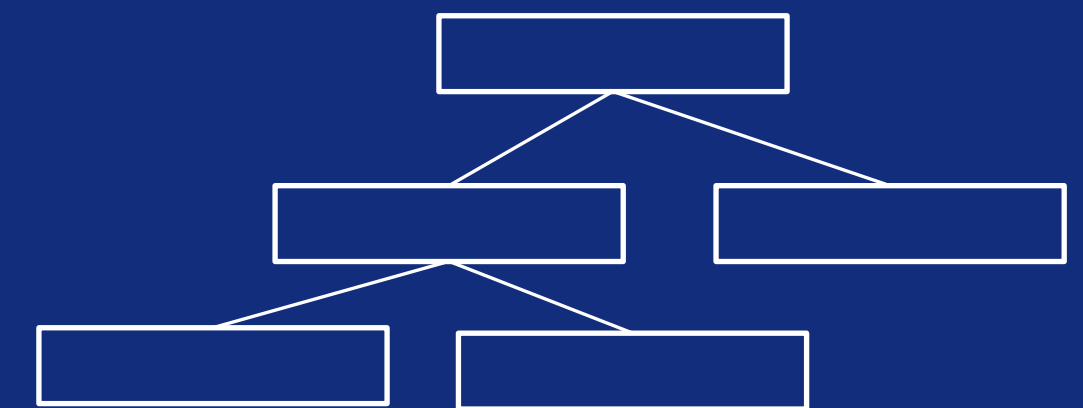
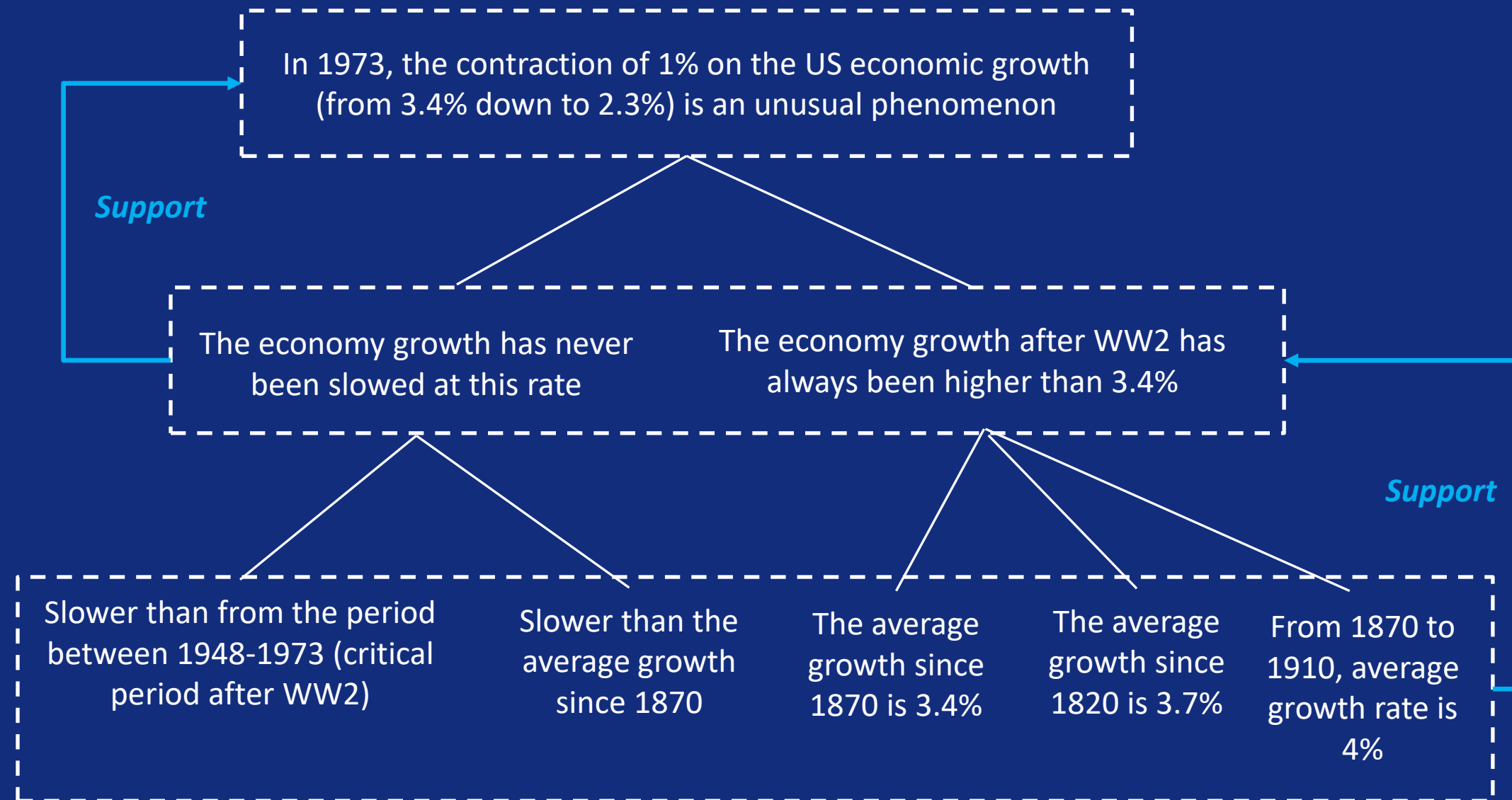
*Evidence 2*

# Parallelism

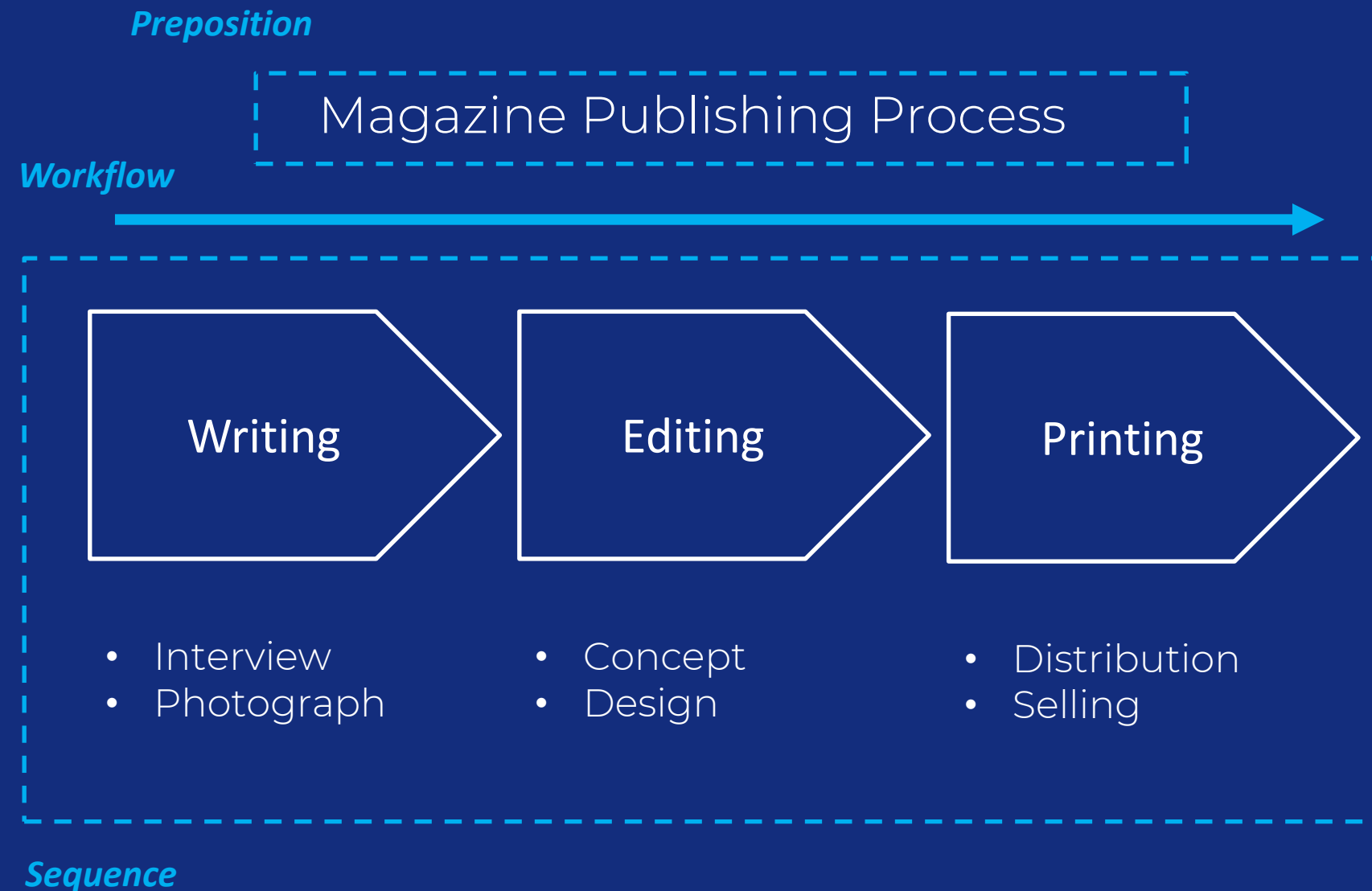


Increase persuasiveness by listing multiple homogeneous facts to support the argument

# Combination Theory



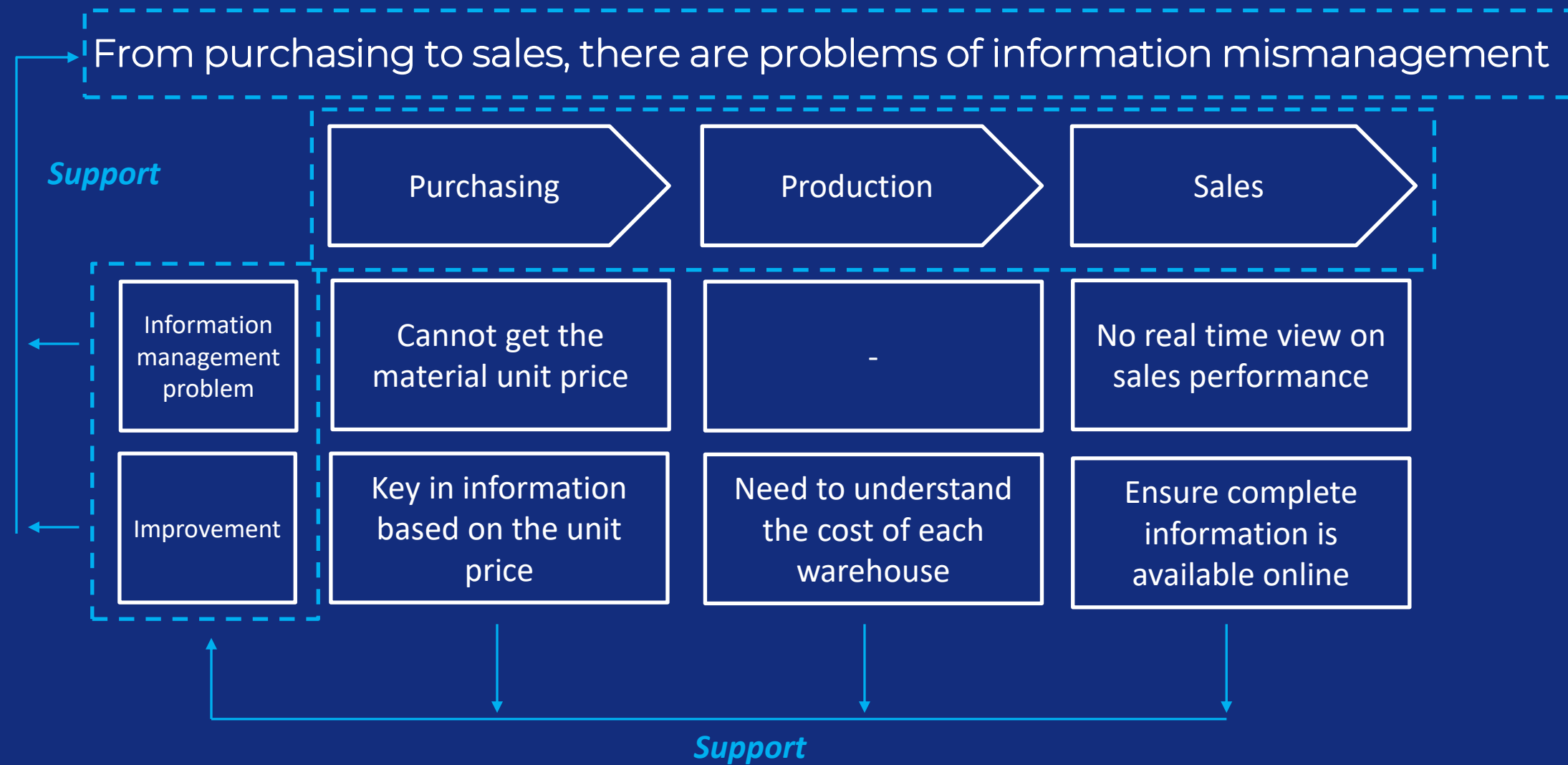
Support the conclusion by showing simultaneous phenomenon



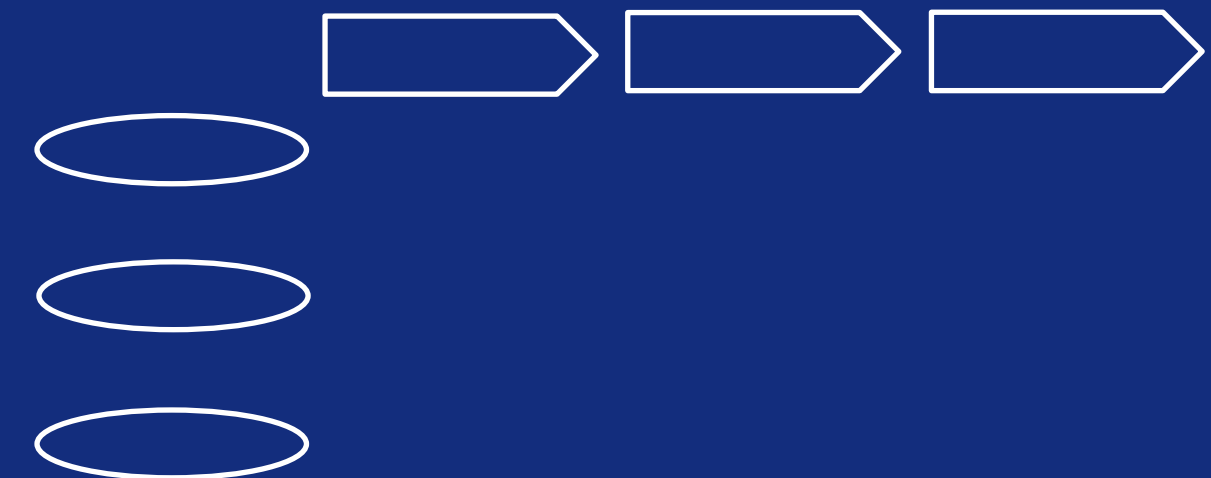
# Continuity Method



Describe the causal relationship of each feature (chain theory)



# McKinsey Law



Combine continuity method and combination theory

Nikola Tesla vs. Thomas Edison:  
Who was the better inventor?

|                     | Edison                    | Tesla                               |
|---------------------|---------------------------|-------------------------------------|
| Famous<br>Invention | Light bulb                | AC current                          |
| No of<br>patents    | 1093                      | 278                                 |
| Career              | Inventor &<br>businessman | Electrical &<br>mechanical engineer |

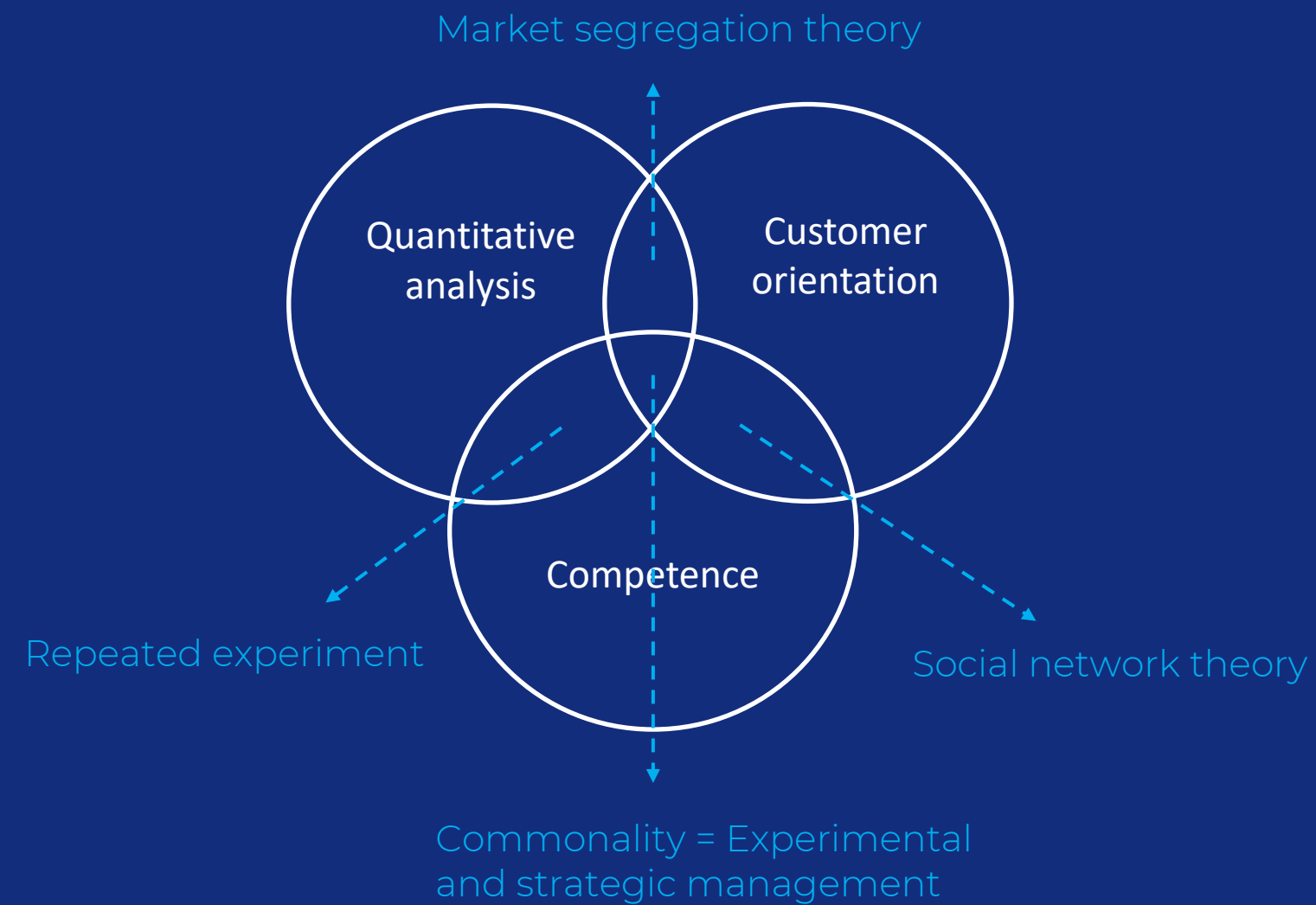
# Law of Opposition



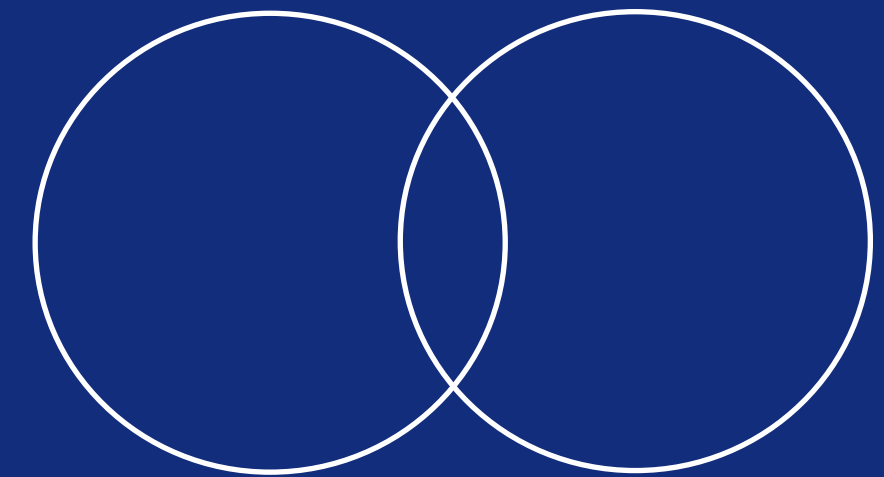
Draw conclusion from pros and cons



Add the customer's point of view and re-examine quantitative analysis and competence

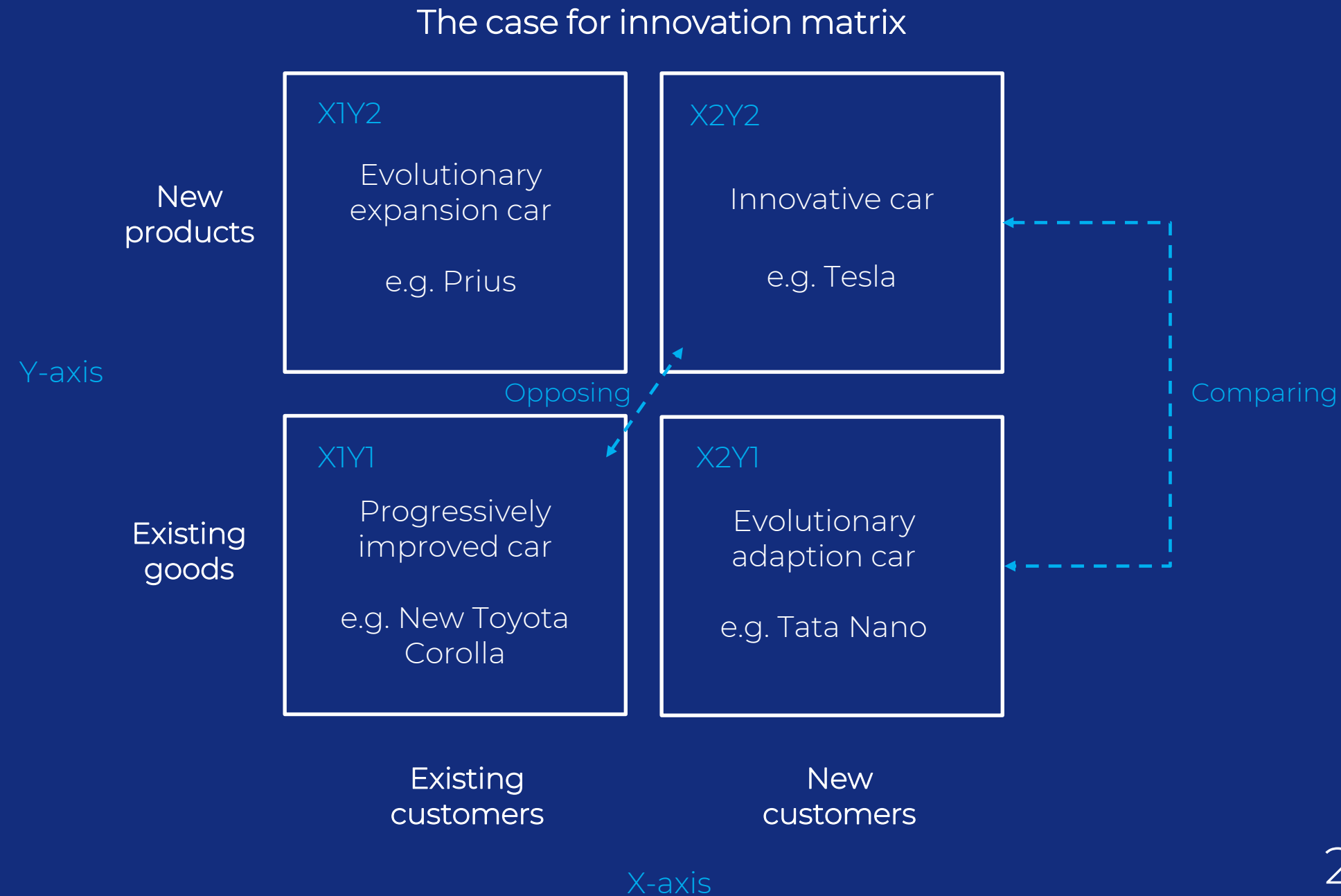


# Comparative Approach

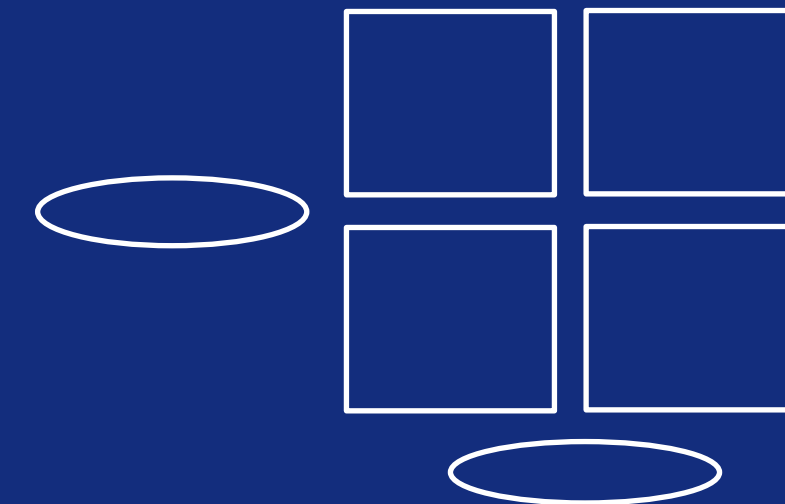


Find similarity and difference between solution

Classify goods/services by customer axis and product axis



# BCG Approach



2x2 matrix that is a fusion of opposition and comparative approach



# The Advanced

Effective Presentation Using PowerPoint



# The application of color and text

Color can bring out affiliation and differences in the content

Text formatting can improve readability of your material



# 4 “C” OF COLOR

## Contrast

Color should help to distinguish information

## Connection

Color should express the relationship between main and sub topics

## Clarity

Color should convey the correct information

## Control

Total color should not be more than 4 types



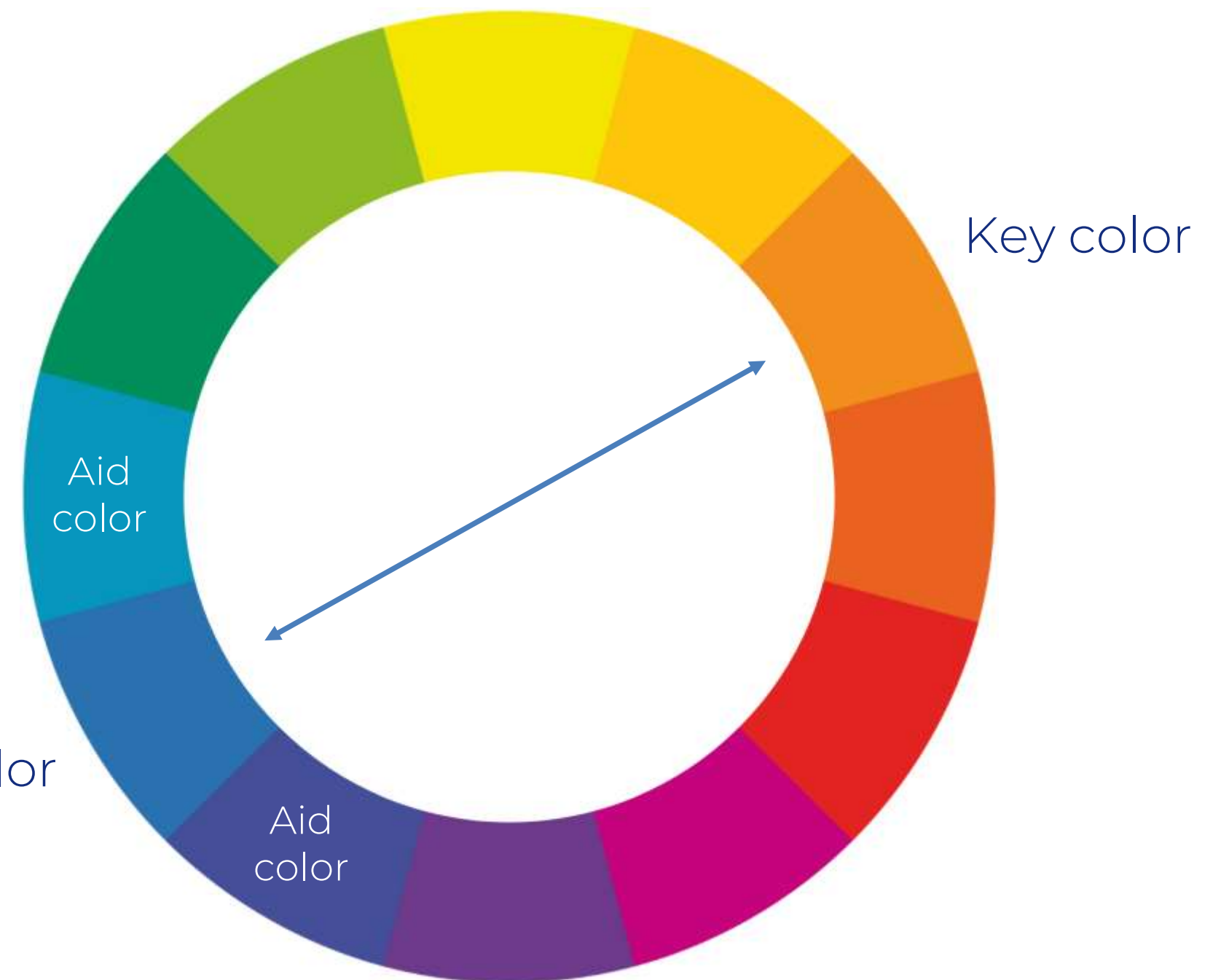
# The Color Wheel

Pick 2 color from the wheel

Base : Foundation of your slide

Key : For emphasis and maximum contrast

Base color





The Advanced | The Application of Color and Text

# Website #1: Color Dot



A tool for matching your own color set

<https://color.hailpixel.com>



The Advanced | The Application of Color and Text

#F56A79

40

Today

193

Yesterday

350

460

51

4 days

# Website #2: Color Hunt

Find pre-matched color set

<https://colorhunt.co>

437

5 days

413

6 days

745

1 week

795

1 week

598

1 week



Color Palette #4247

color of watermelon drink, dull brick red, dull red, dusty gray, dusty red, gray color, gray with a shade of green, light green, metal color, metallic color, shades of beige, shades of brown.

f

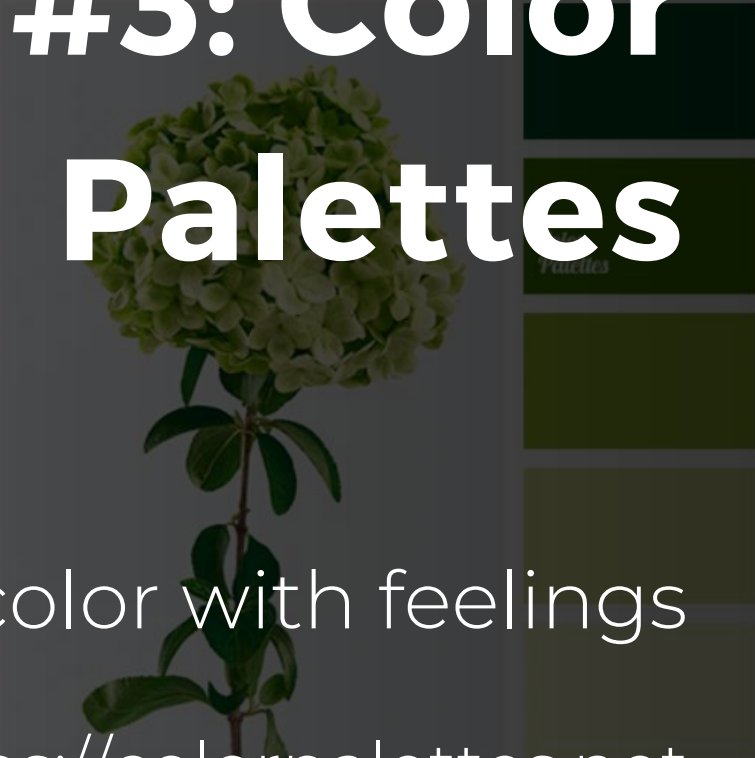
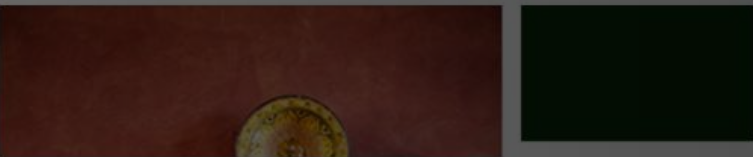
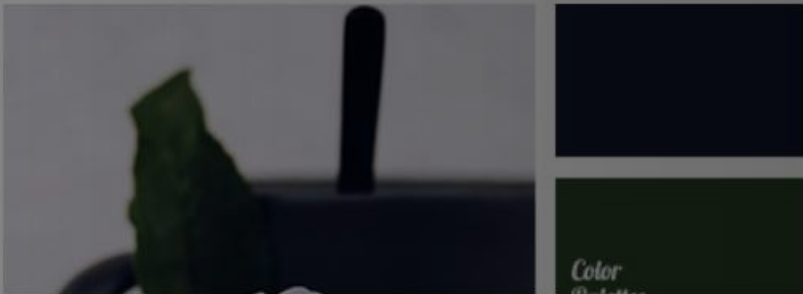
Facebook

t

Twitter

p

Pinterest



Color Palette #4235

color combinations, color matching, color solution for design, fresh greenery color, grass color, greenery color, light-green and green, monochrome color palette, monochrome green color palette, shades of green, shades of light green.

f

Facebook

t

Twitter

p

Pinterest



Link color with feelings  
<https://colorpalettes.net>

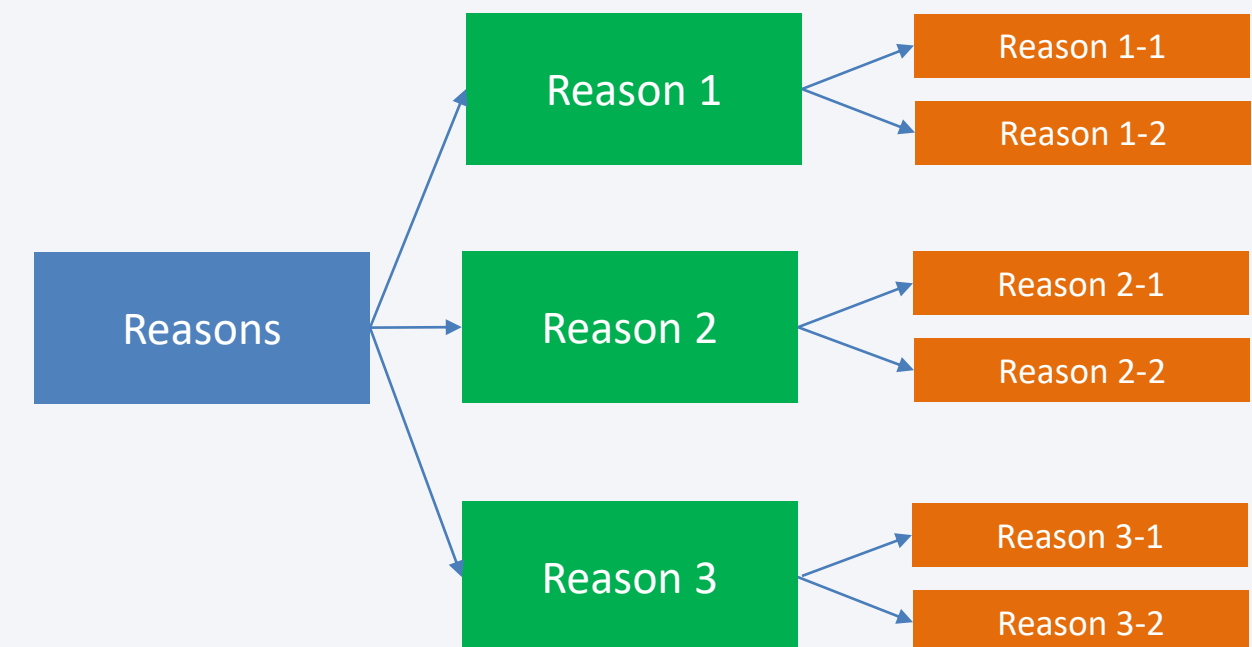
# Color Matching Error #1

Color affects message partition

It interferes with audience's division of the message

Solution:

Use different color for different reasons



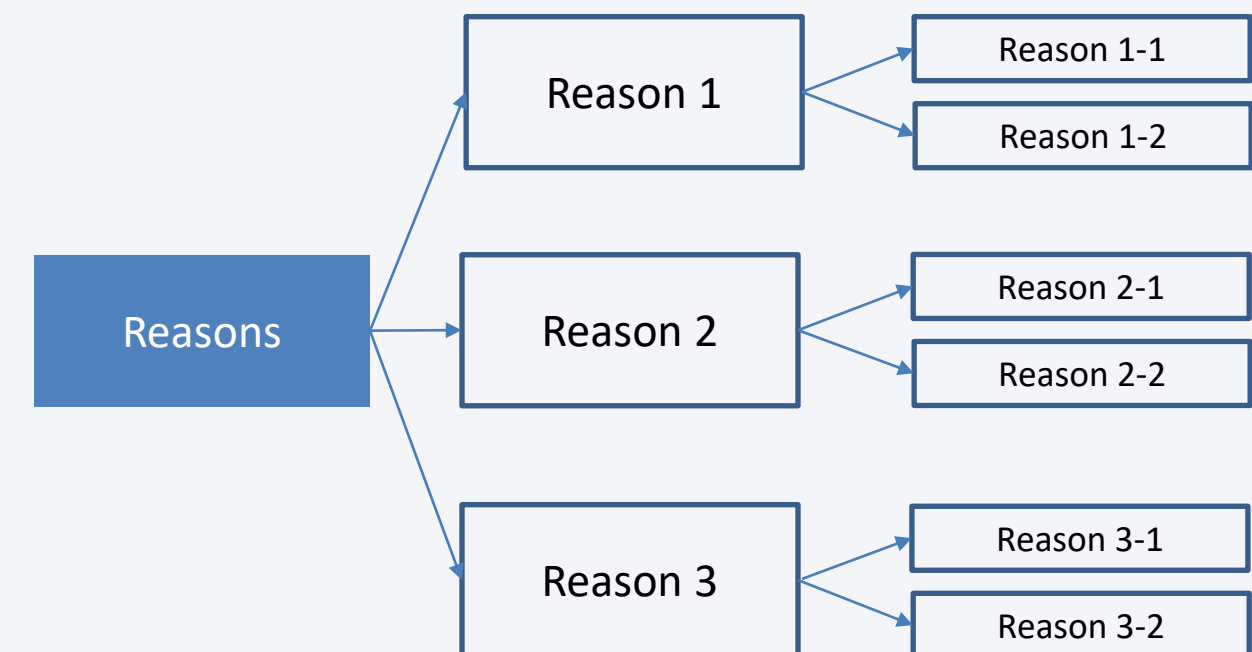
# Color Matching Error #2

Emphasis at the wrong location

The main points are the reasons (1, 2 & 3) and the sub-reasons, not the title

Solution:

Use color to darken the main points



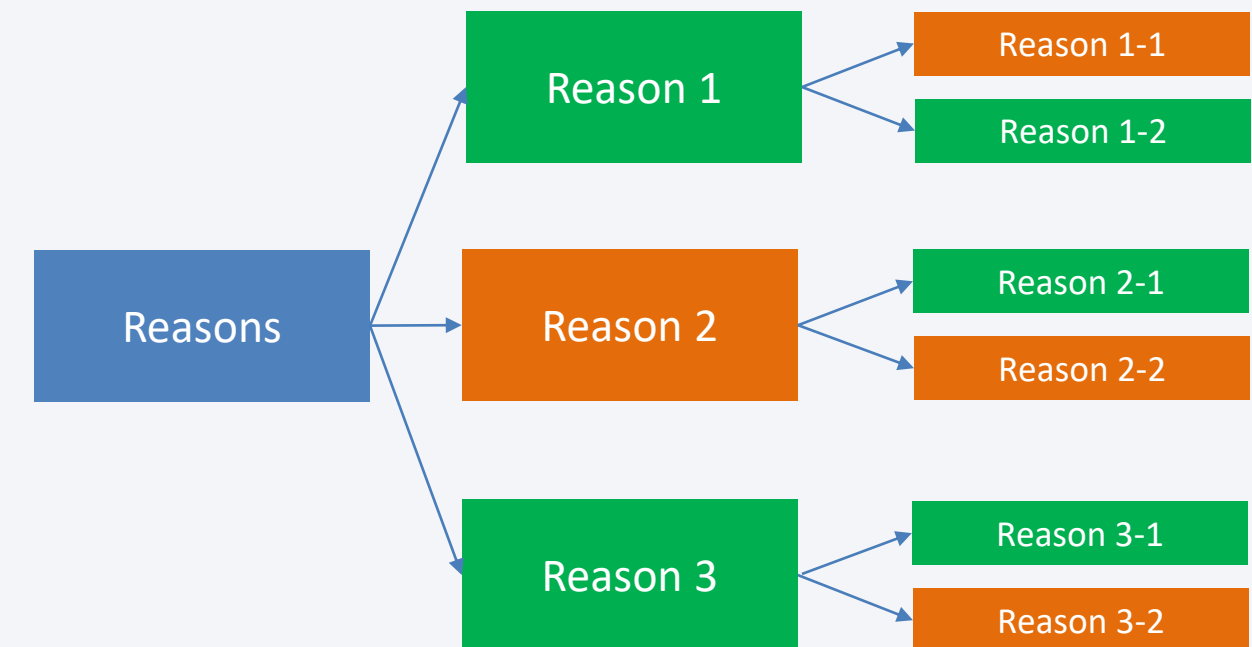
# Color Matching Error #3

Color sends the wrong message

Irrelevant coloring makes information difficult to be classified

Solution:

Information with causal relationship use same color but with different shades level





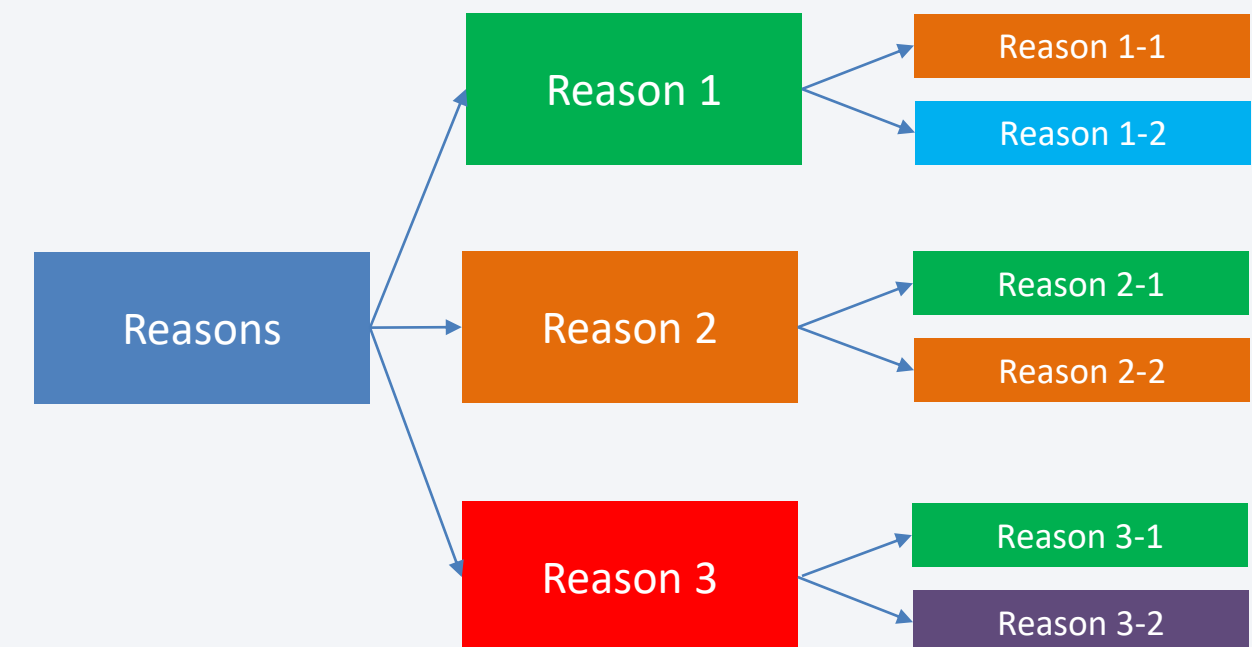
# Color Matching Error #4

Colorful slides

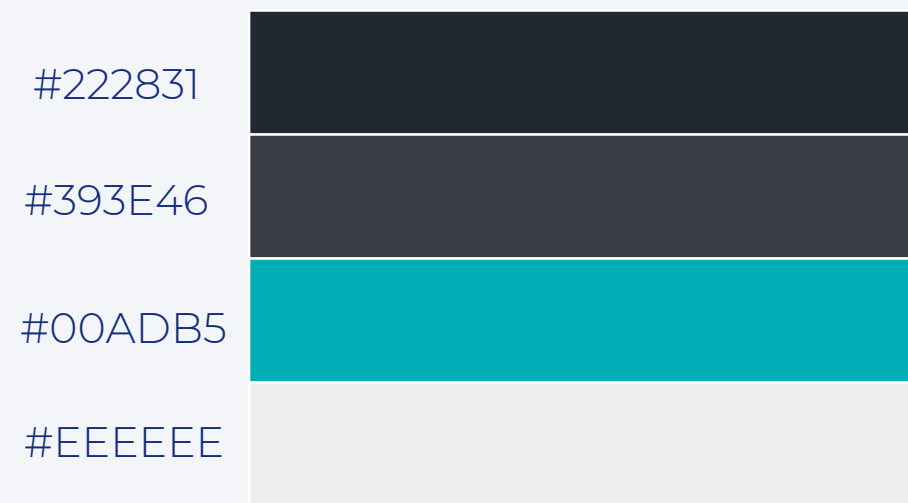
Distracts the audience and making it difficult to read

Solution:

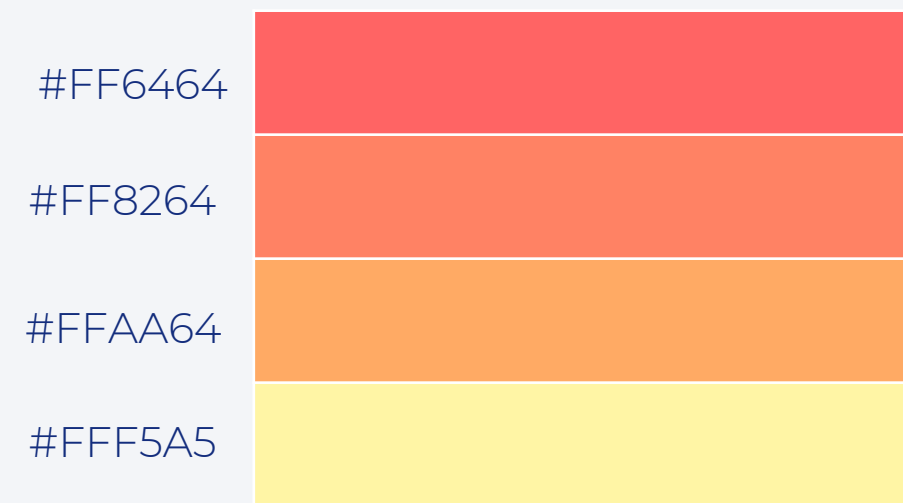
Use less than 4 colors



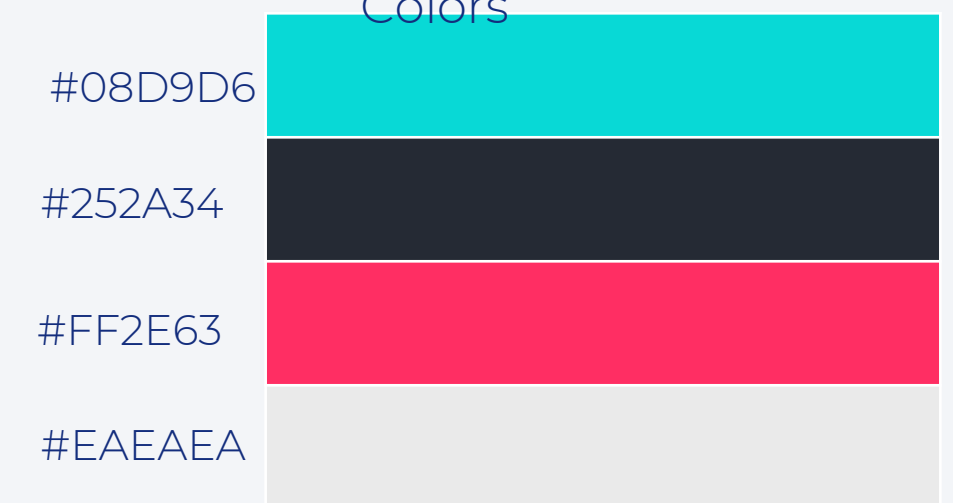
### Cool Colors



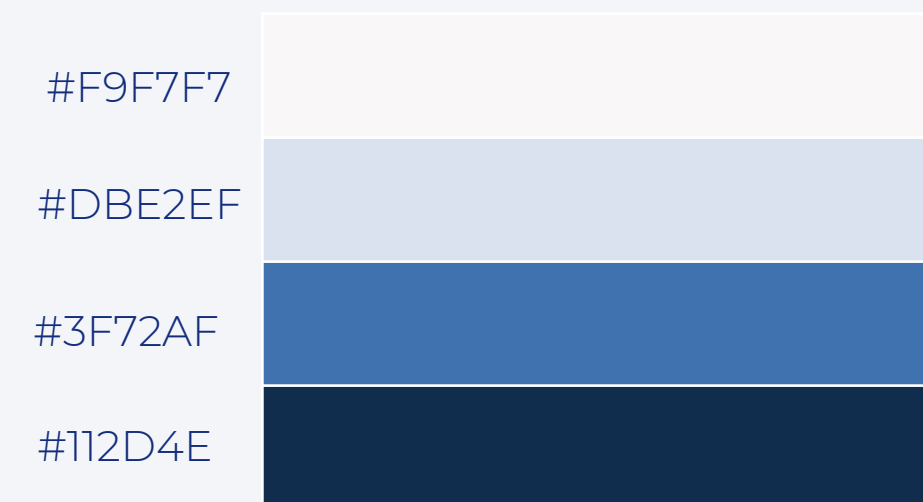
### Warm Colors



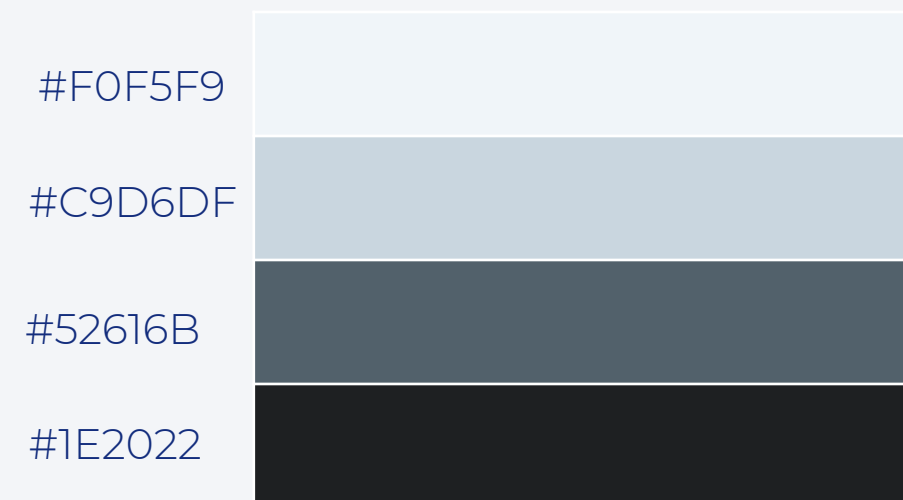
### High Contrast Colors



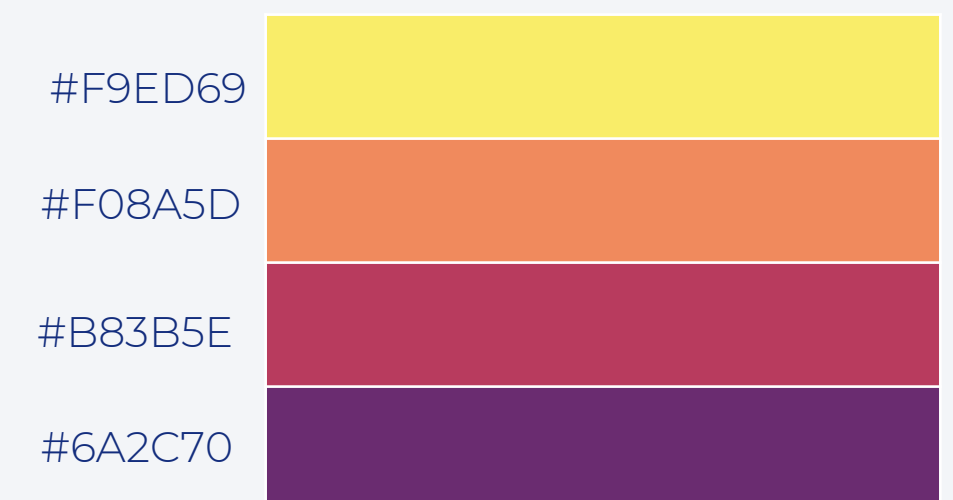
### Business Colors



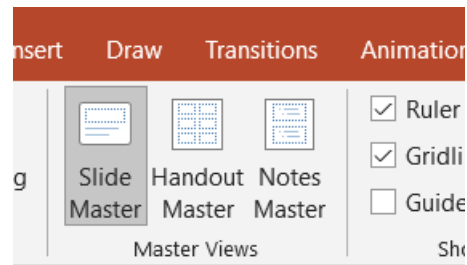
### Professional Colors



### Fashion Colors



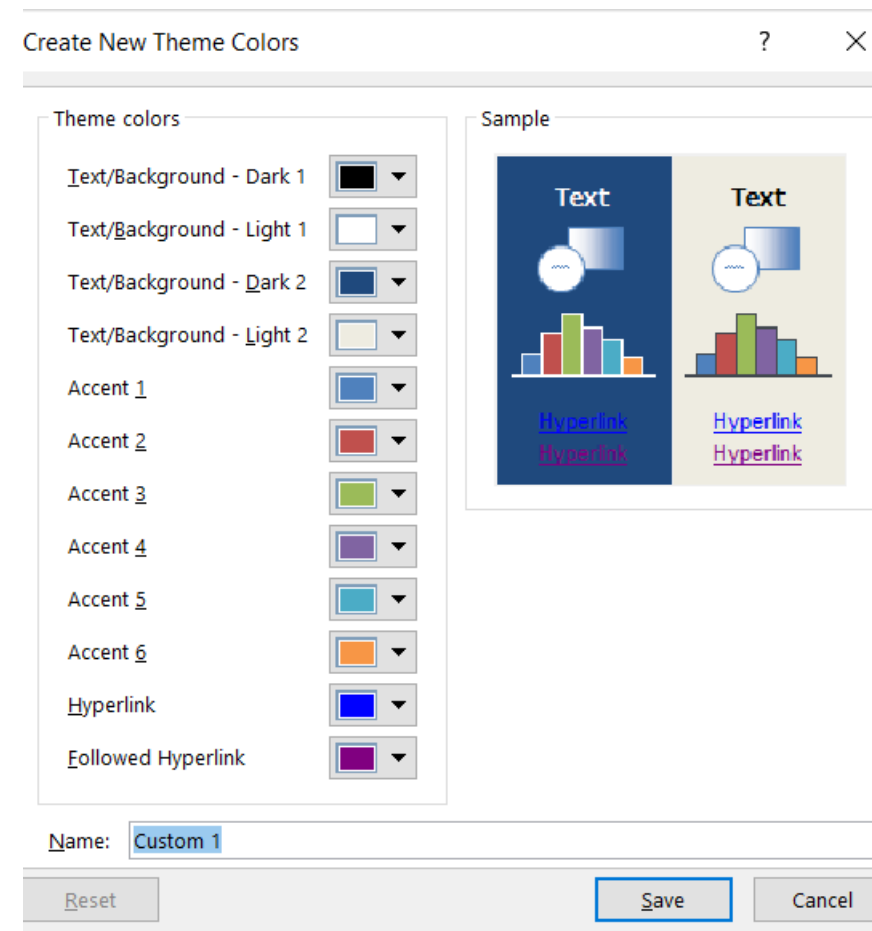
# 4 STEPS TO CUSTOMIZE COLOR COMBINATION



Select "Slides Master" under "view" tab

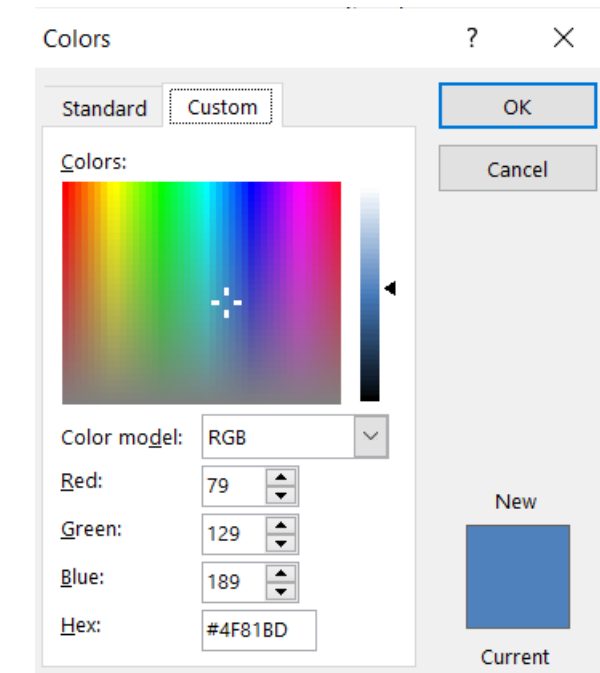


Select "Customize Colors..."



Click on the small box to modify

\*\*Accent color matches the color of the shapes and charts



Enter your preferred hex code to change and click OK

# 4 RULES FOR TEXT

## Font Size

Should be greater than 24 (\*as applicable)

## Font Types

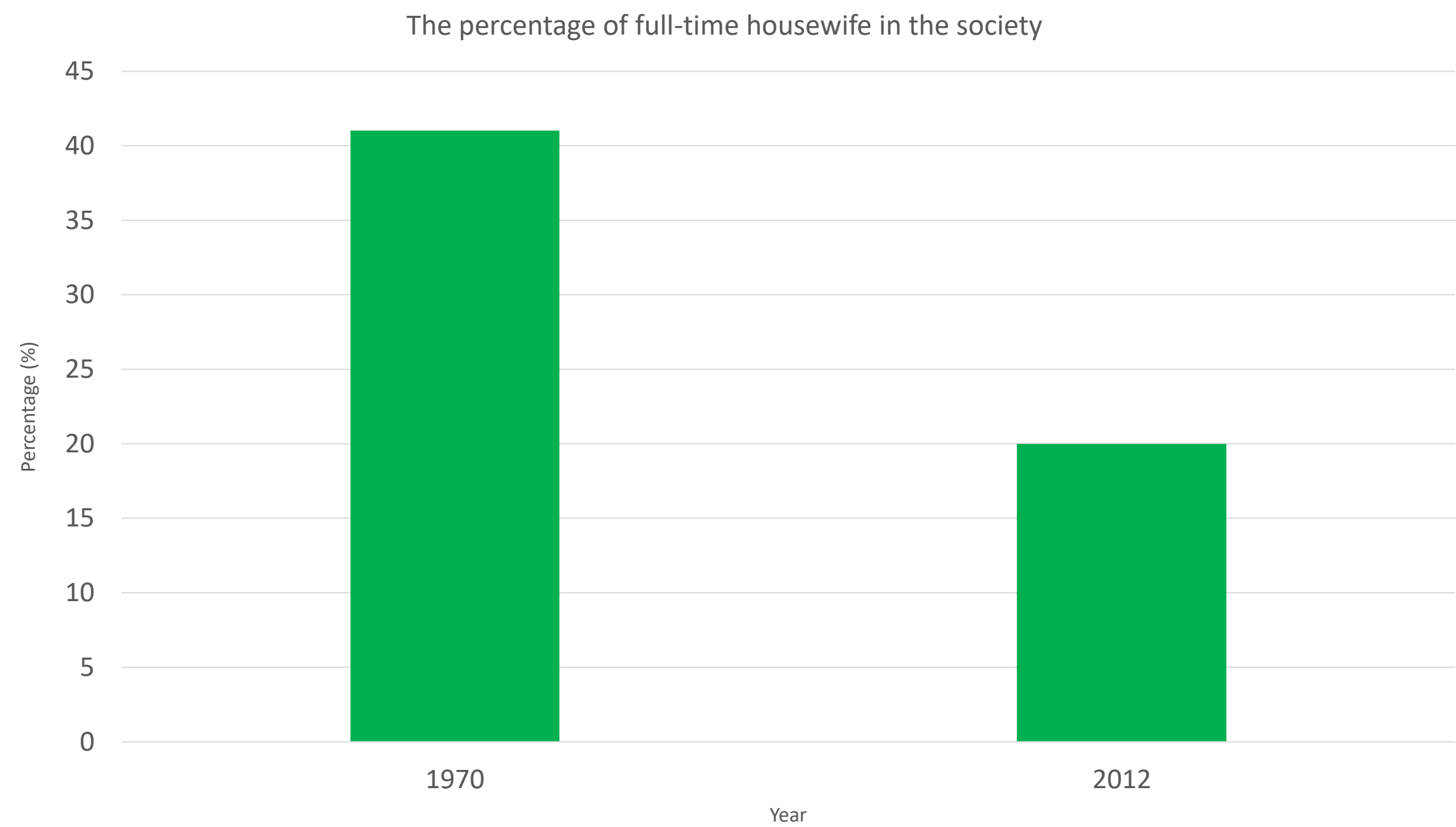
Should not be more than 3 types. Try to utilize same font but different in size

## Avoid Italics

Study shows italics are 2x harder to read

## Simplicity

When message is simple, text is better than chart



20%

of the mothers are traditional  
full time housewives in 2012

It was 41% in 1970



**The line spacing for most pleasant reading should be 20% larger than the font\*\***

**There was never a  
good war or a bad  
peace**

**- Benjamin Franklin**

**There was never a  
good war or a bad  
peace**

**- Benjamin Franklin**

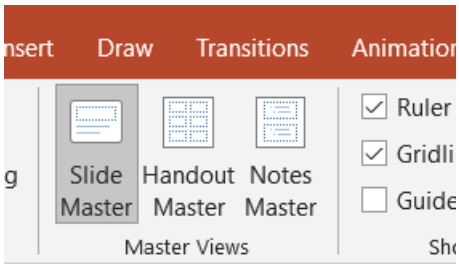
# Font type

**Serif (fonts with decorative strokes at the end of the font) is used for longer text paragraphs and book layout.**

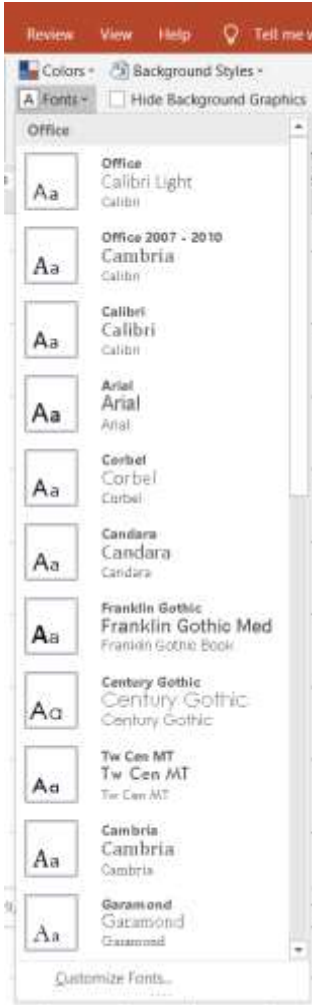
**Sans Serif is more common for computer application.**

| Serif  | Sans Serif                                     |
|--|--|
| Baskerville – used often in books<br>ABCDEF abcdef | Gill Sans – used for title<br>ABCDEF abcdef    |
| Garamond – classic style<br>ABCDEF abcdef          | Helvetica – Apple’s favourite<br>ABCDEF abcdef |

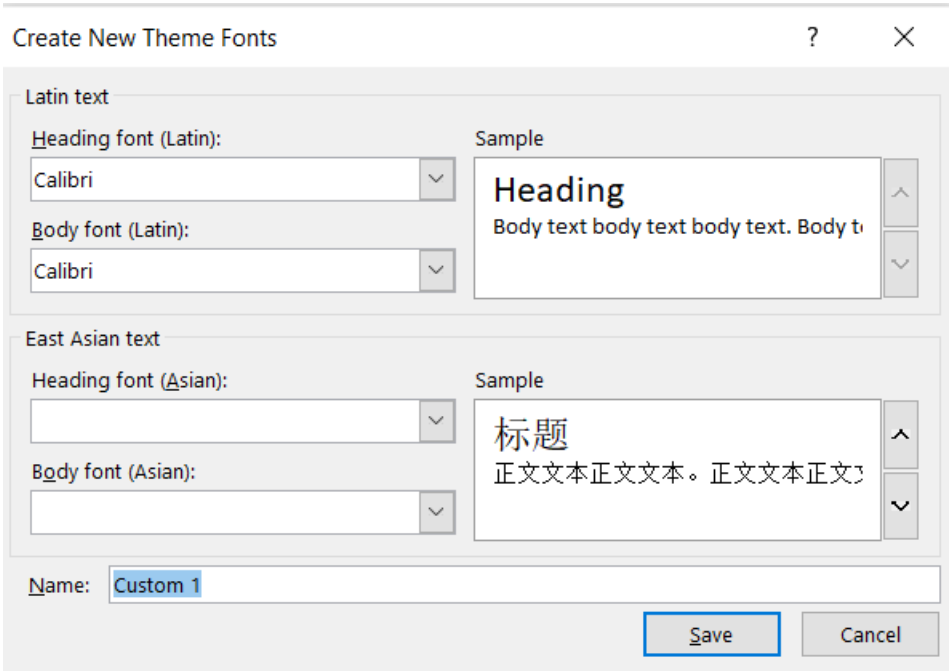
# 3 STEPS TO MODIFY FONT FOR ENTIRE SLIDEDECK



Select “Slides Master”  
under “view” tab

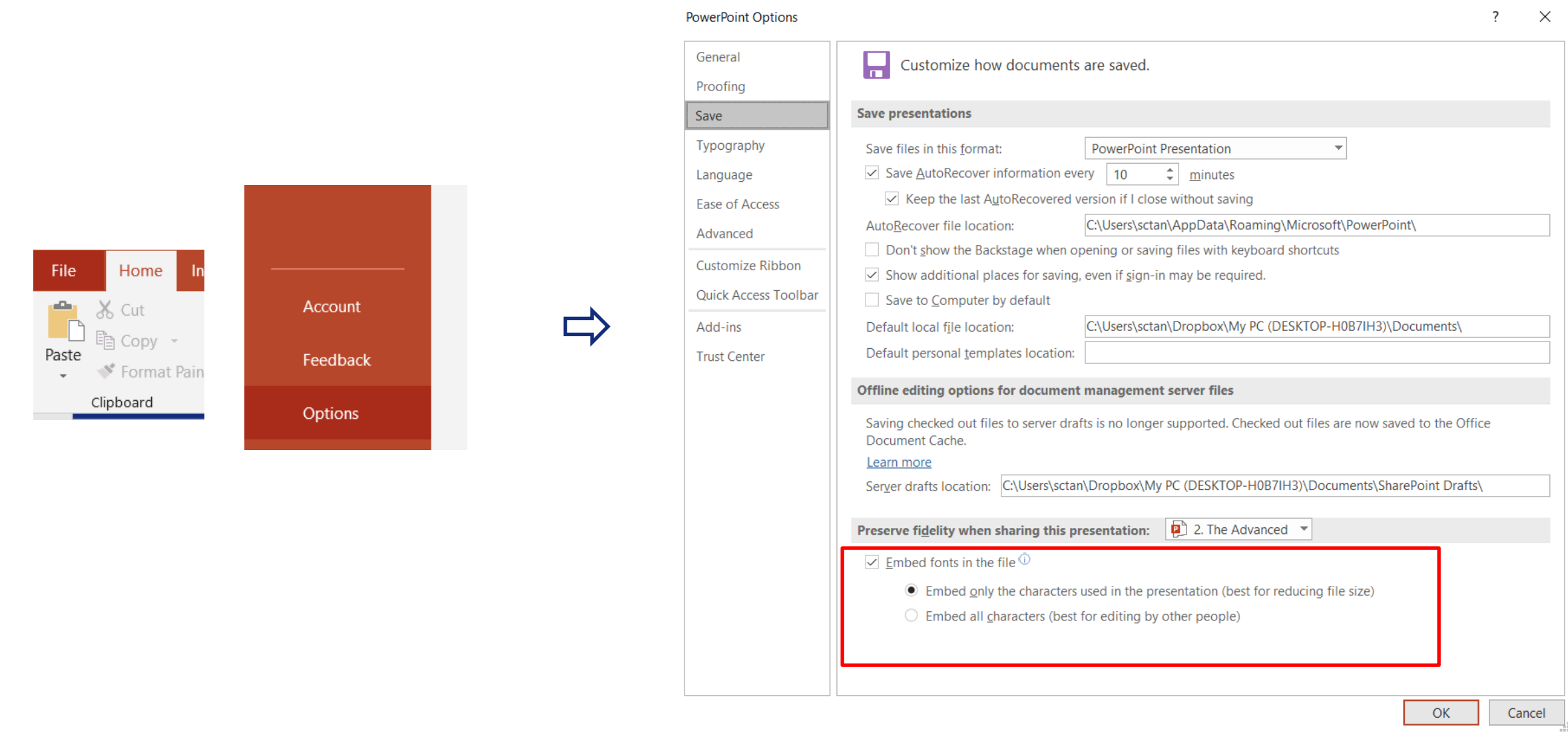


Select “Customize  
Fonts...”



Select the desired font  
and save

# 3 STEPS TO EMBED CUSTOM FONTS



Select “File”,  
then “Options”



Select “Save”

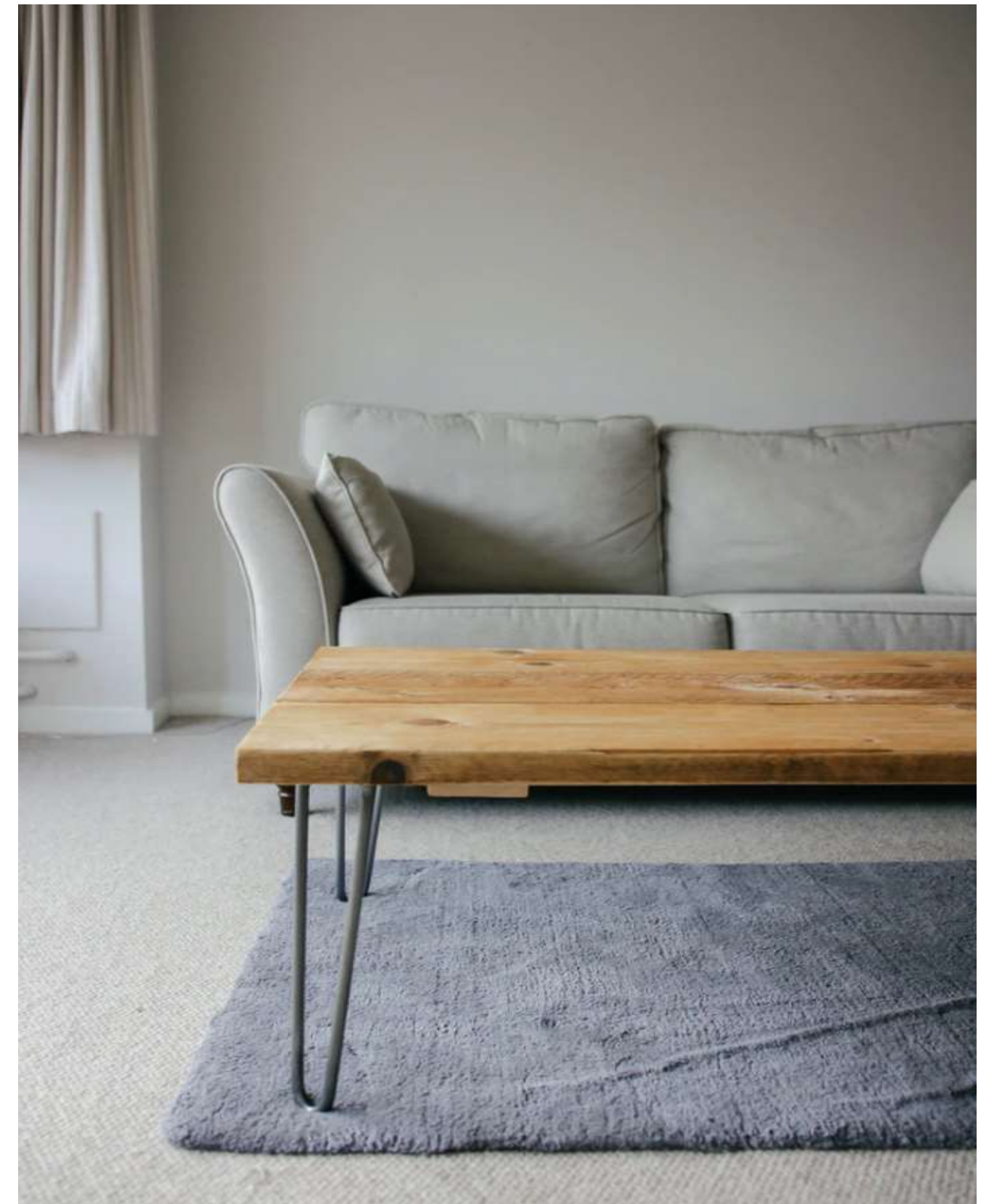


Enable “Embed Fonts in  
the file”

# The rules of table

**Table** fits the audience reading pattern  
(left -> right, top -> following column)  
to compare values

**However**, table can be distracting



|           | Q1   | Q2  | Q3  | Q4  | Average |
|-----------|------|-----|-----|-----|---------|
| USA       | -18% | 7%  | 25% | 2%  | 2%      |
| Australia | 47%  | -7% | 26% | 15% | 17%     |
| China     | 16%  | -5% | 1%  | -7% | 19%     |
| Europe    | 57%  | 10% | -3% | -7% | 13%     |
| India     | 57%  | 6%  | -3% | -7% | 13%     |

Color and design are not used wisely. Not sure where to focus





|           | Q1   | Q2  | Q3  | Q4  | Average |
|-----------|------|-----|-----|-----|---------|
| USA       | -18% | 7%  | 25% | 2%  | 2%      |
| Australia | 47%  | -7% | 26% | 15% | 17%     |
| China     | 16%  | -5% | 1%  | -7% | 19%     |
| Europe    | 57%  | 10% | -3% | -7% | 13%     |
| India     | 57%  | 6%  | -3% | -7% | 13%     |

The hot zone is mapped out to focus on important information



|             | Smartphone A<br>\$ 1,999 | Smartphone A<br>\$ 2,699 | Smartphone A<br>\$ 3,299 |
|-------------|--------------------------|--------------------------|--------------------------|
| Screen Size | 7 inch                   | 5.8 inch                 | 6 inch                   |
| Battery     | 3000mAh                  | 5000mAh                  | 4200mAh                  |
| Storage     | 64GB                     | 128GB                    | 128GB                    |

Use shadow effect to emphasize

|              |           | Jan | Feb | March | April | May | June |
|--------------|-----------|-----|-----|-------|-------|-----|------|
| Department A | Project A |     |     |       |       |     |      |
|              | Project B |     |     |       |       |     |      |
| Department B | Project A |     |     |       |       |     |      |
|              | Project B |     |     |       |       |     |      |
|              | Project C |     |     |       |       |     |      |

Gantt chart sample

# The secret of space and picture

Too much design can be distracting. Novices like to fit in many data to prove effort.

Just like music, blank space is key in slide design.

A picture speaks a thousand words



# 4 RULES FOR SPACING

## 30% Blank Space

Blank space helps to highlight the content

## Avoid Corners

Placing elements in the four corners of the slide create visual pressure

## Utilize Margin

Consistent margin across slides give professional look

## Apply Spacing

1.2-1.4 line spacing is the best. Use paragraph spacing for data group

# 3 PARAGRAPH FORMAT SETTING FOR EASY READ

- 1 { Today activities:
- Visit to the museum
  - Sports
  - Basketball
  - Swimming
  - Football
- 2 }
- 3 }

Paragraph ? X

Indents and Spacing Asian Typography

General

Alignment: Left

Indentation

Before text: 1.27 cm Special: Hanging By: 1.27 cm

Spacing

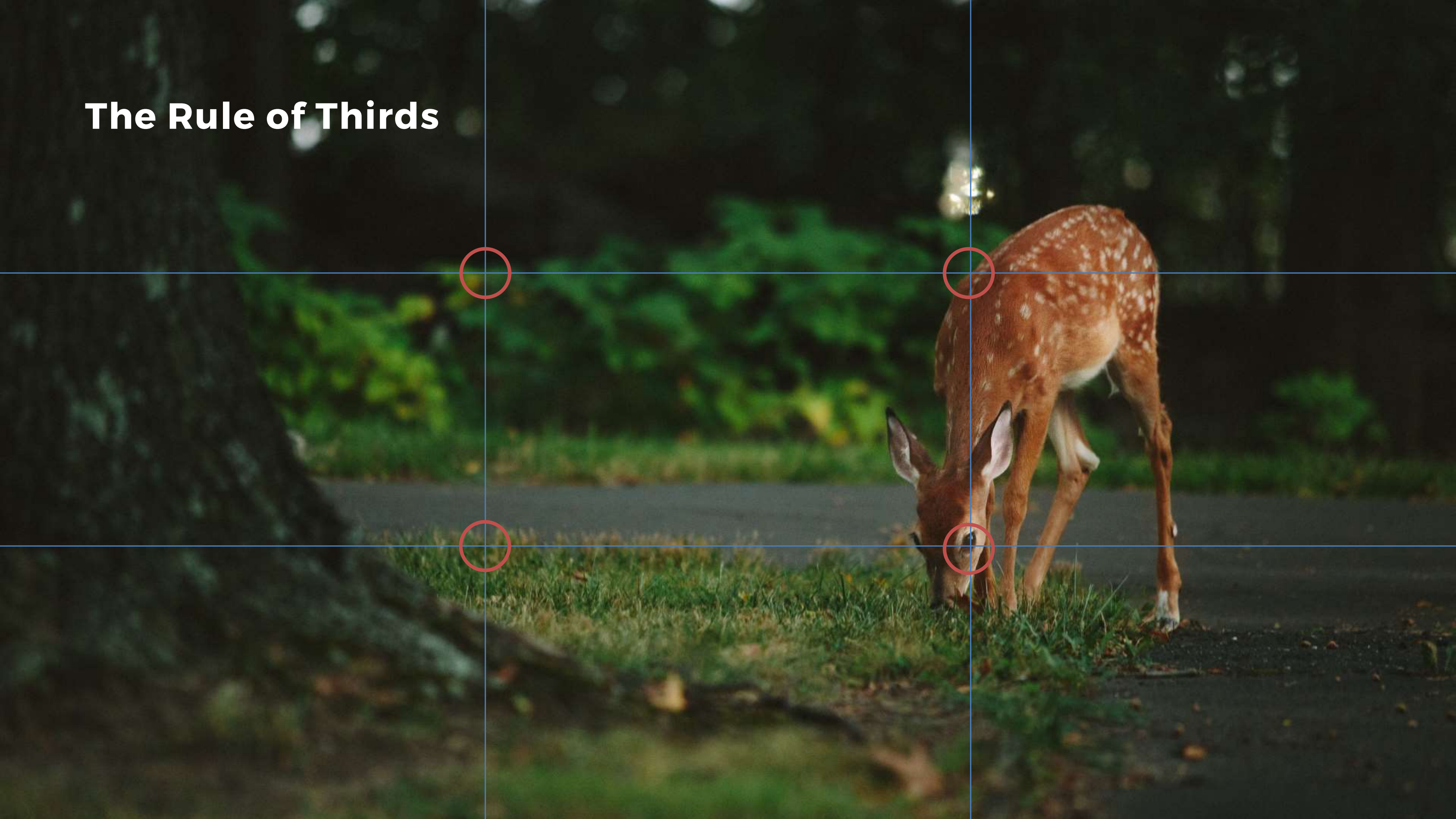
Before: 12 pt Line Spacing: 1.5 lines At 0

After: 0 pt

Tab... OK Cancel

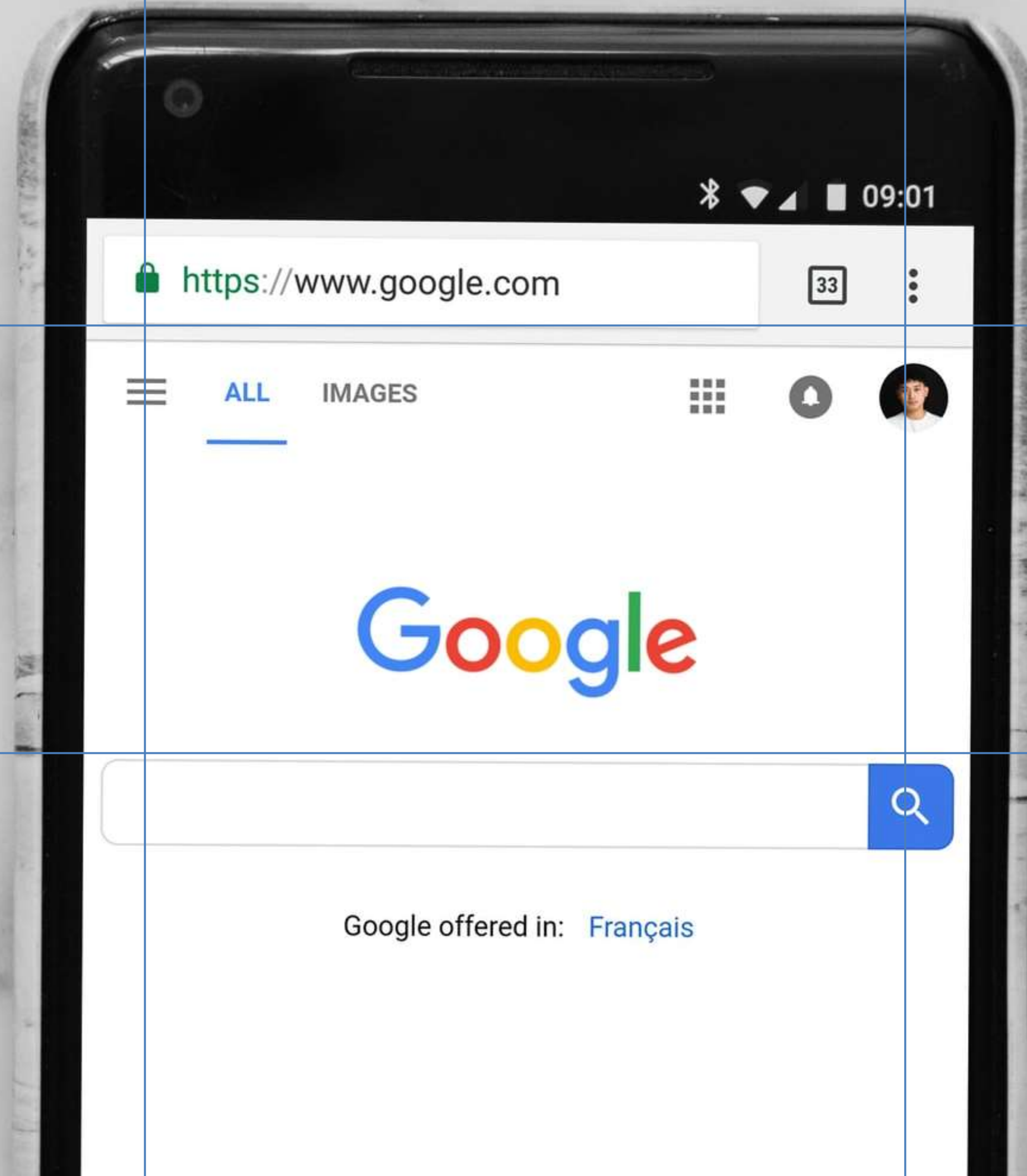


# The Rule of Thirds

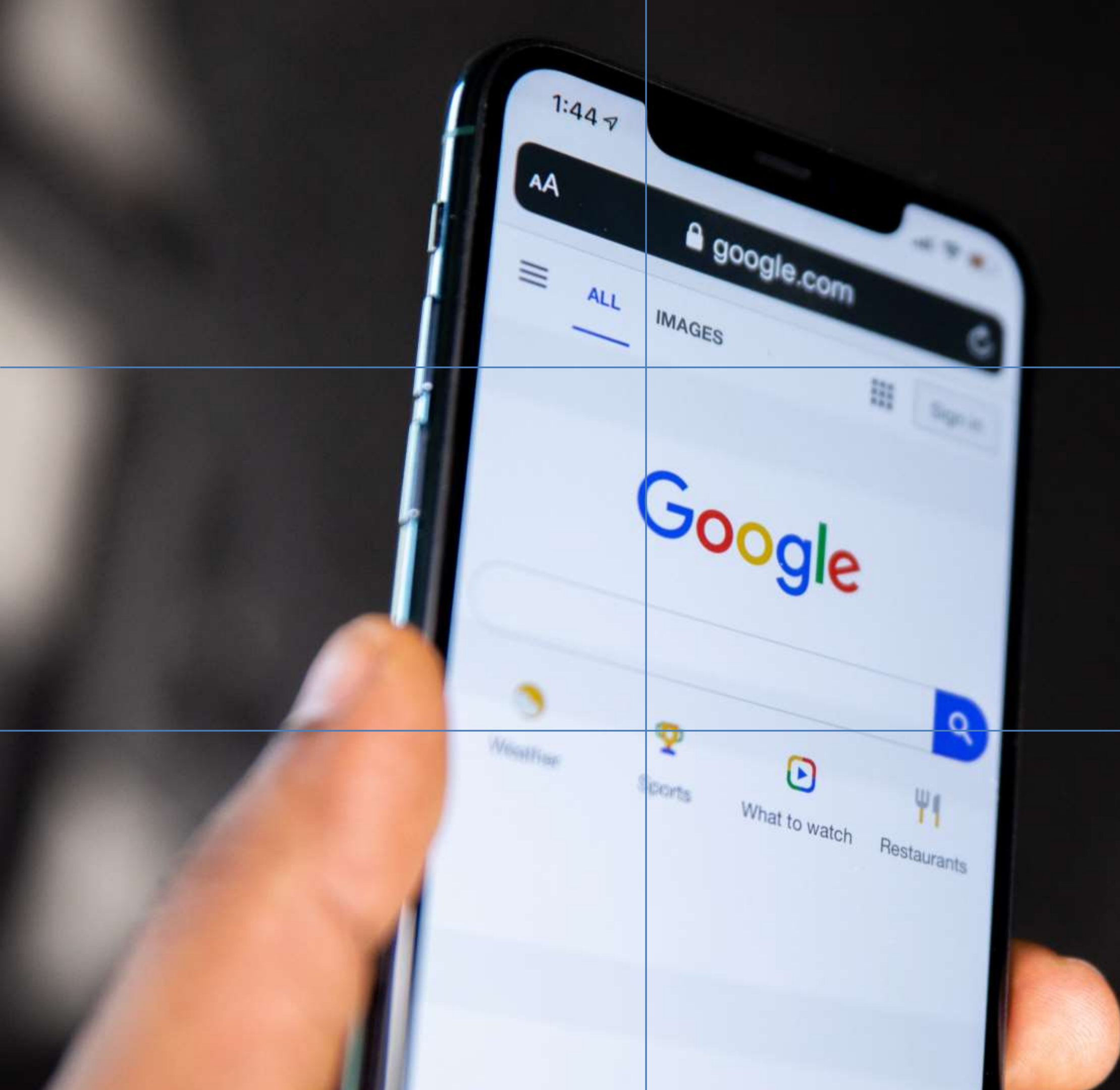


# Google History

- Originally named “BackRub”
- Founded in September 1998 by Larry Page and Sergey Brin
- The name originated from a misspelling of the word “googol”







# Google History

- Originally named “BackRub”
- Founded in September 1998 by Larry Page and Sergey Brin
- The name originated from a misspelling of the word “googol”

# 4 RULES FOR PICTURE

## Text in Picture

Must be of contrasting color to be easily seen

## Black and White

B&W is the choice if you want to highlight the atmosphere of the picture

## Entire Layout

Picture can cover the entire slide only if the amount of text is limited

## Avoid Watermark

Choose personal, purchased or free-to-use image to avoid casual impression



Birth rate of Japan

# 1.43





Birth rate of Japan

1.43





Birth rate of Japan

1.43





Birth rate of Japan

1.43



Birth rate of Japan

1.43



Birth rate of Japan

1.43



Birth rate of Japan

1.43

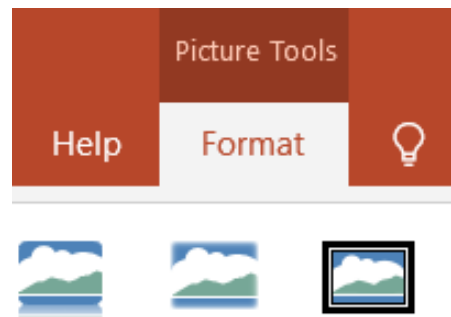




# 3 STEPS TO UNIFY IMAGE COLOUR



Select pictures you want to adjust the color tone



Click on Format under Picture Tools tab



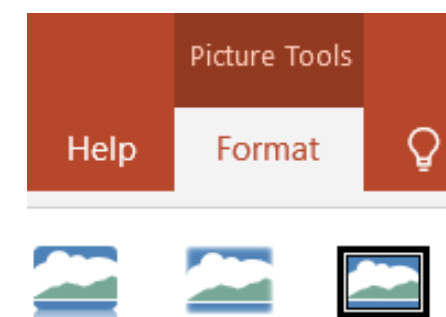
Select the color setting that you want



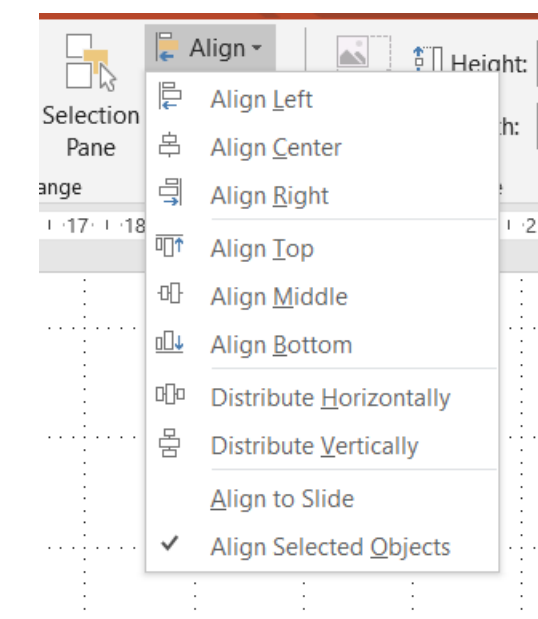
# 3 STEPS TO ALIGN PICTURE



Select pictures you want to align



Click on Format under Picture Tools tab

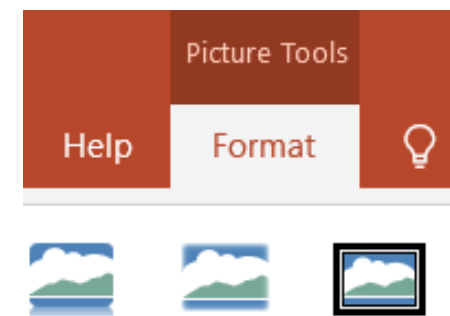


Select the alignment that you want

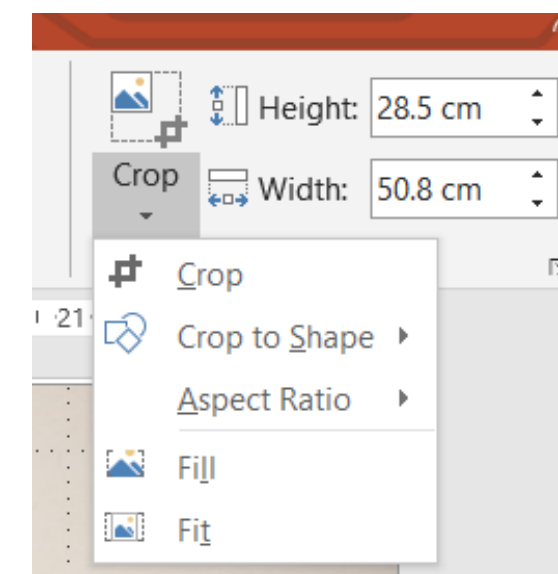
# 3 STEPS TO CROP PICTURE



Select pictures you to crop



Click on Format under Picture Tools tab



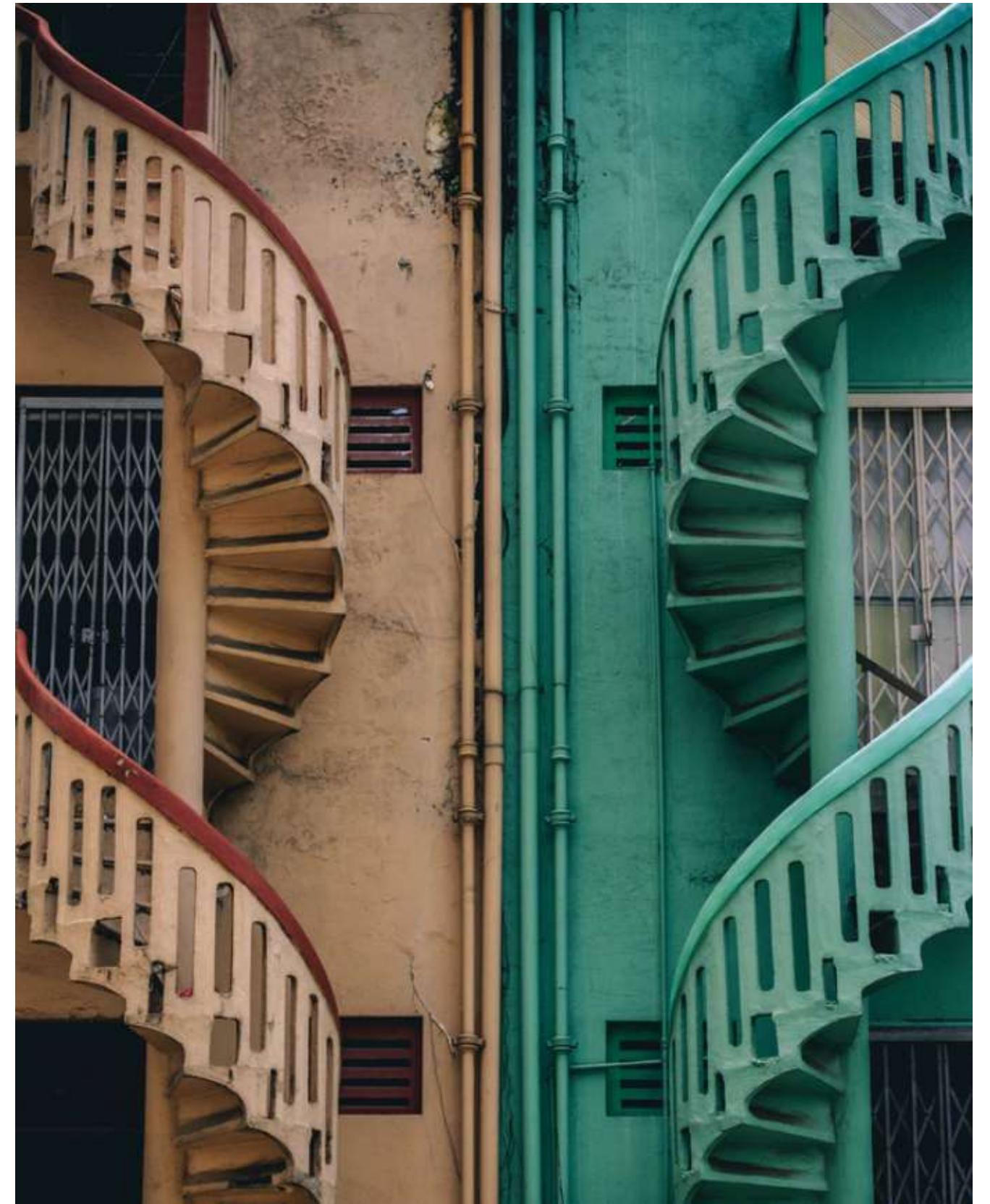
Select the crop setting that you want

# The power of contrast

Humans are naturally aware of "differences"

Any two elements with different formatting, the audience will automatically make below guesses:

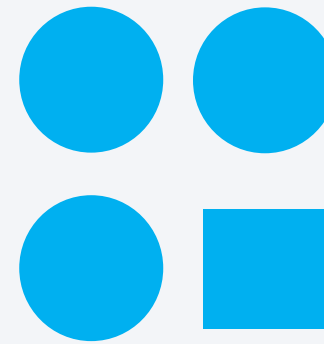
- Are they two in a group?
- Are they independent elements?



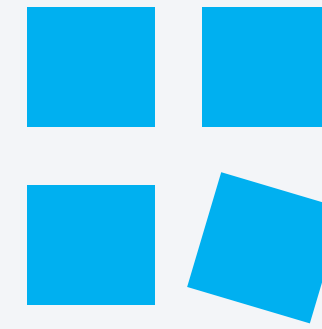
## Size



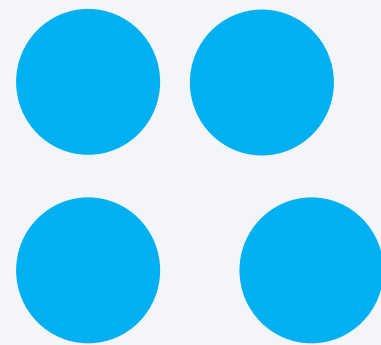
## Shape



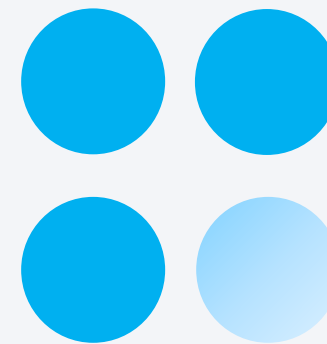
## Direction



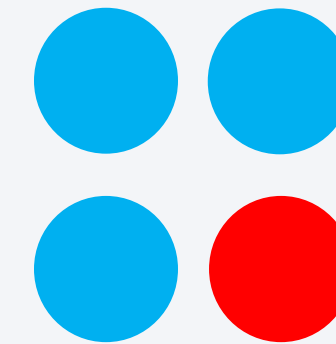
## Position



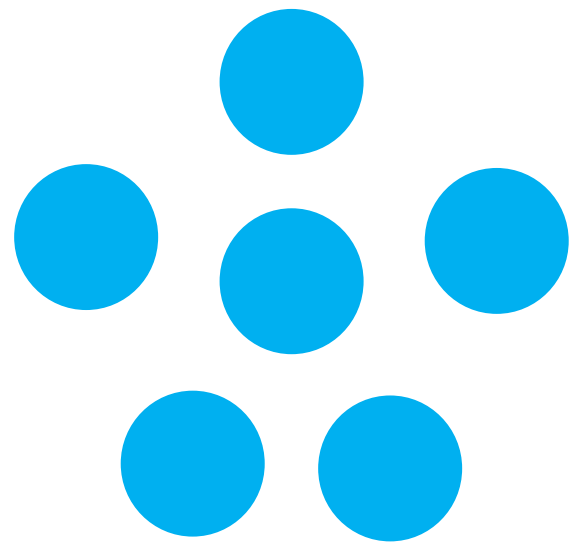
## Brightness



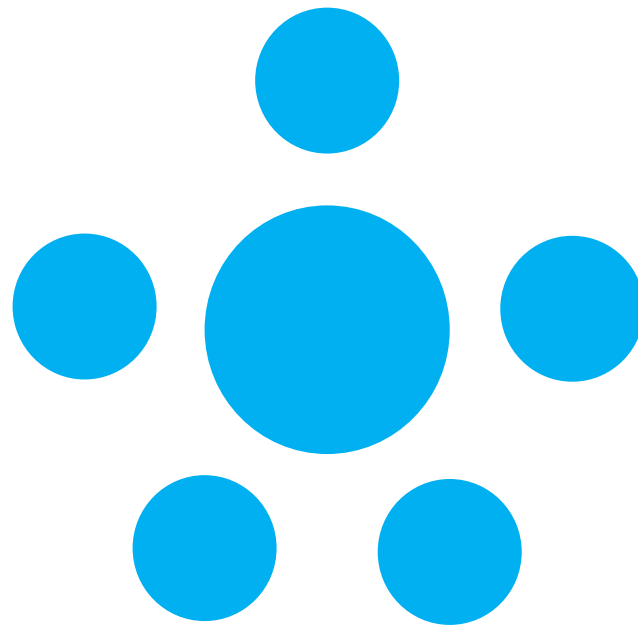
## Colour



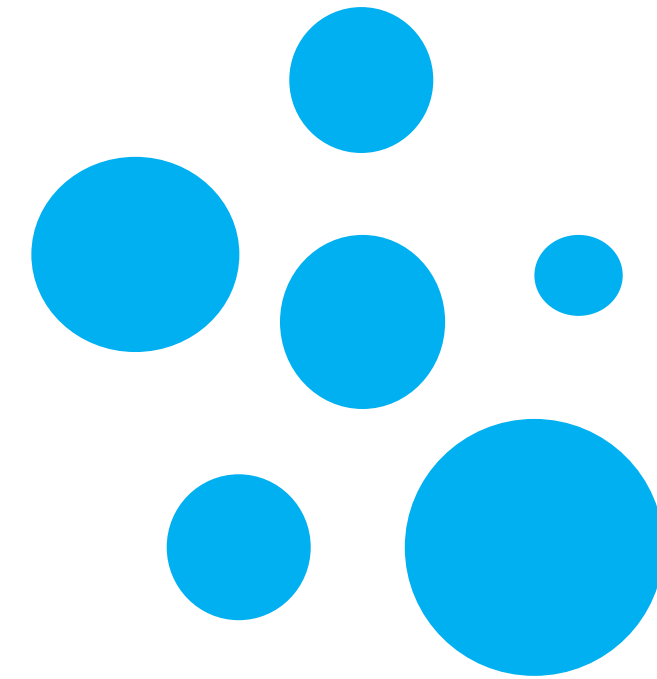
# EXAMPLES OF CONTRAST



Same responsibility  
across the teams to  
achieve a goal



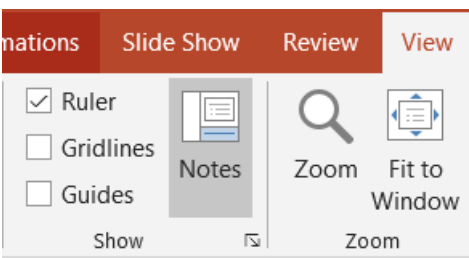
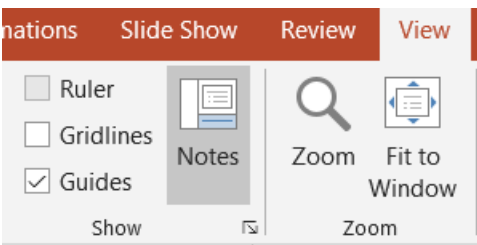
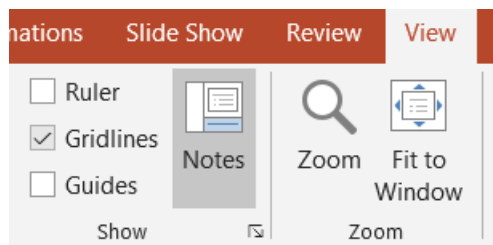
Goal is the main  
priority, the teams are  
secondary



Some teams have  
higher responsibilities



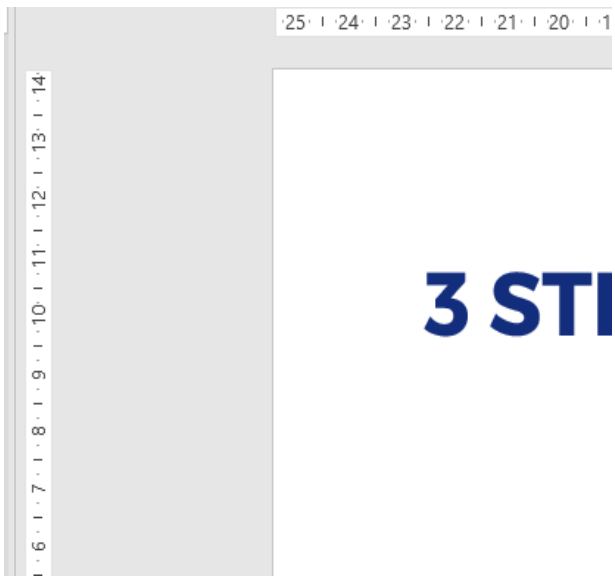
# 3 STEPS TO POSITION CONTRAST



Utilize gridlines to properly place content



Use guides for alignment across slides



Use ruler to measure the margin and spacing



The **larger the font, the more important** is the content. The supporting content is judged by spacing so that they can be grouped

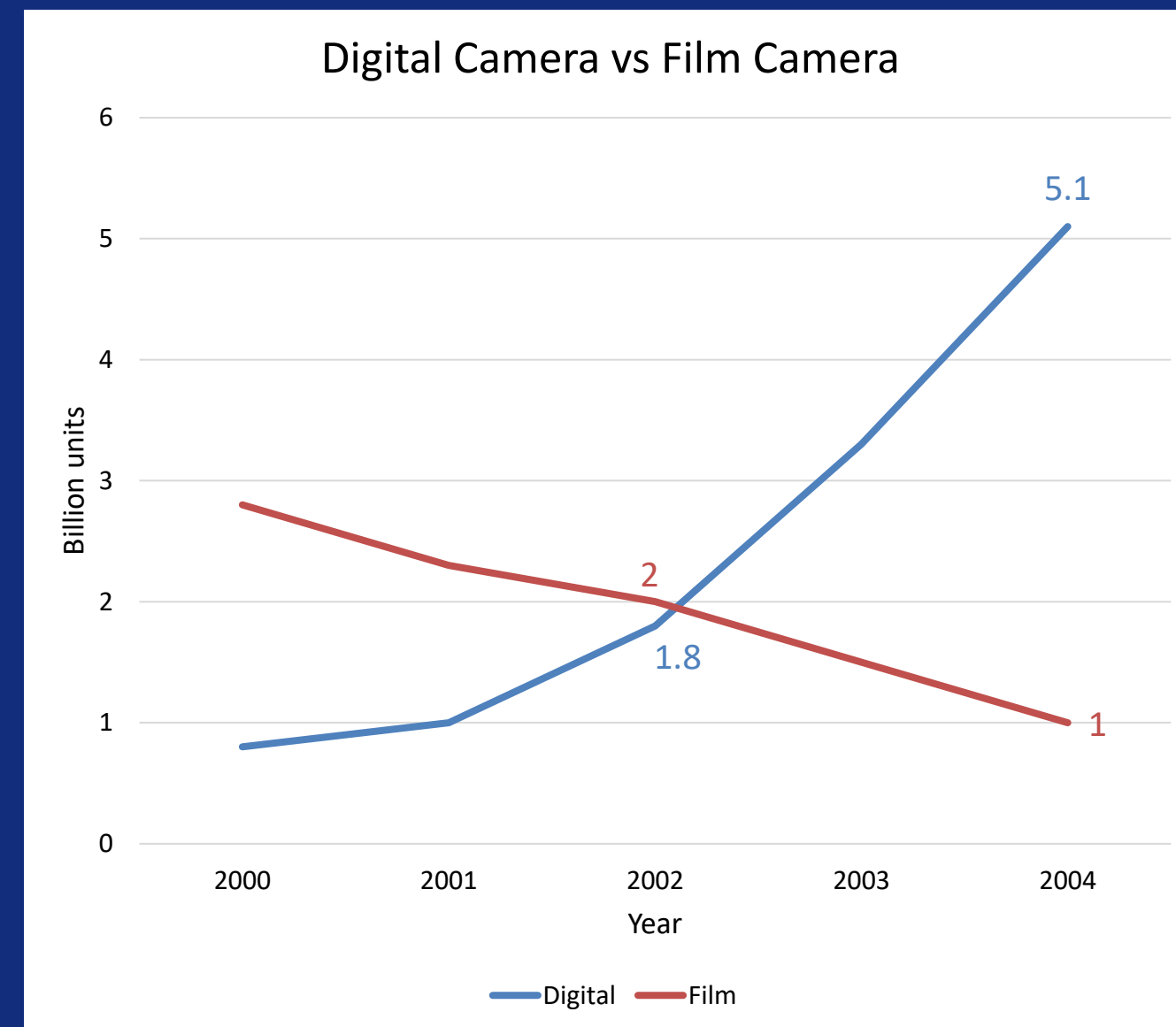
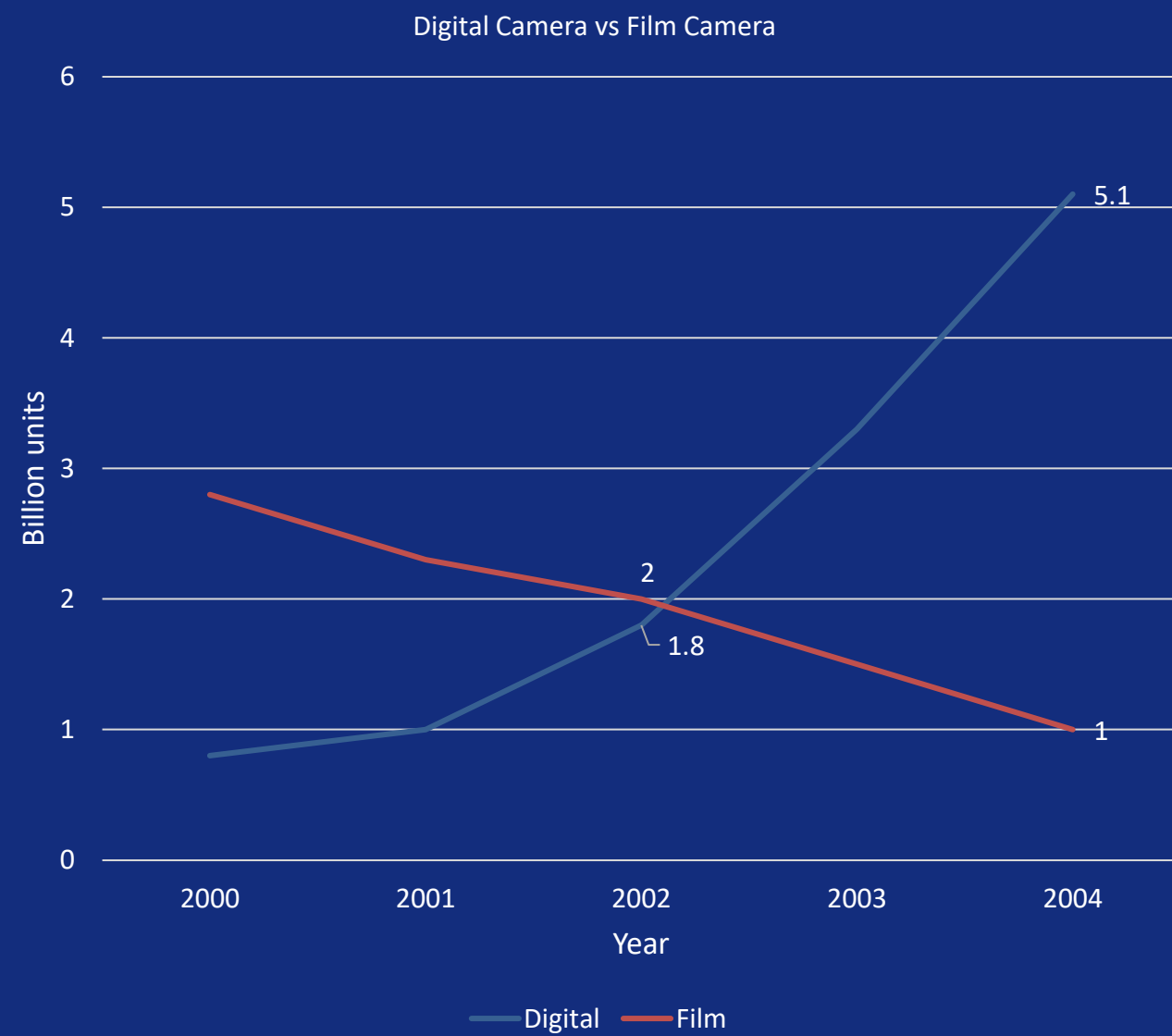
**Effective presentation**

**Effective presentation**  
**Effective presentation**  
**Effective presentation**  
**Effective presentation**

**Effective presentation**

**Effective presentation**  
Effective presentation  
  
**Effective presentation**  
Effective presentation

# Contrast is **important** for charts, graphs and images too



# The principle of animation

Manage the rhythm of the appearance of the elements to guide the audience's attention

The principle should always be to show "only one message at a time"



# 3 PRINCIPLES OF ANIMATION

## 1. Create expectation

Make it as if you are watching a movie

## 2. Split the message

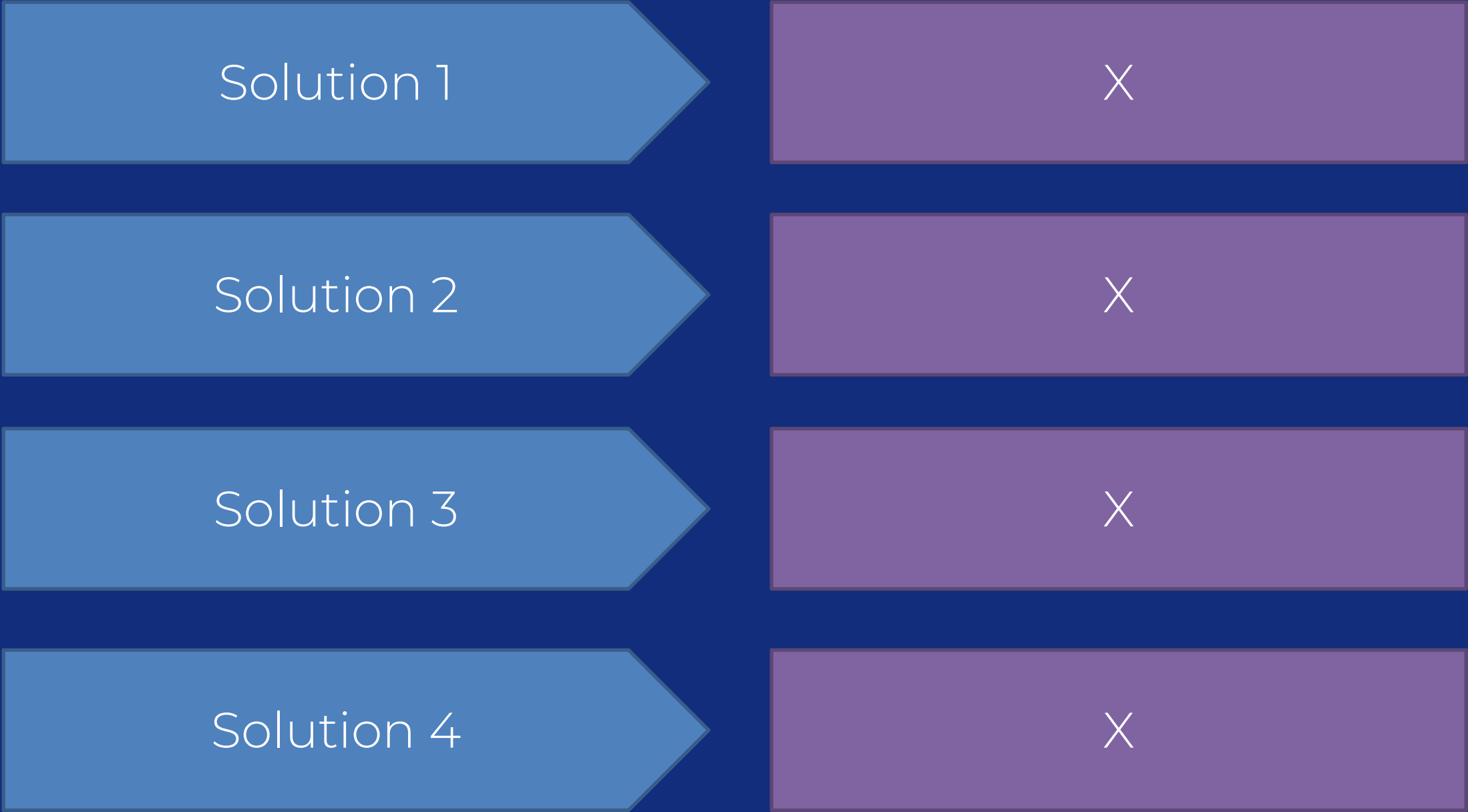
Used to present huge amount of information

## 3. Carry the momentum

Highlight the weight of the message



# 1. Create expectation



## 2. Split the message : Table

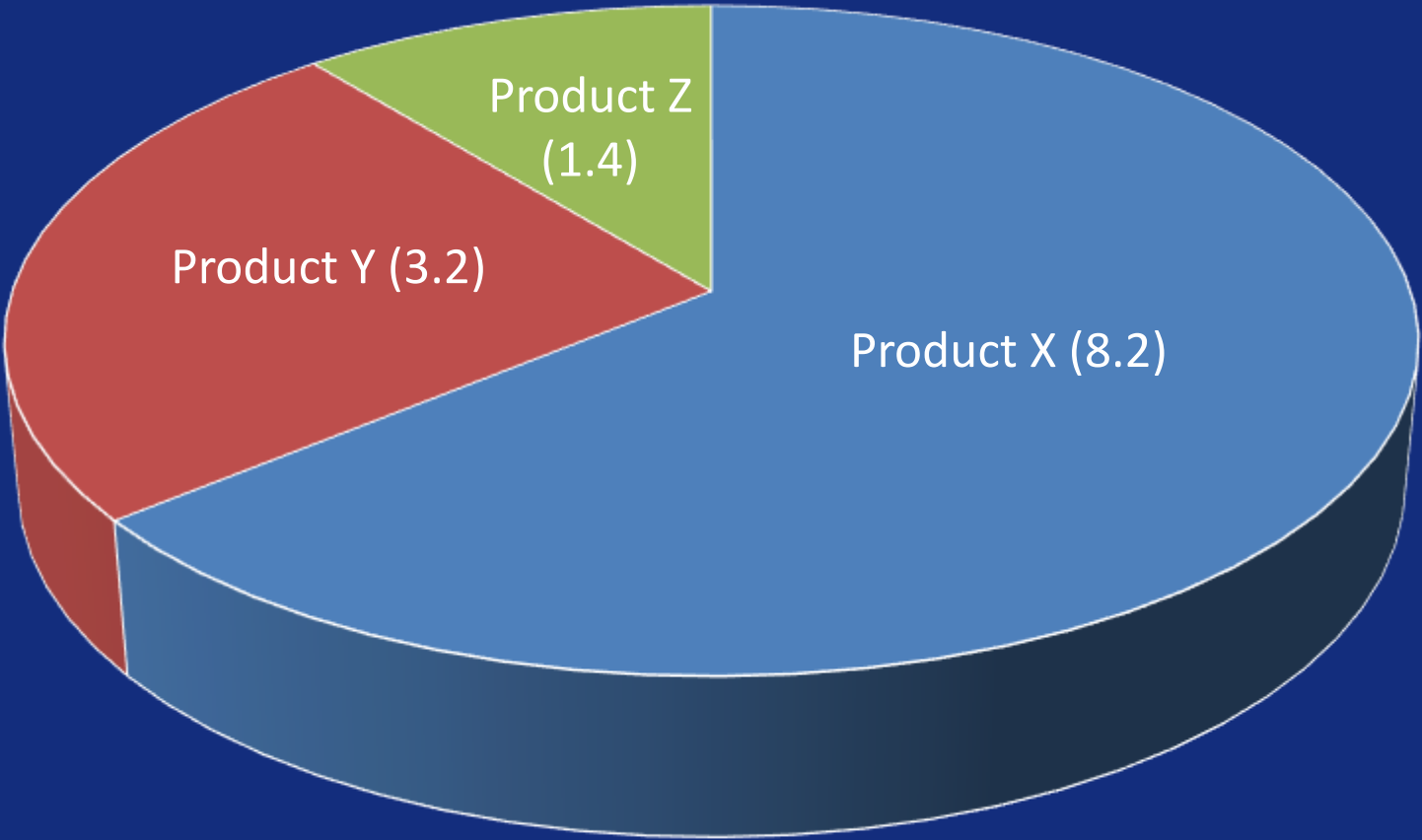
Product specification

|              |                                |
|--------------|--------------------------------|
| Processor    | 2.8GHz 10th Gen Core Processor |
| RAM          | 16 GB DDR4                     |
| Storage      | 1 TB PCIE                      |
| Display Size | 15' inch                       |
| Warranty     | 3 years                        |
| OS           | Windows 10                     |
| Ports        | 3 USB Type-C Ports             |



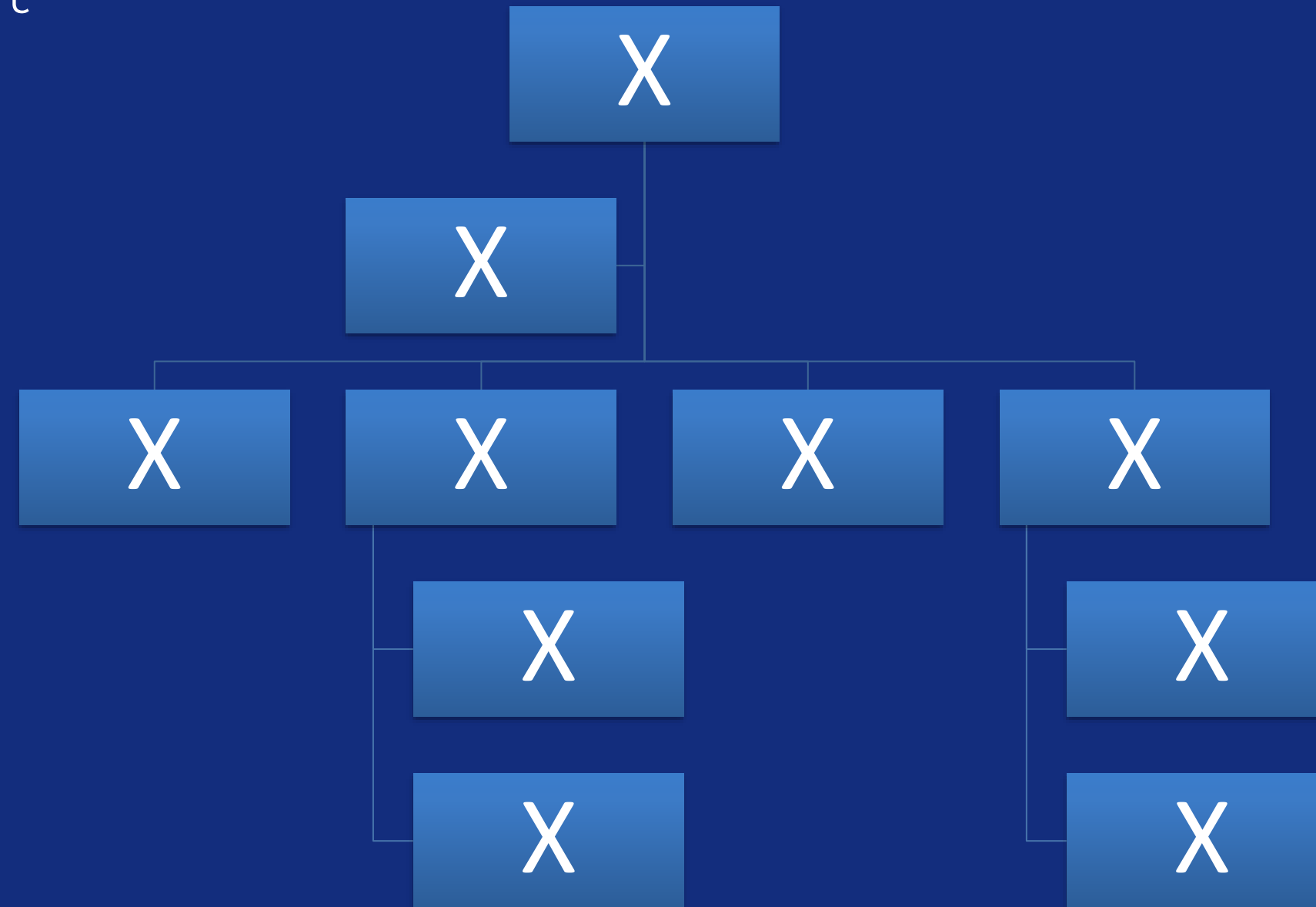
# 2. Split the message : Chart

Product sales (million)



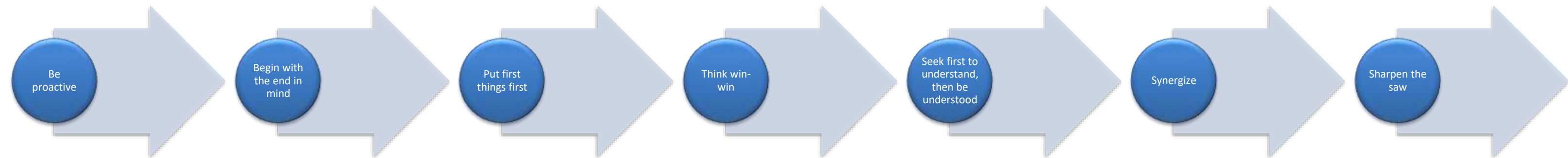
### 3. Carry the momentum

Organization chart



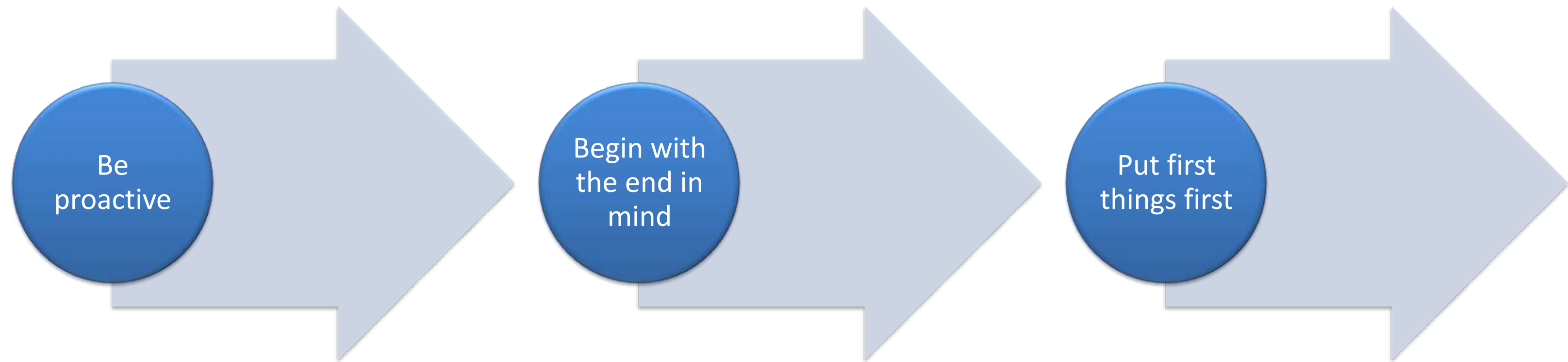
# “PAN & ZOOM” TECHNIQUE

7 habits of highly effective people – Stephen R. Covey



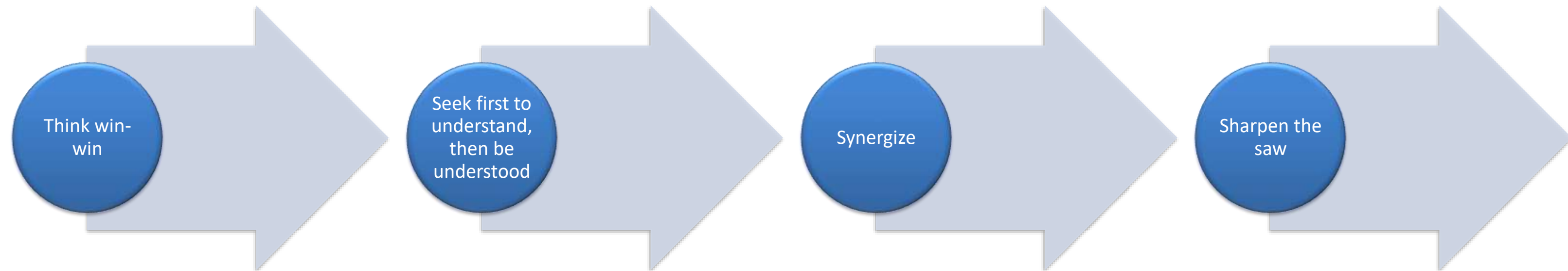
# “PAN & ZOOM” TECHNIQUE

7 habits of highly effective people – Stephen R. Covey



# “PAN & ZOOM” TECHNIQUE

7 habits of highly effective people – Stephen R. Covey





# The Toolkit





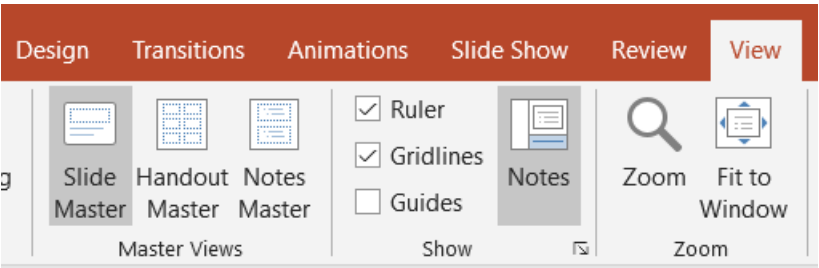
# Slide master and template

Create you own template with slide master

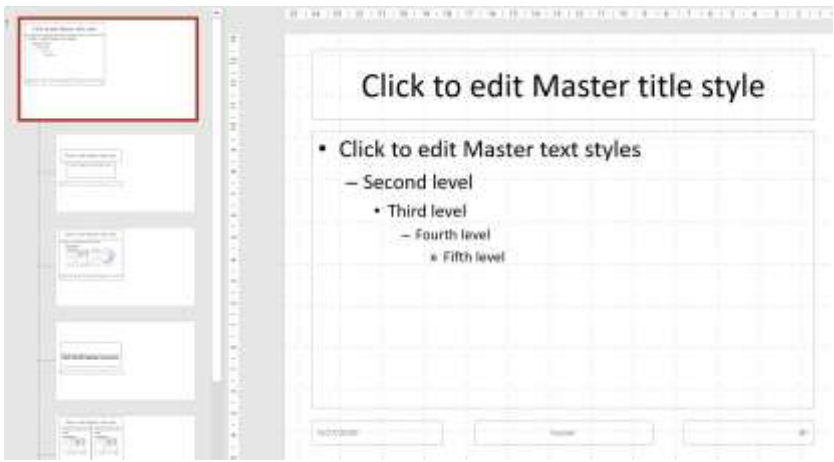
Controls the theme, layout, background, color, fonts, and positioning of all slides



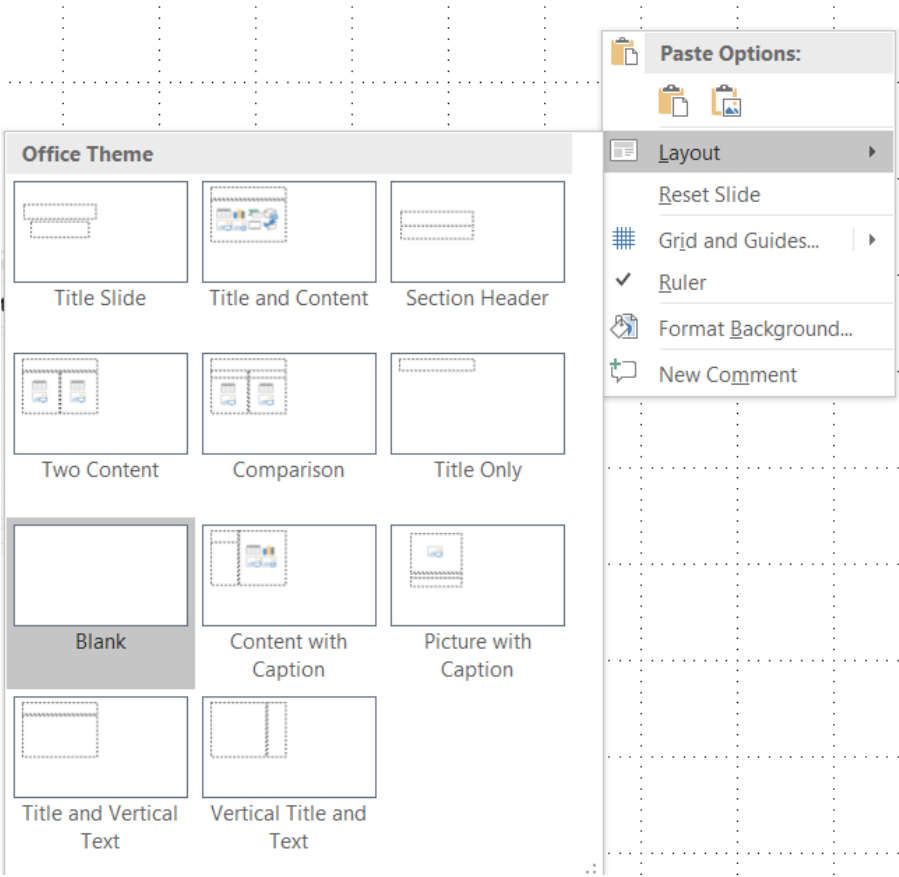
# 3 STEPS TO USE SLIDE MASTER



Select “Slides Master”  
under “View” tab



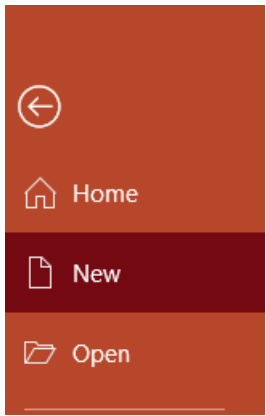
Perform your edit in  
slide master mode



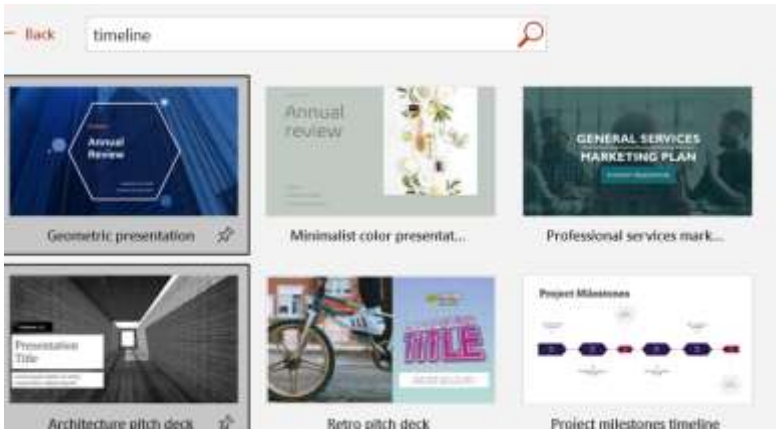
Exit slide master mode.

Right click on standard  
page and choose your  
preferred layout

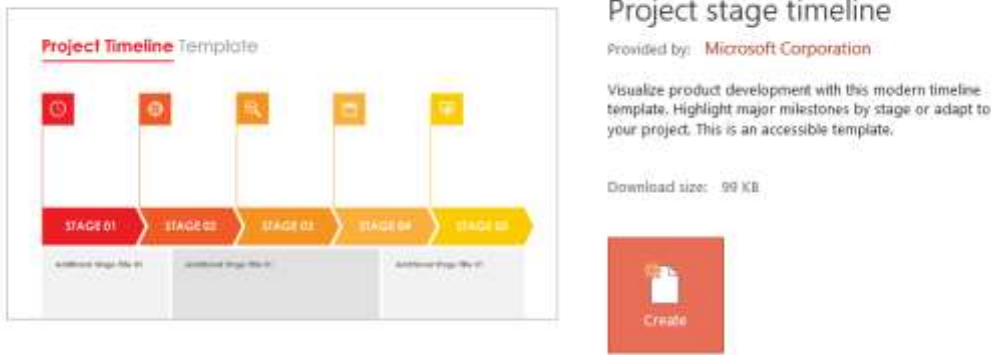
# 3 STEPS TO USE BUILT-IN TEMPLATE



Select “New” under  
“File” tab



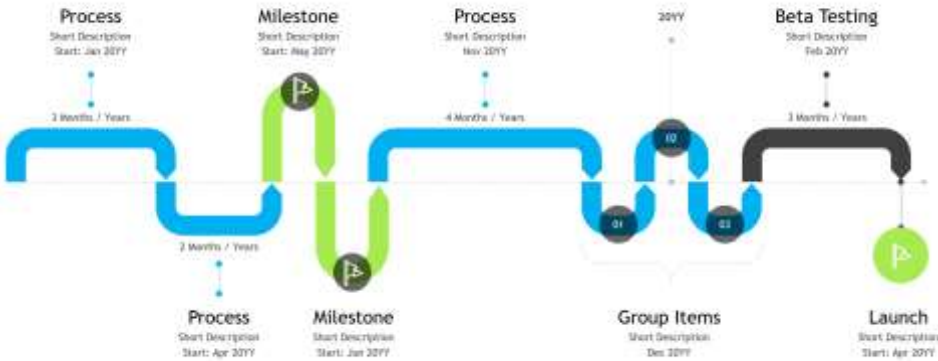
Search for your  
preferred template



Choose and create

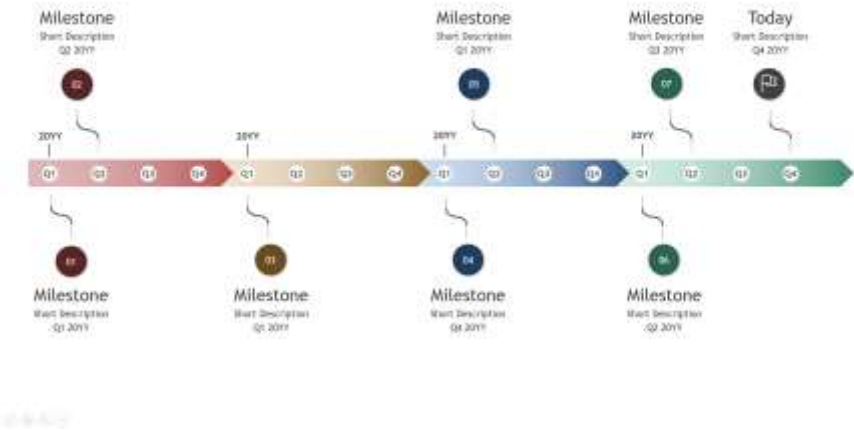
# BUILT-IN TEMPLATE EXAMPLES

Product Roadmap



Product Roadmap

Our History



Our History

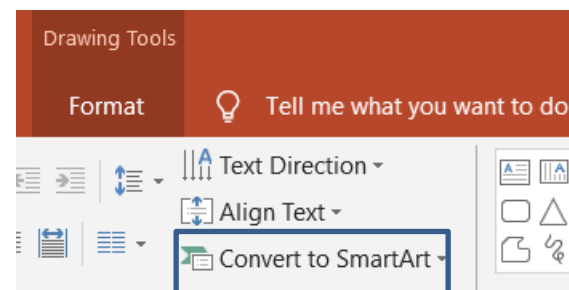
Project Milestones



Project Milestones

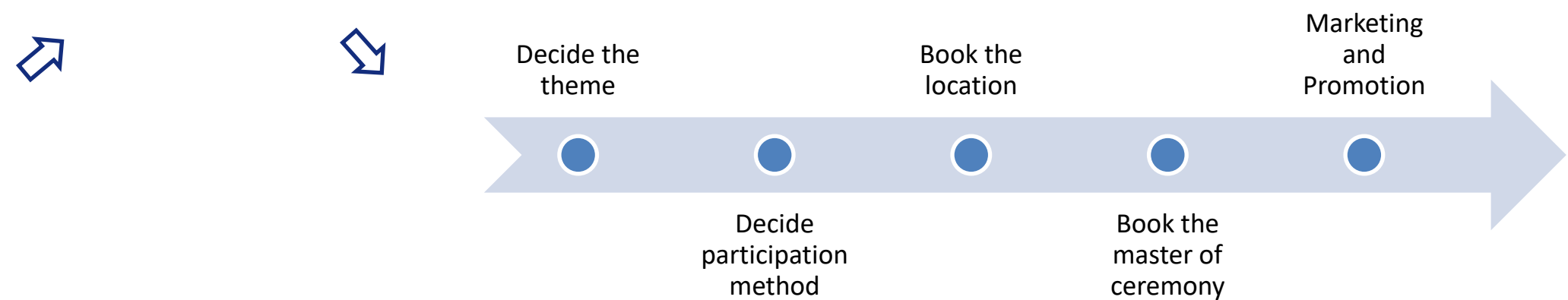


# CONVERT TEXT TO SMART ART

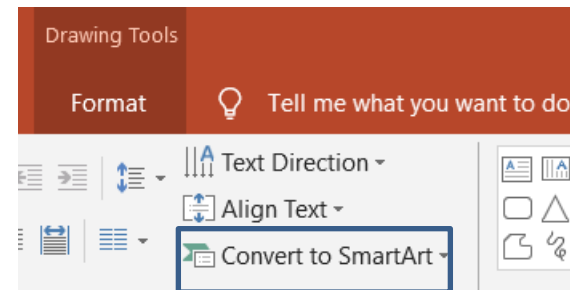


## Project timeline

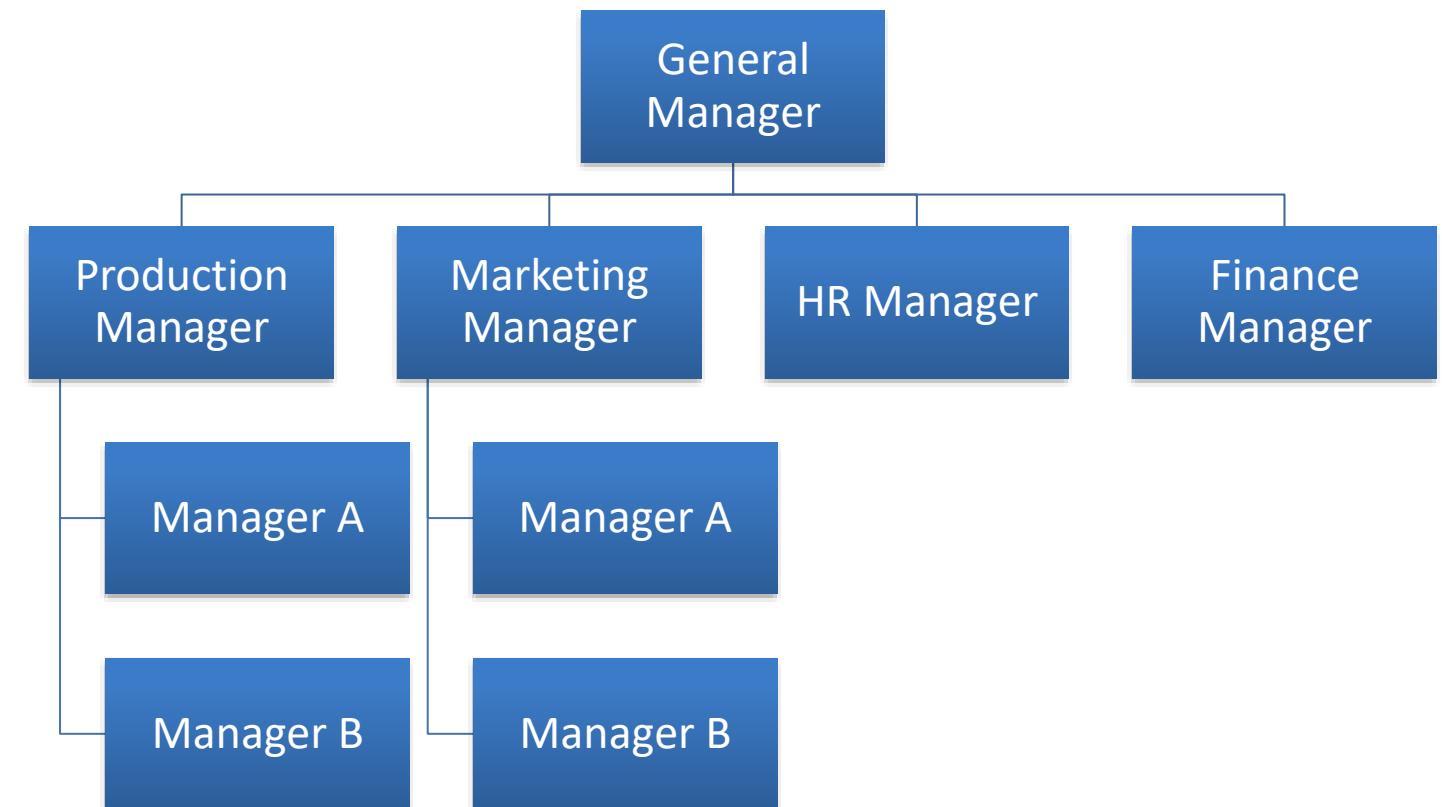
- Decide the theme
- Decide participation method
- Book the location
- Book the master of ceremony
- Marketing and Promotion



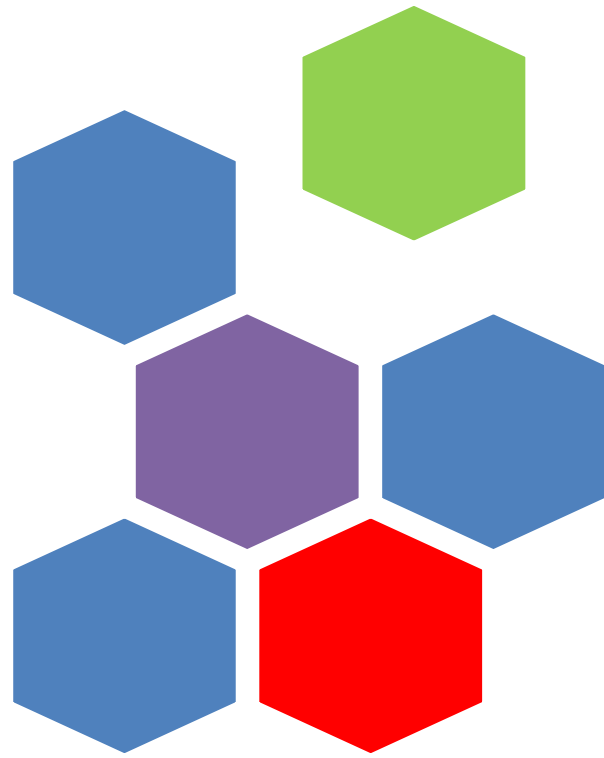
# CONVERT TEXT TO SMART ART



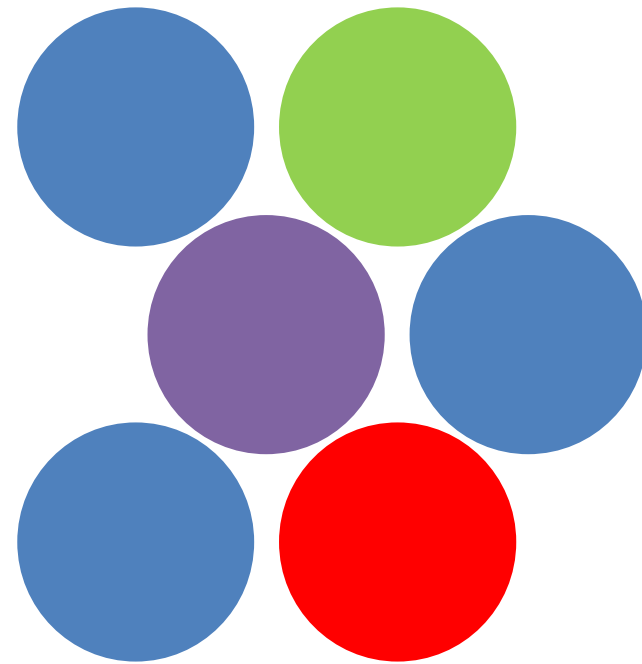
- General Manager
  - Production Manager
    - Manager A
    - Manager B
  - Marketing Manager
    - Manager A
    - Manager B
  - HR Manager
  - Finance Manager



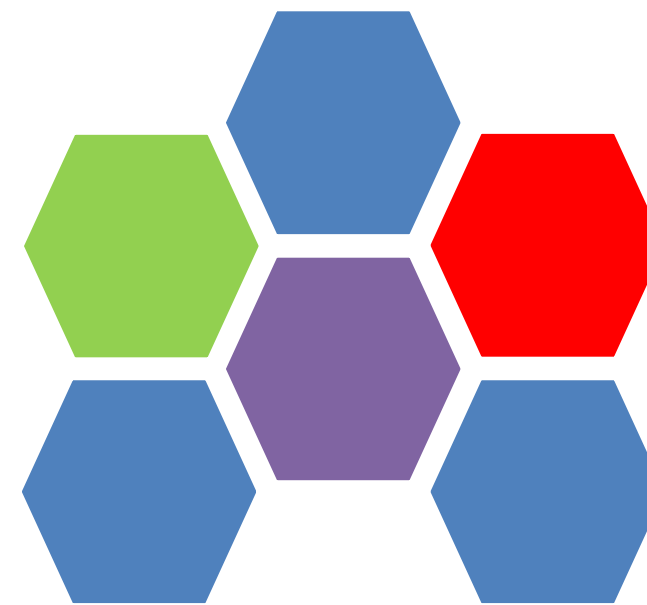
# 4 THINGS TO MODIFY SMART ART



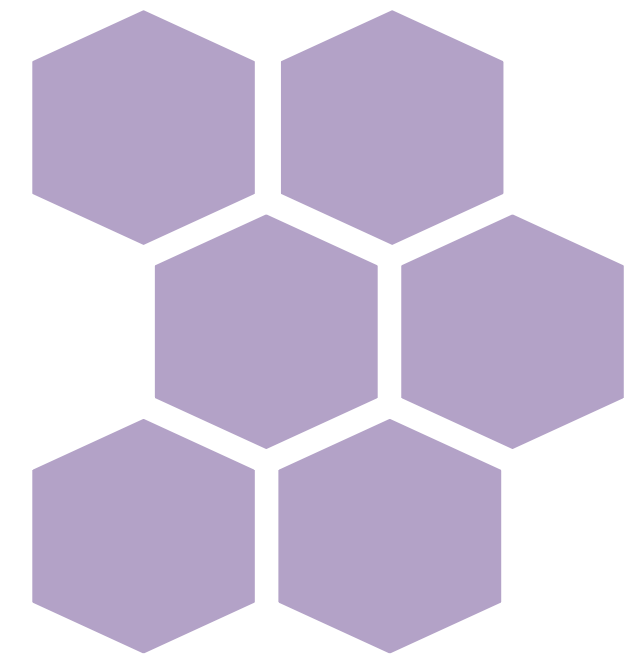
Ungroup



Change shape



Change direction

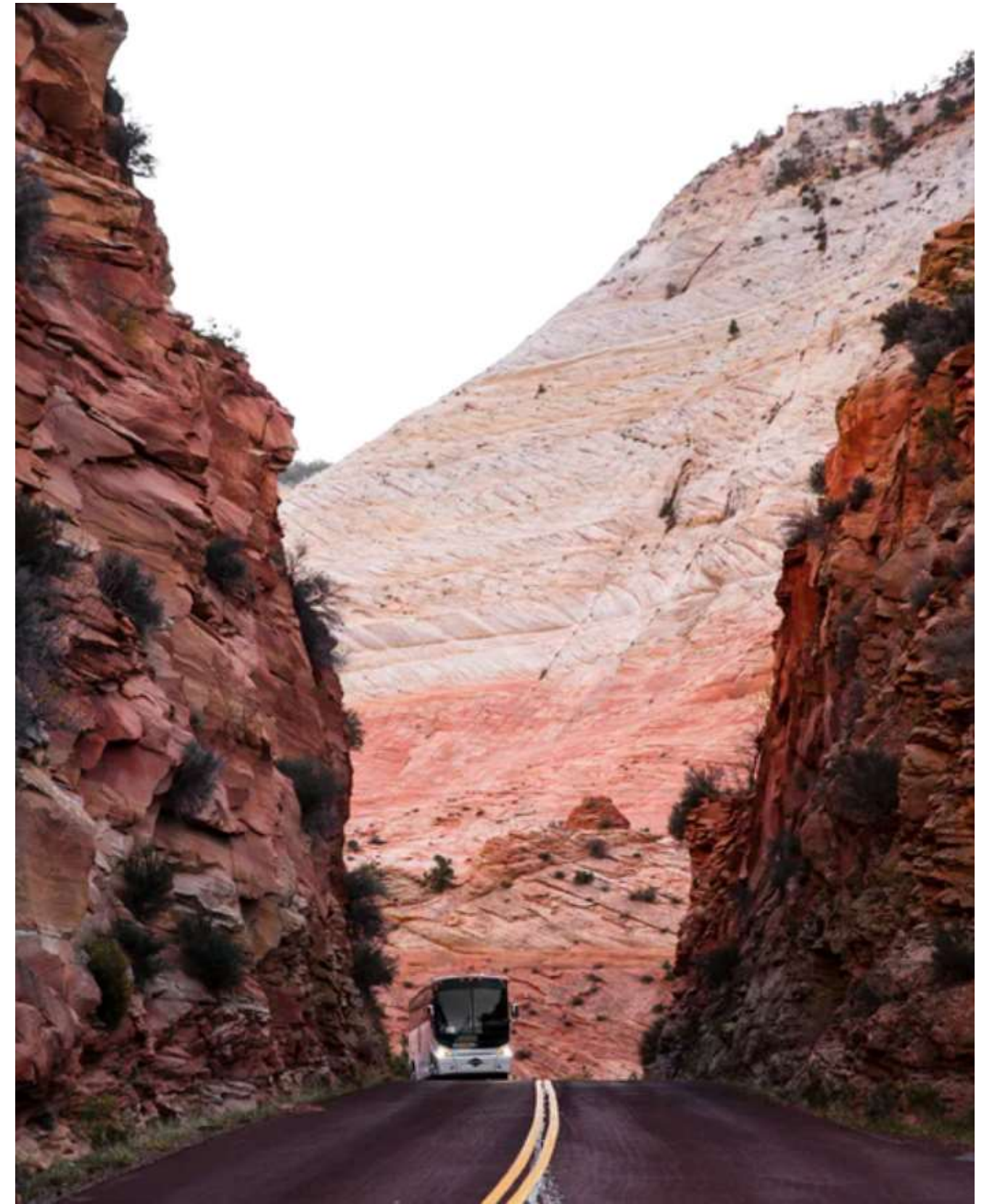


Change color

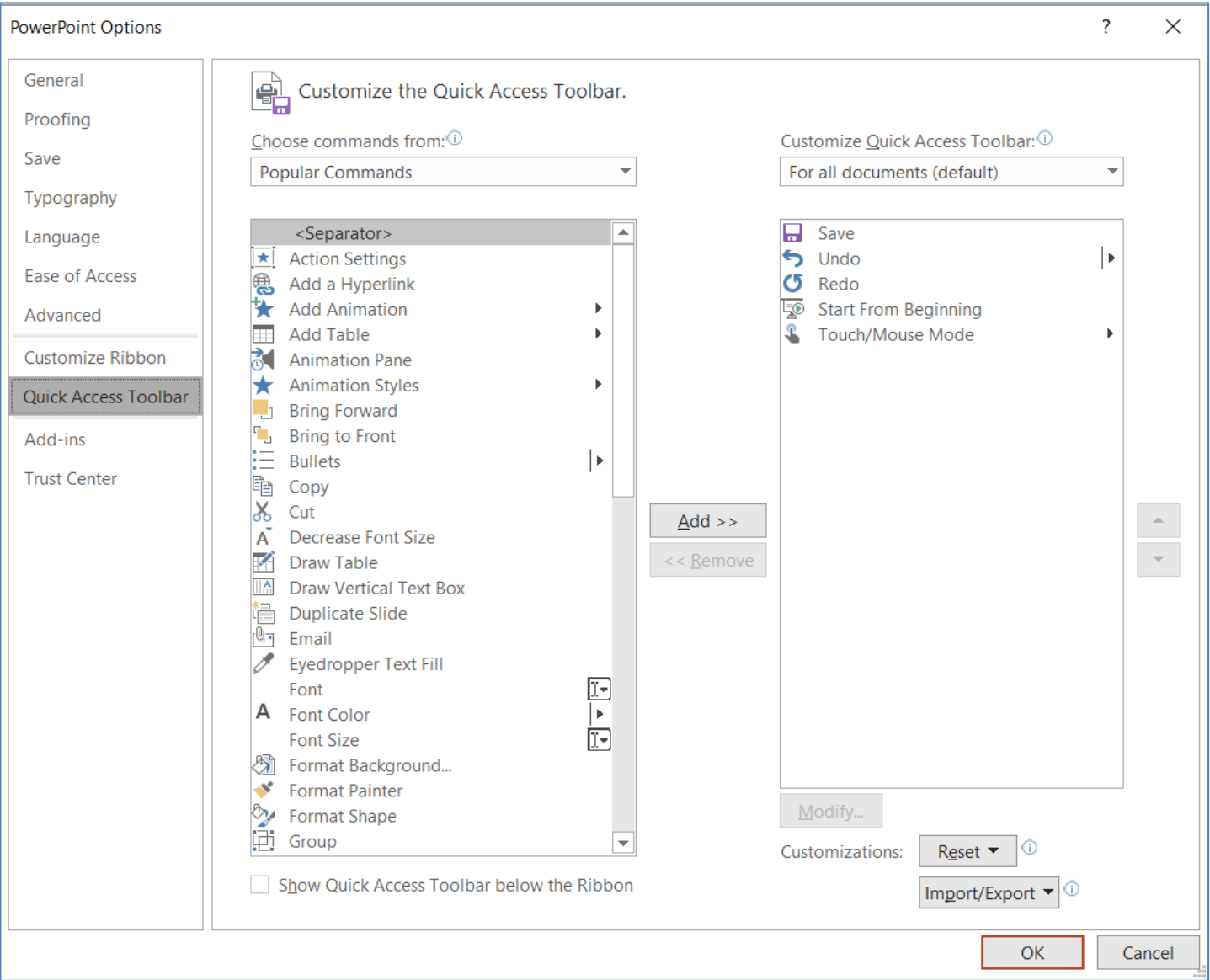
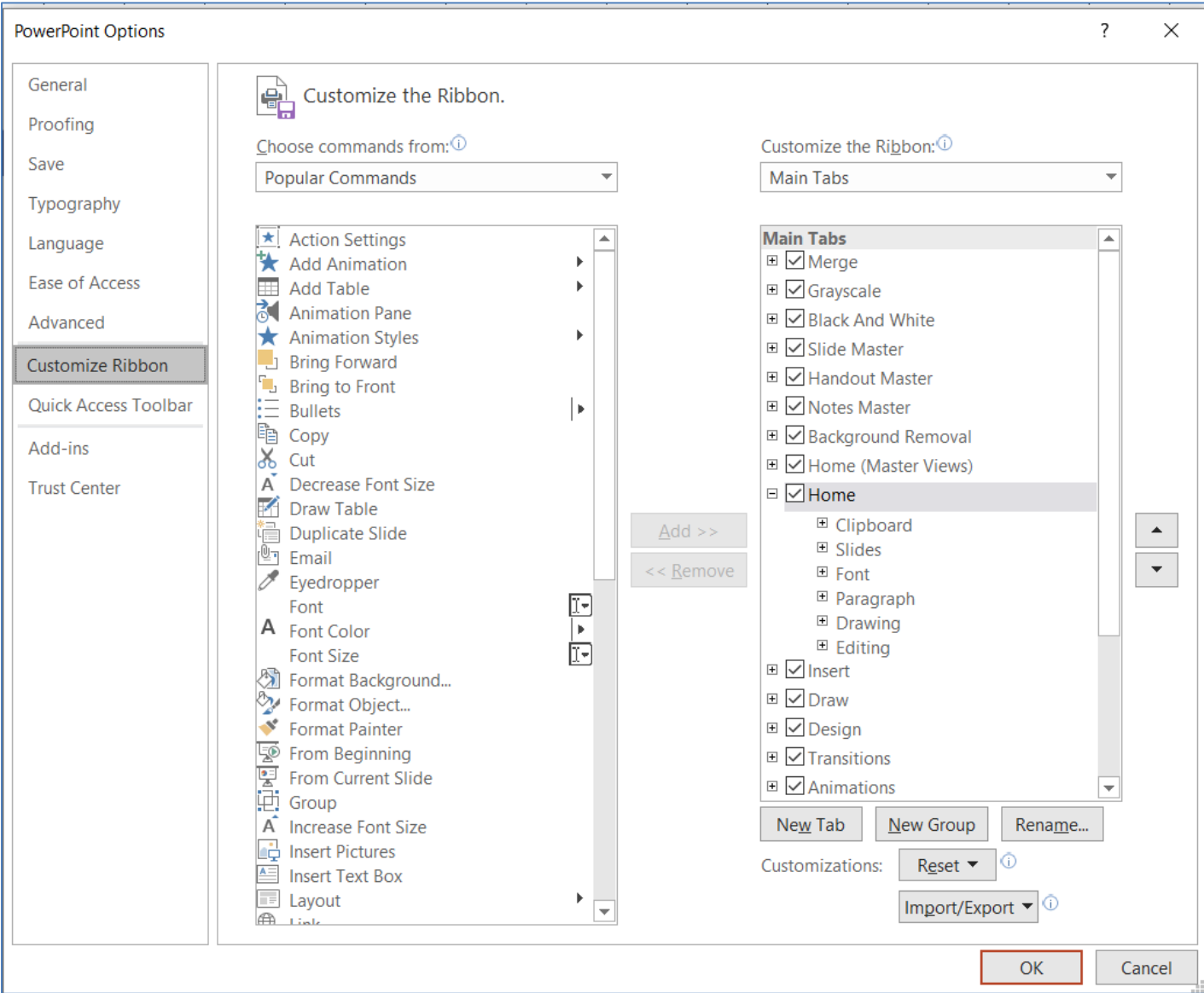
# Shortcut and customization

Reduce complicated steps to achieve a function

Learn advanced settings to help your work



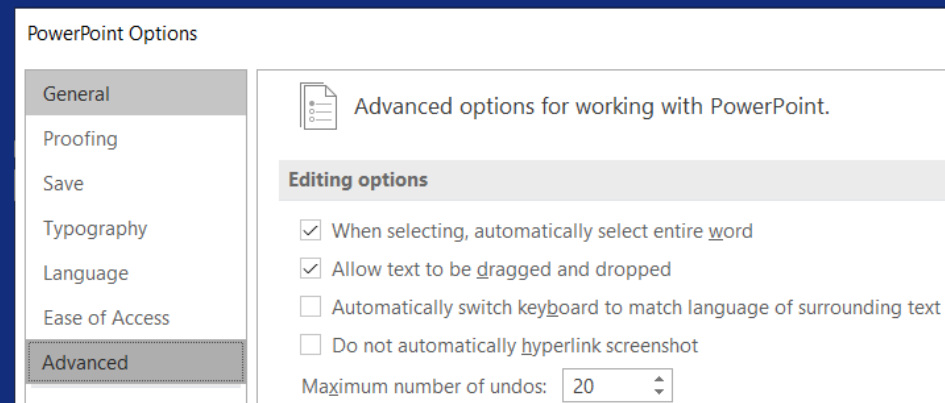
# SETUP USEFUL SHORTCUT (RIBBON & TOOLBAR)



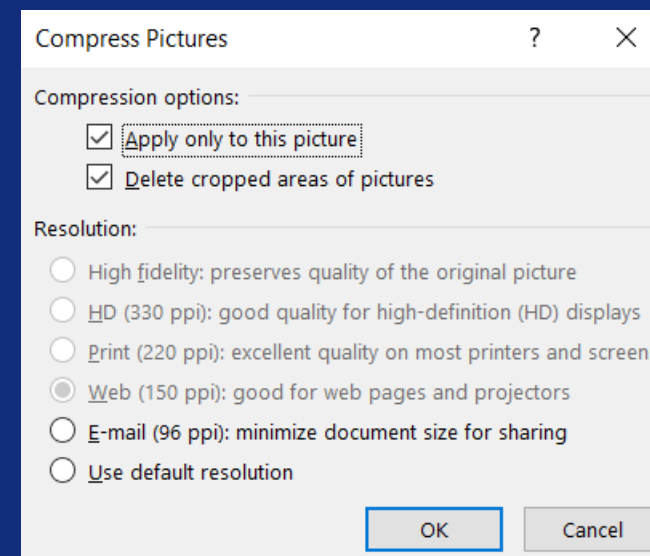


# USEFUL CUSTOMIZATION

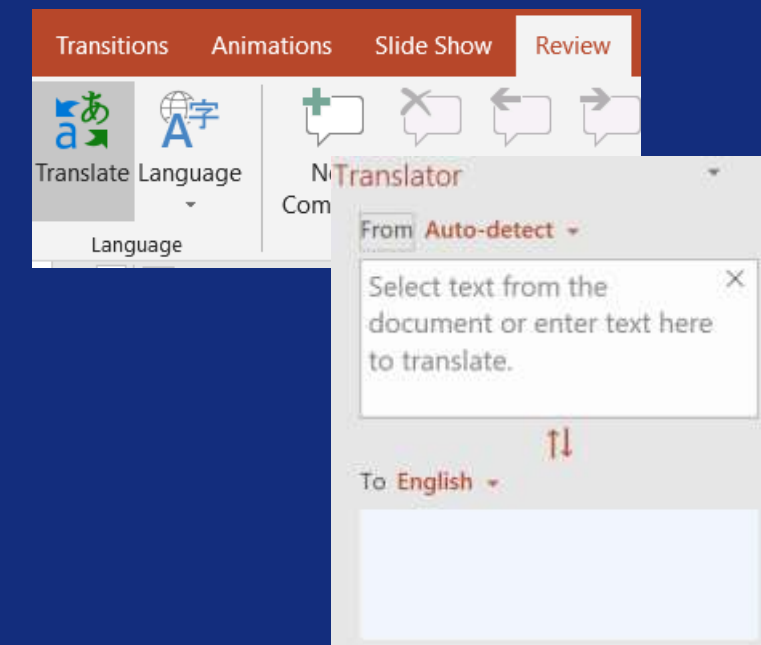
## Increase the number of preset (undo)



## Compress the picture



## Translate the slide



# Ultimate resources

If you do not have enough time to design, seek material on the internet

Pay attention to the usage right/condition





Search within this results



912 Powerpoint to Download

# Template #1: Freepiker

Presentations Categories

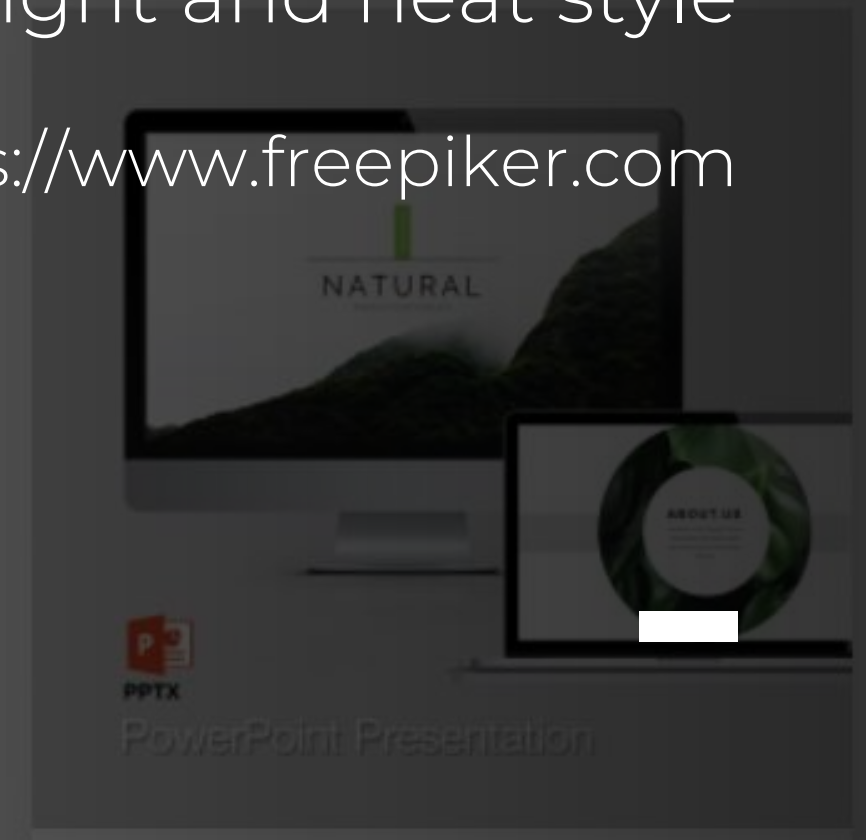
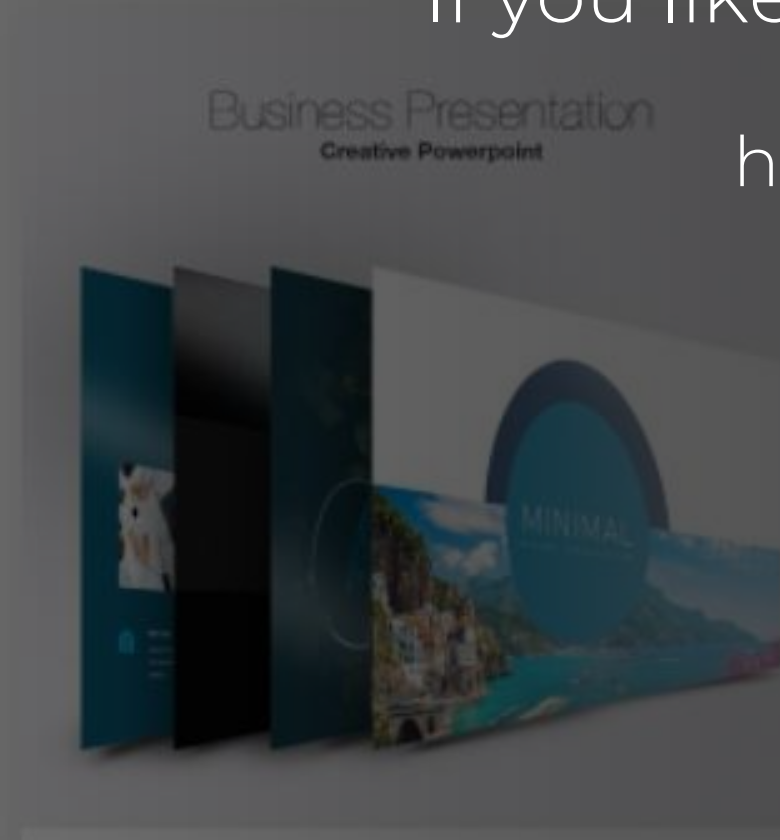
Powerpoint

Sort by:

Latest

If you like bright and neat style

<https://www.freepiker.com>







## Blue

Blue is a calming natural color. A universal favorite of people and businesses, use it in your presentation if you want it to be perceived as friendly, authoritative, peaceful or trustworthy.

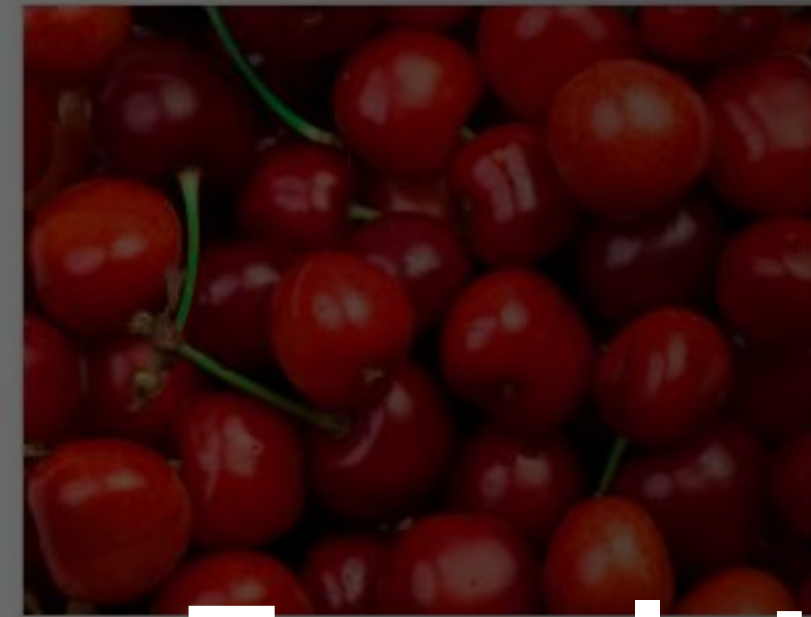
**Blue templates**



## Green

Green is the color of life, it denotes balance, harmony, and stability. Abundant in nature, use green in your presentation to signify growth, renewal, health, and environment.

**Green templates**



## Red

Red generally signifies everything from love to anger, from power to danger, but also happiness and celebration. Use a bright red in your presentation to grab attention, while a darker tone conveys elegance and credibility.

**Red templates**



## Yellow

Yellow is sunshine, a warm color that denotes happiness and joy. Use yellow color in your presentation to create excitement or to suggest freshness. Besides golden yellows can stand in for gold and luxury.

**Yellow templates**

# Template #2: Slide Carnival

Find template to match certain color

<https://www.slidescarnival.com/>



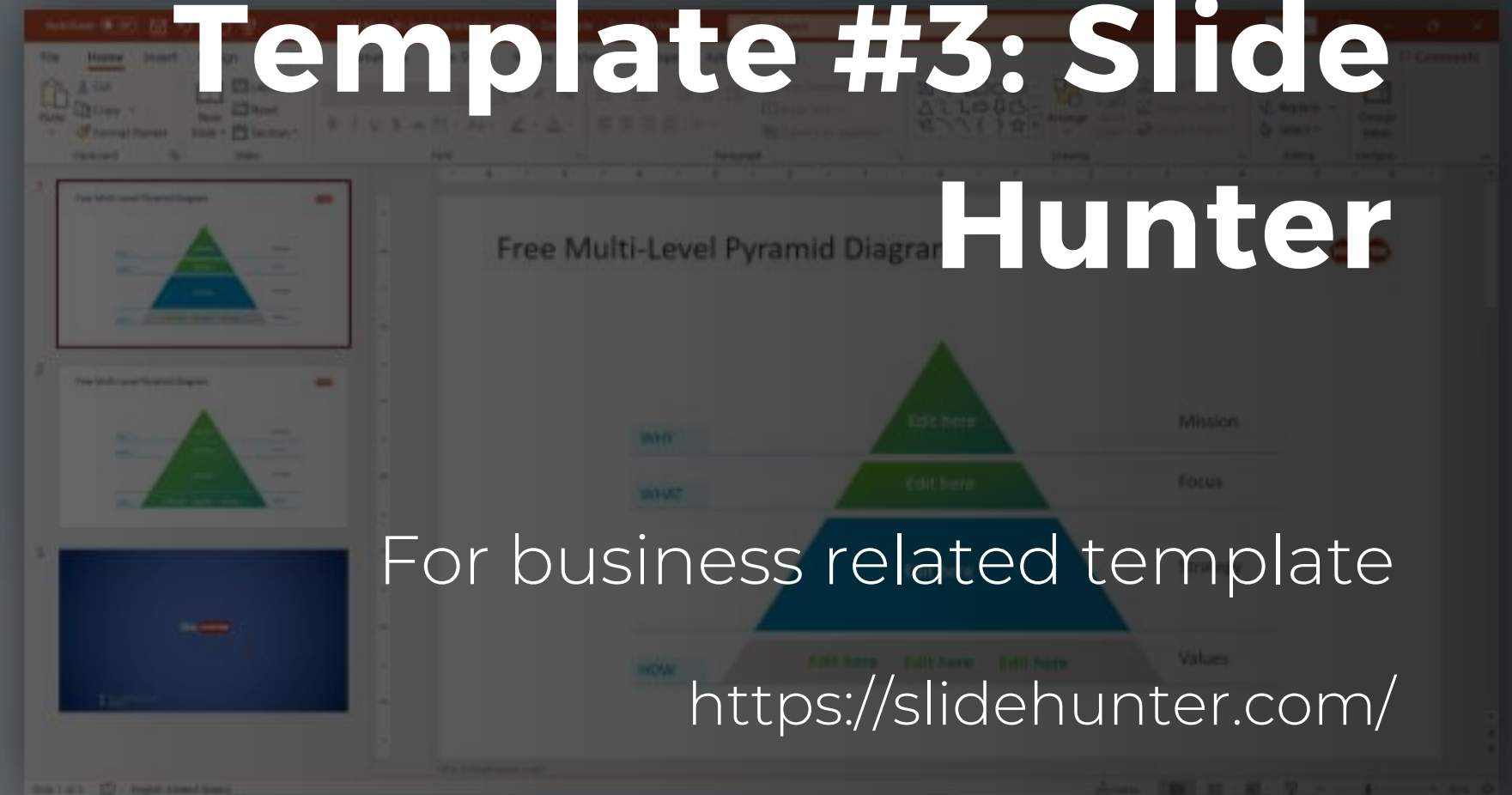


# Free PowerPoint Templates

Download free PowerPoint templates and presentation backgrounds with pre-designed slide themes. Make awesome business PowerPoint presentations combining nice diagrams and graphics. Impress your audience! You can download free PowerPoint templates and themes compatible with Microsoft PowerPoint but also compatible with Keynote, Google Slides or Microsoft Office for Mac.

## Template #3: Slide Hunter

For business related template  
<https://slidehunter.com/>



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 Recommended for you


 All your designs

 Shared with you

 Brand Kit

 Create a team


 All your folders

 Trash



# Design anything.

## Template #4: Canva

 Try "Presentation"

Variety of exquisite template

<https://www.canva.com/>

Recommended

Social Media

Events

Marketing

Documents

Prints

Video

School

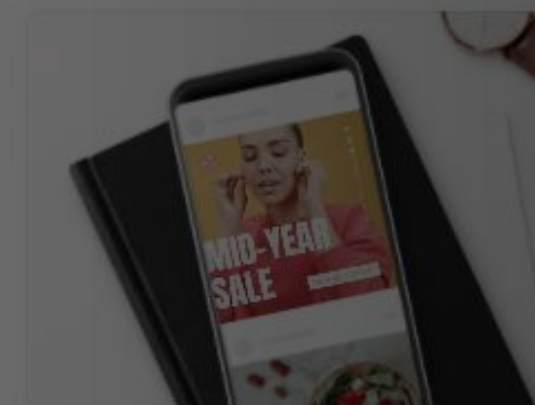
Personal



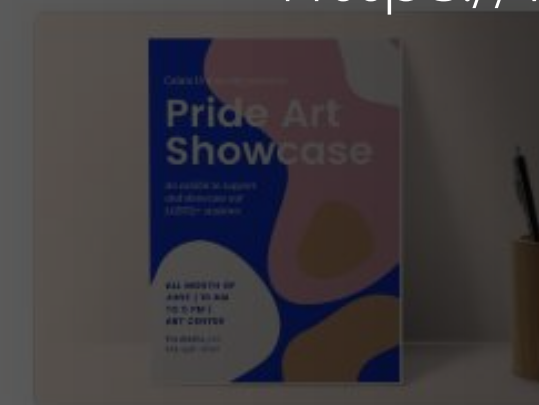
Presentation



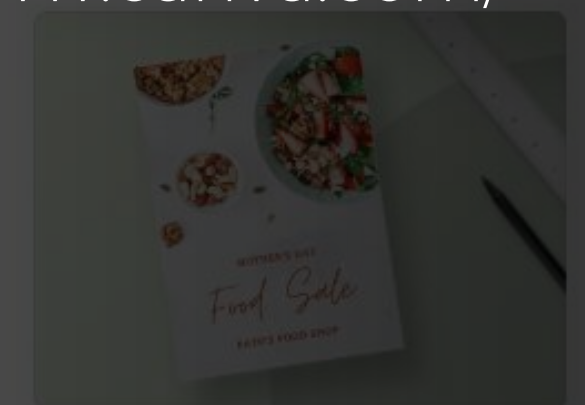
Logo



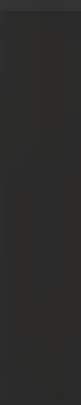
Instagram Post



Poster




Flyer



Anim

# Icons and Photos For Everything

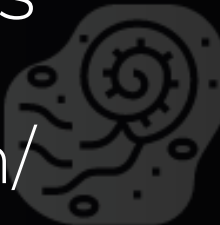
## Icon #1: The Noun Project

 Icons ▾



Simple and stable collection of icons

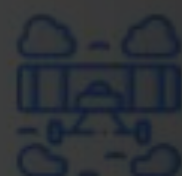
<https://thenounproject.com/>



# Icon #2: Flaticon

Easily adjust the color of the icons


<https://www.flaticon.com/>






The Toolkit | Ultimate Resources

Staff picks




**Space Travel Filled...** \$21.00  
35 icons Basic license

Iconfinder



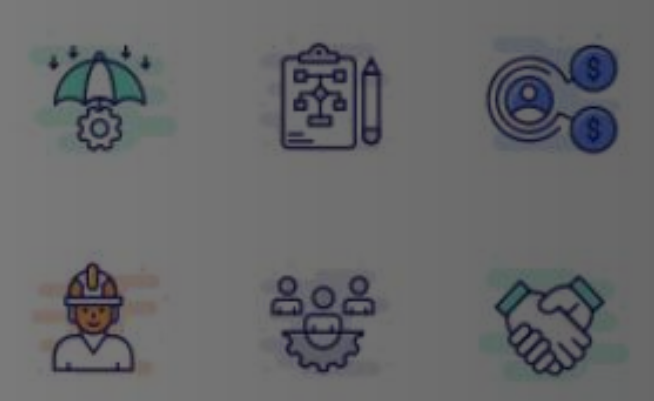
**Halloween** \$15.00  
30 icons Basic license

KonKapp




**Halloween** \$10.00  
24 icons Basic license

Iconfinder



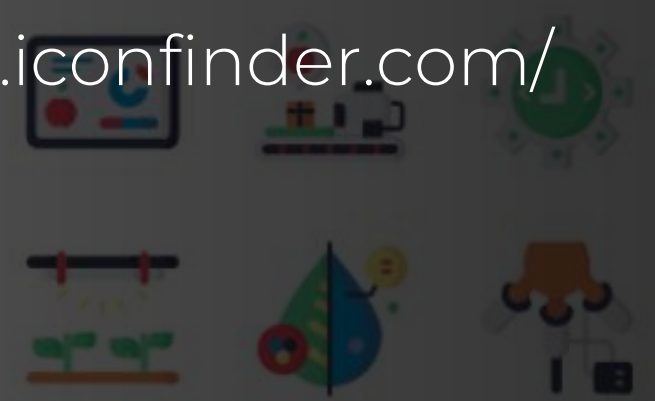
**Business Growth a...** \$15.00  
49 icons Basic license

Design Circle



**Beach** \$9.00  
25 icons Basic license

Nunnicha Supagrit



**Smart Farm** \$14.00  
25 icons Basic license

Lima Studio

# Icon #3: Icon Finder

Complete style, majority need payment

<https://www.iconfinder.com/>

The Toolkit | Ultimate Resources

OpenMoji 12.4

Open source emojis for  
designers, developers  
and everyone else!

search emoji ...

# Icon #4: Openmoji+

Open source emojis for designers,

<https://openmoji.org/>



I LOVE TO HEAR FROM YOU!

# Get In Touch With Me



Shin Chze

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## Linkedin

<https://www.linkedin.com/in/shinchze>

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