



# STEAL THIS PRESENTATION!

@JESSEDEE

AVAILABLE IN  
FULLSCREEN

# DEATH BY POWERPOINT

Right now, someone out there is actually  
dying from a boring presentation,  
**hopefully it's not yours.**



A photograph of Al Gore, a man with grey hair wearing a dark suit and a light blue shirt, standing and gesturing with his right hand. He is positioned on the right side of the frame. The background is a large, semi-circular projection of a globe, showing the continents of North and South America. The text is overlaid on the left and center of the image.

# **YOUR PRESENTATION SHOULD MOVE & INSPIRE PEOPLE**

Don't bore your audience, Gore them!

A photograph of Steve Jobs on a stage, gesturing with his hands. He is wearing a brown turtleneck and jeans. In the background, large, light blue numbers '5' and '0' are visible on a dark grey wall. Overlaid on the image is the text 'TODAY ALL THE TOOLS ARE AVAILABLE TO CREATE A BEAUTIFULLY DESIGNED PRESENTATION' in bold, black, uppercase letters.

**TODAY ALL THE TOOLS ARE  
AVAILABLE TO CREATE A  
BEAUTIFULLY DESIGNED  
PRESENTATION**

and most are free!

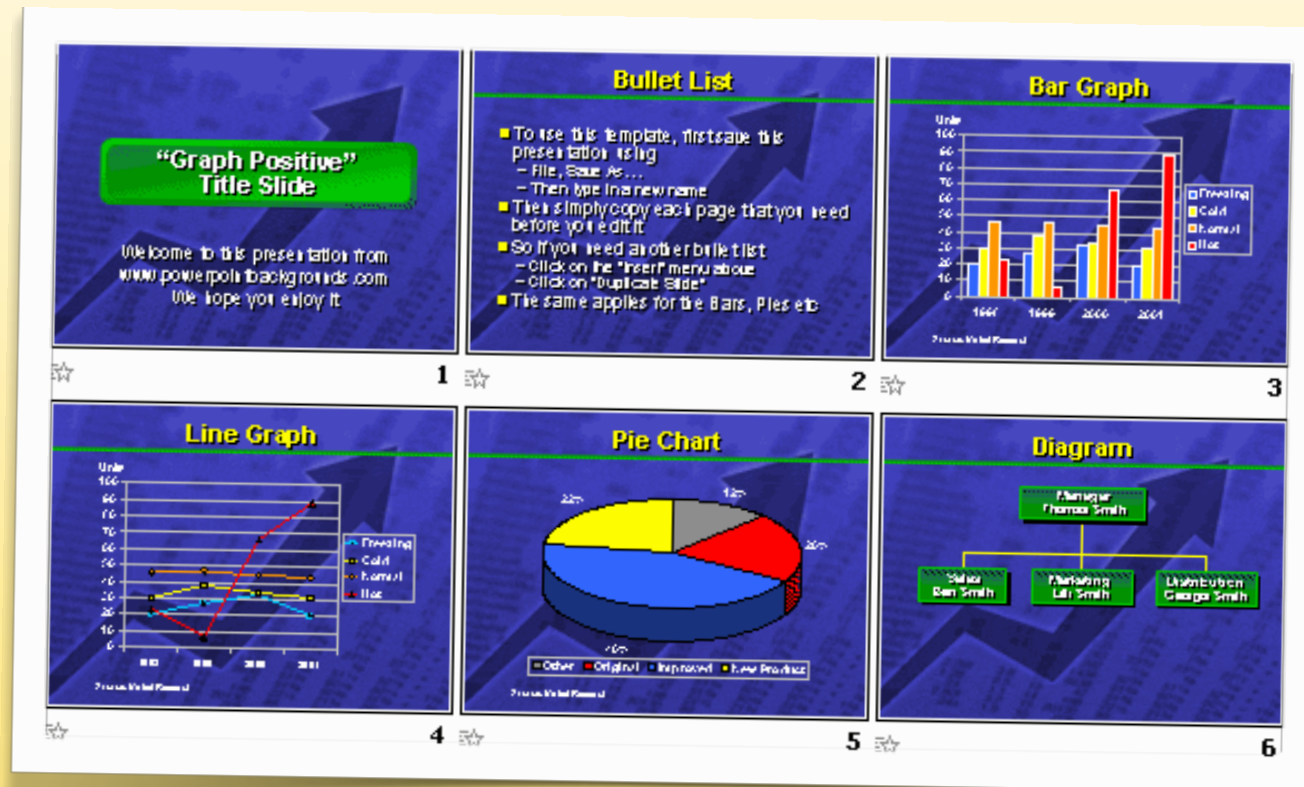


**SO PLEASE, LETS STOP DESIGNING  
PRESENTATIONS LIKE ITS**

**1999**



Standard templates  
(like the ones found in Powerpoint)  
are **ugly** and don't communicate, they **kill!**



You can do better!





**THERE'S AN ART TO  
PUTTING TOGETHER A  
SOLID PRESENTATION**

The “art” is setting yourself apart.

This means many things, but what i’m talking about is design.

This presentation isn’t about public speaking skills, it’s about designing great looking slides that will knock the socks off your audience and most importantly move and inspire people to action.

Follow me and i’ll show you how to design like a superstar.

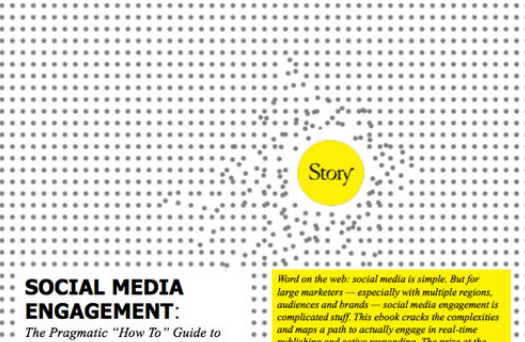
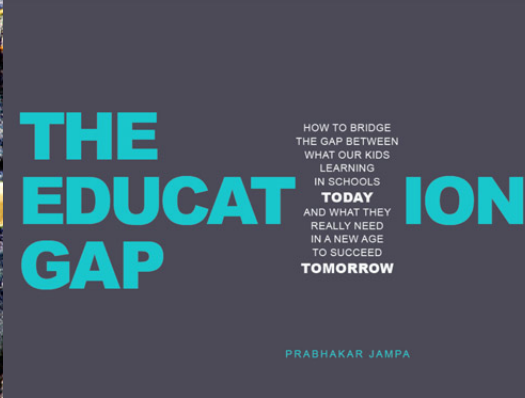


# HAVE A KILLER TITLE & OPENING SLIDE

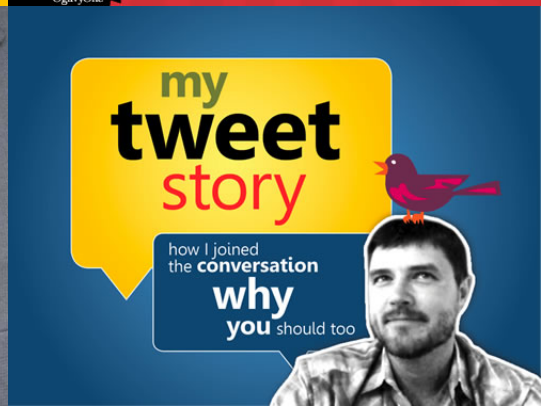
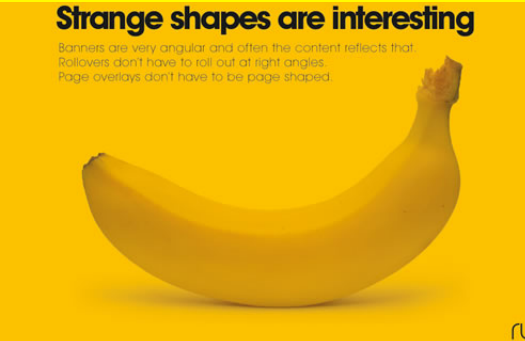
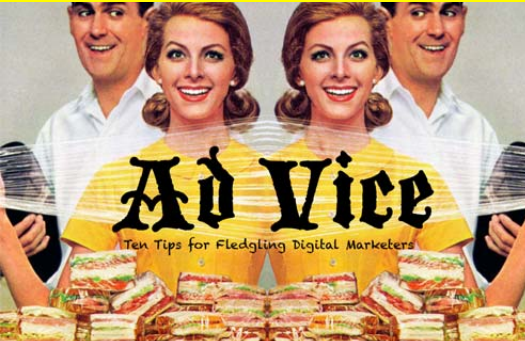
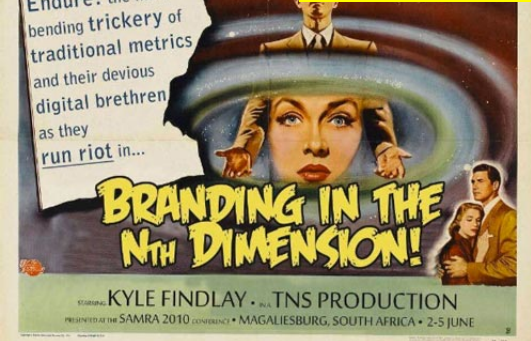
Don't be afraid to have a bold title that will grab people's attention.

At most conferences you can almost tell which presentations are going to suck even before they start.



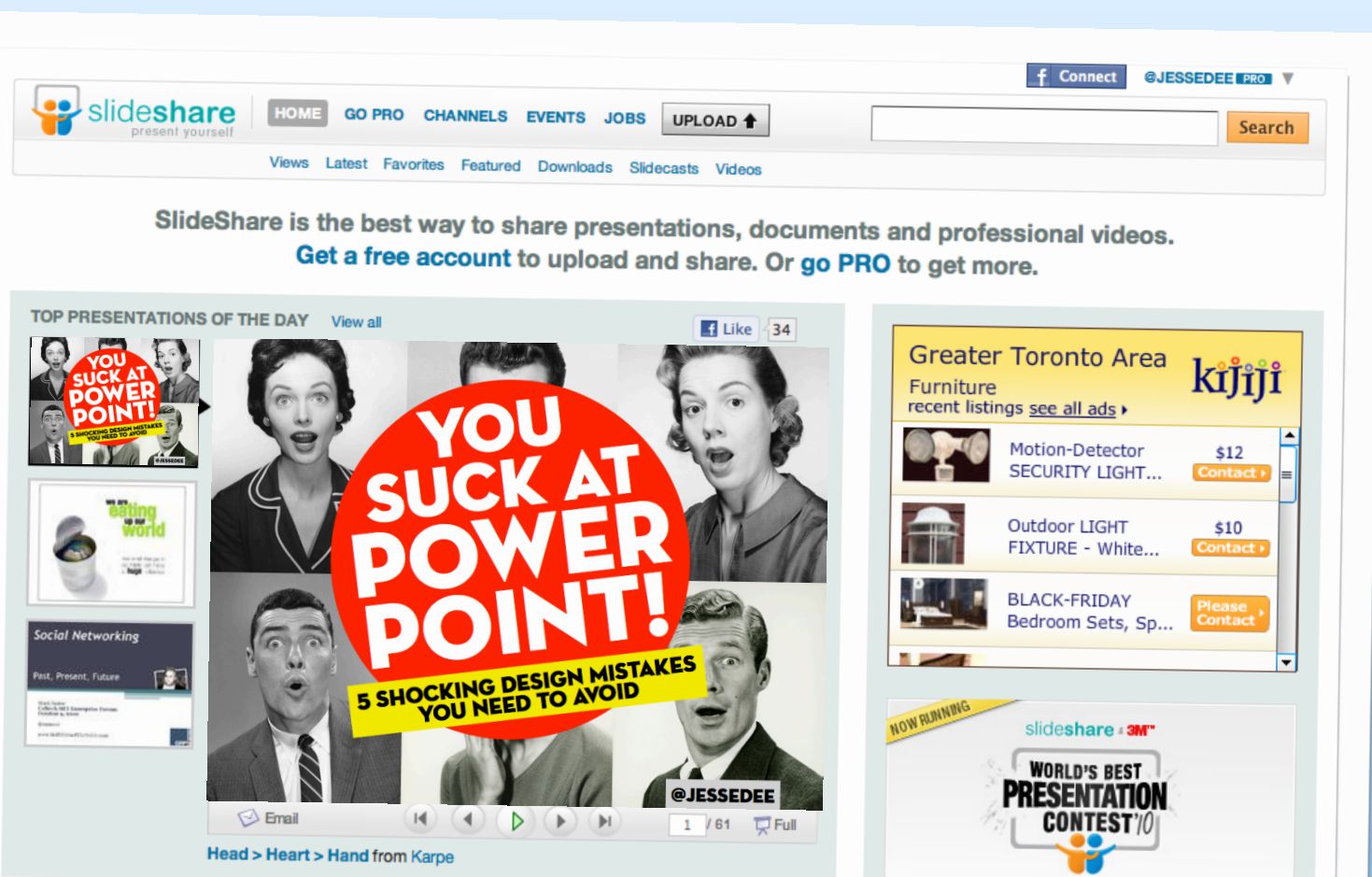


Here's some opening slides that don't suck



If you're uploading your presentation online a visually stunning opening slide is everything.

Just like a book people will judge your presentation by its cover, so make sure its an awesome one that will get clicked on.







USE A  
COLOR  
SCHEME

In this presentation I wanted to use the same font and colors from EasyJet.

So, I Google'd:  
**Easyjet font & color**  
(I know, crazy huh?)

The result was a low cost airline feel throughout the entire presentation.



## **Cut Costs The Low Cost Airline Way**

Then, by flying to secondary, less congested airports they cut costs further, but also became the most punctual airlines in the world.

By the early 2000s, low cost airlines had captured the entire marketing budget of some tourist boards.

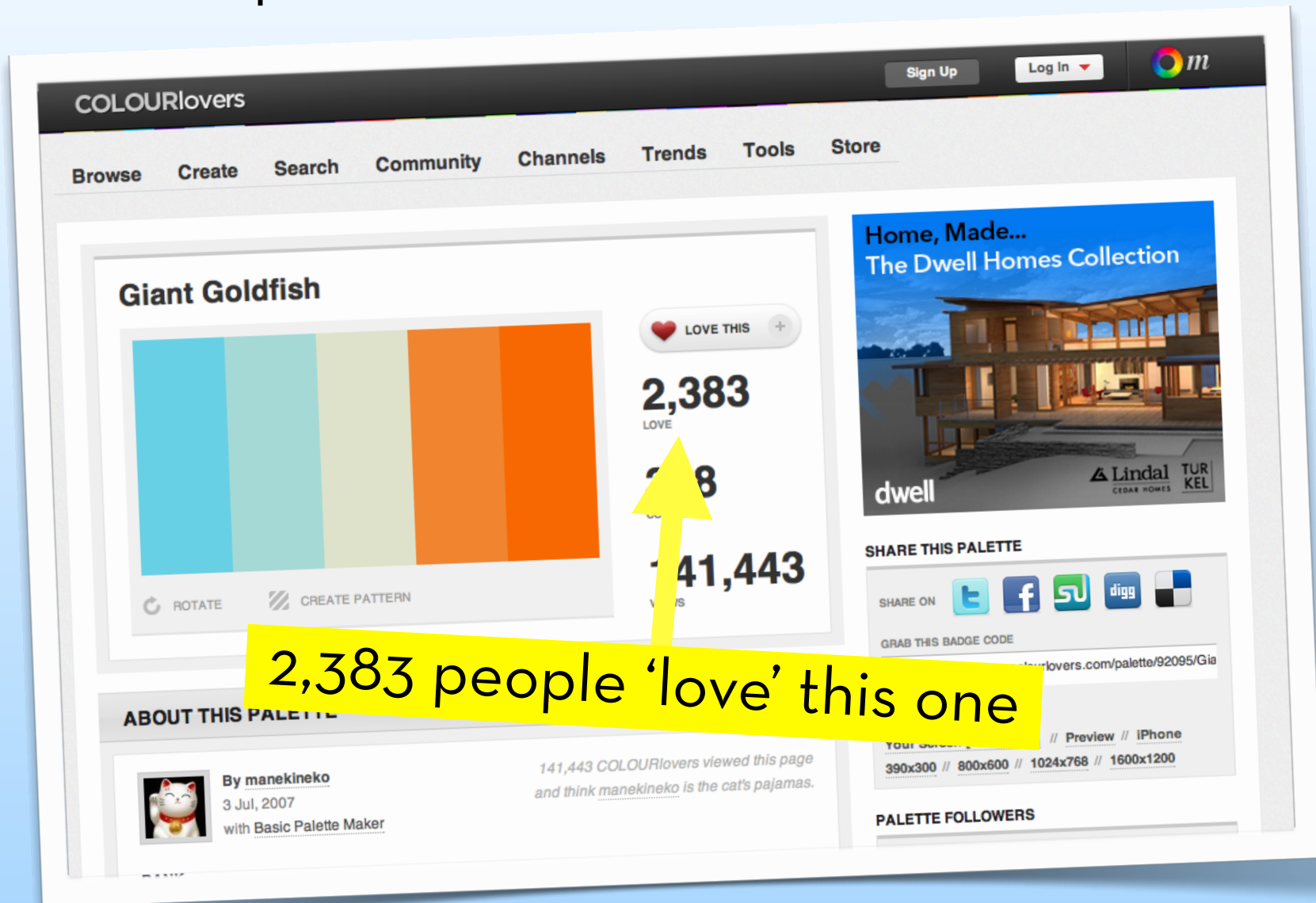


Why spend money on marketing when government will do it for you?





An easy way to find a great looking color scheme is to pick a popular palette on COLORlovers.com





Or use colors found in popular websites or magazines.

For this presentation I wanted to give a gossip magazine feel.

Lady Gaga is not your average pop star.

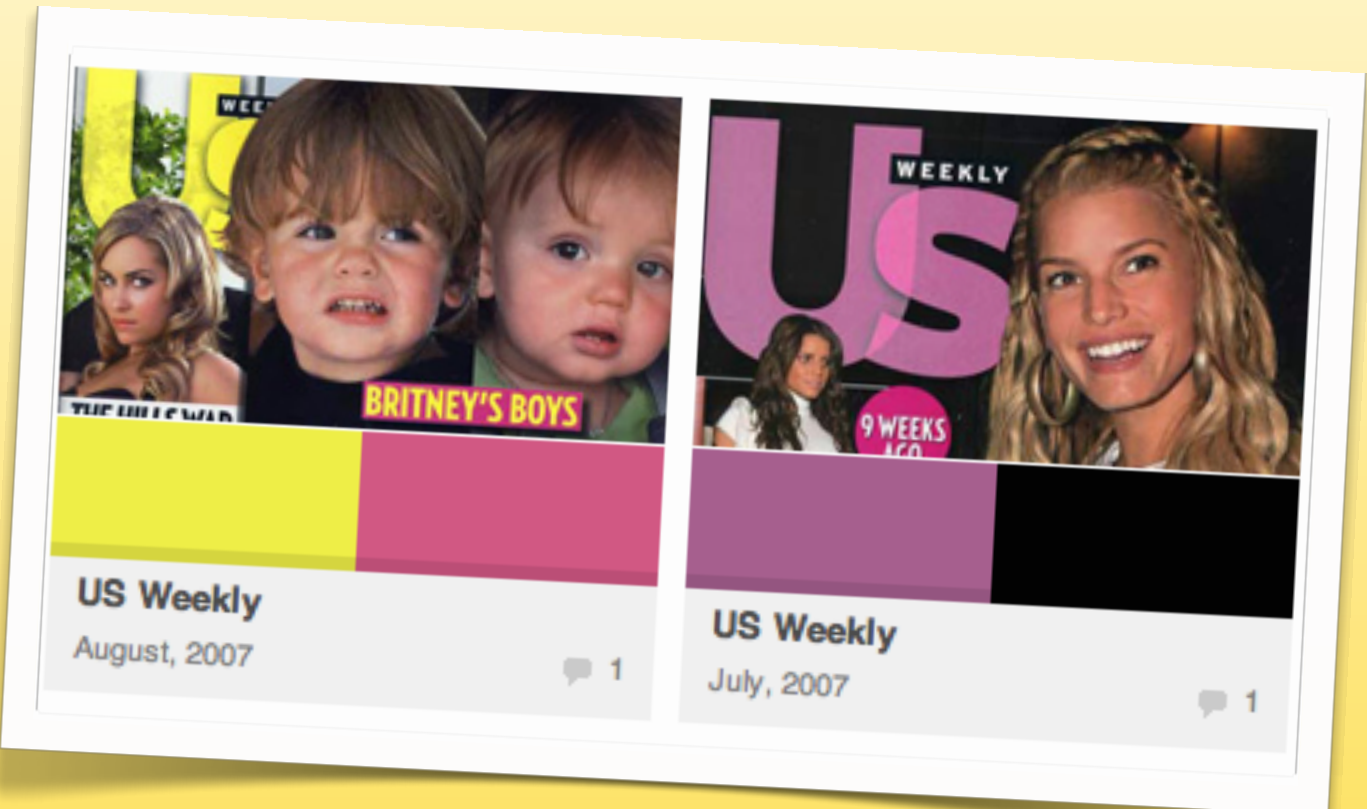
| Age | Albums sold | Singles sold | Grammys           |
|-----|-------------|--------------|-------------------|
| 24  | 15 Million  | 40 Million   | 2 (6 nominations) |

Lady Gaga (and her team) aren't just pop geniuses, they are marketing geniuses as well.

Regardless of your opinion of her music, here are 10 ways you can be a marketing genius like Gaga.

1. THERE IS NOBODY LIKE ME, AND THERE NEVER WAS.

Have an opinion





# USE STUNNING IMAGES



Your audience reads your slides  
faster than you talk.

Never, ever, ever put word-for-word what  
you are saying, instead use strong visuals to  
help add to your story and not give it away  
before it comes out of your mouth.



Your audience reads your slides  
faster than you talk.

Never, ever, ever put word-for-word what  
you are saying, instead use strong visuals to  
help add to your story and not give it away  
before it comes out of your mouth.



If I was giving this presentation to you  
face-to-face I would eliminate 90% of the text

When someone puts all their text in their presentation I say to myself:

**“DUDE?! WHAT’S THE POINT OF BEING HERE?! JUST EMAIL ME YOUR SLIDES AND I’LL READ IT ON MY OWN TIME WITHOUT YOU.”**

Soldiers treated us very well &  
- thing I learned quickest about → sex  
- Never even thought about before Vietnam  
- But a big issue over there  
- & even though they missed it a lot, I  
never felt threatened by any of them  
Best behavior & very respectful  
But I knew they'd think about how  
we'd be in bed & that was okay/fine  
Whatever got them by was okay/fine w/n  
One time I didn't want to be used was  
one night driving from the Saigon...

# DITCH THE NOTES

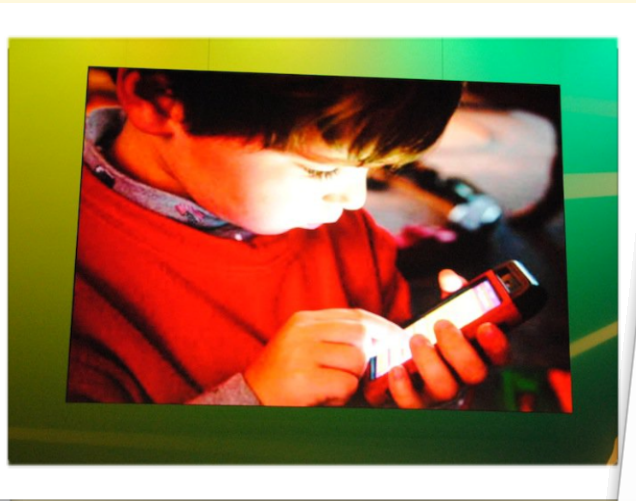
**YOU DON'T NEED THEM**



Rehearse and use images to remind you of each point.



“The idea for the Gutenberg press came about by...”



“Let me tell you about how my 3-year old child is using an iPhone...”



“As part of our staff we actually have 1 ex-clown...”

\*It takes a little bit of practice but this alone will make your presentation 100% better (that's a fact).



# **THERE ARE 4 TYPES OF IMAGES YOU CAN USE:**

**YOUR  
OWN**

**ROYALTY  
FREE  
(PAID)**

**CREATIVE  
COMMONS  
(FREE\*)**

**SCREENSHOTS**

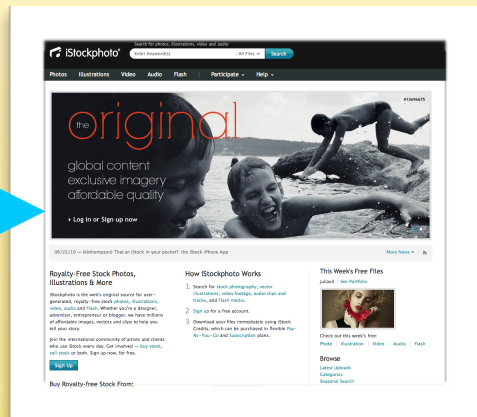
\*with conditions

# WHERE TO FIND THEM:

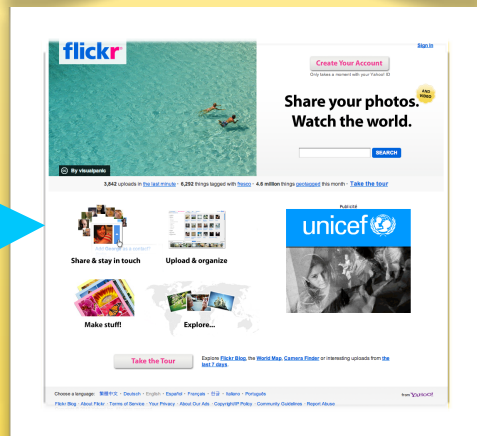
YOUR  
OWN



ROYALTY  
FREE  
(PAID)



CREATIVE  
COMMONS  
(FREE)



Time consuming, but gives your slides a nice touch. I like full screen width photos.

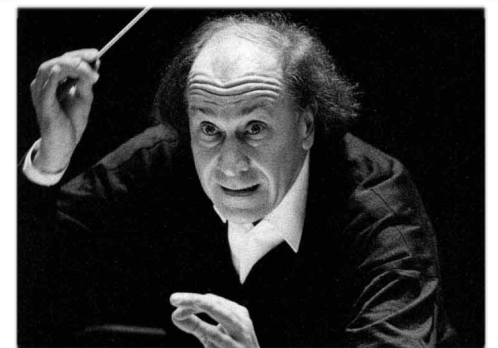
**iStockphoto.com.** For a few \$\$ get professional photos or illustrations that you can use without having to pay royalties.

Perfect for a cohesive professional look.

**Flickr.com.** Best place to look for Creative Commons images.

All you need to do is add a proper credit to your presentation.

## WHAT IT LOOKS LIKE:



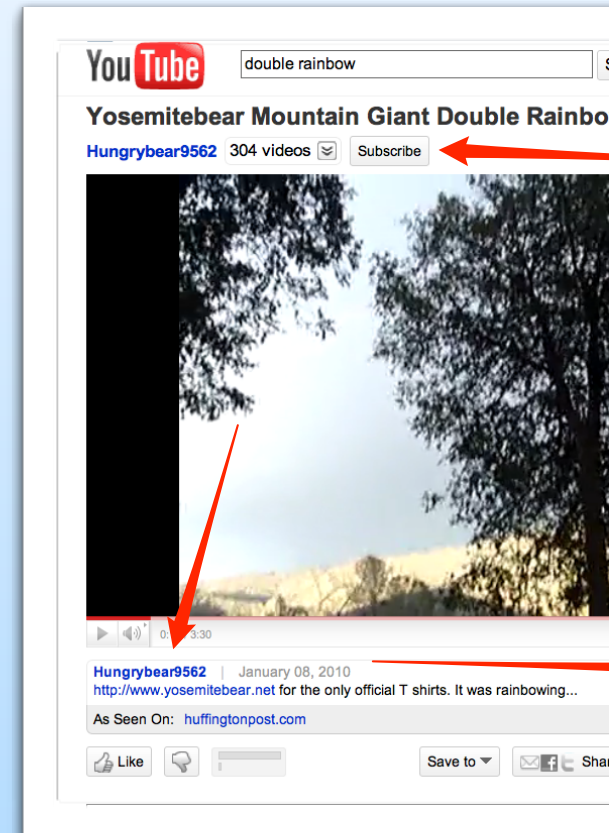
# USE SCREENSHOTS TO HIGHLIGHT IMPORTANT AREAS

SCREEN-  
SHOTS

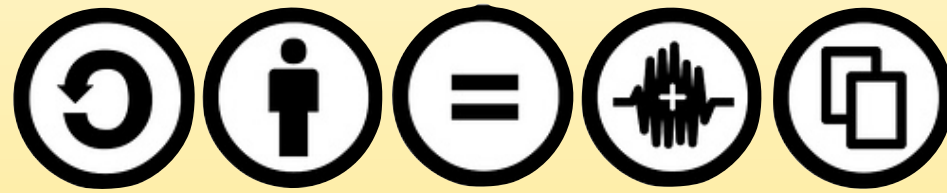
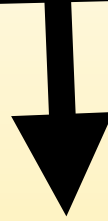


**Skitch.com** it's a free tool for taking screenshots and add little things like arrows to it.

Its dead simple to use. I use it 30+ times a day (no joke).



These logos specify under what condition you're allowed to use the work. Most of the time all you need to do is add a simple credit to its creator.



**creative  
commons**

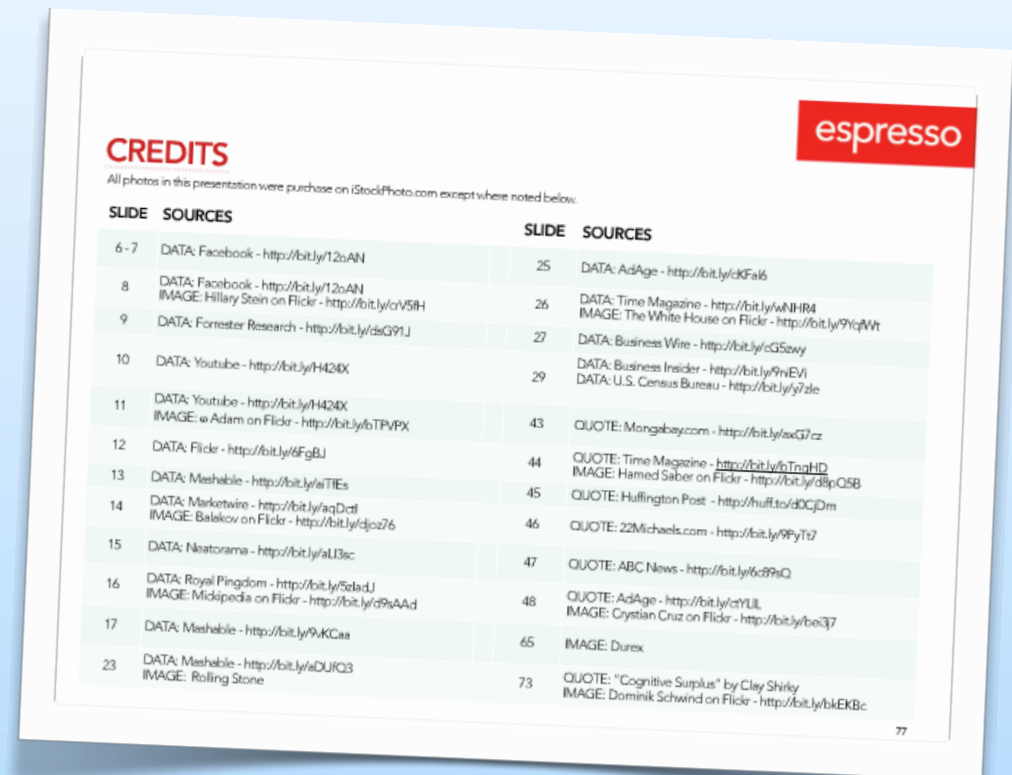




# THERE ARE 2 WAYS TO ADD CREDITS:



bottom of image



last slide



# **A QUICK WORD ON PICKING PHOTOS**



Current Search

All File Types

Narrow Your Results

By Keyword(s)

By File Types

- ☐ Photos
- ☐ Illustrations
- ☐ Video
- ☐ Audio

## Search results: Lightbox

My best meeting pictures. Best of business meeting/office pictures

Sort Best match ▾

Displaying 1 to 100 of 288 matches.

1 | 2 | 3 of 3 ▸



## Business team showing unity

Stock photo | File #: 5068328

| Size    | Pixels         | Inches | File size | Credits |
|---------|----------------|--------|-----------|---------|
| XSmall  | 425 × 282 px   |        | 188.80 KB | 1       |
| Small   | 850 × 565 px   |        | 565.64 KB | 3       |
| Medium  | 1700 × 1129 px |        | 1.87 MB   | 6       |
| Large   | 2719 × 1808 px |        | 4.74 MB   | 10      |
| XXLarge |                |        | 11.79 MB  | 15      |
|         |                |        |           | 20      |

License options:

Standard ☐ Extended

Total credits:10

Download this Photo

More like this ▸

◀ Back to results



Add to Lightbox | Download a comp

this is cheezy!

**SERIOUSLY DUDE,  
NOBODY'S OFFICE LOOKS LIKE THAT.**  
(unless you work in an office of cheezy models)



Current Search

All File Types

Narrow Your Results

By Keyword(s)

By File Types

☐ Photos☐ Illustrations☐ Video☐ Audio☐ Flash

Search results: Lightbox

Sort Best match

Displaying 1 to 100 of 262 matches.

1 | 2 | 3 of 3



#11925038



#13834333



#13839263



#13834371



#13791590



#11924990



#6906480



#12073796



#9317473



#9340993



## Nerdy Businessman In Retro Suit

Stock photo | File #: 12061853

| Size   | Pixels         | Inches | File size | Credits |
|--------|----------------|--------|-----------|---------|
| XSmall | 426 × 282 px   |        | 187.27 KB | 5       |
| Small  | 851 × 564 px   |        | 654.73 KB | 10      |
| Medium | 1701 × 1129 px |        | 2.29 MB   | 15      |
|        |                |        | 5.68 MB   | 20      |
| XLarge |                |        |           |         |

License options:

Total credits: 20

Download this Photo

More like this

Back to results

Add to Lightbox | Download a comp

**UNEXPECTED, VISUALLY INTERESTING  
PHOTOS ARE FUN & GIVES ENERGY TO YOUR STORY.**

# EXAMPLES:

“I want to talk to you about early childhood medical care...”



“Here’s what’s happening with sales of luxury french goods...”

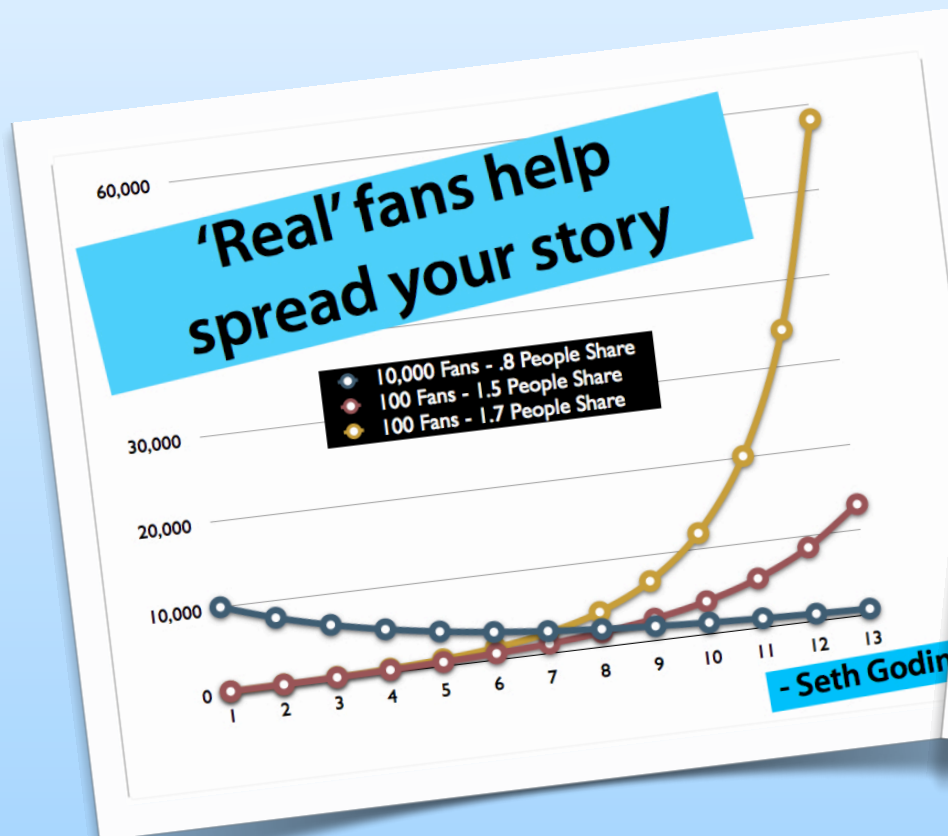


“In freshman year i studied...”  
(kidding)



# GRAPHS ARE OK, BUT REMEMBER:

It's not just about the number,  
it's about what the numbers mean



**The lesson?**

**Spend your time being  
'cooler' and the  
followers will come**



GET  
YOUR  
TEXT  
RIGHT





**KEEP IT  
SIMPLE  
(LESS IS MORE)**

**ARE YOU GIVING A DOCUMENT  
OR A PRESENTATION?**

**75+ WORDS/SLIDE  
= DOCUMENT**

**@NANCYDUARTE**

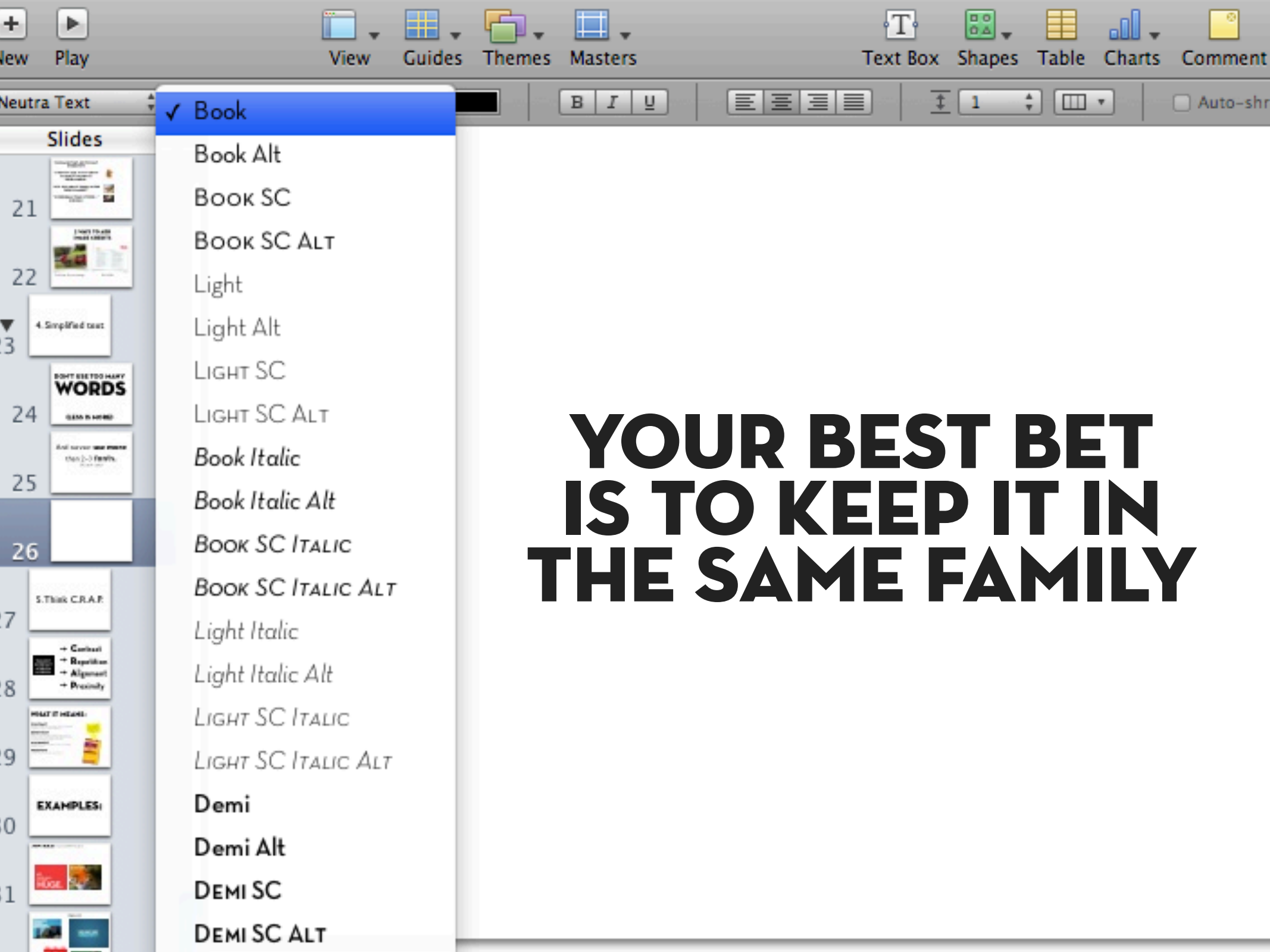


# **FEW THINGS ABOUT FONTS:**

# **FEW THINGS ABOUT FONTS:**

**never use more  
than 2-3 styles.**

(it's not cute)



New Play View Guides Themes Masters Text Box Shapes Table Charts Comment

Neutra Text

Slides

21

22

4 Simplified text

24

25

26

7

8

9

10

11

✓ Book

Book Alt

Book SC

Book SC ALT

Light

Light Alt

LIGHT SC

LIGHT SC ALT

Book Italic

Book Italic Alt

BOOK SC ITALIC

BOOK SC ITALIC ALT

Light Italic

Light Italic Alt

LIGHT SC ITALIC

LIGHT SC ITALIC ALT

Demi

Demi Alt

DEMI SC

DEMI SC ALT

YOUR BEST BET  
IS TO KEEP IT IN  
THE SAME FAMILY



**BLINKING,**  
**SPARKLING** OR  
**TWIRLING TEXT IS**  
**JUST NOT COOL**

**BUT ADDING A SLIGHT  
ROTATION TO TEXT OR IMAGES  
MAKES YOUR SLIDES A LITTLE MORE**

**INTERESTING**

**BUT ADDING A SLIGHT  
ROTATION TO TEXT OR IMAGES  
MAKES YOUR SLIDES A LITTLE MORE**

**INTERESTING**

but go easy tiger,  
don't overdo it.



A black and white dog is sitting on the closed lid of a white toilet in a bathroom. The dog is looking directly at the camera. In the background, a bathroom counter is cluttered with various items including a purple bottle of nail polish remover, a green bottle of eye and face stress gel, a white jar of cream, a hairbrush, a box of tissues, and a roll of paper towels. A yellow semi-transparent circle is overlaid on the image, containing the text "USE C.R.A.P.". The text is in a large, white, sans-serif font, with the "C" and "P" having a dot after them.

USE  
C.R.A.P.

**THE MOST  
IMPORTANT  
ACRONYM  
IN DESIGN**

→ **CONTRAST**

→ **REPETITION**

→ **ALIGNMENT**

→ **PROXIMITY**

# WHAT IT MEANS:

## CONTRAST

Text and images that are all the same size and style is extremely boring and not communicative. Add some contrast to make it interesting.

## REPETITION

Repeat colors, fonts and images throughout your presentation for a cohesive feel (remember color mix?). Each new topic slide should have related styles so that your audience knows you are moving onto a new point.

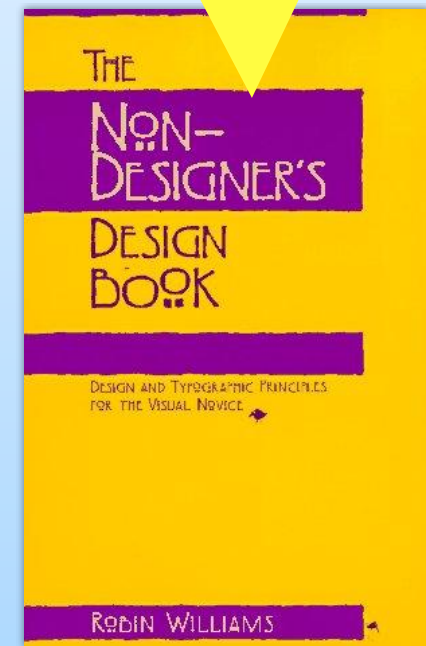
## ALIGNMENT

Text and images on each slide should be visually connected. Nothing should be out of place.

## PROXIMITY

Related elements should be grouped together

\*First coined by Robin Williams (no not that one)



**WHAT IT  
LOOKS LIKE:**



# CONTRAST EXAMPLES

#1.  
SOCIAL MEDIA  
IS F\*\*KING  
HUGE.

Good contrast can  
make your slides look  
crisp and organized

25 BILLION.

The amount of content  
(web links, news stories,  
blog posts, notes, photos, etc.)  
shared each month on Facebook.

THAT'S MORE THAN 6X  
LAST YEAR'S VOLUME.

# REPETITION EXAMPLES

Repetition of design elements gives a cohesive look



DOES / JULY 2009

THERE IS NOBODY LIKE ME, AND THERE NEVER WAS.

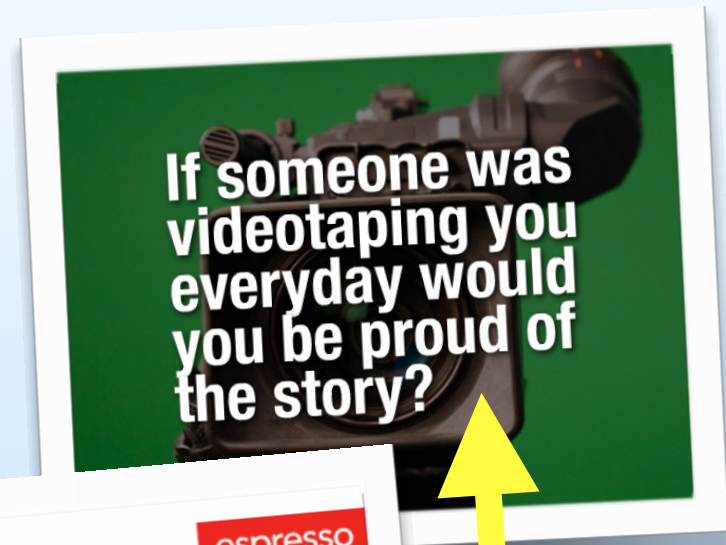


Love your Little Monsters.

BAD ROMANCE

Don't be afraid to piss people off.

# ALIGNMENT EXAMPLES



Line it up, add some padding and make sure elements are symmetrical



You can take some matching photos yourself...

Hi!

This is John Medina.

This is John Medina.  
He's a *doctor*.

He likes to  
study these

So he wrote this

it takes a long time for your brain...

You know,

Or purchase collections  
on iStockphoto.

iStockphoto®

Search for photos, illustrations, video and audio

Enter Keyword(s)

All Files

Search

Photos

Illustrations

Video

Audio

Flash

Participate

Help

International

Log Out | Jessed

Current Search

All File Types

Search results: Lightbox

Random pictures of a gorilla going about various daily tasks.

Sort Best match

# PROXIMITY EXAMPLES

Instead use images to remind you of each point.



"The idea for the Gutenberg press came about by..."



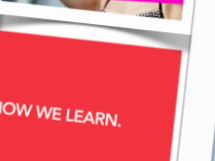
"Let me tell you about how my 3-year old child is using an iPhone..."



"As part of our staff we actually have 1 ex-clown..."

\*It takes a little bit of practice but this alone will make your presentation 100% better (that's a fact).

## REPETITION EXAMPLES




group similar or related elements together

# OH CRAP!

Always double-check your design  
work with these principles:

Contrast, Repetition, Alignment, and Proximity.





**USE  
VIDEO**

PRES OBAMA CRITICIZING

# VIDEOS ARE COOL

But keep it short, simple & relevant.

2-3 min is good, 30 seconds is best.



A photograph of two people sitting at a desk in a meeting room. A woman on the left is wearing a grey t-shirt with the text "I don't work here" and a black watch. A man on the right is holding a white marker. In the background, a large screen displays a website with the heading "National Cherry Blossom Festival" and a Flickr logo. A large, bold, black text overlay is centered over the image.

**AND SAVE YOURSELF  
FROM THE AWKWARD  
SILENCE AND ALWAYS  
PRELOAD YOUR VIDEOS.**

To avoid waiting for videos to load I like to record a YouTube clip and edit it down to only the bits I want to show and then I embed in my slides.

Works 100% of the time with no waiting!

The image shows a screenshot of the ScreenFlow website on the left and a video player interface on the right. The website features the Telestream logo, navigation links (SOLUTIONS, PRODUCTS, DOWNLOADS, BUY, COMPANY, SUPPORT), and a search bar. The main heading is "ScreenFlow" with sub-headings "Overview", "Features", "Specs", "Literature", "Demos", "Reviews", "Customers", and "Upgrade". A "Professional Screencasting Studio" section highlights the "New 2.1 FREE Trial" and includes a "Play Video" button. Below this, a "Record. Edit. Share." section describes the software's capabilities. A yellow banner at the bottom of the website says "I use screenflow for this". The video player interface on the right shows a YouTube video titled "Yosemite Mountain Giant Double Rainbow 1-8-10" by Hungrybear9562. The video is a landscape shot of a double rainbow over a mountain. The player includes a "Video Properties" panel on the right with settings for Scale, X Rotation, Y Rotation, Z Rotation, Opacity, Reflection, Shadow, Angle, Color, Offset, Saturation, Brightness, and Contrast. A yellow arrow points from the yellow banner to the video player.

Telestream

SOLUTIONS PRODUCTS DOWNLOADS BUY COMPANY SUPPORT

Search

Home | Store | Login | Contact Us

Home >> Products >> ScreenFlow Overview

# ScreenFlow

Overview Features Specs Literature Demos Reviews Customers Upgrade

Buy \$99

Try FREE

Upgrade \$29

Blog Twitter Facebook YouTube

Need Help? Get Support

ScreenFlow FAQs

Mac Universal

Apple Design Award  
Best Mac OS X Leopard  
Application  
2008 Winner

## Professional Screencasting Studio

New 2.1  
FREE Trial

Play Video

Record. Edit. Share.

With ScreenFlow screencasting software, you can capture the contents of your entire desktop the same time as your video camera, microphone and computer's audio. Sophisticated editing allow you to create incredible screencasts in no time. The finished result is a QuickTime or Windows Media movie, ready for publishing to your website or blog.

ScreenFlow 2.1  
\$99 | Buy Now

Feature Highlights

- Publish directly to YouTube
- Full range of elegant 2D & 3D transitions
- Clip Speed, Freeze Frame & Pause Recording
- Audio Ducking and Audio Detach
- Record from desktop, a video camera, microphone & computer's audio all at the same time

ScreenFlow can now create an all-in-one HD video presentation, ready for easy upload straight to your website. The HTML, video and Flash player component are automatically created by ScreenFlow in a single step.

- 64-bit support for audio capture.

YouTube

double rainbow

Search Browse Upload

Yosemite Mountain Giant Double Rainbow 1-8-10

Hungrybear9562 304 videos Subscribe

11,205,212 views

Video Properties

Scale: [Slider]

X Rotation: [Slider]

Y Rotation: [Slider]

Z Rotation: [Slider]

Opacity: [Slider]

Reflection: [Slider]

Shadow: [Slider]

Angle: [Slider] Color: [Color Picker]

Offset: [Slider]

Opacity: [Slider] Blur Size: [Slider]

Saturation: [Slider]

Brightness: [Slider]

Contrast: [Slider]

Add Video Action

Canvas: 745 x 480 Snap to Front Window

Cancel Apply

Screen Recording 18/08/10

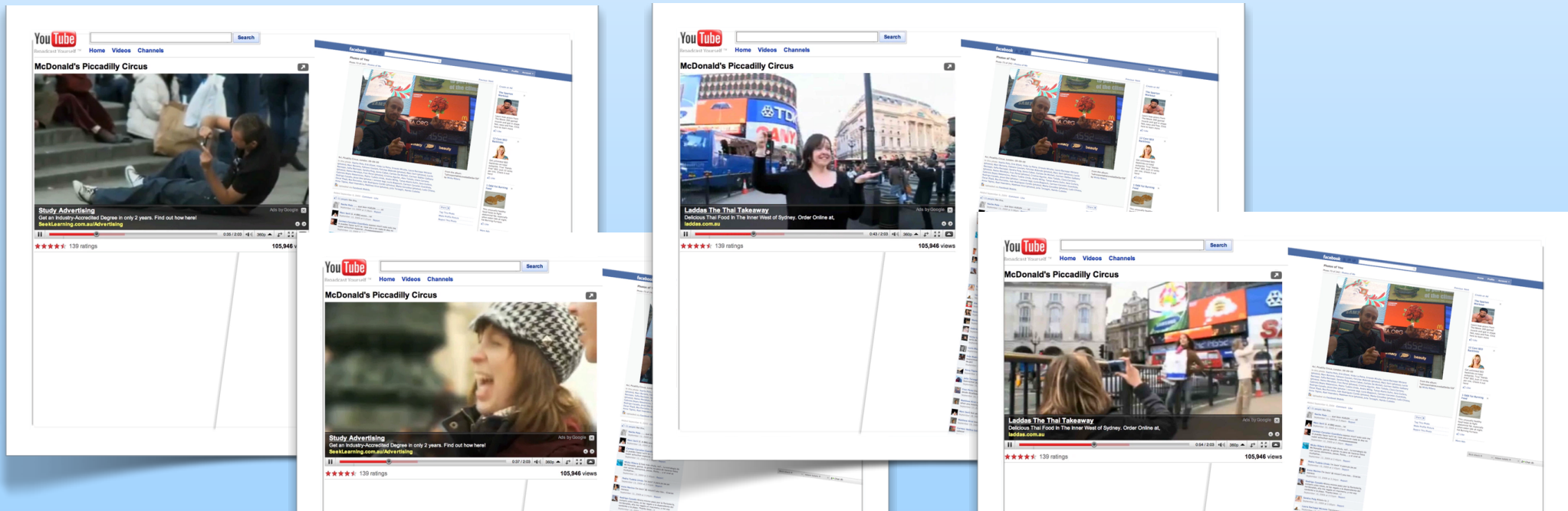
I use screenflow for this



Here I recorded a YouTube video and removed the sound and had it play automatically when I advanced slides.

This allowed me to talk over the video and give a narrative which included a Facebook page + Youtube clip

(In the presentation world this is like George Lucas type stuff)





An aerial photograph of the New York City skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a rooftop terrace is visible with a crowd of people, some wearing orange shirts. A vibrant rainbow is projected onto the side of a building on the left. The city's dense collection of skyscrapers, including the Empire State Building, stretches out towards the horizon. A semi-transparent yellow and green geometric overlay is positioned behind the text.

**SHARE  
YOUR  
WORK**




# SAVE A TREE

Upload your presentation to SlideShare.net.

This allows your audience to download a PDF version and also share via Twitter and Facebook.

If you get selected as the top presentation of the day you get instant fame and glory.





**AFRAID OF SOMEONE  
'STEALING' YOUR  
PRESENTATION?**



Unless you're dealing with top secret stuff don't be.

If you use the methods you just learned the only person able to give your presentation should be you.

Using things like images instead of text refreshes the memory of someone who was at your talk but means nothing to someone who wasn't.



# **SET YOUR IDEAS FREE**

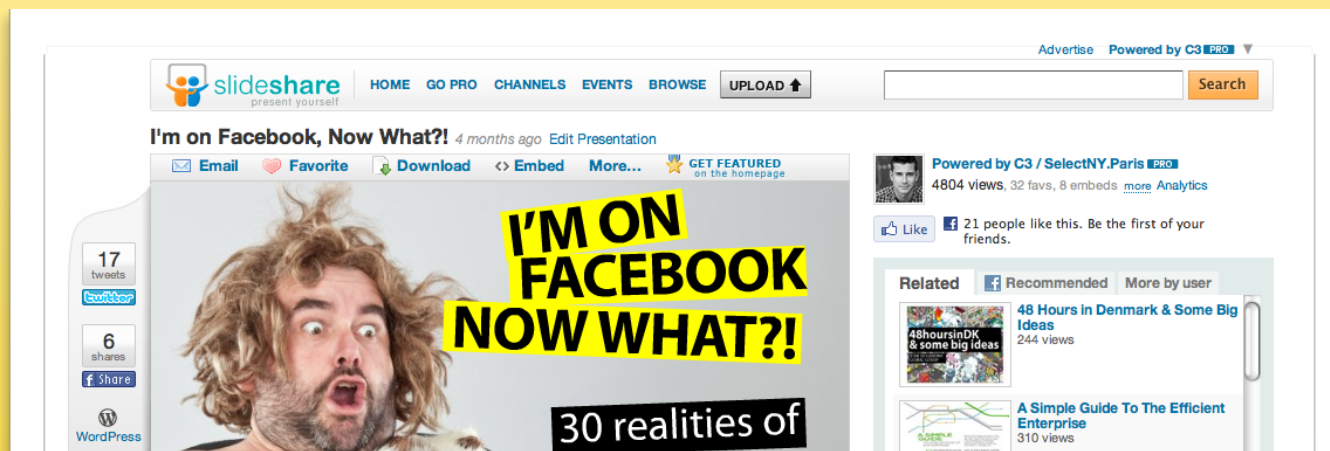
**(YOU'LL GET MORE IN RETURN)**

3 months ago I gave a 90-min talk in Australia to some very nice people in the tourism industry.

One speaker told me it was crazy to upload my entire slides to SlideShare because surely I was going to get ripped off.

There were only 100 people in the room, but today more than 8500 people have seen that same presentation online.

I got lots of feedback from people all around the world who said they got lots out of it and who also suggested new material which made my future presentations even better.

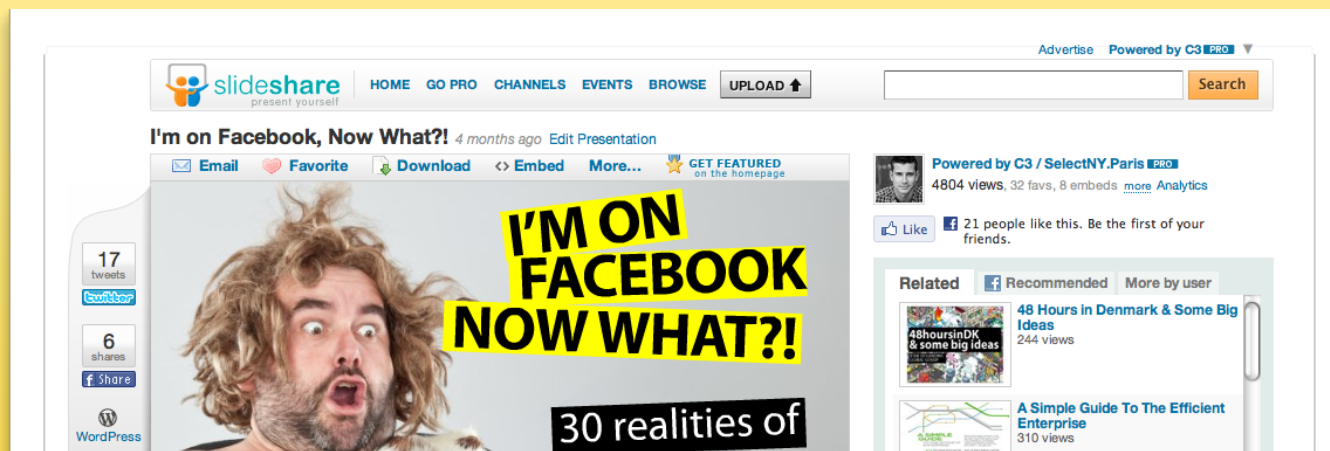


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I got lots of feedback from people all around the world who said they got lots out of it and who also suggested new material which made my future presentations even better. I also got hired for new work because of it.





**THAT'S IT**

**OK, WAIT.  
ONE MORE**

A yellow rotary telephone is mounted on a light-colored wall. A large, semi-transparent yellow circle is overlaid on the phone. Inside this circle, the words "ALWAYS RECAP" are written in a bold, white, sans-serif font, arranged in two lines. The text has a slight drop shadow, making it stand out from the background.

**ALWAYS  
RECAP**

**IF YOU LEAVE WITH ONLY ONE  
SLIDE FROM THIS PRESENTATION  
IT SHOULD BE THIS ONE:**

**STEAL THIS PRESENTATION:**

- 1. HAVE A KILLER OPENING SLIDE**
- 2. USE A COLOR SCHEME**
- 3. USE STUNNING VISUALS**
- 4. GET YOUR TEXT RIGHT**
- 5. USE CRAP**
- 6. USE VIDEO**
- 7. SHARE YOUR WORK**
- 8. RECAP**



**THESE ARE SIMPLY  
8 QUICK DESIGN  
TIPS THAT HAVE  
WORKED FOR ME**

A photograph of Steve Jobs, co-founder of Apple, giving a presentation. He is wearing his signature black turtleneck and glasses, and is gesturing with his hands while holding a small device in his right hand. The background is a blurred stage setting with blue and purple lighting.

**BUT THERE ARE MANY  
WAYS TO GIVE A GREAT  
PRESENTATION**

A man in a light blue shirt and grey trousers stands on a stage, gesturing with his right hand. Behind him is a drum set and a red electric guitar. To the left, a small screen shows a portrait of an older man. To the right, a large screen displays a rocket launch. The TED logo is visible in the bottom right corner.

**AND WITH SOME PRACTICE  
AND A LITTLE HARD  
WORK YOU TOO WILL FIND  
YOUR OWN WAY TO  
MOVE & INSPIRE PEOPLE**





**AND WILL YOU SUCCEED?  
YES! YOU WILL, INDEED!**

**(98 AND  $\frac{3}{4}$  PERCENT GUARANTEED.)**

**OH! THE PLACES YOU'LL GO!  
- DR. SEUSS**



**THANKS!**

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**@JESSEDEE**



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# CREDITS:

**MADE USING  
KEYNOTE  
TOTAL COST  
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## **PHOTOS:**

- 1. FLICKR/ONE MORE NIGHT AT THE CLUB/IRINA SOUIKI**
- 2. FLICKR/GOOD NEWS...AND BAD NEWS/SHIRA GOLDING**
- 2.FLICKR/STEVE JOBS/DFARBER**
- 3.FLICKR/AUDIENCE/KURAFIRE**
- 5. FLICKR/NEPTUNE STATUE/FRAOCHSIDHE**
- 9. CANNES LIONS 2010/JESSEDEE**
- 13. FLICKR/SKITTLES/DAVIDJMARLAND**
- 17. FLICKR/EXTREMELY LOUD AND INCREDIBLY CLOSE/MATT.HINTSA**
- 17. CANNES LIONS 2010/JESSEDEE**
- 25. FLICKR//BERT AND ERNIE/SEE-MING LEE**
- 28.FLICKR/VUITON CHAMPS ELYS ES SHOP/LITTLE\_GRIZZLY**
- 28.FLICKR/ GOT BEER?/A4GPA**
- 31. FLICKR/CAN YOU READ THIS, LUKE SKYWALKER?/ST FAN**
- 38. FLICKR/TOILET TRAINED/ANDA74**
- 49.FLICKR/PRESENTATION/ EGGPLANT**
- 52. FLICKR/NEW YORK SUNSET/JERRYFERGUSONPHOTOGRAPHY**
- 54. FLICKR/DOMO ASUSTA A DANBO/GVICIANO**
- 58. FLICKR/FUSSEL REVIEWING/FAUSTENATOR**
- 62- FLICKR/EXIT SIGN IN THE COMMONWEALTH/JOEYBALTIMORE**
- 65. FLICKR/STEVE JOBS KEYNOTE/ACABEN**
- 62. FLICKR/JAY-Z/RICHIE PREISS**

## **WEBSITES:**

**ISTOCKPHOTO.COM**  
**COLORLOVERS.COM**  
**SKITCH.COM**  
**SCREENFLOW.COM**  
**FLICKR.COM**  
**NOTEANDPOINT.COM**  
**SLIDESHARE.NET**

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