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VISUAL PRESENTATION DESIGNS

POWERPOINT: STILL AN ESSENTIAL AND POWERFUL TOOL

WHAT YOU DIDN'T KNOW ABOUT VISUAL PRESENTATIONS

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OVERVIEW

- PowerPoint Users
- The Science Behind Visual Presentations
- Presentation Quotes from the Experts
- PowerPoint: a Powerful Business Communication Tool
- 20 Things you Must Know Before Creating a Successful Business Presentation
- Valuable Resources for Visual Presentations
- All You Can Do With PowerPoint

POWERPOINT USERS

POWERPOINT FACT

94%

of professional speakers rely on PowerPoint.

PowerPoint is loaded on approximately

400

millions

computers worldwide, accounts for over four million lectures on the Web.

and helps generate more than

30

millions presentations per day

A quarter of speakers surveyed claimed to use PowerPoint and projection equipment for ''most'' of their presentations, more than...

40%

claimed to use multimedia ocassionally.

THE SCIENCE BEHIND VISUAL PRESENTATIONS

> "
>
> The problem is that most speakers and project managers do not understand how to master the cognitive dynamics of the human mind during a presentation

KOSSLYN

POWERPOINT

is a useful cognitive aid for maintaining their interest and for enhancing their understanding and encouraging the retention of material. Arguments for and against the use of presentation software continue as Microsoft's PowerPoint continues to be installed in the desktops of the vast majority of the nation's public speakers.

HANKE

> **"** Researches in the cognitive field have shown how people learn better from words and pictures than from words alone. Audiences might not know about dual-channels theory, but they do know how they feel when presenters do not integrate the concept into their PowerPoint approach .

ATKINSON, 2008

10

QUOTES FROM THE EXPERTS

" It is easy to get impatient with the creative process, but investing enough time is critical to developing a great presentation

NANCY DUARTE

" The PowerPoint's problems occur because the presentations failed to respect fundamental characteristics of how humans perceive, remember, and comprehend information

KOSSLYN

POWERPOINT: A POWERFUL BUSINESS COMMUNICATION TOOL

ENGAGE YOUR AUDIENCE

designing presentations and creating the supporting visual aids help the way audience processes the presentation. People today are accustomed to using PowerPoint in their presentations, making of PowerPoint an effective multimedia tool for people from many fields.

I LOVE POWERPOINT

❤

" People are usually not aware of the critical connection between the human cognitive process and PowerPoint usage as a multimedia tool. As a result, people do not devote enough time to develop a PowerPoint presentation that is both powerful and to the point.

CAVI VELASQUEZ – VISUAL DESIGN SPECIALIST

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THINGS YOU MUST KNOW BEFORE CREATING A SUCCESSFUL BUSINESS PRESENTATION

"

Design not only serves so things look esthetically pleasing. At its core, designing is solving problems, focusing on making or designing something making it look attractive and creating a memorable effect in the audience.

CAVI VELASQUEZ – VISUAL DESIGN SPECIALIST

1 Present ideas and concepts of what you want to present.

2 Development of the presentation:
Research and information gathering. Create a map of your audience's needs. Paper and pencil (ideas). Organize your ideas. Put your ideas to the test with friends or colleagues. Structure your idea. Create slides in a presentation program (for example: PowerPoint or other).

"Simplicity is the essence for a clear communication"

3 The structure of information is organizing content in regions, rectangular or square areas to place the elements in: text or image.
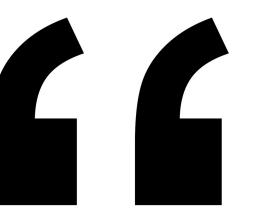
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4 Presentations are a creative and low cost form to present your message and you can test it before showing it, with your friends or colleagues.

5 Build a template which you don't get bored of easily. If you build it well, it can last for a long time.

6 The components of your brand or industry: these elements are visual attributes of the brand that rarely change.

7   Look through all the material your company produces and identify the elements that are merely decorative and the truly essential visual elements. Select the essential elements!

8   The template is the base to place your words and images on.

9   The effective use of a template helps the reader to get used to where the content will appear in a slide, giving her the feeling that the slide's content is structured and aligned.

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10 Invest in the design of your slides, as well as on training yourself or learning how to make your own presentations.

11 You probably expect to find in your next presentation some slides full of bullet points, but there are presentations that have the visual power of a simple photograph.

12 PowerPoint slides may bore an audience with much information on a screen or monitor, but a good presentation contains one idea per slide, giving the audience time to digest and understand each point.

13 Research shows that persons learn better when you use visuals.

14 Reading the bullet points or information of your slides, affects learning instead of helping. Improve the learning and understanding process of your audience eliminating unnecessary information, go directly to the point.

15 Communication is about making others adopt your point of view, thus helping them understand why you are sad, optimistic, anxious or in which emotional state you are.

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16 Excellent slides help as visual aids to reinforce the message of the presenter.

17 Connection between the presenter and the audience:

Persons do not connect with the presenter if he reads the slides.

Persons do not pay attention to the presenter if they read the slides.

18 Visuals are more memorable than words or text.

19 The reason why we create presentations is to give our point of view, sell an idea or more. If you believe in your idea, sell it.

20 Slides reinforce your words, they do not repeat them. The best presentations have: a properly structured content, without any unnecessary decoration.

" Creating a presentation is a creative act and requires preparation, design and dedication; therefore, you need time and effort.

VALUABLE RESOURCES

Books

Stock Photos

Text Styles

Alternatives in PowerPoint

programs

Our Resources

Stock Photos

Some recommended **Free Stock Photos** Websites:

Pixabay

Libreshot

Picjumbo

StockSnap.io

Isorepublic.com

Books

Some recommended **Books about Presentation Designs:**

Resonate by Nancy Duarte
Presentation Zen by Garr Reynolds
The Craft of Scientific Presentations by Michael Alley
Beyond Bullet Points by Cliff Atkinson
Slide:ology by Nancy Duarte

Fonts

We recommended Sans Serif fonts because of their simplicity. They are easier to read. These are the three most commonly used:

Arial

Tahoma

Century Gothic

For more Free Sans Serif Fonts, visit: fontsquirrel.com

Alternative in PowerPoint programs:

These are some of the most popular on-line presentation programs:

Prezi

SlideRocket

Haiku Deck

Powtoon

Our Resources

Visit **OUR RESOURCES HERE** and you will find:

PowerPoint Templates

Icons

Bundles

And more.

IF YOU DO NOT HAVE TIME TO
CREATE A POWERFUL POWERPOINT
PRESENTATION....

HIRE A
PRESENTATION
DESIGNER

VISIT
CAVIMEDIA.COM

ALL YOU CAN DO WITH POWERPOINT

Presentation Designs
Logo Designs
Info-graphic Designs
E-Books
Marketing Material
Banners
Brochures
Flyers
Social Media Covers
And more…

BENEFITS OF HIRING A PROFESSIONAL PRESENTATION DESIGNER

Engage and persuade your audience.

Get your message across effectively.

Clarify and highlight important points.

Increase productivity by reducing meeting times.

Produce an impact with a powerful visual aid to impress.

Gain brand recognition.

Set your business apart from others.

Increase sales.

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