

Spotlight Presentation Academy: Preparing your presentation

So you've finished writing your presentation, and now it's time to work on the visual part of your talk. But before you begin building your slides, ask yourself four things:

1. What do I want the audience to understand when I'm done?
2. What does the audience already know about what I have to say?
3. Will slides help the audience to understand what I'm saying?
4. What is the impact of the visuals I've chosen?

DESIGN TIPS

- Slides should be used as an exclamation point of your idea, not as a crutch or script
- Don't make your audience think too hard
 - Reinforce the content visually by sticking to "one-concept-per-slide"
 - Be aware of splitting the audience's attention
 - Use progressive disclosure when introducing a bullet list or visual buckets of information
- Keep the audience focused by varying your slide design (through color, image, text layout, etc.)
- When choosing photography:
 - Use images that are beautiful, high-resolution, and that fill the entire screen
 - Use your data, anecdote, or metaphor to find a creative way to share your idea through images
 - Give credit to your image sources
- Choose clear, legible typefaces
 - Stick to one or two typefaces
 - Combine no more than two different typefaces / colors / weights to emphasize or deemphasize certain words
- Stick to a color palette of no more than five colors
 - Find a color palette that conveys the right tone
 - Use high contrasting colors to increase the legibility of type, highlight a point on screen, and organize data
- Data slides are about the meaning of the data
 - Focus on what you'd like the audience to remember
 - Draw attention to the key piece of information
 - Don't be afraid to represent data without a chart: graphic numbers and icons can be just as impactful
- Spell check your work
- Practice your talk *with* your slides

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PHOTOGRAPHY

It's important to properly credit the people who create the images used in your presentation. Approaching your search for visuals from a state of transparency not only supports our creative community by respecting intellectual property, it also helps you to avoid any messy legal situations down the road.

What you can use

- **Citation not required:** Photographs, illustrations, and original artwork by you
- **Free to use, credit source on slide:**
 - Public domain images
 - Images with a Creative Commons license
CCO, CC BY, CC BY SA
- **Ask permission, credit as requested:**
 - Photos and art created by friends and coworkers
 - Images found through Google, newspapers, or professional photographers
- **Purchase appropriate license, credit source on slide:**
Stock photography

Where to find images

- [flickr.com/search/advanced](https://www.flickr.com/search/advanced) select the appropriate license
- [flickr.com/commons](https://www.flickr.com/commons) for historical photos
- search.creativecommons.org for many sources at once
- Other sites: [thestocks.im](https://www.thestocks.im), [kaboompics.com](https://www.kaboompics.com), [picjumbo.com](https://www.picjumbo.com), [images.fws.gov](https://www.images.fws.gov), commons.wikimedia.org, tinyurl.com/ppv9zty (a source found on medium.com)

How to check the license

Once you've found an image you like, poke around the page for information on its copyright. For Creative Commons images, this always includes the license type.

- CCO – no need to credit the image
- CC BY – credit source on slide
- CC BY SA – credit source on slide and note that it has been changed

COLOR PALETTES

Using a handful of well-selected colors can bring cohesion to a presentation and further emphasize the tone of your presentation. Color can also be used to organize, highlight, or change the rhythm of your visuals.

Where to find your color palettes

- The built-in “themes” in Keynote and Powerpoint
- color.adobe.com, coolers.co

PREPARING FILES: BEST PRACTICES

- When creating a new document, use the “wide” or 16:9 format
- Stick to the standard fonts originally installed on your computer; save with your presentation a copy of all fonts used on your slides:
 - **Exporting fonts on a Mac:** support.apple.com/kb/PH21409?viewlocale=en_US&locale=en_US
 - **Exporting fonts on a PC:** social.microsoft.com/Forums/en-US/949b3771-6836-4e5e-ba2a-b8e6c53eec94/how-to-export-a-font-from-one-computer-to-another?forum=generaldiscussions
- Always save and bring a .pdf version of your presentation

TED TALKS FOR SLIDE INSPIRATION

- Hans Rosling
- Anab Jain
- Ron Finley
- Giorgia Lupi
- Adam Grant

SPOTLIGHT PRESENTATION REMOTE

The spotlight remote helps you confidently control the room and your presentation from wherever you are. The features of spotlight help you emphasize your presentation when you need to call specific attention to your slides.

- Magnify allows high quality upscaling of an image and really helps to show key/intricate details, or something that could easily be overlooked.
- Highlight works well when presenting complex data, text, fields, charts, that could normally overwhelm. By dimming the background and using the bright highlight it helps pick out the important facts.