

# Slide Presentation Design Basics



**Well-designed slide presentations can be an effective way to communicate information.**

## PURPOSE

Slide design is critical for maintaining audience engagement and content retention.

## PROCEDURE

- » Stick to key concepts. Slides should support content, not deliver it.
- » Keep slide density low. 20 words or less per slide is ideal.
- » Use large font sizes (no less than 28 point).
- » Use a limited color palette (3-5 colors).
- » Slide contrast should be high (dark background with light text).
- » Avoid bullet points where possible. Varying slide layout will help maintain audience attention.
- » Avoid overwhelming audience with visual clutter and animations.
- » Use high-quality images and avoid stock themes. Stock themes tend to incorporate distracting visual

elements that will compete with your content.

- » Know when to add content to a slide and when to create a separate handout for your audience. Printed slides should not be a substitute for a handout with additional details or resources.

## CONSIDERATIONS

- » Adding multimedia elements to a slideshow may require you to test their display and playback on the machine you will be presenting from.
- » Slide presentations may appear differently on different operating systems (Windows vs. Mac).
- » For maximum compatibility between computers, avoid nonstandard fonts and themes.



**BEGINNER**

Find out more at » [nwacco.org/card/presentationSlides](http://nwacco.org/card/presentationSlides)