

Question Your Design Decisions!



When adding words to a slide:

- Am I writing something I'm already SAYING? Why?
- Is there an image/graphic to capture that emotion/idea?
- Is there a visual analogy (hammer/nail, apples/oranges, etc.) to complement my point?
- Is there an "unexpected" image (exaggerations, humor, irony) to capture attention and enhance memory?
- If I cannot find a suitable graphic, can I fade in key words as I speak them instead of blocks of static text?

When adding an image/graphic to a slide:

- Is this image purposeful--does it enhance my point?
- Have I maximized the space available on the slide (stretched to fill the screen or go beyond the edges)?
- Have I used my picture formatting tools to make different types of images hang together?
- Does this image really need animation (movement/fading in or out, etc.), and am I applying consistent animation to multiple graphics?

When adding a chart, graph, or other complex visual to a slide:

- Can I embed my labels within the visual—rather than as a legend or off to the side?
- Have I eliminated all of the non-essential information?
- Is the main point of the visual immediately clear (via use of contrast color, size, etc.)?
- Can I introduce this visual in layers or stages to make it easier to absorb as I'm speaking?

When using color and fonts:

- Does my color scheme complement or compete with the point I am making? (Don't use jarring colors unless you are communicating discord. Don't use overly monochrome or analogous colors unless you are communicating ideas with little variation.)
- If I am using multiple fonts, are they significantly different without being discordant? (Don't pick fonts that are too close together to be difficult to discern. Don't pick fonts that are wildly different (mixing an overly casual font with an overly conservative/formal font).)
- Do I really need different fonts or could I use different "weights" of the same font (heavy, medium, light, italic)?

Need Help or A Fresh Pair of Eyes/Ideas? Contact Christina Carter at IHS (ccarter@ihs-trainet.com | 614/233-2233) to toss around ideas and techniques.