

## LECOURSDESIGN, INC.

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### Development

Content Development must happen first, write your script  
You are the Star, not your slides  
Plan in Analog: Use paper & stickies to develop content  
Sound Bites are Tasty: minimal, memorable, repeatable text

### Design

Less is More  
Increase Signal, Minimize Noise  
Don't be afraid of whitespace  
Slide Elements: Background, Color, Type, Imagery  
  
Start with Color  
Color is emotional, first thing people notice  
Create a color palette: colourlovers.com, design-seeds.com  
CreativePro.com to learn more about color  
Dark Room: use dark background, light text  
Light Room: use light background, dark text

Avoid Templates  
Novelty creates interest  
Surprise is the fastest route into someone's brain.  
Background is the frame, not the art

Typography is Voice, should match tone of presenter  
Limit number of fonts  
Type set as large as possible  
Minimal text, should be understood in 3 seconds  
Create emphasis with size, weight, color and *italics*.  
Bullet Kill: don't use bullet points if at all possible  
Use sequential builds if you must use bullet points

Imagery is powerful, emotional, worth 1k words  
Photo sources: self, royalty-free, rights managed, custom  
istockphoto.com, veer.com, corbis.com  
Get permission to use photos unless Fair Use  
Avoid see/say: text should add new meaning to a photo

### Delivery

Keep the Lights On: light the speaker in favor of slides  
Your Screen is Not a Teleprompter: don't read from screen  
Audience reads faster than you can speak, can't process both  
Use presenter's view on your confidence monitor  
Go Remote: use a wireless remote to advance your slides  
Animate with Moderation  
Builds and slide transitions should add meaning  
Have a Plan B: always have a backup plan if tech fails  
Practice, Practice, Practice is often neglected

## CHANGE THE WORLD SLIDE BY SLIDE

How to Develop, Design and Deliver  
Professional Slide Presentations

### Bibliography

*slide:ology* by Nancy Duarte  
*Beyond Bullet Points: Create Presentations That Inform, Motivate, and Inspire* by Cliff Atkinson  
*The Presentation Secrets of Steve Jobs* by Carmine Gallo  
*Presentation Zen* by Garr Reynolds  
*Multimedia Learning* by Richard Mayer  
*Really Bad Powerpoint* by SethGodin.com  
*Made to Stick* by Chip and Dan Heath  
*Paid to Speak* by National Speakers Association (NSA)  
*Confessions of a Public Speaker* by Scott Berkun

### Imagery Used in Presentation

www.lecoursdesign.com  
Perfect Vision Graphics 513.233.7993  
www.images.google.com  
www.istockphoto.com  
www.douginnear.com  
www.TED.com  
www.pecha-kucha.org  
www.pinterest.com  
Apple, Coke, Turner Duckworth  
*slide:ology* book (see above)

### Influences

www.hollylecours.com      www.garrreynolds.com  
www.edwardtufte.com      www.duartedesign.com  
www.decker.com      www.graceworks.com  
PresentationPro.com      www.publicwords.com  
www.wittcom.com      www.sixminutes.dlugan.com

### Colophon

Pen, Paper, Stickies  
Development and Design: Apple iMac  
Additional Image Creation: Adobe Photoshop & Illustrator  
Presented on: Apple MacBook  
Presentation Software: Apple Keynote  
Wireless Remote: Keyspan Easy Presenter PR-EZ1  
Fonts: Interstate (sans-serif) Adobe Garamond (serif)  
Photography: Apple iPhone, see above  
Source for Learning PowerPoint or Keynote: Lynda.com

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