



Welcome to the  
**Snazzy Slides**  
**Cafe**

Original Image by Lisa Johnson

Now Serving *Students!*



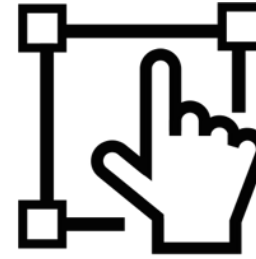
- SOURCE:

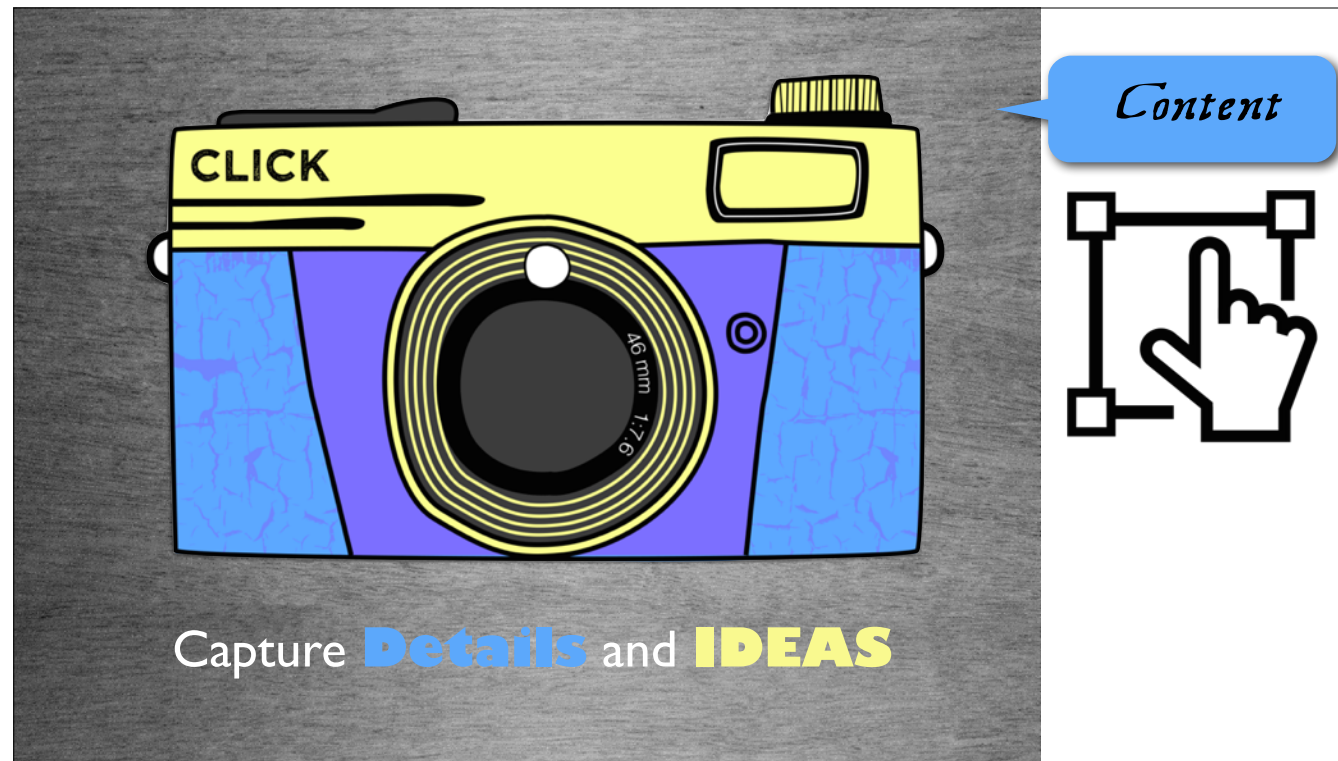
- ColorHunt Colors: <http://colorhunt.co/#fba834fce850387adf50c4ed> AND <http://colorhunt.co/#7c6fff5ca9ffcff90ffde68>
- Duarte's 3 Legged Stool: <https://alexrister1.wordpress.com/2012/06/24/three-legged-stool-to-presentation-ecosystem/>



Hook Your Audience's Attention

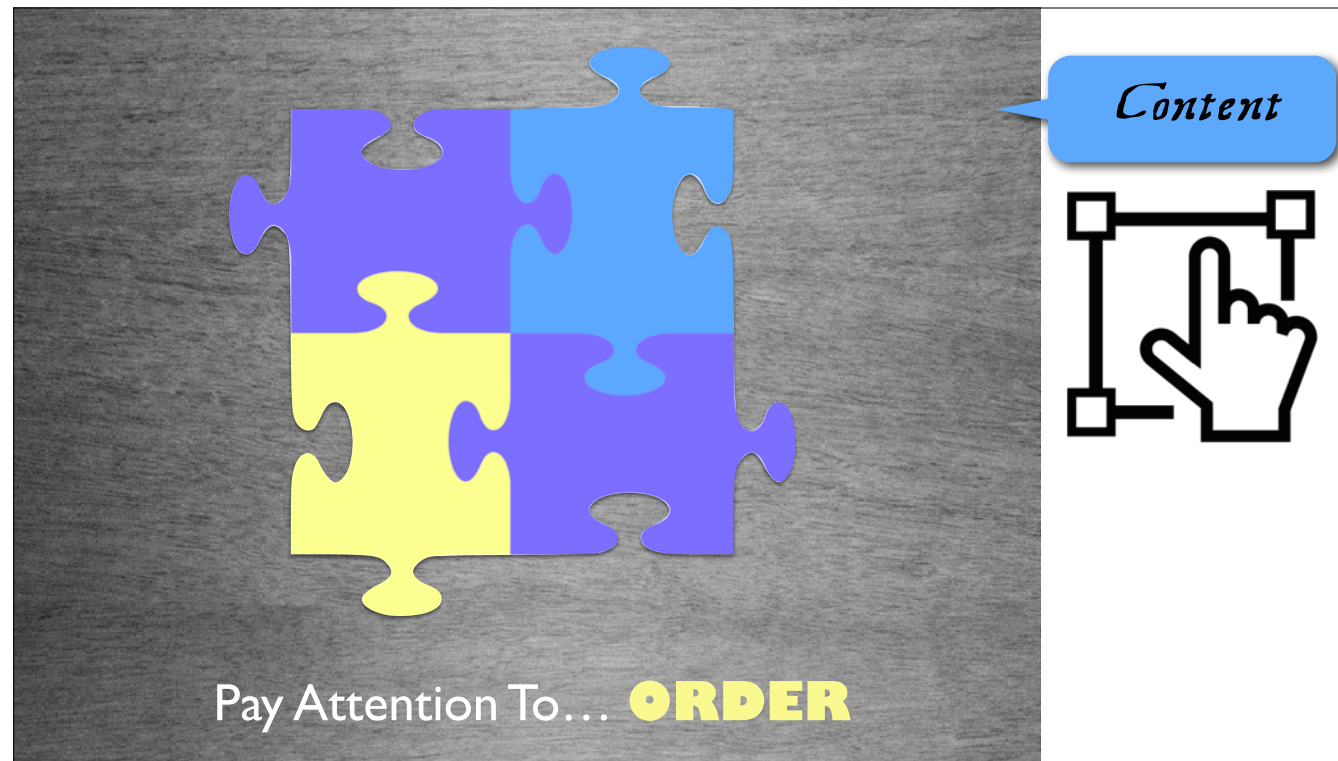
*Content*



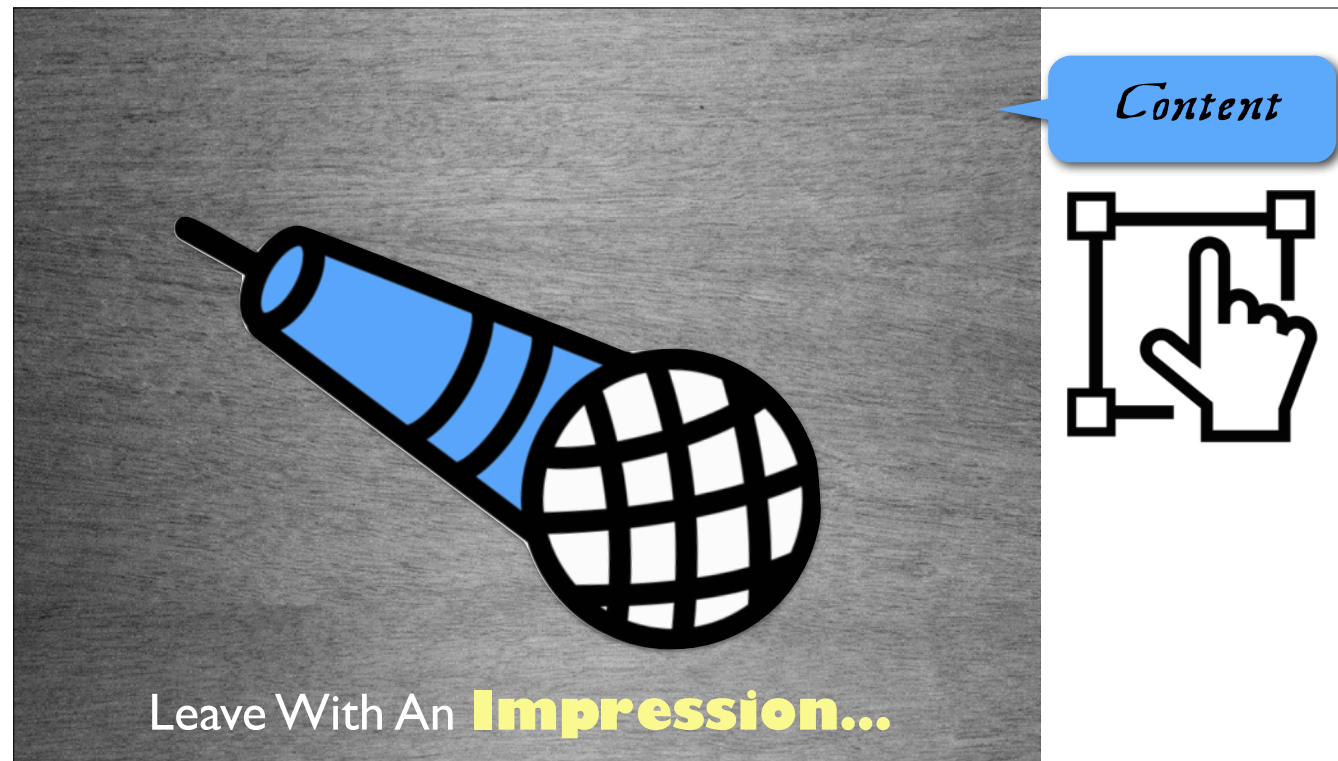


- SAY: "You Can't Tell Them Everything About this Topic in 10-15 minutes - Capture the Most Important Ideas and Details"





- SAY: "How do the pieces fit together?"



- SAY: "Drop the Mic"



- SAY: "A Slide's Message Should be Able to Be Processed in 3 Seconds"
- SOURCE: <http://www.slideshare.net/CalMaritimeLibrary/visual-slide-design-for-engaging-memorable-presentations?ref=https://www.pinterest.com/>

Content

30 6 15 1

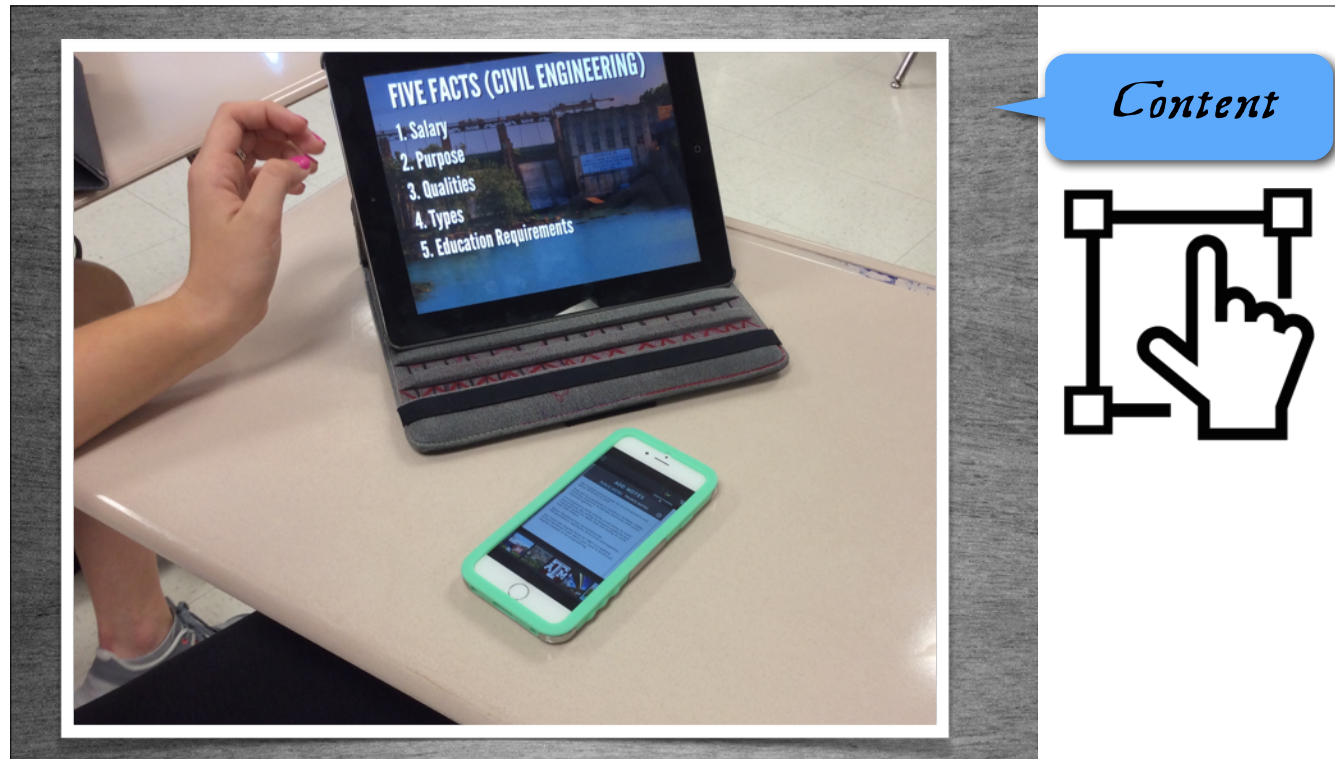
“Slides Should *Reinforce* your Words  
Not *Repeat* Them.” - Seth Godin

- STATS:
  - Font: No Smaller than 30
  - Lines of Text: No More than 6
  - Words: No More than 15 (“75+ Words/Slide = Document” – Nancy Duarte)
  - Main Idea: 1 per slide
- SOURCE: <http://www.slideshare.net/jessedee/steal-this-presentation-5038209?ref=https://www.pinterest.com/>





- SAY: “Consider Layering Content”
- SOURCE: <http://www.slideshare.net/SheilaBRobinson/data-visualization-information-design-one-learners-perspective/28>




- SAY:
  - "Slides Should be Visual and Speaking Cues for You to Expand On"
  - "Consider bringing a Confidence Monitor"

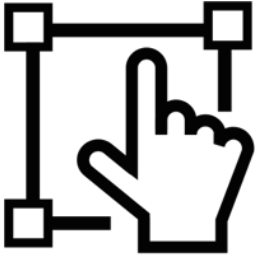
### THE INFORMATION

Below is the information we'll be using when designing our slides. Source: wikipedia.org

- Much like the seahorse, the leafy seadragon's name is derived from its resemblance to another creature (in this case, the mythical dragon), while not large, they are slightly larger than most seahorses, growing to about 20-24 cm (8-10 in). They feed on plankton and small crustaceans.
- The lobes of skin that grow on the leafy seadragon provide camouflage, giving it the appearance of seaweed. It is able to maintain the illusion when swimming, appearing to move through the water like a piece of floating seaweed. It can also change color to blend in, but this ability depends on the seadragon's diet, age, location, and stress level.
- The creature feeds by sucking up small crustaceans, such as amphipods and mysid shrimp, plankton, and larval fish through its long, pipe-like snout.



Content


  

#### THE LEAFY SEADRAGON

A seahorse-like creature with seaweed-like camouflage.


**NO, IT'S NOT REALLY A DRAGON**

It's a real creature that lives in the ocean.




**IT'S LIKE A SEAHORSE, BUT WAY LEAFIER**

It has leaf-like appendages that help it camouflage.



**IT MOSTLY EATS SMALL SHELLFISH & SHRIMP**

It has a long, pipe-like snout that it uses to suck up its food.



#### THE LEAFY SEADRAGON

A seahorse-like creature with seaweed-like camouflage.

**Named after the dragon**


They look like dragons.

**Slightly larger than most seahorses**

- 20-24 cm long
- 8-10 inches long
- 10-15 cm long
- 4-6 inches long

**Mostly eat small shellfish**

- Amphipods, mysid shrimp, plankton, and larval fish
- They use their long snout to suck up their food.



## THE LEAFY SEADRAGON

**NO, IT'S NOT REALLY A DRAGON**

It's a real creature that lives in the ocean.

**IT'S LIKE A SEAHORSE, BUT WAY LEAFIER**

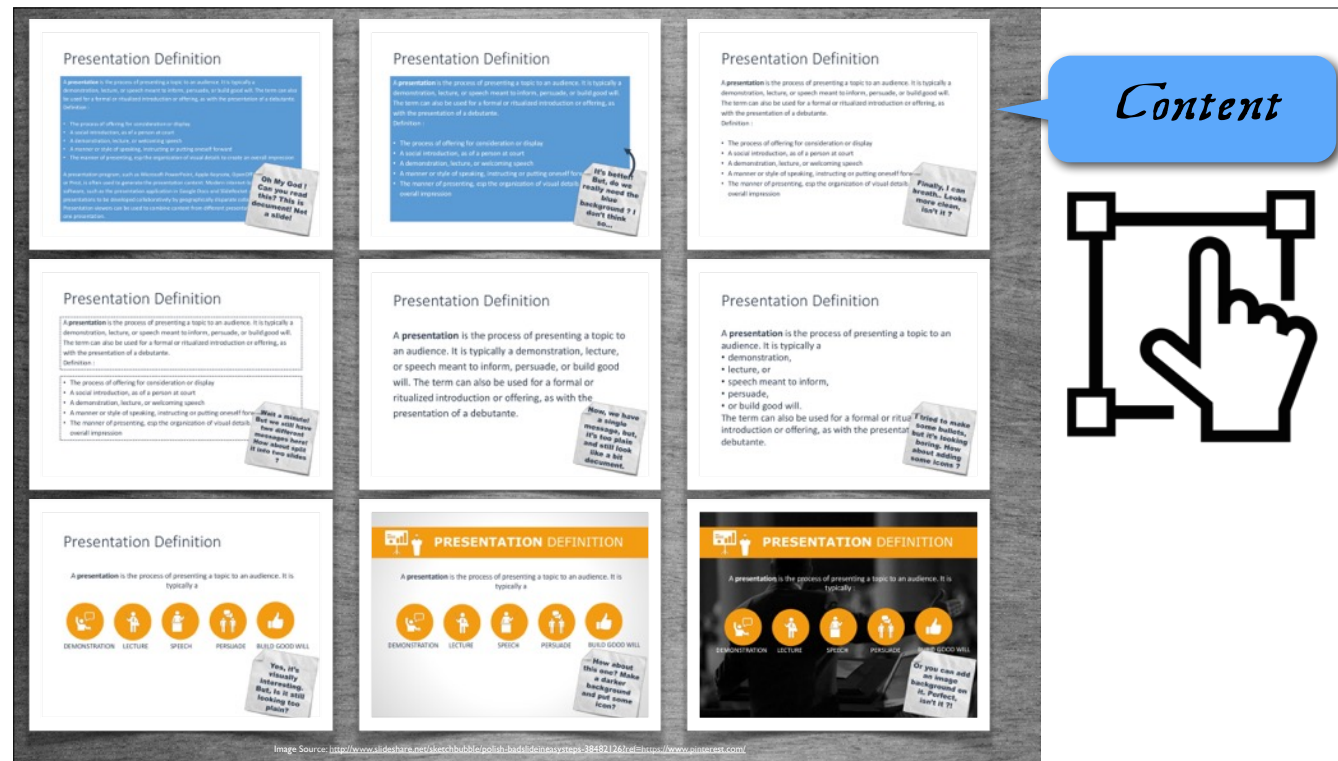
It has leaf-like appendages that help it camouflage.

**IT MOSTLY EATS SMALL SHELLFISH & SHRIMP**

It has a long, pipe-like snout that it uses to suck up its food.

Image Source: five-killer-ways-to-design-the-same-slide-16-638.jpg

● SOURCE: <http://www.slideshare.net/CrispyPresentations/five-killer-ways-to-design-the-same-slide?ref=https://www.pinterest.com/>



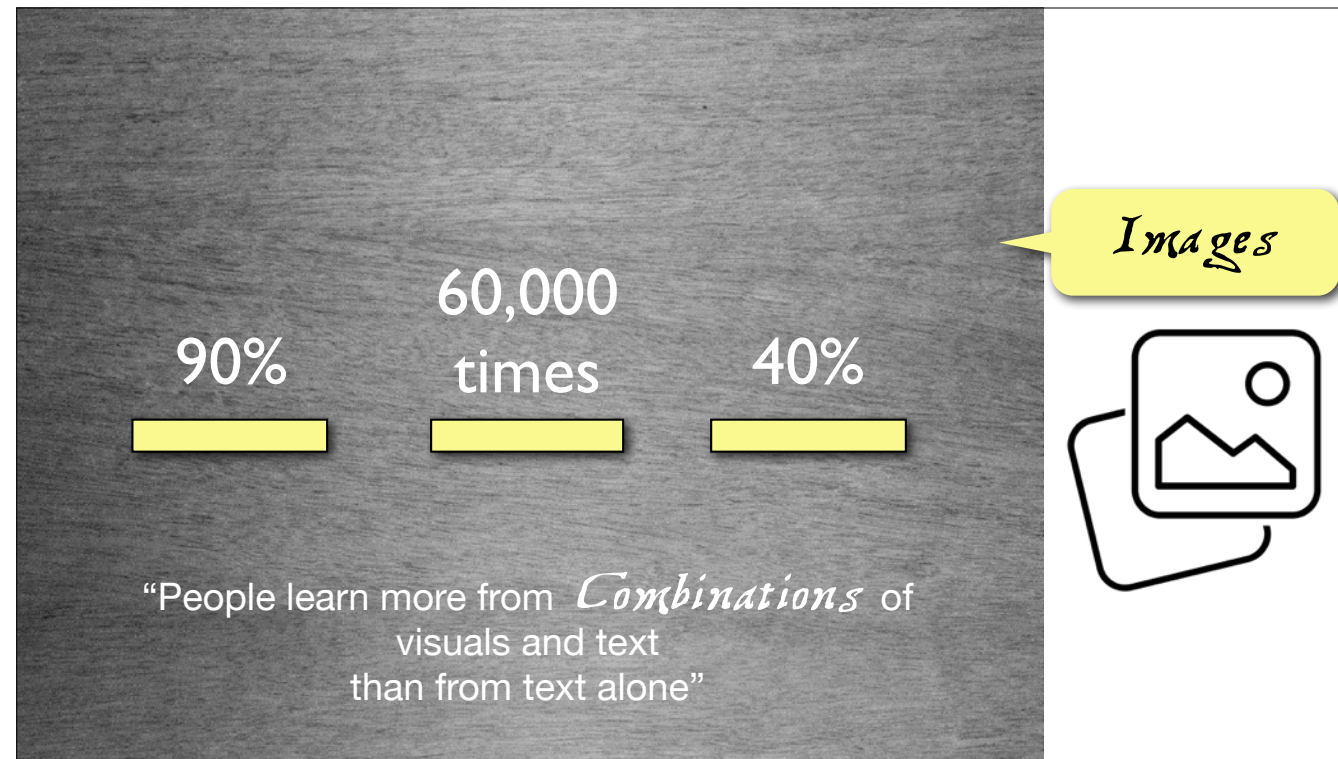
● SOURCE: <http://www.slideshare.net/sketchbubble/polish-badslideineasysteps-38482126?ref=https://www.pinterest.com/>





- SAY:

- “Think of Slides Like Billboards” – <https://www.pinterest.com/pin/14144124452400007/>
- “You’re Not Giving a Document – You Are Giving a Presentation” – <http://www.slideshare.net/jessedee/you-suck-at-powerpoint?ref=https://www.pinterest.com/>



- STATS:
  - “90% of information transmitted to the brain is visual”
  - “the brain processes visual information 60,000 times faster than text”
  - “40% of people respond better to visual information than plain text”
- SOURCE: <http://blog.red-website-design.co.uk/2014/05/21/10-reasons-why-you-must-use-visual-content-as-part-of-your-marketing-strategy/> AND <https://www.pinterest.com/pin/141441244524020897/> AND <https://designschool.canva.com/blog/visual-marketing/>

The image shows two side-by-side presentation slides. The left slide has a dark purple background with a floral pattern and the text "99.8% of California is experiencing severe drought." It has a red 'x' in the top left corner. The right slide has a black header with a green checkmark and the text "USE VISUALS TO INCREASE EMOTIONAL APPEAL". Below the header is a donut chart showing 99.8% and a background image of cracked earth. The text "99.8% OF CALIFORNIA IS EXPERIENCING SEVERE DROUGHT" is overlaid on the image. A yellow callout box with the word "Images" in a cursive font points to the right slide. Below the callout box is an icon of a hand holding a photo.

99.8% of California is experiencing severe drought.

USE VISUALS TO INCREASE EMOTIONAL APPEAL

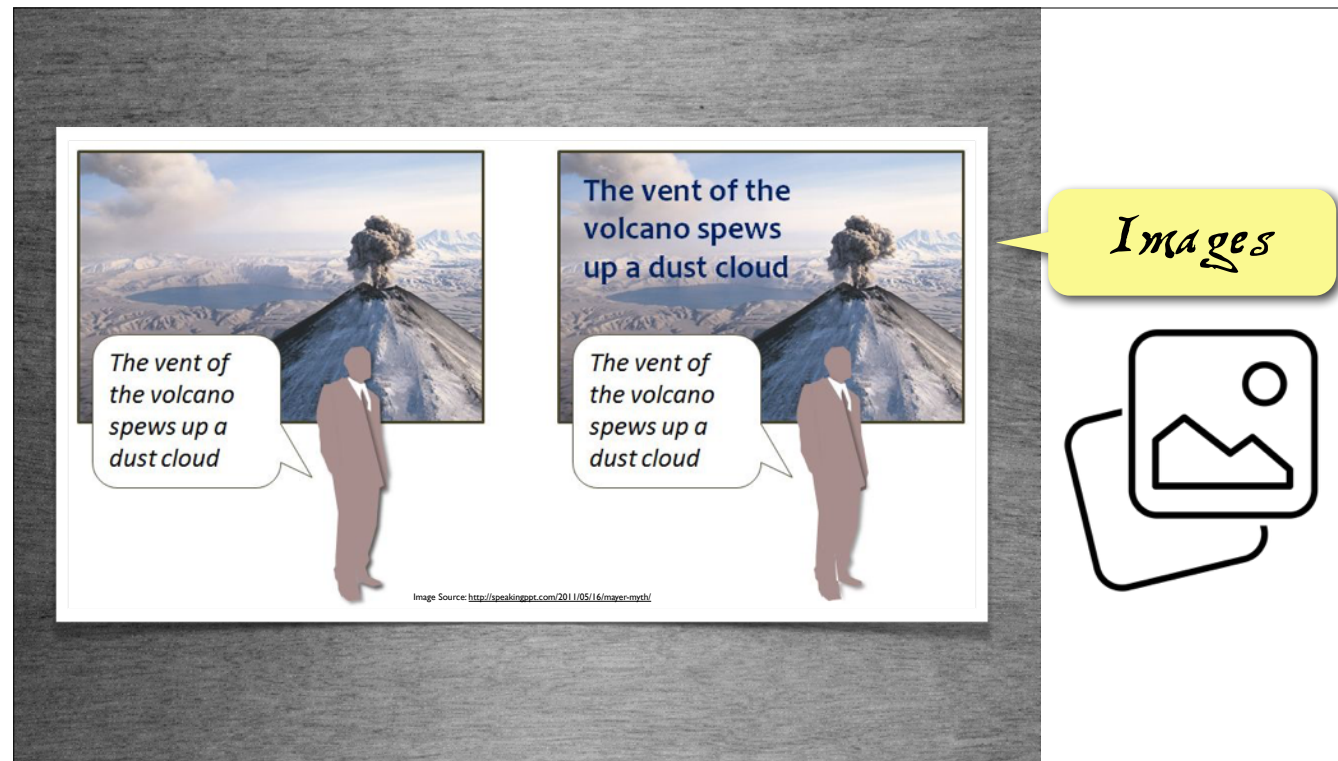
99.8%

OF CALIFORNIA IS EXPERIENCING SEVERE DROUGHT

*Images*

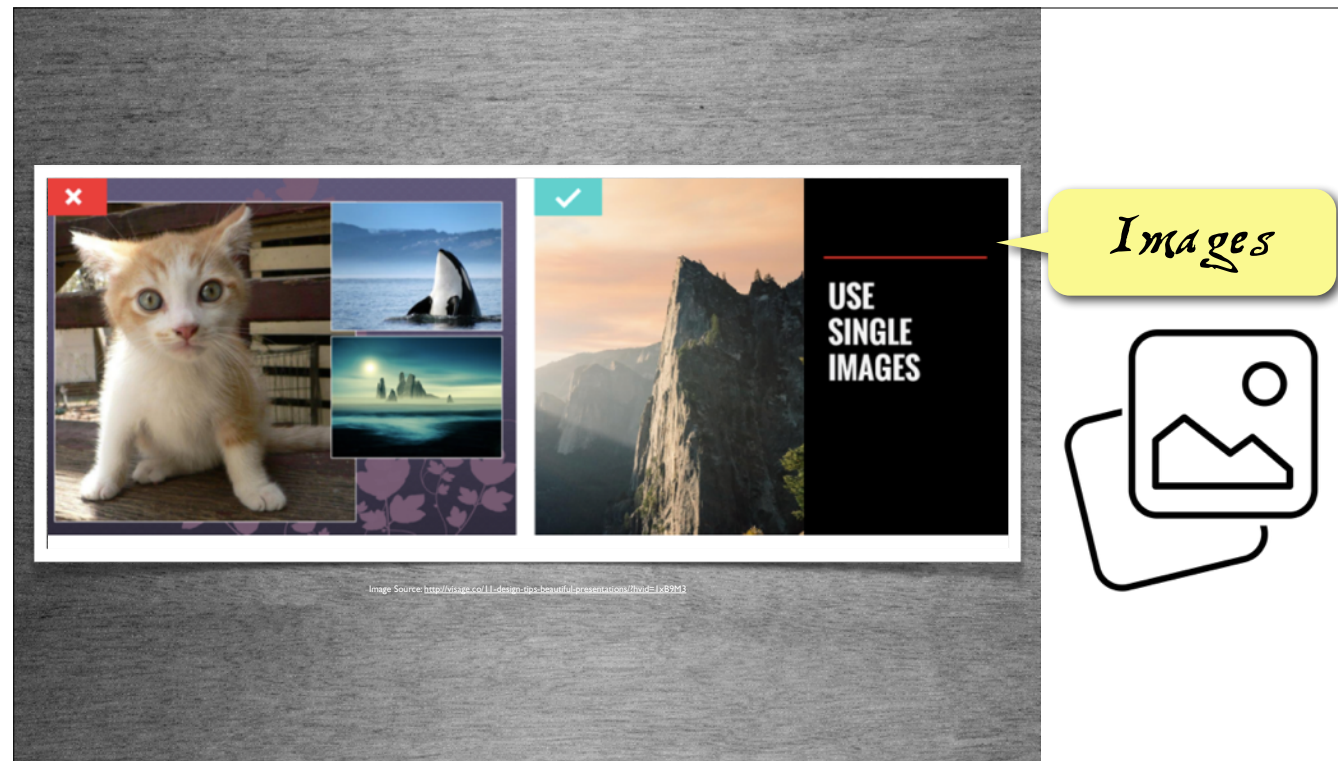
Image Source: <https://www.pinterest.com/111design-studio/boards/presentation-slides/1387253>

- SAY:
  - “Slides Support Your Message”
  - “Images Paired with Text Can Enhance Comprehension, Retention, and Elicit an Emotional Response”



- STATS:
  - Redundancy of a Slide. Show the Image and Verbally Explain it Rather than Read The Same Info on the Slide
- SOURCE: <http://speakingppt.com/2011/05/16/mayer-myth/>

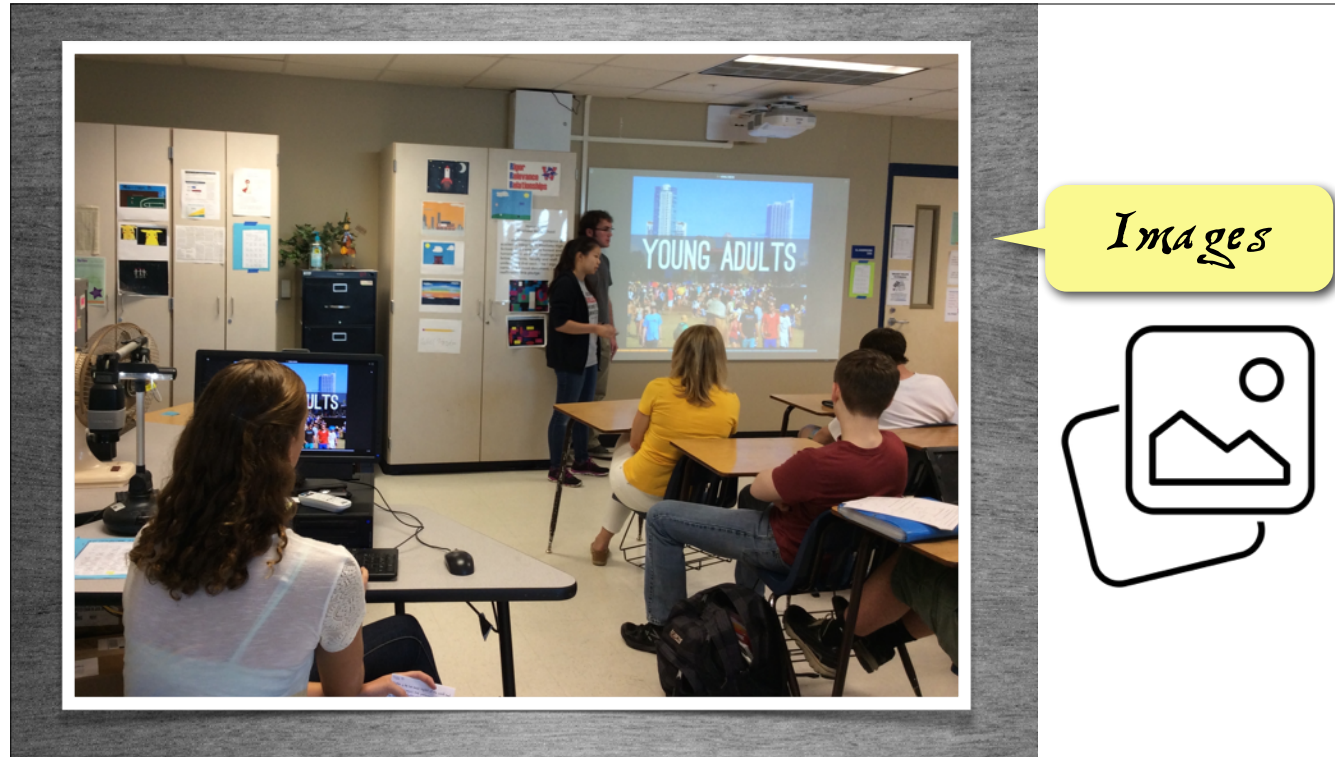




- SAY:
  - “Slides are Not Photo Albums”
  - “Skip the Stock Templates and Opt for Simplicity”



- SAY:
  - “Use Images to Spark Discussion” – Start with a Question and then Answer It...



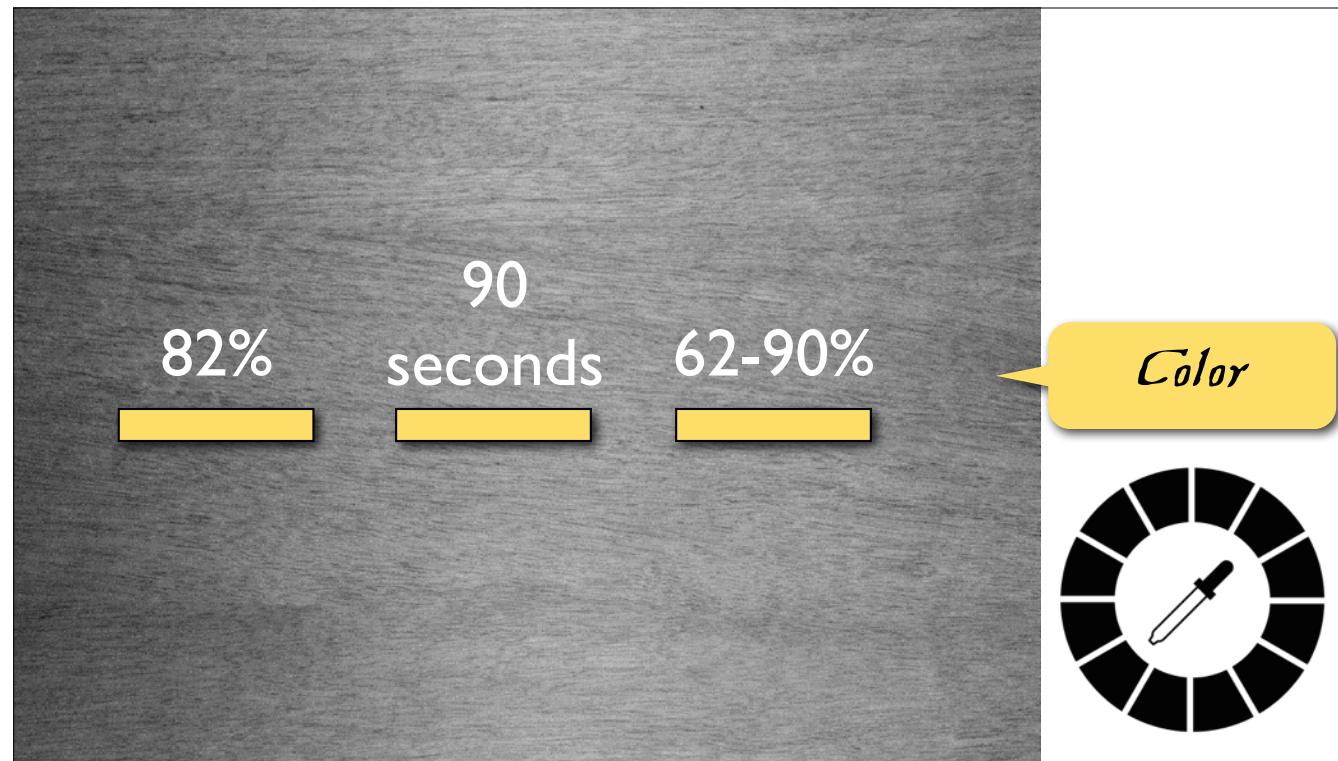
- SAY:
  - “Use Images to Expand Discussion and Capture the Audience’s Attention”



*Color*







- STATS:
  - “Adding color to documents such as safety notices and warnings has been shown to increase recall of that technical information by up to 82%”
  - Color “research reveals people make a subconscious judgement about a person, environment, or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone.”
- SOURCE: <https://www.pinterest.com/pin/141441244524017761/> AND <https://www.pinterest.com/pin/141441244524017630/>



# PSYCHOLOGY OF COLOR

## OUTCOME OF THE USE OF COLOR

Ads in color are read up to  
**42% more often**  
than the same ads  
**in black and white.**

## COLOR CAN IMPROVE

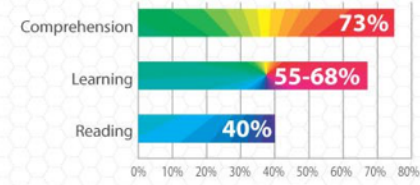
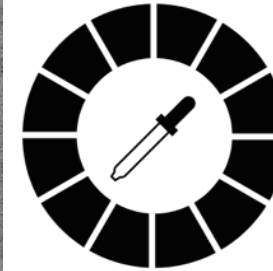


Image Source: <http://www.webdesignerblog.com/blog/web-design/psychology-of-color-design-essentials/>

*Color*





# BLUE

PRIMARY COLOR

## PERSONALITY/EMOTIONS

- Associated with water, peace
- Most preferred by men
- Represent calmness or serenity
- Curbs appetite
- Known as a "cold" color
- Perceived as constant in human life due to sky and ocean being blue
- Increases productivity
- Most used color for offices



## POLITICS

- Represents Conservative parties worldwide
- Used for Democrats in the USA



## COMPANIES



## MARKETING

- Often used in corporate business because it's productive and non-invasive
- Creates sense of security and trust in a brand



## CHAKRA

### Throat chakra

- Base of throat
- Related to communication, truth, self-expression



Color

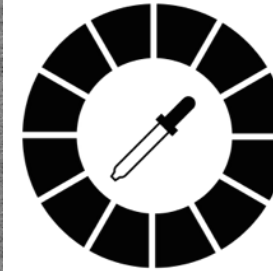


Image Source: <http://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/>



# YELLOW

PRIMARY COLOR

## PERSONALITY/EMOTIONS



- Increases cheerfulness, warmth
- Causes fatigue and strain on the eyes.
- Makes babies cry
- Stimulates mental processes
- Stimulates nervous system
- Encourages communication



## POLITICS

- Represents Liberalism



## COMPANIES



## MARKETING



- Represents optimism, youthfulness
- Used to grab attention of window shoppers
- Shows clarity

## CHAKRA

### Solar Plexus chakra

Located in upper abdomen between navel and sternum

Related to personal power, will, self esteem



*Color*

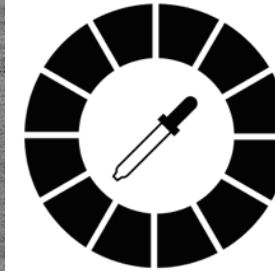


Image Source: <http://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/>





# GREEN

SECONDARY COLOR

## PERSONALITY/EMOTIONS



- Constitutes health, tranquility
- Symbolizes money
- Denotes nature
- Alleviates depression
- Workers in a green environment have fewer stomach aches
- Green is used in night vision goggles because the human eye is most sensitive to and able to discern the most shades of it
- Represents new growth



## POLITICS

- Connected to Environmentalists



## MARKETING



- Used to relax in stores
- Associated with wealthy
- Green M&M's are said to send a sexual message
- Has long been a symbol of fertility
- Was once the preferred color choice for wedding gowns in the 15th century

## CHAKRA

- Heart chakra
- Center of body, heart level



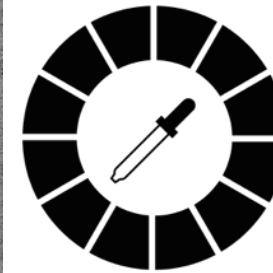
- Related to unconditional love, healing

## COMPANIES



Image Source: <http://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/>

Color





- SOURCE: <http://www.quantifiedcommunications.com/color-psychology-what-colors-make-great-presentations/> AND <http://www.ou.edu/class/bc2813/PresentationTips/PsychologyOfPresentationVisuals.html> AND <https://designschool.canva.com/color-theory/>
- SAY: "Keep Your Color Scheme Consistent with the Theme and Tone of the Presentation" - (e.g. Red for Revolution)

### Theme/Template

- DO use an Original Template
- DO consider using Textures as Backgrounds
- DO Choose No More than 5 colors and 1 Accent Color
- DO use a Color or Theme that Reflects the Tone
- DO use a Font that Matches Your Theme and Tone
- DO use a Bold Title and Opening Slide

### Layout/Slide Design

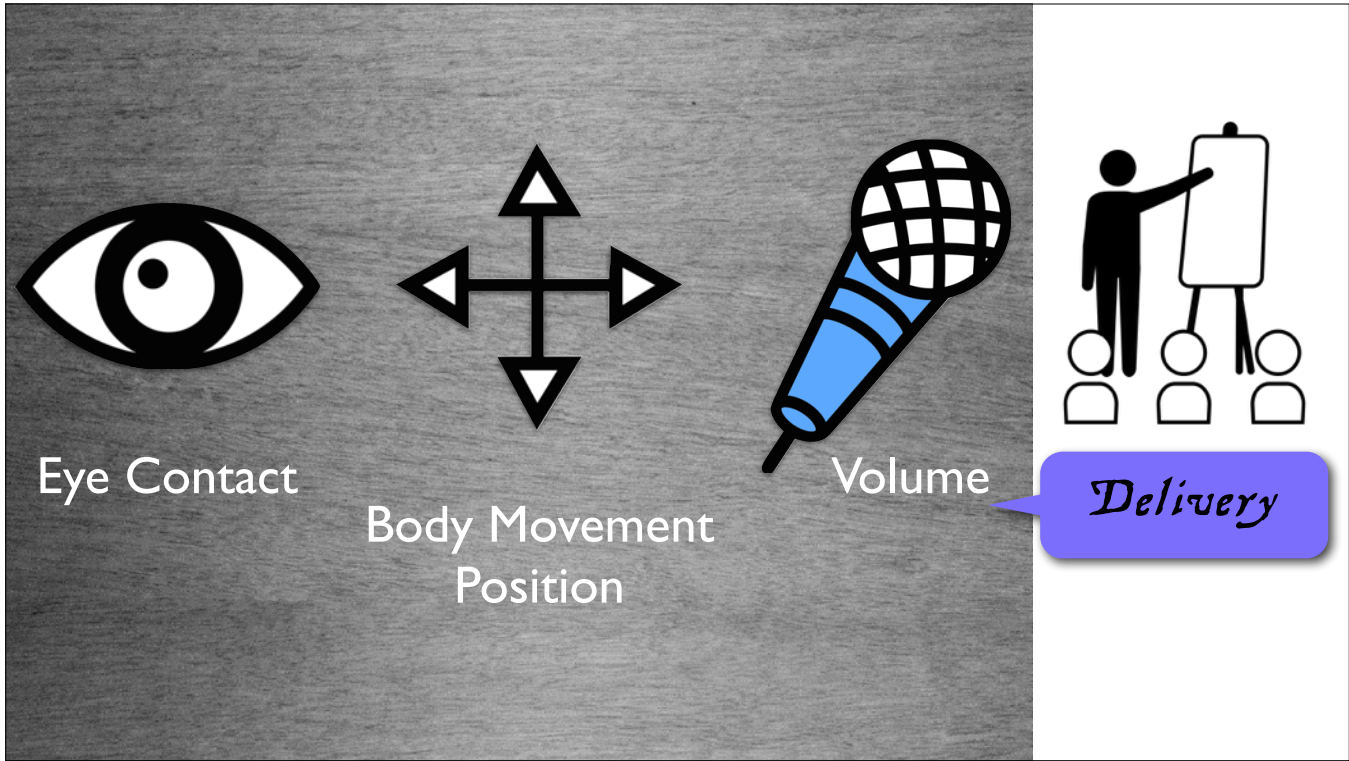
- DO use Visuals
- DO take Advantage of White Space
- DO convey One Main Idea Per Slide
- DO use Layering to Include More than One Idea Per Slide
- DO use the Same Layout for Slides that Have the Same Purpose
- DO use Icons as Visual Cues
- DO NOT USE Transitions
- DO NOT USE Animation (unless they are purposeful)

*Content*

*Images*

*Color*

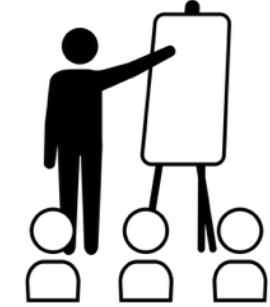
- DO use Single Images



Eye Contact

Body Movement  
Position

Volume

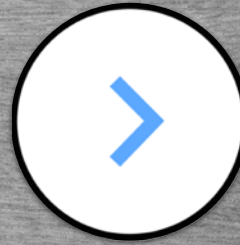


*Delivery*





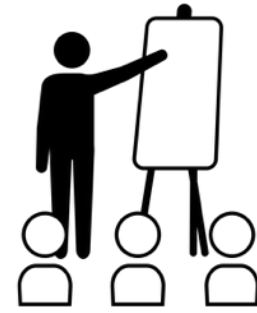
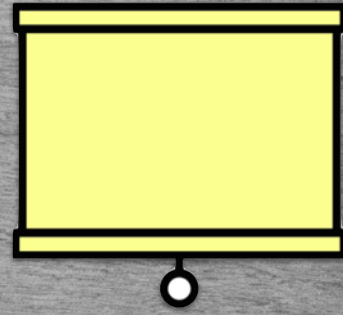
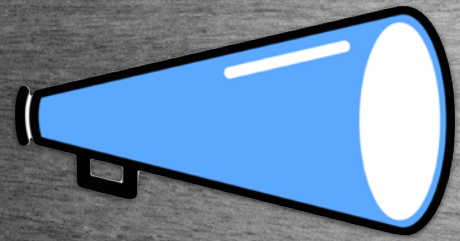
Speed



Speaker  
Transitions



*Delivery*



*Delivery*

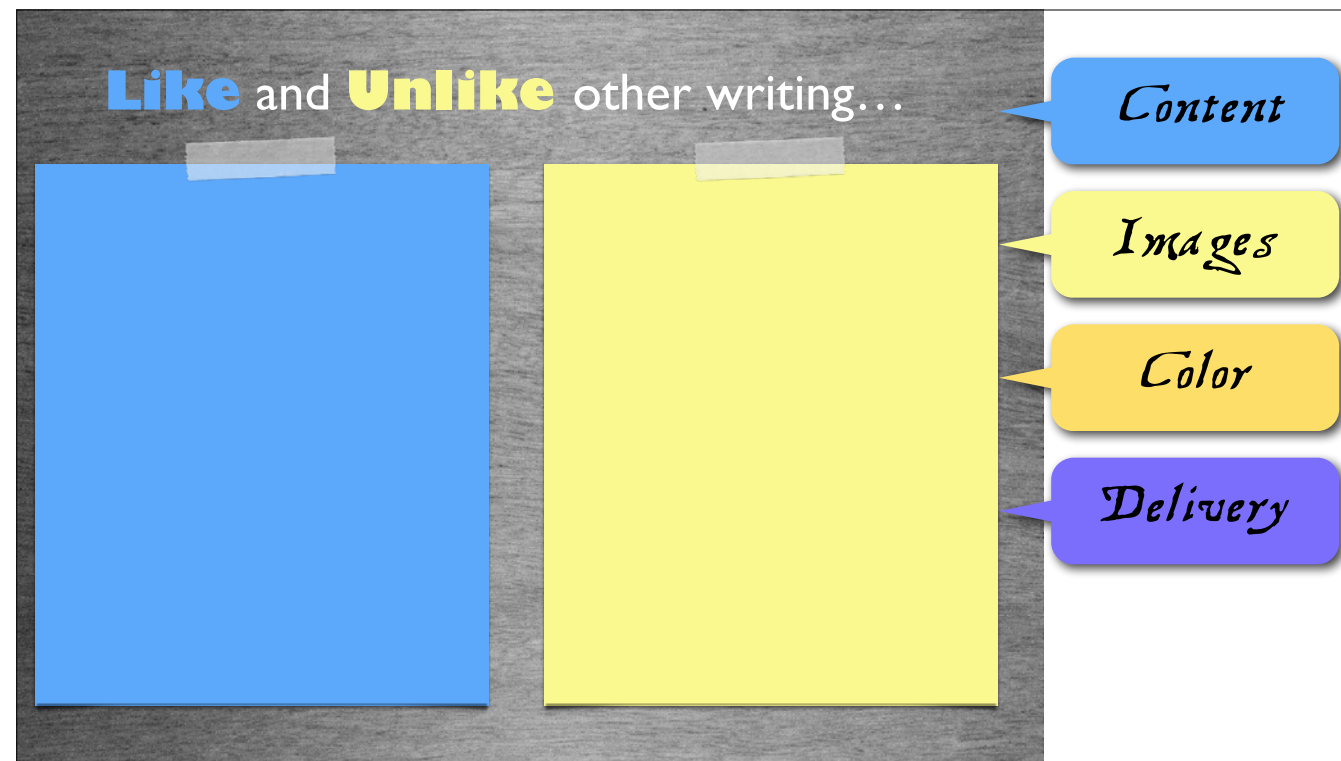
Connection Between **TALK** and **SLIDE**



Audience Participation



*Delivery*



- SAY: "How is a Slide Presentation LIKE and UNLIKE other types of writing..."