

**“Celebrating 10 Years of Collaboration Looking into the Future Together”
USAID Amazon Malaria Initiative and RAVREDA PAHO
Examples of Makeovers Slides**

The slide cover features the USAID logo (United States Department of State, USAID, FROM THE AMERICAN PEOPLE) in the top left. To its right is a 3x4 grid of 12 small images depicting various scenes: people in a meeting, a person writing, a person speaking, and various outdoor settings. The main title "Creating and Delivering Effective Presentations" is centered in white text on a green background. Below the title, the author's name "Sandra R. Sánchez" and affiliation "Links Media, LLC." are listed, along with the date "March 09, 2011". Two inset photos show a man writing on a notepad and a man presenting to a group. At the bottom, logos for the Pan American Health Organization, CDC, msh, USP, LINKS MEDIA, and RTI INTERNATIONAL are displayed.

The following information is a brief of the web-based training Creating and Delivering Effective Presentation. These different items will help you improve your skills in developing presentations and communicating general topics and information about your technical work in a simple and effective way, without using the traditional long bullet design.

Before and after slides examples with changes in the initial version

U.S. Resource Use

- The United States uses:
 - 42% of all the aluminum produced worldwide
 - 31% of all the petroleum
 - 29% of all the phosphate
 - 27% of all the copper
 - 27% of the nitrogen
 - 25% of the zinc
- Approximately 30% of all resources worldwide

Before

Although the U.S. has 5% of the world's population, we use an average of 30% of all resources

Resource	Percentage of Worldwide Use
aluminum	42%
petroleum	31%
phosphate	29%
copper	27%
nitrogen	27%
zinc	25%

After

Alley, M. 2002. *The Craft of Scientific Presentation*. New York: Springer, p. 59, 147-148.]

Example 1: Before: Original slide that uses bullets to present statistic information.

After: Redesign of the slide with assertive statement (title) supported with visual (simple graphic) to present the statistic information in the original slide.

1. Practice!, you already have enough information to create slides that will help you to present your topic effectively. Remember not to overload the visual and auditory information channels to your audience, and use the tools that we have to offer a more conversational presentation.
2. If you have slides of past presentations, you can begin to redesign those who may need for your next presentation. If you do not have any presentations soon, look for your files a presentation to help you put in practice this information.
3. Next, there are some examples of slides that were redesigned and can give you ideas to make some changes to your original versions, or the new slides that you can create.
 - If you are going to create new slides, do not fall into the mistake of using the traditional design of bullets. We know they are **not** effective.

How can you illustrate in a clear and simple way and strengthen your information?

1. Before being redesigned, the slide shows as title the phrase, "Use of Resources in the U.S." When you use an abbreviation must be careful because the audience does not necessarily have to know its meaning. Many times, the presenter assumed it, and it is a mistake. If you have to use any abbreviation, try to clarify it to the audience. If it is possible, include it somewhere on the slide so that your audience is familiar with it.
2. On the other side, if we retake this example, the slide has bullet points to present statistic information. Unfortunately, in the way that the information is presented, it does not help to identify the importance of it.
3. In the first bullet, you can read "Use of Resources in the U.S." However, yet in this point, the audience cannot know about what the presenter wants to talk. So, the audience begins to read the information to try to make a connection and figure out about what it is related this information.

In this moment, the audience does not pay attention to the presenter until they have read all the information, and have tried to know about what it is the information.

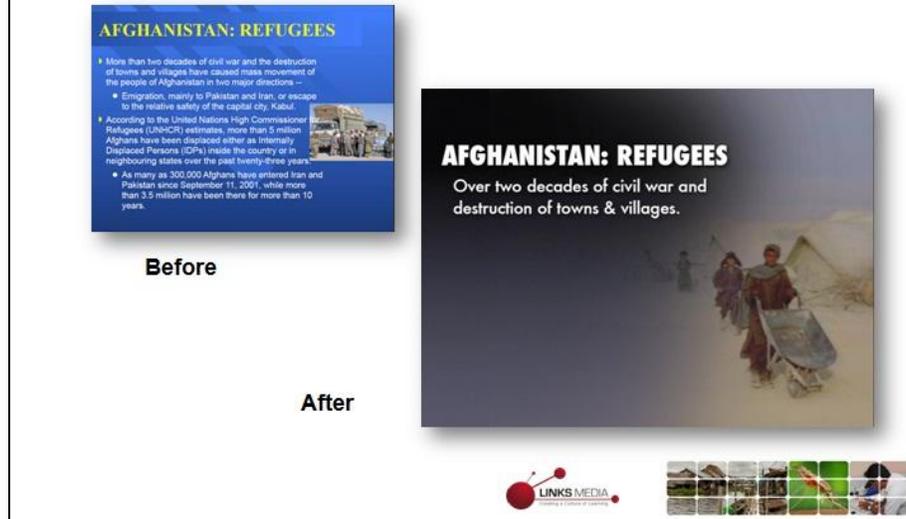
4. In the redesigned slide, the same information has been presented, but in a clear and simple way.
5. First of all, it was written a title an assertive statement that it is true. This assertive statement was developed with some information in an original slide. The slide has a clear and short point that wants to present in the title, it helps to read easily the title to the audience, and make a connection with the graphic. So, how they have made the connection, they can pay attention to other details or information that the presenter wants to give.
6. If the presenter wants to make a comparison about the most used resources, he/she can do it because the graphic design permits it. It cannot do it with the original slide.
7. Final product was a slide with clear message that we want to give without overloading any of the information processing channels of the audience. The audience has the opportunity to follow the explanation of the presenter who is revealing information gradually.
8. It is important to mention that the use of animations can be shown little by little, it is recommendable instead of to present all the information in one time. Although, the use of animations have to be limited to the necessary, and the type of animation must be consistent, and do not distract the audience.
9. You can find links to this slide reference at the website: <http://writing.eng.vt.edu/slides.html>.

Note: Some of the slides include examples that follow the slide design of assertion-evidence. (Two lines in the title, 8-14 words). Other examples use the Zen design presentation. This presentation included examples of Zen presentation so that you can appreciate the quality graphic design that these presentations use.

Reference:

Alley, M. 2002. *The Craft of Scientific Presentation*. New York: Springer, p. 59, 147-148.

How can the design layout of the slide help deliver the message?



Example 2: Before: Original slide that uses bullets to present general information.

After: Redesign of the slide with assertive statement (title) supported with visual (photo in high resolution) The information of the bullets is used in narration way, in the document to the audience, or discard it.

The slide design can support us to give our message when it is simple, clear, and do not creat noise.

1. In the initial slide, located at the left, we can see a background that creates noise. We observe a varying shades of blue.
2. It also, these are long bullets, paragraphs practically, that presents the information.
3. Then, we cannot make a connection between the title of the slide, content, and the image.
4. First, the title does not give a lot of information; second, there is too much text on the slide, and the visual connection cannot be made.
5. The visual is so smaller that it cannot be appreciated, and it do not give a clear idea about the purpose of the initiative to the audience.
6. The redesigned slide, located at the right, there is clearly an assertive statement as title about the point that wants to be delivered to the audience. This statement was written with infor,ation that was on the original slide.
7. The visual aid used in this photo is in high resolution that is the evidence and supports the title of the slide.
8. The audience can make a quick connection between the title and the visual, and pay attention to what the presenter wants to say.
9. All the barriers and the noise that presented the original slide were removed.

Reference:

Reynold, G. 2008. Sample slides from my Web side.
<http://www.garreynolds.com/Presentation/sample1.html>.

How can slide makeover help to delivery the message?

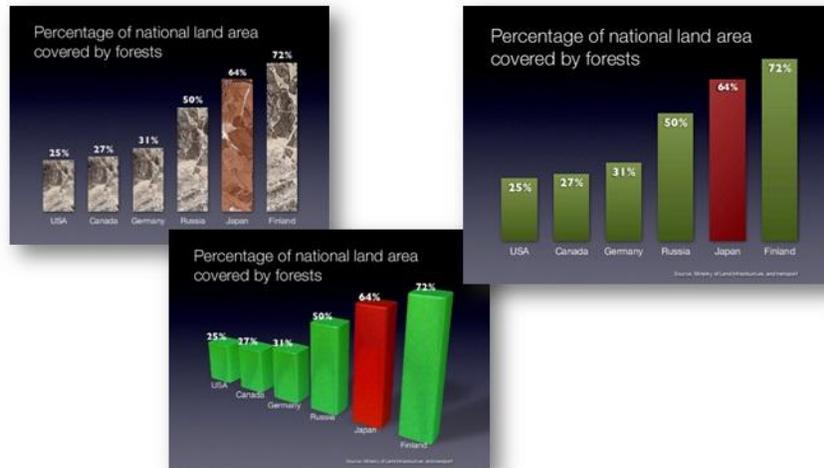


Example 3: Before: Original slide that uses as visual aid a photo and graphic, both visual aids create noise in the slide.

After: Redesign of the slide with assertive statement (title) supported with visual (simple graphic) to present the statistic information in the original slide.

1. In this example, we can see statistic data in the original slide. This information was supported by visual aids (photo and graphic) instead of helping to present the information in a clear and simple way, only create noise.
2. **In the first slide**, located at the left, we can see how the background can distract the audience's attention. The attention is drawn almost automatically to visual cyclists as part of the background instead to the title or to the data.
3. **In the second slide**, located at the middle, although this is much clearer than the original slide, it creates noise. In this case our attention is also directed almost automatically to the image of the bicycle as part of the background. When you observe the slide besides the bicycle, you notice the beach. Finally, you will see the title of the slide and statistic data, and they are not easy to visualize. In summary, this slide is better than the original, but it still has noise. The visual aid distract attention from the audience and what it produces that you pay less attention to the message or information you want to present.
4. **The third slide**, located at the right, does not create any noise. The information is presented clearly and in a simple way with a result of more effective information delivery.
5. Another common mistake that people make when they create the slides is to use the entire space to put photos, text, logos, references, tables, etc. It is important to keep a simple slide. Provide empty spaces (also called negative space or blank) help to guide visually the important point of the slide to the audience.

Determine which is the best graphic design to present your data successfully



Reynolds, G. 2008. Sample slides: Here are a few before/after slides. <http://blog.slideshare.net/2008/03/12/slide-design/>



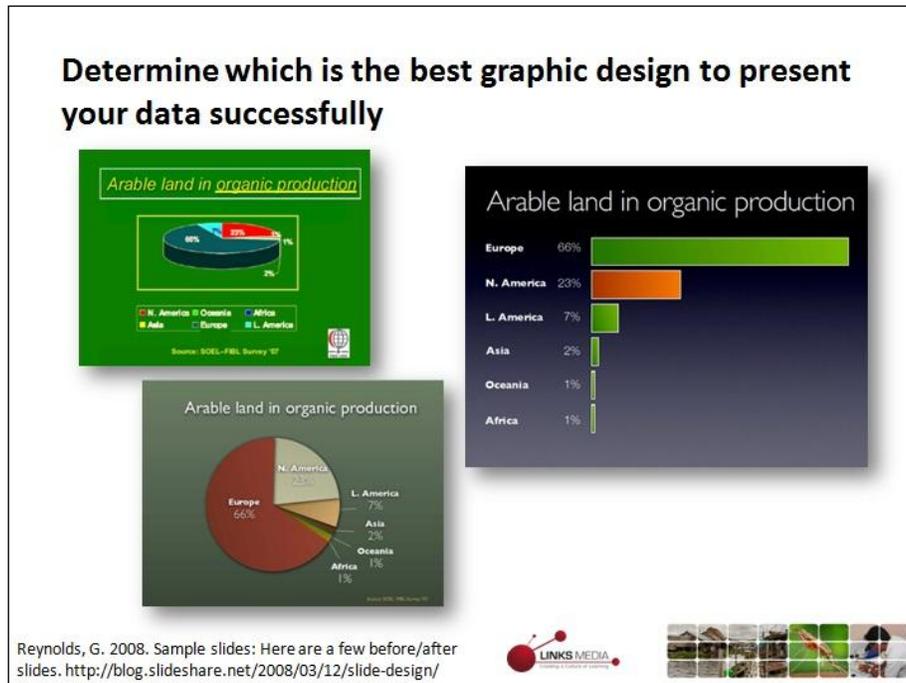
Example 4: Before: Original slide that uses as visual aid a photo and graphic (design that suggests iseño que alude a la soil composition and 3-D graphics).

After: Redesign of the slide that uses as visual aid a simple graphic to present the same statistic information of the original slide.

In this example, despite the slides at the left and the middle have as title a clear assertive statement, the used design as visual aid has elements that are not necessary. The first and second slide can do interesting the slide, but it does not increase the clarity to understand it necessarily.

1. **In the first slide**, located at the left, has been used in the bars of the graphic a design that refers to the soil composition. This creates distraction, further, does not support the title as evidence because the slide is titled "Percentage of national land area covered by forests." Here we want to talk about forests, not the soil composition.
2. **In the second slide**, located at the middle, despite the use of solid colors and the color highlighted to identify one country; the 3-D design created distraction. It could be different or creative to present the information.
3. **The third slide**, located at the right, there are not inneccesary elements that create noise. The information is presented in a clear and simple way that facilitates to the presenter gives the information in an effective way. The percentages by country have been identified, including the one that the presenter wanted to highlight with a different color.
4. Definitely, the best design is which simple. Althoughm we can think that is interesting to use textures or sofisticated colors in bars, this produces distraction. The 3-D graphics, due to its angle, it is often hard to see where the points of the data are in the axis. Anyway, the result is ineffective.
5. Keep your slide as simple as possible. If you can eliminate or minimize any element, and do not jeopardize the visual message, do it. Example, lines in grids or tables can be quite thin, or even eliminated.
6. If the message can be designed as a few elements, there is not reason to use additional elements.

Determine which is the best graphic design to present your data successfully

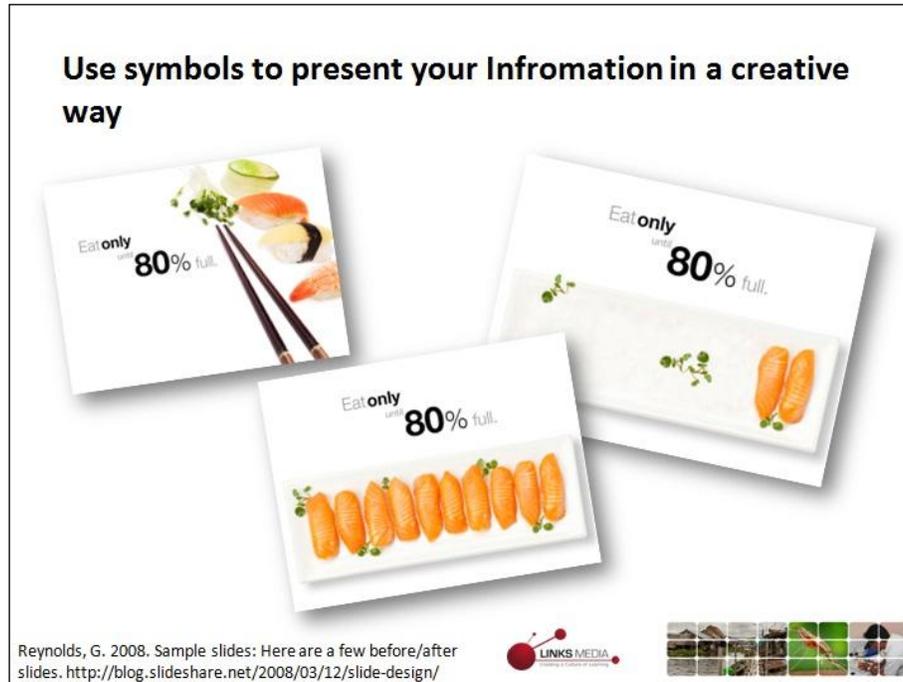


Example 5: Before: Original slide that uses as visual aid a graphic in pie way.

After: Redesigned slide with visual aid (simple graphic in bars) to present the same statistic information in the original slide.

Select an appropriate color for the typography and background of the slide, also the way that you want to present your statistic data can be the difference.

1. The contrast of the background colors, text and visual aid is properly, it can help to get quickly the the point that you want to present to the audience.
2. In the first slide, located in the upper left, there is a pie graph that has too much evident, and that it makes difficult to see the title. To this we can add the used colors, as in the background as in the text, make more difficult to see the information in the slide (text and statistical data).
3. Another mistake, that many presenters do, is to export your graphics directly from Excel. As a result, it can not be identified because the information is too small or too much data is included.
4. In the second slide, located on the lower left, presents an improved version of the original version. However, although the data is better visualized the contrast of colors and design of the visual aid could be better.
5. In the third slide, located on the right, we see that it creates a strong visual impact and it is very professional. The information is clear and easily visible, with a harmonious color contrast, they could read the title and text in the body of the slide. Even the color is highlighted with a different color in one of the countries, it does not create any dissonance or noise to distract the audience.



Example 6: Slides with no traditional designs for presenting information.

Everything is all about to use creativity. You can use symbols to help you to present your information in a clear, simple, and a nontraditional way. This can help you the information can grab the audience's attention, they can associate and remember it longer.

1. Use well-known symbols, it does not always have to present the information in graphics, tables with bars, etc.
2. For example, if you have information indicating that of 10 people, 2 get some disease, may be symbols of figures of people could be used, with different colors reflecting those who contract the disease and those who do not get it.
3. If you have an overloading slide, distribute the content in various slides. Perhaps, you can have a common element that associate all and it can maintain an effective flow in the information that you want to present. Remember that it is not necessary to say all the information in only one slide.
4. The slides examples are part of six slides that introduce a concept. Instead of overloading a slide, the information was distributed and used in a creative visual aid. Using a white background, the blank space was used to guide the audience's eyes to the image first, and then to the text.
5. You have to know that the visual aids besides to support an assertive sentence (title), they can also be used in a slide to orientate the audience's eyes toward important elements of it.
6. If you use people's images, make sure that your text and images are in the same direction. Otherwise, you will distract the spectator's attention unwittingly, and they cannot focus in those things that you want to present. For example, if the text element (or graphic) is the highest priority, it is important not to have images of people watching in the opposite direction to these elements.

References:

1. Reynolds, G. 2008. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Berkeley, CA: New Riders.
2. Reynolds, G. 2008. Sample slides: Here are a few before/after slides. <http://blog.slideshare.net/2008/03/12/slide-design/>.