

Create Visual Slides, Not Documents

One of the most common mistakes non-designers make with their slides is filling them with bullet points and large blocks of text. This is a distraction to your audience since they will either choose to listen to your words or read the points on your slide, but they cannot do both at the same time.

Rather than use your presentation as a sort of teleprompter, why not create visual slides that reinforce the words coming from your mouth, instead of repeating them?

Design your slides with as little text as possible and make it easy to read, even for those sitting in the last row in the room. This means that the bigger the venue, the bigger the text should be.

If you're presenting before an audience who will be interested in the fine-grained details of your message, then consider handing out a separate document to be reviewed later, but not before the event as this will divert their attention away from you, the presenter.

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