# New Techniques For Your Slide Design Toolkit

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MULTIMEDIA THEORY

People can't listen and read at the same time. We must strive to create slides that don't force them to divide their attention.

SLIDES: CLARITY - INTEREST - RETENTION

Use this decision tree as a heuristic for determining which of your content requires a slide. Only make slides for clarification, retention, or to sustain interest.
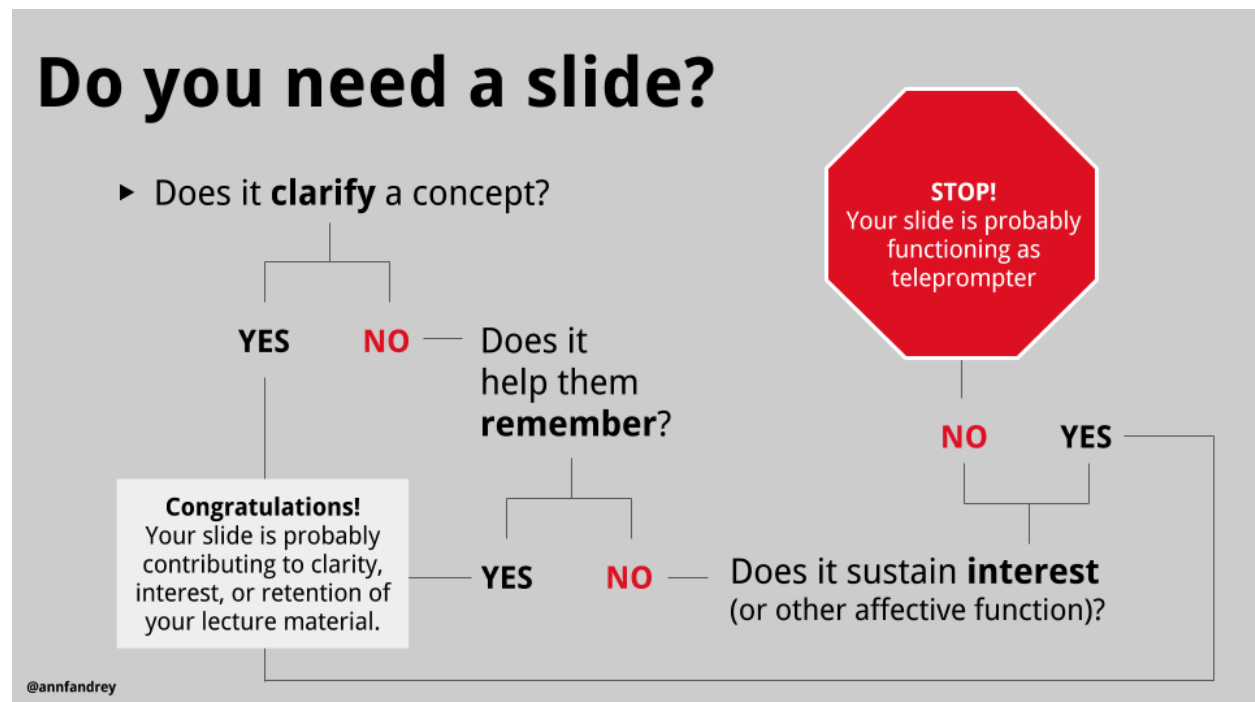
ESSENTIALIZE YOUR CONTENT

Students won't remember what they don't notice or see. You maximize the chances they will see the information when you essentialize the content, rather than put everything on the slide. When you point at everything, you're essentially pointing at nothing.

6 COMMON DESIGN MISSTEPS

1. Too much stuff on the slide
2. No point of entry for the eye
3. Decoration
4. Imprecision
5. Color and contrast
6. Visually incohesive

QUICK FIXES

Design issue	Quick fix
Too much stuff on the slide	Create (or preserve) white space Choose 1 point per slide Think visually, not textually Conceal and reveal when you really *need* to have a lot on there
No point of entry for the eye	Create a visual hierarchy: the eye notices first those things that are big, bright or bold. Also, eyes follow lines to see where they lead.
Decoration	Use images to create an affective response (rather than to decorate)
Imprecision	Create 1 layer of title Master the assertion-evidence technique
Color & contrast	Two key ideas about use of color in slides: ● Check the contrast of your color combinations at http://webaim.org/resources/contrastchecker/ ● To show emphasis, always use color with some other form of visual indication: color + bold, color + size, or color + visuospatial differentiation (never use color by itself to show important information).
Visually incohesive	**Create within-slides consistency** (which creates across-slides cohesion). Choose a(n): ● Color system (4 colors, and stick with them)

	● Font (use different weights of the same font to create emphasis) ● Notice those other visual elements that contribute to style: animations, shapes and pointers. ● Select consistent places on the slide where you list references, image citations, and page numbers

REFERENCES

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