

*Shhhhhhhhhhh!!*



15

POWERPOINT  
**DESIGN SECRETS**

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*No Designer Wants You To Know*

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A man is known by the

**DES**



**IGN**

he keeps.



# Introduction

Ideally, there should be no knowledge hiding. Especially, in the 21st century where knowledge is being shared free of cost on the web. In every field, experts are coming out to help others enrich their lives with never-before-shared knowledge. TED Talks is a great platform for such an exchange of ideas and information.

Where the field of design is concerned, especially PowerPoint presentation design, the efforts to put knowledge in the open have begun. There are plenty of good web resources, blogs, and books to help presenters unleash their best or at least improve their presentation skills. The designers share hacks, shortcuts, and tricks but they hold back their creative prowess and what goes on behind the scenes. Why? Because the way they think and work becomes so routine for them that they do not even realize that's what makes them a great designer.

This guide is a humble effort to step back, look at the way designers think and work as an outsider (yes spy on them), then step into their shoes and work on a few design assignments practically, break down the design process step by step, and put forth the ingredients of perfect design recipe before the readers. The aim is to help non-designers appreciate the efforts of a designer and get the encouragement to think and design like them. For ultimately, the audience will judge our presentations and us on the end product - our presentation. This includes both content and design.

**...and *the secrets* begin to unravel now!**



*secret*  
#1

# Designers Don't Begin in PowerPoint (They Storyboard)



## Final Presentation Design After Following Storyboarding:

You will now open up PowerPoint and start converting all your ideas on paper and notes into actual slide designs. The storyboard that you created initially is not set in stone, you can keep modifying as and when you feel the need to do so. Creating an impactful, engaging PowerPoint presentation will now take an hour or two as everything is planned and curated beforehand. The final output is a beautiful presentation story that hits all the right notes.

P.S. We will go into specifics such as fonts, shapes, gradients, and layouts that professional designers follow to create slides like the ones below in the proceeding sections:



25% of U.S. population  
Equivalent to  
80 million people  
40 million Gen X

Before



After

# IT'S A HUGE MARKET!

80 MILLION  
MILLENNIALS

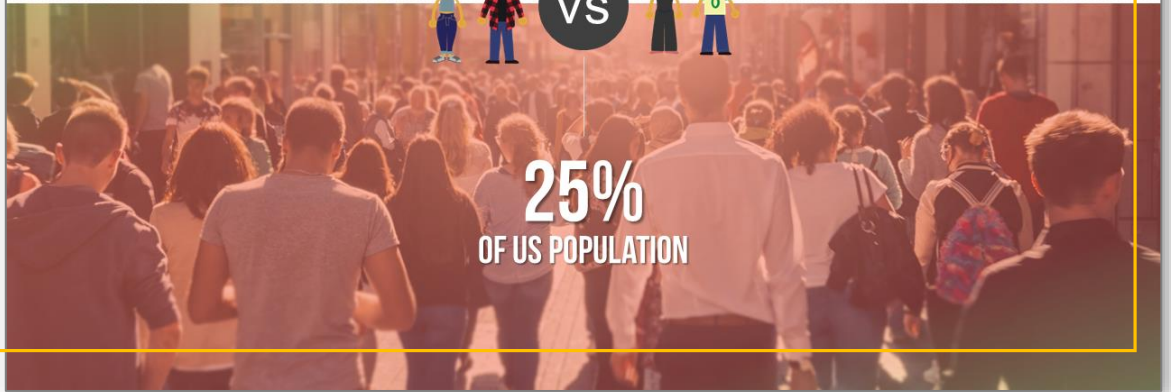
40 MILLION  
GEN X



VS



25%  
OF US POPULATION



After



Before

\* Spending Power -  
US \$ 200 billion a  
year in America - 2017  
\* Huge Market  
more 23-year-olds today  
(47 million) than  
any other age - US Census  
Bureau  
Data  
2012 - 1/3 rd pop.  
all of millennials

# & HIGHLY PROFITABLE TOO!!!

SPENDING POWER-

# \$ 200 BN





62% more likely to become a loyal customer if it engages with brand on Social Media  
x 96 hours per month on digital network

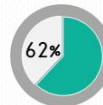
Before



After



Digital Hours Per Month on Digital Network



More Likely to Become Loyal Customers if they engage with the brand on Social Media

After



Before

STRATEGIES-  
x Active Social Media Engagement  
L Facebook  
L YouTube  
L LinkedIn  
L Twitter  
L Pinterest

## OUR STRATEGY

### Active Social Media Engagement

2 Highly influenced by Peer Opinion & Feedback  
89% of millennials trust recommendations from friends & family more than claims by the brand - Kissmetrics

Before



After



### FACT #2

## Highly Influenced by Peer Opinion & Feedback



Millennials trust recommendations from friends & family more than claims by the brand - Kissmetrics

2 Encourage In-Store Reviews using Technology  
2 Involve Them in Product Decisions

Before



After

## OUR STRATEGY

Encourage In-Store Reviews using Technology

Involve Them in Product Decisions

