ABOUT THE AUTHOR

Adam Noar is the founder and owner of Presentation Panda, a presentation design firm that specializes in creating and delivering professional presentations for startups, large businesses and individuals.

Adam and the Presentation Panda team pride themselves on creating professional & HIGH-IMPACT presentations that combine:

• Stunning Visuals • Well-Crafted Structure • Rich Storytelling

As a full service presentation design firm, the Presentation Panda team works with its clients to transform thoughts, visions, strategies, goals, and objectives into a coherent and compelling presentation that is customized for each specific audience. Adam has been designing professional presentations for 10 years, delivering hundreds along the way to senior executives at Fortune 500 companies, and to large and diverse audiences at marketing events around the world.

To learn more about Presentation Panda’s design service visit:

WWW.PRESENTATIONPANDA.COM
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“Courage is the willingness to speak the truth about what you see and to own what you say.” – Seth Godin
To set the record straight, I didn’t start out as a presentation design expert. No one does. I never even considered myself as someone with a designer’s eye for viewing the world. It was only after many years of real world experience and designing countless presentations that I began to understand slowly the universal principles of great design. YOU get to bypass the years of trial and error I endured in order to understand the WINNING design principles contained in this book. I am going to share with you all of the knowledge, tips, and tricks I have gathered over the years in this comprehensive guide to KILLER presentations. By the time you finish this eBook, you will know exactly what elements make up a well-designed presentation and how to execute accordingly.

I created this book for YOU.
Note that this book takes a different approach in explaining the art of presentations. After reading countless books on presentation design, I was shocked to see how BORING and NON-ILLUSTRATIVE many of them are. I didn’t want you to have that kind of experience reading this book. Slides Made Simple was designed to reflect how presentations should be: SIMPLE & VISUAL.

SIMPLE – My goal is to provide useful tips, tricks, and resources for designing great presentations. You will not find any fluff or complex language in this book.

VISUAL– If I’m preaching about creating visually stunning presentations, then it only makes sense that I make this book highly visual too. This book is filled with relevant images and slide examples to help illustrate key points.

This is not your typical boring eBook! There will be tons of slide examples and explanations throughout this eBook for your viewing pleasure.
“Wise men talk because they have something to say; fools because they have to say something.” - Plato
AWESOME LOOKING SLIDES DON’T GET MADE IN A DAY

Thinking of whipping up a world class presentation in just a few hours? Think again.

Presentations that are rushed and under great time pressures (i.e., started and completed overnight) never turn out that great. Why? The creative process simply takes time. As mentioned on the previous pages, there's a whole process of information gathering, idea generation, and story creation involved. Then of course, there is all the time needed for designing your slides. You also need to be able to give yourself time to take breaks if you want QUALITY OUTPUT. Think of creativity similar to a battery that slowly loses its juice over time. When you take breaks from your presentation you can get a slight charge, and when you get a solid night’s sleep you get an even stronger charge. It’s only when your creativity battery has a strong charge that you can think outside of the box and present things in a dynamic way. So, make sure to take frequent breaks, eat well, exercise, and get a good night’s sleep.
I make a habit of stumbling over and collecting great presentations from other designers on the web. This always gives my creativity a jumpstart and springboards new ideas to mind for my projects. There are many websites to browse and research great presentation design work. Two of my favorites are Note & Point and SlideShare (see Tools and Tricks for more on these). Sites like these can really fuel your imagination as to what is possible with presentation design and get you excited for your new presentation project as well.
One of the fundamental problems many people face with presentations is that they don’t understand the difference between a PRESENTATION SLIDE and a DOCUMENT. When you give a presentation, your audience needs to understand each slide’s message in THREE SECONDS or less. If your audience can’t quickly understand your message they will stop paying attention to you. Many people like to fill their slides with heavy text because they are afraid they will forget what they are going to say. Consequently, when you read your slide word for word you simply end up putting your audience to sleep. People can always read your slide faster than you can say it. If you are simply reading from the slide then there is no reason for you to even be up there giving the presentation. People know how to read themselves.
Being able to match EXACT colors from one element to another is critical for creating a harmonized look for your slide. By using a “color grabber” tool such as Color Cop (see “Tools and Tricks”), you can copy the exact color code from an image, text, etc., and apply that color to whatever you want on the slide. Color Cop works by identifying and representing various hex color code formats. To use it, simply drag the eyedropper control to any location on the screen and release. The hex color code for the selected color will then be automatically copied to the Color Cop clipboard.

For example, let’s say you have a really cool looking brain diagram where you want to highlight specific parts of the brain. Let’s now say that you want to apply the EXACT neon pink color from the top right section of the brain to fill the blank box on the right of the slide.
1. **Color Cop** – A life saver tool for finding out what the exact color code is in any color. I use this all the time for finding out what colors are in pictures so I can match the exact colors of the slide to the picture. Note: PowerPoint has now developed a similar tool called **Eyedropper** (Shape Fill – Eyedropper). However, the Eyedropper tool will only pick up colors within PowerPoint. In other words, you could not grab the color codes of anything off the web unless you cut and pasted it into PowerPoint. I still prefer Color Cop for this reason.

2. **COLOURlovers** – Great place for finding exciting user-generated color palettes. With this site, you’ll find custom created color palettes from its enthusiastic community of people who have a passion for color.

3. **Design Seeds** – Another great resource for finding color palette inspiration.

4. **Adobe Color CC** – Enables you to generate color themes that can inspire any design project.

5. **Color Hunter** – Upload a picture and have it pull out the main colors.

6. **Colors Scheme Designer** – Great designer tool that allows you to create computer generated color palettes.

7. **Color Matters** – Great resource for understanding the meaning and perceptions of different colors.

8. **Oto255** – Ever find a color that is almost perfect, but could be that little bit better? oto255 is a really neat tool for finding variations of a color. You can use it to find lighter and darker colors based on any color.