

presentation

ZEN



keep it
simple



1

avoid busy or complicated slides
nothing superfluous, ever

2

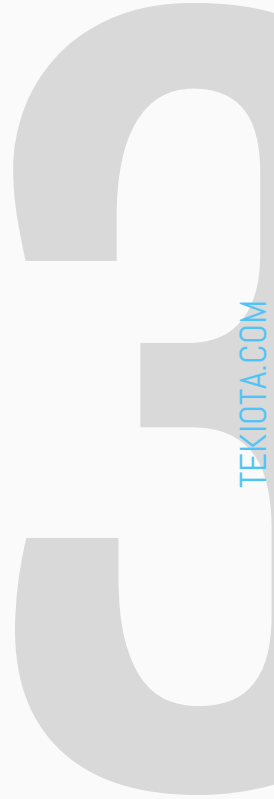
use white or negative space

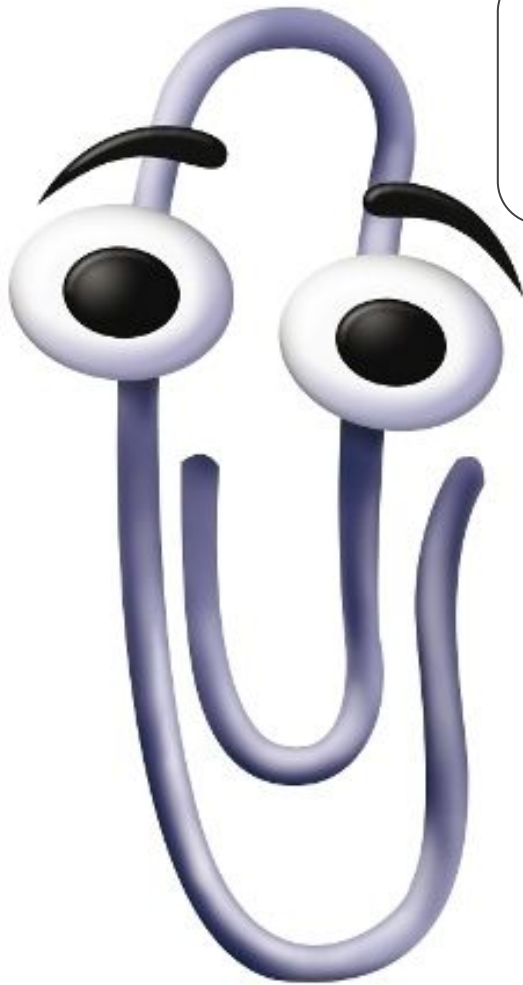
less clutter = more powerful visual message

**avoid
bullet points
and text**



slides should support
the speaker, not
replace her





Hi! It looks like you are trying really hard for a retro look. Can I help you?

use
high
quality
images

4

colors evoke emotions

use color well

choose your fonts

6

fonts communicate subtle messages

A Serif Font

best for small and printed text

A Sans Serif Font

best for screens and presentations