

Transforming average into awesome: *More* Tips for powerful presentation makeovers

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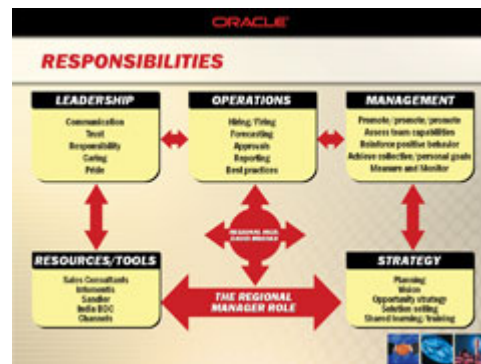
Like a festive fireworks show, many PowerPoint presentations often fill the screens with light, color and sound...only to quickly fade away into the forgotten recesses of their audiences' minds. Creating a PowerPoint presentation that dazzles and delights...and is *remembered* by its audience is a little easier with some creativity and digital design tools. Following the success of our first [presentation makeover article](#), here are some more tips, based on real samples, for powerful presentation makeovers.

Customized templates and bolder shapes helps improve contrast

Client: Oracle



Before: This basic flowchart lacks contrast, readability, and conceptual focus.



After: Working in Adobe Photoshop, we modified the hue and saturation of a stock template from Digital Juice's Presenter's Toolkit, adding a 80% white horizontal bar near the top of the page for a title block, and a black bar at the very top to hold the Oracle logo we moved from the bottom. We also added three stock photos on the bottom left to carry the strategic and time-oriented theme.

Creating a uniform size and shape of the text blocks helps to improve legibility. The arrows have been converted to red with the line color removed.

Use visuals to support numeric data

Client: The Studer Group

Pre-Visit Phone Call Results

- Reduced No-Shows:
↓ 70%
- Reduced Tardies:
↓ 50-60%
- Increased Patient Satisfaction:
↑ 25-30 percentile points

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Before: The bullet-point text lays out the results of calling patients before their doctor appointments. Although easy to read, the slide has nothing of graphical interest to grab the audience's attention.



After: With the use of topical photos, we converted the bullet points into three distinct image blocks. This gives the audience distinct focus points and makes the results data clear and memorable.

Break up competing content and add a human touch with quotes and photos

Client: Comcast Cable



Before: Four bullets and a quotation compete against each other for visual flow.



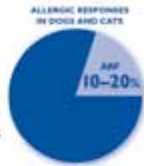
After: We split this single page into two separate slides. On the first page, we placed the bullets in a centered list set against a background graphic from Digital Juice's Presenter's Toolkit. We then dissolved into the second slide, featuring the quotation set against a panoramic image reflective of accomplishment.

Superimpose images onto pie charts for added realism

Client: Hills Pet Nutrition

Clinical Features - ARF

- Dermatological
 - Represents 10-20% of allergic skin disease in dogs and cats
 - Reactions are to the proteins in foods
 - The offending nutrient may have been present in the food for years prior to causing problems
- Gastrointestinal
 - Every level of the GI tract can be affected
 - The GI tract in one of the largest immune organs in the body



Before: Overwhelmed by text, this two-tone pie chart meekly supports the slide's core message.



After: After creating a custom template in Photoshop similar to the method in example 1, we created a 3D pie chart in PowerPoint and then imported it into Photoshop, superimposing and channel-masking a related photo to support the message. We saved this new image as a PNG file and imported it back into PowerPoint. The text has been shifted to the left, and reduced using Arial Narrow.

Save diagrammed detail for handouts

Client: The South Florida Water Management District



Before: This five-element flowchart displays poorly on screen. All the audience can make out is the slide's title, five red shapes and a lot of unreadable text.



After: We changed the vertical orientation of the chart so it would flow left to right, leaving the presenter and the handouts to fill in additional details. The green of the shapes matches the template and supports the environmental theme of the presentation.

Although PowerPoint is a great tool for presentation design, it is *not* a graphics editing program. If you're doing a lot of graphics work, it may be worthwhile to invest in Adobe Photoshop (or their less expensive "Elements" program) and take a class or online tutorial to really get your graphics to shine.

Also, check out [The Presenter's Toolkit](#), a 6-DVD collection of graphics, templates, and other

resources to give any presentation a creative boost.

The brain remembers 20% of what we hear, 30% of what we see, but 50% of what we hear and see in combination, so work to convert your concepts to graphics when designing a presentation, and your presentation will be remembered long after the lights are turned back on.