

THE TEXT CONSULTANT'S 7-STEP COURSE TO GRAPHIC SLIDE DESIGN

PREVIEW

Step 1 Grid

Step 2 Position

Step 3 Colour

Step 4 Words

Step 5 Visuals

Step 6 Unify

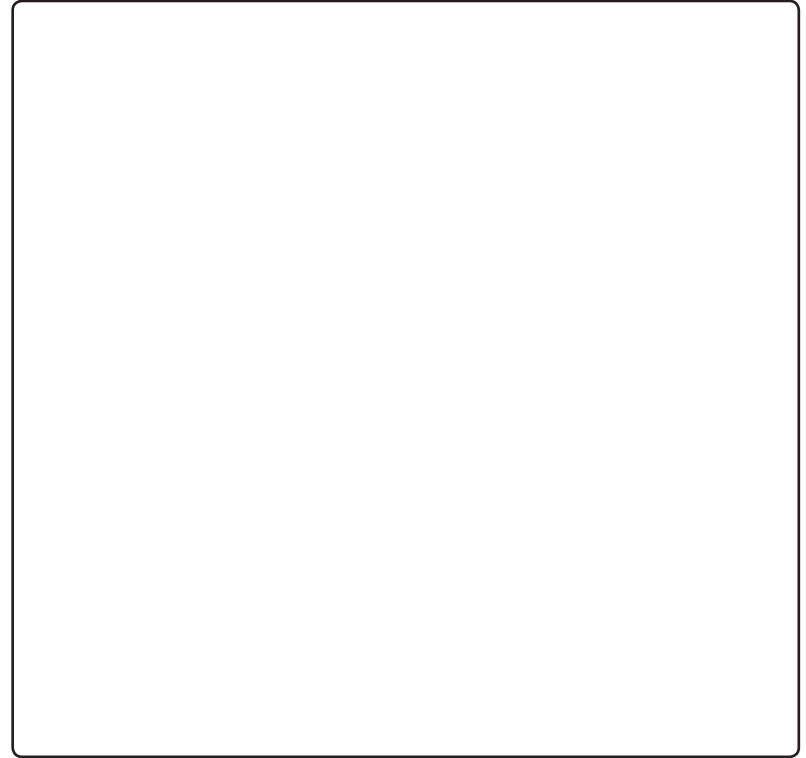
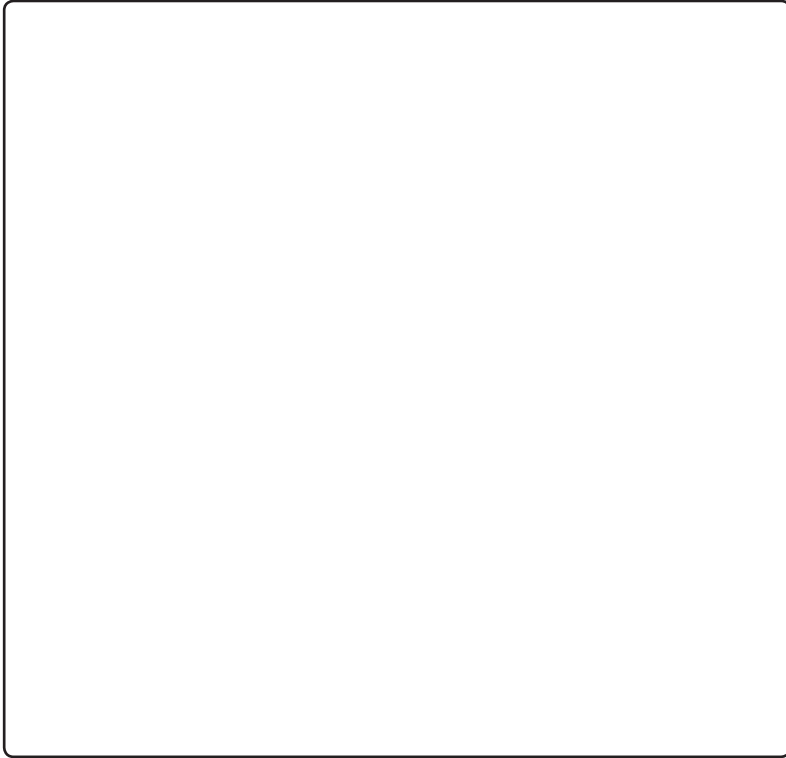
Step 7 Vary

Step 1

Design a grid: customize your own
template

A

B



Step 1 Grid

C

D

Tip

Check PowerPoint for
ready-made templates

Step 2

Assign text, visuals, and logo to designated fields in the grid

Text

Image



Logo



Logo

Text

Image

Text

Logo

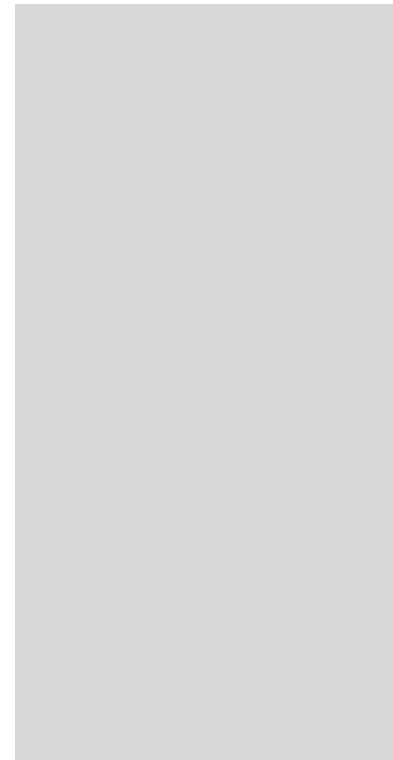
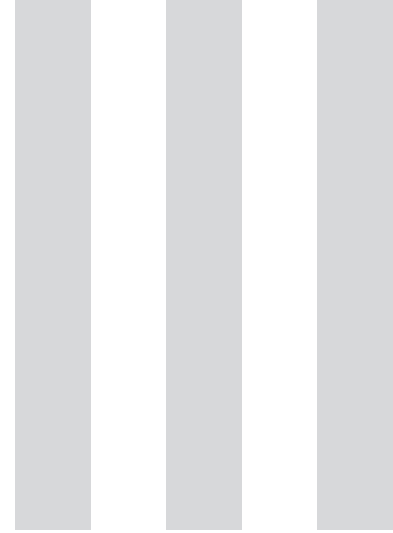
Image

Tip

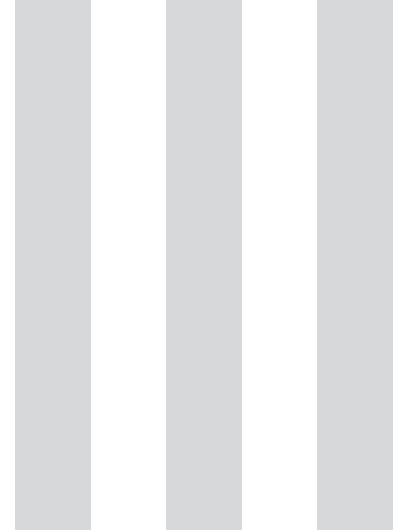
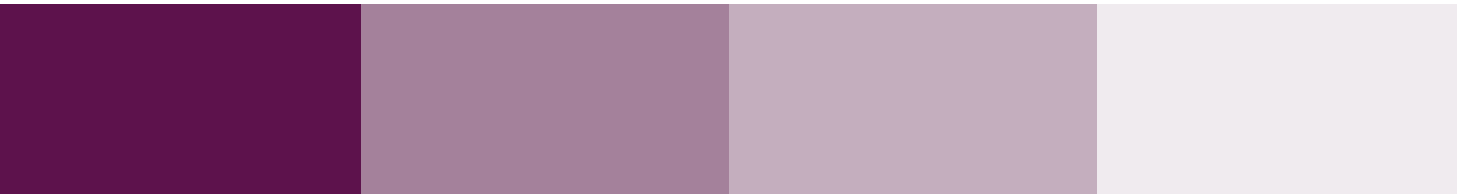
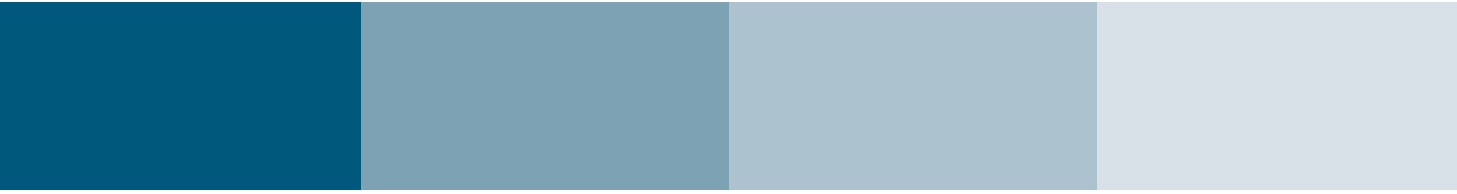
Check PowerPoint for
ready-made designations

Step 3

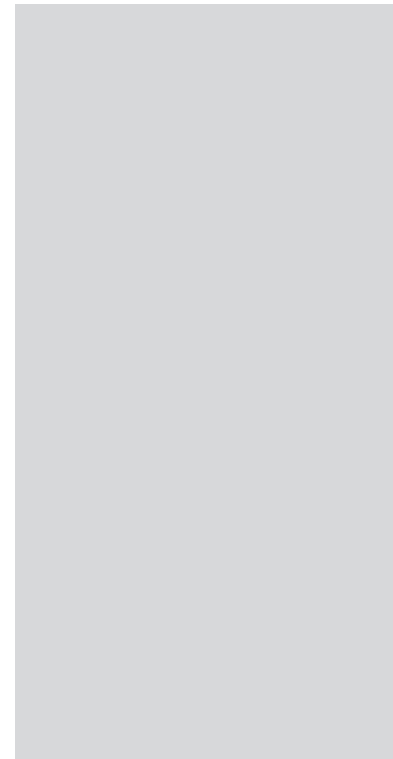
Choose a colour scheme
two colours min - four colours
max

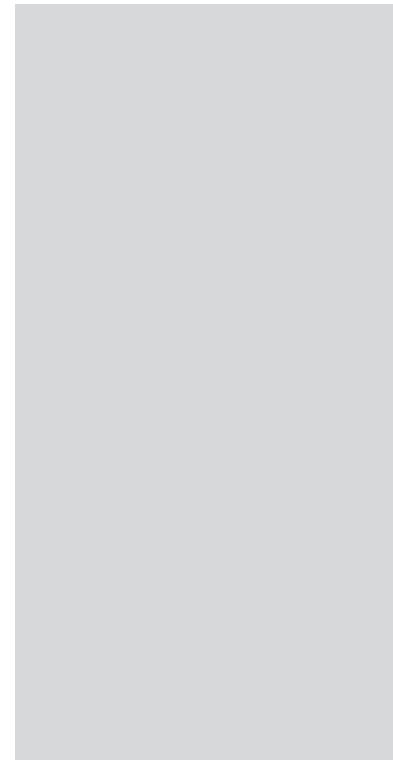
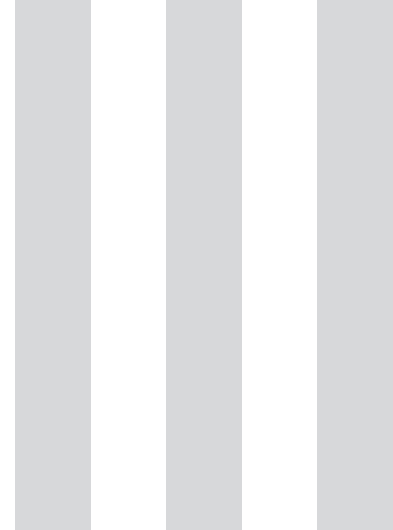
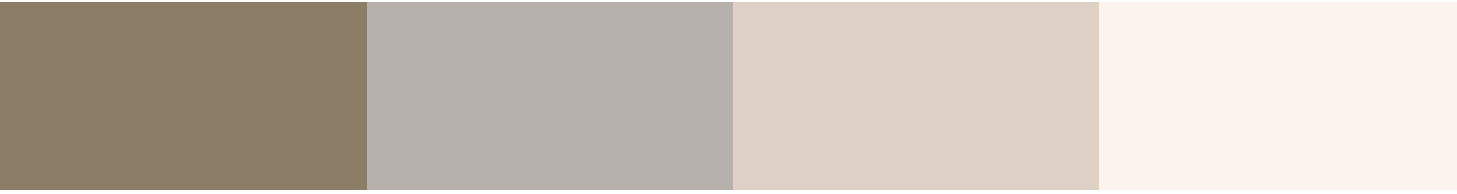


Colour scheme: contrast



Colour scheme: shades

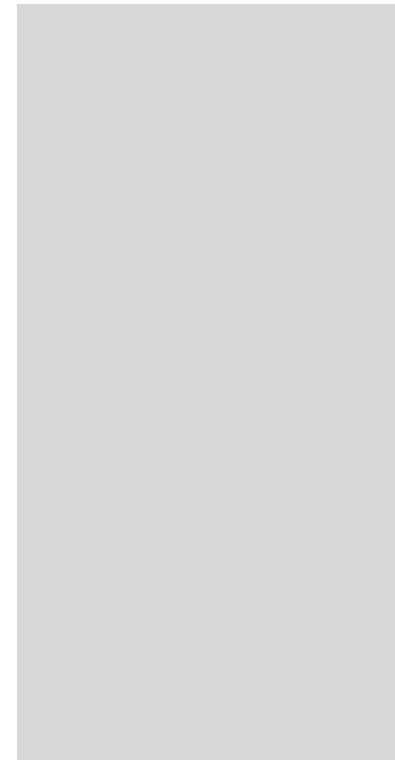
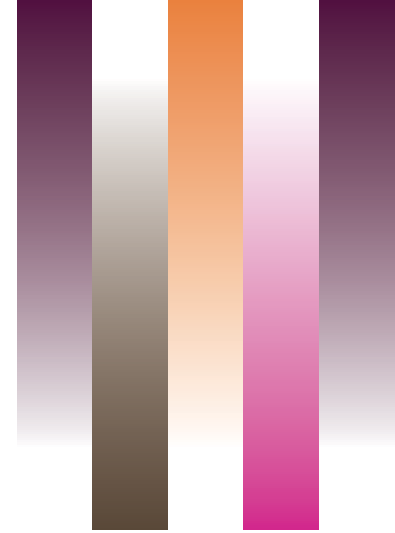




Colour scheme: range

Tip

For inspiration, go to
www.ColourLovers.com/pallettes
for stylish combinations



Step 4

Design your words for
readability

Step 4.1

Use only one font type
Or two at most

Step 4.2

Use font size 32 or more
Not less

Create hierarchy in font size

Title	font size 66
Heading	font size 48
Text	font size 32

Create hierarchy in font weight

Title

Heading

Text

bold

italic

standard

Create hierarchy in font colour

Title

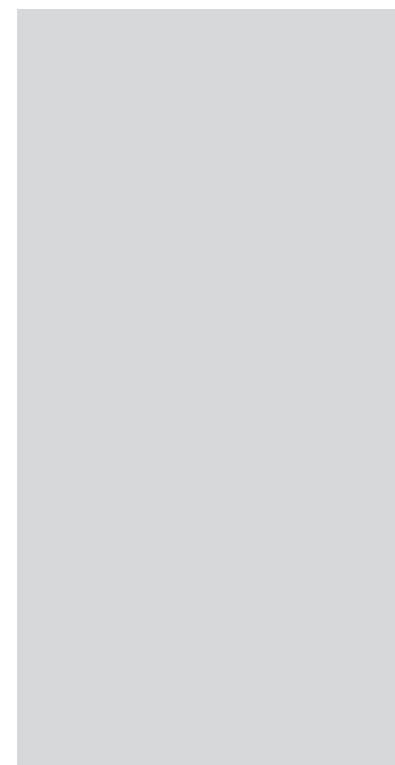
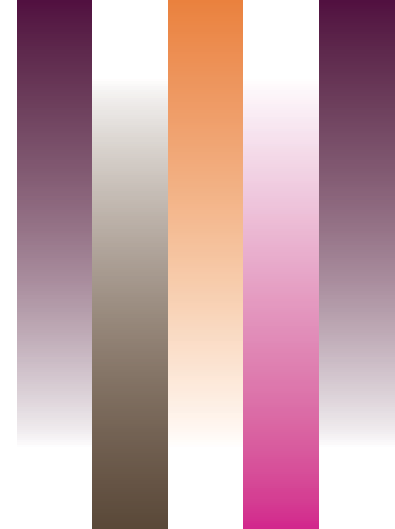
Heading

Text

dark

medium

light

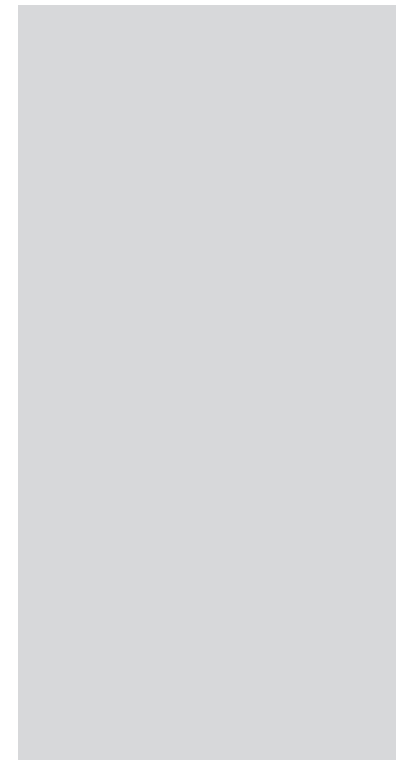
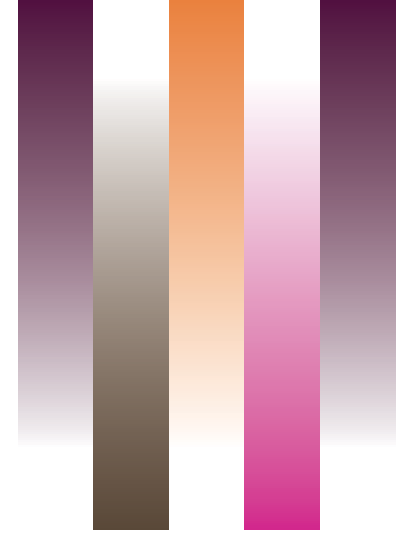


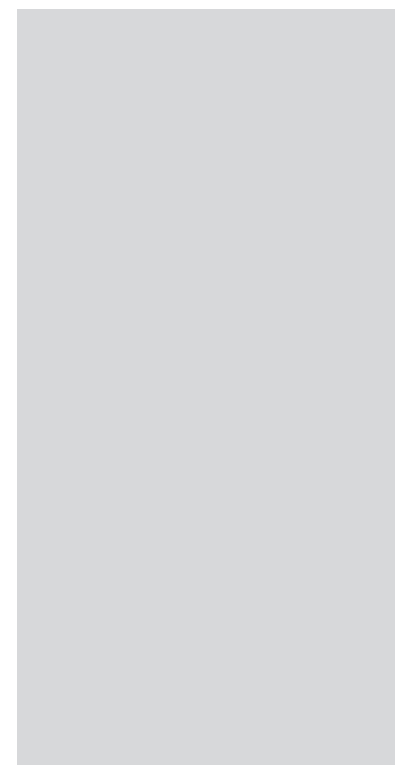
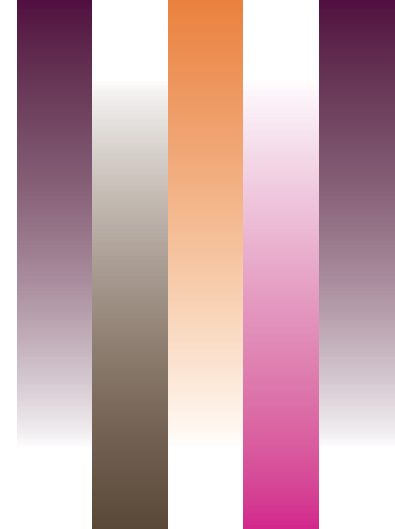
Step 4.3

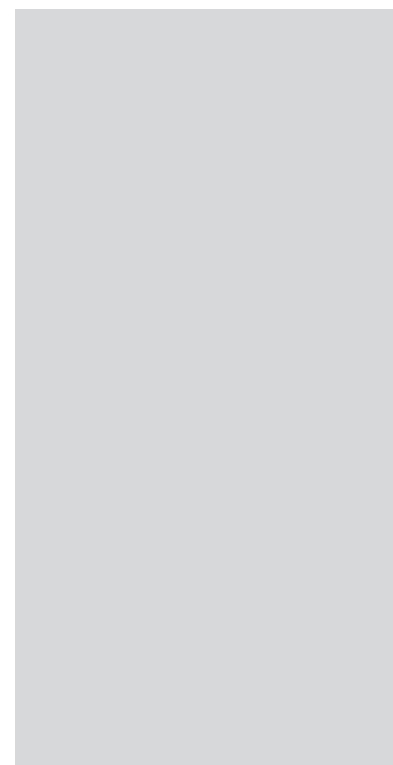
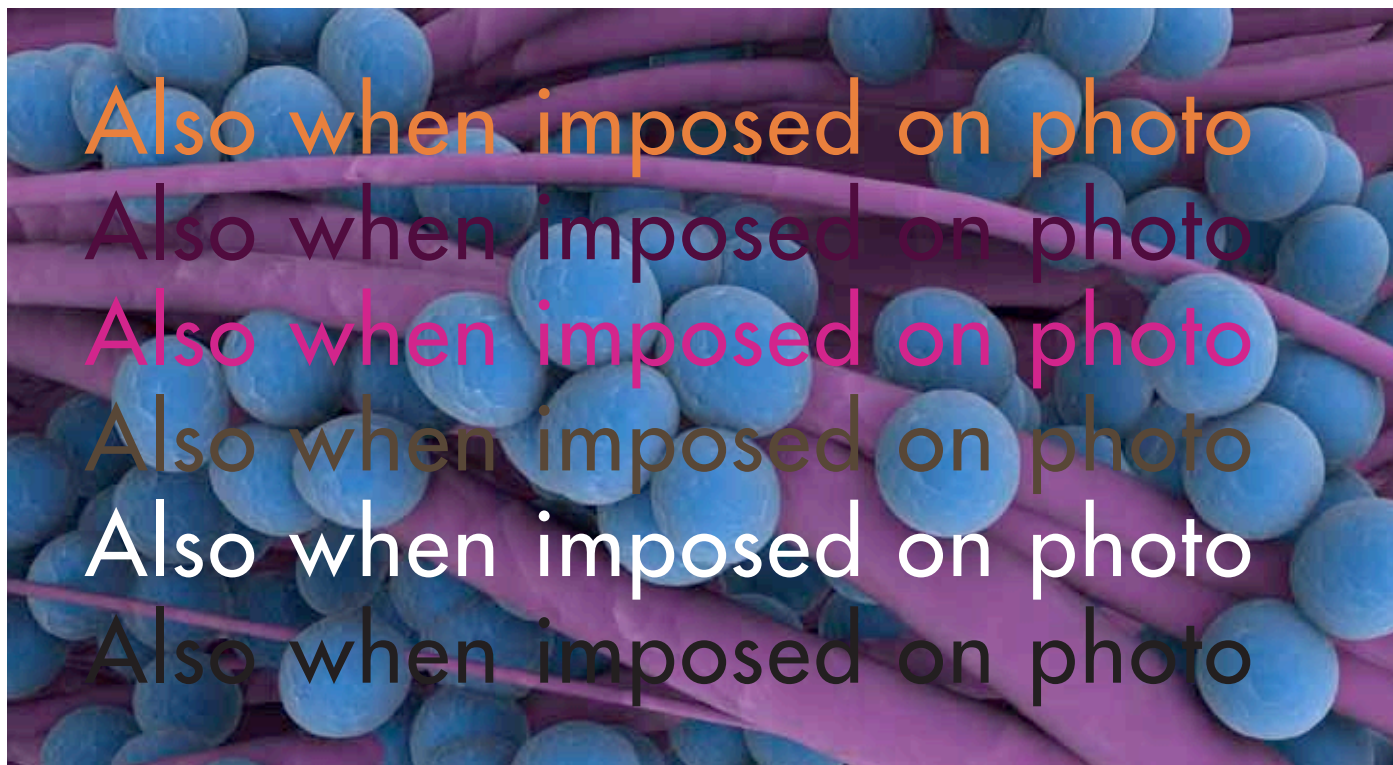
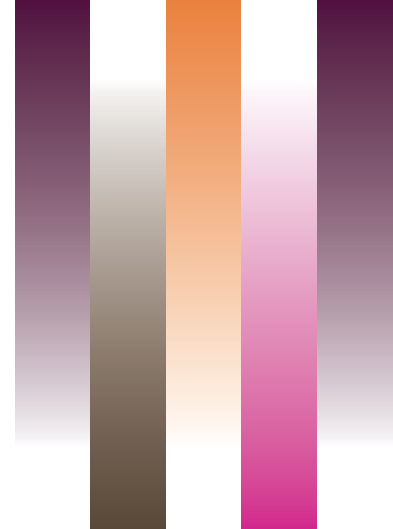
Take care of your colour
contrast

Coloured text in white fields

White text in coloured fields







Tip

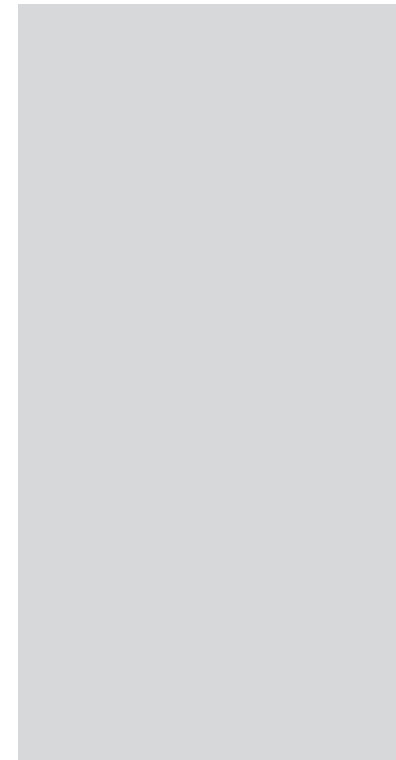
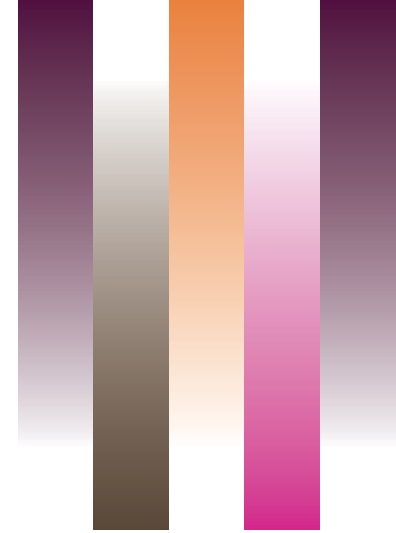
Check readability from an appropriate distance

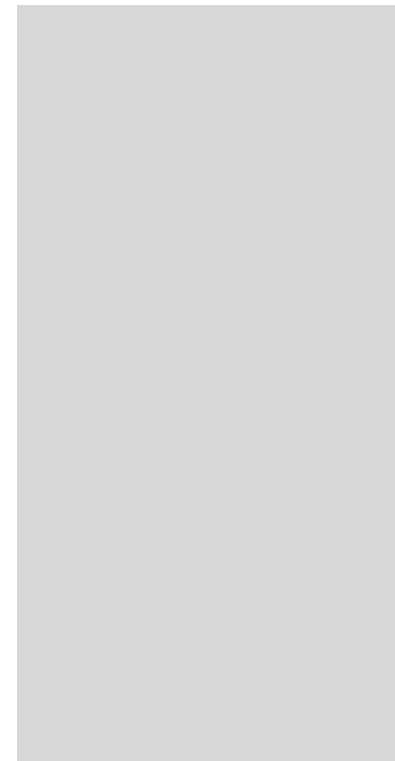
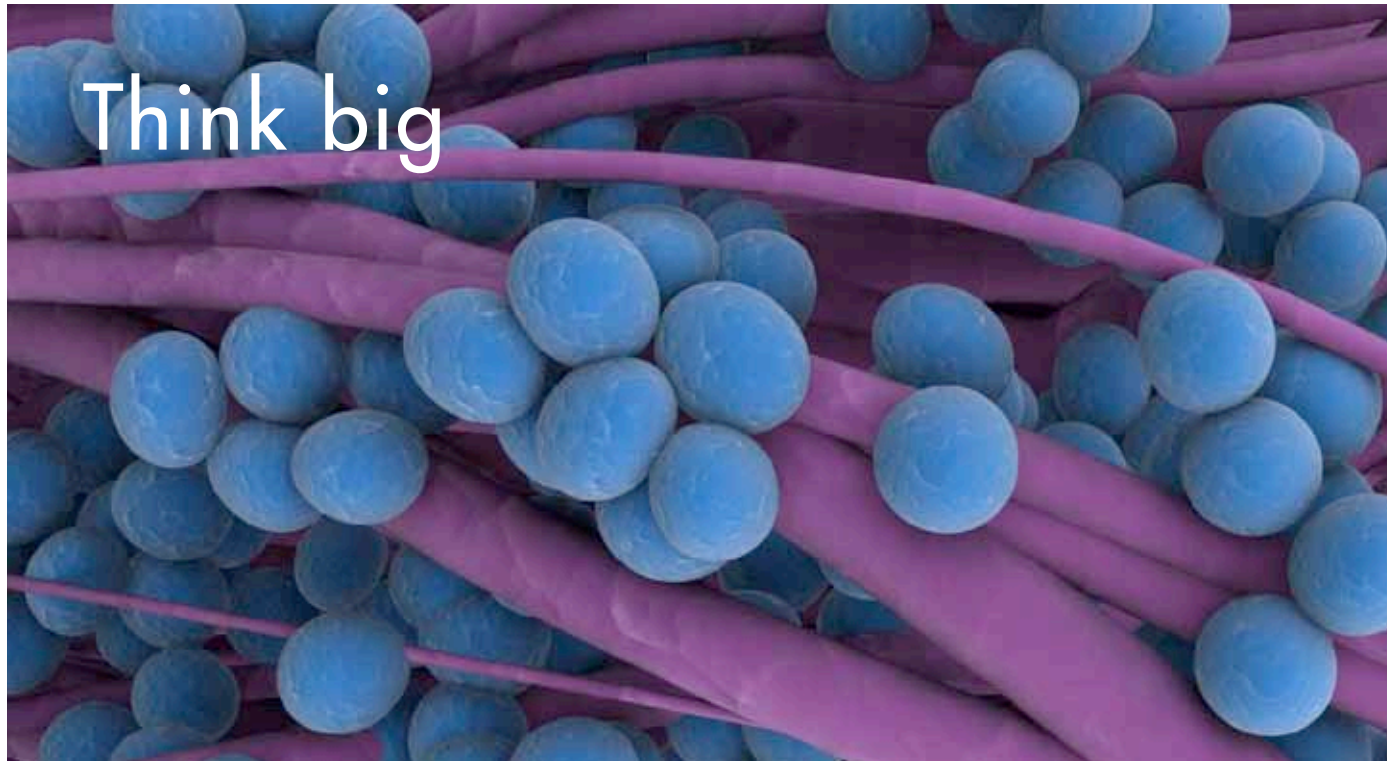
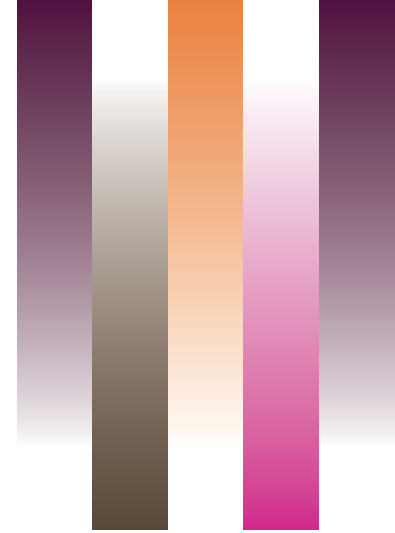
Step 5

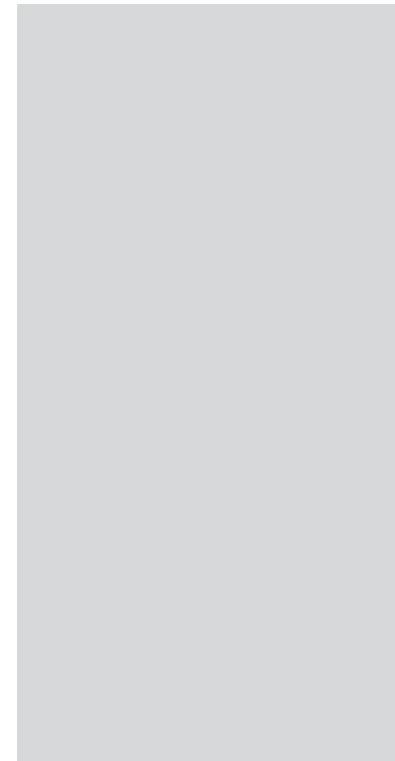
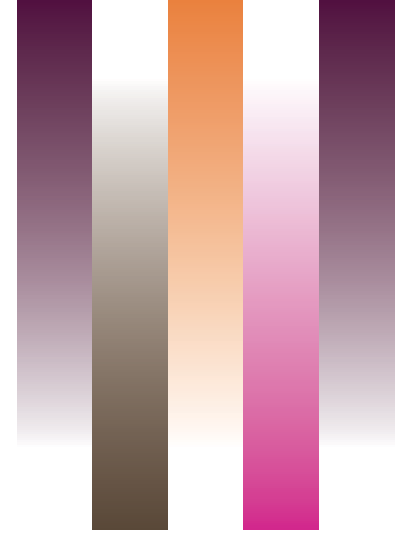
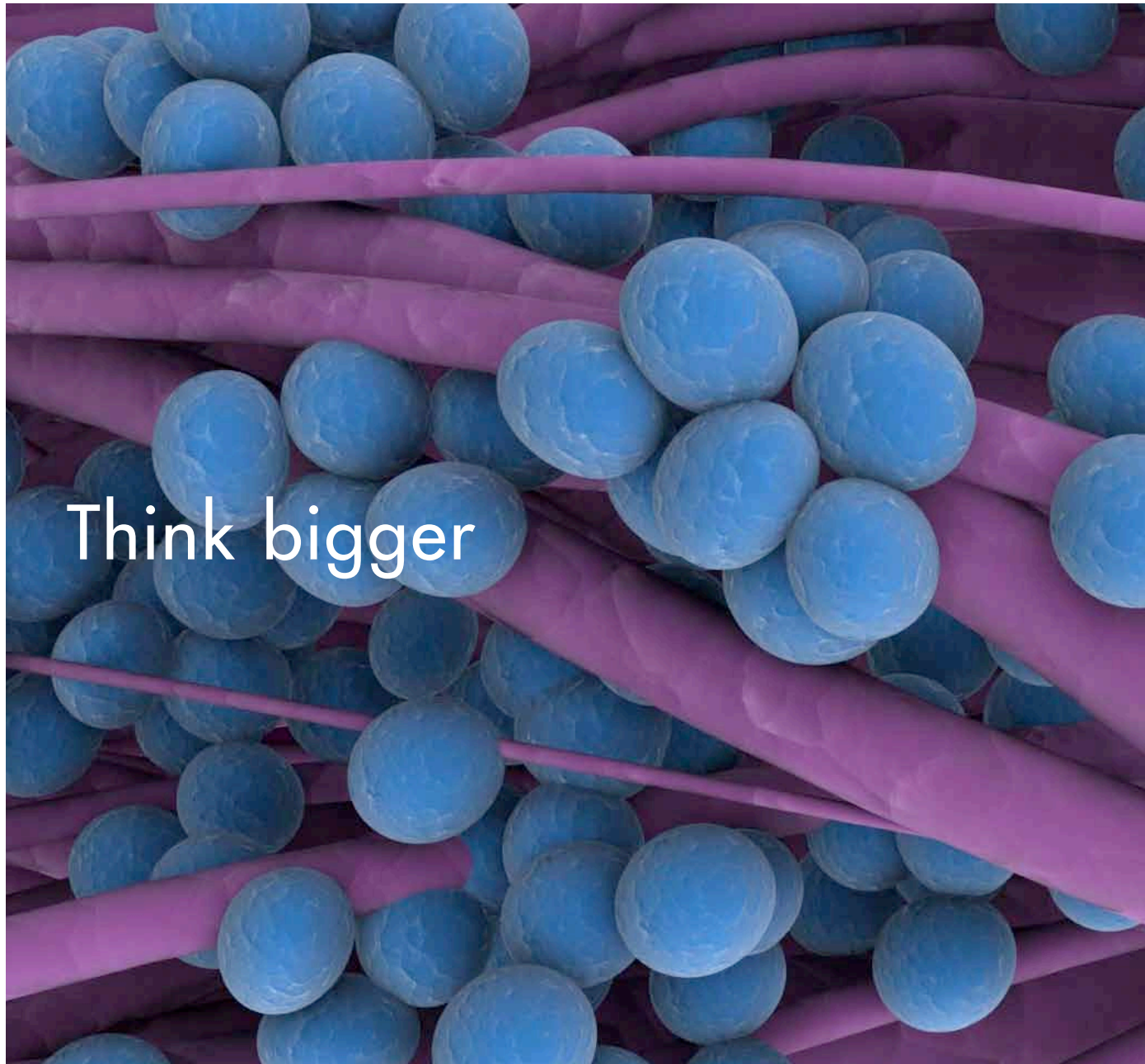
Design your visual materials
for unity

Step 5.1

In terms of size



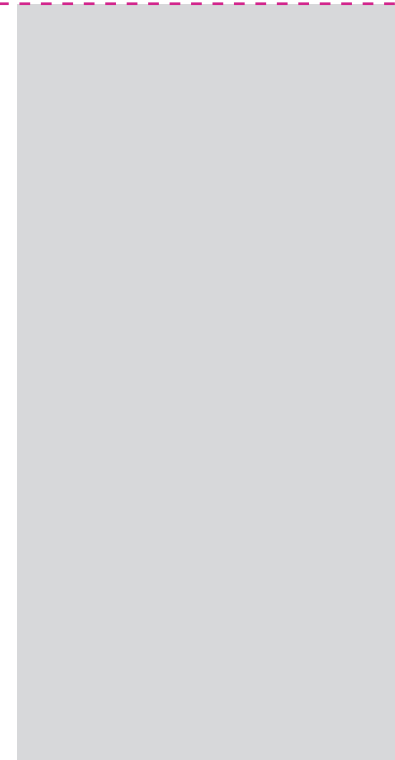
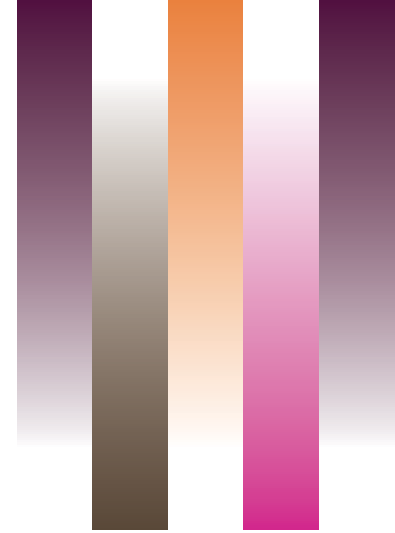
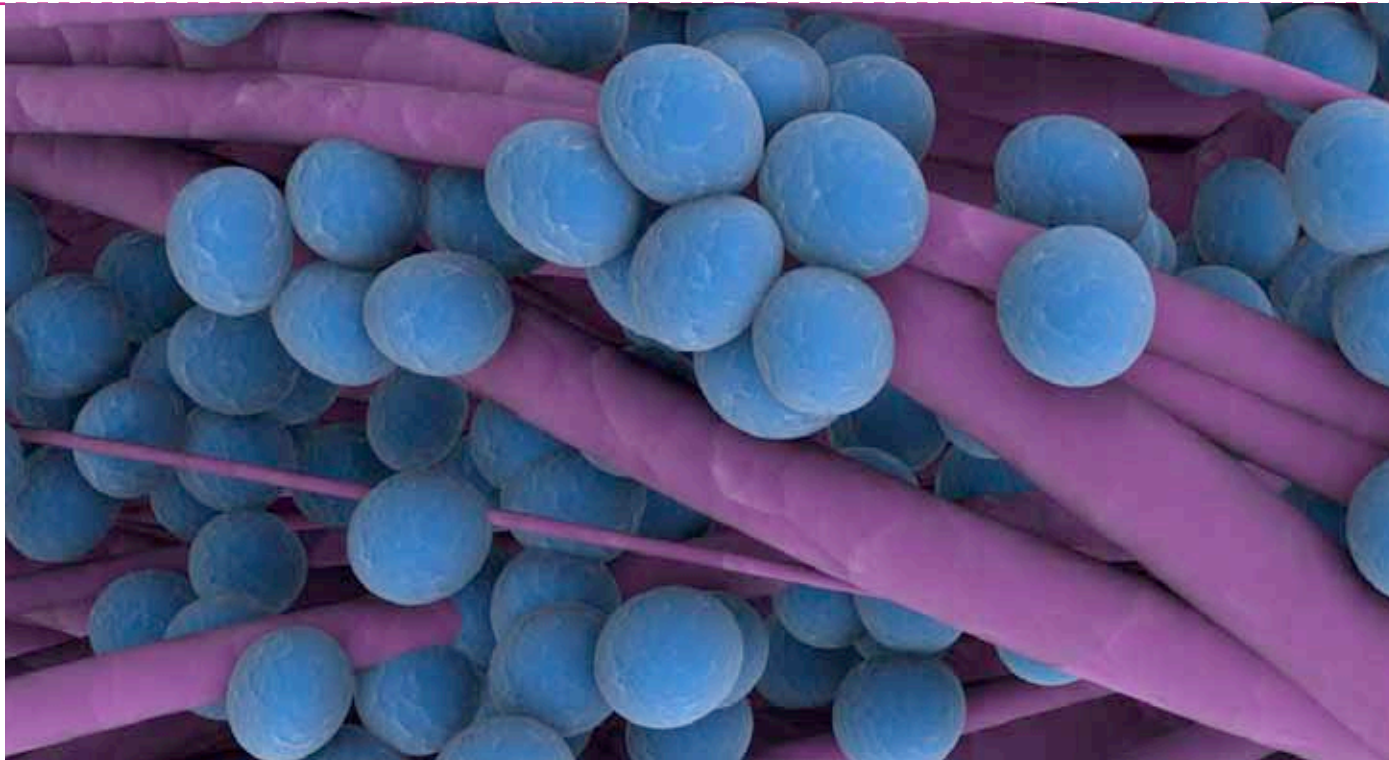


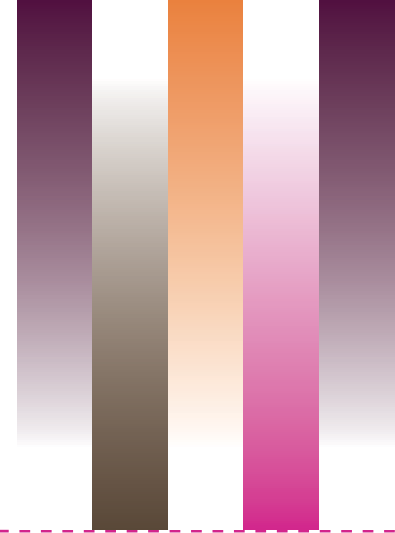


Step 5.2

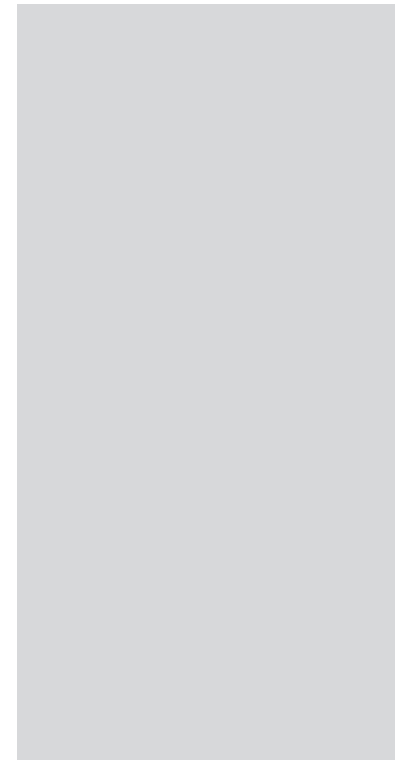
In terms of position

Dropping from a line

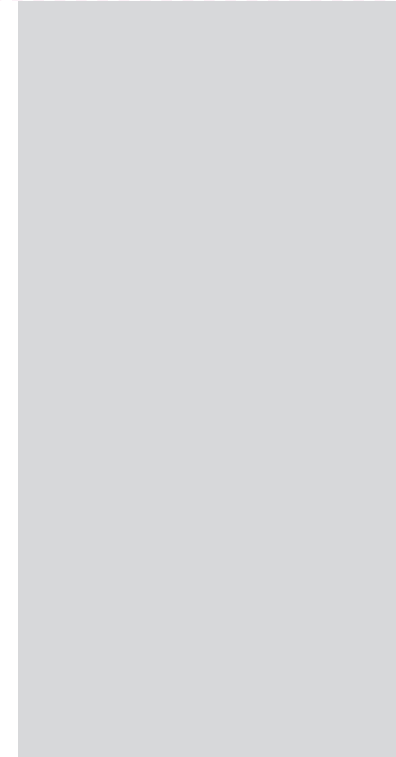
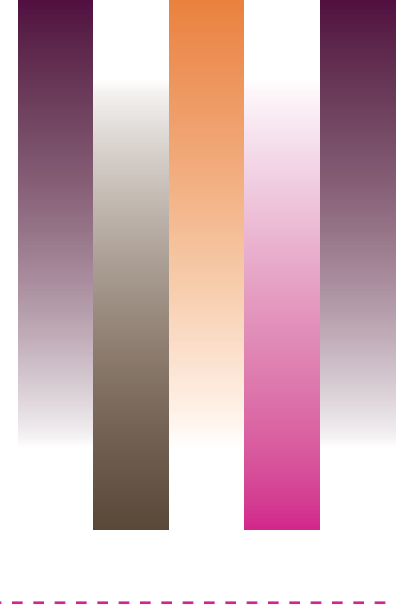




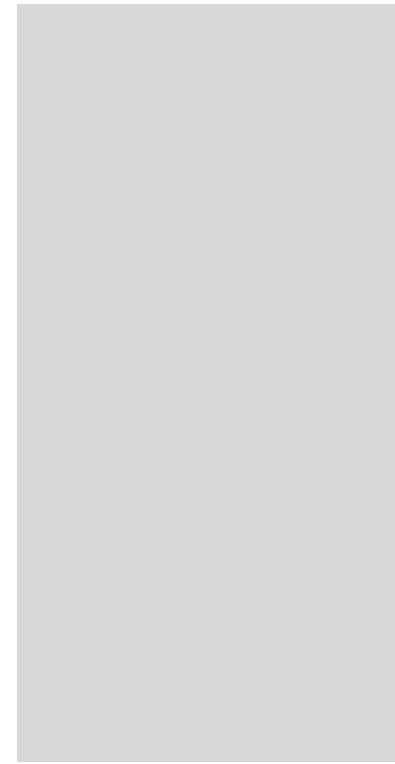
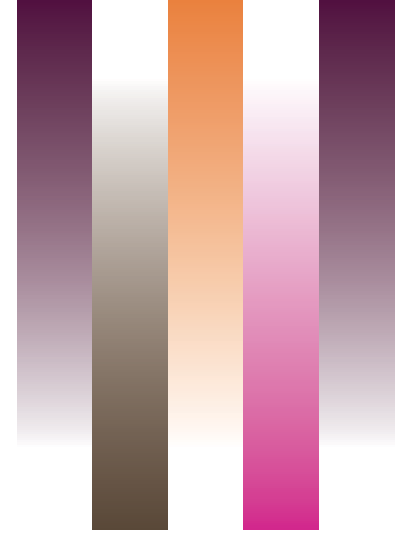
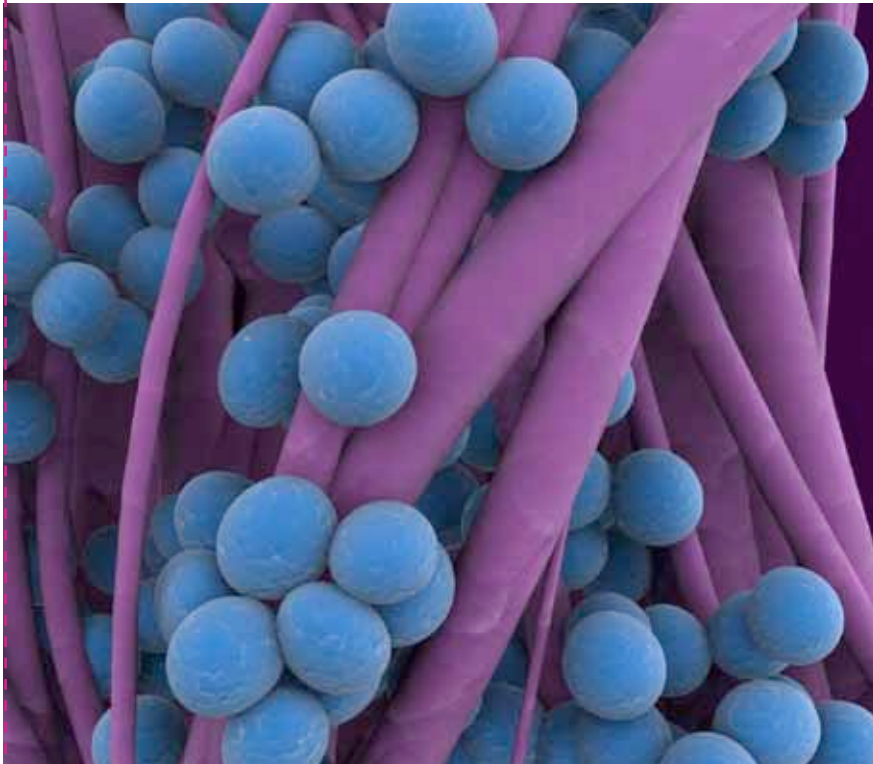
Standing on a line



Strung along a line

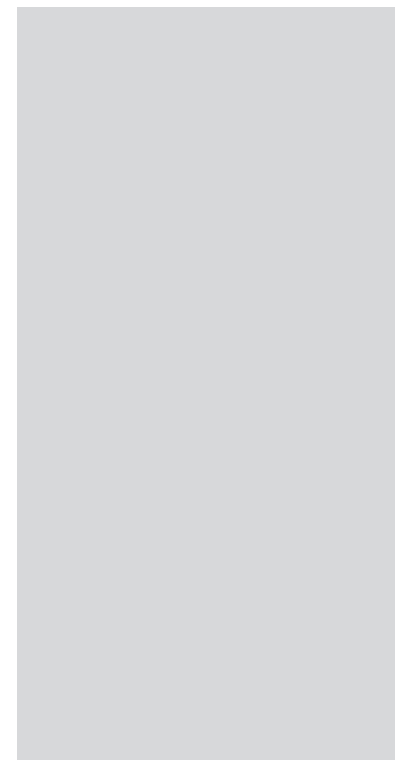
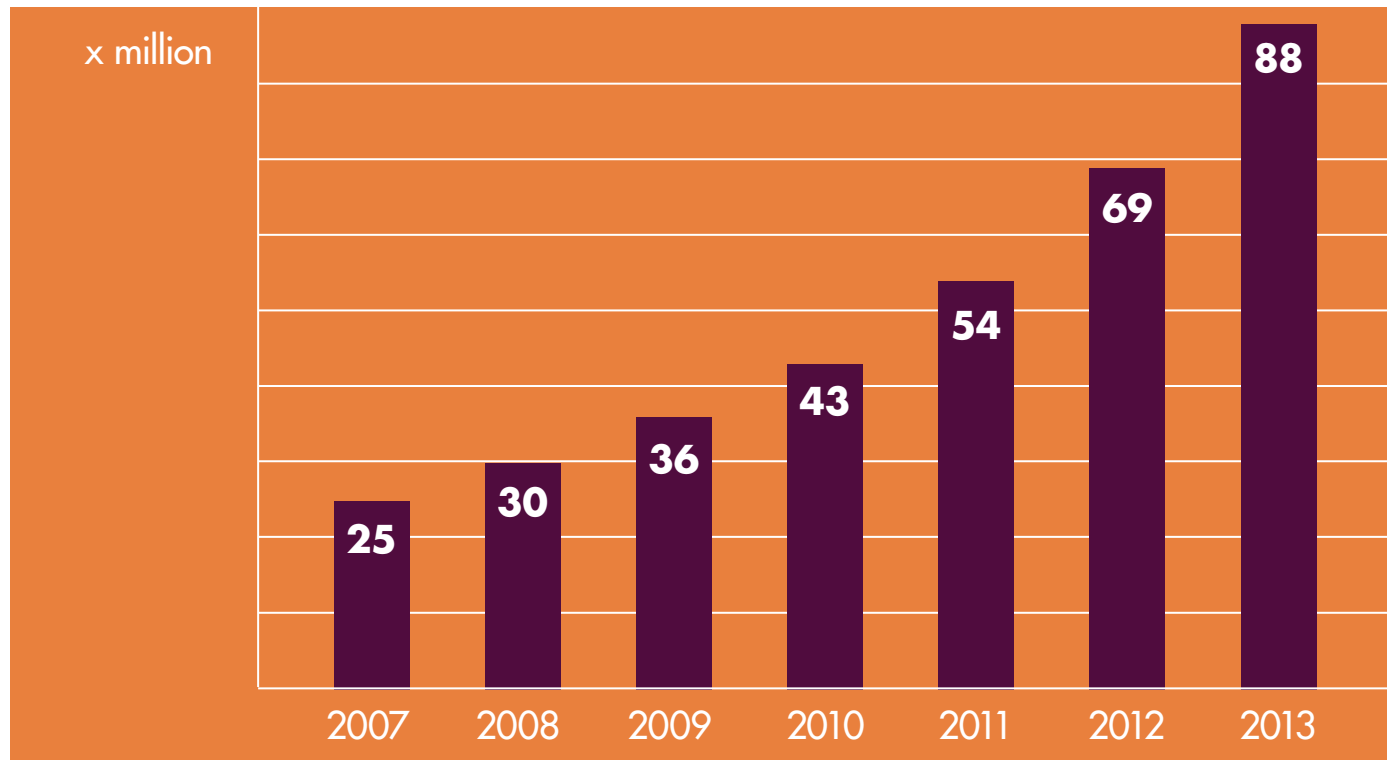
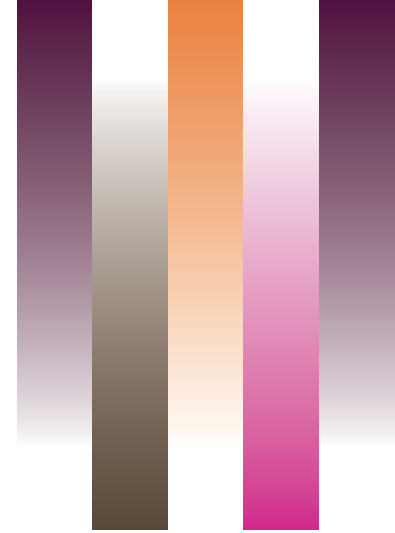


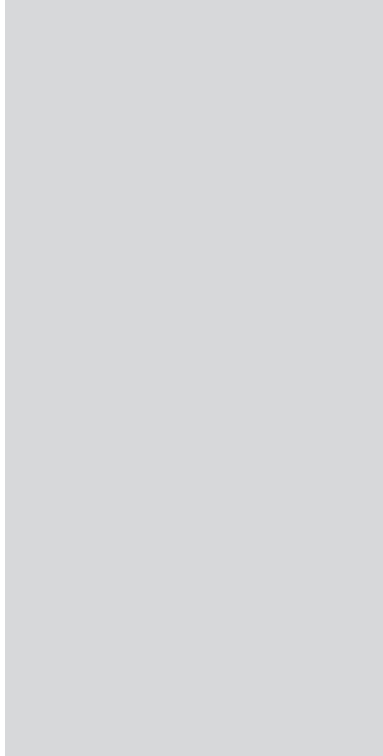
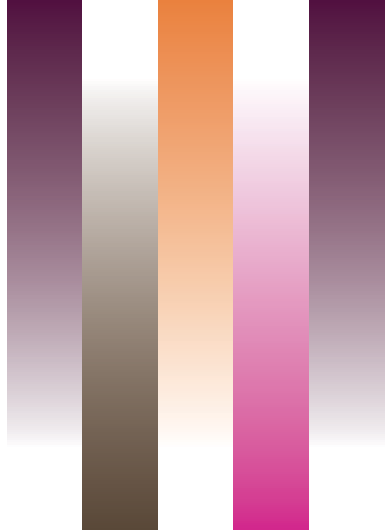
Leaning against a line



Step 5.3

Design your own graphs
and tables to maintain visual
coherence





Tip

Make use of lines, lengths,
and widths inherent in your
chosen template

Step 6

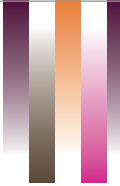
Unify: establish a system by being consistent

Step 6 • Unify

Step 1 • Grid

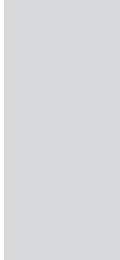
D	

Step 4 • Words

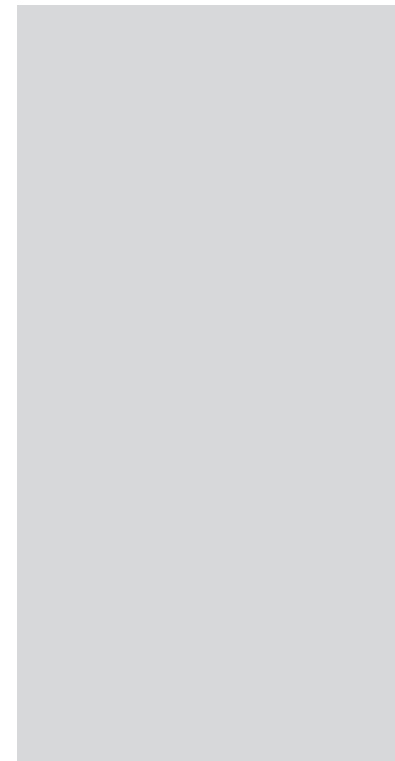
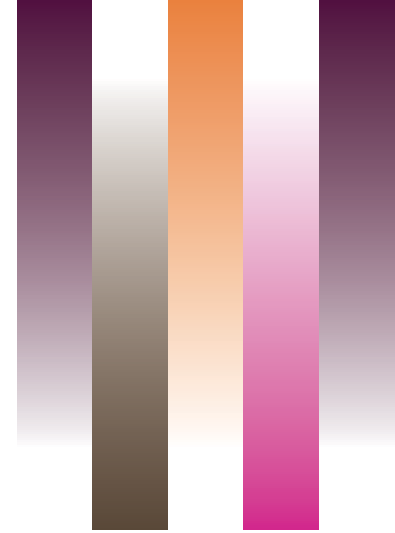


Coloured text in white fields

White text in coloured fields



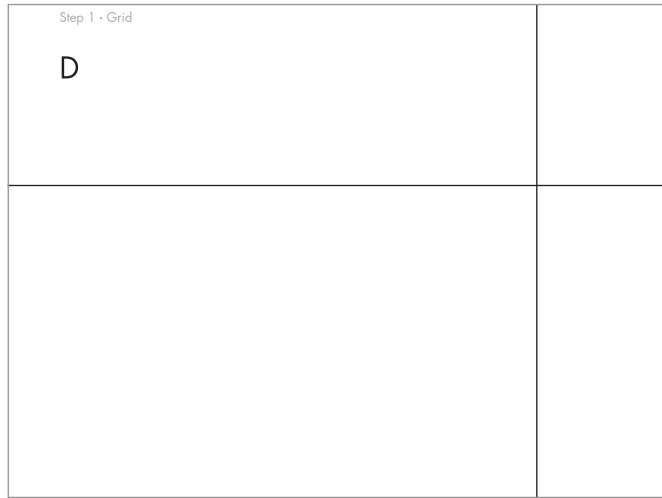
WWW.TEXTCONSULTANT.NL



Step 6 • Unify

Step 1 • Grid

D



Step 4 • Words

Coloured text in white fields

White text in coloured fields



WWW.TEXTCONSULTANT.NL

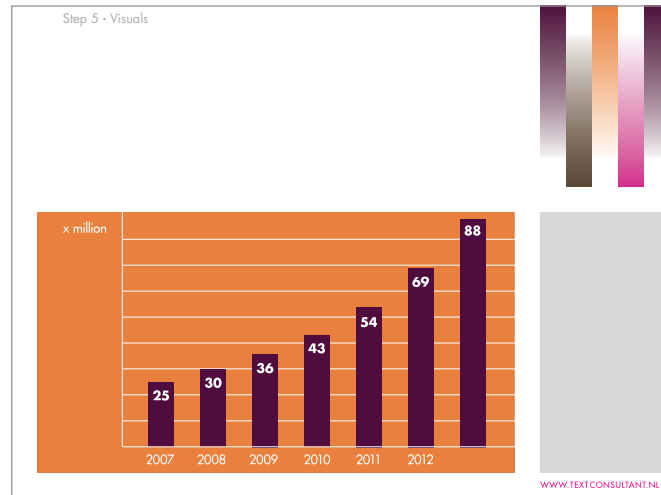
Step 5

Design your visual materials for unity



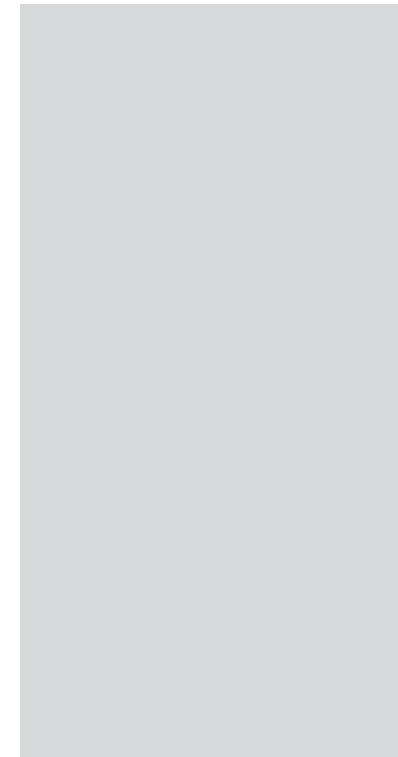
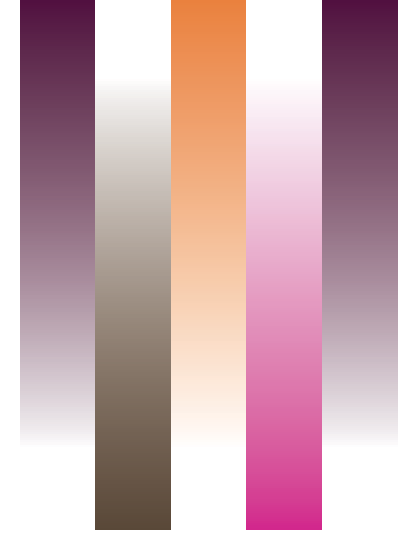
WWW.TEXTCONSULTANT.NL

Step 5 • Visuals



Year	Value (x million)
2007	25
2008	30
2009	36
2010	43
2011	54
2012	69
2013	88

WWW.TEXTCONSULTANT.NL



Step 6 • Unify

Step 1 - Grid

D	

Step 4 - Words

Coloured text in white fields


White text in coloured fields



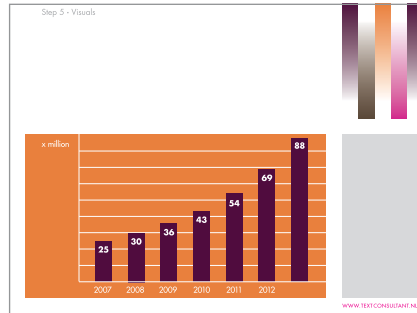
WWW.TEXTCONSULTANT.NL

Step 5

Design your visual materials for unity


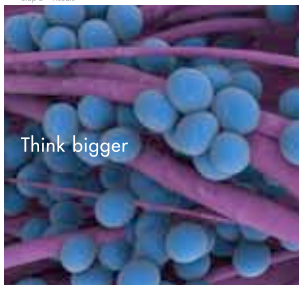


WWW.TEXTCONSULTANT.NL



Step 5 - Visuals

Think bigger



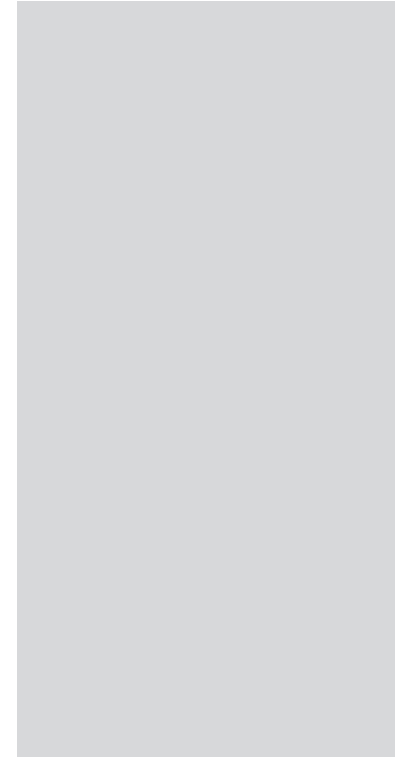
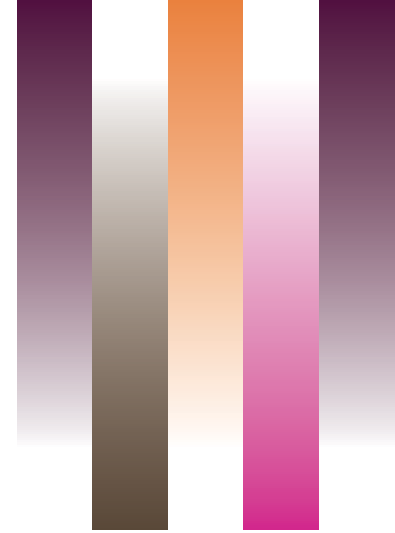
WWW.TEXTCONSULTANT.NL

Tip

Check readability from an appropriate distance



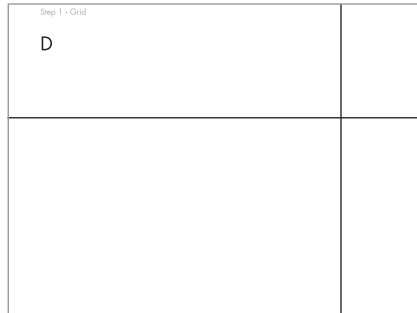
WWW.TEXTCONSULTANT.NL



Step 6 • Unify

Step 1 - Grid

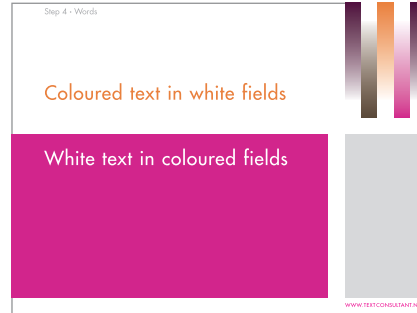
D



Step 4 - Words

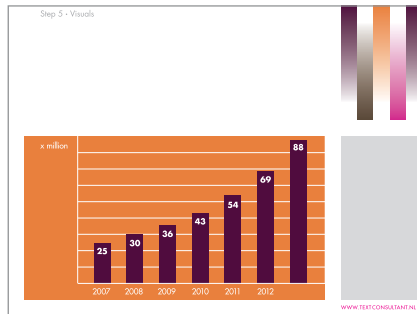
Coloured text in white fields

White text in coloured fields



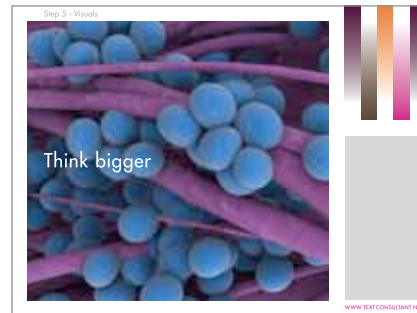
Step 5

Design your visual materials for unity



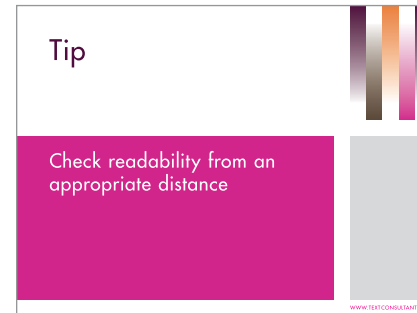
Step 5 - Visuals

Think bigger



Tip

Check readability from an appropriate distance



Step 3 - Colour



Colour scheme: contrast

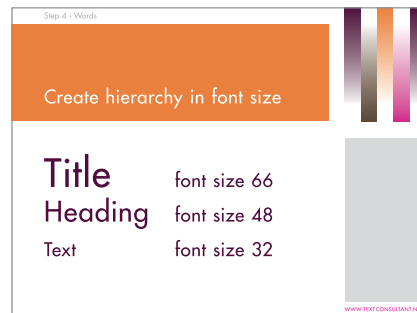
Step 4 - Words

Create hierarchy in font size

Title font size 66

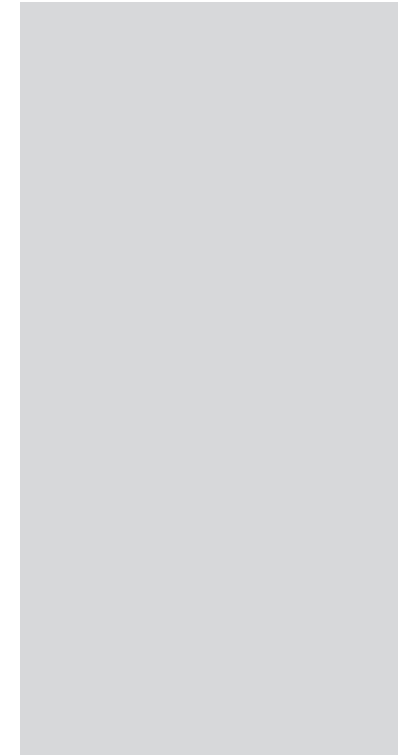
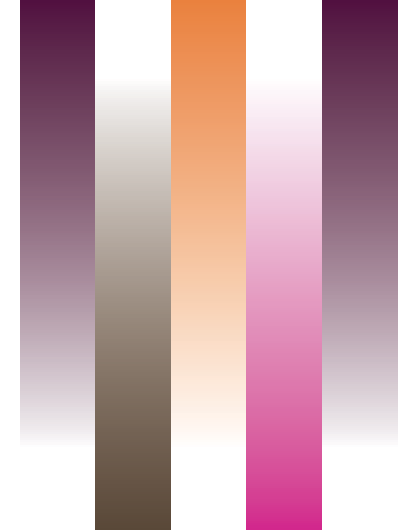
Heading font size 48

Text font size 32



Step 5 - Visuals

Strung along a line



Step 7

Vary: disrupt the system by
being surprising

Go all visual

The image features a dense, scattered field of blue, textured, cylindrical shapes that resemble bacteria or microorganisms. These shapes are oriented in various directions and sizes, creating a sense of depth and movement. The background is a light, hazy blue, which makes the individual shapes stand out. The overall aesthetic is clean and scientific.

Go all verbal

Go topsy-turvy

Go topsy-turvy

Go left-right

Go left-right

Go nuts

REVIEW

Step 1 Grid

Step 2 Position

Step 3 Colour

Step 4 Words

Step 5 Visuals

Step 6 Unify

Step 7 Vary

THE POWER OF VISUAL INFORMATION:
WE FORGET WHAT WE HEAR
BUT REMEMBER WHAT WE SEE