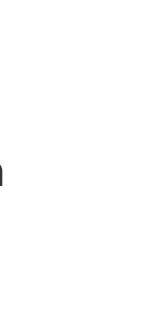


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2

Presentation is a key aspect of introducing services, products, offers, solutions, and conveying complicated messages. No matter how great a speaker you are, it is better to have a visual presentation with illustrations, charts, or key points. A proper presentation will help persuade, teach, and even sell. It is a common misconception that presentations are only necessary at work meetings or for a diploma thesis.

In fact, presentations may be useful for:

- sales managers: it can be part of a sales proposal when you want to promote a product or service
- candidates: it is a convenient way to showcase a portfolio when you introduce yourself to the company you want to work for
- teachers: it is easy to put instructions, tables, and teaching materials on slides
- speakers: to keep the audience's attention and explain even complicated content

Before we get to definite advice, you need to know that anyone can learn modern web design. For this, you do not need to study professional literature or buy expensive courses. It is enough to know the basic rules and then find the most successful, in your opinion, examples, from which you will draw inspiration. From these steps, you will not become a professional designer, but you can confidently present the information using modern design trends.

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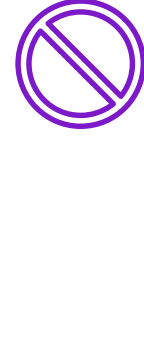
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3

Key Tips for Creating an Effective Presentation



Work on content

Start by deciding what text should be on the slides and what can be visualized from it. The slides' text is not to be a repetition of your speech. Everything on the slide should complement—not replace—your. Write out the necessary text and highlight the main points. Don't include too much information because slides filled with only text look dull and boring. We recommend that you use storyboards. It is quite a useful tool. If you use storyboards, you'll also be able to come up with non-trivial visualizations of your ideas. A storyboard used in presentations is a handwritten sketch of your slides on paper. You need to take this step to reduce the development time and find out-of-the-box visual solutions.



Proper choice of photo materials

A photo can be both the friend and the enemy of your presentation. It's better to spend more time to find an image of good quality. After all, if your presentation has a poor quality photo or image, your audience may think it has been done haphazardly. You can search for suitable quality options in our collection of stock photos. There are many images for all tastes and all subjects.



Picture quality

Remember: try not to use pictures from search engines as background images unless necessary. Second, it is best to download images from specialized sites. Last, always use high-resolution (at least 1000 pixels) images for backgrounds.

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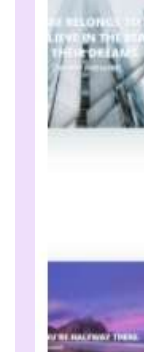
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What are the basic colors in a presentation?

Color is one of the basic aspects that helps make your presentation either an eye-catching success or dull and boring. Use 3–5 main colors when creating your presentation. For a professional result, do not use more than five different colors. Moreover, use only three basic colors and the other two should be shades of primary colors.



Color palette selection

One of the three basic shades should be selected for the background. Decide at once whether it will be a presentation with a light or dark background theme. Of course, you may vary it, but only if you are sure that the result will be creative and appealing. Next, choose a color for the text. It should have maximum contrast to the background color. An ideal and frequently encountered variant is using a white background with black text, but this variant isn't very creative. Add more originality. Experiment and check for yourself whether the slide will look attractive, whether the text will be readable, etc.



Say no to icons

Forget about using 3D icons. It is better to choose linear and flat ones. Volumetric icons are an outdated theme, and they look really ugly. Some people don't use any icons at all, which is also bad, because visuals are essential in a high quality presentation. Remember, the icons' purpose is to replace unnecessary text and accelerate the memorability and digestibility of the information.



What about fonts?

There are often a lot of problems with typography. You may think you've chosen the perfect font, and it fits perfectly with all the components. But it can look different on various screens, so be sure to check how the final product looks. Give up your bad habits. Give up sans serif fonts. If you're not an avid designer and don't experiment with fonts, we recommend not using serif fonts.

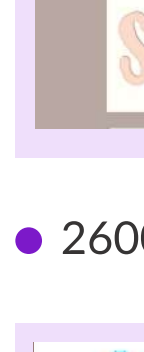
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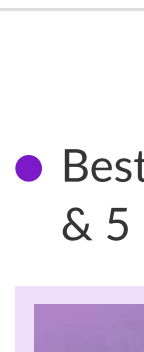
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Select icon bundles

We recommend choosing icons purposely and specifically to make sure they are all in the same style. Refer to the bundles for this. Subconsciously, we feel every detail in the presentation, down to the line thickness for the icons. If this thickness is different between them, then the presentation stops harmonizing at once, and instinctively we no longer perceive it as high quality. It is also worth noting that if you make everything in the presentation overly large, it will significantly reduce the quality, as the icons look good only when they are smaller.



Font combination

If you've never dealt with font combinations before, we advise you to use only one font family and change just its type when making your presentation. If you still decide to experiment with multiple fonts, you can try different families, but do not choose fonts that will be significantly different. Choose similar families. If you still want to use one amazing eye-catching font, then use it in the headings to emphasize the key moments. Don't use fonts that are too small or script style fonts that will be hard to read.



Your creativity is unlimited

The slide is your canvas. Be an artist, and be creative. Imagine you have a brush in your hand. Pick up awesome frames, templates, apply animations, and experiment with the components layout, text, and image design. Your success is in your hands. Have fun with the process.

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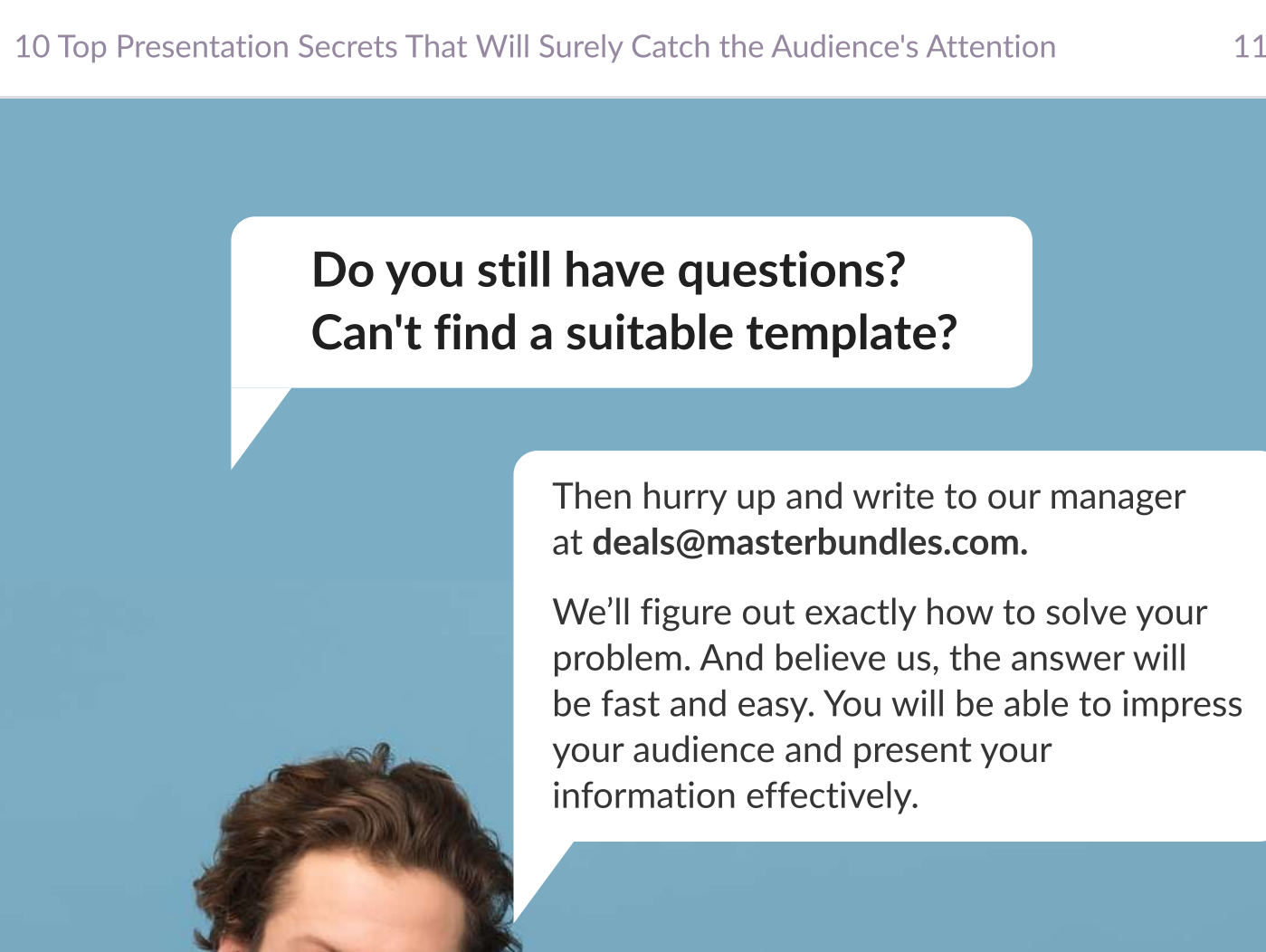
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To conclude, make a point that the visible part is the most influential. You can add cool text and interesting information, but it will not be perceived correctly if the presentation material is boring. Visually, we perceive and get much more information than by listening or reading alone.

If you still don't know how to make a spectacular presentation, then we suggest you look at our ready-made products:

- Massive Animated Powerpoint Bundle



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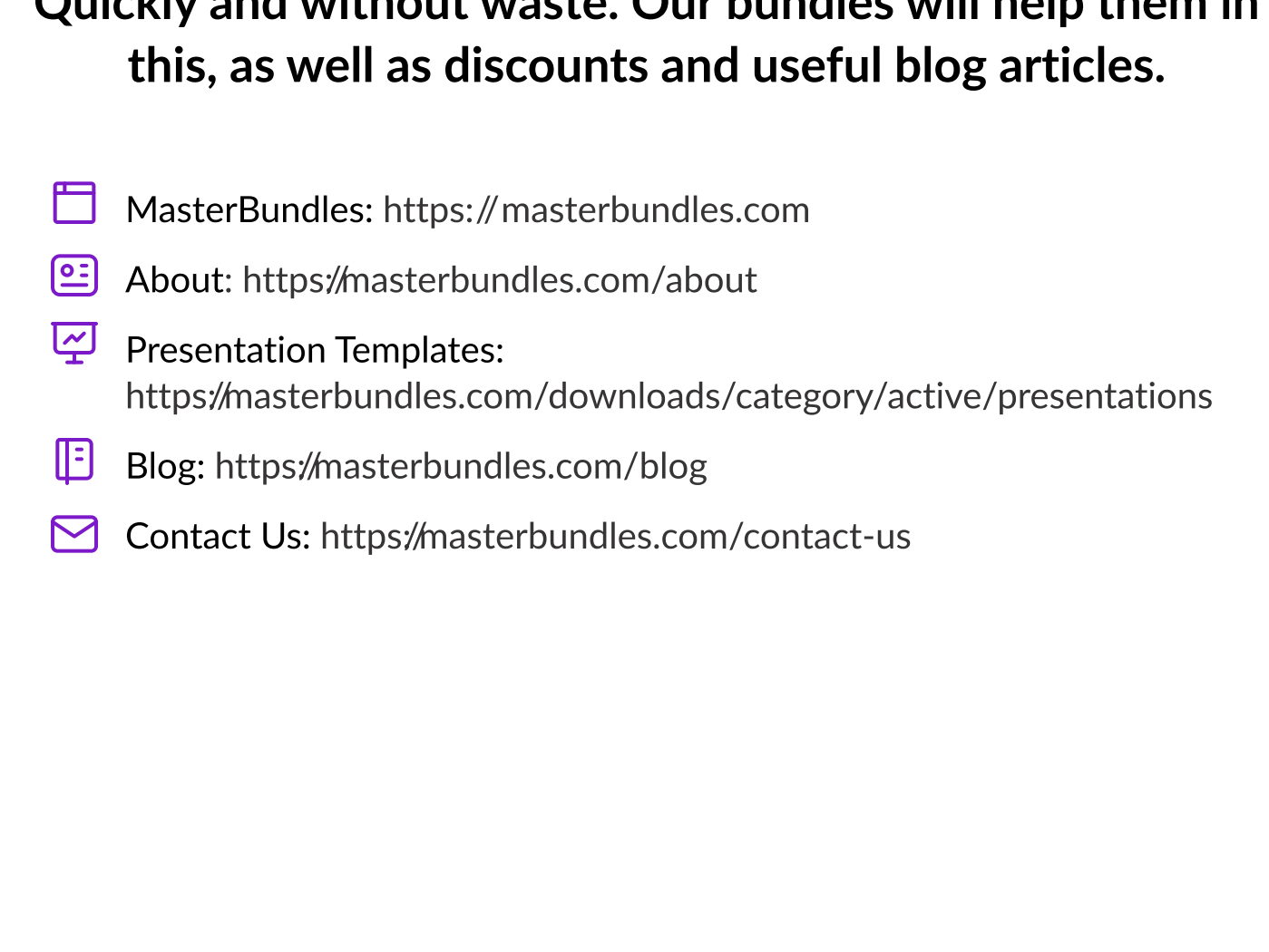
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- Disney Powerpoint



- Parallax Powerpoint Theme



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- PowerPoint Presentation Template Brown "Cream Puff"

- 2600 Massive Animated Powerpoint Bundle

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- Best SWOT Analysis Template Powerpoint 2021: 40 Unique Slides & 5 Color Schemes

- Doodle Presentation: 30 Infographics & Slides AI, PSD, EPS, KEY, PDF

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- Voodoo Presentation v2.5 – Templates

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**Do you still have questions?
Can't find a suitable template?**

Then hurry up and write to our manager at deals@masterbundles.com.

We'll figure out exactly how to solve your problem. And believe us, the answer will be fast and easy. You will be able to impress your audience and present your information effectively.

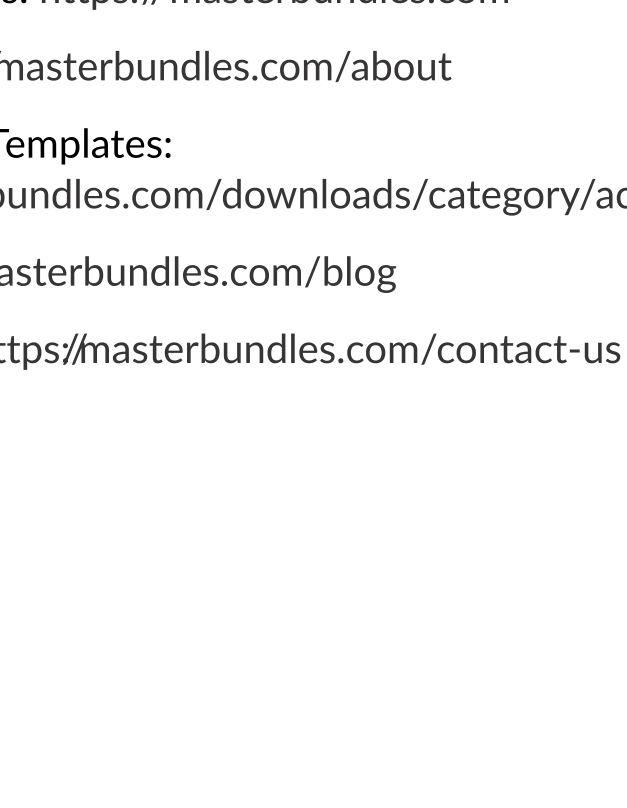
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