

SUPERCARGE YOUR SLIDES

Presented by Kyler Shumway, PsyD



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Kyler Shumway, PsyD

- Licensed Psychologist
- Keynote Speaker and Author
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- Featured by *Forbes* and *The New York Times*
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Maintaining a Connection



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What is this webinar about?

- Essential slidebuilding strategies
- Supercharged slidebuilding tools
- Answers to questions

What makes a good presentation good?



Clarity

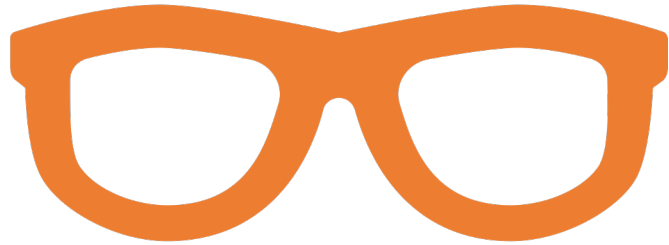


Simplicity



Variety

Clarity



- Direction
- Purpose
- Consistency



Tips for Clarity



DO

- Use a roadmap or summary slide
- Use the same font and color formatting
- Utilize assets well

DON'T

- Use pointless images/fillers
- Put too much on a slide
- Say one thing and show another



Simplicity



- Tailored
- Minimalistic
- Low effort



Tips for Simplicity



DO

- Follow the rule of 3
- Use < 5 colors and < 3 fonts
- Use images instead of words

DON'T

- Use GIFs (unless necessary)
- Use > 25 words
- Oversimplify



Variety



- Engaging
- Recapturing
- Fun



Tips for Variety



DO

- Have >1 image per 3 slides
- Use multiple asset types
- Break the presentation up

DON'T

- Stay on a slide for >3 minutes
- Use comics ☹️
- Add variety for variety's sake



Tips for Using Animations



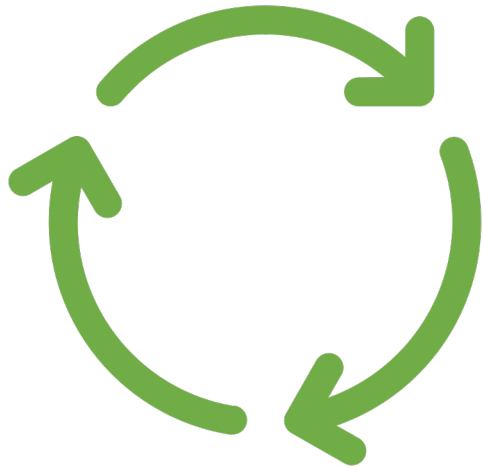
DO

- Stick to the message
- Automate
- < 5 animations per slide

DON'T

- Animate essential information
- Stress yourself out
- Forget to test

Tips for Using Transitions



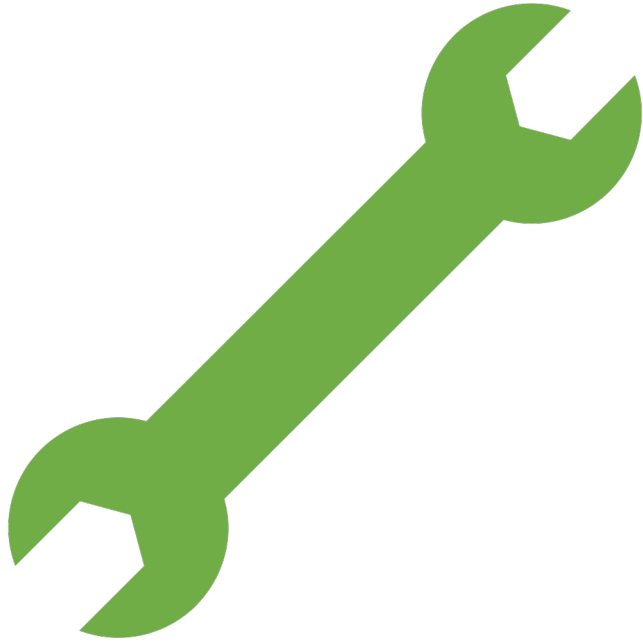
DO

- Stick to the message
- Use to divide sections
- Opt for subtle

DON'T

- Overuse
- Add sound
- Forget to test

Tools and resources to make life easier



- **Remove.bg**
- **Pixabay.org**
- **Colorhunt.com**
- **Get Psyched: The Therapist's Guide...**

What we've covered:

- ✓ Essential slidebuilding strategies
 - Clarity, Simplicity, Variety
 - Design dos and don'ts
 - Asset creation
- ✓ Supercharged slidebuilding tools
 - Animations and Transitions
 - Design Features
 - Resources
- ☐ Answers to questions



Answers to Questions



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More questions?

Please submit questions and comments!

We will be answering these directly via email.



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Stay Tuned!

A short survey will soon appear on your screen. We hope you'll take a few minutes to complete the survey and give us feedback on how we did and how we can improve.

How to Land and Ace a TEDx Talk, July 7:

<https://attendee.gotowebinar.com/register/5086921746705686542>



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APA | *Supercharge* Your Presence: Supercharge Your Slides

THANK YOU



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