

Learning Slide Design from Billboards Teachers Guide

1. Explain how presentation slides are **similar to** billboards. Provide multiple reasons.

Answers may vary. Possible answers include:

- *Both are visual ways of communicating.*
- *Both should have a particular message.*
- *Both must get their point across quickly.*
- *Both are part of a larger message, billboards for an ad campaign, slides for a presentation.*

2. Discuss how the *purpose* or *function* of slides might be **different from** billboards.

- *The purpose of a slide is to enhance a speech or presentation, where as a billboard must convey its message alone.*
- *Slides are more often informational rather than for advertising.*
- *Billboards are typically single messages, presentations can convey a message over multiple slides.*

3. The author uses the term "glance media." Define "glance media" in your own words, and then explain why this term is appropriate for discussing presentation slides.

Glance media is any media that gets its message across quickly – with "just a glance." This is a good term for presentation slides because as a speaker, you want your audience paying attention to what you are saying, not distracted and reading your slides.

4. According to the article, what three specific things do effective "glance media" such as billboards and slides do?

- a. *They must get noticed.*
- b. *They must be read/understood.*
- c. *They must be remembered.*

5. Look at the pictures the author took from the IKEA store, then answer the question posed: "With the exception of the subject matter/content, how are these signs similar or dissimilar to the visuals you use now for your live talks?"

Answers may vary. Students ought to see how the billboards have a message to convey, similar to their presentations. They will likely note how the billboards are more visual and have less word-clutter than their normal presentation slides.

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6. Think back to the last PowerPoint you made. Evaluate yourself on each of the design rules Garr Reynolds provides by discussing how you followed or how you broke the rule. List the name of the rule along with your self-reflection.

1. *Make it visual – reflections will vary.*
2. *One slide, one point – reflections will vary.*
3. *Make type big – reflections will vary.*
4. *Contrast rules – reflections will vary.*
5. *Don't be afraid to bleed – reflections will vary.*
6. *Rule of thirds – reflections will vary.*
7. *Empty space – reflections will vary.*
8. *Have a visual theme – reflections will vary.*