



# Grafický design GUI prezentace

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# Presentations

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**Since the presentations often  
sell your results ...**

# Presentations: Who I am in the role of a presenter

Dear listeners,

I am now here for you. **I appreciate the time you decided to give me.** I will do my best to tell you something what might be interesting for you. It took me quite a lot of time to determine the appropriate content that is **personalised especially for you.** I do wish that you leave this presentation with the feeling that it was useful for you. If not, I apologise, I was not able to do it better... (by me, es)

You may imagine that it is a kind of a theatre performance, and that your listeners must buy tickets. Will they pay for them? How much? Aren't you going to cheat your listeners? (I hope not.)

# Presentations: What should be considered

- **Audience:** For whom is the presentation intended?
- What I want to say in **the whole presentation**.
- What I want to say in **every particular slide**. This must be clearly seen from each slide (design of slide).
- **Simplify, simplify** since the time is usually limited. Even the complicated ideas can be explained in a very short time using the language that is appropriate for your audience. **It is also useful for you. If you do so, you will understand your problem better than before.**
- **Avoid** everything what is not important.

# **Presentations:** Telling the story may be useful

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**Tell the story:** Story behind the presentation usually makes the presentation more interesting. Let your presentation show your personal effort and you (if appropriate, e.g. use personalised images, do not use the bought ones since they are boring, do not use cliché).

# **Presentations:** Plan the flow of your slides

## **Plan the flow of your slides and check it critically.**

- What is what I wanted to say in the whole presentation (try to formulate it explicitly).
- What is the idea of particular slides (try to formulate it explicitly again, it can also be used as a name of the slide). How do the particular slides contribute to the idea of the whole presentation? Are all of them necessary?
- How long your presentation should be. (You should not exceed the time.)
- How many slides you have. Isn't it too much? (You should not change slides too frequently.)
- Finally, did I really say what I wanted to say?

# **Presentations:** Let us go to particular slides

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- The content of every slide must be decoded at a first glance even without your explanation. (The listeners do not pay attention all the time.)
- The slide must contain just one main idea.

# Presentations: Let us go to particular slides

**We know almost everything about the design of the slides.**

- **Visual Hierarchy.** For example, catch attention, navigation, how many objects on one slide, etc. (we know quite a lot about it). This results in an appropriate slide layout.
- **Images:** It is nice if each slide contains an image, or table. (Your listeners will remember them much better than pure text, they also create certain anchors in the whole presentation.)
- **Short text objects:** (very short, items only).
- **Typography.** Choosing the right typefaces.
- **Color.** The basics of color theory.
- **Details.** The extras that may make your presentation better



# Presentations: Most common problems

- **Wrong logic of particular slides:** What is the exact idea that should be presented in the slide?
- **Wrong logic of the whole flow of slides:** What did I exactly say in the presentation?
- **Cluttered content of the slides.**
- **Long texts in slides.**
- **Unattractive appearance of the slides:** (visual hierarchy, contrast, ...)

# **Presentations:** Before presentation

- **You should try your presentation several times**, especially if the presentation is short. Short presentations are difficult, you should remember the ideas (by no means the whole speech) you will present for every single slide. Any improvisation is usually harmful.
- **During trying, you should think about the logic of your presentation again and again.** If something seems to be a little bit strange to you, it is certainly a big mistake (you will understand it later).
- **During trying, remove everything what is not needed.**

# Presentations: During presentation

- **Select the appropriate position for you:** You should be seen, and your audience should see a nice picture of you :- ) and your environment (you know quite lot about composition).
- **You should be in a visual contact with your audience:** At least with some people there.
- **You should be in a contact with your presentation:** You may move to the screen and show there what is needed. (Sometimes, the presentations invoke the feeling of two independent presentations: One is seen on the screen, the other one is what the presenter tells.)

# **Presentations:** Final result

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**As a result, you should have  
a nice presentation :-).**