Better Slides Design Checklist

This is a small checklist to help you with your conference slides if you start public speaking

Those tips target people who want to start a journey in public speaking, but are no designers. In this article, I am showing you the ropes and the basics to help you craft slides that look professional. No magic, mostly planification, typography, content layout, images, audio, video and content tips.

Visit my blog for more instructions on how to use it:

Visit my blog >

Planing

A few things to remember before even starting to create and design the actual slides

- ☑ I prepared a plan for my talk

- ☑ I prepared a first "draft" of the talk in "skeleton" slides

- ☑ Optional but advised: I did a first dry run of conference plan and structure in front of a friend / colleague

- ☑ I know what the best ratio for this talk slides is (16:9 or 3:4)

Slides Design

Things to remember once your start designing your slides

- ☑ I chose a theme that is consistent

- ☑ The color scheme I am using has enough text / background contrast ratio so that the text is readable

- ☑ My fonts look professional and work nicely together

- ☑ My fonts are easy to read (I avoided scripts and decorative fonts)

- ☑ My titles have the same font and same size across similar slides

- ☑ All the texts are big enough and easy to read

- ☑ I don't have important content on the edges that might be hidden

- ☑ I avoided centred, right and justification on long texts

- ☑ No long text in is all caps

- ☑ I don't have more than 6 bullet points on the same slide

- ☑ My bullet points are structured (play one by one, opacity)

- ☑ All my content (text, images) are aligned on guides
- ☑ Multiple content on the same slide is horizontally (or vertically) distributed
- My image ratio is ok, I did not stretch them
- ☑ My images don't have strange croppings (like cutting someone's head of)
- ☑ My images are not ugly pixelated when launched in fullscreen
- ☑ I know how to describe the images that bring content information to my
- ☑ audience
- ☑ I don't have annoying looping GIFs
- ☑ My images are appropriate to that target audience
- ☑ I am using inclusive imagery images
- ☑ Every text hat overlay an image has enough contrast to be read
- ☑ My graphs and charts are non distracting and bring value to the talk
- ☑ My graphs and charts are easy to read and understand
- ☑ I extracted the main idea of the graphs and charts as a title for people to understand the global message
- ☑ I am using animations in a non overwhelming way to help understand my talk
- ☑ I have notes to help me If I need them
- ☑ I know when I can take a small pause
- ☑ I rehearsed a few times to get the timing right

Technical check & organisation

A few more things to check on the technical side a few days / hours before presenting

- ☐ I checked the room setup to be comfortable with it

- ☐ I checked that audio is working

- ☐ I checked that the videos play nicely and are fluid (especially important for remote streaming)

- ☐ I know how I will be presented, when, and how the talk will generally go

- ☐ I know how Q and A will handled and I am comfortable with it

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