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Coming Up with a
Presentation Design Concept

## Designing an effective PowerPoint deck involves more than choosing a random template and then putting together a bunch of slides.

Each color, picture, and font type you choose should be governed by a plan. In other words, **every single element that goes into your slide should correspond to a specific concept.** This concept will direct all your design choices, leading you to a PowerPoint deck that elevates you r core message.

Think of it this way: If great design is the destination, **a design concept is the map**

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# THINK OF DESIGN CONCEPT IN TWO DIFFERENT WAYS

### Verbal concept lets a particular message dictate your aesthetic.

This gives you a more abstract starting point, but allows you to focus more clearly on the message of your presentation .

### Visual concept starts with a specific image or "look" in mind.

A visual concept needs to be grounded by a specific message. It needs to be enhanced by a verbal concept to become a cohesive design plan.

# DETERMINE THE PURPOSE OF YOUR PRESENTATION

Before you start sketching away, figure out the main purpose and message of your presentation.

## Determine the Purpose of Your Presentation

Why were you asked to deliver this presentation in the first place? What do you hope to accomplish? What's the one thing you want your audience to remember? All these questions will help you **draft the main message or "takeaway" of your presentation.**

—a crucial element in the verbal aspect of your design concept.

# TURN TO YOUR BRAND FOR INSPIRATION

Your brand is representative of your company identity.

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# Turn to your brand for inspiration

It gives clients and consumers insight on your story and experience, as well as the goals you want to achieve in the future. But aside from that, it can also reveal how you can go about your design concept.

Look to your brand story to **inspire the verbal component of your concept,** and then use your logo to sort out the visuals.

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# DO YOUR RESEARCH



Of course, you can also branch out and look for inspiration elsewhere.
Do your research and read as much as you can about design.

## Do your research

Try to read about the basic design principles, or look through graphic design tips. You can even browse through some infographics to see best practices on condensing and illustrating data.

Immerse yourself in the world of design by exploring different blogs and websites.

# THINK OF WHAT YOUR AUDIENCE WANTS TO SEE

It's also important to consider the audience.
After all, it's them that you will need to impress.

## Consider Your Audience's Point of View

Your presentation can thrive if you have powerful visuals that **help highlight the core message.** A design concept is the way to do that. In order to come up with an effective PowerPoint deck, you'll need a concrete plan to follow.

These 4 steps are a crucial part of presentation preparation. Don't forget to **develop a complete design concept before you start working** on your slides.

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