



Title

&c. here – note the difference between this font and the title font



1. **Background Context**
2. **Causes**
3. **Effects**



Divider title...

- **Development**
- **Design**
- **Brand**
- **Lorem ipsum**



- ❑ Use PowerPoint's 'Slide Master' feature to ensure consistency:
 - Title slide
 - Outline slide
 - Section divider/summary slide
 - Standard slide
- ❑ Keep the design simple;
- ❑ Colour: newspapers/websites typically use **black on white**
- ❑ Font-families, use a few and use them consistently:
 - **Title** / Body
- ❑ Font size, use a few and use these consistently:
 - **Title** / Body



- ❑ Use PowerPoint's 'Notes panel' feature in 'Normal' view
 - Write all of your notes and keep a record of the sources you use in the notes panel
 - Sentences written in the notes panel can be summarised as points on the slide
- ❑ Try and follow the **"5×7 Rule"**:
 - **Five** bullet points per slide
 - **Seven** words (\pm) per bullet point
- ❑ All main ideas to be delivered during presentation should be on slides
- ❑ Spelling and grammar to be error-free
- ❑ Images, where used, are relevant to the topic and the point being made



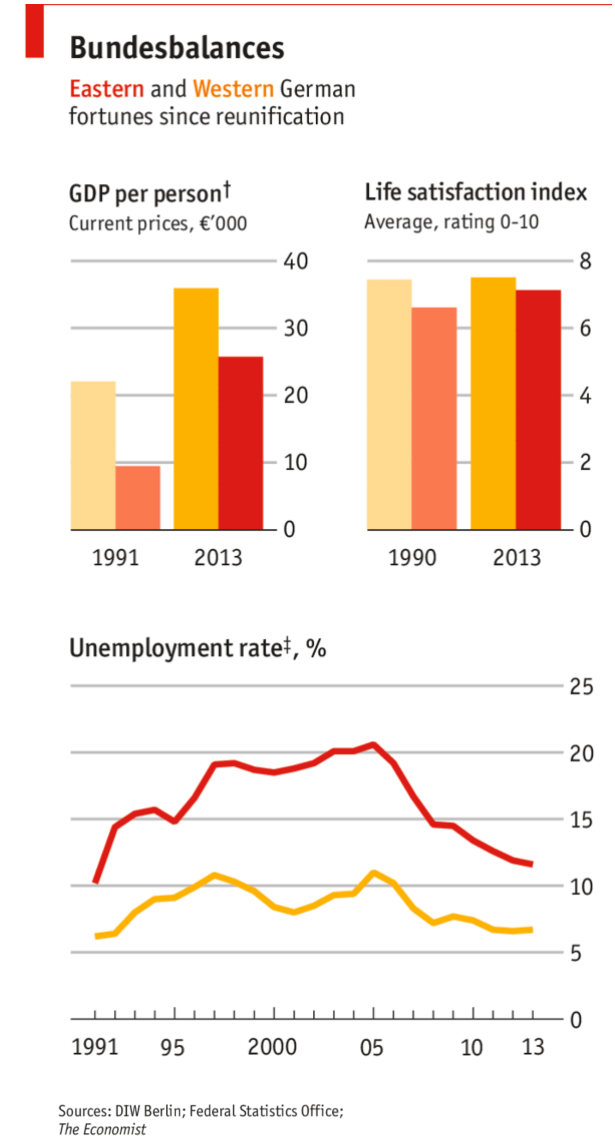
Problem

- Lorem ipsum
- Lorem ipsum

Using images



- ❑ Should be relevant & referred to
- ❑ Shouldn't clutter/crowd slide
- ❑ Ideally have transparent background
- ❑ Ideally be sharp and clear
- ❑ Provide source info.





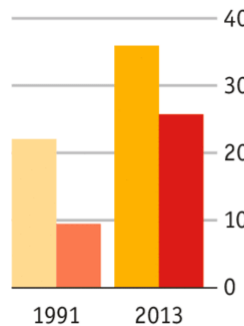
- ❑ Lorem ipsum
- ❑ Lorem ipsum
- ❑ Lorem ipsum
- ❑ Lorem ipsum

Bundesbalances

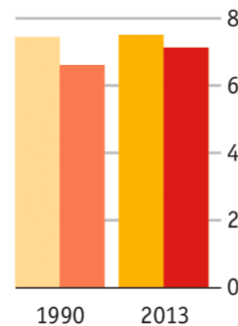
Eastern and Western German fortunes since reunification

PRE-REUNIFICATION* vs POST-REUNIFICATION/TODAY
WESTERN STATES vs EASTERN STATES
*Or immediately following

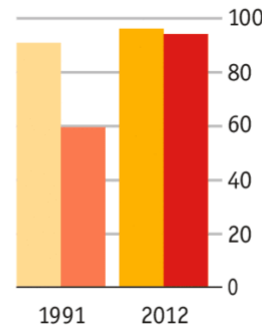
GDP per person†
Current prices, €'000



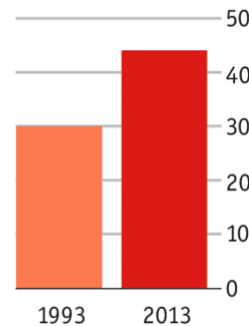
Life satisfaction index
Average, rating 0-10



Private households with central heating, %



Average net household assets
E as % of W



Sources: DIW Berlin; Federal Statistics Office; The Economist



Solutions

- Lorem ipsum
- Lorem ipsum

No intrinsic need for huge fonts



- ❑ Here's a point
 - And here's a smaller one
- ❑ Lorem ipsum
 - Lorem ipsum lorem ipsum lorem ipsum lorem
- ❑ Lorem ipsum



Summary

- Lorem ipsum
- Lorem ipsum

Remember:

**YOUR
LOGO
HERE**



“Make it simple
but significant.”



Thank-you,
Any questions?