Designing for Focus

A minimalist presentation theme

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Overview

1 Principle

2 In practice

Principle

Content over chrome

- Remove anything that does not help the audience follow along
- One idea per slide, stated plainly
- Let whitespace do the separating, not boxes and rules

In practice

Slide budget

Talk length	Slide count
5 minutes	4–6
15 minutes	10–14
45 minutes	25–35

Two easy wins

Do

- Say the takeaway first
- Use one visual per slide

Avoid

- Reading bullet points aloud
- Dense paragraphs on a slide

Thank you