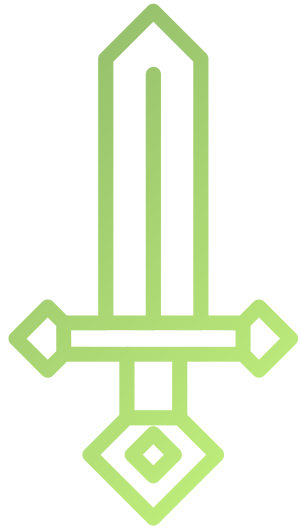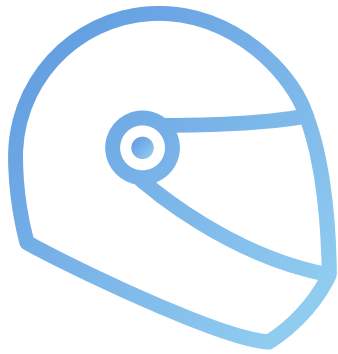# The Ultimate PowerPoint Checklist

Become a Master of your Universe

Before you start building any of your slides, first take a look at the *Master Page* layouts (*View* tab, *Slide Master*) and choose one of the pre-existing layouts.

It will not only save you time, but it is already professionally designed.

Master pages are your presentation's brand bible.

Enlist a co-driver

Use a secondary navigational widget to show the audience progress through the presentation. You can also turn these elements into hyperlinks to jump back and forth to specific sections. Example shown below.

Pro tip: Logos can also be a link back to the contents page – which can in turn have links to the actual section breaks for quick navigation.
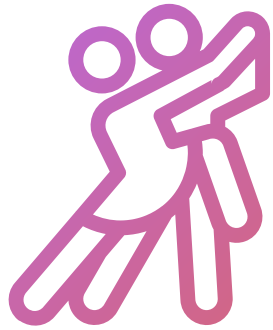
Choose your hues

Consistent colour is key to a good looking presentation. If the template is set up correctly, the correct brand colours should be in the Theme palette. Otherwise, make sure your colours are applied from your company brand guide – there should be an R/G/B breakdown available.

What's your type?

Fonts form a critical part of any brand. Whilst not all commercial fonts are available consistently in PowerPoint, there is usually a fallback font (or fonts) specified in the company brand guide, so only use this (or these) in your deck.

Commercial fonts can be embedded within presentations, but it can be tricky, so know what you are doing (and test it on another computer without the font) if you choose to go down this path.
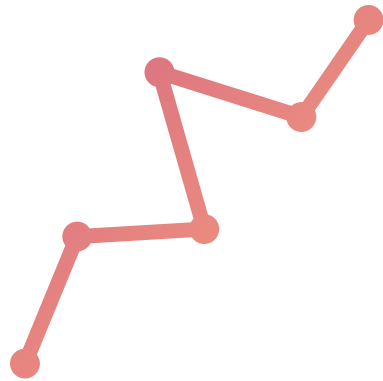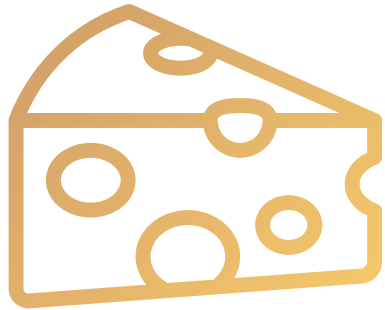
Chart your course

To create a good looking and easy to understand chart, graph or diagram, simplify as much as possible, remove irrelevant labels, numbers and data. Think about which is the best type of graph and scale to best show your point.

If you're presenting bad news, put it in words – and show good news with bold visuals!

Don't say 'Cheese!'

When it comes to using photos in your presentation, don't get caught out using cheesy-looking stock photos, bad clip art or visual clichés.

Refer to your brand guide for the correct photographic style to use.

Break it*!*

Use section breaks to delineate key parts of your presentation.

Where you can, using different brand colours consistently within each section can also help your audience understand the context better, and have stronger recall of the content.
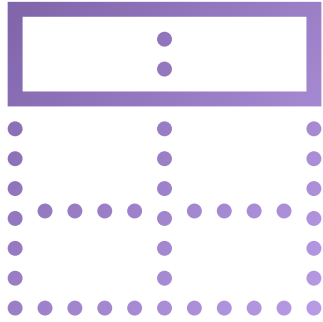
Don't move!

Forget about PowerPoint's animation; it's also very cheesy and looks amateurish.

Having said that, you can use click-through reveals on a slide to step through the content incrementally.

Consistency insistency

Consistency is critical for strong branding.

Following the use of master pages, consistent colours and fonts, also try to maintain consistency of your slide's elements positions and sizes on slides.

'Wax on ... wax off'

A freshly washed car looks nice, but a polished car really shines. Use an agency like us to give it a good going over – or dump your rough deck or scribbles on us and let us make some magnificence.

Get in touch with us for any assistance with your next presentation – whether it's helping with structure, writing, designing or polishing, we'll make you look even better.

Download   Printable 1-page cheat sheet version (PDF)

Contact us   theotherdimension.com

Got a looming deadline?
Need to call in a last-minute rescue?

When that happens – or before – you'll know who to call. Our special ops team will leap into action, delivering a rapid response to either brand standards or with added creative flair. And we don't just do PowerPoint, either:

• Graphic Design • Websites • Illustrations • Copy writing • Branding

Call +(612) 9439 8646, email code.red@theotherdimension.com
or visit theotherdimension.com/codered

Code Red   Visit our Code Red web page (and see some examples)

The Other Dimension
.com