Designing Recorded Presentations

How to effectively design and give a professional presentation.

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The ‘CAT’ Critique Approach

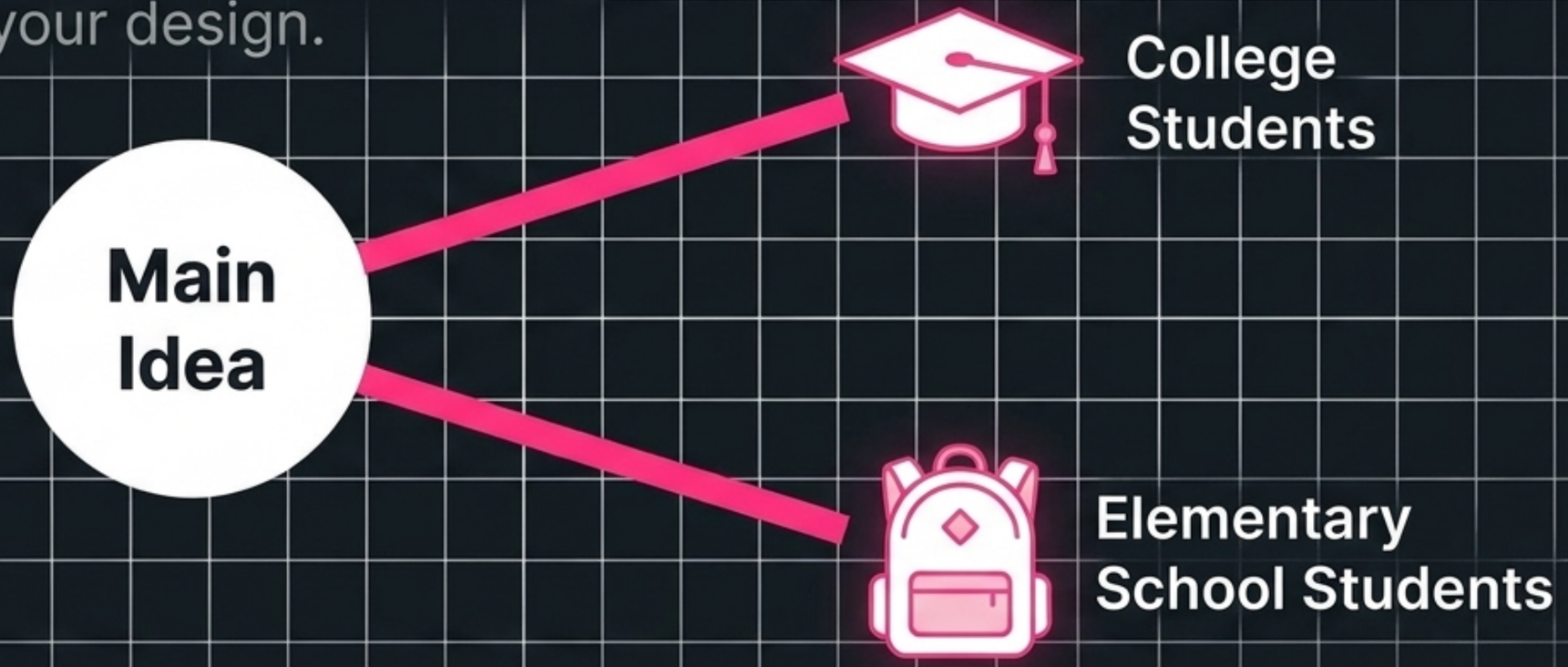


A methodical approach to evaluating and giving feedback on media projects.

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Concept: Articulate Your Main Idea

The main idea or argument you are trying to convey through your design.



Just as you would speak differently to these two groups, your intended audience must directly impact your design.

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Aesthetics: The Balance of Focus



Different forms of media have different aesthetics. In a slideshow, flashy or moving visuals take the audience's focus away from the speaker.

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Technical Considerations for a Polished Project Project

Establish an Easy Workflow

Use software you know well to focus on content, not troubleshooting.

- PowerPoint
- Keynote
- Google Slides
- Canva

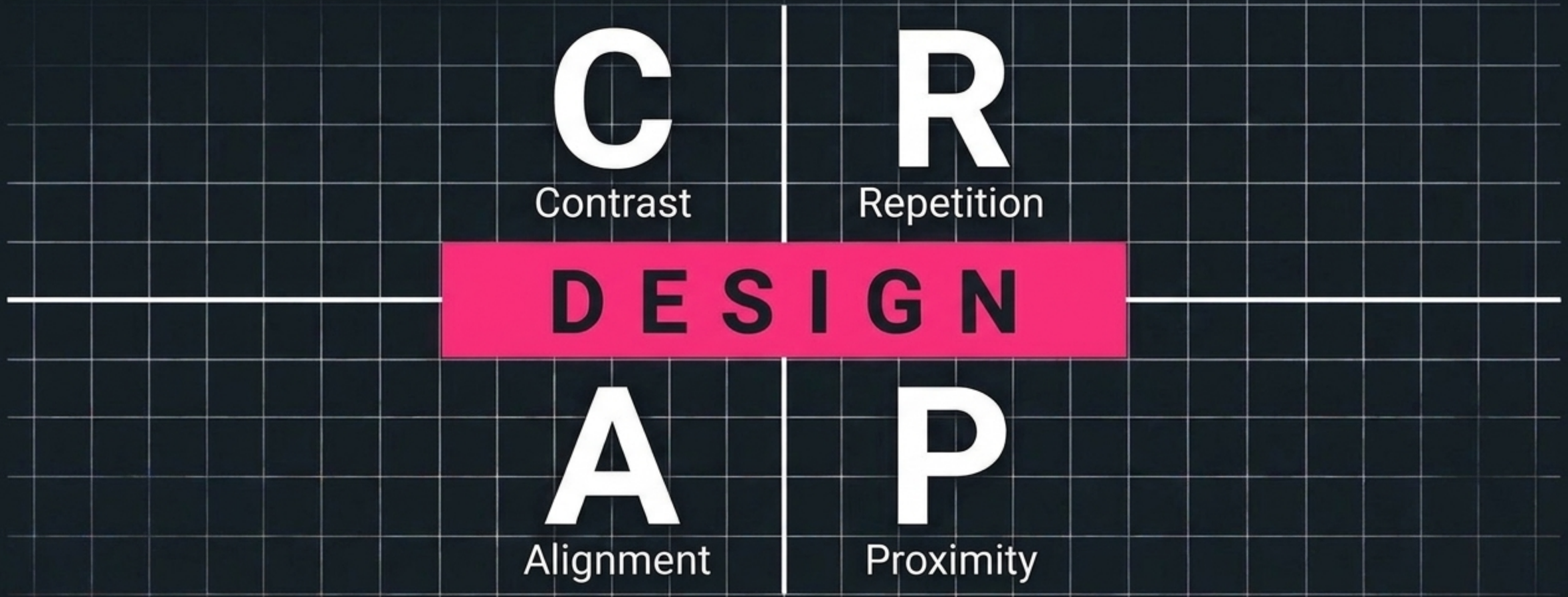
Quality Assurance

- ✓ Free of typos and errors?
- ✓ High-quality charts, graphs, tables, and images?

Resource: Software Training for Students offers free workshops and one-on-one help.

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The Principles of Good Design



C-R-A-P ... That spells design. Keep these in mind whenever working on a digital media project.

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‘C’ is for Contrast

Creates a hierarchy of information to let the audience know what is most important.

Before

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After



Leads the eye to prioritize the large pink information over the smaller information.

Avoid using images in the background. Stick to simple backgrounds to ensure text remains readable.

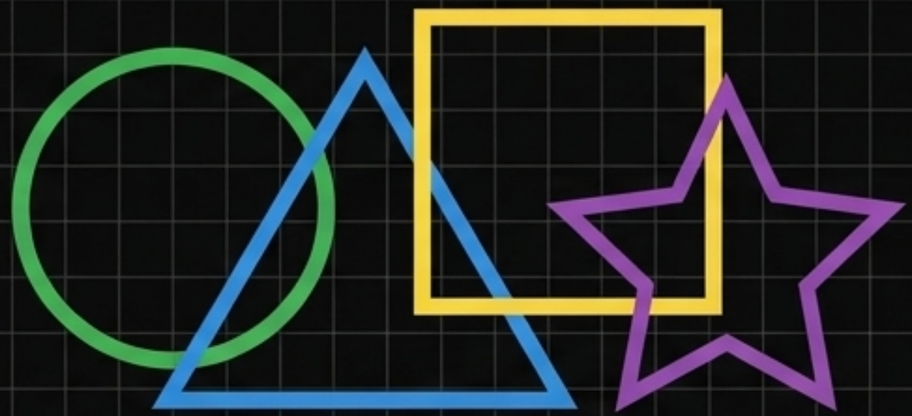
Variables to Tweak: Size, Color, Line Thickness, Spacing.

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‘R’ is for Repetition

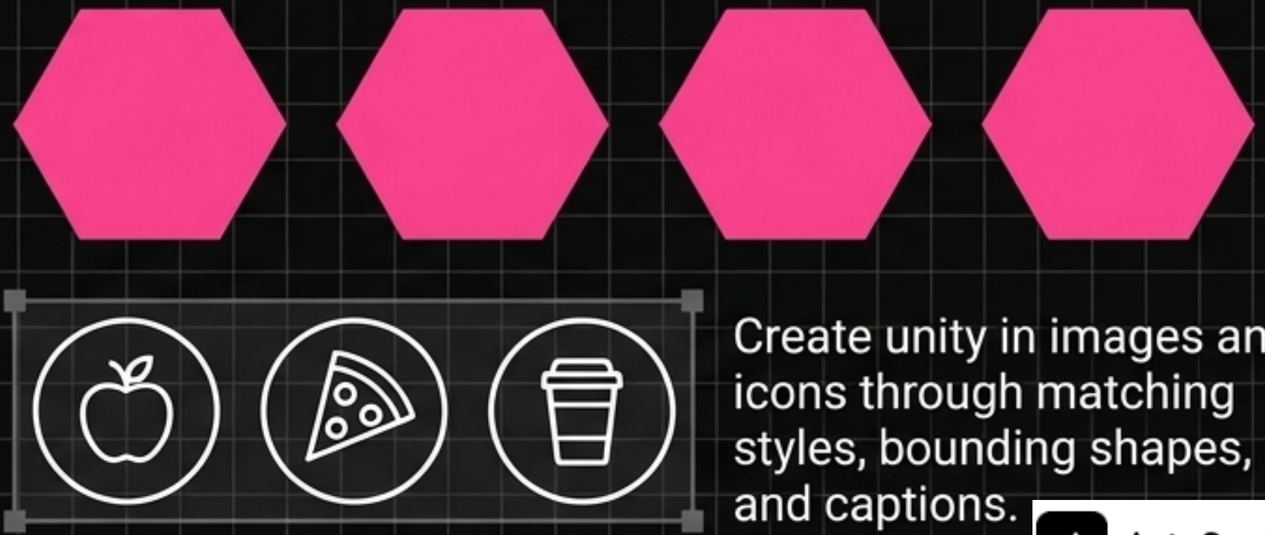
Overwhelming

Avoid throwing too many varying shapes and colors into your design.



Cohesive Design Package

Use repetition of a main design element (like the pink hexagon). Maintain consistency in font choices.

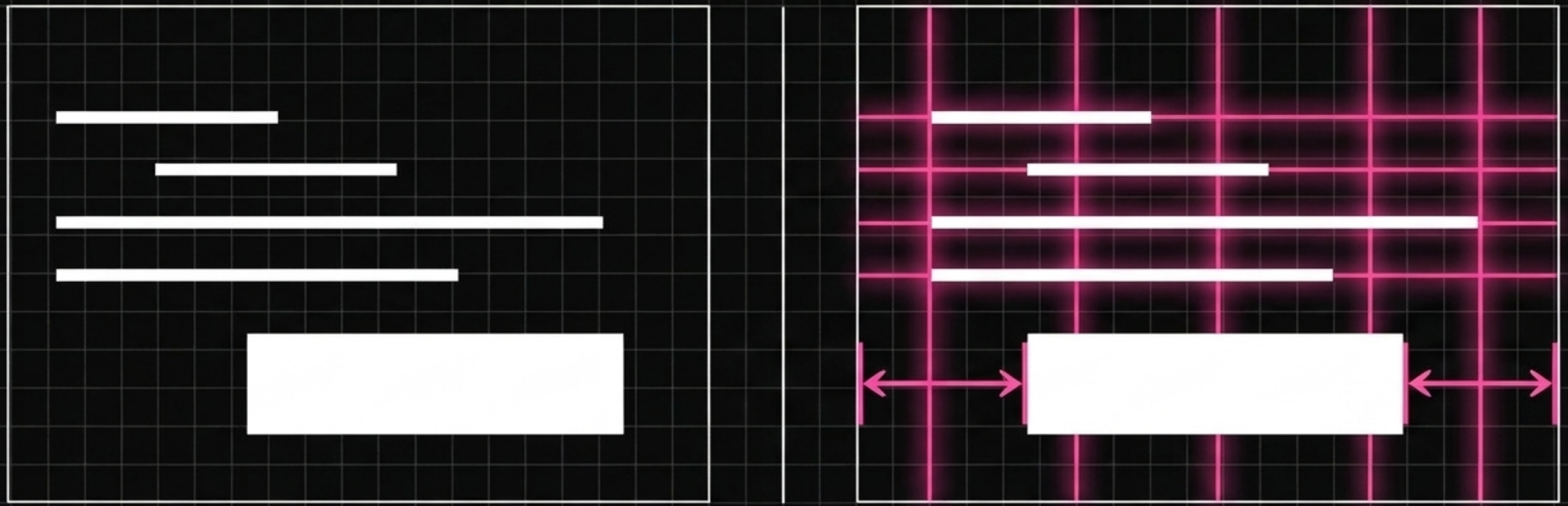


Create unity in images and icons through matching styles, bounding shapes, and captions.

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‘A’ is for Alignment

Our brains want everything to be organized and struggle when things are not in alignment.



Intentionally place elements in alignment with one another. Moving text to the precise center makes a slide look polished and aesthetically pleasing.

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‘P’ is for Proximity

Deals with the distance between elements. Things that are close to each other automatically feel more related.



Caption for the image.
It is very far away.
Hard to connect them.



Caption for the image.
It is very far away.
Hard to connect them.

Proximity remedies confusion. Always keep captions in close proximity to their image.

NEVER GIVE YOUR AUDIENCE AN OPPORTUNITY TO MISUNDERSTAND YOU.

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Ethos: Conveying Professionalism



Practice

Don’t wait until the last minute. Prepare ahead to find a good pace so you don’t run out of time or end too quickly.



Be Confident

A lack of confidence will directly undermine your expertise.



Be Enthusiastic

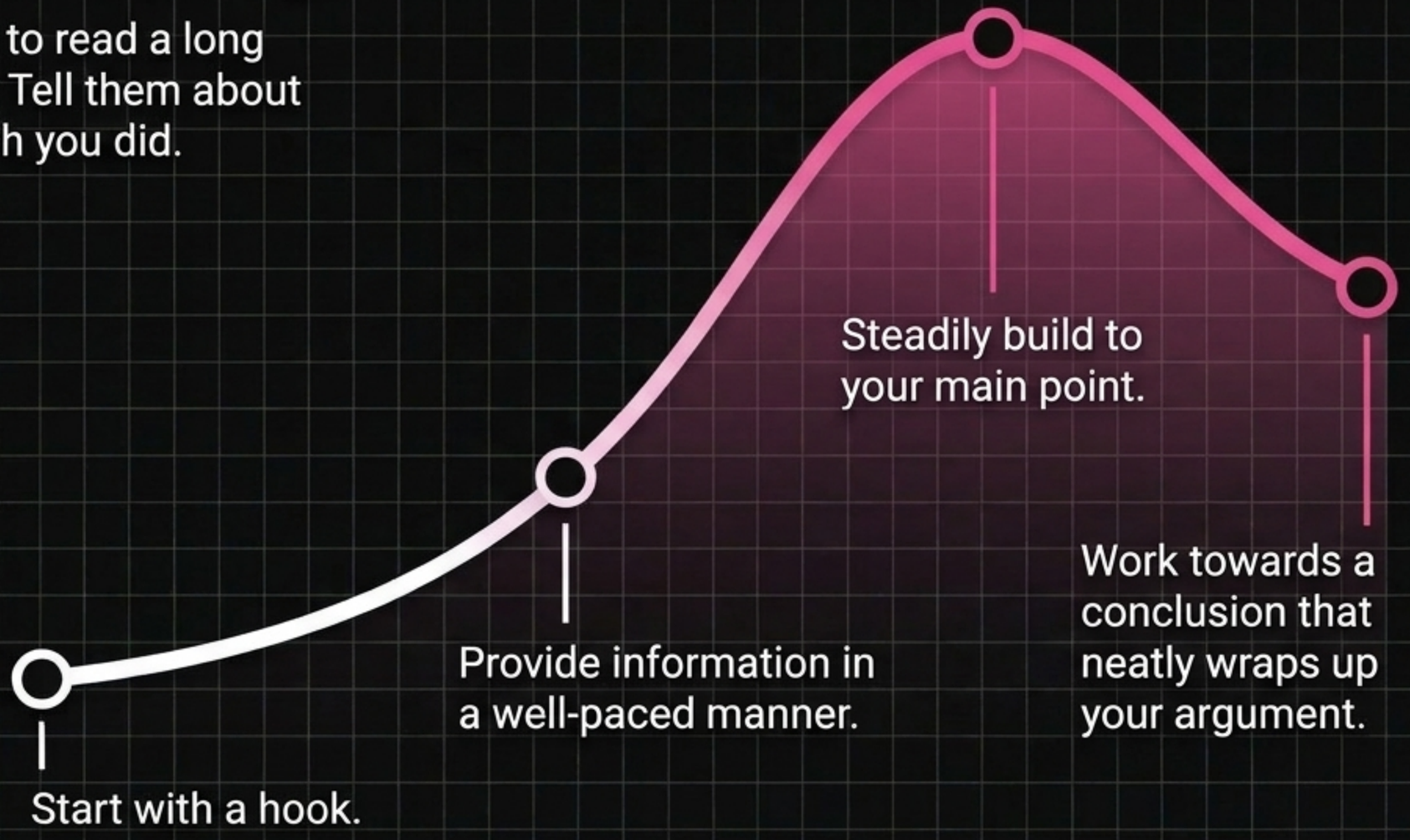
A monotonous tone will bore both you and your audience, no matter how interesting the topic is.

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Tell YOUR Story

The audience doesn't want to read a long summary of past research. Tell them about the experience and research you did.





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The Complete Presentation Blueprint

Macro Evaluation (CAT)	Micro Design (CRAP)	Delivery (Ethos)
Concept: Main idea & audience	**Contrast:** Hierarchy & legibility	Practice for pacing
Aesthetics: Balance & format	**Repetition:** Cohesive style	Project confidence & enthusiasm
Technical: Software & polish	**Alignment:** Visual organization	Structure as a narrative
	Proximity: Clear relationships	

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DesignLab Resources & Next Steps

Free one-on-one or small group video call appointments for personalized recommendations, brainstorming, tools, and editing at any stage of creation.

Make an Appointment

Available via the DesignLab website

Chat with DesignLab

in the main menu for quick questions or drop-ins anytime DesignLab is open.

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