



 Claremont Graduate University

Big Pitch PowerPoint Slide Strategies

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Today's Goals



Understand How to
Adapt to the Context



Strategies for Interacting
with the Slide



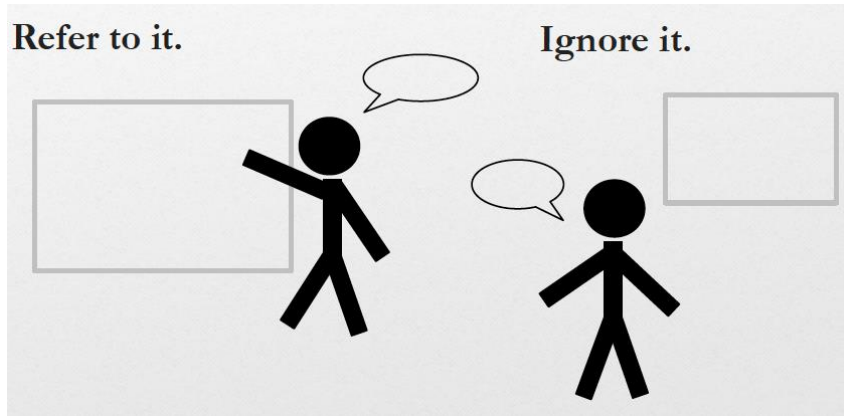
Strategies for Design

Use Your Slide to Augment & Complement

- **Less is more.**
- Text and complicated graphics can distract your audience
- You want your audience to focus on you, not read your slide

- **Creativity creates interest.**
- Do not rely on your slide to convey your message
- It should simply complement your oration

Two Strategies: Refer or Ignore



- Goal: take audience on a journey verbally (& maybe visually, too)
- Ignore the slide so that it acts as a backdrop
- Let the image speak for itself
- Clear and focused
- Easily accessible
- Representative image

Ignore/Backdrop Example



Be Strategic If Referencing the Slide Directly

- Choose a 15 - 30 second section to draw the audience's attention to the slide
- Be specific and direct
- Plan the moment to create effect—when to highlight and how to draw back to your speaking

- Some motivations for doing this are when the image(s) help:
 - Explain complex ideas
 - Visually summarize key project elements

Reference Example 1



Unique Reference Example

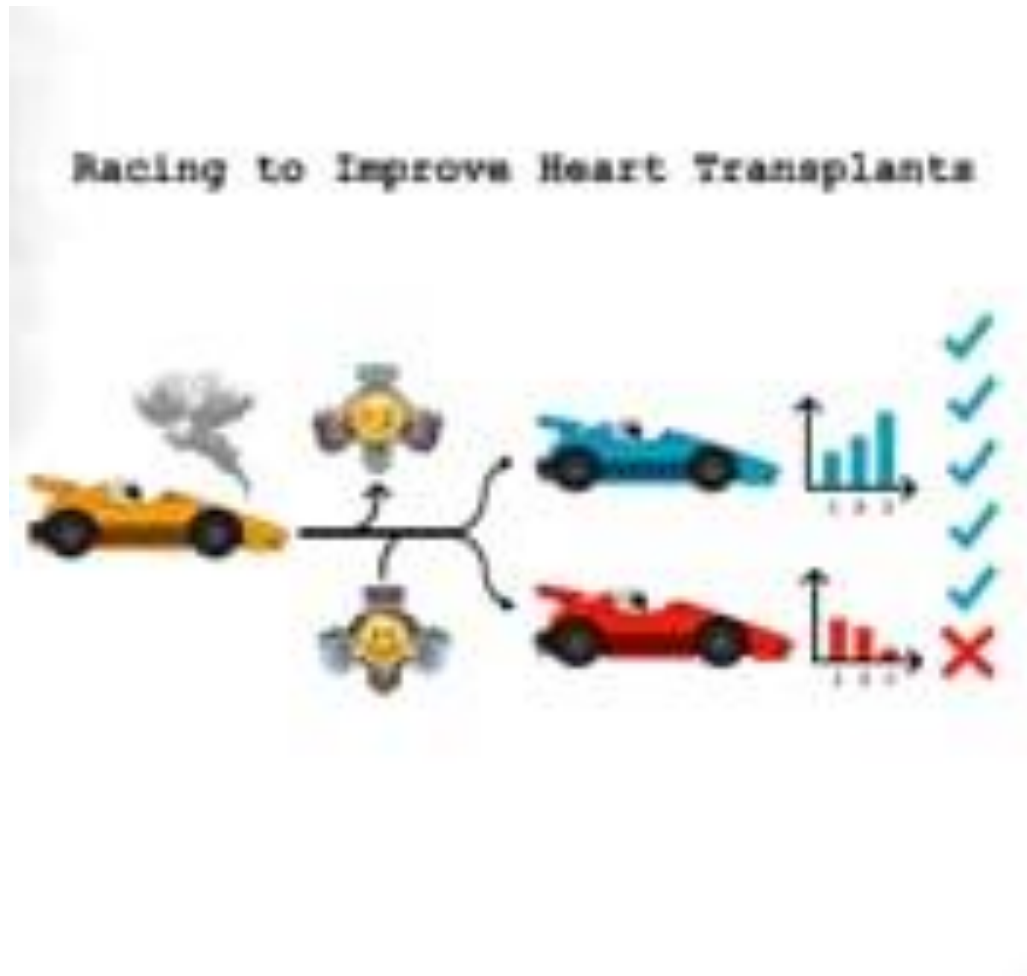


Personalize Your Presentation

- Work personal touches into the slide to stand out, convey emotion, & engage
- Centralize your message, your takeaway
- How can your slide help you do that? Is there a metaphor/symbol?



Use of a Metaphor/Symbol



Design Strategies



One image for entire slide



Design graphic or combine a few images



Centralize one image as central point & work around it



Approach slide as a grid & work in sections

Other Ideas



Image plus words



Close-up



Process, Stages, or
Steps



Picture of you “in
action” or the site
of your work

Example from 3MT



- <https://www.facebook.com/3MTofficial/posts/971513052947149>

Combined Examples

CATALYZING CHANGE: LIGHT AT THE END OF THE TUNNEL

The image is a composite illustrating the application of photocatalysis in water treatment. On the left, a photograph shows a river transitioning from a turbid, brownish state to a clear, blue state. Two circular insets of the character Nemo are placed over the murky and clear sections of the river. On the right, a diagram depicts the photocatalytic process. A central orange circle labeled 'Photocatalyst' contains '+' signs and a 'Hole' symbol. Yellow arrows labeled 'Light' point towards the photocatalyst. A red arrow labeled 'Organic Pollutant' points towards the photocatalyst. A red arrow labeled 'Harmful' points from the pollutant towards 'Less Harmful' products, CO_2 and CH_4 . A blue arrow labeled 'Electron' points from the photocatalyst towards hydroxyl radicals ($\text{OH}\cdot$), which are shown reacting with the pollutant. Below the diagram, two beakers are shown: the left one is labeled 'BEFORE' and contains a turbid brown liquid, while the right one is labeled 'AFTER' and contains a clear blue liquid. A yellow arrow points from the 'BEFORE' beaker to the 'AFTER' beaker, labeled '80% REDUCTION'.



**What approach do you think will work for your slide,
and what are you thinking about including on it?**



Contact Us!

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