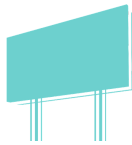


7 PRINCIPLES OF GOOD DESIGN QUICK START GUIDE

1

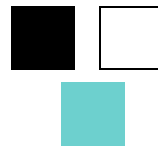
Use one point
per slide



**Think
billboards**

2

Select a simple
color scheme



**Two neutrals
and one
accent**

3

Choose a
good font

**Use
sans-serif**

Century Gothic
Lato
Trebuchet

4

Create an
interesting
composition



**Try the
Rule of Thirds**

5

Emphasize
what's most
important



**Use color,
size,
and style**

6

Create
relationships

**Repetition,
alignment,
proximity**



7

Add a relevant
image



**Choose high-
quality, large
images**

"Design is about making
communication as easy and
clear for the viewer as possible."

- Garr Reynolds, Presentation Zen