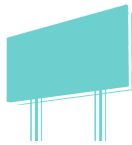


7/ PRINCIPLES OF GOOD DESIGN QUICK START GUIDE

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