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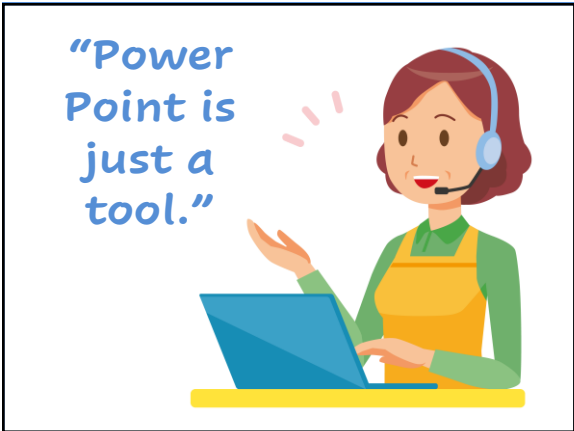
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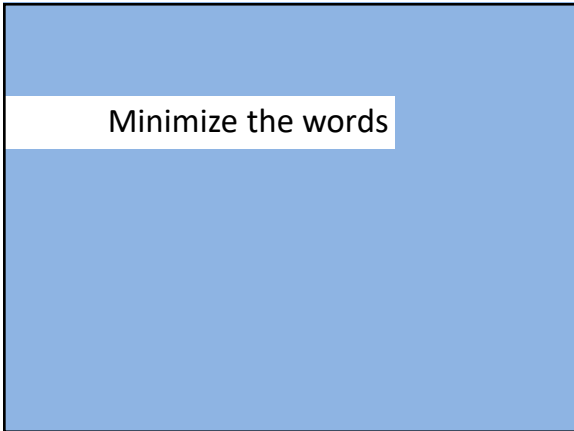
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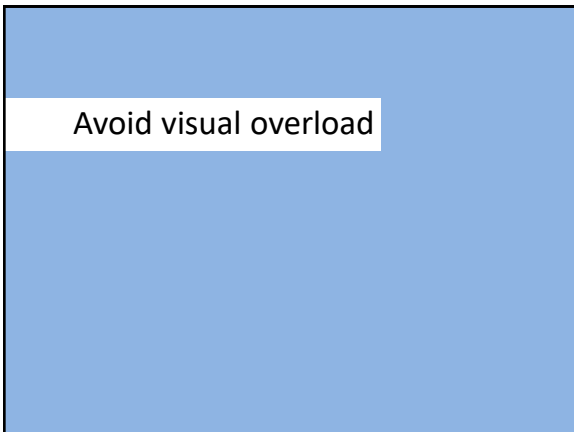
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Don't worry, be C-R-A-P-py

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Use full-bleed images

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Fade the Picture

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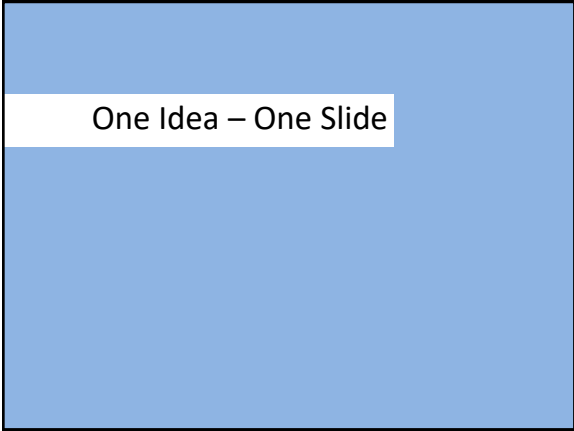
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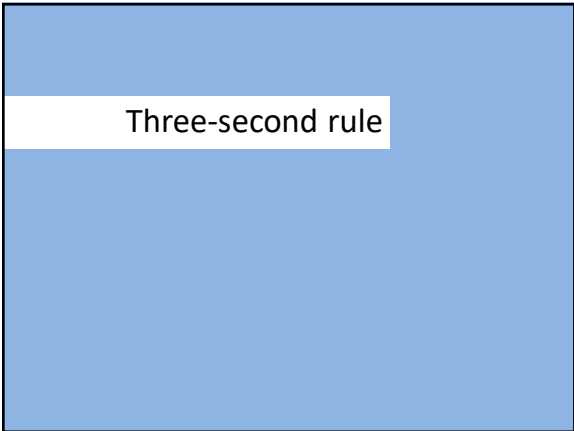
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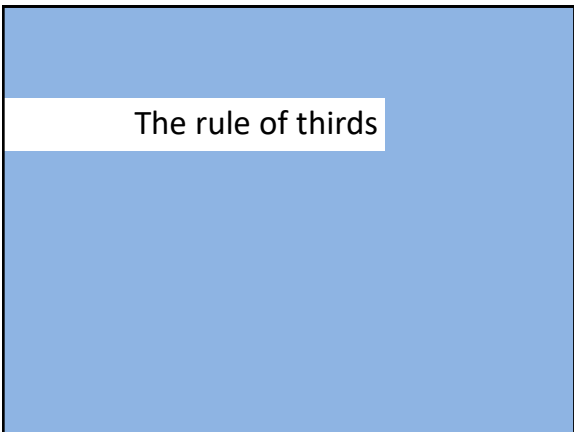
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Convert data to visuals

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Read the headline

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Represent the idea visually

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A slide is not a \_\_\_\_\_, so your first goal should be to minimize the words.

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To avoid visual overload, try to have no more than \_\_\_\_\_ objects on a slide.

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An excellent technique:  
one \_\_\_\_\_,  
one slide.

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Your attendees should be able to understand the idea behind your slide within \_\_\_\_\_ seconds.

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If you want to include a sentence, you should let your audience "read the \_\_\_\_\_."

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Visual interest can be increased by using the Rule of \_\_\_\_\_.

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Whenever possible, convert data to \_\_\_\_\_.

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To be crappy means to use \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

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**References/for more information:**

Power Point tutorials via Microsoft: <https://products.office.com/en-us/powerpoint>

Atkinson, Cliff. *Beyond Bullet Points: Using PowerPoint to tell a compelling story that gets results (4th Edition)*. Pearson Education, 2018.

My favorite site for stock photos (paid monthly subscription)  
<https://www.123rf.com/>

Free photo sites:  
<https://www.flickr.com/creativecommons/>  
[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)  
<https://unsplash.com/>

Example of Joe Fattori using great PPT design: <http://www.the-buyer.net/insight/joe-fattori-on-why-marketing-only-to-millennials-is-not-good-investment/>

Excellent tutorial on the rule of thirds: <https://digital-photography-school.com/rule-of-thirds/>

jnickles@societyofwineeducators.org

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