

1.4 Presentation slide design

Name: _____ Class: _____ Date: _____

Total: 12 marks

KEY WORDS bullet point 要点 • contrast 对比度 • sans-serif 无衬线 • message title 信息标题

Objective

Design presentation slides that support a speaker and can be read by the whole audience.

You must be able to:

- give each slide one clear message
- use concise prompts instead of a spoken script
- apply readable contrast, type size, and layout

1 Worked examples

■ Make the slide support the talk

Weak title: “Bus routes”. Strong title: “Bus routes now feed the metro.” The strong title states the message.

Use a few short **bullet points** 要点 as prompts. Choose large, high-contrast text that a student at the back can read. The speaker explains the detail; the slide should not be a document.

2 Practice

2.1 State the purpose of bullet points in a presentation slide. [1]

2.2 Identify which title is clearer: “Pollution” or “Electric buses cut street pollution”. [1]

2.3 Explain why a speaker should not put a full paragraph on a slide. [2]

3 Exam-style questions

3.1 A slide has pale yellow text, a white background, and ten lines of small text. Explain two problems with this slide. [4]

3.2 Recommend two changes that would make the slide more useful during a talk. [4]

Solutions

2.1

- They are short prompts for the speaker and audience.

2.2

- “Electric buses cut street pollution.”

2.3

- The audience reads instead of listening to the speaker.
- The speaker may simply read the text and add no explanation.

3.1

- Pale yellow on white has weak contrast, so it is hard to read.
- Small, dense text cannot be read easily from the back.

3.2

- Use a short message title and a few concise bullet prompts.
- The speaker can then explain the evidence aloud.
- Use large dark text on a light background.
- This improves readability for the whole audience.