

Topic 7: Slide Creation & PowerPoint

MIB1302 ENGLISH COMMUNICATION SKILLS FOR INTERNATIONAL BUSINESS

From concept to compelling—building slides that work





Learning Goals

By the end of today, you will be able to:



Apply CRAP Principles

Use Contrast, Repetition, Alignment, and Proximity in real slide creation



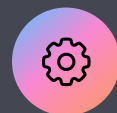
Choose the Right Layout

Match your layout choice to your specific content type



Select the Right Chart

Pick the correct chart type to tell your data story clearly



Use Tools Confidently

Work with PowerPoint and Canva with greater skill and efficiency

The Slide Creation Workflow

THINK → STRUCTURE → DESIGN → REFINE



Step 1 — Think

What is the **ONE message** of this slide?



Step 2 — Structure

Choose your layout **before** you type



Step 3 — Design

Apply **CRAP**: Contrast, Repetition, Alignment, Proximity



Step 4 — Refine

Remove anything that doesn't support your message



Most presenters go straight to Step 3. **Professionals start at Step 1.**

Anatomy of an Effective Slide

Every great slide has three zones:

Headline Zone

One clear, **active statement** — not a topic label. Your headline should work even if the audience reads nothing else.

Content Zone

Visual or key data that **proves the headline**. This is where your chart, image, or key insight lives.

Context Zone

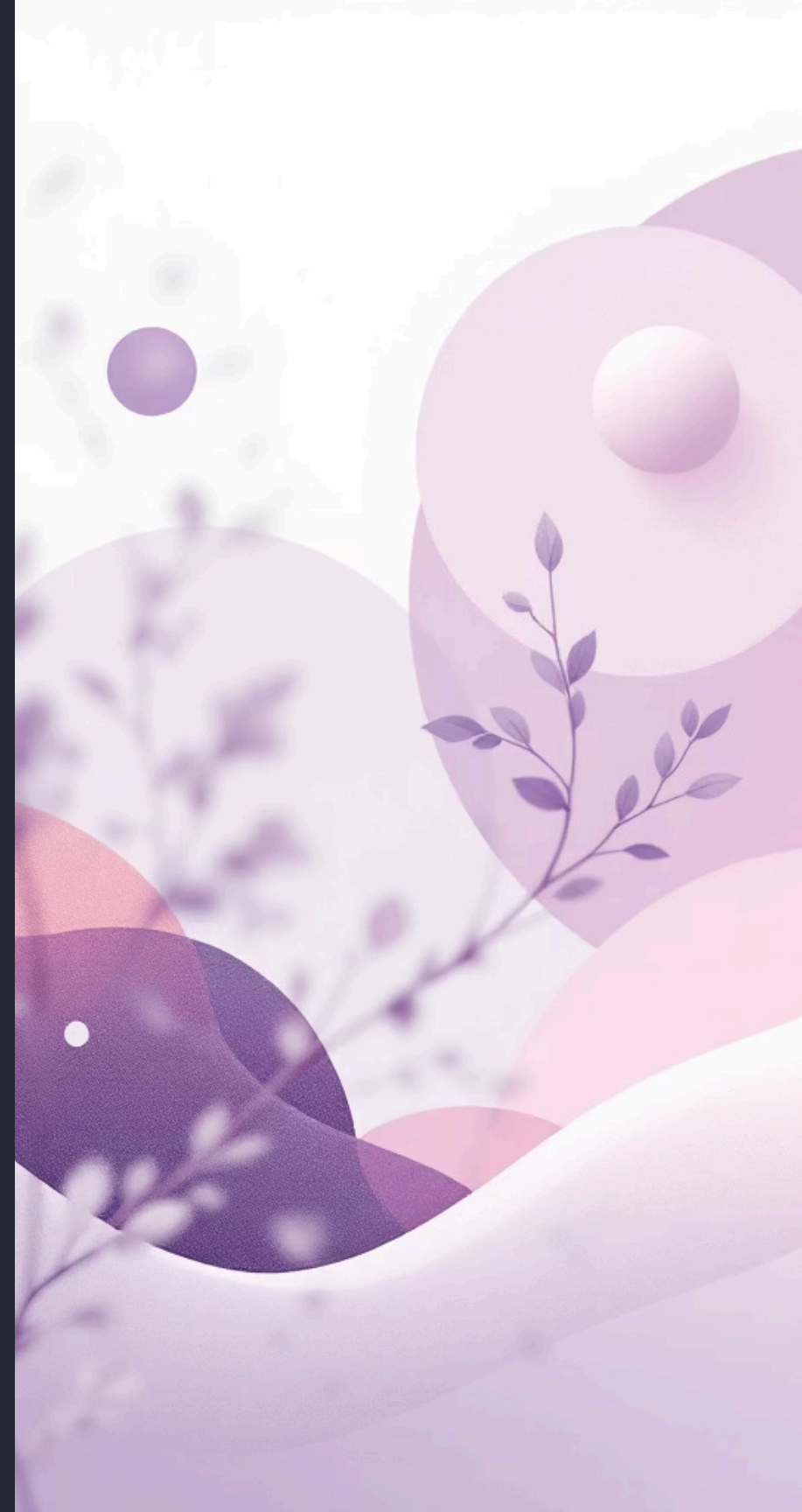
Slide number, logo, section marker — the **navigational layer** that keeps your audience oriented.

Weak Headline

"Q3 Results" — a boring label that tells the audience nothing

Strong Headline

"Q3 Revenue Exceeded Target by 23%" — a compelling, active statement with a clear message



The Text Problem: Less Is More

The **6×6 Rule**: Maximum 6 bullet points, 6 words each. But better: **1 idea per slide**.

✗ Weak Slide

8 bullets, full sentences

Font size 16pt

4 different fonts

All caps everywhere

✓ Strong Slide

1 headline + 1 visual

Font size 28pt minimum

2 fonts maximum

Title case for headers only



If your slide makes sense **without you speaking**, it's doing your job — not supporting it.

Choosing the Right Layout

Match your layout to your content type. The default "Title and Content" bullet list is the most overused layout in business—**break the habit.**

Title Only

Powerful single statement or full-bleed image. Maximum visual impact.

Two Column

Comparison, before/after, pros/cons. Great for showing contrast.

Content + Caption

Chart or visual with short explanation. Let the data speak first.

Blank

Maximum creative control. Use sparingly for high-impact moments.

 **⚠ The default "Title and Content" layout with a bullet list is the most overused layout in business. Break the habit.**

Data Visualization: Choose Your Chart Wisely

The wrong chart **destroys credibility**. The right chart **tells the story instantly**.

Story You're Telling	Best Chart Type
Change over time	Line chart
Part of a whole	Pie / Donut (max 5 slices)
Comparing categories	Bar / Column chart
Relationship between variables	Scatter plot
Single number that matters	Big number / KPI card



Rule: If your audience needs to read the chart legend to understand it, redesign the chart.

Data Visualization: The Golden Rules

Make your data story **impossible to miss**. Follow these non-negotiable rules every time you build a chart.

✓ Always Do This

- **Highlight** the one bar/line that matters—grey out the rest
- **Label directly** on the data—remove the legend if possible
- **Remove gridlines** unless the audience needs exact values
- **Start axes at zero** for bar charts—never truncate to exaggerate
- **Use color with purpose**—one accent color for the key insight

✗ Never Do This

- **3D charts**—they distort values and look unprofessional
- Multiple competing colors with no hierarchy
- Truncated Y-axes that exaggerate differences
- Legends that force the audience to decode the chart
- Decorative chart elements that add no information

Images, Icons & Visual Hierarchy

Visuals are **not decoration** — they are **communication**.



Images

Use full-bleed, high-resolution photos. Avoid clipart at all costs. A single powerful image beats ten mediocre ones.

01

Largest Element

Headline — the first thing the eye lands on



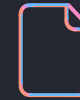
Icons

Use one consistent icon set—flat, outline, or filled. **Never mix styles**. Consistency signals professionalism.

02

Most Colorful Element

Key data or image — draws the eye to the insight



Whitespace

Empty space is **not wasted space**. It directs attention and gives your content room to breathe.

03

Supporting Text

Smallest and lightest — provides context without competing

💡 Free resources: **Unsplash** (photos) · **Flaticon** (icons) · **Canva** (templates)

PowerPoint Pro Tips

Work **smarter, not harder**. These five tools will transform your workflow.



Slide Master

Set your fonts and colors once. Every slide inherits them automatically. Never manually reformat again.



Align & Distribute

Never eyeball alignment. Use **Format** → **Align** tools for pixel-perfect precision every time.



Group Objects

Group related elements so they move together. Saves time and prevents accidental misalignment.



Eyedropper Tool

Match the colors exactly with your logo or images. Ensures perfect brand consistency throughout.



Export to PDF

Always send presentations as PDF to prevent formatting issues across different devices and versions.

Shortcuts: **Ctrl+D** (duplicate) · **Ctrl+G** (group) · **F5** (present) · **Ctrl+Shift+H** (align)

The 10-20-30 Rule

GUY KAWASAKI'S RULE FOR BUSINESS PRESENTATIONS

10

Slides

The ideal number for a business pitch. More slides = more confusion.

20


Minutes

Maximum presentation time, even if you have an hour booked.

30pt

Font Size

Minimum font size. Forces you to cut unnecessary text ruthlessly.

 **Why 30pt?** If you need a smaller font, you have too much content on the slide. Apply this rule to your final presentation: **10 slides, 20 minutes, nothing below 28pt.**

Before & After: Spot the Difference

See how a single transformation—**Delete**→**Visualize**→**Headline**—turns a weak slide into a professional one.

✗ BEFORE: COMMON STUDENT SLIDE

Title: "Our Marketing Strategy"

We are going to use social media platforms including Facebook, Instagram, Twitter, and TikTok to reach our target audience which consists of young professionals aged 18–35 who are interested in lifestyle products...

(continues for 6 more bullets in small font)

- Too much text, no visual hierarchy
- Topic label instead of active headline
- Audience reads the slide, not the speaker

✓ AFTER: PROFESSIONAL SLIDE

Headline: "4 Platforms. One Voice. 18–35-Year-Olds."

Visual: Simple 2×2 icon grid of the 4 platforms

- Active, specific headline that tells the story
- Visual replaces all the text
- Audience gets the message in 3 seconds




Delete

Visualize

Headline

Activity 2: The Slide Makeover Challenge

 20 MINUTES

INDIVIDUAL OR PAIR WORK

Today's challenge — **diagnose and redesign** a bad slide using everything you've learned today.

01

Open the Activity

Open the PowerPoint in DLP

02

Review the "Before" Slide

Carefully examine the problematic slide provided in the activity

03

Identify 3 Design Problems

Use CRAP principles (Contrast, Repetition, Alignment, Proximity) to diagnose the issues

04

Redesign the Slide

Redesign slide by using CRAP principles

05

Submit Your Resign Slide

Complete and submit via Google Classroom (Activity 2 - The Slide Makeover Challenge)

Week 7 Key Takeaways

THIS WEEK IN ONE SLIDE

1 One Message Per Slide

Headline it clearly and actively — your headline should work even if the audience reads nothing else

2 Match Layouts & Charts to Content

Choose layouts and chart types that serve your specific content story, not the default option

3 Highlight the Insight, Remove the Noise

Data visualization: grey out what doesn't matter, spotlight what does

4 Use Slide Master for Consistency

Set fonts and colors once in Slide Master — let every slide inherit them automatically

5 Apply the 10-20-30 Rule

Fewer slides, bigger font, shorter time — discipline creates better presentations

  **Next Week: Midterm Examination (Weeks 1-7)** — Review CLO1 & CLO2 materials thoroughly before the exam.