

From "Presentation Design Guide: How to Summarize Information for Presentations"

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To read the full version of the article please visit <https://venngage.com/blog/presentation-design/>

3. Eliminate any information that doesn't support the core message

Next, use that core message to identify everything that doesn't belong in the presentation.

Aim to eliminate everything that isn't immediately relevant to the topic at hand, and anything remotely redundant. Cut any information that isn't absolutely essential to understanding the core message.

By cutting these extra details, you can transform **forgettable text-heavy slides**:

CHART DESIGN TIP

Eliminate unnecessary complexity

- Keep the structural elements of your graphs as minimal as possible.
 - Data visualization guru Edward Tufte advocates for charts with a high data-ink ratio, meaning that much of the ink used to print a chart on a page should be used to directly represent data.
 - According to information designer Jonathan Corum: "Show the content, not the frame."
 - Remove unnecessary chart elements like outlines, gridlines, and backgrounds to keep the focus on the data. Make the essential elements like axes and tick marks clear but inconspicuous.
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Into memorable slides with minimal text:



“Show the content, not the frame.”
— Jonathan Corum

Here’s a quick checklist to help you cut out any extra detail:

Get rid of:

- Detailed descriptions
- Background information
- Trivia
- Redundant statements
- Explanations of common knowledge

Keep:

- Persuasive facts and figures
- Illustrative examples
- Impactful quotes

HOW TO SUMMARIZE TEXT FOR PRESENTATIONS



Get rid of:

- Detailed descriptions
- Background information
- Trivia
- Redundant statements
- Explanations of common knowledge



Emphasize:

- Persuasive facts and figures
- Illustrative examples
- Impactful quotes

This step may seem obvious, but when you're presenting on a topic that you're passionate about, it's easy to get carried away with extraneous detail. Use the recommendations above to keep your text in check.

4. Use text to reinforce, not repeat, what you're saying

According to presentation guru [Nancy Duarte](#), your audience should be able to discern the meaning of your slides in 6 seconds or less.

Since your audience will tend to read every word you place on each slide, you must keep your text to an absolute minimum. The text on your slides should provide support for what you're saying without being distracting.

Never write out, word for word, what you're going to be saying out loud. If you're relying on text to remember certain points, resist the urge to cram them into your slides.

For the actual slides, text should only be used to reinforce what you're saying. Like in the presentation design below, paraphrase long paragraphs into short bulleted lists or statements by eliminating adjectives and articles (like "the" and "a").



We help at-risk youth in need



5,000
foster children
ages birth
through 17



1,200
foster children
waiting for
adoption

JUNE 2020 • Care-4-Kids • Confronting abuse, unlocking potential.



Pull out quotes and important numbers, and make them a focus of each slide



We are a non-profit
housing that annually
serves **23%** of the
nation's foster children.

