

DESIGN BASICS

LESSON 3



NATIONAL BUSINESS PROGRAM

2021 Spring/Summer

LESSON 3 AGENDA

SECTION 1 - **FONTS**

SECTION 2 - **COLOURS**

SECTION 3 - **BREADCRUMBS**

SECTION 4 - **SHAPES**

SECTION 5 - **VISUALS**

SECTION 6 - **CONSISTENCY**

SECTIONS 7/8 - **PRESENTATION**

1 | **TYPOGRAPHY FONTS**



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FONT CONSISTENCY

THIS IS MY TITLE

This is my subtitle

This is my body text

BOLD | *ITALIC*

TEXT DISPLAY

THREE
max.

Sans Serif

Bree Serif

Roboto

Noto Serif

Helvetica

Poppins

Muli

League Spartan

2 | BALANCING COLOURS



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COLOUR SIGNIFICANCE

*What **impression** does your brand give off ?*

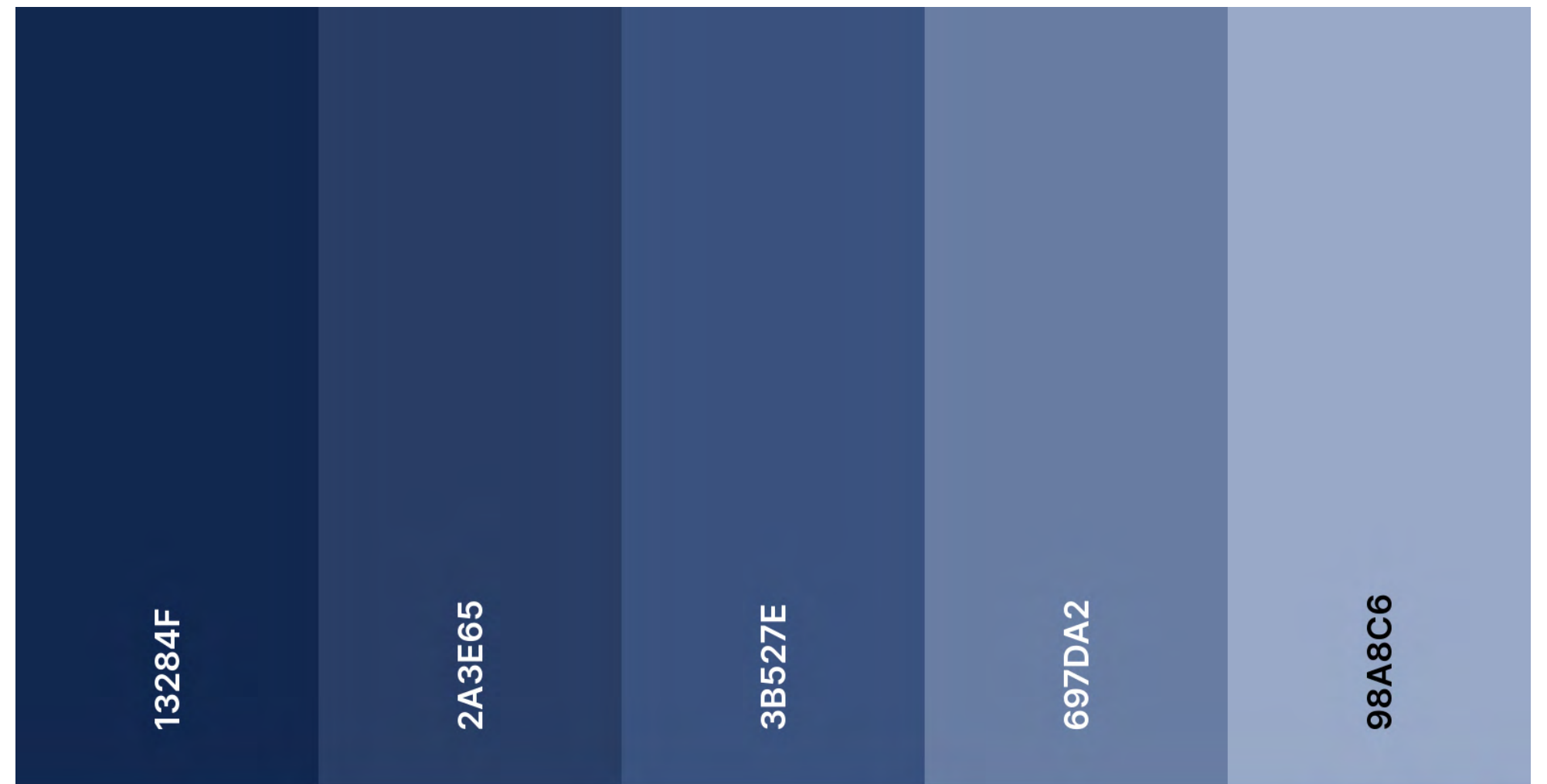
*Do the colours **complement** the overall presentation ?*

*How do the colours **influence** people's emotions ?*

HEX CODES

A **Hex Code** is reflected through a six-digit combination of numbers and letters.

THREE
max.



3 | ELEMENTS BREADCRUMBS



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BREADCRUMBS

FONT

COLOUR

BREADCRUMBS

SHAPES

VISUALS

CONSISTENCY

PRESENTATION

Breadcrumbs are the navigation panel at the bottom of your presentation.

BREADCRUMBS

1

CREATE TEMPLATE BEFORE SLIDE DECK

2

NO NEED FOR ADVANCED TOOLS

3

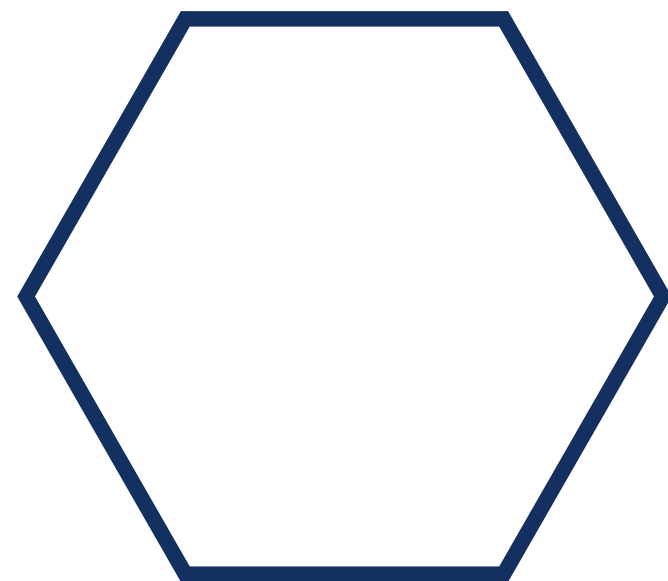
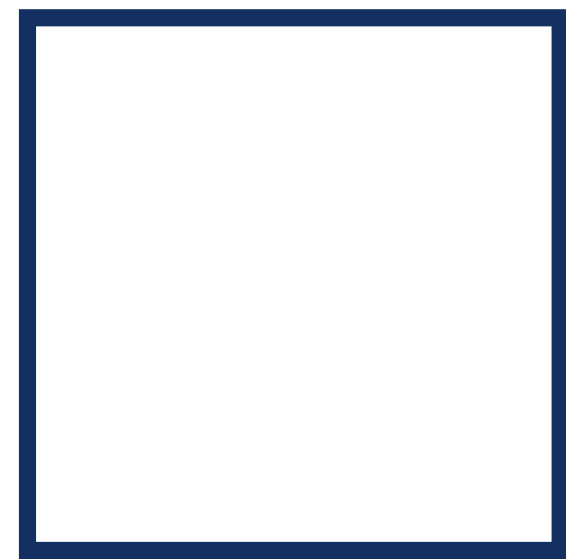
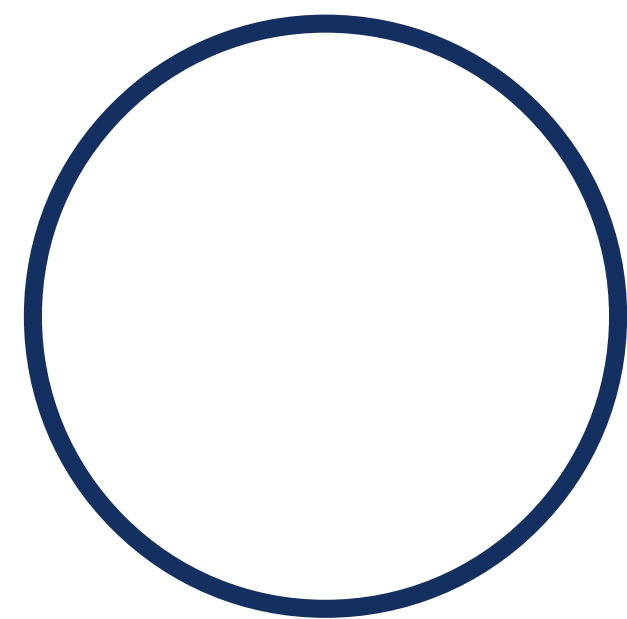
CONSISTENCY IS KEY

4 | ELEMENTS SHAPES



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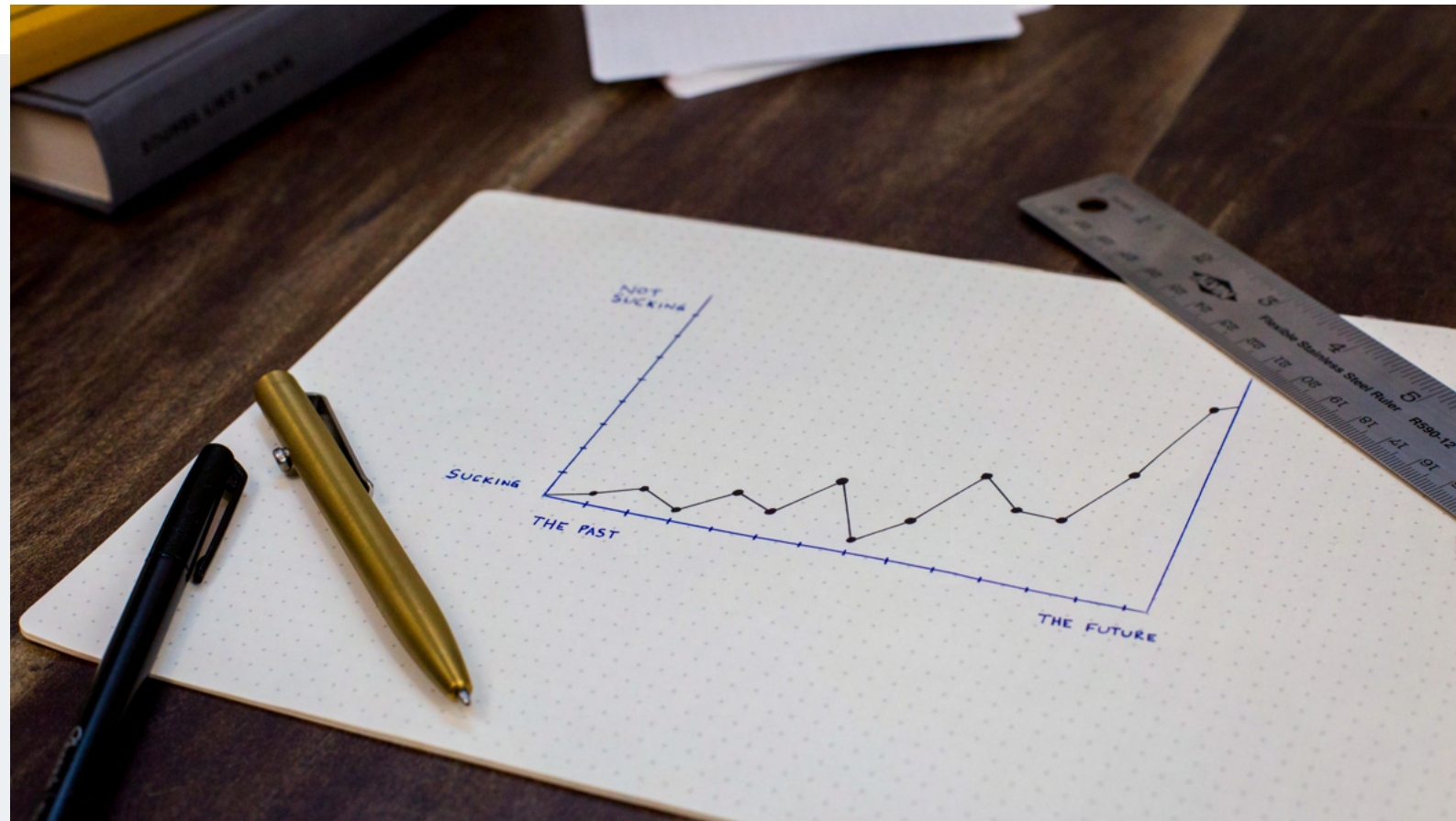
SHAPES



5 | VISUALS IMAGES

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IMAGES

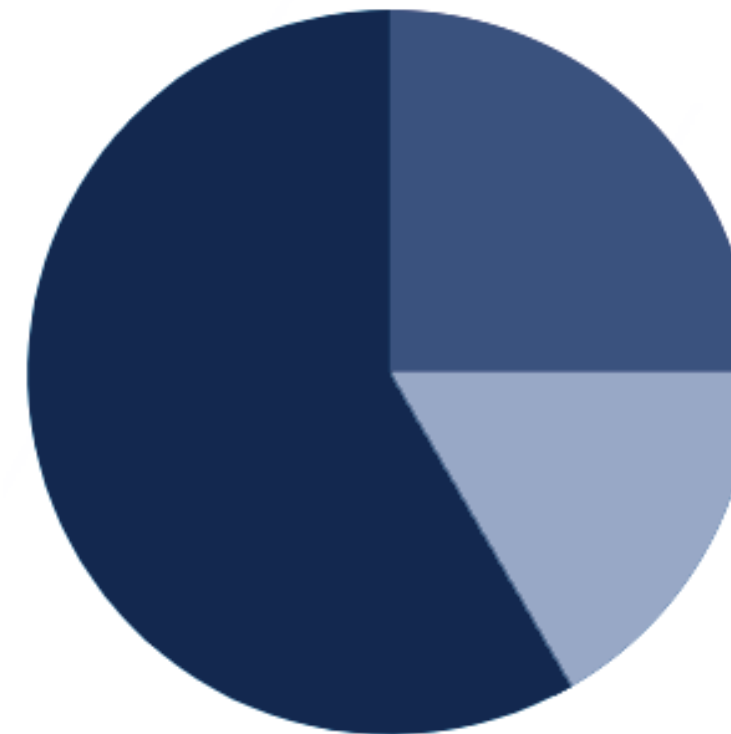


SPACING

TITLE

subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Venenatis ultricies, eros ex congue tellus, venenatis facilisis tortor lectus et libero. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.



SECTION 1

SECTION 2

SECTION 3

SECTION 4

SECTION 5

SECTION 6

6 | OVERALL CONSISTENCY



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CONSISTENCY IN

1

FONT

2

SHAPE

3

COLOUR

4

SIZE

7 | PRESENTATION DRESS CODE



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BUSINESS FORMAL ATTIRE



8 | PRESENTATION SPEAKING



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VOICE

“

*We often refuse to **accept** an idea merely because the **tone of voice** in which it has been expressed is **unsympathetic** to us.*

Friedrich Nietzsche
(Renowned German Philosopher)

”

TIPS AND TRICKS

1

EQUAL SPEAKING TIME

2

PRACTICE MAKES PERFECT

3

HOOK + CLICKER

PRESENTING TIPS

1

AVOID READING OFF OF SLIDES

2

USE ACADEMIC LANGUAGE



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