Design the KnowMore way
We design within the rules of clients’ guidelines

We apply basic design principles

We do our best to understand client’s slides before designing and we never delete or change content

We learn and improve continuously
We design within the rules of clients’ guidelines
Designing according to guidelines will make everybody happy

**Yourself**
You can design faster based on rules and avoid rework of slides

**Admin**
The admins check if your design follows the guidelines. If your design is according to the guidelines you will get a good rating

**Client**
The clients like their guidelines because they give them consistency so they can present themselves professionally
All clients have a minimum number of guidelines you must follow

<table>
<thead>
<tr>
<th>Slide frame</th>
<th>Bullet points style and settings</th>
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</thead>
<tbody>
<tr>
<td>Layouts to use</td>
<td>Titles, Subtitles and Headings</td>
</tr>
<tr>
<td>Font type and size</td>
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<tr>
<td>Textbox margins</td>
<td>Chart formatting</td>
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</table>

and more ...
Some guidelines are more complex than others but we are always responsible for their correct implementation.

You must study guidelines very carefully for good project outcome. Implementing guidelines is big part of your rating.

Working hours (hours to be paid to designer) in the project include time to study the guidelines. Therefore studying guidelines is core part of working on projects.

Let’s take a look at short guidelines example.
Some guidelines are more complex than others but we are always responsible for their correct implementation.

You must study guidelines very carefully for good project outcome. Implementing guidelines is big part of your rating.

Title, subtitle, action title formatting
(Font size, type, colors)
Some guidelines are more complex than others but we are always responsible for their correct implementation.

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Sticker, tracker placement and formatting
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General text formatting rules
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Graph formatting
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You must study guidelines very carefully for good project outcome. Implementing guidelines is big part of your rating.
Study the guidelines before you begin designing to avoid rework

**Scenario 1**

1. Designer **studies** guidelines before designing.
2. Designer makes great looking slides according to guidelines.
3. Admin approves slides and designer gets a **10 rating**.

**Key takeaway**

You will have a higher effective hourly **salary** and better **rating** when you study the guidelines before starting to design.

**Scenario 2**

1. Designer **designs** right away.
2. Designer makes great looking slides.
3. Admin declines and informs designer to follow the guidelines.
4. Designer applies the guidelines and submits again after the deadline.
5. Admin approves slides and designer gets a **6 rating**.
Remember to be creative within guidelines

Many designers fail because they focus on making very creative slides but they are not following the client’s style and guidelines
We apply basic design principles
Basic design principles you’re expected to know and follow

Alignment
Alignment is placement of elements according to invisible lines

Consistency
Consistency makes slides look professional and allows the audience to focus on the actual content

Spacing
Negative space is the area around your elements. It gives the eye a place to rest

Focus
Some elements are more important than others and should be treated as such

Key takeaway
The basic design principles need to be followed on top of guidelines as a minimum requirement for a project to be approved
**Alignment** makes everything fall in line

**Do**

- [ ]
- [ ]
- [ ]
- [ ]

**Don’t**

- [ ]
- [ ]
- [ ]
- [ ]

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**Key takeaway**

Always check alignment before you submit your slides - admins or clients notice mistakes right away.
Proper **spacing** makes the slide look harmonious

**Do**

- Keep spacing between your elements
- Always follow guidelines for textbox margins

**Don’t**

- Don’t steal the margin and cramp the slide
- No spacing

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**Key takeaway**

Bring the slide to **presentation mode** and see if the spacing makes the slide pleasant for the eye.
If the slides are not **consistent**, the design does not matter

**Do**

- The is a circle
- The is a square
- The is a triangle

**Key takeaway**

When you are about to submit your slides, bring your PPT to presentation mode and flip through the slides to ensure all elements are displayed consistently throughout the deck.

**Don't**

- Title misplaced
- Color and size is off
- Slide number is missing
Focus: if everything is important, then nothing is

Do

This is the most important element
This is less important
This is less important
This is less important

Don't

This is important
This is important
This is important
This is important

Key takeaway

Understanding and visualizing what is important on a slide helps comprehension of it
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We do our best to understand client’s slides before designing and we never delete or change content.
If the content is missing, the client will not return with more tasks

1. Clients spend many hours on analysis and the actual content.

2. If any content is missing, the hours used on analysis are wasted - and the client will not return.

3. To avoid this, doublecheck your content (especially when copy-pasting) and use the content checker app.
The world’s best designed slide is worthless if any of the client’s content is missing.
Icons don't just look nice – they make it easier to understand text

**Key takeaway**

Icons should aid the audience in understanding the message faster – otherwise it's just adding noise

**Why**
Icons help the audience understand the message faster

**Where**
On slides where the content benefits from being visually summarised

**How**
Use one set/style of icons which are consistent from one page to the next
Use logic and consistency to get good results when adding icons

**Do**

- Place icons before the text, so the icon aids the audience in understanding the message faster.
- Stick to one style of icons to keep the design consistent.
- Use circles if you need to blow up the size of an icon.

**Don’t**

- Don’t place icons after or below text. The reason is that it does not help the audience understand faster as they have already read the text.
- Don’t mix styles - stick to one line thickness.
- Don’t just blow up icons. Big icons should have more details.
We learn and improve continuously
To be successful at KnowMore platform you have to be willing to learn and improve continuously

Becoming designer at KnowMore platform requires:

**Preparation before applying.** Since we design based on rules and apply many principles that might differ from other designing jobs even more experienced designers should go through our training materials carefully.

Once you become designer at KnowMore the learning continues. You need to learn how to work at our platform, get used to different guidelines in different projects and if you are newer to PowerPoint design you will also need to keep improving your designing skills and speed.

You need to be independent in finding out solutions – search in our resources independently to find answers, googling answers for standard questions (such as PowerPoint functions or similar) and only if you are not able to find the answer ask our admins.
Resources

These are the main resources of information you need to know about and get familiar with

Help centre

Articles covering all important topics for designers who want to apply to work at KnowMore platform and designers who already work at the platform.

Practice section

Training videos and documents created by our team so you can easily prepare for your PowerPoint design journey at KnowMore.

YouTube channel

All training videos we have are published at our YouTube channel and we are continuously adding new ones. Going through all these videos is one of the best preparations you can get for smooth start at our platform.

www.youtube.com/KnowMorePlatform
Resources

Additionally you can join as on following social media or contact us directly at our mail.

Join community of our designers and get updated by our regular posts at KnowMore Facebook www.facebook.com/knowmoredk

You can as well join us at our LinkedIn webpage www.linkedin.com/company/knowmore-aps

In case of any questions you are not able to find answer for at our webpage, please contact us at info@knowmoreplatform.com
Thank you!