



# Design the KnowMore Way

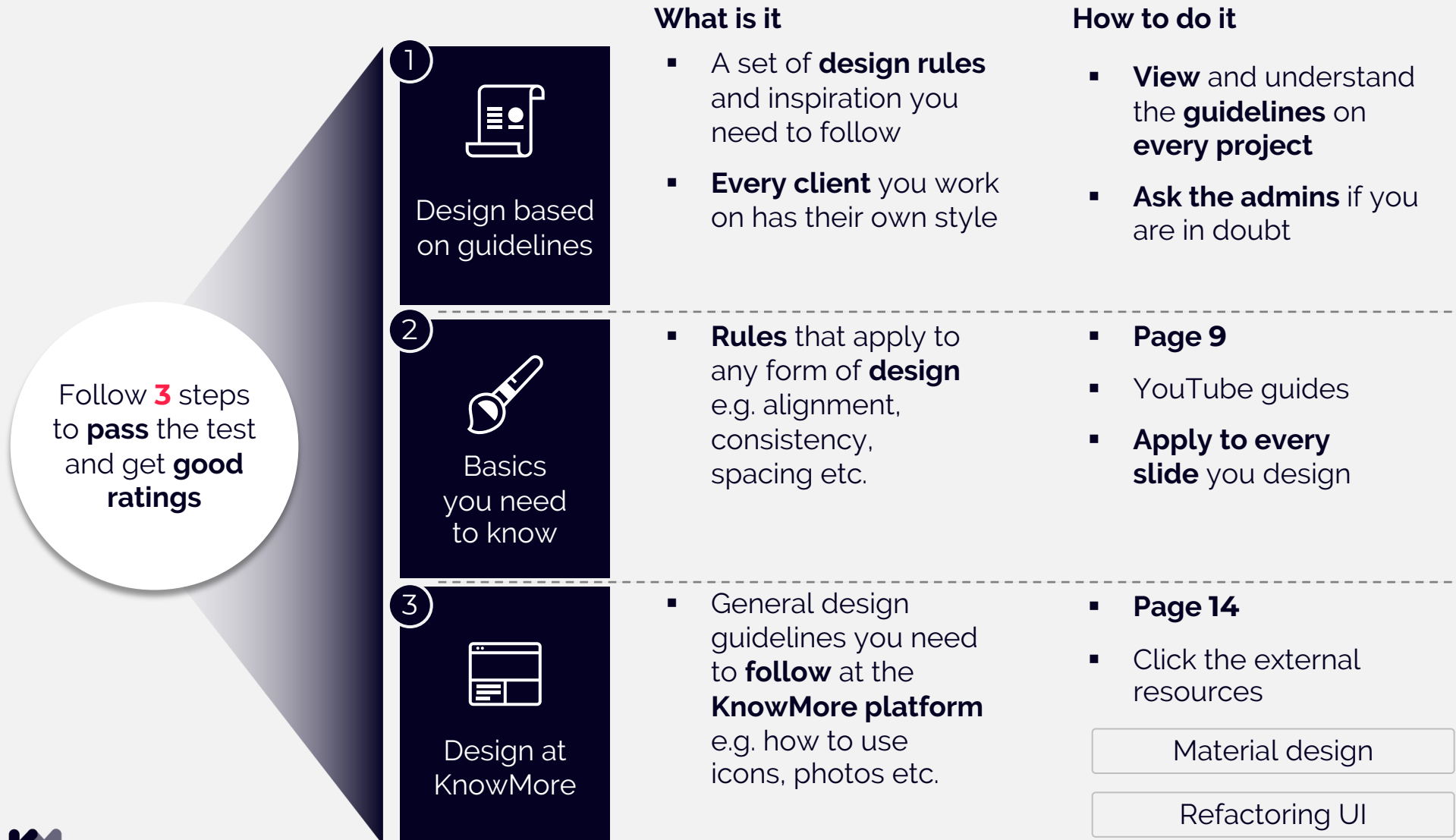
# Content

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- 1 Rules-based design
- 2 Basic design principles
- 3 KnowMore design rules
- 4 Resources



# Design based on 3 rules and become a star performer



# Designing according to guidelines will make everybody happy



Follow the client  
guidelines and  
make everybody  
happy



## **Yourself**

You can design faster  
based on rules and you  
avoid having to do  
corrections



## **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**

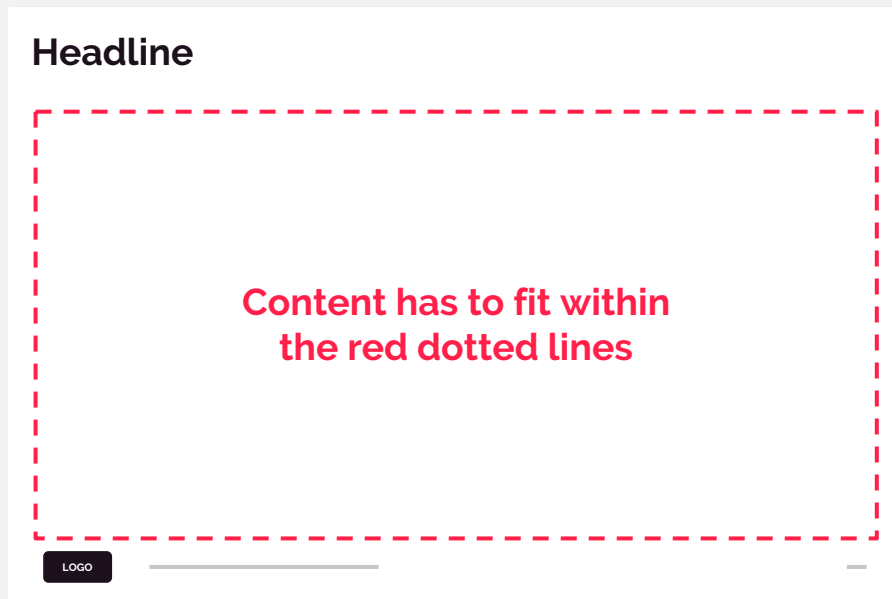
The clients like their  
guidelines and it gives  
them consistency so  
they appear professional

## Examples of a guideline element 1/2

### What

#### Description

The slide frame are 'invisible guides' that work like borders. The client's content has to fit within this area and align to the edges



### How to use it

#### Guides

The client guidelines contain measurements of the slide frame for all the clients. Use the guides to ensure the content does not go outside the frame

#### How to test

Before you submit for review, bring your PowerPoint to slide show and flip through the slides - there should be no jumping when flipping through the slides and they elements should fit the grid

#### Exceptions

For some clients it's okay to go outside the slide frame when using pictures. This will always show in the inspiration slides

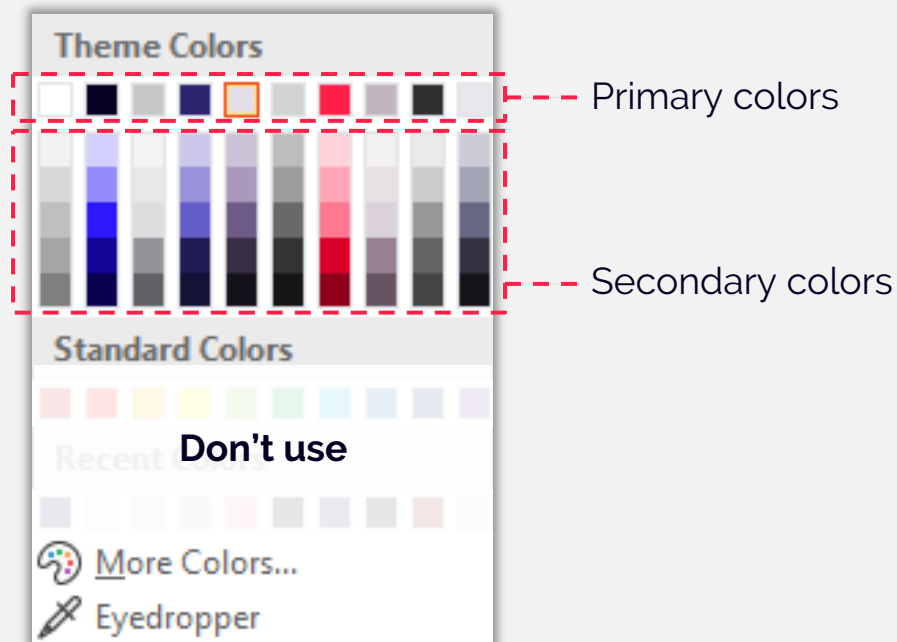
## Examples of guideline element 2/2

### What

#### Color settings

All clients have a specific color palette they use throughout their external communication

- from website to PowerPoints



### How to use it

#### Theme colors

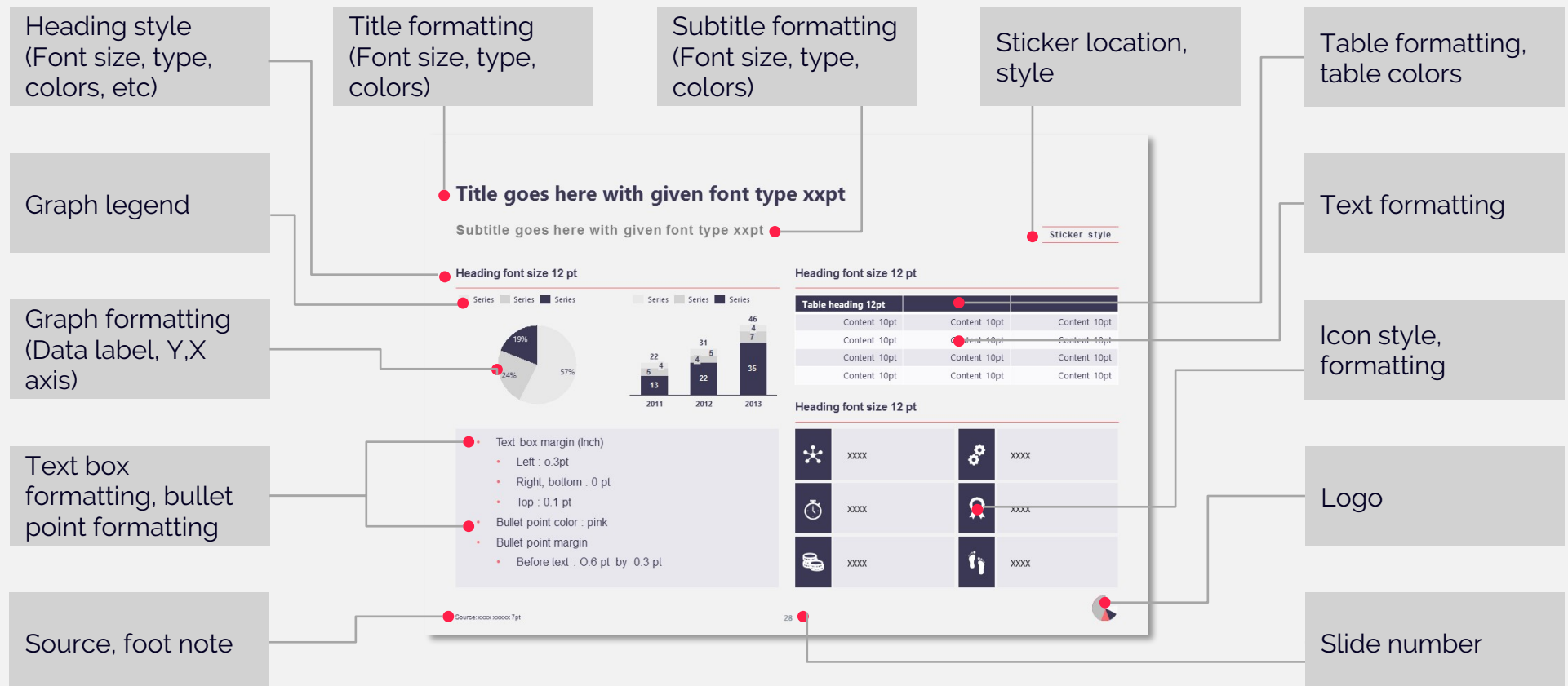
Only use the theme colors and disregard standard colors and recently used colors

#### Highlight color

Most of KnowMore's clients have a conservative color scheme with limited use of high contrast colors. Consequently, you should limit the use of highlight color

# Study all the details in the guidelines to get a good project rating

Client guidelines are sometimes very comprehensive, so make sure you study and follow them if you want a good rating



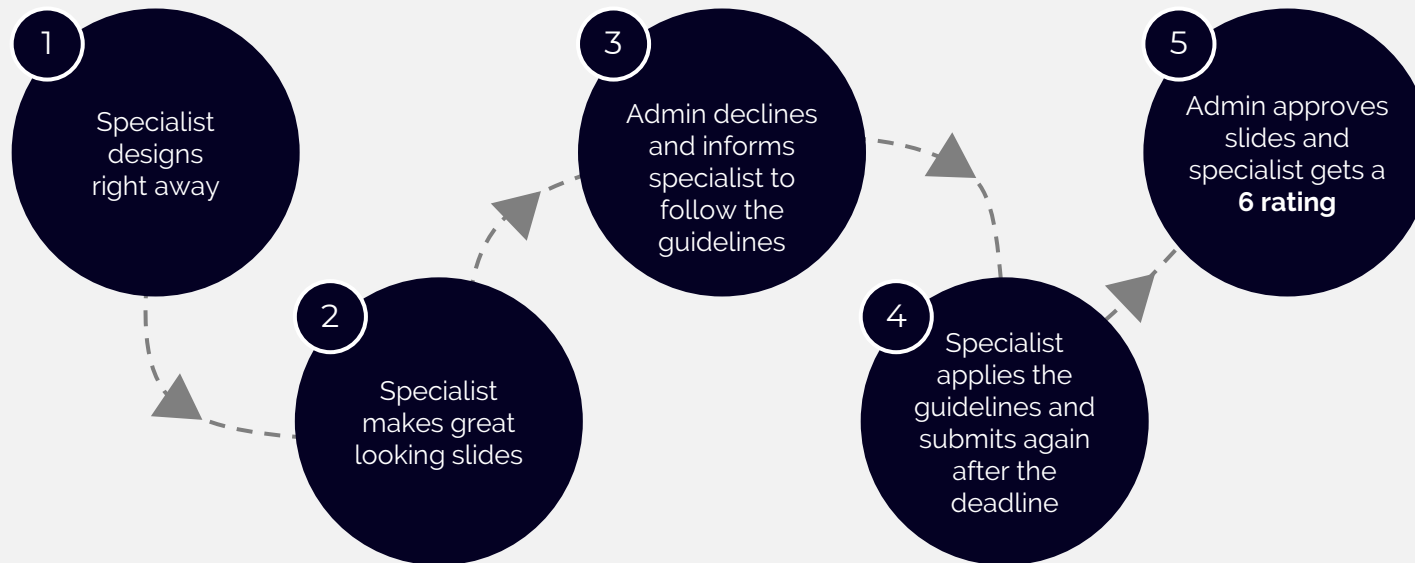


# Study the guidelines before you begin designing to avoid rework

## Scenario 1



## Scenario 2



### Key takeaway



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



## Basic design principles you're expected to know and follow



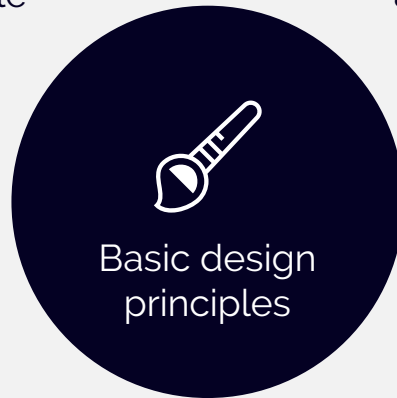
### Alignment

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 as a minimum for a project to be approved

## Proper spacing makes the slide look harmonious

### Do

Keep spacing between your elements



### Don't

Don't steal the margin and cramp the slide



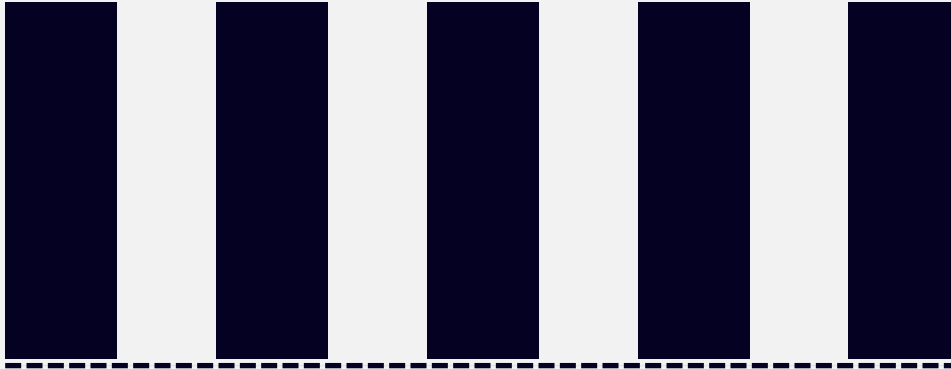
### Key takeaway



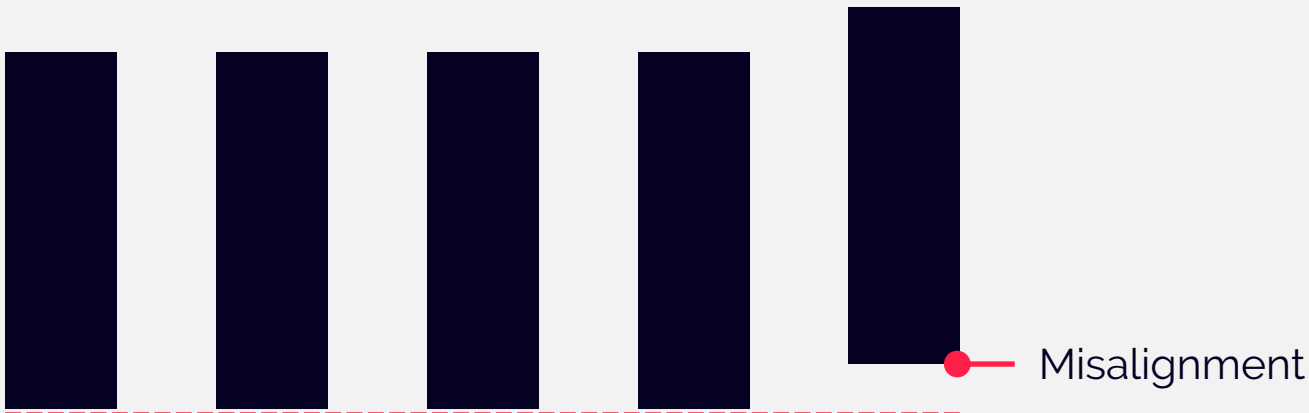
Bring the slide to **display mode** and see if the spacing makes the slide **pleasant** for the eye

# Alignment makes everything fall in line

Do



Don't



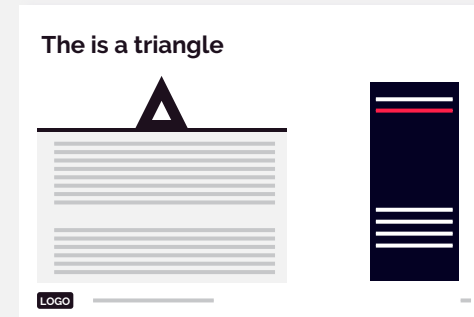
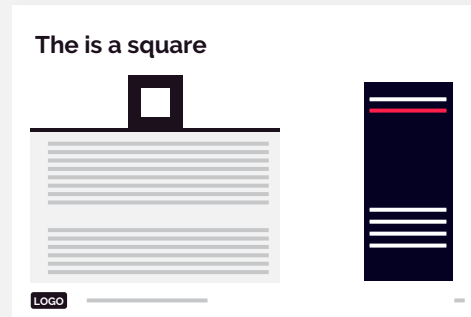
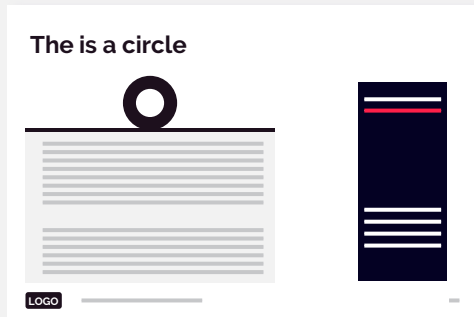
## Key takeaway



**Always** check alignment before you submit your slides  
- **admins** or **clients notice mistakes** right away

# If the slides are not consistent, the design does not matter

## Do

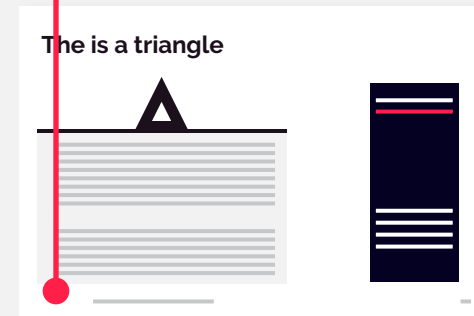
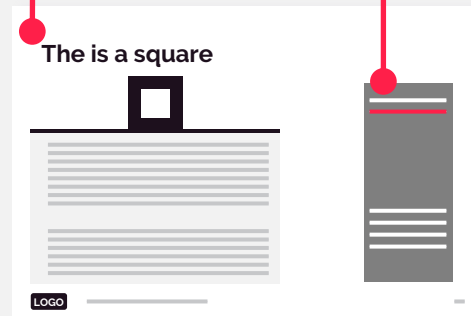
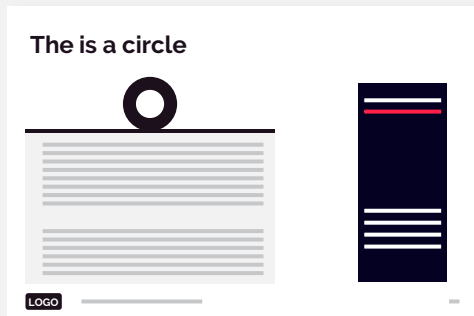


## Don't

Title misplaced

Color is off

Logo is missing



## Key takeaway



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

## If everything is important, then nothing is

### Do

**This is the most important element**

This is less important

This is less important

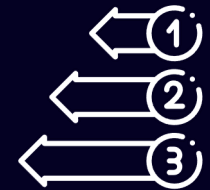
### Don't

This is important

This is important

This is important

### Key takeaway



**Understanding and visualizing** what is important on a slide helps **comprehension** of it

## Follow these rules, get a good rating and earn more \$



# Icons don't just look nice – they make it easier to understand text



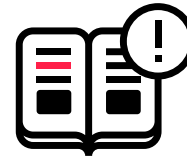
## Why

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

## Key takeaway



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

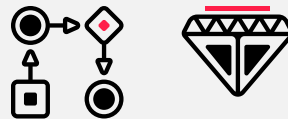


# Use logic and consistency to get good results when adding icons

## Do



Place icons before the text, so the icon aids the audience in understanding the message faster



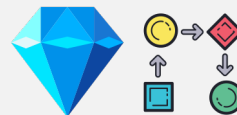
Stick to one style of icons to keep the design consistent



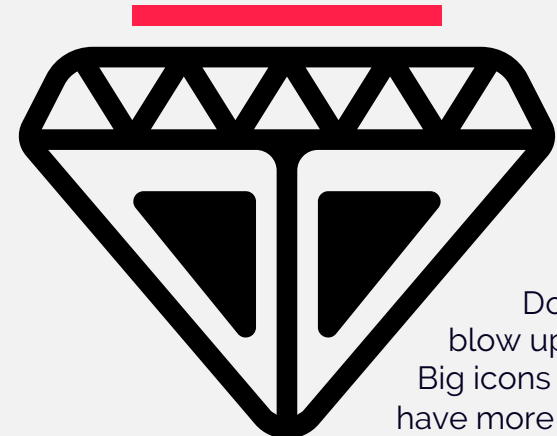
Use circles if you need to blow up the size of an icon

## 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



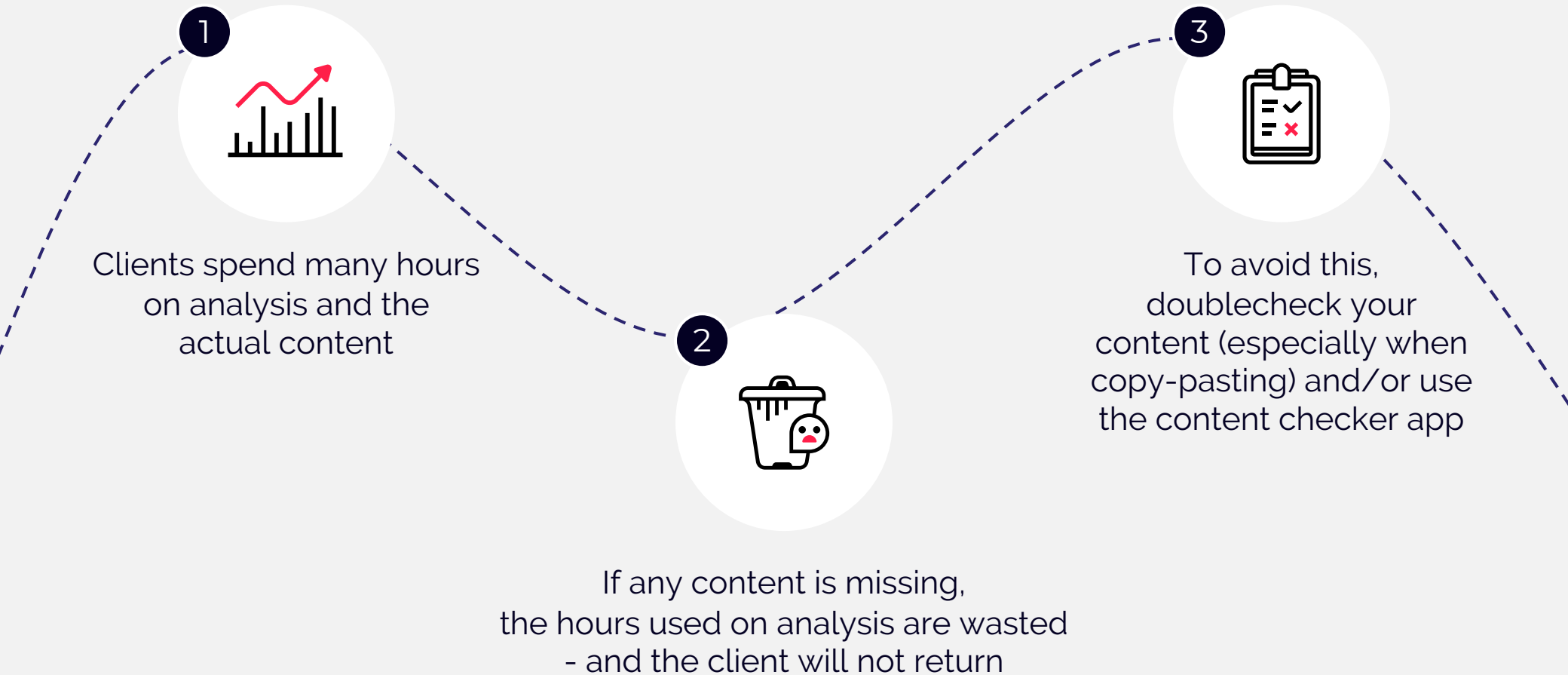
Don't mix styles  
- stick to one line thickness



Don't just blow up icons.  
Big icons should have more details

The world's best  
designed slide  
is worthless if  
*any* of the client's  
content is missing

## If the content is missing, the client will not return with more tasks



”

*I loved the design of the slides, but you guys deleted two of the bullet points and I had to make something up on the spot during the presentation.*

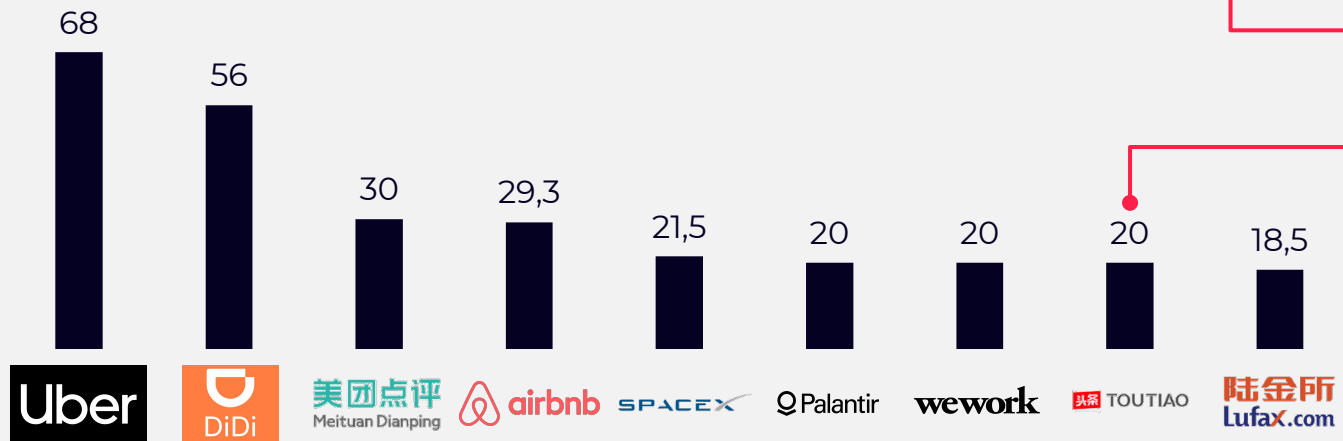
*I can't trust you anymore, and will never use your service again*

- Former consulting client

# Graphs should be easy to understand

## Do

CB Insights valuation as private companies as of August 7, 2018, Billions



Y-axis: Removed

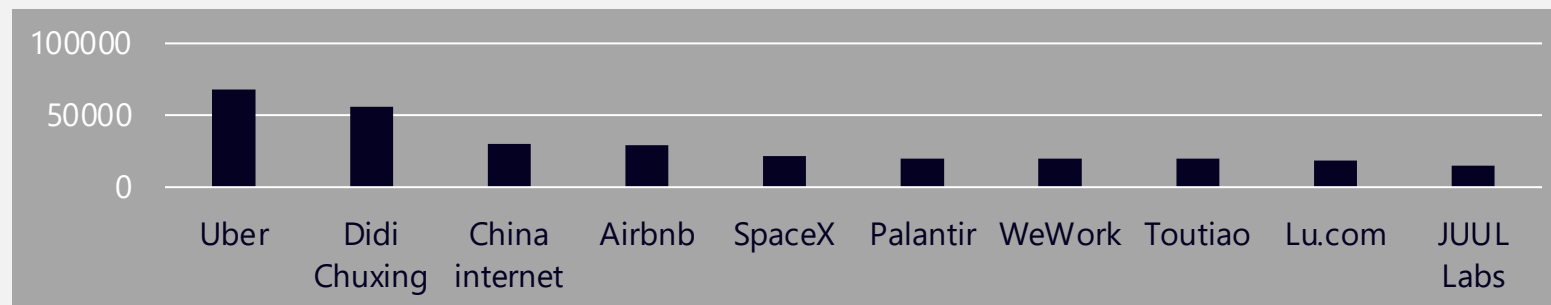
Unit of measurements: add to title in different color

Data labels: Outside end and no gridlines

Names as logos

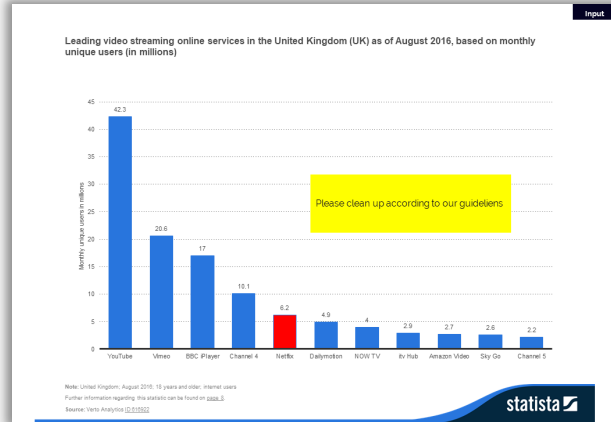
## Don't

CB Insights valuation as private companies as of August 7, 2018

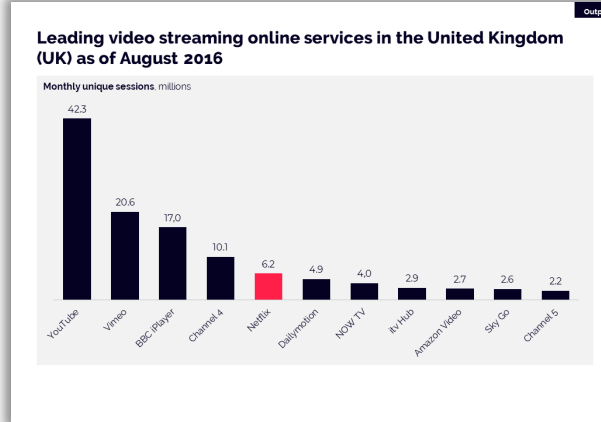


# Brush-up means cleaning the slide without creativity

## Brush up input



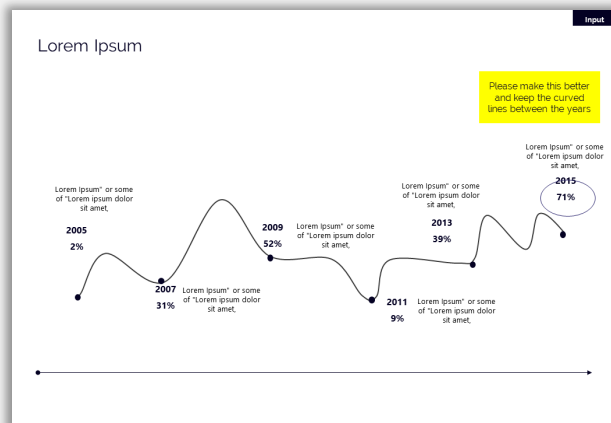
## Brush up output



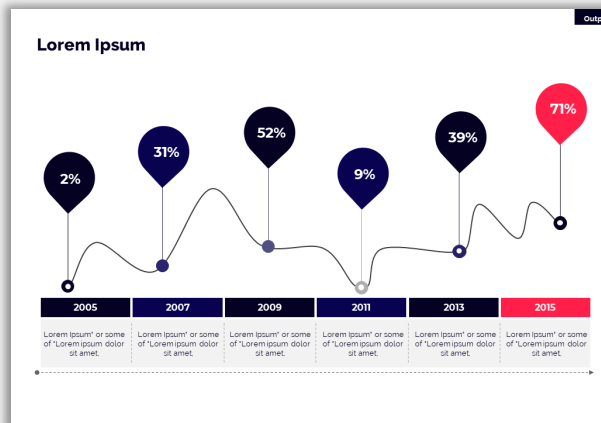
## Do

*Clean-up and ensure consistent formatting according to the client guidelines*

## Brush up input



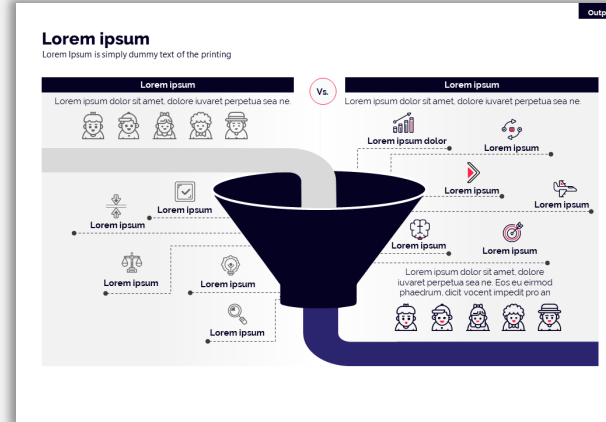
## Brush up output



## Don't

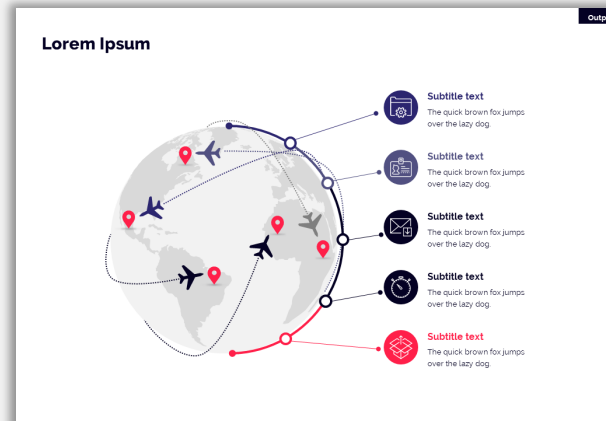
Don't be creative, add icons or change the structure

# Do



Improve the structure and/or add new graphic elements

## Don't



Don't just  
change colors  
and call it  
visual  
enhancement



## Creativity within guidelines 2/3 in conceptT

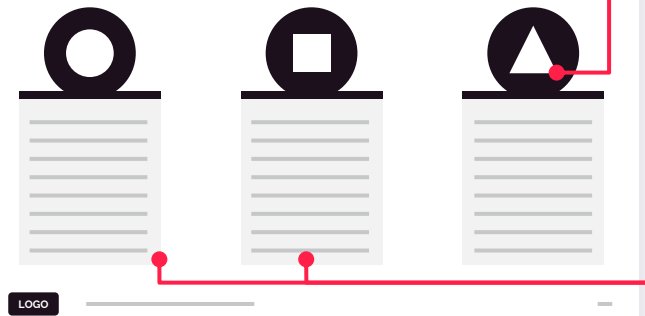
Visual enhancement is changing the structure and adding icons or pictures

**Pro tip** - read the content for context

### THREE KEY ISSUES ON THE STRATEGIC LEVEL



### THREE KEY ISSUES ON THE STRATEGIC LEVEL



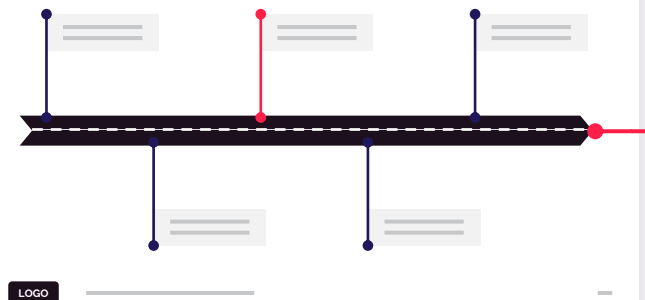
Icons have been added

The structure has been changed

### TIMELINE



### TIMELINE



New elements added

# Example of visual enhancement

## Visual enhancement input

Input

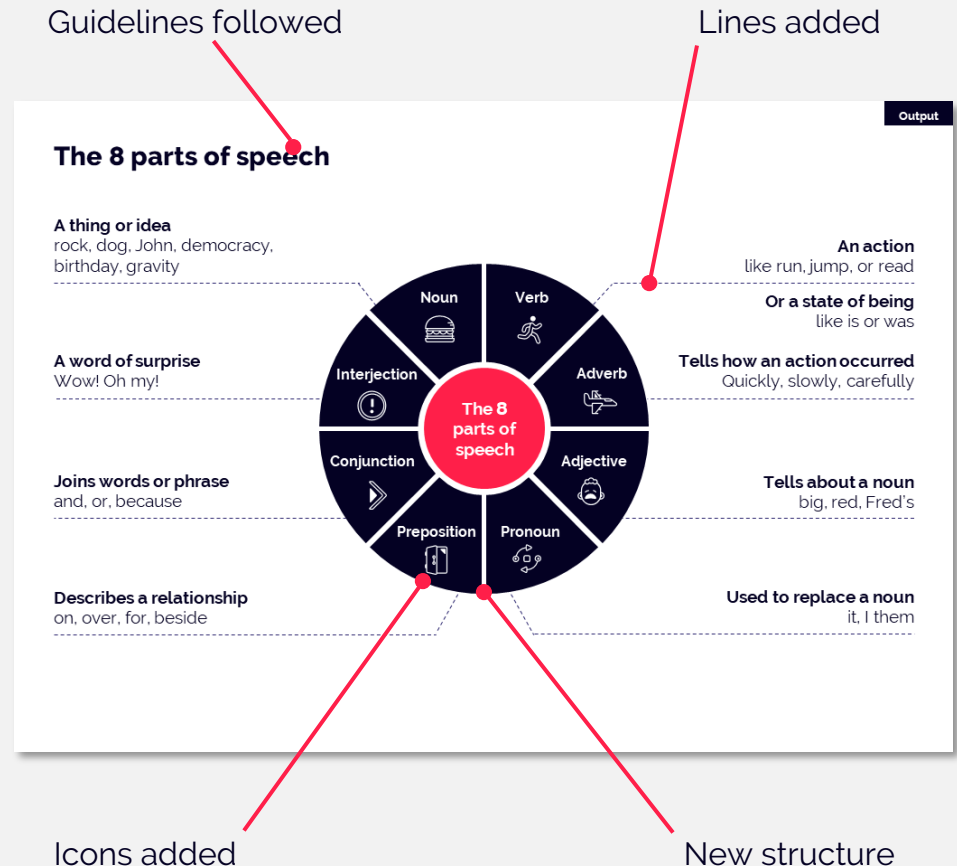
The 8 parts of speech

**The 8 parts of speech**

- Noun: a thing or idea
  - Rock, dog, John, Democracy, birthday, gravity
- Verb: An action
  - Like run, jump or read;
  - A state of being: Like is or was
- Adverb: Tells how an action occurred
  - Quickly, slowly, carefully
- Adjective: Tells about a noun
  - Big, red, Fred's
- Pronoun: used to replace a noun
  - It, I, them
- Preposition: describes a relationship
  - On, over, for, beside
- Conjunction: Joins words or phrases
  - And, or, because
- Interjection: A word of surprise
  - Wow! Oh my!

Please clean up. It's okay to restructure.

## Visual enhancement output



## Other training material and tools will make your life easier

	What	Where
Illustration	<ul style="list-style-type: none"><li>▪ Royalty free vector illustrations you can ungroup and use in PowerPoint</li></ul>	<ul style="list-style-type: none"><li>▪ <a href="https://undraw.co/illustrations">https://undraw.co/illustrations</a></li></ul>
Icons	<ul style="list-style-type: none"><li>▪ Vector icons (you can ungroup) and use in PowerPoint</li></ul>	<ul style="list-style-type: none"><li>▪ <a href="https://icons8.com/">https://icons8.com/</a></li><li>▪ <a href="https://www.flaticon.com/">https://www.flaticon.com/</a></li><li>▪ Search Internally inside the platform</li></ul>
Pictures	<ul style="list-style-type: none"><li>▪ Royalty free non-generic high-quality images</li></ul>	<ul style="list-style-type: none"><li>▪ <a href="https://unsplash.com/">https://unsplash.com/</a></li><li>▪ Search Internally inside the platform</li></ul>
Training material	<ul style="list-style-type: none"><li>▪ Everything from how to behave on the platform to understanding the admin role</li></ul>	<ul style="list-style-type: none"><li>▪ <a href="https://knowmoreplatform.com/practice">https://knowmoreplatform.com/practice</a></li><li>▪ <a href="https://help.knowmoreplatform.com/en">https://help.knowmoreplatform.com/en</a></li></ul>
Tools and Resources	<ul style="list-style-type: none"><li>▪ Additional uses tools and resources</li></ul>	<ul style="list-style-type: none"><li>▪ <a href="https://tinyurl.com/knowmore-tools-resources">https://tinyurl.com/knowmore-tools-resources</a></li></ul>
Content checker app	<ul style="list-style-type: none"><li>▪ A built-in web app that automatically highlights content mistakes and more</li></ul>	<ul style="list-style-type: none"><li>▪ Live on all projects – ask the admin if you have problems</li></ul>
Inspiration	<ul style="list-style-type: none"><li>▪ Premade PowerPoint slides that will make you faster when doing visual enhancement</li></ul>	<ul style="list-style-type: none"><li>▪ Find it on live projects</li></ul>



# Talent knows no borders

[www.knowmoreplatform.com](http://www.knowmoreplatform.com)