Design the KnowMore Way
Content

1. Rules-based design
2. Basic design principles
3. KnowMore design rules
4. Resources
Design based on 3 rules and become a star performer

Follow 3 steps to be pass the test and get good ratings

1. Design based on guidelines
   - What is it
     - A set of design rules and inspiration you need to follow
     - Every client you work on have their own style
   - How to do it
     - View and understand the guidelines on every project
     - Ask the admins if you in doubt

2. Basics you need to know
   - Rules that apply to any form of design e.g. alignment, consistency, spacing etc.
   - How to do it
     - Page 9
     - YouTube guides
     - Apply on every slide you design

3. Design at KnowMore
   - General design guidelines you need to follow at the KnowMore platform e.g. how to use icons, photos etc.
   - How to do it
     - Page 14
     - Click the external resources

Material design
Refactoring UI
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 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**

<table>
<thead>
<tr>
<th>What</th>
<th>How to use it</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong>&lt;br&gt;The slideframe are ‘invisible guides’ that works like borders. The client’s content has to fit within this area and align to the edges&lt;br&gt;&lt;br&gt;<strong>Headline</strong>&lt;br&gt;Content has to fit within the red dotted lines</td>
<td><strong>Guides</strong>&lt;br&gt;The client guidelines contain measurements of the slideframe for all the clients. Use the guides to ensure the content does not go outside the frame&lt;br&gt;&lt;br&gt;<strong>How to test</strong>&lt;br&gt;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 the elements should fit the grid&lt;br&gt;&lt;br&gt;<strong>Exceptions</strong>&lt;br&gt;For some clients it’s okay to go outside the slideframe when using pictures. This will always show in the inspiration slide</td>
</tr>
</tbody>
</table>
Examples of guideline element 2/2

Color settings
All clients have a specific color they use throughout their external communication - from website to PowerPoints

<table>
<thead>
<tr>
<th>What</th>
<th>How to use it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme colors</td>
<td>Only use themecolors and disregard standard colors and recently used colors</td>
</tr>
<tr>
<td>Highlight color</td>
<td>Most clients of KnowMore has a conservative color scheme with limited use of high contrast colors. Consequently, you should limit the use of highlight color</td>
</tr>
</tbody>
</table>

Don’t use

Primary colors

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

Client guidelines are sometimes comprehensive, so make sure you study if you want a good rating.
Study the guidelines before you begin designing to avoid rework

Scenario 1
1. Specialist study guidelines before designing
2. Specialist makes great looking slides
3. Admin approves slides and specialist gets a 10 rating

Scenario 2
1. Specialist designs right away
2. Specialist makes great looking slides
3. Admin declines and informs specialist to follow the guidelines
4. Specialist applies the guidelines and submits again after the deadline
5. Admin approves slides and specialist gets a 6 rating

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

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 are needs 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

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**Key takeaway**

Bring the slide to display mode and see if the spacing makes the slide pleasant for the eye
Basic design principles

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

Misalignment
Basic design principles

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

Do

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

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 ensure all elements are displayed consistently throughout the deck.
Basic design principles

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

You will have a higher effective hourly salary and better rating when you study the guidelines before starting to design
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**
Icons help the audience understand the message faster

**How**
Use the one set of icons and follow instructions no the next page

Key takeaway
Icons should aid the audience in understanding the message faster—otherwise it’s just adding noise.
**KnowMore design rules**

**Use logic and consistency to get a good result when adding icons**

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**Do**

- **Please place icons before the text, so the icon aids the audience in understanding the message faster**

  ![Icon usage example](image1.png)

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

- **Stick to one style of icons to keep the design consistent**

  ![Style consistency example](image2.png)

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**Don’t**

- **Don’t place icons after or below text. The reason is that they do not help the audience understand faster as they have already read the text**

  ![Incorrect icon placement example](image3.png)

- **Don’t mix styles - stick to one line thickness**

  ![Style inconsistency example](image4.png)

- **Don’t just blow up icons. Big icons should have more details**

  ![Blown up icons example](image5.png)
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

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/or use the content app.
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, Billons

- **Y-axis:** Removed
- **Unit of measurements:** as low as possible
- **Data labels:** Outside end and no gridlines

**Don’t**

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

- **Y-axis:** Removed
- **Unit of measurements:** as low as possible
- **Data labels:** Inside and gridlines
Brush-up means cleaning the slide without creativity

**KnowMore design rules**

**Brush up input**

**Brush up output**

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**Do**

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

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**Don’t**

Don’t be creative, add icons or change the structure
KnowMore design rules

Visual enhancement means improving the structure and visuals

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 concept

Visual enhancement is changing the structure and adding icons or pictures

- Protip read the actual text for context

THREE KEY ISSUES ON THE STRATEGIC LEVEL

Icons have been added

The structure has been change

TIMELINE

New elements added
KnowMore design rules

Example of visual enhancement

Visual enhancement input

The 8 parts of speech

- Noun: a thing or idea
- Verb: Action
- Adjective: Tells how an action occurred
- Adverb: Slowly carefully
- Adjective: Tells about a noun
- Pronoun: Used to replace a noun
- Preposition: Describes a relationship
- Conjunction: Joins words or phrases
- Interjection: A word of surprise

Visual enhancement output

Guidelines followed

- An action
- Or a state of being
- A word of surprise
- Tells how an action occurred
- Tells about a noun
- Used to replace a noun

Lines added

- Like run, jump, or read
- Like is or was
- Wow! Oh my!

Icons added

- Quickly, slowly, carefully
- Used to replace a noun

New structure

Please clean up. It’s okay to restructure.
### Resources

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

<table>
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<tbody>
<tr>
<td>[Illustration (undraw)] Royalty free vector illustrations you can ungroup and use in PowerPoint</td>
<td><a href="https://undraw.co/illustrations">https://undraw.co/illustrations</a></td>
</tr>
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<td>[Icons] Vector icons (you can ungroup) and use in PowerPoint</td>
<td><a href="https://icons8.com/">https://icons8.com/</a></td>
</tr>
<tr>
<td>[Training material] Everything from how to behave on the platform to understanding the admin role</td>
<td>[<a href="https://app.knowmoreplatform.com/practice#/">https://app.knowmoreplatform.com/practice#/</a>]</td>
</tr>
<tr>
<td>[Content checker app] A built-in webapp that automatically highlights content mistakes and more</td>
<td>Live on all projects - ask the admin if you have problems</td>
</tr>
<tr>
<td>[Structures and solutions] Premade PowerPoint slides that will make you faster when doing visual enhancement</td>
<td>Find it on live projects</td>
</tr>
</tbody>
</table>
Talent knows no borders

Knowmoreplatform.com