What *not* to do
-on the KnowMore platform
Content

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Avoiding basic mistakes will improve your chance of a higher rating

This presentation shows you different examples of what not to do when designing on the KnowMore platform.

It is a good idea to check your work against these errors before you submit. This will improve your chances of a high rating.

Basic design principles are like hygiene. We might not notice when everything is as it should be, but the admins and clients notice if something isn’t right.
The clients do not want us to use cliché and generic illustrations

Clients pay us to create presentations that look unique.

Why should you avoid cliché and generic illustrations?

Clients pay us to do something they can't do themselves.

Generic illustrations do not follow the client guidelines.

Clients want their presentations to look up-to-date.
Cliché illustrations

Don’t use the online pictures tool

This tool leads to bad quality images – don’t use it
Don’t use the online pictures tool

Please don’t use us

Just drop us

Please do NOT use me

NO NO NO

No bubble men

Thank you

NO
Don't use illustrations or pictures with a high number of contrast colors
Never stretch or shrink company logos

No

Yes
Never stretch or shrink images

No

Crop images instead of stretching them

Key takeaway
Pictures

Do not use logos which you can’t make transparent (unless the logo is placed on a white background)

No

Yes
Do not delete important client images e.g. products, people, buildings etc.
Do not use too low contrast
Don't cramp the slide, instead use entire space as long as it stays within slide frame
Spacing

Do not steal the margin

No

Yes
Spacing

Do not place icons within shapes without having sufficient space between the icon and the outline of the space

- Cloud icon
- Sun icon
- Lightning bolt icon
- X-marked cloud icon
- X-marked sun icon
- X-marked lightning bolt icon
Spacing

No shapes/elements outside the slide frame
Check client presentation for animations and keep it.

Check if the presentation contains animations. Do not add or change animation effects without specific client instructions.
No 3D effects (unless the client guideline states otherwise)
No shadow effects (unless the client guideline states otherwise)
No reflection effects (unless the client guideline states otherwise)
Avoid shape effects

In general, you should not use shape effects unless the client guidelines states otherwise.
Do not use too many colors in one slide— and only use one high contrast color.

<table>
<thead>
<tr>
<th>Colors</th>
<th>Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Description</td>
</tr>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
</tbody>
</table>

- **Description**: 
  - X
  - X
  - X
  - X
  - X
  - X
  - X
  - X

- **Description**: 
  - X
  - X
  - X
  - X
  - X
  - X
  - X
  - X
Do not use more than 1 contrast color

Where to focus??
Do not use more than 1 contrast color

Ahh – there it is
Do not use too low contrast colors for text e.g. black on dark grey or white on light grey
Do not overuse the highlight color
Do not use SmartArt – unless you ungroup the elements and customize
Do not rotate text vertical as it makes it more difficult to read

This is important contents from client, and should be easy to read
Do not leave different spacing between figures
Do not use too many ‘strong’ borders
Checklist

Checklist for icons and images

- Don’t use the ‘insert online’ pictures tool
- Don’t use bubble men icons or images
- No illustrations or pictures with a high number of contrast colors
- Never stretch or shrink company logos, images
- Don’t use logos you can’t make transparent (unless the logo is on a white background)
- Don’t delete important client images e.g. products, people, buildings etc.
- Check that you don’t have too low contrast between text and image
Checklist for spacing

- Use the entire space within the slide frame
- Don’t steal the margin
- Don’t place icons within shapes without having sufficient space
- No shapes/elements outside the slide frame (unless client has stated otherwise or its pics)
Checklist for effects

- Do not add or change animation effect without specific client instructions

- No 3D\shadow\reflection\bevel\glow effects (unless guidelines or project description states otherwise)
Checklist for colors

- Do not use too many colors in one slide - and only use one high contrast color
- Do not use more than 1 contrast color
- Do not overuse the highlight color
Checklist

Checklist for figures

- Don’t use SmartArt – unless you ungroup the elements and customize
- Don’t rotate text
- Do not use too many ‘strong’ borders
Talent knows no borders