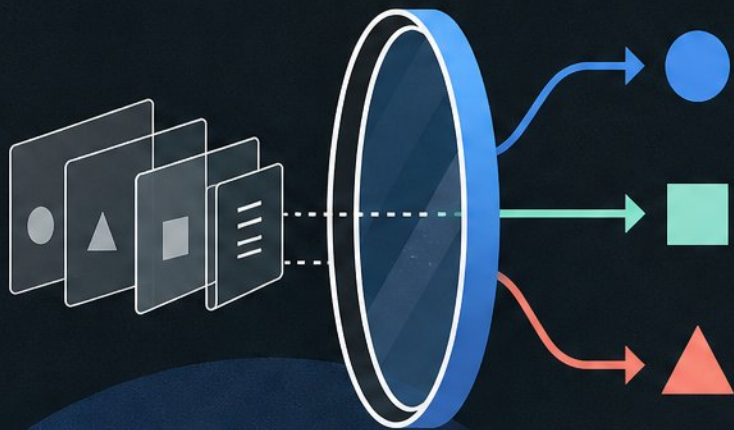


Design Presentation Examples: Patterns, Strengths, and Pitfalls



- Build a reusable evaluation lens for complete decks, not isolated slides



- Patterns: repeatable design and narrative decisions worth recognizing



- Strengths: choices that earn their place in the argument



- Pitfalls: choices that undermine clarity, honesty, or trust



- Audit one real deck end to end, then document a prioritized redesign



- Review rule: critique evidence over taste, cite specific slides

Why Whole-Deck Review Beats Slide-by-Slide Critique

SLIDE-BY-SLIDE CRITIQUE

Focused on one slide at a time



Linear. Incremental. Easy to miss the forest.

VS.

WHOLE-DECK REVIEW

Focused on the deck as a decision instrument



Holistic. Strategic. Surfaces gaps and strengthens the story.



A deck is a decision instrument, not a document



Slide-level polish can hide a missing ask or buried insight



Review timing matters: outline, draft, or night-before triage



Self-review is limited by the curse of knowledge



Fresh-eye tests: headline-only read, five-second check



Guard against font opinions crowding out the argument

Reading a Deck Like a Reviewer: Dimensions and Sequence



Review in sequence: purpose, structure, evidence, visuals, delivery



Five durable dimensions: throughline, density, data, clarity, audience fit



Add argument, arc, and honesty to the scored criteria



Run argument passes and pixel passes separately; mixing weakens both



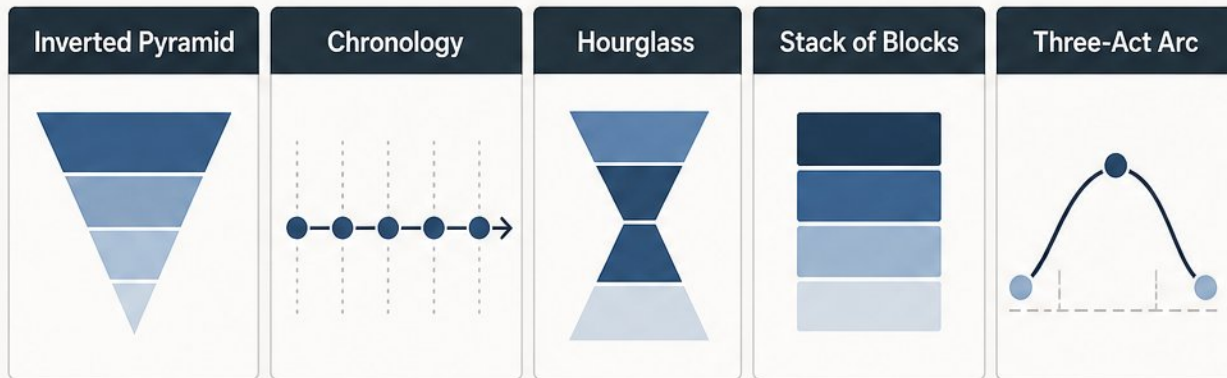
Checks: headline-only read, audit numbers, scan hierarchy, test accessibility





Pattern Library: Recurring Deck Structures That Work

CORE STRUCTURE PATTERNS



DECK AS STORYBOARD WALL



- Core narrative structures: inverted pyramid, chronology, hourglass, stack of blocks



- Data-story research across 118 stories: inverted pyramid and stack of blocks lead



- Screenwriting echoes: Aristotle's three acts; Freytag's rising action to denouement

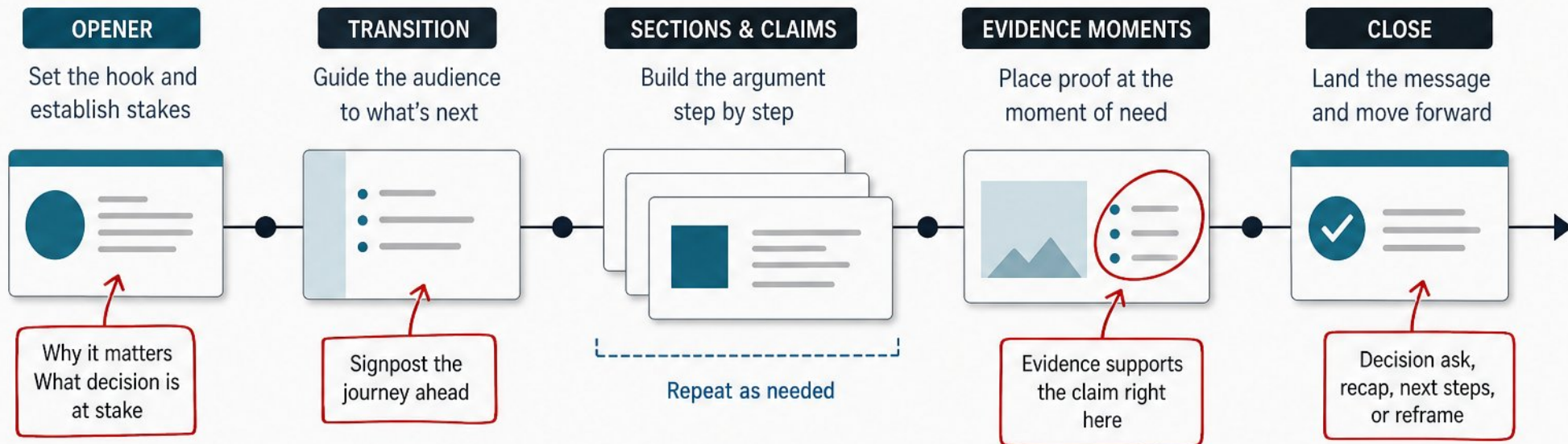


- Repeated deck genres: problem-solution, before-after, demo, data story, manifesto, teaching



- Match structure to intent: explanatory favors linear; exploratory favors modular

Structural Signatures: Openers, Transitions, and Closers



- Opening moves: tension, question, result-first, or context-first
- A strong hook says why it matters and what decision is at stake
- Signposts, dividers, and transitions reduce cognitive load
- Place each claim's proof at the moment of need
- Closers: decision ask, recap, next steps, or reframe
- Exercise: annotate one deck's opening, sections, evidence, close

Visual Patterns That Carry Meaning

- Layout patterns: modular grids, bento grids, asymmetric emphasis, full-bleed imagery
- Hierarchy built by size, color, contrast, alignment, proximity, whitespace, position
- Headline, subhead, body, and caption form four distinct visual levels
- F-pattern scanning for text-heavy slides; Z-pattern for one dominant message
- Typographic scale sets reading order; limited palette with one accent directs attention
- Break the visual system only to signal meaning, never novelty
- Match chart to data: bars compare, lines trend, scatter correlates, stacked bars show parts



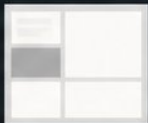
PATTERN

Use visual systems with purpose.

Modular Grid



Bento Grid



Asymmetric Emphasis



Full-Bleed Imagery



STRENGTH

Creates clarity, guides attention.



Clarity



Hierarchy



Focus



Efficiency



PITFALL

Misuse weakens meaning and confuses.



No clear hierarchy



Too many colors



Poor alignment



Crowded layout



Strengths: What Earns Its Place



Message discipline: one takeaway per slide, headlines as conclusions



Audience empathy: language, examples, and density tuned to the room



Evidence quality: credible sources, honest scales, transparent uncertainty



Craft signals: consistent alignment, readable type, purposeful imagery



Delivery fit: presenter notes and pacing for live, async, and mobile



Accessibility counts: contrast, color-independent encoding, alt text, reading order

REVIEW DIMENSIONS



Pitfalls: Narrative, Visual, and Cognitive Failure Modes



- **Narrative:** buried lede, missing transitions, too many subplots, no clear ask



- **Visual:** clutter, weak hierarchy, decorative 3D, reliance on color alone



- **Cognitive:** overloaded slides, competing focal points, redundant text and speech



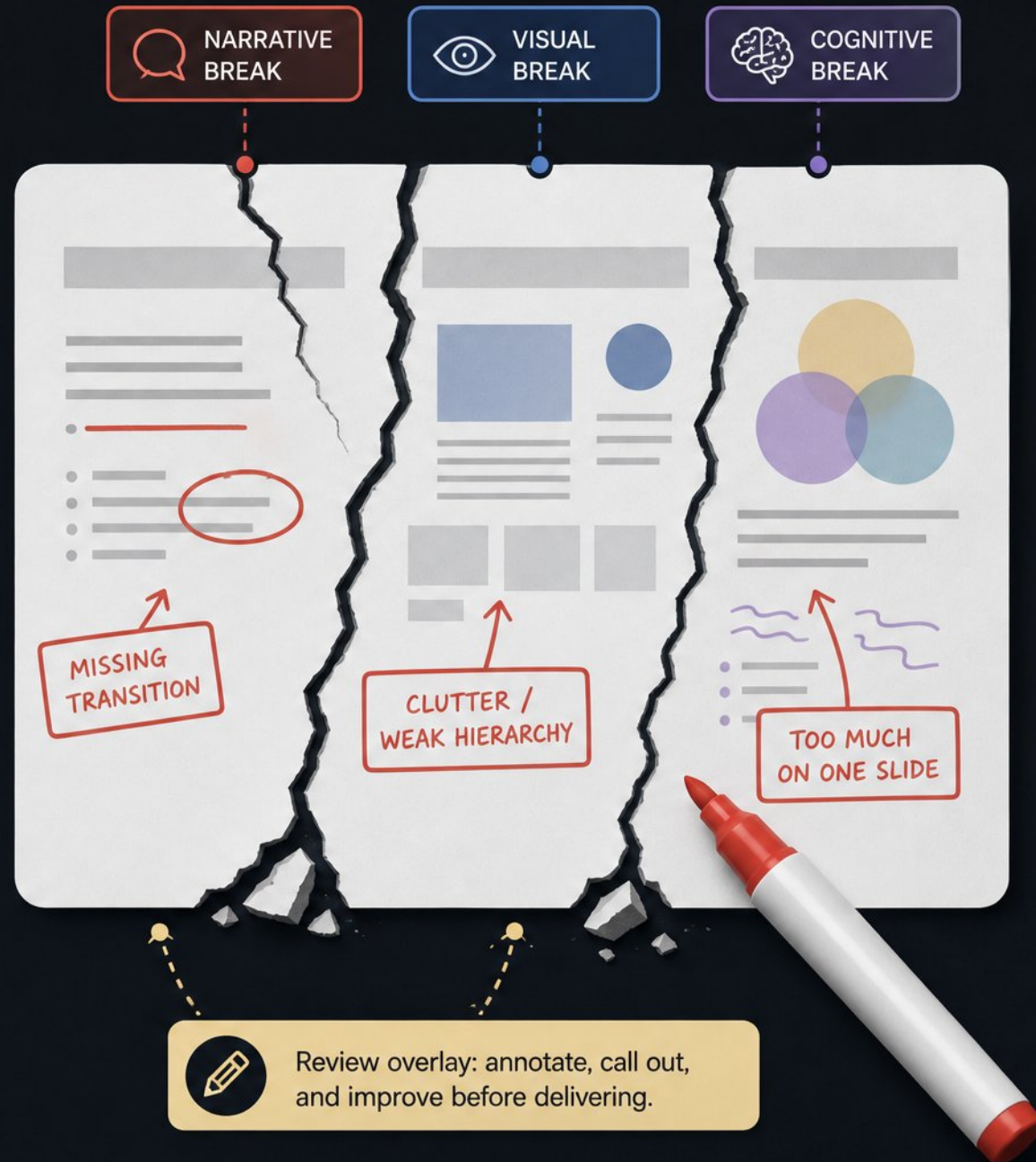
- **Data:** truncated bar axes, dual axes, cherry-picked windows, unsourced claims



- **Cultural and accessibility:** idiom-heavy language, tiny fonts, missing alt text



- **Review failure:** treating all findings as equally severe instead of sorting them





Data Pitfalls in Detail: How Charts Mislead



- Benchmark of 2,604 charts catalogs twelve recurring misleaders



- Worst offenders: truncated axis, inverted axis, inappropriate range, dual axis



- 3D effects, inconsistent tick intervals, and wrong item order also deceive



- Bar charts must anchor at zero; label non-zero line-chart baselines



- Honesty: scale bubbles by area, show ranges, cite sources, date claims



- Chart titles should state the conclusion, not the topic

✗ DISHONEST

TRUNCATED
AXIS



INVERTED
AXIS



INAPPROPRIATE
RANGE



DUAL
AXIS



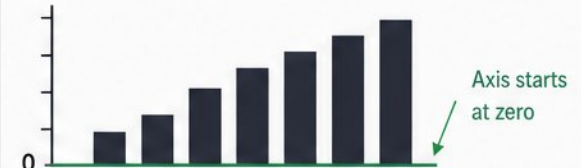
NON-ZERO
BASELINE



SOURCES &
RANGES



✓ HONEST



HONESTY IN VISUALS

Clear scales. Accurate baselines. Transparent context. Better decisions.

Accessibility Review Basics for Full Decks



- One in six people live with a disability; accessible decks help everyone

Aa

- Contrast: 4.5:1 for normal text, 3:1 for large text

Tt↑

- Minimum type: body 18pt, headings 24pt; larger for rooms and mobile



- Alt text for images; long descriptions or data tables for complex charts



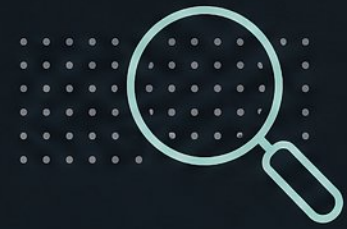
- Never color alone: add labels, patterns, or shapes; avoid red-green only



- Logical reading order, unique slide titles, captions, no flashing, run accessibility checker



Walkthrough One: Business Strategy Deck



Business decks are judged on whether the argument reaches a decision ask in time



Code titles in sequence: do they form a complete case?



Topic-titled slides are a critical finding, not a style note



Check that evidence appears at the moment each claim needs proof



Score narrative, structure, data use, clarity, and audience alignment



Separate critical findings from cost-of-force findings and taste



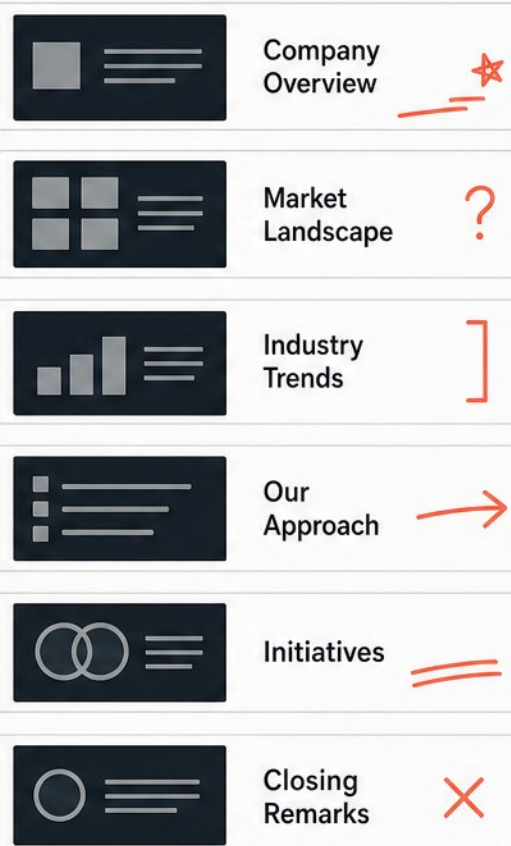
Preserve genuine strengths: strong pattern choice, consistent grid, one highlighted metric



Deliver the two-fixes call, not forty comments

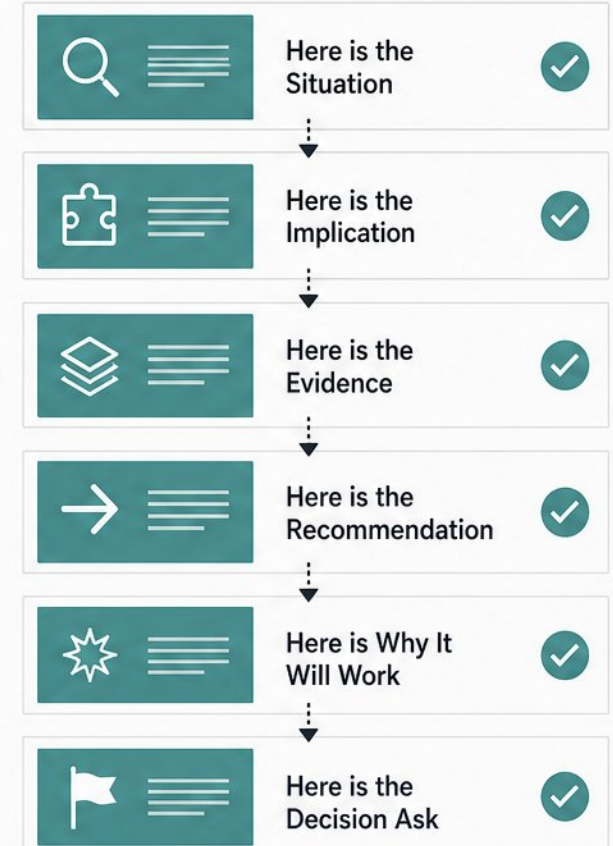
ORIGINAL SEQUENCE

Topic Titles



REVISED SEQUENCE

Assertion Titles Reaching the Ask



Make the argument inevitable.

Clear sequence. Proof in the right place. Decision reached.



Walkthrough Two: Educational and Portfolio Decks

- Educational decks judged on pacing, participation, and concrete concept connections
- Students become co-creators; narration stage carries the story
- Portfolio decks scored on story, evidence, craft, and honest contribution
- Common student pitfalls: dense reference slides, missing accessibility, weak title match
- Score deck-level criteria separately from per-slide criteria
- Compare findings on a shared scorecard to calibrate reviewers



EDUCATIONAL DECK

A lesson arc that builds understanding and invites participation.



ENGAGE



EXPLORE



EXPLAIN



REFLECT



Pacing: purposeful flow across stages



Participation: invites student voice



Concept connections: from idea to use



PORTFOLIO DECK

A student-authored narrative that shows learning and impact.



CONTEXT



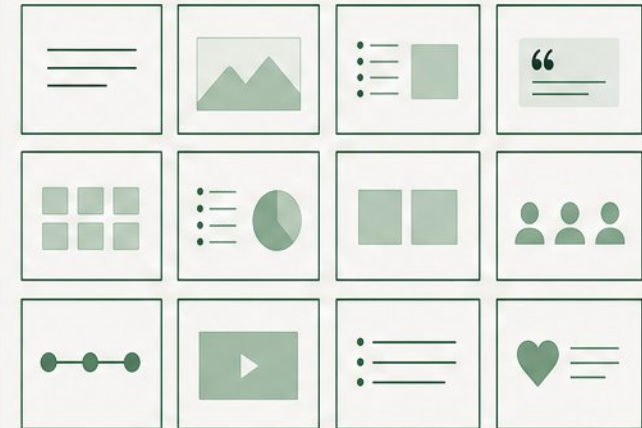
EVIDENCE



REFLECTION



CONTRIBUTION



Story: clear narrative thread



Evidence: relevant and well-integrated



Contribution: honest and declared

From Critique to Redesign: Prioritizing What Matters

THE THREE-PART LENS



PATTERN
What repeats?



STRENGTH
What works?



PITFALL
What harms?

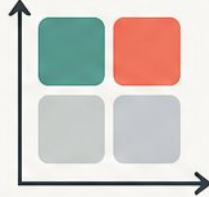
1. CRITIQUE

Surface issues
with honesty



2. TRIAGE

Sort findings by
impact and effort



3. PRIORITIZE

Focus on what
matters most



4. PLAN REDESIGN

Message, structure,
then visuals



5. TEST & DOCUMENT

Validate and explain
the change



- Fix message and structure before visual polish



- Prioritize the missing ask, buried insight, or dishonest chart



- Restructure sections; rewrite topic titles as assertions



- Preserve working patterns instead of rebuilding from scratch



- Test revisions against audience, goal, accessibility, and readability



- Document before-and-after rationale for credibility and trust

Practice Lab and Take-Home Toolkit



- Audit one deck with the pattern-strength-pitfall framework and shared scorecard



- End with a two-fixes call plus severity-sorted findings



- Peer review separates critical, cost-of-force, and labeled taste



- Take-home kit: scorecard, accessibility checklist, pattern library, headline-skim test



- Reflection: which pitfall do you overuse, and what is your counter-move?



- Next steps: build a personal library of strong and flawed decks



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/186eee16/public