

Design Considerations for Slide Decks

Why Use Slide Decks?

Slide Decks, also known as **presentation slides**, are heavily leveraged across the major modalities—face-to-face, virtual classrooms, and e-learning programs.

When designed effectively, visuals help minimize cognitive load and create room for learning.

Tips for Creating Slide Decks

When developing slide presentations, consider the following guidelines to minimize cognitive load:

- Use descriptive headings.
- Present one idea at a time.
- Use no more than two fonts and ensure they are both sized to read easily.
- Ensure that on-screen text is concise.
- Highlight keywords or ideas.
- Aim for more white space than content.
- Add graphics, pictures, charts, or other visuals that clarify the message and are oriented to the participants.
- Use special effects only if they clarify and support the objective.

Source: ATD (Association for Talent Development). 2024. Talent Development Body of Knowledge, 2nd ed. ATD Press.

© ATD. This tool is from ATD's course [Designing and Developing Learning Materials](#). Find more tools at td.org/MemberTools.