VISUAL fundamentals

Create Inspiring Slides

Step 1) Stuff Your Brain with Inspiring Stuff (a.k.a. do some research).

This first step is crucial because I need to find design inspiration that makes me want to make a beautiful slide deck. This step doesn't take long (about 30 minutes) and it's worth it in the long run. Sometimes, rather than a deliberate hunt and gather, I check out things I've stockpiled as I come across them in the course of my everyday life.

Either way, finding creative and inspiring things beforehand speeds up my creative process and makes my slides look better (trust me, when I don't do research and jump straight into design I always ended up scrapping my initial work and starting over).

There are many resources (online and offline) where you can find inspiration. When it comes to my personal preferences I use Pinterest. Here's why:

1. I can find an array of design ideas quickly.

2. I can find high quality stuff. I usually start with a search term like 'typography', 'packaging design' or 'label design' and find ample material from there.

3. Pinning everything to the same board helps my workflow and keeps me focused because I don't have to open multiple windows or search for my reference materials after I've saved them.computer expertise or artistic talent.