

Learning Slide Design from Billboards Guided Reading Questions

1. Explain how presentation slides are **similar to** billboards. Provide multiple reasons.

2. Discuss how the *purpose or function* of slides might be **different from** billboards.

3. The author uses the term “glance media.” Define “glance media” in your own words, and then explain why this term is appropriate for discussing presentation slides.

4. According to the article, what three specific things do effective “glance media” such as billboards and slides do?
 - a.

 - b.

 - c.

5. Look at the pictures the author took from the IKEA store, then answer the question posed: “With the exception of the subject matter/content, how are these signs similar or dissimilar to the visuals you use now for your live talks?”

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6. Think back to the last PowerPoint you made. Evaluate yourself on each of the design rules Garr Reynolds provides by discussing how you followed or how you broke the rule. List the name of the rule along with your self-reflection.

1.

2.

3.

4.

5.

6.

7.

8.