



Slidedocs

*Spread ideas with
effective visual
documents*

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COMMUNICATION HAS CHANGED

Business is moving faster than ever. Employees are constantly asked to do a little bit more, a little bit faster.

This obsession with pace has caused us to weed out inefficiency on nearly every level, especially when it comes to communication.

Internet and mobile communications have reconditioned people to prefer consuming information in small chunks.

Short blog posts get the most traffic. You can barely fit a couple of sentences in a tweet. And text messages usually only take up a line or two.

In the process, we've all but killed long-form business communications.

Today, content not boiled down to its essence is a time-waster. Long, detailed, multipage documents of prose take too long to read between e-mails and meetings. So, we ignore them until our schedules allow a long block of time for consuming dense information—if that time ever comes.

+ [LINK: PICTORIAL LEARNING](#)

+ [LINK: MULTIMEDIA LEARNING](#)

+ [LINK: SCIENTIFIC STUDY](#)

SHORTER COMMUNICATION IS THE NEW NORM

As a result, shorter, tighter, visual communication is the go-to method for getting everybody on the same page quickly. People learn concepts better when they see pictures combined with prose. Therefore, visual media like presentations are used more readily.

Since first starting Duarte, Inc. in 1988, I've watched this trend toward communicating visually intensify. In our early years, we cleaned up slides from people who were desperate not so much to give a verbal presentation, but to express their ideas visually and spread them throughout their organization.

The best way to spread visual ideas is through slides. The slide format makes it easy for people to capture great ideas and share them.

At Duarte, we'd often see slides we had visualized reused in hundreds of different presentations within the organization. Great slides spread.

These short, tight, atomic bites of content have become the default way of visually communicating ideas.

USERS NEED A BETTER WAY

Inappropriately long, meaningless title here that auto adjusts to be TOO long

- This is the default PowerPoint template
- It has room for so many words that it makes it neither a slide nor a document
- The screen fills up with everything you want to say and it gets projected
- Audiences don't want to attend a read-along; they'd rather read it for themselves

We've all seen the slide to the left. Worse yet, we've all had this slide presented to us at one time.

These odd, projected misdeeds are probably one of the most hated digital artifacts in business today. They're hated because they fail to accomplish their purpose, which is to communicate ideas clearly and effectively.

But there's a reason behind why people make these slides. First, the default templates in PowerPoint® encourage their creation.

Second, presentation software is the easiest way to combine text and visuals, so it has become the default visual communication platform.

Third, people need their ideas to be understood on their own without the help of a presenter.

*Programs like PowerPoint® were created to make slide presentations, so users feel they need to project what they create. **Many files should not be projected, but read instead.***

Lovely sparse slides are perfect as a visual aid when presenting. However, in many cases, your audience would be best served by creating a document—but not just any document.

SLIDEDOCS™: A NEW MEDIUM

*It's time for a new medium—
a medium that retains
presentation software's
ability to seamlessly
integrate graphics and
words—and quickly travel
throughout organizations.*

A slidedoc is a document created using presentation software, where visuals and words unite to illustrate one clear point per page.

The result is a medium that can be read and digested more quickly than either a document or a presentation.

Slidedocs are meant to be printed or distributed and read on screen without the accompaniment of a presenter.

My books so far have advised people on how to create sparse, highly visual presentations. So, it might come as a surprise to hear me support another use for slide software. We've been creating slidedocs for the past 25 years because they help quickly spread our clients' ideas around their organizations.

Slidedocs work because:

Uniform format of a slide encourages clear, succinct articulation and visualization of concepts on one page.

Editable nature allows it to be a living document that is collaborative and can evolve over time.

Overarching view allows you to see the whole, instead of only the parts. By working in outline or slide sorter mode, you can see the entire message and structure in addition to individual pages.

Spreadability allows the smartest pages to spread throughout an organization. Great slidedocs are reused again and again.

