



# Consulting Committee

Week 7: A Guide to Deck Building

# Presentation Outline

1. Core Principles of Deck Building
2. Slide Elements
3. Consistency & Aesthetics
4. Tips & Resources



# ✦ Core Principles of Deck Building



# Slide decks compile a consultant's findings and present a digestible visual summary to clients.

- **Concision** is key!
- Find a good balance of **creativity** and **variability** across your deck, while maintaining a **clean, uniform** overall theme
- **Planning your deck and slide structures** is vital to an organized, aesthetic deck



# Slide Elements



# A tagline summarizes the main point of the slide and should stand alone.

- Communicate one idea, with a maximum of 2 lines
- State or summarize the key takeaway of the slide
- Tell the “story” of the deck by looking only at the taglines
- NOT a description or a few words
- For recommendations, have clear and actionable items
  - Ex: “Opportunity for X Company to produce XYZ through...”



# Charts and tables can be used to display data visually, but make sure to prioritize clarity over aesthetics.

## The product's unique selling position includes its user friendly application, but lacks tutorials for more complex functions

Section 1 - Section 2 - Section 3 - Section 4

### Selected interview feedback

"...The product has one of the best **user friendly** applications – I was able to learn how to use it in around 10 minutes ..."

- Greg, UCLA Student

"...While I was able to grasp the basic tools of the app, I was confused about some of the **more complex tools**: I felt like there were not enough tutorials..."

- Daniel, Bain & Co

"...I loved how easy to use the core functions are but there was a **big problem with learning** how to use [X, Y]..."

- Joon, L.E.K. Consulting

### Further explanation is necessary for

- Function A
- Function B
- Function C

78%

Of interviewees stated that the **application** was the **most unique point** of the product experience

57%

Of interviewees mentioned that there **could be improvement** on explanations of more complex tools

Source: Interview feedback

Anatomy of the Deck

## Basic Elements

### Basic Category Box

Point #1  
Explanation

Point #2 (12pt spacing above)  
Explanation

Point #3 (12pt spacing above)  
Explanation

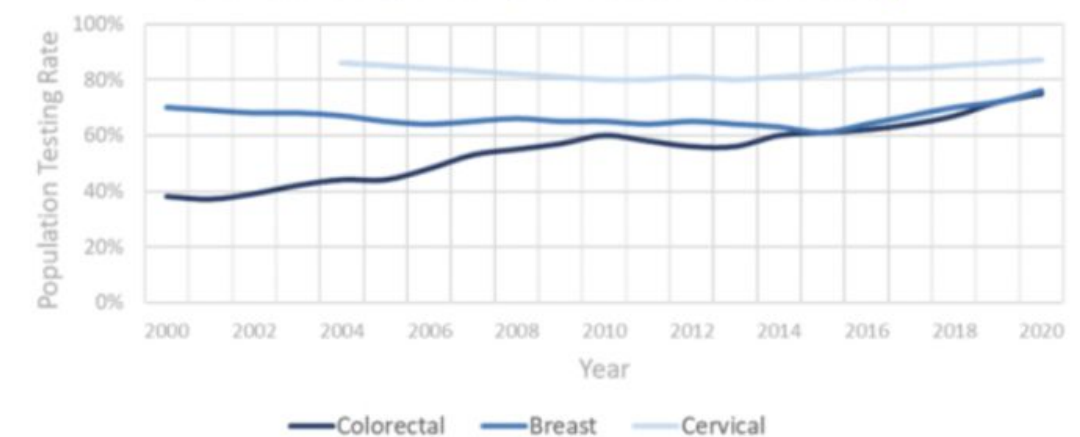
Point #4 (12pt spacing above)  
Explanation

Titles and things in boxes are written in Gill Sans Nova

Default textbox with no padding around the edges. Calibri 14pt

### Example Graph

Trends in Breast, Cervical, and Colorectal Cancer Testing



### Colors



Blue, Accent 1, 50% Darker

Primary color used for text and shapes



Blue, Accent 5, 5% Darker

Highlighted text, use for accents



White, Background 1, 5% Darker

Background fill for boxes

✦ **Consistency &  
Aesthetics**





# Remain consistent with fonts and color palettes throughout the presentation and utilize shapes to organize information.

- Build a template using the Slide Master function
- Match fonts and colors to your client's themes
- Use selective bolding to highlight your points
- Limit your use of photos to use your space effectively
- Maintain even spacing between elements and use all the space
- Use the same size and font for all body text
- Use the Format pane to edit objects (Right Click any object + O)
- DON'T use stock images





# Tips & Resources



# These resources and tips can make deck-building a smoother process!

- exporting your file as a **PDF** maintains its style and structure when opened by another user
- all UCLA students receive free access to *Microsoft Office* items
- templates: [slidesgo.com](https://slidesgo.com)
- icons: [thenounproject.com](https://thenounproject.com)
- color palette generator: [colors.co](https://colors.co)
- **Colorzilla** is a Chrome extension that helps pinpoint the exact hex code for any color on your screen



# Thank you!

Please let us know if you have any questions, comments, or concerns!