Designing for Clarity in Slides

A practical checklist for refining dense presentations into clear, brand-aligned communication.

1 Message & Narrative

- ○ Can the core idea be understood at a glance?
- ○ Does each slide communicate one clear takeaway?
- ○ Is there a clear story connecting each slide?

🔍 GOAL

Clear ideas lead the design.

2 Structure & Hierarchy

- ○ Does hierarchy guide attention to what matters most?
- ○ Are headlines doing real work, or just labeling sections?
- ○ Is supporting content clearly secondary to the main point?

🔍 GOAL

What matters most stands out.

3 Data & Visual Clarity

- ○ Are charts and graphics simplified without losing accuracy?
- ○ Can the audience take in the slide comfortably?
- ○ Do visuals help explain the insight, or just display information?

🔍 GOAL

Insight conveys information.

4 Brand & Consistency

- ○ Are typography, spacing, and color consistent across slides?
- ○ Does the brand system stay consistent while letting the content lead?
- ○ Could another teammate continue the deck without reinventing the layout?

🔍 GOAL

Brand is consistent and unobtrusive.

5 Pace & Cognitive Load

- ○ Can the slide be scanned in a few seconds?
- ○ Is unnecessary content crowding the message?
- ○ Does the layout reduce visual clutter and support the message?

🔍 GOAL

Easy to read, not crowded.

Developed from real-world presentation and brand system work. See the Collage Group case study: aprilvincent.com/case-study-rebuild-brand

April Vincent
UX | UI | CX Design

aprilvincent.com
linkedin.com/in/apriljvincent/
Rhode Island, USA