

“ It’s important that design gets ‘cooked’ into the product at the start, whether you’re talking about software, office space, or a web design. It’s not an afterthought. ”

—Alan Webber, founding editor, *Fast Company* magazine

7 Ideas for Designing Standout Handouts

1. Use handouts to engage learners and facilitate their interaction with the content and each other.
2. Draw from magazine design and offer additional content: sidebars, resource listings, key facts, illuminating quotes.
3. Use white space, graphic elements, and varied type sizes to help move the eye, create emphasis, and guide notetaking.
4. Provide enough info to be useful, but don’t include every point from your slides/talk. Let people capture additional thinking as they see fit.
5. Provide instructions for exercises as a reference for people who don’t hear your verbal guidance.
6. Replace tacky clip art with free or low cost stock illustrations or photos.
7. Edit out unnecessary or distracting text or design elements.

Key Takeaway

Don’t always default to using PowerPoint slide output. Design complementary handouts (and slides) that intentionally enhance the overall learning experience.



A few online resources

Presentation Zen
<http://presentationzen.com>
Sociable Media (Beyond Bullets)
<http://sociablemedia.com>
Stock Photography
<http://istockphoto.com>

Slides as Handouts: *Quick Tip*

Copy your slide file, eliminate animations or info from some slides, and delete some slides entirely. Print this file for handouts. People will now want to fill in info from your actual slides and talk.