

GUIDELINES FOR PRESENTING YOUR IDEAS ON JOVOTO

1. First Slide Summary

Strive to represent the concept in a way that the viewer can understand your idea at a glance; Create a summary of the slides that follow. You can think of it as the book cover of your idea.

2. No need for doubles

Use the PDF export to test what your presentation will look like. Client logos & idea titles are already included. Therefore don't clutter your image with this information.

3. Avoid text in images

Text should be placed in the text box, unless it is necessary to understand the image (like a diagram or headline). Text should complement the image without cluttering it. Make sure it is easy to read after upload. Think about viewing it on mobile!

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4. Design accordingly

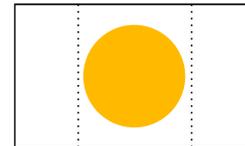
There are specific image sizes that you need to upload, and either a 3:2 or 2:3 ratio. Check the idea upload and (if available in the project idea overview) the Idea Template for this essential info.

5. Be precise

Ask yourself: Did I read the slide description and what needs to be on each slide? What if I remove this element from my slide will it still be understandable?

Pro tip!

Ideas are displayed as a square on the overview page. Use a 3:2 ratio & place the main subject in the center of the image - it'll look great as a thumbnail on the overview!



SO, BEFORE YOU START...

Know the questions you will have to answer

Specific questions are asked from you to set focus areas within the task. They were decided on by the client. Understanding them before you start brainstorming will help make sure you answer all client questions without wasting your time by delivering what is not needed.

Understand the formatting

Avoid designing without reading about the formats and having to reverse engineer your presentation into the format given. Familiarize yourself with the new format (i.e. what image size you will need to upload on each slide) before you start visualising your presentation. (This is a one time thing. Once you get it, you got it!)

Avoid over or under delivering

The amount of slides is limited so you can keep an eye on your time.