

Slideshow Design Rationale

The slideshow for Blink Interactive is embedded in the context of a conversation. The two parts of the slideshow are each introduced with a conversational cue: the first part is introduced with “let me tell you something”; the second part is introduced with “let me ask you something.”

The first half of the slideshow presents the essence of Blink Interactive: when customers view a website, they judge it almost instantaneously. The argument is presented in the slideshow with a descending emphasis toward “you have this much time to make a customer.” The switch from the checkerboard in slide four to the single line in slide five underscores the (unspoken) argument “of all of these possible truths” (slide four) only one (slide five) is consistently true. The color switch and eye blink effect in slide seven enhance the point.

The second half of the slideshow is more mundane, displaying the data that Blink claims in the “factoid” sidebar on their website (see: <http://blinkia.com/index.html>). The data is spread out over four slides, allowing the presenter time to tell the audience the corresponding story behind the data. This second half ends with the sales pitch and contact information.

A slideshow presentation is a component of rhetoric, not a modern replacement for it. The slides in a presentation should contribute and enhance the material that is being presented; no slideshow—no matter how well constructed—can replace a skilled orator. This slideshow is meant to be embedded within a sales talk about usability and user-centered design. None of the slides explicitly mentions either concept; it is the job of the presenter to tie the slides to those topics.

Keynote

The slideshow was created with the Macintosh application Keynote. The slideshow contains four master slides and seventeen presentation slides. It was a struggle to learn the proper use of the master slides—early drafts contained more master slides that were eventually pruned out in the final slideshow. I also learned the importance of not overdoing the visual effects (aka: eye candy).