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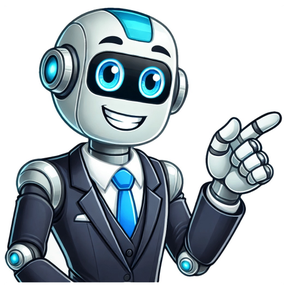

Have you ever wanted to make your own picture or visual for your presentation? Youre in the right place: Thats exactly what were going to talk about in todays article. In this article, youre going to learn: Who should make their own presentation visuals? Why should you make your own presentation visuals? When should you make your own presentation visuals? How to make your own presentation pictures (tips to get started).What software or app should you use to make your own visuals? Where can you develop the skills to make your own presentation pictures? BONUS: Other ways making your own visuals can help Hi! Im Dr. Echo Rivera and I help academics, scientists, and educators create engaging presentations. That includes using visuals that already exist online or in PowerPoint, but also includes going the extra mile and creating your own visuals. One thing we should discuss before we get started is what I mean by visual in this context. When I refer to a visual or picture in this blog post, Im referring to:Shapes and/or icons that you put together to create a unique visual Something you draw using any type of medium or app (on paper or digital) Vector illustrations you create using something like Affinity Designer or Adobe Illustrator Anything similar to the above I just wanted to be clear that this blog post applies even if youre using things like PowerPoint shapes and icons to create your own visuals. Before we dive into this comprehensive guide about how to create visuals for your presentations, I also want to make sure you know about my FREE presentation training: The first question you might have is whether or not YOU should make your own presentation visuals or pictures. So lets get this out of the way: Who should make their own visuals? Everyone. Well, that was easy :) Or are you not convinced. Let me guess: Youre convinced youre not an artist or that youre not creative enough to make your own visuals for your slideshow? Nonsense. You dont need to paint like Frida Kahlo to create your own visuals for your research, teaching, or evaluation work. Being creative just means that you apply creative thinking to solve problems.If you do research, science, or scholarship then you are creative! As Barry Bickmore said: Creativity is not only the ability to come up with new ideas, but also narrowing down those new ideas to focus on one that can be elaborated. Think about a time when you were struggling or frustrated, but then had an Aha! moment? Maybe it was with a survey question, or finding a way to explain something in your manuscript. Whatever it was, the moment when an idea pops into your head about how to solve a problem isnt magic. Its the result of creativity. Once again, Barry Bickmore has some words of wisdom about this: Creative people in any field come up with new ways of looking at the world they are constantly asking, "What if...?" But it doesn't stop there. After a creative person asks "What if...?" they then go on to logically think through the consequences.Scientists, researchers, and educators are excellent at solving problems and generating new/ or useful ideas and that means theyre creative! The scientific method is a process, and approaching tasks in that way provides an excellent foundation for creativity. So you absolutely can create your own visuals, and you absolutely should. And, yes, you are creative enough to do it. Here are 6 reasons you should consider making your own visuals for your presentations. Reason #1: Your presentation will be more engaging If you want to have an engaging presentation, you need to use visuals.There is no way around that. And some the most eye-catching and memorable visuals you can use are ones you made yourself. Reason #2: It might be the only way to get the type of representation you want in your presentationAbout 10 years ago, you basically had two options when it came to stock photos:White guy in a suit, giving a cheesy smile to the camera White guy in a casual outfit, giving a cheesy smile to the camera Thats a slight exaggeration of course, but weve definitely come a long way in terms of the diversity available across stock photos (especially free ones). However, we still have a long way to go. At the time Im writing this post, it can still be hard to find stock photos of people from all races and ethnicities, people with disabilities, and people who are not cis gendered. Sometimes, if you want diversity and representation, you might have to make it yourself. Reason #3: It can sometimes be the fastest way to add a visual to your presentation Yes, there are a lot of stock photos you can find online for free. If you dont use Google Images, and if you use my system instead, this process can even go pretty fast. But still. When youre presenting on a very niche or specialized topic, it can be challenging to find a photo that will work on your slide. This is particularly true for common scientific/theoretical models. For example, in my field a lot of people use Bronfenbrenners Ecological Systems Theory. But a google search of this model pulls up a lot of images that have specific examples not relevant to my topic. Ive personally wasted a lot of time searching and searching for the perfect model to fit my topic, only to have nothing in the end. I found that it was significantly faster to just create this visual in PowerPoint using shapes and text boxes. And it wasnt even just faster, the model I made in PowerPoint looked a lot better than the ones I found online. I could make sure the font sizes were large enough to be seen in a presentation. Plus, I could set up some changes to the colors of each layer and walk the audience through each layer, one at a time. Faster + Looks Better = Win-Win! Reason #4: You dont need to worry about violating copyright lawDid you know that copyright law still applies to you, even if youre using visuals found online for non-profit purposes? And did you know that visuals found online do NOT meet the requirement the requirements for fair use? And finally, did you know that choosing the creative commons license option in Google Images does not actually guarantee youre finding creative commons photos (or using them correctly)? If any of those three surprised you, then youre not alone.These are only someone of the reasons you should stop using Google Images to find visuals for your presentation.(The other reason is that youre only seeing the worst visuals available, and missing out on all the best pictures). There is a right way to find free stock photos online, but copyright law is complicated and one way to simplify your life is to create more of your own visuals. Reason #5: Your presentation design will be more consistent Going back to the Ecological Systems Model example99% of the models shown in that screenshot above are outdated and ugly. Im talking 2002 type of outdated. Using those will instantly make my entire presentation or conference poster look outdated. Okay but lets say we somehow stumbled upon the magic trifecta of finding a visual that is:a perfect representation of the content I need to talk about, legal to use, and well-designed.Even then, we have a problem: you cant adjust the colors to match the style theme of my overall presentation. That introduces inconsistency in the design of your slide deck, which instantly makes it look unprofessional or amateurish. When you create your own visuals using professional design software, you can ensure that its designed well, and that the design matches the rest of your presentation. Reason #6: It could save you money Instead of paying for a whole icon pack because you wanted one of the icons or paying someone to make simple graphics for you, you could learn how to make some yourself.When you DIY your design its going to be a cheaper option compared to having someone design it for you. Theres no question that being able to whip up your own visual in an hour would save you money compared to hiring a designer to do the same. The easiest, most straightforward answer to this question is: whenever you want to. I dont have a rubric or set of criteria I use before deciding to make my own presentation visuals. I just do it when it feels right. But for someone who has never done this before, it can be helpful to have some ideas for when it makes sense to create a visual. It makes sense to create your own presentation visuals when:Youre presenting a scientific theory or theoretical modelYouve already tried to find good stock photos, but cant seem to find enough You know you can put together a few shapes together faster than it will take you to find the visual you need You really, really want to impress your audience Youre tempted to use PowerPoints SmartArt For example, one of the concepts I teach is how to create a presentation storyboard. I knew that finding the right visual to represent that would either be impossible or take a long time. So, I put together some shapes and icons in PowerPoint, and made this: Another concept I teach is about how slide clutter can be really distracting. I wanted a way to make my point by showing the audience how distracting it is, rather than just telling them. While I knew it was going to be possible to find stock photos that represented clutter really well, I was hit with a little inspiration to make this topic more fun. I drew Mr. Clutter using professional design software, turned him into a gif, and added him to slides to help me better make my point. (c) Echo Rivera / do not use Just do it. Here is my challenge to you: in your very next presentation create at least one visual.It can be shapes and icons, it doesnt need to be a hand drawing or illustration. Even if it feels really hard at first, just keep trying. I want you to do this, because the more you create your own visuals, the easier it becomes. There are a lot of apps you can use to make your own visuals, so it can be hard to know where to start. The most popular and relevant to academic, scientific, and educational presentations are:I only use two of these: PowerPoint and Affinity Designer. Lets do a very quick rundown of each: BioRender is great, though you have to pay for high quality images and to be able to have unlimited images. Plus, most of their images are for science labs, DNA, cells, chemical compounds, and that type of thing. Social scientists will find BioRender less helpful. Gimp is free, but has an incredibly difficult learning curve.I found Gimp to be one of the most frustrating apps Ive ever used in my life (and I use a LOT of apps). I love using the free version of apps whenever possible. In this case, though, free wasnt even worth it. Canva is mediocre. Its fine. I guess. I find the user experience of Canva to be worse than PowerPoint and Affinity Designer, and you have to pay for the best features anyway. Adobe Illustrator is relatively easy to use and learn, and I used it for years. However, I stopped using Adobe Illustrator they switched to a monthly cloud subscription service because it was just way too expensive for how little I used it. I imagine if youre reading this blog post and need tips on how to create visuals for your presentations, you also dont want to pay a lot of money every single month for something you might use only once a month or so. Thats why I learned how to use PowerPoint to create visuals. I already pay for it so it was, in a sense, free. And, you can do a lot with PowerPoint because its actually a really robust app. But, PowerPoint has some limitations. So, I did need professional software for more advanced design work. Thats why I switched from Adobe Illustrator to Affinity Designer. Credit: An example of icons made in Designer, provided by Serif Europe (the creators of Affinity Designer) If your organization or university has a subscription to Adobe Illustrator, then by all meansuse it. Its a great app. But if youre like me and paying for this out of pocket? Affinity Designer is way to go. In full disclosure, Im self-taught. So, I dont think you need training to do this. I started by messing around in Apple Keynote, PowerPoint, and Adobe Illustrator. The easiest place to start is by using a bunch of shapes, and to have an outlet. Your presentations are the perfect outlet to test our your skills, which is why I challenged you to create a visual for your next presentation. I used the visuals I created in my presentations, but I also used to have a blog about bicycling. Thats where I really stretched my creativity and skills. Check out this cartoon I made using Apple Keynote. You might be wondering if this seems like an unnecessary and excessive skill to develop just for presentations. I actually think thats a really fair point. So Id like to end this article by sharing some examples of how Ive used these skills in ways that go beyond presentation slide design. When you make your own visuals in professional software like Affinity Designer, you can then use the same visuals in multiple ways, such as: Infographics, visual abstracts, website graphics, presentation slides,reports, social media graphics, videos, and more! Case Study 1: Icons and Infographics When I hosted @iamscicomm, I wanted to make some visuals to use during my takeover week. We first made these icons in Affinity Designer: Then, we used them to create an infographic in Affinity Designer: One client needed to merge two models together for their research work. One component was a Venn diagram with a context border and the other component was a list of items. PowerPoint does not provide the level of control over the design to do this well, plus it would most likely look blurry when added to a report. So, we used Affinity Designer to design it. Another client needed a model demonstrating their mixed method design. Qualitative and mixed methods researchers will be really familiar with this mode (Ive even used this same process before!). Their version included specific details from their project, but here is an anonymized version to protect their confidentiality. Thanks to Affinity Designer its easy to make high resolution images and send them along to be turned into stickers and swag. I used to use Sticker Mule for this, but it has since come to light that the co-founder Anthony Constantino supports Tr*mp (via their own unhinged newsletter sent July 2024, that encourages customers to buy stickers in support of Trump).Ive been using them for almost 3 years and have never been disappointed. One year they had a few special events and I uh well, I kinda went wild. Look at all the different types of stickers I have Those are just 5 examples of how having the skills to create my own visuals have benefited me beyond just presentation slides. To me, its just the cherry on top for something that I already think is worth it: creating highly visual engaging presentations. Dr. Echo RiveraI want to help you turn your PhD into Profit with presentations. You want to persuade the world to believe in your ideas? Lets work together to make you a highly-paid, fully-booked keynote speaker and get you that that TED talk. You want to train people to be better at something? Lets work together to make your workshops or online courses sell out fast, get fully-booked, and sell themselves. You want to be an author? Lets work together to showcase youre a trusted expert so you get that book deal, and then of course sell that book by going on a book tour. You want to shine in your career as an academic, researcher, or evaluator? Lets work together so you can build up your skillset and reputation as an accessible, inclusive visual communicator. -There are 3 ways we can work together: - Profitable PhD: The Masterclass (Professional Development) Profitable PhD: 1-and-1 training and coaching Profitable PhD: Done for you (slide design) 5 steps to choose the perfect visual for your presentation.by Tom Foxwell 13th June 2023 The images should not be the protagonists of our speech but should illustrate the ideas that we are exposing. They must act as visual reinforcement and decoration for our presentation. The difficulty is that, generally, the photos should not represent objects or people but rather abstract concepts such as effort, creativity, challenge, despair, or fear. And getting a good image that illustrates such concepts is not easy, especially if you want to make your presentations stand out. There are several places where we can search for images, but often the problem is that we have no idea what photo we want to search for. And a direct search on Google Images for the concept itself doesnt always yield a photo that exactly matches the idea we want to convey. So, how can we know which photo to look for? To find or design the ideal photo for each slide, I follow the following 5 steps: It seems obvious, but that implies being clear about the message (in the singular) that we want to convey on each slide. And that doesnt always happen. Sometimes the slides are not conceived as micro messages but as sections of a written report.One slide for the introduction, another to talk about the opportunities, another to present the sales data, and I wonder, cant you get more than one sales message? So, why not separate them into more than one slide?How can we illustrate with an image more than one message at the same time? If we want to do it effectively, it simply cannot be done. So divide and conquer. When learning how to choose the perfect presentation photos, you might also want to explore anAI presentation makerfor a more streamlined and efficient approach. Once we are clear about the concept, we must think about what message we want the image to convey. It is possible to transmit different messages about the same concept, so we must be clear about which one we are interested in.If we talk about trust, this can be trust towards others or towards ourselves. In addition, we can speak positively about trust or give the message of not trusting anyone. Obviously, in each case, a different image will suit us.Suppose that, in our example, we want to convey the message that, in order to overcome the challenges we encounter in life, we must trust ourselves. Once the concept and the message are clear, we must carry out a Brainstorming answers the following question: What things do we associate with that concept? What adjectives? What situations? What expressions are in our vocabulary? Which characters? Lets make a list following our example: What do we associate with self-confidence to overcome challenges? People who like challenges and adventures A tightrope walker on a tightrope without a net A tamer puts his head in a lions mouth. A skier is skiing in the middle of an avalanche. Athletes who win everything by being very confident in their game A tennis player hits the ball from behind. A footballer is about to take a penalty. Other trades that require self-confidence A surgeon wielding a scalpel A character who must overcome the adversities that life has imposed on him I could go on, but we already have a few ideas to start looking for the type of photography that can best illustrate our concept in the case at hand. Once you have a few ideas, its time to find or create the perfect photo. You can search for relevant images using keywords, browse through proposal PowerPoint templates, or even consider creating your own visuals. The choice depends on your creativity, resources, time constraints, and personal preferences. By incorporating proposal PowerPoint templates, you can enhance your presentations visual appeal and structure while still ensuring the selection of the right visual photo for each slide. All the ideas that have come out are valid. However, they have been designed without taking into account who the presentation should be addressed to. When I analyse the type of audience that I will have in front of me, we must look at the elements that the public has in common: they belong to the same company, they all have the same training, they all live in the same city, and they are the same age. That homogenising aspect of the public will be their common area. Can we find any other examples of our concept and message that are in the common realm of our audience? Suppose we have to make a presentation for the police academy. What situations in the police field can we relate to the message of our slide about self-confidence when facing challenges? A policeman in front of a group of protesters A policeman who must defuse a bomb must choose the red wire or the blue wire. A policeman who must regulate traffic Surely, any of these will serve to empathise with the audience much more than any of the others. Choosing the perfect visual photo for each slide in a presentation requires careful consideration and attention to detail. The images should not overshadow the main message, but rather serve as visual reinforcement and decoration. To achieve this, it is important to define the concept well and be clear about the specific message to be conveyed on each slide. Brainstorming various associations, adjectives, situations, and characters related to the concept can generate ideas for suitable images. Once the ideas are generated, it is time to search for or create the perfect photo, using keywords, PowerPoint templates, or original visuals. Lastly, considering the common scope of the target audience is essential. Understanding the shared characteristics of the audience can help identify additional examples or situations that resonate with them, resulting in a more impactful presentation. By following these steps, one can select visual photos that effectively illustrate and enhance the overall message of each slide. Featured image: R-GraphicsDesign/Motion Array Posted in: Business Latest Next: Create a custom background & enhance your meeting experience You can use this feature only if your organization supports it. For help, contact youradministrator. This guide explains how to generate an image for a presentation usingGemini for Google Workspace on your computer. Expand all|Collapseall Before you useGemini for Google Workspace Geminifeature suggestions dont represent Googles views, and should not be attributed to Google. Dont rely on Gemini features as medical, legal, financial, or other professional advice. Gemini features may suggest inaccurate or inappropriate information. Your feedback makes Gemini more helpful and safe. Enterprise end users can submit feedback to Google Workspace regarding their experience using generative AI features. End users are informed before submitting the feedback that feedback data should not contain personal, sensitive, or confidential information and may be read by humans. On your computer, open a presentation on Google Slides. Click the slide where you want to add the image. At the top, click Insert Image Help me create an image. In the panel on the right, enter a prompt. Tip: For better results, consider including the subject, setting, distance to subject, materials, or background. For example: Create an image of a plane flying above the clouds over mountains and rivers during sunrise that I can use in the marketing campaign to promote my travel company. Google, Google Workspace, and related marks and logos are trademarks of Google LLC. All other company and product names are trademarks of the companieswith which they are associated. When creating a PowerPoint presentation, you want to make sure that your slides are as stimulating and visually appealing as possible. Images can be a great way to capture your audience's attention and keep them engaged in the discussion. But how do you go about incorporating images into your slides? This article will provide some simple tricks for using imagery effectively in your presentations.The use of appropriate images in your PowerPoint presentation goes beyond just finding a visually appealing picture. It involves a thorough understanding of your industry, audience, and the message you wish to convey.Industry Norms & StandardsChoosing images that adhere to industry norms and standards is crucial. Each industry has its own expectations for effective imagery. Using images that align with these standards adds professionalism and validity to your presentation, resonating with your specific audience. Straying from industry norms can confuse or alienate your audience, undermining the impact of your PowerPoint. Audience Demographics, Interests & ExpectationsUnderstanding your audience is crucial for selecting appropriate images in your PowerPoint presentation. Relatable and engaging images resonate with your audience, capturing their attention and enhancing message comprehension. Tailoring imagery to demographics, interests, and expectations maximizes presentation impact and effectiveness. Additionally, including diversity in your images that reflect the diversity of gender, race, age, abilities, and culture can further enhance audience engagement and promote inclusivity.Messages through Visual CuesEngaging images helps clarify complex ideas into relatable visual metaphors. They evoke emotions, increasing audience engagement and connection with your message. Well-selected imagery speaks louder than words, making your point more persuasive. Incorporating impactful imagery is a powerful tool in delivering a compelling presentation.While there are various apps and tools available specifically for image color correction, let's focus our attention on leveraging PowerPoint's capabilities to achieve a consistent and harmonized look and feel for your images. There are 4 quick and easy techniques that you can employ to optimize your images:Adjust the image to black and white or sepia to evoke specific moods: Black and white photography exudes a timeless and classic feel, while sepia tones evoke warmth, nostalgia, and the power of memory. By neutralizing your image you can make a more subtle statement and avoid excessive distraction. This technique works on any color scheme, when in doubt turn here.Utilize color overlays on images to match the presentations overall palette: Select an image with neutral colors and use a color overlay to tone down brighter colors and harmonize the image with the presentations color palette. By utilizing this feature, you can ensure consistent color throughout your presentation. This technique is also excellent for enhancing the readability of text overlaid on images. Leverage gradient masks to introduce new shades: Gradient masks allow for the incorporation of multiple colors into one image without overwhelming the viewer. Experiment with different blend modes and opacity levels to achieve custom tonal variations in your images.Choose images with complementary colors and tones to your presentation theme: Aim for a cohesive visual experience by choosing images that are in harmony with your color scheme. Consistency in color and tone throughout your presentation contributes to a professional and polished look and feel.You can also play around with color brightness/contrast, saturation, and temperature, but personally, I've discovered that using the 4 tips mentioned above helps me achieve a harmonious and cohesive look between the presentation and images without putting in too much time or effort.In conclusion, using imagery effectively in PowerPoint presentations is an art that combines creativity with strategic thinking. By following these tips, you're well on your way to creating visually stunning and impactful presentations. Make sure to stay tuned to my social media posts this week, where I will dive deeper into the application of these techniques. Visuals are a critical component of effective presentations, and images play a particularly important role in capturing attention, conveying information, and enhancing engagement. However, choosing the right images is not always straightforward. There are many factors to consider, including relevance, quality, style, and copyright. In this comprehensive guide, well delve into the strategies and best practices for selecting images that elevate your presentation design.IntroductionIn the realm of presentations, where the battle for audience attention is fierce, visuals stand as powerful allies. Among these, images reign supreme, wielding the ability to capture interest, elucidate concepts, and etch lasting impressions. Yet, the selection of the right images is not merely a matter of chance or aesthetic whim. Its a strategic process that demands careful consideration of factors such as relevance, quality, style, and copyright.This in-depth guide is designed to equip you with the knowledge and tools to navigate the image selection landscape effectively. By understanding the nuances and applying the techniques outlined here, you can confidently choose images that elevate your presentation design and deliver a memorable, impactful experience to your audience.The Importance of Images in Presentation Design Before we dive into the specifics of choosing the right images, lets explore why they hold such significance in the context of presentations.Visual Appeal: Images break the monotony of text-heavy slides and add visual interest. They create a more dynamic and engaging experience for your audience.- Information Retention: Visuals are processed faster and remembered better than text. Images can help reinforce key points and make your message more memorable.- Emotional Connection: Images can evoke emotions and create a deeper connection with your audience. This is particularly important if you want to persuade or inspire.- Brand Reinforcement: Consistent use of images that align with your brand identity can strengthen your brand image and create a more cohesive presentation experience.Key Factors to Consider When Choosing ImagesNow that weve established the importance of images, lets explore the key factors to consider when making your selection.1. Relevance to the ContentThe most fundamental rule of image selection is relevance. Your images should directly relate to the topic of your presentation and support the message youre trying to convey. Irrelevant images can be distracting and confusing, undermining the effectiveness of your presentation.Illustrative Images: Use images that directly illustrate the concepts youre discussing. For example, if youre presenting on environmental sustainability, you could use images of solar panels or wind turbines.- Metaphorical Images: Sometimes, a more abstract approach can be effective. Metaphorical images can create visual interest and encourage your audience to think more deeply about your message. For instance, an image of a winding road could represent a journey or a process.2. High QualityImage quality is paramount. Low-resolution, pixelated, or blurry images can make your presentation look unprofessional and undermine your credibility.Resolution: Ensure that your images have a high enough resolution to display clearly on the screen youll be using for your presentation.- Sharpness: Choose images that are in focus and have good contrast.- Composition: Pay attention to the arrangement of elements within the image. A well-composed image can be more visually appealing and impactful.3. Appropriate Style and ToneThe style and tone of your images should match the overall tone of your presentation and align with your target audience.Formal vs. Informal: If youre giving a presentation to a corporate audience, youll likely want to choose more formal and professional-looking images. A more casual and playful style might be appropriate for a presentation to a younger audience.- Emotional Tone: Consider the emotions you want to evoke in your audience. Do you want to inspire, inform, or persuade? Choose images that will help you achieve your desired emotional impact.4. Copyright and Licensing Its crucial to ensure that you have the legal right to use any images you include in your presentation. Unauthorized use of copyrighted images can lead to legal consequences and damage your reputation.Creative Commons: Look for images with Creative Commons licenses that allow for free use with attribution.- Stock Photo Websites: Many stock photo websites offer affordable images with various licensing options.- Original Images: If possible, consider creating your own images or hiring a photographer. This gives you complete control over the images and ensures that theyre unique to your presentation.Image Selection StrategiesNow that youre familiar with the key factors to consider, lets explore some strategies for finding and selecting the right images for your presentation.1. Define Your NeedsBefore you start searching for images, take some time to define your specific needs.Number of Images: Estimate how many images youll need for your presentation. This will help you plan your search and budget accordingly.- Image Types: Consider the specific types of images youll need. Will you need photographs, illustrations, charts, or diagrams?- Key Visuals: Identify any key visuals that are essential for conveying your message. These images will likely require more attention and investment.2. Leverage Image SearchOnce you know what you need, you can start searching for images.Search Engines: Use search engines like Google or Bing to find images related to your topic. Be sure to use specific keywords and filters to narrow your search.- Stock Photo Websites: Explore stock photo websites like Shutterstock, iStockphoto, or Adobe Stock. These sites offer a vast library of images with various licensing options.- Creative Commons Search: Use a Creative Commons search engine like CC Search to find images with Creative Commons licenses.3. Curate and EvaluateAs you find images, curate a collection of potential candidates.Create a Mood Board: A mood board can help you visualize how different images will work together and create a cohesive aesthetic for your presentation.- Evaluate Each Image: Carefully evaluate each image against the key factors discussed earlier (relevance, quality, style, copyright).4. Optimize for PresentationOnce youve selected your images, optimize them for use in your presentation.Image Size and Resolution: Ensure that your images are the right size and resolution for your presentation software and display screen.- Cropping and Editing: Crop or edit images as needed to improve composition or focus on specific elements.- File Format: Save your images in a file format that is compatible with your presentation software and will maintain image quality.5. Test and IterateBefore finalizing your presentation, test it with a sample audience or colleagues.Gather Feedback: Ask for feedback on the images youve chosen. Are they relevant, engaging, and effective in conveying your message?- Make Adjustments: Based on the feedback you receive, make any necessary adjustments to your image selection or placement.Additional Tips for Choosing ImagesLess is More: Dont overload your slides with images. Use them strategically to enhance your message, not distract from it.- Variety is Key: Use a variety of image types to keep your presentation visually interesting.- Consider Your Audience: Choose images that will resonate with your target audience.- Tell a Story: Use images to help tell a story and create a narrative flow throughout your presentation.Examples of Effective Image Use in PresentationsTo further illustrate the principles and techniques discussed in this guide, lets explore some examples of effective image use in presentations.A presentation on climate change:A powerful image of a melting glacier could be used to emphasize the urgency of the issue.- A chart showing the rise in global temperatures could provide data-driven evidence.- An image of people protesting for climate action could inspire hope and encourage action.- A presentation on a new product launch:High-quality product images could showcase the products features and benefits.- Lifestyle images could show how the product fits into peoples lives.- A video demonstration could provide a more immersive experience and highlight the products functionality.A presentation on company culture:Images of employees collaborating and having fun could convey a sense of community and teamwork.- Images of the companys workspace and events could showcase its unique culture.- Testimonials from employees could add a personal touch and demonstrate the companys commitment to its people.ConclusionChoosing the right images for your presentation design is a crucial step in creating an effective and engaging presentation. By following the strategies and best practices outlined in this guide, you can confidently select images that will enhance your message, captivate your audience, and leave a lasting impression.Remember, images are not just decorative elements; they are powerful tools that can help you achieve your presentation goals. Use them wisely, and youll be well on your way to delivering a presentation that is both informative and memorable.In conclusion:The selection of images for your presentation is far from a trivial task. Its a strategic endeavor that can significantly impact the overall effectiveness and memorability of your message. By adhering to the principles of relevance, quality, style, and copyright, and by employing the search and optimization techniques outlined in this guide, you can confidently curate a collection of visuals that not only complement your content but also elevate the entire presentation experience.Remember, the right images have the potential to transcend mere illustration. They can evoke emotions, stimulate thought, and forge connections with your audience on a deeper level. So, invest the time and effort to choose wisely, and watch as your presentations transform into captivating visual If you want to give a knockout presentation that grabs your audience members and keeps them engaged, including imagery is key. Presentation images can be arranged in a strategic order when it comes to slides, or, if youre using a platform like Prezi, you can navigate to reveal them at the most opportune moment. Whether youre creating a slide-based presentation or using Prezis structures, one things for sure: the strategic use of images can create an effective, memorable masterpiece thats sure to win over anyone you present to. The best part? You can easily find tons of resources for presentation images around the web. Check out some of our favorites below! Death to the Stock Photo aims to eliminate the boring, inauthentic images available from most stock photo websites and databases with an offering thats much like todays popular monthly subscription box model. When you sign up, youll receive a monthly batch of high-resolution photos that cover a wide range of subject matterso you can find the perfect visual metaphor or individual photos for your presentation. Each pack explores a different theme with 20+ photos, which are edited and refined by Death to the Stocks production team before being dropped into your account library. Their homepage also offers a few free image packs if you want to give them a whirl without the commitment. Here are a few good images for presentations from their Craft collection: Want to give your presentation a vintage feel? The high-resolution historic images from New Old Stock are perfect for spicing up your presentation with the atmosphere of another era, whether you choose to use a sepia-toned photo from the turn of the 20th century or a breezy black-and-white snapshot from the 1960s. You can search their archives for a specific topic and download the individual results for free, such as the images below. Or, you can purchase image packs that have been optimized, cropped, and edited by the New Old Stock team for quick use. Each image within the pack is a minimum of 1000px wide and in .jpg format. Check out these potential presentation images: Flickr Creative Commons is an incredible resource of pictures contributed by photographers all over the globe. Its an amazing place to discover appealing images for non-commercial uses and some commercial ones too though be aware that you will have to verify the individual licensing terms of each image. Flickr Commons page Looking for high-quality presentation images and icons that you can zoom into for your next presentation? Look no further than Freepik, a collection of over 1.4 million vectors, stock photos, and icons. As the name suggests, all of these files are available for free, so you can make as many beautiful presentations as you want without bothering the finance team. Freepiks offered formats, such as .esp, .ai, and .psd, also make it possible to customize your pics an all-around ideal resource for presentation images for designers! Pexels is an old standby for presentation images. Like a good friend whos there for you no matter what you need to talk er, present about. Their collection of free photos is one of the largest and best-organized options youll find. And, as an added bonus, they also have free stock videos so you can start mixing up your presentation media (a key to audience engagement). The site is community-powered, so their collection of photos grows every day. Additions are hand-picked from photos uploaded by their users or sourced from free image websites (you too can contribute if youd like). All photos uploaded to Pexels are licensed under the Pexels license, meaning you can use them for free for personal and commercial purposes. Pixabay is a fantastic resource if youre a business professional particularly a content marketer. The community-powered site offers photos and videos under the Pixabay License, making them safe to use for commercial purposes. Peruse their millions of photos for your next business presentation, project proposal, sales pitch, or anything in between. Pixabay also offers vectors and illustrations that are great for using as visuals in presentations. Unsplashs photo library contains thousands upon thousands of beautiful, free images of all types (and its also now available directly in Prezi). Every day, their generous community of photographers gift new photos to the collection, free to use for both commercial and non-commercial purposes. No specific permission or credit is required. The Unsplash team also curates new collections of photos every week, should you need some inspiration, and their Explore section features a number of popular picture categories. Below, see some of our favorite presentation pictures from their Food Images selection. iStock by Getty Images is a host of premium stock photos and illustrations. It offers a variety of plans for people with different needs and budgets. This means that every business presentation will have high-quality images that suit your pockets, whether you are looking for it as a one-off need or on a regular basis. A glimpse into the iStock background image library Kaboompics handles their search functionality in a unique way. In addition to keywords, you can also search for presentation images by color. Get even more detailed by filtering your results by vertical or horizontal mode, selecting a whole photo shoot or just single shots, picking the category, and browsing by newest, oldest, featured, most downloaded, least downloaded, and more. Kaboompics also provides a complementary palette of colors with the photo of your choosing, which you can use to help design the rest of your presentation with style. Burst is another great option for the business-minded to find presentation images. The free platform is powered by Shopify, and was built specifically to provide designers, developers, bloggers, and entrepreneurs with access to beautiful photography. Check out Burst when youre thinking of designing a website, blog, online store, school project, Instagram ad, Facebook post, desktop background, or client work. Grab their attention by making your presentation more interactive Absolutely sick of stock images for presentations? Looking for a collection of photos that cant be found anywhere else? Try Reshot. The service aims to unify creators through a free exchange of high-quality visual content. Their massive library is full of handpicked stock photos you wont find anywhere else, lending credibility to their claim of uniquely free images. Pikwizard is a relatively new free stock photo library, but they already boast an impressive collection of high-quality images (with 20,000 of them being exclusive to their site). No attribution is required, and you can also edit presentation images with their graphic design tool, Design Wizard. While they have a large range of images, what helps them stand out is their fantastic selection of photos of people, something thats missing from many other stock photography sites. While various sites offer beautiful, high-quality presentation images, Prezi makes it even easier with its extensive library of images available directly within the tool. Also, weve partnered withUnsplashto integrate their library of images directly into Prezi, making the selection of images even more diverse.The Prezi image library saves you time and effort by allowing you to search for and insert pictures without leaving the Prezi editor. Just search for the theme you need in the right-hand column and drag the results onto your canvas. This functionality is not limited to presentation images; it also includes backgrounds and icons, making Prezi a one-stop shop for all your visual needs. One of the standout benefits of Prezis image library is its convenience. You dont need to switch between different websites or tools to find the perfect presentation images. Everything you need is right there in the editor, streamlining the process and allowing you to focus more on creating compelling content. Another significant advantage is that these images are available for free to Prezi users. This eliminates the need for additional subscriptions to stock photo sites or concerns about image licensing. You can confidently use these presentation images knowing they are ready for professional use. The selection of presentation images available in Prezis image library is vast, and theyre all of the highest quality. There are images appropriate for any theme or topic you may be working on. Be it a presentation for marketing, education, or any other field youre sure to find the visual aid that will help make your content more appealing. With access to a diverse range of images, you can ensure your presentations are visually appealing and engaging. High-quality visuals help to capture and retain the audiences attention, making your presentations more effective. Prezi AI takes the convenience of finding the right presentation images to the next level. As you create your presentation, Prezi AI suggests and places images in the AI template draft based on your description, topic, and other input into the prompt. This intelligent feature speeds up the process, making sure you always have relevant visuals to accompany your content. Imagine explaining your presentation topic, and Prezi AI instantly fills your slides with the right images that fit your story perfectly. This feature not only saves you time but also makes sure your presentation looks great and keeps your audience interested from the beginning. With Prezi AI, the process of finding and placing presentation images is faster and more efficient. The AI understands your content and context, providing you with the most relevant images without the need for extensive manual searches. Prezi AI can analyze the content of your slides and suggest relevant images. By understanding the key themes and topics of your presentation, Prezi AI provides visuals that enrich and support your narrative. This ensures that the images are not just random additions but integral parts of your storytelling, making your presentation more coherent. Prezi AI also makes sure that your presentation maintains a consistent design throughout. It automatically aligns your presentation images, text, and other visual elements according to design principles, creating a cohesive and professional look. This feature guarantees that your presentation looks polished and well-organized without having to manually adjust each part. Prezi AI makes designing your presentations much easier, especially if youre not a design expert or dont know where to start. It takes care of all the creative aspects, allowing you to concentrate on the content. Prezi AI arranges all the elements to best convey your message, without needing advanced design skills on your part. This way, you can focus on delivering your message effectively while Prezi AI handles the visual details, making sure everything looks great with minimal effort. Besides presentation images, Prezi also offers editing tools. These features allow you to adjust images to fit your presentations theme and ensure they offer maximum appeal to your audience. Heres how you can use these tools: To resize an image in Prezi, click on the image to select it. Then, drag the corners or edges to make it larger or smaller. This helps you fit images neatly within your slides, ensuring they complement your content without overwhelming it. Rotating images adds a dynamic touch to your presentation. Select the image, and use the rotate handle that appears outside one of the corners. Drag the handle left or right to rotate the image to your desired angle. Prezi provides effects like shadows and reflections to enhance your presentation images. Select the image and look for the Effects option in the top menu. Choose from various options to make your images stand out. Cropping helps you focus on the most important parts of an image. Select the image, click the Crop button in the top menu, and adjust the cropping handles to focus on the desired area. Click Apply to finalize the changes. Filters change the look and feel of your images, making them more professional and consistent with your presentations theme. Select the image, click on the Filters button in the top menu, and choose from various options to achieve the desired effect. If youre new to Prezi or are simply looking for some inspiration, explore Prezis presentation examples. Theyll give you an idea of the different presentation looks you can achieve using Prezi. These examples demonstrate the versatility of Prezi and reveal just how creative you can be with our advanced features. In the presentation gallery, you can discover presentation examples categorized by different topics and fields from education to business. Also, our curated examples serve as inspiration and possible guidelines for best practices on creating an effective presentation structure and compelling visual stories, and how to ensure your message is delivered effectively. Prezi presentation example gallery Ready to experience the power of Prezi AI and its extensive image library? Visit Prezi AI to learn more and start creating your next standout presentation today. Let these tools transform your ideas into a visual narrative that will capture your audiences attention. Make use of Prezis image library and different AI features and create presentations that are full of interactivity. Whether youre a beginner or aspire to take your presentations to the next level, Prezi features will undoubtedly bring out the best in your work.Share on LinkedInShare on X (Twitter)Share on Facebook

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