

# Think Like a Designer

Six design principles that will make you a rock star



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Have you ever wondered why some people can create slides that make sense and other can't? It all comes down to how the elements are arranged. You can have two people use the same text and shapes on a slide and one is easy to process and the other is a heap of confusion.

From the root word design comes “designate.” The only difference between someone who knows design and someone who doesn't is that when thinking like a designer, you know how to designate where elements go. There's no extra work involved. You still type the words in and draw the shapes; it's where they are placed and arranged that determine if the audience can process your intent. In this session, you'll learn how to think like a designer, exploring topics such as:

- Creating visual unity
- Understanding the value of eyeflow
- Creating meaningful contrast
- Leveraging hierarchy for ease of information consumption
- Seeing spatial significance in proximity and white space

*This session is for anyone who wants to channel their inner designer.*