PRACTICAL REVIEW

PowerPoint slide design review pack

10
SLIDE REVIEW CHECKS

A practical scorecard for checking a business deck before final delivery.

		Needs work	Almost there	Ready
01 Message	Does each slide have one clear point?	☐	☐	☐
02 Title	Does the title explain the point, not only the topic?	☐	☐	☐
03 Layout	Is the slide easy to scan without hunting for the structure?	☐	☐	☐
04 Spacing	Do related elements feel grouped, with enough breathing room?	☐	☐	☐
05 Hierarchy	Can the viewer tell what to read first?	☐	☐	☐
06 Color	Is color used for meaning and emphasis rather than decoration?	☐	☐	☐
07 Typography	Are the fonts readable and consistent across the deck?	☐	☐	☐
08 Charts	Does each chart make the takeaway clear?	☐	☐	☐
09 Images	Does every image help explain the message?	☐	☐	☐
10 Accessibility	Are contrast, alt text, labels and reading order checked?	☐	☐	☐

Score the slide before styling it further. The pattern usually reveals what to fix first.

DIAGNOSTIC GUIDE

If the slide still feels wrong, diagnose the problem first.

FIX THE RIGHT THING FIRST

The fastest fix is usually structural, not decorative.

Crowded

CHECK FIRST
Content + spacing

Remove secondary detail, group related items, or split the slide.

Flat

CHECK FIRST
Hierarchy

Give one message more visual weight than the supporting information.

Amateur

CHECK FIRST
Alignment + consistency

Create shared edges, repeat spacing rules and standardize object sizes.

Hard to read

CHECK FIRST
Typography + contrast

Simplify text styles, increase contrast and test at actual viewing size.

Confusing

CHECK FIRST
Structure

Change the format. A paragraph may need a table, chart, process or diagram.

Inconsistent

CHECK FIRST
Slide system

Reuse layout patterns, typography, spacing and color logic across the deck.

The warning sign:

If the slide still needs decoration to feel clear, the structure probably needs another pass.

BEFORE + AFTER

One slide.
Five decisions.

ILLUSTRATIVE BUSINESS SLIDE

The redesign works because the message, hierarchy and evidence now agree.

EXAMPLE 1

Why a slide feels messy

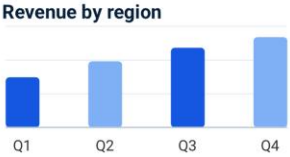
The same business update can feel chaotic or clear depending on how the information is ranked.

BEFORE

Q3 Performance Overview

Revenue improved across most regions while lead volume increased. Demo conversion softened, margins were mixed and several campaigns launched during the quarter.

Revenue by region



Key takeaways

- Revenue increased
- Lead volume higher
- Demo conversions declined
- Pipeline still healthy

AFTER

Enterprise revenue grew 18% in Q3, while demo conversions dropped

One message leads. The rest of the slide proves it.

Revenue by region



+18%
Enterprise revenue

-25%
Demo conversion

Takeaway: one clear message, supported by only the evidence needed.

Extended Frames

1

What changed

1 Message
A vague overview became a specific conclusion.

2 Hierarchy
The main takeaway now dominates the slide.

3 Evidence
The supporting chart was reduced to what proves the point.

4 Spacing
The slide uses fewer competing blocks and more separation.

5 Color
Pink and blue now highlight meaning instead of decorating everything.

Use the same sequence on your own slide:

point > structure > hierarchy > evidence > polish.