



Let's Learn the
SCRAP
Method!



Simplicity: the most effective slides are often the simplest in design. Use limited text and purposeful imagery to hold your audience's attention. Less is more!



Contrast: Contrast refers to design elements such as color and font, and how they stand out from one another. When creating slides, ensure that you pair dark-colored text with light-colored backgrounds (and vice-versa) so all text is easy to read.



Repetition: Utilize repetition in your slides by maintaining uniform themes in font type, size, color schemes and spacing; this will give your visual aid a more professional appearance.



Alignment: Make sure that the placement of each photo or text box appears intentional (not just copy/pasted), and balance the amount of empty spaces when placing text or images.



Proximity: The use of distance between items can be beneficial in forming a strong visual aid, so be sure to group pictures, text and bullet points in an organized manner that helps viewers easily understand what goes with what.