

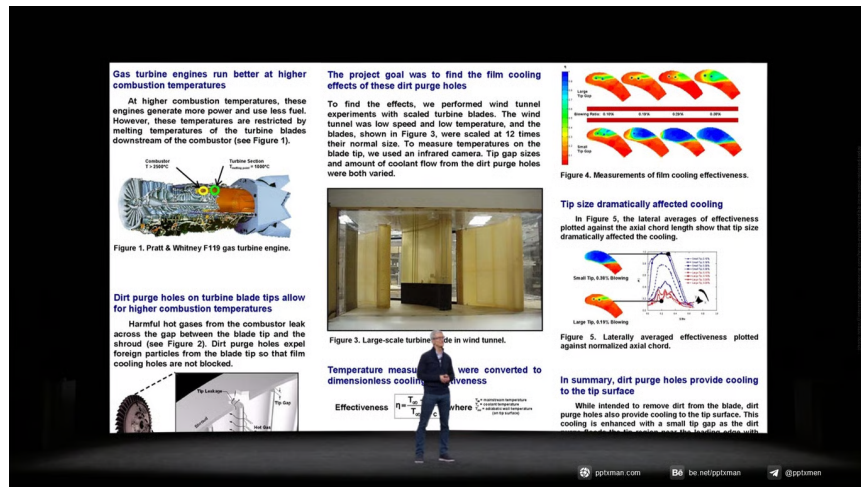


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A Terrible Slide Is Like...

We've already agreed that [a cracking slide is like a movie poster](#). But a rubbish one? That's an academic poster – you know, those enormous A0 sheets at conferences where someone's tried to squeeze a whole PhD thesis into one page. Even with all that room, it ends up a right muddle, which is why there's always someone standing by to walk you through it.



Imagine Tim Cook giving presenting like this. © 2023 Virginia Tech. Image courtesy of Eric Couch, Jesse Christophel, Erik Hohlfeld and Karen Thole. All rights reserved. Illustration made with [Jobs-Cook Slide Test](#).

The academic poster couldn't be more opposite to the cinematic style: mountains of dense text, zero contrast and a totally confused visual hierarchy. When I sit down to craft a new deck, I keep two vibes in my head: 📄 **Academic** and 🎬 **Cinematic**.



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