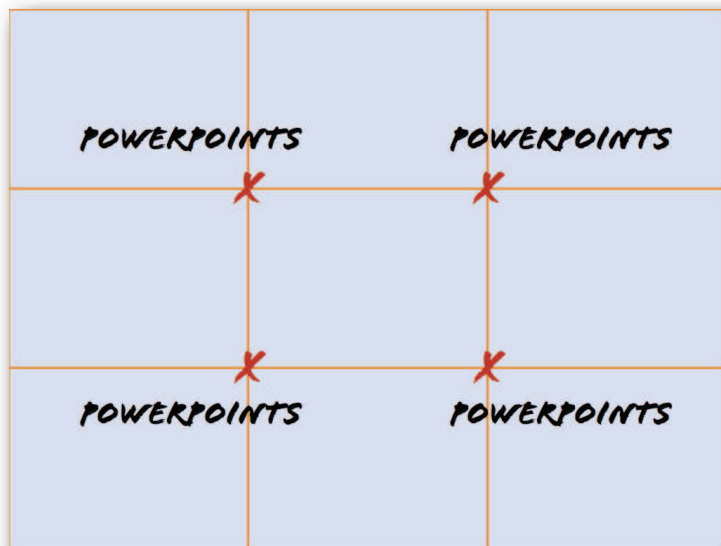




## Slide Composition & The Rule of Thirds

Dividing your slide into thirds is a simple and effective way to build dynamic, well designed slides. **The Rule of Thirds** is a simple grid system for drawing our eyes to important information and creating a balanced design.

Your grid will have 9 sections and four intersection points, these are known as **powerpoints** (really...).



Think of these intersections as hot spots, these are areas that our eyes are naturally drawn too.

### How to apply it

So how does this relate to PowerPoint or Keynote slides. Using these rules, (and like all rules they can of course be broken or ignored), you will find they give your slides a more symmetrical and professional look.

If we look at the first slide example below, the headline **US Enforcement Law** fills the top two thirds of the left hand of the slide. The police officer fills the remaining third. The space between the police officer and the remaining slide creates movement towards the left of the slide.

Also note that the police officer is looking in the direction of the text, giving it focus. If he were to be looking out from the slide as in the next example, our eyes are naturally drawn away from the slide and the information.



**US Law Enforcement Facts**

There are more than 900,000 law enforcement officers in the United States.

12 percent are female.

1.2 million violent crimes occurred nationwide in 2012.

FBI's Uniform Crime Reports 2012

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If the police officer is placed in the centre of the frame as in the final slide. There is no sense of movement towards the information. He is static and so our eyes randomly search for a focal point.

You may already use the rule of thirds without realising it, but if you don't it's always worth sub dividing your slides to find those **powerpoints**.



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