

# Tips for Effective Presentations

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## ! Goals of Visuals

- " Support the message
- " Readable
- " Simple
- " Consistent
- " Unnoticeable

## ! Visual Design

- " Keep important information at top
- " Keep content away from edges
- " Don't overcrowd

## ! Amount of Information

- " 25 words
- " 1 main point per visual
- " 1 thought per line
- " 5 words per line
- " 5 lines per visual

## ! Typefaces

- " 1-2 typefaces per presentation
- " Serif
  - Times, Times New Roman
- " Sans serif (preferred)
  - Arial, Helvetica

## ! Text Attributes

- " Avoid punctuation
- " Avoid hyphens
- " Don't underline text

## ! Text Size and Consistency

- " One size for titles (minimum 32 pt.)
- " One size for text (minimum 24 pt.)
- " Larger text size for video (32 - 46 pt.)

## ! Bullets

- " Bulleted indents are easier to read
- " Don't put all your text on the slide
- " Use slideshow as outline
- " Use proper bullet types and size
- " Use proper bullet placement

## ! Animations & Transitions

- " Be careful!
- " Avoid sliding and flying text
- " Simple is best

## ! Use Drop Shadows to make text more readable

## ! Colors to Use

- " Backgrounds
  - Cool colors (Dark greens, grays, blues, purples, and black)
- " Text and Graphics
  - Warm colors (Light oranges, reds, yellows, and white)
- " Use color for emphasis

## ! Pictures, Graphics, Clipart and more...

- " Use images pertinent to your message
- " Don't use a graphic just because you have it
- " Use properly sized graphs, charts and tables
- " Use appropriate colors

## ! Other Issues

- " Picture size and resolution
- " Graphic file sizes
- " Copyright
- " proofread your visuals
- " Test your show on the machine you will be using for presentation!

## Bonus segment:

Using Digital Images in Presentation Visuals: an explanation of picture resolution and size

## Questions?

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