

DO'S

Text

- Keep slides concise
- Font size should range between 18 to 48 (according to importance)
- Use fonts that are easy to read, such as Arial, Helvetica, Times New Roman, etc.
- Use uppercase letters for the first letter
- Leave space between the lines of text
- Use statements, not sentences
- Use keywords to help the audience focus on your message

Noise Effects

- Use sounds to help convey, complement, or enhance the message



Color

- Limit the use of color to 2 to 4 colors/shades
- Use colors that will stand out and will be easy on the eyes (dark backgrounds and light text is best)
- Remember, the colors projected from a data projector will look different than the colors on your computer screen

Online Resources:

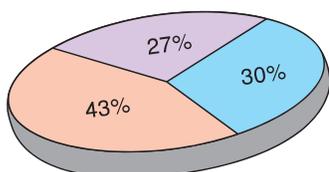
- <http://graphicdesign.about.com/library/color/blweb.htm>
- <http://www.colormix.com/>

Images and Shapes

- Include images that make the issue you are presenting more true to life, so your audience will understand and identify with it
- Only include 1 to 2 images per slide
- Use shapes to illustrate complex topics

Graphs and Charts

- Include graphs and charts that show relationships, comparisons, and change
- Illustrate your point by verbally discussing the graph or chart



DONT'S

Text

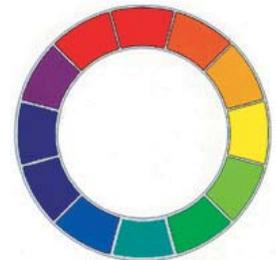
- Don't include too many details and data (no more than 7 words to a line and 7 lines to a slide)
- Don't crowd the information
- Don't use flashy or curvy fonts
- Don't use all uppercase letters (they are difficult to read and will appear to your audience that you are yelling)
- Don't use abbreviations
- Don't use punctuation marks for bulleted items

Noise Effects

- Don't use sounds when they aren't appropriate
- Sounds can be distracting and can make your presentation less effective

Color

- Don't have multiple color schemes
- Don't use dark colors on a dark background (red, blue, and black should not be used together as text and background)



Images and Shapes

- Don't use too many graphics (can be distracting)
- Don't use low-quality images (images should not be pixelated) (Pixelated images appear unprofessional)

Graphs and Charts

- Avoid meaningless graphs that are difficult to read

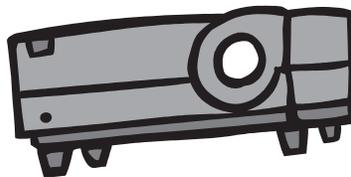
DO'S

Transitions

- Use transitions to help your presentation make more of an impact by varying the way one slide replaces another
- Keep transitions to a minimum
- Use the same transition or a variation of the transition

Practice Your Presentation

- Use a data projector to view your presentation:
 - Is it easy to read the text?
 - Is the amount of information on each slide kept to a minimum?
 - Are there any distracting elements?
- Ask others for feedback



DONT'S

Transitions

- Avoid flashy transitions (too much movement will distract your audience)
- Avoid using random slide transitions

Practice Your Presentation

- Don't read your material directly from the screen (use the slides as prompts, outlines, or conversation points, not cue cards)
- Don't leave all the lights on in the room (be sure people can actually see the screen)



Good Layout

HEADING

Fact 1

Fact 2

Fact 3

A green starburst graphic with six points, positioned to the right of the facts.

Bad Layout

HEADING

Three green starburst graphics, one above the heading and two to the right of the text.

Lorem ipsum suspendisse potenti. Nulla arcu. Cras mi diam, cursus vitae, condimentum iaculis, tincidunt in, nulla. Praesent rutrum, leo ac porta porttitor, lectus velit suscipit lorem, eget