

PRESENTATION BEST PRACTICES

FONTS

Use sans serif fonts (examples: Calibri, Tahoma, Arial) which provide better contrast for on-line and other display devices. Text should be 24 point or greater. Font sizes smaller than 24 points are difficult for audience members to see. Use no more than two different font typefaces per slide. Avoid using ALL CAPS (except for small headlines or key terms). Avoid overusing bold or italic font. Save bold and italic for highlighting unique terms or single words. Use consistent capitalization for bulleted text and titles. Consistently use "Sentence Case", "Capitalize Each Word" or "lowercase."

COLORS

Choose colors carefully. Make sure the text and the background colors provide clear contrast so it is easy to read your texts and see your illustrations. Using the built-in themes and color schemes to avoid color errors.

TEXT

Limit the amount of text on your slides. Use a graphic or a smart-art illustration to describe your content. If you need more text on a slide, consider making another slide rather than putting too much content on one slide. Apply the 7x7 rule. This rule says that there should be no more than seven lines of text per slide and no more than seven words per line.

GRAPHICS

Graphics need to help explain your topic. If you are explaining a software feature, a screen image can be an effective graphic. Add arrows or outlined shapes to focus on an important part of your image. If using clip-art consider re-coloring the graphic to coordinate with your color scheme. Crop images if necessary. When sizing graphics, be sure to keep the height and width proportional (lock aspect ratio feature).

TIME PER SLIDE

Plan to spend about one minute per slide. Talking about a slide on too long can make your audience feel restless. If you have discover you are spending 5-10 minutes on one slide, it is time to break it into more slides. You want your presentation to interesting, but keep in mind that going too fast with too much content on the slide will make your audience confused and frustrated.

COPYRIGHT

Use of clip-art, personal photos, created illustrations, and screen images are the safest choices for graphics in your presentation. If you use content from others (including images search tools like Google Images), you must acknowledge the source and in many cases ask for permission.

ANIMATIONS & TRANSITIONS

Choose animations to help to build interest and focus on your content on your slide. The more animations you build the longer you will have for slide time. Avoid overly distracting animations that surprise or distract your audience. Generally, presentations use a consistent animation or transition scheme.



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