The following 37 slides present guidelines and suggestions for the use of fonts, colors, and graphics when preparing PowerPoint presentations for Sessions and Seminars.

This media (PPT) is designed to ENHANCE your presentation, not BE the presentation.

Remember, only you can prevent “Death by PowerPoint”
Highlight key points or reinforce what the facilitator is saying.

Should be short and to the point, include only key words and phrases for visual, reinforcement.

In order for your presentation to fit on most screens, text and images should be placed within 95% of the PowerPoint slide. This “action safe” area is seen in the next slide.
PowerPoint Layout

• Layout continuity from frame to frame conveys a sense of completeness

• Headings, subheadings, and logos should show up in the same spot on each frame

• Margins, fonts, font size, and colors should be consistent with graphics located in the same general position on each frame

• Lines, boxes, borders, and open space also should be consistent throughout
Fonts

• Font Style Should be Readable
  – Recommended fonts: Arial, Tahoma, Veranda

• Standardize the Font Throughout
  – This presentation is in Tahoma

Do!
Font Size

🌟 The larger, the better. Remember, your slides must be readable, even at the back of the room.

- This is a good title size
  Verdana 40 point

- A good subtitle or bullet point size
  Verdana 32 point

- Content text should be no smaller than
  Verdana 24 point

- This font size is not recommended for content. Verdana 12 point.
Font Size

★ Combining small font sizes with bold or italics is not recommended:

★ What does this say? Garamond Font, Italic, Bold 12pt.

★ This is very difficult to read. Times Font, Bold, 12pt.

★ This point could be lost. Century Gothic Font, Bold, Italic, 14pt.

★ No one will be able to read this. Gill Sans Font, Condensed Bold, 12pt

★ Small fonts are okay for a footer, such as:

TIPS Presentation: 3/8/2004
Dawn Thomas, CRM
• Don’t Sacrifice Readability for Style

• DON’T SACRIFICE READABILITY FOR STYLE

• Don’t Sacrifice Readability for Style

• DON’T SACRIFICE READABILITY FOR STYLE
Caps and Italics

• **DO NOT USE ALL CAPITAL LETTERS**
  - Makes text hard to read
  - Conceals acronyms
  - Denies their use for EMPHASIS

• Italics
  - Used for “quotes”
  - Used to *highlight* thoughts or ideas
  - Used for book, journal, or magazine *titles*
Use a Template

• Use a set font and color scheme.

• Different styles are DISCONCERTING to the audience.

• You want the audience to focus on what you present, not the way you present.
Use the Same **Background** on Each Slide

*Do !!*
• Don’t use multiple **backgrounds** in your presentation

• Changing the style is distracting

Don’t!
Colors

- **Reds** and **oranges** are high-energy but can be difficult to stay focused on.

- **Greens, blues, and browns** are mellower, but not as attention grabbing.

- **Reds** and **Greens** can be difficult to see for those who are color blind.
Avoid These Combinations

- Green on Blue
- Dark Yellow on Green
- Purple on Blue
- Orange on Green
- Red on Green

Don’t!
Colors

• White on dark background should not be used if audience is more than 20 ft away.
  – This set of slides is a good example.
  – You can read the slides up close.
  – The further away you get, the harder it is to read.
  – This is a good color combination if viewed on a computer.
  – A dark background on a computer screen reduces glare.
Colors

• Large Hall Events
  – **Avoid** White Backgrounds
  – The white screen can be **blinding** in a dark room
  – **Dark Slides** with **Light Colored Text** Work Best

*Don’t*
The Color Wheel

- Colors separated by another color are contrasting colors (complementary)
- Adjacent colors harmonize with one another (Green and Yellow)
- Colors directly opposite one another are said to CLASH
- Clashing colors provide **readability**
  - Orange on Blue

*Do!*
Background Colors

Remember: Readability! Readability! Readability!

This is a good mix of colors. Readable!

This is a bad mix of colors. Low contrast. Unreadable!

This is a good mix of colors. Readable!

This is a bad mix of colors. Avoid bright colors on white. Unreadable!
Graphs and Charts

Make sure the audience can read them!
Avoid using graphics that are difficult to read. In this example, the bright colors on a white background and the small font make the graph hard to read. It would be very difficult to see, especially in the back of a room.
This graph contains too much information in an unreadable format.

Don’t!
Good Graph

These are examples of good graphs, with nice line widths and good colors.

Do!
Charts and Graphs

Don't
Charts and Graphs

North America | Europe | Australia

- Mode A
- Mode B
- Mode C

Do!
This is a good, readable table. Tables, especially large ones, should be placed on a separate slide.

<table>
<thead>
<tr>
<th>4/19 Fri</th>
<th>109</th>
<th>NICMOS restarted, Ne-loop control continues</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/22 Mon</td>
<td>112</td>
<td>Change to mounting cup control</td>
</tr>
<tr>
<td>4/23 Tue</td>
<td>134</td>
<td>Return to Ne control, Filter wheel test begins</td>
</tr>
<tr>
<td>4/24 Wed</td>
<td>155</td>
<td>Increase control temperature to allow for +2 K variations</td>
</tr>
<tr>
<td>4/25 Thur</td>
<td>165</td>
<td>Begin darks every 3rd orbit</td>
</tr>
<tr>
<td>4/26 Fri</td>
<td>174</td>
<td>DQE test visit 1; Control temp +0.5 K</td>
</tr>
</tbody>
</table>
Illustrations

• Use only when needed, otherwise they become distracters instead of communicators
• They should relate to the message and help make a point
• Ask yourself if it makes the message clearer
• Simple diagrams are great communicators

Do!
Tips for Preparing
PowerPoint Presentations

Points To Remember:

Limit each slide to one idea.

Use the same background for each slide. Presentations do not flow as smoothly if the slide background changes throughout.

Limit animation. Too much animation can be distracting. (Be consistent with animation and have all text and photos appear on the screen the same way each time. There are many animation modes to choose from, but it is best to use just one throughout.)

In large hall events, dark slides with light colored text work the best. Especially avoid white backgrounds or PowerPoint templates that have too many graphics that may make the text unclear.

Use Contrasting Colors:

Yellow on Black  White on Black
Yellow on Blue  White on Green
Orange on Black  White on Blue
Orange on Blue  White on Red

Font Size And Selection:

Standardize the font throughout and use bold face characters. As a rule, never use smaller than a 28 font; the bigger, the better.

Don’t use all capitals, as lower case letters are more legible.

Make sure you choose a font style that is readable from a distance. Don’t sacrifice readability for style.
Limit Each Slide to One Idea

- Use **Bullet Points** to Cover Components of Each Idea
Bullets

• Keep each bullet to 1 line, 2 at the most
• Limit the number of bullets in a screen to 6, 4 if there is a large title, logo, picture, etc.
  – This is known as “cueing”
  – You want to “cue” the audience on what you’re going to say
    • Cues are a brief “preview”
    • Gives the audience a “framework” to build upon
Bullets (con.)

- If you crowd too much text, the audience won’t read it
  - Too much text looks busy and is hard to read
  - Why read it, when you’re going to tell them what it says?
  - Our reading speed does not match our listening speed; hence, they confuse instead of reinforce
Points to Remember

• Limit each slide to 1 idea
• Limit each bullet point to only a few words to avoid long sentences that go on and on!
• Limit animation – Too much animation can be distracting. Be consistent with animation and have all text and photos appear on the screen the same way each time. There are many animation modes to choose from, but it is best to use just one throughout.

Do not do this!
Limit Bullet Points To a few words
Points to Remember

• Keep bullet points brief
• Use the same background for each slide
• Use dark slides with light colored text in large hall events
Avoid the “All Word” Slide

Another thing to avoid is the use of a large block paragraph to introduce your information. Attendees do not like to have what is on the screen, read to them verbatim. So, please use short, bulleted statements and avoid typing out your whole presentation on to the slides. Also, it is difficult for some to listen and read a large amount of text at the same time.
• To make a slide stand out, change the font, background, or add animation.
Limit Animation!

• Use the same animation throughout the entire presentation
• Using more than one can be very distracting
  – The audience will only see the animation and not the message you’re trying to get across
Limit Animation!

- Use the same animation throughout the entire presentation.
- Using more than one can be very distracting.
  - The audience will only see the animation and not the message you’re trying to get across.

Do!
• Do not use the media to hide you
• The audience came to SEE you
• The media should ENHANCE the presentation, not BE the presentation
• If you’re only going to read from the slides, then just send them the slides!
• Remember, only you can prevent
  
  “Death by PowerPoint”