

Tips for Creating Presentations:

Content:

- A general guideline is to use no more than six lines per slide.
 - Use simple, short sentences and parallel construction.
 - Whenever possible convey ideas with images--people retain visual information better than text.
 - Check spelling, homonyms, **and** meaning--print a copy and ask someone else to proof it.
 - When using graphs and charts, use text sparingly.
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Fonts:

- Use **Sans serif fonts** such as Arial, Franklin Gothic, Gills Sans, Helvetica or Avante Garde. They are simpler, clearer, and show up better on the screen.. Serif fonts such as Times and Palatino tend to blur when projected.
 - Use fonts 24 points or larger so that your audience can read your presentation. The size of your fonts should be limited by how far your audience will be from the screen. The greater the distance, the larger the font needed.....
 - Choose fonts which suit your message. What feeling tone does your font convey? A font for a humorous presentation may not be appropriate for a business meeting.
 - Use italic fonts sparingly--they can be difficult to see.
 - If you are planning to show you presentation on a computer different that the one on which you author the presentation, it is better to choose Adobe **True Type fonts** as these can be "embedded" and included with your presentation. (If you click on **Font** in the **Format** menu, TrueType fonts will have a **TT** to the left of the font name.) See number item two under "How to Avoid Techo-Disaster" below for instruction on embedding.
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Color:

- Colors can can set moods.
 - Be aware that colors have different meanings in different cultures.
 - You may use color to imply relationships.
 - Use colors which complement one another.
 - Some males have a hard time seeing red, green, and purples.
 - Light colors on dark backgrounds are easiest for audiences to see.
 - Avoid colors which do not provide enough contrast. For instance, red letters on a dark blue background are almost impossible to see.
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Images:

- When placing scanned images in your presentation, be sure to scan them with a **resolution** of about 100-150 ppi. (Macintosh computers have a screen resolution of 72 ppi and pc's have a resolution of 96 ppi.) Images scanned at a greater resolution merely use up space and slow down your presentation.
- Recommended image **size** is 640 x 480 pixels.
- Image **file formats** are important. Use **Gifs** when you want a small file and detail doesn't matter. **JPEGs** are great for pictures where range of color is important, but they lose detail. **TIFFs** provide superior clarity and detail but are large files (seven times larger than JPEGs).