

Electronic Presentation Guidelines

Keep visuals CLEAR and SIMPLE. Abbreviate your message. 1-2 slides per minute of presentation.

Text:

- Use a minimum of words for text and title frames. Six lines per frame and six words per line are the maximum – less is better. Use at least 28 size font size, 32 is better.
- Upper and lower case lettering is more legible than all capital letters.
- Vary the size of lettering to emphasize headings and subheadings – but avoid using more than three font sizes per frame.
- A sans serif typeface projects better and is easier to read. (Example: Arial.)
- Try to maintain the same or similar font size from frame to frame – even if some frames have less copy – avoid a “lonely” word on a screen.

Colors:

- Avoid the use of too many colors, patterns and graphics in one frame.
- Avoid intensely bright or saturated colors that compete with the text.
- Contrasting colors work best. A good rule of thumb: use a dark background color with lighter color for text and graphics.
- Highlight your main point or heading with a dominant color (example: yellow heading, white body copy).
- Keep color scheme consistent throughout your presentation. Changing colors and type styles can be very confusing and distract from your message.

Slides with Images:

- Project only one or two images on a single PowerPoint frame.
- Enlarge image to fit available screen area.
- Eliminate distracting background colors. No background or black background is best

Finally - consider rehearsing the presentation in front of your colleagues to ensure that your message is delivered as intended, your pacing is good, and your slides are complete.