

Electronic Presentation Design Chart

The more you can use, the more effective the comprehension.

Slides are talking points not the full text of your presentation. Your handout provides the information. Your presentation manipulates the ideas so people can understand them. Fewer words and details displayed on the screen the better.

Be consistent in everything such as colors, fonts, sizes, and backgrounds.

Text

- No more than 6 words per line
- No more than 6 lines per slide
- Larger font = more importance
- Best text contrast is light text on dark background
- ALL CAPS ARE HARD TO READ AND TAKE MORE SPACE
- Abbreviations and acronyms are to be avoided, OK!?!.
- Limit: punctuation marks...
- For headlines use 44-54 pts
- Bullets list use 24-32 pts
- Serif is usually best for all text
- Headlines on one line
- Use phrases not sentences
- Use few or no animations

Colors

- Cool colors like violet, blue, and green express calm and mildness
- Hot colors such as red, orange, and yellow convey quickness and emergency
- Colors that contrast are across the color wheel from each other
- Use hot foreground colors
- Choose cool background colors
- Set a color scheme before you begin

Graphics

- Balance the slide
- Use 1 major graphic to illustrate the point
- Graphics are consistent in style

Charts

- Remove unnecessary parts
- Make only 1-2 points stand out
- The data to highlight has most contrasted color
- Two dimensional can be understood quicker than 3 dimensional

Charts Will Show

Pie chart - relationship to the whole
Doughnut - proportions between items

Line chart - how things relate over time leading to a trend

Area chart - similar to line chart can be easier to visualize

Bar chart - values in relationship over time

Scatter chart - relationships of two sets of numbers

Backgrounds

- No more than 3-4 versions
- Cover has the most graphics
- Background with white or light text shows up best in most lighting conditions
- Blue is favorite business background
- Blank or black slide at the end