

Technical Information for Presentations

Always make sure your presentation matches the technology in the room!

- Resolution = size of image and dots per inch (dpi).
- Bigger screens need higher resolution.
- JPG, GIF, PSD, PNG = raster images. Won't scale so needs higher resolution, but also smaller file sizes.
- EPS, SVG, AI = vector images. Scalable, but bigger file sizes.

Watch out for compatibility issues. These files can run on either MacOS or Windows:

- AVI, MPEG-4 - universal video files
- MP3, AAC/MP4 - universal audio files

Prepare for Murphy's Law:

- Be careful of file sizes. Large files may not download and can run slowly.
- Plan around internet access.

Typography

Serif = includes small flourishes or strokes at the tops and bottoms of each letter.

- Prevalent on **hard copy**.
- Good with **high resolution**.
- Examples: Times New Roman, Courier New, Garamond, Book Antiqua.

Sans-Serif = more block-like and linear. Does not have the small flourishes or strokes.

- Prevalent on **computer screens**.
- Good with **low resolution**.
- Also good for **dyslexic** audiences.
- Examples: Arial Narrow, Verdana, Century Gothic, Comic Sans.

Typeface Size

Don't force your audience to strain their eyes:

- For PowerPoint presentations you want to use a font of **24 or larger** for main text.
- Cite text should be in 12 or 14-point sizes.

General Guidelines for Visuals

Visual aids are for the audience, not you.

- They are intended to be aids, not your reading script.
- Many visuals are better as a handout than on a large screen.
- This is not a design contest!

Only look at slide when:

- Transitioning to new slide.
- Referencing data or visual on screen.

Ask yourself 2 questions:

- Does this visual help my audience better understand the content?
- Does this visual help me better communicate the content?

Respect Your Audience

Do not distract your audience:

- Avoid sound effects and extreme animations.
- Label visuals.
- Try to keep videos under 2 minutes.
- Do not display unnecessary or distressing images without a warning!

Text on Slides

Remember the 8 x 8 rule:

- No more than eight words across.
- No more than eight lines down.

Keep text short and simple:

- Deploy short phrases and bullet points.
- Use same grammatical structure per point.
- Avoid fluff!

Colors

Always remember to use dark colors against light backgrounds:

- No more than 4 colors on a slide.