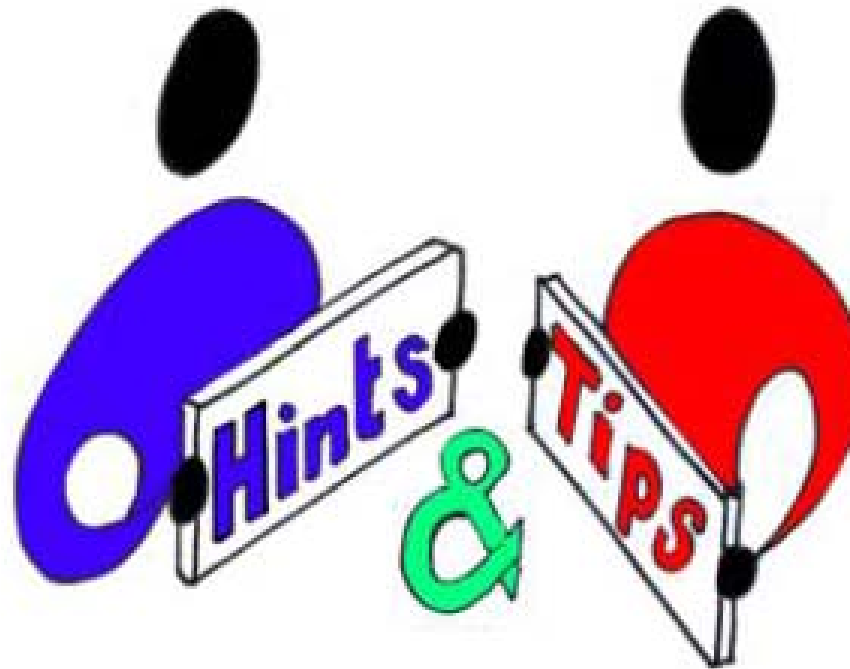


Graphix PowerPoint Presentations



Design and Layout

- 4 Main Points
- 6 Words per Line
- 7 Lines per Slide

Less is more!

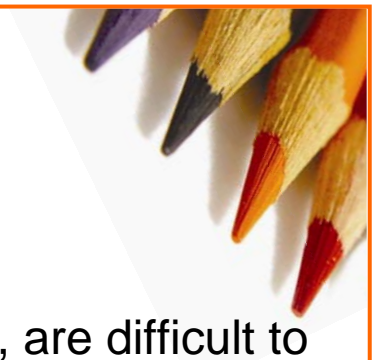
So simplify your slides. Remember their job is to support and reinforce your message **not** to be your message.

Design Layout

- 4 Main Points 4 Main Points
 - 6 Words per Line 6 Words
 - 7 Lines per Slide
- 4 Main Points 4 Main Points
 - 6 Words per Line 6 Words
 - 7 Lines per Slide
 - 7 Lines per Slide



Typeface & Fonts



Serif Fonts the 'curls' and details at the ends of each of the characters, are difficult to read on a slide therefore use Sans-Serif fonts and make sure they are Microsoft fonts so they can be read on any PC. Such as:

Windows Standard System Fonts: Arial, Arial Black, Bookman Old Style, Cartoon, Century Gothic, Comic Sans, Gill Sans, Gill Sans Ultra Bold, Lucida Sans, Impact, News Gothic, Rockwell Bold, Tahoma, Times New Roman, Trebuchet MS, Verdana, Wide Latin

- Only use **one** font throughout your presentation. By using different sizes you can create depth and interest.
- Make sure you are consistent with your headings and format.
- Never use underline as it is very hard to read.
- Use italics and bold sparingly – don't use uppercase as research has shown it takes 57% longer to read.

Viewing slides as masterpieces

If you attend an art exhibition or you have framed pictures in your house you will notice that the mount depth is greater at the base of the picture. This helps draw the eye to the centre of the picture and therefore it works in the same way with slides.

Ask yourself these questions:

- **Does the image communicate the message?**
- **Is there plenty of 'white space'?**
- **Is it easy on the eye?**

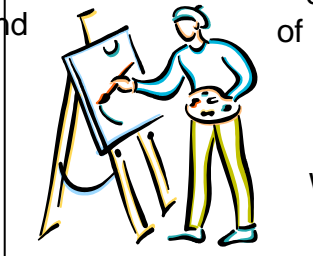


Slide balance

When using a combination of images and text make sure they balance.

X

When using a combination of images and text make sure they balance. When using



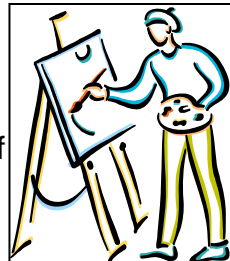
When using a combination of images and text make sure they balance. When using

An illustration of an artist in a blue shirt and yellow pants painting on a canvas on an easel. The artist is holding a palette and a brush.

This layout is great for quotes

X

When using a combination of images and text make sure they balance. When using a combination of images and text make sure they balance. When using a combination of images and text make sure.



Slide balance

When using a combination of images and text make sure they balance.

An illustration of an artist in a blue shirt and yellow pants painting on a canvas on an easel. The artist is holding a palette and a brush.

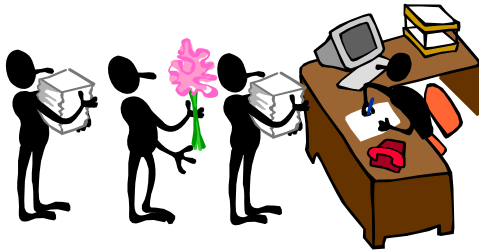
Images

Clip Art – is often over used, so make sure the image you pick ‘clearly’ communicates your message.

Why not think about creating or letting us create some characters for you?

Photos – watch the file sizes especially when emailing presentations.

What ever the image type ask yourself – does this image communicate or contradict my message?



Choice of Images

Make sure the image really does communicate the point.



A bit light and too much focus on the little girl instead of the easel.

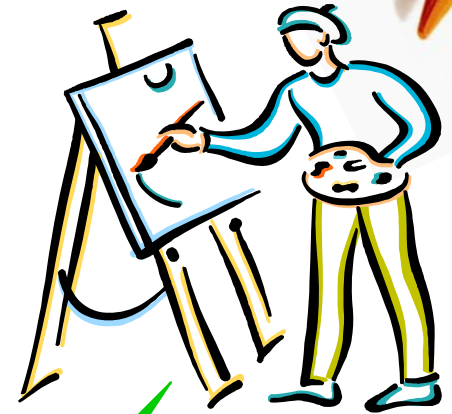


Nice and simple but better as an icon that appears in corners and on workbooks etc.



Van Gogh

People might not make the connection but okay if quoting Van Gogh.



Too busy and too much emphasis on the man.



Could be seen as a pen or pencil.



Too abstract, might be okay to use as just an image without any text.



Colour

By choosing your colour scheme with care you can hook into 70% more of your audience.

Dark blue is a good colour to use for your background as to the eye blue appears to be further away than other colours therefore the text and foreground colours will have more impact.

As a rule make your first text colour choice on a dark background – white, yellow, cyan and bright green.

Red should be avoided as it can't be seen by people who are colour blind.

Colour

4 Main Points 4 Main Points
▪ 6 Words per Line 6 Words

▪ 7 Lines per Slide

4 Main Points 4 Main Points
▪ 6 Words per Line 6 Words

▪ 7 Lines per Slide

▪ 7 Lines per Slide

Useful technical information

You can insert your photo or images into a WordArt object. Simply create your text then: Click on the WordArt, click on the down arrow next to Fill Colour. Select Fill Effects, then click on the Picture tab and click on Select Picture. Choose your picture, click on Insert, then click OK.



When presenting make two copies of your opening title slide and insert them at the end of your show, then add in your contact details or web address. It looks much more professional to end on an information slide!

To save a single slide as a jpg, select File Save As. At the bottom of the dialog box, select Save As Type, JPEG Interchange Format (.jpg) and select Save. This is a great way to show colleagues but the slides can't be altered or used.

Specifications and considerations

Considerations

Where is the venue?

What equipment is provided?

When is the presentation? How long will it last **including** Q & A

Who? - know your audience - ask for brochures and Annual Reports

What is **their** existing understanding of the subject?

Who is your contact at the venue?

Will you be introduced by someone? **Who?**

What are your objectives and outcomes?

Help yourself: send a description of the talk... offering it as useful advanced publicity.



Specifications and considerations

Specifications

Build a basic presentation structure by developing an outline

Work out an attention-grabbing bang

Define your 3 main areas of information

Identify positive and negative aspects

Finish with a bang summarising your case

Q and A - you need to invoke a response

Anticipate questions... and the answers you will give

Rehearse - everybody needs to do this

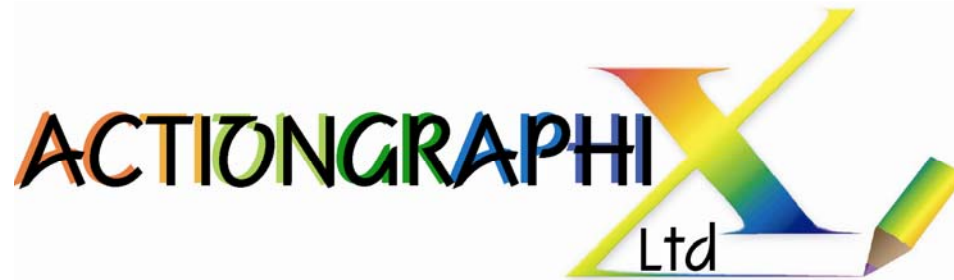
Have fun!

But remember: gesture, vocal tone, eye contact, be clear and use the word 'you'.



Contact us

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