



Guidelines for Effective Electronic Visuals



General Considerations

- Slides should be simple, direct, concise, easy to read
- Include only the most vital information
- Keep slide layouts, page orientation consistent; use design templates w/caution
- Standardize text, figures and colors
- Professional language: no jargon or slang

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Slide Organization and Format

- Keep content simple: Outlines are best
- One topic per slide
- Use the 7x7 rule:
 - No more than 7 lines of text
 - No more than 7 words per line
- Use key words & bullet points
- Use numbers only for rank or sequence


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Slide Organization and Format

- Use titles to focus learner concentration on slide content
- Keep titles in same layout format & location
- Limit graphics to no more than 2 per slide


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Font Size and Style

- Titles: 40-54pt font **and bold**
- Text and bullets: 28-32pt font, not bold
 - Text less than 24pt is unreadable!
- Choose plain, easy-to-read fonts
- Avoid multiple typefaces; stick to one family
- Capitalize only first letter of each line
- Minimize use of font formatting for emphasis

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Backgrounds and Color

- Choose plain, solid backgrounds that create high contrast with text
- Keep background, color schemes consistent
- Avoid excessive use of colors – limit to 4
- Choose color combinations that make text easy to read
- Avoid dark colors on dark backgrounds!

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Best Colors for Readability
Yellow on dark blue
White on dark blue
Yellow on dark green
White on dark green
Dark green on white

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Animation and Transitions

- Limit use of distracting special effects
- Use media objects with caution
- Animation should have a purpose
- Keep transitions simple and consistent
- Do not use random transitions

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Presenting Study Data

- Non-plagiarized empirical data:
 -  **Good!**
 - “I know you can’t read this, but...”
 -  **Bad!! Always!!!**

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Suggested Best Practices

- Data sources disclosure at beginning
- References slide(s) at end and in handout
- Try to limit study data slides to 2 per study
- Use layout templates for uniform design
- Create tables & charts in PowerPoint!
- Print Notes Pages 3-per-page

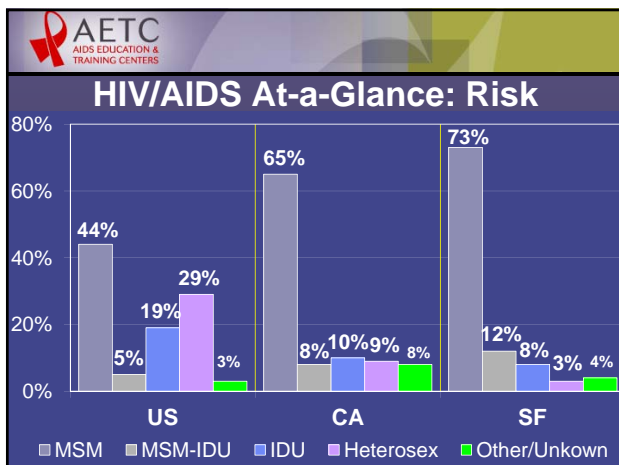
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Charts, Graphs and Tables

- Large, simple, easy to read
- Key elements clearly labeled
- Limit to 2 per slide
- Minimize text on slides w/ graphics
- Use solid colors instead of pastels or fill patterns
- Limit colors to 5 per chart or graph
- Explain significance of all elements

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Using Slides Effectively

- LCD projectors change how slides appear: always preview and adjust before showing!
- Always test equipment in advance, and have a backup plan!
- Face audience, not screen
- Speak louder than usual: visuals compete for learner attention

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