



Guidelines for Projected Visuals: a Picture is Worth a Thousand Words

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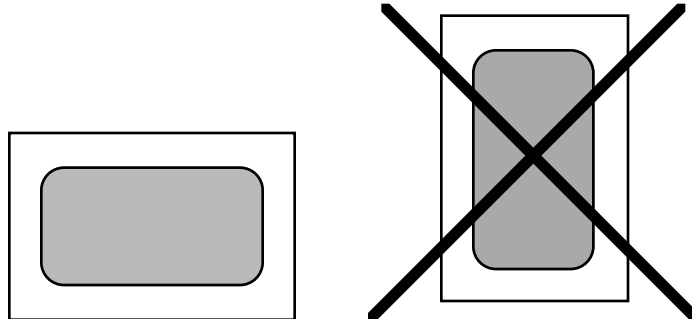
Education Technology 414

Department of Educational Technology
University of Hawaii at Manoa

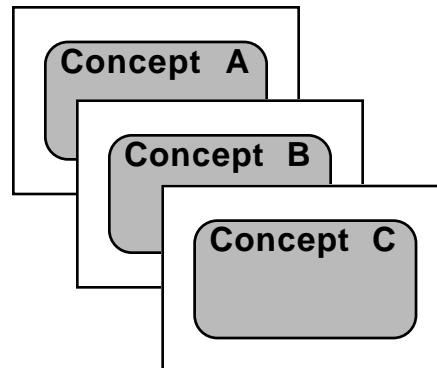
Guidelines for Projected Visuals: *A Picture Is Worth A Thousand Words*

These guidelines are based on media research. Following them while you create your presentation will help to maximize the effectiveness of your projected visuals.

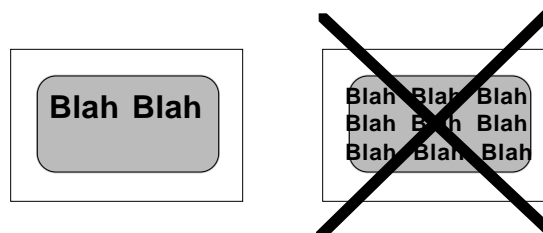
Horizontal Format Use a HORIZONTAL format. *Avoid* using a VERTICAL format. This keeps you from having to move the visual and helps everyone see what is at the bottom.



Single Concept Each slide should contain a single concept. This keeps audience with you rather than several thoughts ahead.



Minimum Verbiage Use a minimum number of words. Use key words and bullet points. You can say the rest. This keeps your audience from reading while you are talking. They may miss something important.



Visual Ideas

Always include a related graphic if at all possible. Images are entered into memory faster than words and supply a concrete referent for ideas. The graphic should enhance the concept not just decorate the screen.

Using VISUALS means using pictures of people or things -

NOT just pictures of words!

Color

Use color to enhance your presentation. *Never* have more than **5** colors on one slide. (Naturally colored pictures are excluded from this rule.) Too many colors may be distracting and visually overwhelming.

Background

For the best visibility use a **dark blue** background with bright **yellow** text. For clear backgrounds (no color), use **dark** text.

Font

Use sans serif fonts like **Helvetica** and **Geneva**. Avoid serif fonts, for example, Times or Palatino. The thin lines are difficult to read on projected visuals. (The opposite is true in print.)

Font Size

Always use a type size that can be seen from the back of the room! The minimum size of font size is **18 points**. Recommended sizes of typeface are:

**36 points to
60 points**

Bullet Points

- Use bullets for each point of a concept.
- Use masking or builds to uncover each point. This keeps the audience focused on what you are saying.

Trial Run

Always check out your visuals in your presentation room if possible. Print one copy or do a trial run in time to make adjustments. Walk to the back of the room to make sure that EVERYONE can READ your visuals. **NEVER BE CAUGHT HAVING TO APOLOGIZE!**

Presentation

NEVER read the words on the screen. Your audience may find this habit frustrating and boring. **People can read exactly twice as fast as you can speak.** Say “let me give you a moment to read the screen.” This is a good opportunity to take a sip of water and breath. Your pacing will be better and more relaxed. Your audience will LOVE you!