

Electronic Presentations – Top 10 Tips

1. Use simple background colours.

A good suggestion is to use a simple, light background with contrasting dark font. If you want to use a strong colour, use a lighter shade. Note: a dark or patterned background may be distracting or compete with text and graphics, it is also harder to read from a distance.

2. Complimentary Colours & Fonts

Create a colour scheme or template for your presentation. This can also tie into your company branding and image. Too many colours and styles will confuse your audience. Choose one font for your presentation, more than two will make your presentation difficult to read and distracting. For impact use sizing, bold, underline, or highlighting.

3. Aligning text and images.

Ensure your text and graphics are within your template guides and line-up on each slide. Presentations should “flow” from slide to slide.

4. Show what you’re talking about.

Keep it simple, use short phrases and graphics to illustrate points. Learn the **5X5 Rule**: use no more than 5 words per line, 5 lines per slide/page. Add interest with audio/video, graphics, clipart, and/or animation.

5. Edit visually.

Proof your presentation from a paper version and onscreen format. Omit nonessential words and always have someone else read your presentation.

6. Picture sizes.

Minimize file space by using low resolution pictures and graphics. Most software programs have formatting to compress high resolution pictures.

7. Attachments.

Test the link, or download the attachment. If it takes too long to load, you may need to modify or compress the file. Alternatively, you can keep the attachment separate to the presentation.

8. Clutter equals confusion.

Keep your presentation simple. Is the slide crowded with text? Are there graphics all over the slide? Is there a consistent message? More words is not better – use key words, not sentences.

9. Testing links.

Always test any links to documents, websites, and/or email addresses. If the presentation is delivered in a variety of formats (web, email, cd), ensure there will not be access restrictions.

10. Know your technology.

Be familiar with the tools and technology of the software being used. The delivery format may be initially planned for an online web format, and then later needed for cd distribution. Knowing how to convert media, compress files, and deliver presentations can be a complicated process.