



Visual Aid: Do's and Don'ts

DO

- * Use highly contrasting font colors for text and background: dark on light or light on dark.
 - Dark on light works better for handouts.
 - Light on dark works well for presentations.
- * Use a 16-point font or larger on all slides.
- * Keep text and graphics away from the edge of the screen.
- * Use a maximum of 6-7 words per bullet and 5 lines per slide.
- * Use pictures, maps, diagrams, and charts to vary the presentation.
- * Choose simple backgrounds.
- * Use only one sans serif font. Arial is easy to read on presentation slides and can be used in either bold or italic to provide emphasis.
- * Remember that most PowerPoint slides can be read by your audience in about 8 seconds.
- * Rehearse your slide show often.

DON'T

- * Use a “cool” font that is hard to read.
- * Change fonts or font sizes across slides.
- * Use distracting backgrounds.
- * Have more than 5 text slides in a row.
- * Use wildly animated transition effects.
- * Use sequential introduction of bullets. (Instead, let the full slide appear when you transition from the previous slide.)
- * Use a PowerPoint template that has an animation of any kind.
- * Put too much information on a screen.
- * Use more than three levels of “hierarchy” (a slide heading; one level subheading and a bullet list are sufficient).