

# 10 Powerpoint Tips

from your friends at



[www.theAVcompany.com](http://www.theAVcompany.com)

434.977.8288

# #1: Aspect Ratio

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☒ 4:3 ratio



☒ 16:9 ratio

Use a 16:9 aspect ratio to completely fill the screen. In versions of Powerpoint prior to 2013, the default is set to a Standard 4:3 ratio. If you need assistance in reformatting your slides to a 16:9 ratio, give us a call and we would be happy to help.

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# #2: Font Size

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12 pt font is far too small.

☒ Tiny text



14 pt is the smallest you'll want to use.

18 pt is even better.

And 24 pt is great for text that you  
want to stand out!

☒ Legible text

The minimum font size for any important text on a slide should be 14 point. If the text is smaller than that, it may not be legible for the entire audience.

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# #3: Text Color

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*perhaps a darker color  
would work best...*

☒ Hard to read



*ah, there we go!*

☒ Good contrast

Lighter text colors show up best over dark backgrounds, and vice versa. The closer the text color is to the background color, the harder it will be to read.

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# #4: Background



☒ Distracting



☒ Simple

Simple backgrounds work best. Busy graphics in the background of your slides can be distracting.

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# #5: Text Hierarchy

## Typographic Hierarchy

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data. It allows the reader to easily navigate the content and find what they are looking for.

The most important words are displayed with the most impact so that users can scan text for key information.

## Typographic Hierarchy

*is a system for organizing type that establishes an order of importance within the data.*

It allows the reader to easily navigate the content and find what they are looking for.

The most important words are displayed with the most impact so that users can scan text for key information.

☒ No hierarchy

☒ Easier to read

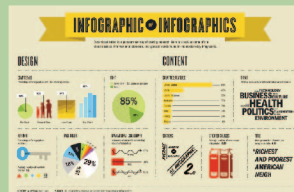
Use a hierarchical system when selecting font size and weight. For example, the most important text (like a header) should be the largest and boldest, and accompanying text (like an image description) should be the smallest. Bullet points can also be useful to establish a hierarchy within your slide.

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# #6: Overloaded Slides

## Slide Content

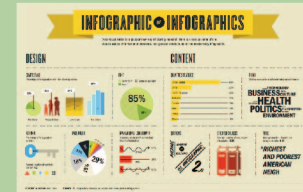
- It is easy to let your slides get very text-heavy or fill up with images.
- But sometimes it can be very beneficial to your audience if you split them up.
- This allows the audience to focus on one idea or image at a time.
- It also allows them to listen better, as they are not trying to digest all of the visual information at once.



☒ Too much info

## Slide Content

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## Slide Content

- This allows the audience to focus on one idea or image at a time.
- It also allows them to listen better, as they are not trying to digest all of the visual information at once.



☒ Well-balanced visuals

It is usually better to split up a busy slide into two or more slides. The slides should act as a visual supplement to your verbal presentation - they don't need to contain the entire script.

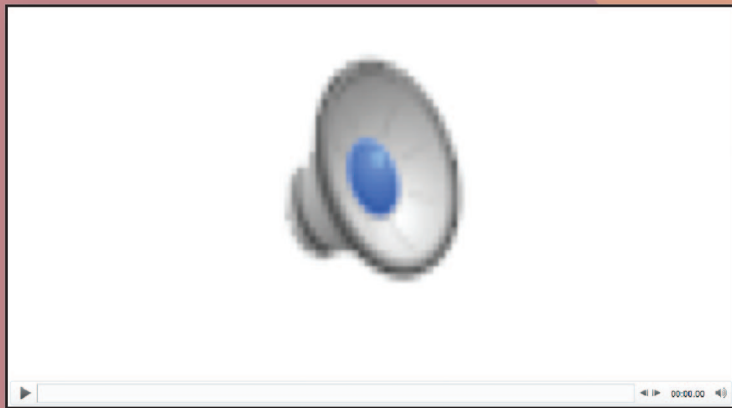
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# #7 : Video File Type



☒ .mov, .wmv, .avi



☒ .mp4

All embedded video needs to be in the MP4 file format. This file format works on both Mac and Windows computers.

An easy online conversion tool can be found at: <http://video.online-convert.com/convert-to-mp4>

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# #8: Video Settings



☒ Play button in window



☒ Play on forward click

Have the embedded video's Action Settings set to "Play" on a mouse click. This will allow the video to play automatically when you click the forward button, as opposed to having to click directly on the play button on the slide.

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# #9: Video File Location

<https://www.myvideolink.com>



HTML link



Locally stored file

Always have the video file stored locally in a folder on the computer that the slides will be playing from. HTML-linked videos are far more prone to failure during onsite presentations.

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# #10: Backup

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*Always have a backup!*



Always bring a backup PowerPoint presentation on a USB flash drive, just in case!

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If you have any questions or would like assistance,  
please don't hesitate to contact us!

We look forward to helping you make  
your event a success!



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