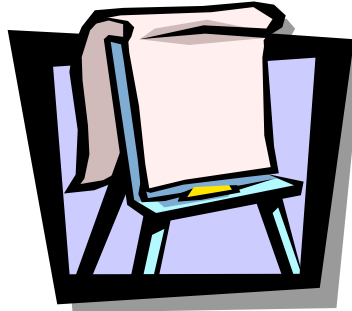


Rules for Creating Visuals

Choose your words carefully

- ❖ Maximum 6 words per line
- ❖ Maximum 6 lines per visual



Be visual

Use Color

- ❖ But don't **OVERUSE** color
 - 3 per visual is a good rule of thumb

Each visual should communicate a single idea

Use Highlighting

- ❖ Or Revelation

Use a maximum of 2 fonts

6 foot rule!

- ❖ When designing transparencies, if you can read it from 6' away, it will probably be large enough to read as an overhead

Notes

Use contrast

- ❖ **Red**
 - Hot
 - Exciting
- ❖ **Blue**
 - Cool
 - Calm
 - Trusting



Use overlays

- ❖ PowerPoint
- ❖ Flip Charts
- ❖ Transparencies

Use upper and lower case letters

- ❖ ALL CAPS CAN BE DIFFICULT FOR SOME
- ❖ Upper and Lower Case, with the Right Font is Easier
- ❖ **Sometimes bold is better**
- ❖ Sometimes bold is not better

Dos and Don'ts

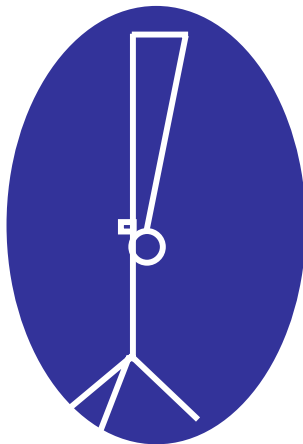
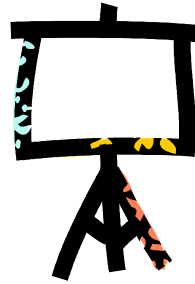
Do

- ❖ *Stand to the side of visual*
- ❖ *Turn off the projector when not in use*
- ❖ *Use a "frame" to eliminate "light leaks"*
- ❖ *Talk to the audience*
- ❖ *Turn off lights that shine on screen*
- ❖ *Tilt top of screen forward*



Don't

- ❖ *Walk or stand in front of the visual*
- ❖ *Leave an overhead projector on while talking about something else*
- ❖ *Allow "light leaks" with overhead projectors*
- ❖ *Talk to screen or flip chart*
- ❖ *Turn off all lights (unless necessary)*
- ❖ *Allow keystoneing*



Overhead projection screens can be tilted forward to eliminate "keystoneing"

Notes