Quick Guide to Slide Design
Layout – Visual Consistency

- Use a slide master for consistency throughout (headings, subheadings, margins, logos, etc.)
- Use color for visual interest
- Replace words with visuals whenever possible
- Provide white space
Text – The Message

- One message per slide
- Highlight main points
  - Use key words/ phrases
  - Use bullets when possible
    - One idea per bullet
    - Maximum of six bullets per slide
- Always spell check!
- Never read the slides to the audience!
Fonts – Readability is the Key

● **Do use**
  - Maximum of two fonts
    - 24 pt minimum for main message
    - 18 pt minimum for bullet items
  - Sans-serif fonts (ex., Ariel)
  - Upper and lower case

● **Don’t use**
  - Serif fonts (ex., Times New Roman)
  - Script fonts
  - **Italics**
  - **ALL CAPS**
  - **Fancy fonts**
Visuals – Simplify the Message

- Visuals support your words
- Use
  - Bar/line/pie charts
  - Tables
  - Diagrams
  - Cartoons/clip art
  - Photos/illustrations
Effective Charts

- Don’t tell what it is, show what it means!
- Convey one message per chart
- Make chart easy to read
  - Label axes and lines, bars, or wedges
  - Eliminate unnecessary details
- Be accurate
- Use no more than four colors per chart
What Kind of Chart Should I Use?

- Bar charts
  - Show relationship between parts or variables
    - Maximum of four bars or series of bars
    - Avoid “vibrating” fill patterns, such as contrasting lines, waves, and crisscrosses
    - Make bars and columns wider than the spaces between them
What Kind of Chart Should I Use?

- **Line charts**
  - Show change over time
    - Best when a variable has at least four data points
    - Make sure data points are readable
    - Use different colors and shapes to distinguish data points
What Kind of Chart Should I Use?

- Pie charts
  - Show data as portion of whole
    - Maximum of five “slices”
    - Best for highlighting one part of the whole – “explode” this component out of the pie for emphasis
Tables

- Keep it **simple** – include only necessary information
- Round off large numbers