Quick Guide to Slide Design

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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

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Text – The Message

- <u>One</u> 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!

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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

4

Visuals – Simplify the Message

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

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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

6

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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

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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

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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

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Tables

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