

Guidelines for Effective Presentations

PowerPoint presentations made at GC-East, in Rooms 422 and/or 430, may be webcast by the County and possibly broadcast on local cable TV. Because your presentation could be seen by the public on devices ranging from PC displays, TV screens and even smartphones, it is especially important the information in your presentation is communicated in a clear and effective manner. These guidelines were created to assist you in producing a presentation your audience will appreciate and understand. In addition, open an OPC [Work Order](#) and attach, size permitting, the PowerPoint file(s) AT LEAST 48 hours before the meeting webcast/broadcast. In addition, email it to Mike Jorgensen at mjorgensen@broward.org or call 954-357-5959.

Minimize content.

- Use text to provide visual reinforcement of what the speaker is saying, not tell the whole story
- Use graphics sparingly to provide visual reinforcement of what the speaker is saying

Headlines

- Use a strong, interesting headline to capture reader attention
- Words should never appear in all caps. It's more challenging to read.
- Avoid underlining words. It's confused with the hyperlink from the web.

Photos

- Use photos/artwork (not clipart) to tell your story. "A picture is worth a thousand words."

Brand Identity

- Use the Broward County logo to identify agencies, services and programs provided by BC

Keep it simple.

- Use basic fonts such as Arial, Helvetica and Verdana at no smaller than 32 pt. size
- Do NOT use thin/fancy fonts since they are not as readable on media display
- Avoid using serif and script fonts.

Stay in the "Zone."

- Keep slide content inside the "safe" zone.
- To ensure full view on most screens and in broadcast situations, keep a 10 percent margin around slide content as illustrated to the right



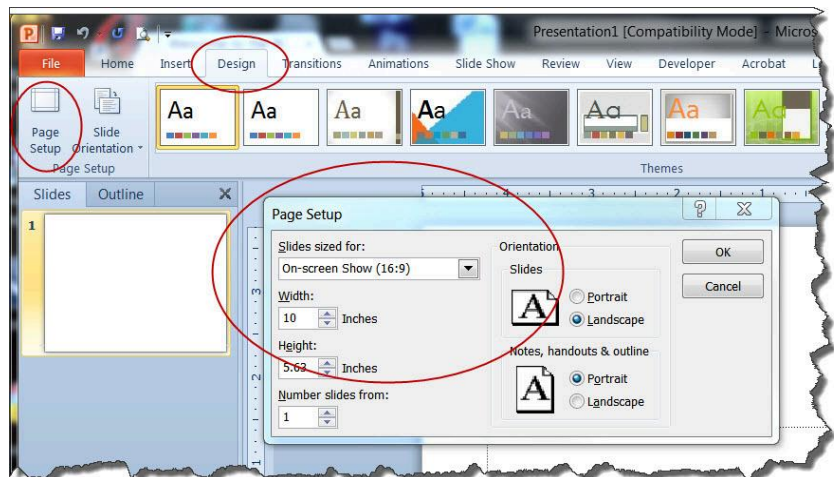
*image above is not to scale; download [bctv.jpg](#) for exact scale

Keep it consistent.

- Use the same size and style font on all page headings throughout the presentation.

Use appropriate slide format for media display.

- Use a 16x9 ratio or 10 inches wide x 5.63 inches tall. Illustration on right shows how to change size to a 16x9 ratio in Microsoft PowerPoint 2010.



Select high contrast colors for background and text.

- Avoid white backgrounds and bright colors such as red and yellow, which are difficult to read and cause undesirable effects on-screen.

Use graphics appropriately.

- Use images, graphics and charts only when necessary to illustrate speaker points
- Keep them simple when used
- For pie charts, use limited text outside the circle and a strong color differentiation
- Avoid numeric charts which are not easy to view

Good High Contrasting Colors and Strong Font



Poor Low Contrasting Colors and a Serif Font



Embed the A/V.

When using audio and/or video clips, embed them within the Powerpoint presentation. VERY IMPORTANT: Do NOT use copyrighted material! This includes pop songs, YouTube clips and almost anything found on the Internet. The County could be involved in a copyright infringement lawsuit if protected material is webcast or broadcast without the copyright owners written permission.