



## Guidelines for PowerPoint Presentations Airing on Government Access Channels

The saying “*What you see is what you get*” does not necessarily apply to PowerPoint presentations that are viewed on television screens. When creating a PowerPoint presentation for TV, please keep in mind the content (text, photos, etc.) that you see on your computer screen may inadvertently be cropped and not visible if it is too near the outside margin of your slide. Other pointers to remember include:

- Design each slide to make one major or two points or themes.
- Keep the presentation simple, neat and uncluttered.
- Limit the amount of text on each slide.
- Follow copyright laws and guidelines.
- Proofread and then have someone else proofread as well.
- Write titles that read like headlines.
- Avoid stark contrasts designs from slide to slide. Try to carry the same design throughout your presentation.
- A light color text with a dark background works best.
- Try to use no more than three color schemes in a presentation.
- An elegant, sophisticated, simple design is more effective than something flashy and crowded.
- To get an idea of how your slide may appear on the TV screen use a 800 X 600 screen resolution and a color setting of 16-bit or high color.
- Don't be afraid to use additional slides to get your message across.

### ➤ **Backgrounds:**

- Use a 6.3” X 8” centered text box on top of a black background as a guide. Make sure all of your work stays within that box. You may delete the box after you have developed your slide.(Contact the Public Information Department to obtain a pre-designed template.)
- Images, graphics and text that are outside of the centered text box will not be displayed on the TV screen.
- Dark backgrounds with light lettering will display best.
- Stick with basic generic colors.
- Avoid complicated patterns.
- Reds, oranges and cyans don't reproduce well on the TV screen.

➤ **Text:**

- Large plain letters work best.
- Font size recommendations:
  - Titles: 40 to 44 points
  - Subheadings: 32 to 38 points
  - Body: 24 to 30 points
- Only use 6 to 8 lines per slide.
- Stick with one font.
- Bold, italic, and capital text can be used to emphasis a point.
- Be concise and to the point.
- Use light color text on a dark background.
- Highlight key words and graphics.

➤ **Animation:**

- Limit the use of animation to the *simple is better theory*.
- Stick with a few standard transitions between slides to emphasis certain points.
- Remember the camera will not be on your slide all the time.
- Don't have your animations fly in from all directions; try to keep the transition from slide to slide consistent.
- Try using symbols like asterisks and arrows to emphasis a point.

➤ **Images:**

- Small images may not be seen by the audience.
- Most image sizes should not be smaller than 3" X 4" or about a ¼ of the TV screen display area.
- Maintain the clarity of the image when resizing.
- It is acceptable to make branding images such as logos smaller in size.
- When using a chart, make sure to follow the same guidelines for color background and text.
- Don't overcrowd images and charts with text.
- Limit the use of animated images.

Don't over design or under-design you presentation; enjoy being creative!

***Please note:***

PowerPoint and other materials (maps, photographs, etc.) that are submitted by the public for presentation at board meetings must be delivered to Gwen Keene, Clerk to the Board, no later than 12:00 p.m. the day before the scheduled meeting. Her office is located in the Historic Currituck County Courthouse, 153 Courthouse Rd., Currituck.

PowerPoint presentations and other materials that are to air on Government Access channels must comply with all applicable federal, state and local laws, rules and regulations, including but not limited to Mediacom's "Public, Educational and Governmental Access Rules" that limit the type of programming the County can air on its

Government and Education Access Channel. (see *Currituck County Government & Education Access Channel Broadcast Policies and Procedures*)

Photographs, videos and other images containing copyrighted materials will not be broadcast without proper copyright authorization. Individuals who submit materials are responsible for obtaining all necessary copyright clearance and shall indemnify and hold the County of Currituck harmless in any case of copyright infringement.

PowerPoint presentations and other materials that do not meet acceptable broadcast standards for quality will not be aired. The County Manager or his designee shall determine which presentations and materials meet acceptable broadcast standards.

For additional information on these guidelines, contact the Public Information Department at (252) 232-0719.