Soundbox

PRODUCTIONS

PowerPoint & Keynote
CONTENT GUIDELINES

Contents
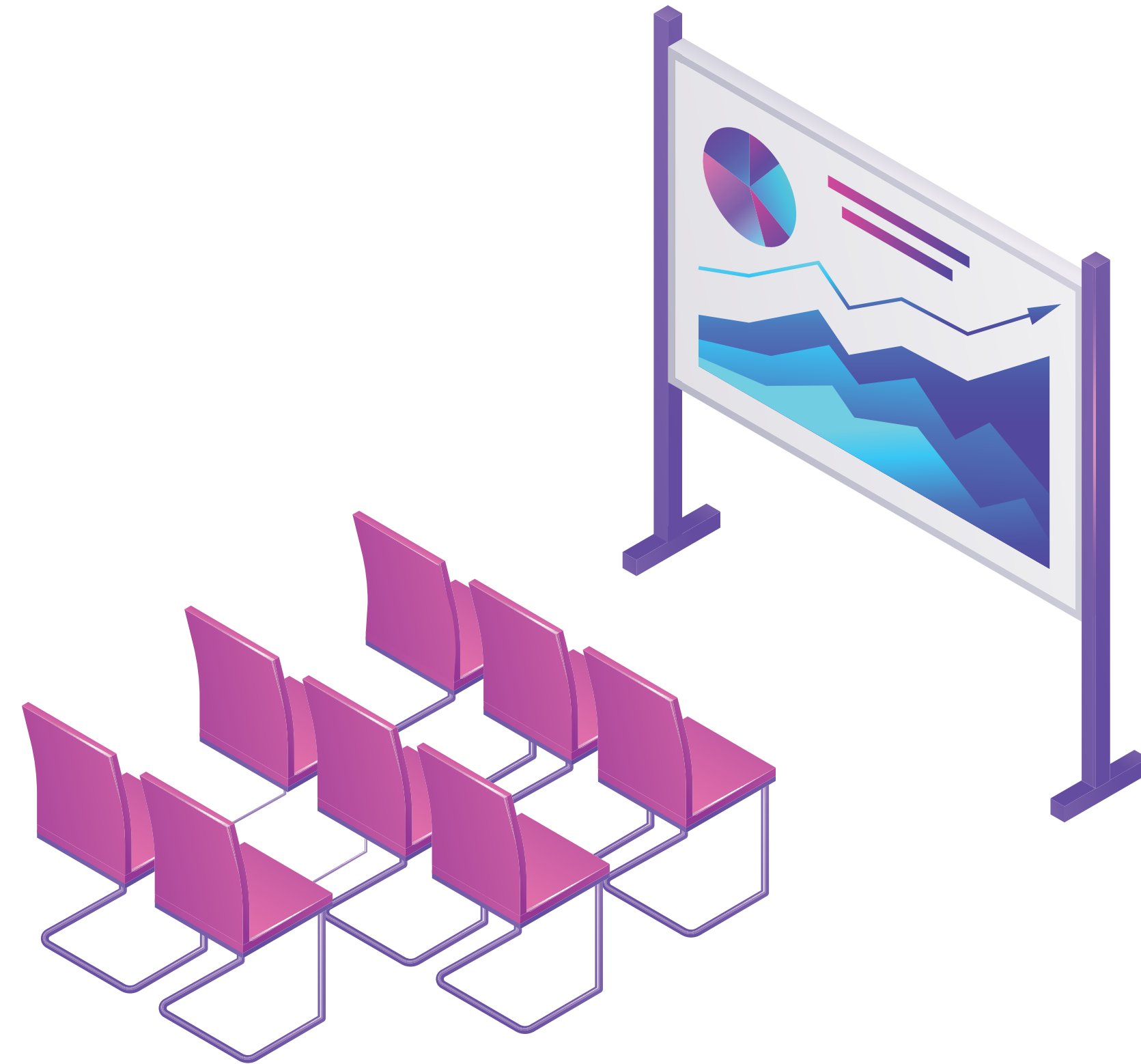
Here we have collected some best practices and useful ideas we have found to be a good starting point for a better PowerPoint and Keynote presentation experience.

① Layout

Create the slides with the 16:9 aspect ratio.

Try to limit each slide to one idea. Use bullet points to cover aspects of that idea.

Limit each bullet point to only a few words to avoid long sentences.

Use illustrations and animations sparingly and when you need to reinforce and important point.

Keep each slide simple and uncluttered.

② Colours

Use a dark font with light coloured background or a light font with a dark coloured background. Contrast increases the readability of the text on a slide.

Use the same background colour or similar theme on each slide.

Use the same style and colour of font throughout the presentation.

③ **Fonts**

Avoid using all CAPITAL letters.

Use italics for "*quotes*", to highlight *thoughts* or *ideas*, and book, journal, or magazine *titles*

Consider using a minimum of a point size of 24 depending on the font. 32 to 36 points works well in most cases.

Use easy to read fonts such as:

Tahoma	Bodoni
Verdana	Bell MT
Helvetica	Segoe
Garamond	Palatino

Small font sizes are ok for footer texts and copyrights.
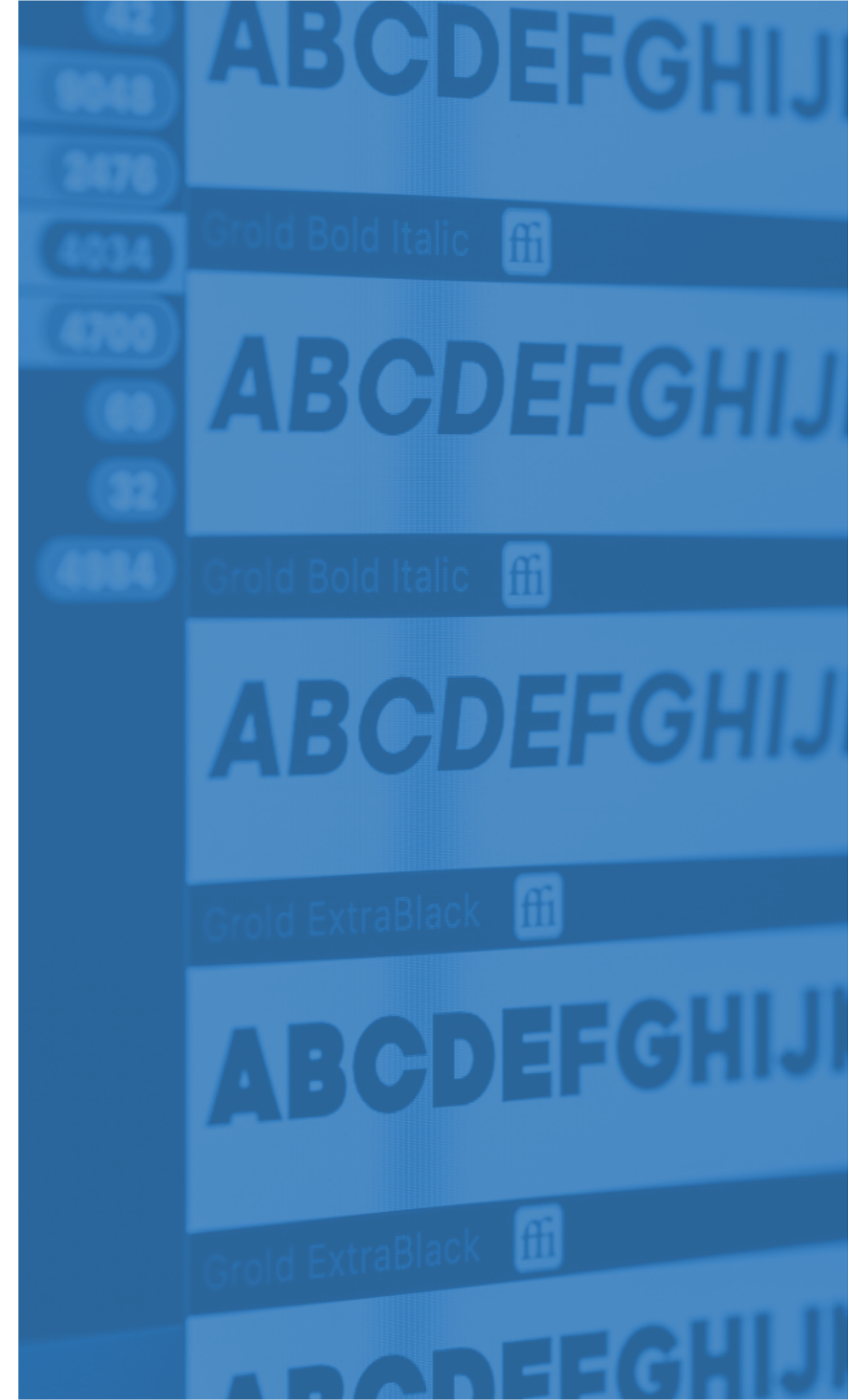
Photos & Video

We recommend using JPEG/JPG for backgrounds and insert them as embedded objects, not linked files.

Make sure to import and embed video to slideshows. Do not drag and drop video into slide.

Supply copy of video being embedded with the slide. This will work as a backup in the case that the video is compromised upon exporting.

5 Charts

Avoid using small or low resolution graphics that are difficult to read.

Use dark colours on a white background and larger fonts to increase readability.

Use large and bold fonts for chart keys and table information.

(6) On Location

Remember to bring a power cord for your computer.

Include any special video or audio connectors that you may need for your presentation.

Rehearse your presentation before presenting it live where possible.

Use a smart phone to video record or audio record your presentation to play back later.

To avoid any compatibility problems, please do not use special characters (e.g. «, Ö, Ø, ñ, ε, ®, ý, }, {, etc.) to name your presentation or video files.