



# Audio-Visual Guidelines

## General Composition

Keep content simple and short; use the K.I.S.S. theory! Use key words instead of complete sentences. Text on each slide should reflect the main points of your presentation.

### **Benchmark**

- Plan on spending 2-5 minutes presenting the content of each slide.

## Word Spacing and Placement

### **Benchmark**

- 5 words per line/5 lines per page = 25 words per page maximum
- Limit headings to two (2) lines

## Choice of Colors

Use light letters, like white or yellow, against a dark-colored background, like blue or green. Avoid heavy colors like red or orange since they can be difficult to reproduce electronically. Avoid plain white backgrounds. Highly textured, multi-color fills and loud backgrounds distract your audience and overpower your message.

### **Benchmark**

- Limit color choices to 2 or 3 per presentation
- Ensure adequate contrast between text color & background color

### **Did you know... ?**



The color guidelines above have their roots in medieval heraldry, when it was important to be able distinguish friend or foe at a distance and at a glance. The colors (properly called tinctures) used are quite limited, and there are a number of rules governing their use.

Tinctures can be divided into metals and colors. The metals are gold and silver. On paper they are depicted as yellow and white, respectively. There are five basic colors: red, blue, black, green and purple.

Some of the most rigid rules in heraldry apply to the use of tinctures, and are as follows:

- Metal may not be placed on metal.
- Color may not be placed on color.

For instance, the medieval herald would not put a gold lion on a silver background; nor red on blue. They did, however put a red lion on a yellow background. Get the idea? Centuries of practice have shown that items are most easily identifiable at a distance when these rules are followed. As you drive to work, consider the traffic signs along your route; all traffic signs follow these rules.



## **Typeface Style Selection**

Use different weights or thickness to visually separate elements with the same typeface. Limit typefaces. Generous width and spacing increases legibility.

## **Typefaces Which Work Well for Electronic Presentations**

Arial

**News Gothic Bold**

Rockwell

**Century Gothic Bold**

**Tahoma Bold**

## **Font or Typeface Size for Electronic Presentations**

Differentiate headings from the main body by using larger type. Avoid using all capital letters.

## **Transitions Between Slides when using PowerPoint**

Be consistent from slide to slide. Limit use of fancy transitions between slides (i.e. fade out, dissolve). Standard transitions use less computer memory and won't slow the pace of your presentation.

## **Clip Art, Pictures, Graphs and Diagrams**

Keep drawings simple and lines bold.

### **Benchmark**

- Thin lines in graphs cause screen "flicker"; make line size at least 4 pt.

## **Scanned Images**

### **Benchmark**

- Optimal settings for digitized photos, slides and printed materials: 72 dots per inch resolution & a color palette between 256 & 1000 colors.

## **And Finally ...**

Assume there will be technical problems to work out. **Please arrive 30 minutes before the lecture to test all visuals and equipment.** Don't forget to submit a copy of your presentation to ACOEM for duplication and distribution. If the audio-visuals refuse to work, the audience could follow along with the printed hand-out version of your lecture.



# Sample Handout Slides

Technology and the Delivery of Health Care

Sam Physician, MD, MPH  
ACOEM Conference 2004  
Session 1000

Be sure to use a title slide. Include:

- Lecture Title
- Presenter's Name
- Meeting Name
- Session Number

**Learning Objectives:**  
At the conclusion of this session, attendees should be able to:

- describe the available technologies;
- interpret the practical aspects of new technologies; and
- discuss the need to stay on top of the changes in technology.

List or state what the attendee will take home educationally.

Program limitations

- **Absence of clinical information**
- *Only "life-threatening" technologies covered*
- Exposure to potentially harmful treatments

NO

NO

YES

Use simple legible fonts. Too many font changes leave audiences wondering if the new font is supposed to mean something.

**Safe bet fonts:** Arial and Times New Roman

# Sample Handout Slides

## Program limitations

- Absence of clinical information
- Only “life-threatening” technologies covered
- Exposure to potentially harmful treatments

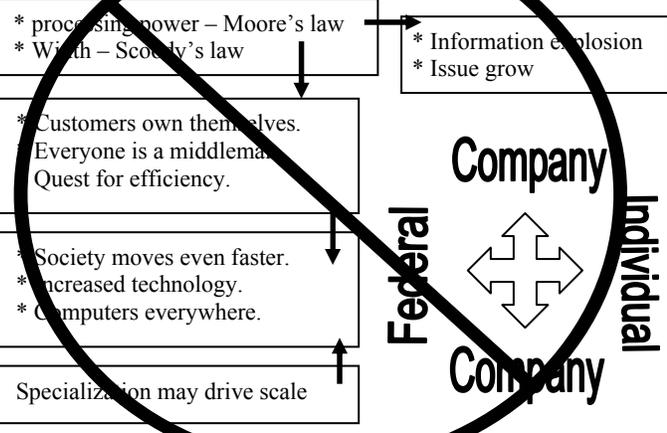
1. Keep visuals simple. Ideally no more than 5 lines per page and 5 words per line.
2. Use bulleted points and sentence fragments (2- or 3-word statements, usually without a verb) instead of full sentences. Easier for the audience to absorb.
3. Make type larger. For LCD presentations nothing less than 24-point will be seen.

## Program limitations

- Misalignment of capital hill development of technology insights and strategic planning
- Appropriate capital allotment is necessary to identify the value created by the population
- Continued Stress on the profit margins results in the compilation of additional violations without any type of reward system
- Current markets compound the issues and are putting greater stress on product performance, management and returns of investments.

- Too much information
- Font too small.
- Sentences rather than fragments

## Some Major Trends that Drive Change



Keep graphs simple. A complex slide will baffle audiences and they will not be focusing on what is being presented.