

# Visual Presentation Guide

## The Rocky Mountain Land Use Institute



### Creating an Effective Visual Presentation

Once you have decided what you want to say, keep the following points in mind to best convey your ideas:

1. **Prepare an outline** and select your most salient points. Don't expect to incorporate everything you want to say onto the slides. Your speech is the most important.
2. **Avoid filling the slide with text.** This makes it difficult for your audience to absorb. You also run the risk of using small, hard-to-read fonts.
3. Aim for fewer words per slide and **have people focus on you** for examples, concise explanations, and information.
4. Avoid gratuitous images. **Not every slide needs an image.** If what you are saying is important, an image may distract people from hearing what you say.
5. **Use images to illustrate a point** or help people imagine a new concept. A good presentation combines visual information with succinct language and caters to all types of learners.

### Technical PowerPoint Guidelines

Simple and elegant is best! **You** are the star, not the visual presentation.

#### *Layout*

1. Simple and bold is best
2. Ensure a good contrast between the text and background
3. Avoid too many intense colors
4. Consistent text placement
5. Don't over-animate with transitions and distracting text and photo movements
6. Select colors that are easy on the eye for several minutes of viewing
7. Choose a simple background

#### *Fonts*

1. Select simple bold styles
2. Avoid the use of delicate serif fonts as they are difficult to read
3. Text in ALL CAPS is very difficult to read and shouts at the reader
4. Try to keep subtext to 7 lines
5. Font Size

- Headline text 32-36

- Sub-text 28-32
- Second level text 24-28

## Images

1. Use images to supplement your message and to emphasize your point
2. Avoid the use of an image redundantly or as space filler
3. Image file size: In order for your presentation to run smoothly, image files must be a reasonable size (**less than 100 KB**)
4. Save Image as:
  - JPEG or GIF when possible
  - 72-300 dpi
5. Save image to desired size prior to inserting in presentation. **Decreasing image size in PowerPoint does not shrink actual file size.**
6. You **MUST** embed all of your images in your presentation. This means that your presentation does not link back to your personal computer (or office server) to find your images – they **MUST** actually be stored in your presentation itself.

[Click here](#) for an example of an effective PowerPoint.

## Advance Setup

RMLUI requests that all speakers upload their presentations to our FTP site. This site will be forwarded to you in an e-mail in late January/early February. The deadline for submitting presentations is **March 1, 2007**.

RMLUI will **NOT** allow you to walk-in with a cd, flash drive, or personal computer. If we do not receive your presentation on or before March 1, 2007, you will not be able to present at the conference.

RMLUI will have ALL presentations pre-loaded on laptops for all sessions. This significantly reduces the inevitable technical problems that arrive with the use of multiple laptops and file loading.

## At the Conference

The following guidelines are provided to help you give your presentation as seamlessly and professionally as possible.

RMLUI will provide a laptop and data projector in every session room. Our AV technicians will be on hand to assist you. A student volunteer will be available to assist you as well with hand-outs and any other unanticipated problem or need.

We will have a speaker room available for you to rehearse, relax, and have a cup of coffee.

## Be prepared for your session

1. Arrive early
2. Check out the equipment, lights, and setup

3. Rehearse your presentation
4. Give yourself time to feel prepared and confident
5. Be prepared to deal with problems
6. Recruit help, from audience if needed

## Common Complaints from Conference Attendees

1. Speakers not coordinated with each other
2. Speakers unfamiliar with equipment
3. Illegible Graphics
4. Unrehearsed presentation

## Need More Help?

The Speaker's Guide is filled with useful information. Find it at the Speaker's Corner at [www.law.du.edu/rmlui](http://www.law.du.edu/rmlui).

## Copyright Information

All presenters are responsible for abiding by copyright laws.

When using the work of others, you need their permission and you must credit them. This includes photographs; diagrams; excerpted pages from codes or zoning regulations; any image found online; pictures, scanned copies, or screen captures of printed materials; and any other image or document that has been created by someone other than you. This also pertains to conference handouts. If you find an image or document that you would like to use, contact the creator or author. Because you are using the material for educational purposes, most people/organizations will not charge you for use of their intellectual property.

If you have been granted permission to use another's work, **credit the author or creator** using a text box in your presentation or on the handout. Include the author/creator's name and organization and be sure to note that the material is "used with permission."

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