

## Guidelines for Effective Visuals

### Guidelines: Organization

- **Outline formats are easier to follow.**
- **No more than one topic per slide.**
- **Use the 6x6 rule:**
  - **No more than 6 lines of text.**
  - **No more than 6 words per line.**

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### Guidelines: Organization

- **Use bullets, not numbers.**
  - **Bullets imply no significant order.**
  - **Use numbers only to show rank or sequence.**

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### Guidelines: Organization

- **Keep the content simple.**
  - **If you need to explain a complicated chart or table, start with only a few key elements on the first slide, then build by adding other elements on successive slides.**

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### Guidelines: Font Size

- **Titles are in bold.**
  - **Titles should be 40 point.**
  - **Minimum 36 point.**
- **Text and Bullets are not in bold.**
  - **Text should be 32 point.**
  - **Minimum 24 point.**
    - **Anything below 24 point will be unreadable on the screen.**

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### Guidelines: Font Style

- **Text and Bullets**
  - **Font should be plain (sans serif--no curly feet) such as Arial or Universal for body text.**
  - **Fancier fonts can be difficult to read from the back of the room.**
- **Sub bullets should be in upper and lower case.**
  - **NOT ALL CAPS.**
  - **And Not Each Word of the Sub Bullet Capitalized.**

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### Guidelines: Color

- **Use the same color(s) consistently throughout the presentation.**
- **Limit colors to four per visual—too many colors are confusing.**

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## Guidelines for Effective Visuals

### Guidelines: Color

The best readability colors are:

#### Overheads

- Black on white
- Black on yellow
- Dark green on white
- Dark blue on white

#### Slides

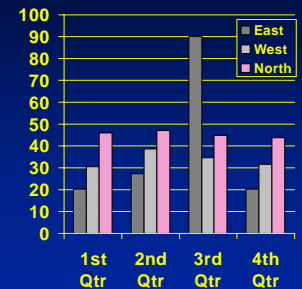
- Yellow on dark blue
- Yellow on dark green
- White on dark green
- White on dark blue

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### Guidelines: Color

Use solid colors instead of fill patterns on charts.

- Patterns on bars or pie slices cause confusion.
- Solid colors convey a clear, bold message.



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### Guidelines: Charts and Graphs

- Visual information should be instantly recognizable.
  - Label all charts and diagrams clearly.

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### Guidelines: Charts and Graphs

- Make charts and graphs simple and easy to read.
  - 4-6 columns per graph maximum.
  - 2-3 curves on a graph maximum.
  - 5 vertical columns or bars in a bar graph maximum.
  - Use two-dimensional chart types (3D charts are difficult to read).

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### Guidelines: Flipcharts

- Flipcharts should not be used in larger presentations.
  - If your audience will be more than 20 people, use a write-on overhead transparency instead of a flipchart to illustrate your points.

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### Guidelines: Handouts

- Be sure to send electronic copies of your materials to the AETC to be copied!
- Use three-per page layout.
- Make sure that the order of your overheads or slides matches the order in your handout materials.

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