

**A POCKET  
GUIDE TO  
PUBLIC  
SPEAKING  
4<sup>TH</sup> EDITION**

**Chapter 21**

**Designing Presentation Aids**

# Keep the Design Simple



- Follow the six-by-six rule:
  - ▶ Limit to six words per line
  - ▶ Limit to six lines per slide
- When using text
  - ▶ Use active verb form;
  - ▶ Use parallel grammatical structure.

# Keep the Design Simple (cont.)

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- Create concise titles that
  - ▶ Tell viewers what to look for;
  - ▶ Reinforce your message.
- Allow plenty of white space.
  - ▶ Provides “visual breathing room”

# Use Design Elements Consistently

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- Follow consistent design decisions for presentation aids.
- Consistency helps prevent distraction.
- Use consistent design elements in each aid.

# Select Appropriate Typeface Styles and Fonts

- Typeface
  - ▶ Specific style of lettering
  - ▶ Available in many fonts (point sizes)
  - ▶ Two major categories
    - ▶ Serif (include small flourishes)
    - ▶ Sans serif (more blocklike/linear)

# Select Appropriate Typeface Styles and Fonts (cont.)

- Check lettering for legibility.
  - ▶ Take audience's distance into consideration.
- Lettering should stand out from background.
- Use a familiar typeface.
  - ▶ Should be easy to read
  - ▶ Should not be distracting

# Select Appropriate Typeface Styles and Fonts (cont.)

- Use standard upper- and lowercase types.
  - ▶ Easier to read than all capitals
- No more than two complementary typefaces
  - ▶ Or use one typeface throughout
- Use **boldface**, underlining, and *italics* sparingly.

# Use Color Carefully

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- Used effectively, color can
  - ▶ Set the mood of a presentation;
  - ▶ Make things easier to see.
- Poor color choices can
  - ▶ Set the wrong mood;
  - ▶ Render images unattractive or unreadable.

# Use Color Carefully (cont.)



- Keep background color constant on slides.
- Limit use to two or three colors.
  - ▶ Use contrasting colors for type and graphics.
  - ▶ Stay within the same family of hues.

# Consider Subjective Interpretations of Color

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- Colors can evoke distinct associations.
- Avoid summoning unintended meanings or moods.
- Consider cultural meanings of colors.