

### Job Aid: Tips for Using Presentation Media

#### Preparing and Using Charts or Whiteboards

- **Use dark colors for text.** Black, blue, green, brown, and purple stand out and are easier to read than pastels. Alternate colors from line to line to separate ideas or topics. Water-based markers will not bleed through to the next page.
- **Highlight key points.** Use color, shapes, graphics, boxing, underlining, and pictures to focus attention on key points.
- **Use bold printing, at least 1 inch tall.** Smaller letters are hard to read.
- **Leave space between lines.** Lines of text that are too close together are hard to read.
- **Use the top 2/3 of the pad.** It can be hard to read text near the bottom of the page, especially for those in the back of the room.
- **Use as few words as possible.** Too much text can be distracting.
- **Check readability.** Walk to various parts of the room to see if people will be able to see and read the chart.
- **Don't block the audience's view.** Stand to one side so that you don't block people's view of what is being written.
- **When capturing audience ideas, record key words quickly and write exactly what they say.** This technique keeps the audience interested. Do not edit the content of what was said.

#### Using PowerPoint Visuals

- **Test the equipment.** Arrive early and test the equipment. Check the readability of your visuals for different locations within the room.
- **Have backups.** If you are using a projector, have an extra bulb on hand. Have a second set of PowerPoint files. Recognize that equipment can fail so also prepare to give your presentation without the hardware!
- **Dim lights as little as possible.** Dim the lights in the room (but don't make it too dark). If you can, darken the lights in the front of the room where the screen is located. Bring the lights back up to complete exercises or during discussions.
- **Position yourself.** Stand to either side (rather than in front) of the equipment and screen. Talk to the audience, not to the projected image or your computer.
- **Use motion.** Motion attracts people's eyes. Gesture to the screen when appropriate. Stand still when you want people to read the screen.
- **Pace yourself.** During the presentation, hold the image on the screen only until the audience has had time to grasp the meaning.
- **Control attention.** Turn the projector off or make the screen black when it is not being used.
- **Be confident of the technology.** Learn the keyboard "shortcuts" for the program you are using.