

GRAPHICS PRODUCTION

In the short time frame presenters usually have to persuade their audience, graphics play a vital role in communicating your message, creating enthusiasm, maintaining interest, and demonstrating the creativity and quality of your idea.

A few of the key or frequently overlooked points in presentations:

- ✍ The final method of viewing a PowerPoint generated presentation, be it slides, viewgraphs, on-screen, laptop, or data projector, will have an impact on design and production, so this needs to be communicated early.
- ✍ Up to twelve lines of text can be accommodated on each slide but by the rule of sixes, up to six lines of six words each is the ideal.
- ✍ Agendas and handouts should have the same graphic look as the presentation.
- ✍ PowerPoint is so easy to change that we frequently make changes right up to the last minute. A well-planned presentation should be 95% complete prior to the first rehearsal with only minor corrections or edits thereafter.