



PowerPoint

FOR TELEVISION & VIDEO

A QUICK REFERENCE GUIDE



THE BAD NEWS

The most important concept to understand is that TV screens and computer screens are very different. TV sets have lower resolution, less color tolerance and they mask off part of the screen where you may have placed important information. Unless you build your slide show understanding these concepts your slides may not be readable to TV viewers.



THE GOOD NEWS

The rules are easy...
There are only three..

Anyone can make TV Safe slides

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FOR TELEVISION & VIDEO

THREE SIMPLE RULES

1. Avoid fine patterns and small text
2. Avoid brilliant whites and pure colors
3. Stay within the “TV SAFE ZONE”

FIRST RULE

TV HAS LESS RESOLUTION THAN A COMPUTER SCREEN

So...Don't use small text like this. It looks great on the computer but will not be readable on TV.

The smallest text size should allow only 50 characters per line

Don't use serif fonts like this TIMES NEW ROMAN

Use sans serif fonts like this ARIAL OR HELVETICA

Don't use backgrounds that have fine patterns like this

Use plain, gradient or soft pattern backgrounds like this

SECOND RULE

TV CANNOT HANDLE PURE, BRIGHT COLORS

So...Don't use pure, bright colors for text

Also..Don't use pure white

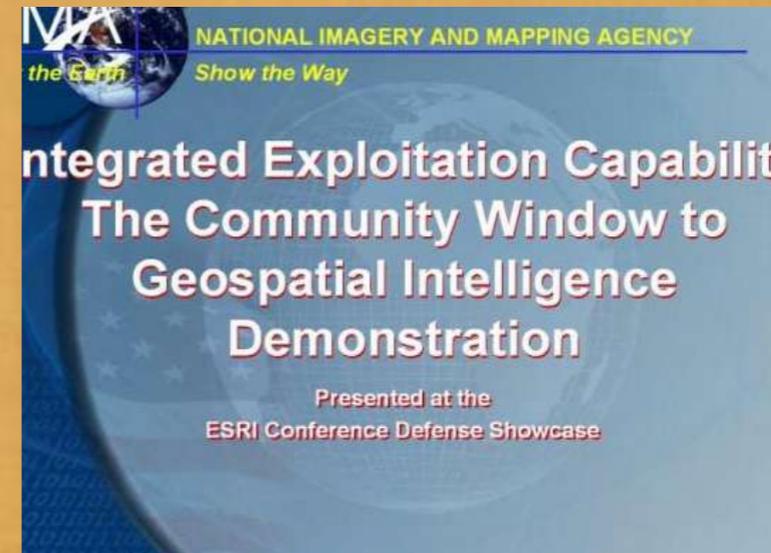
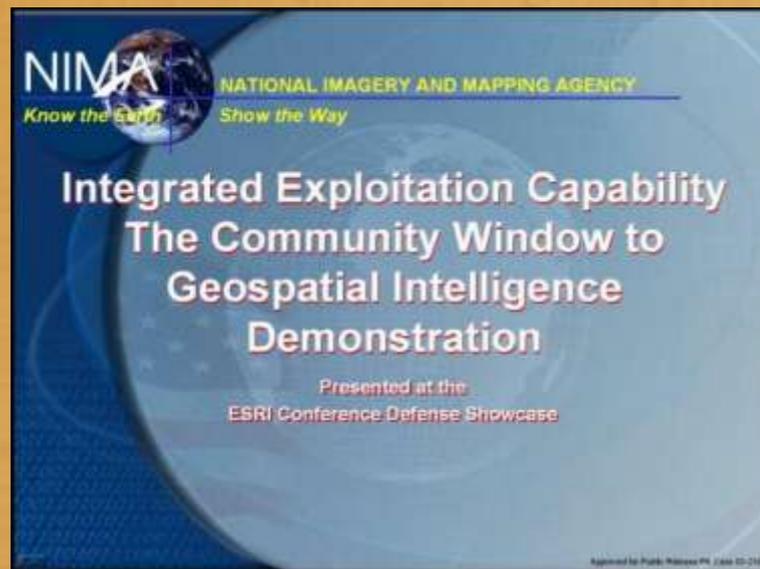
Use an off white

Use subdued colors

THIRD RULE

STAY AWAY FROM THE EDGES OF YOUR SLIDE

On your computer your slide looks like this...



But on TV your slide looks like this...

THIRD RULE

STAY AWAY FROM THE EDGES OF YOUR SLIDE

TV sets may look like computer displays but they use very different technology. One of the principle differences is that computer displays show you everything on your screen but TV sets do not. Every TV screen “masks” the edges of the screen so that they cannot be seen by the TV viewer. This helps “hide” special data that goes along with the TV signal when it is broadcast and would otherwise be distracting to the viewer.

THIRD RULE

STAY AWAY FROM THE EDGES OF YOUR SLIDE

The line around this slide represents the

TV SAFE ZONE

Build all your important information to fit within this zone and the TV viewers will be able to read all your text and see all your pictures.

ADDITIONAL TIPS

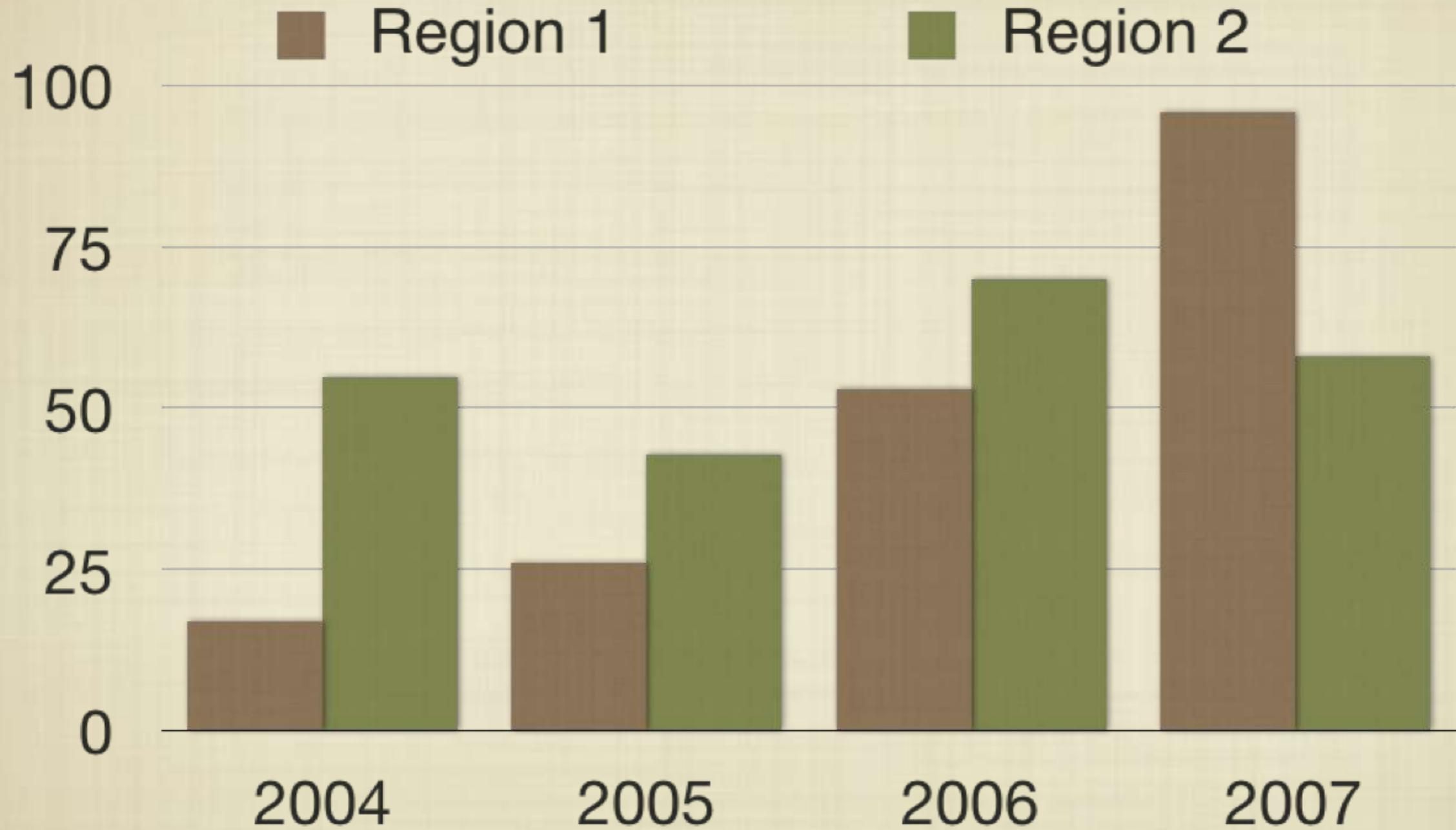
TO HELP YOU MAKE SLIDES THAT WORK WELL ON TV

Easily understood Charts & Graphs are particularly challenging for presentations

NEXT ARE THREE EXAMPLES OF CHARTS & GRAPHS THAT WORK WELL

CHARTS & GRAPHS

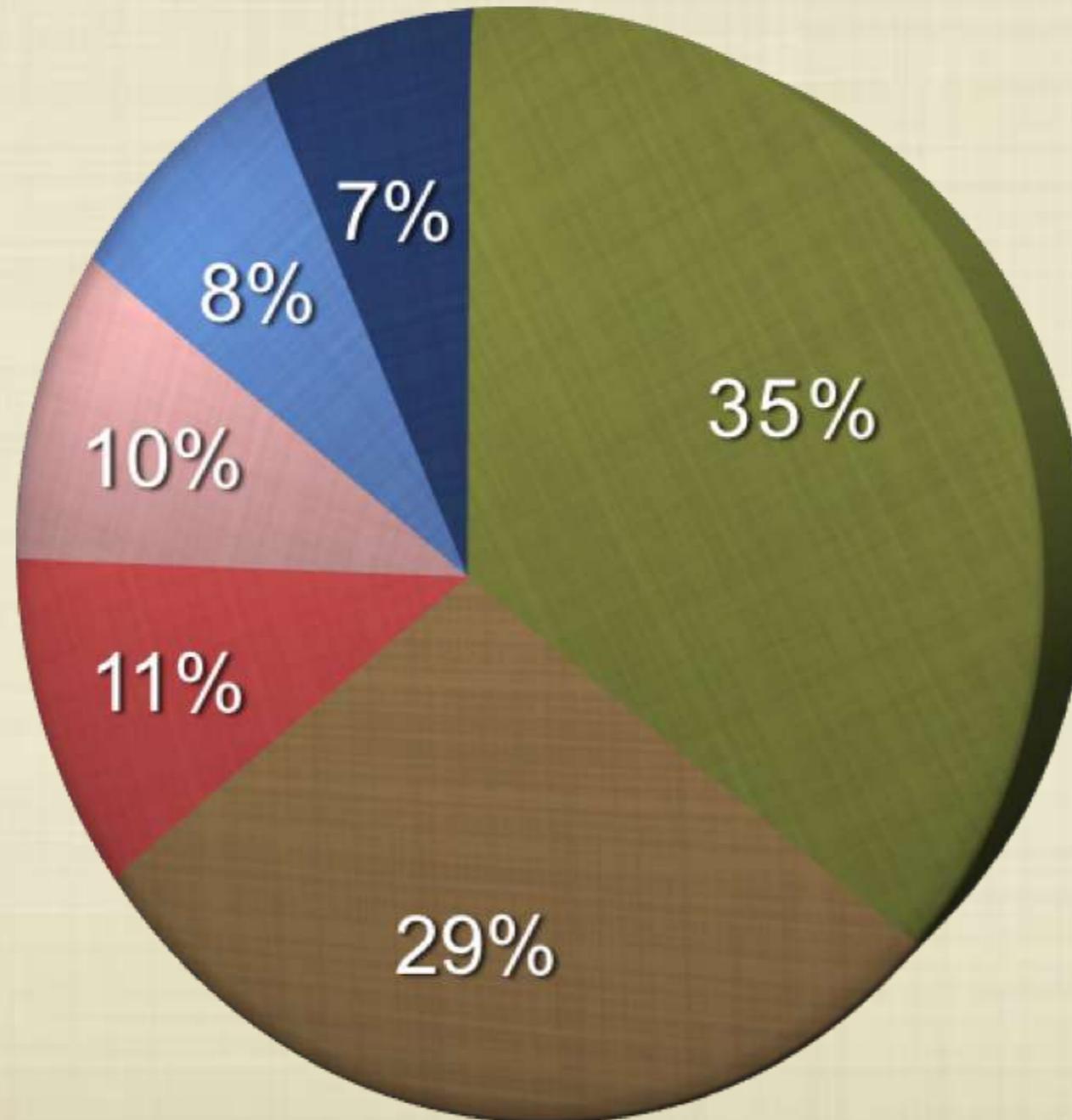
MAKE THEM BOLD & SIMPLE



CHARTS & GRAPHS

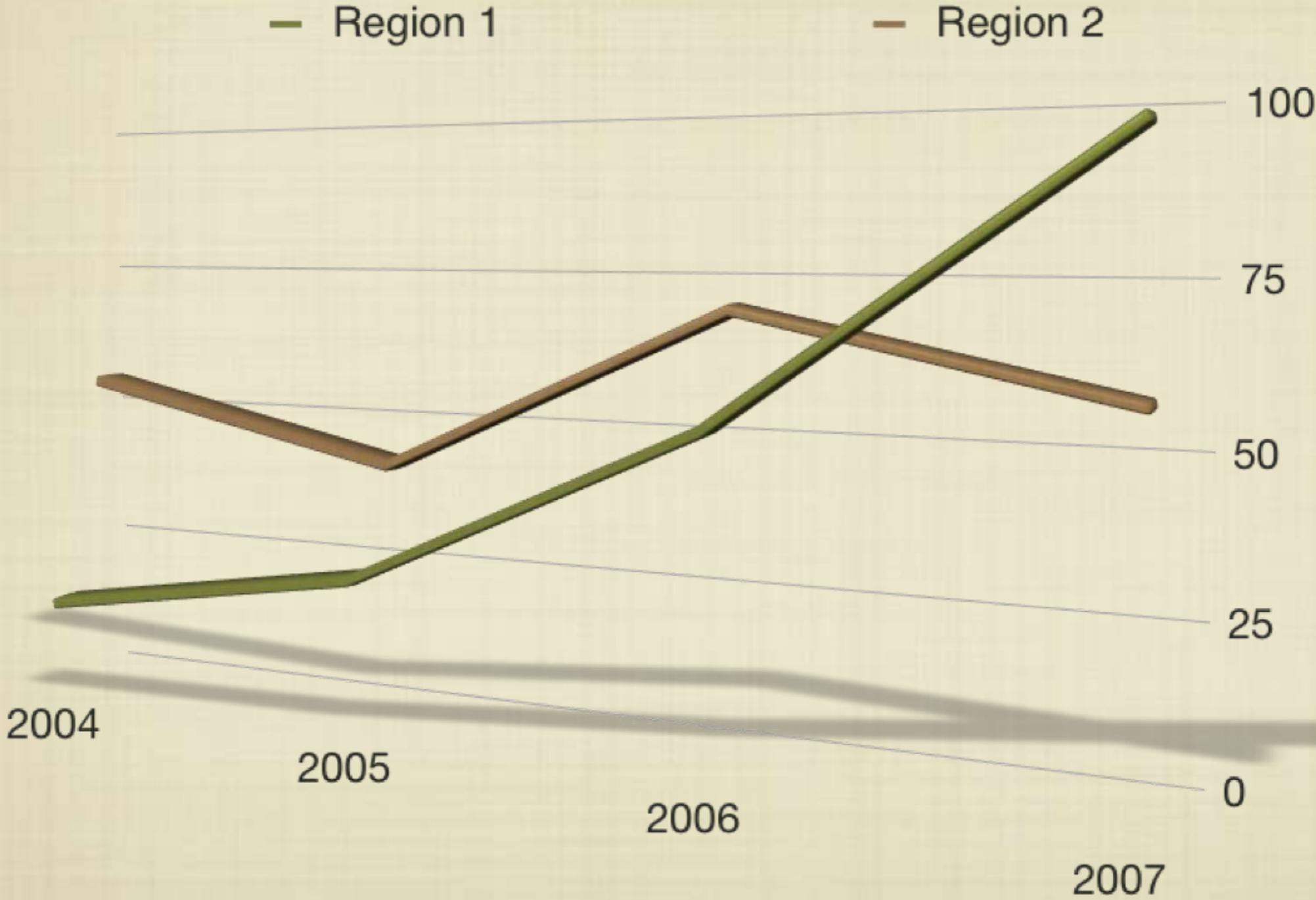
MAKE THEM BOLD & SIMPLE

● 2002 ● 2003 ● 2004 ● 2005 ● 2006 ● 2007



CHARTS & GRAPHS

MAKE THEM BOLD & SIMPLE



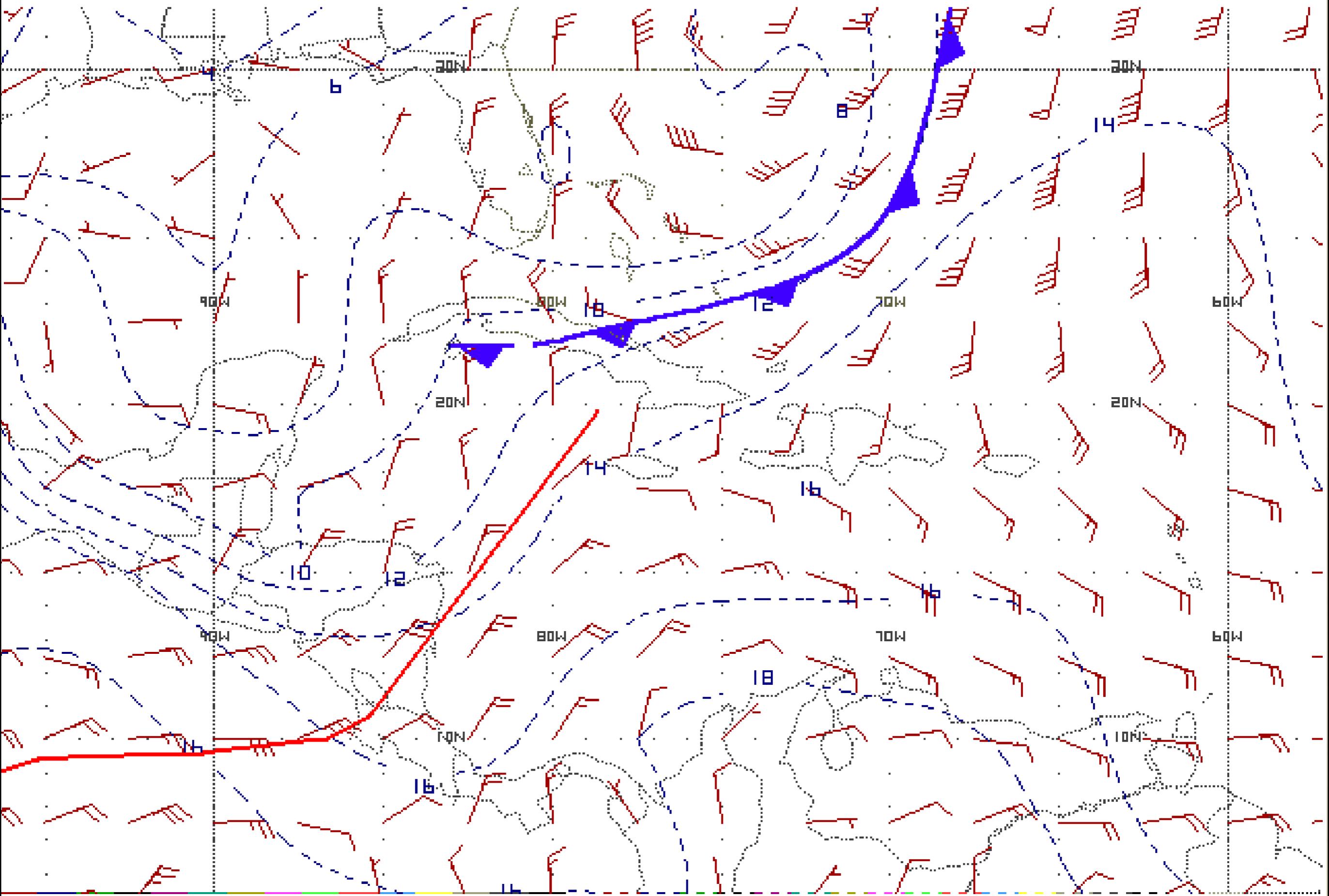
ADDITIONAL TIPS

TO HELP YOU MAKE SLIDES THAT WORK WELL ON TV

Here are some slides that do not work very well for TV. See if you can identify which rules they break.

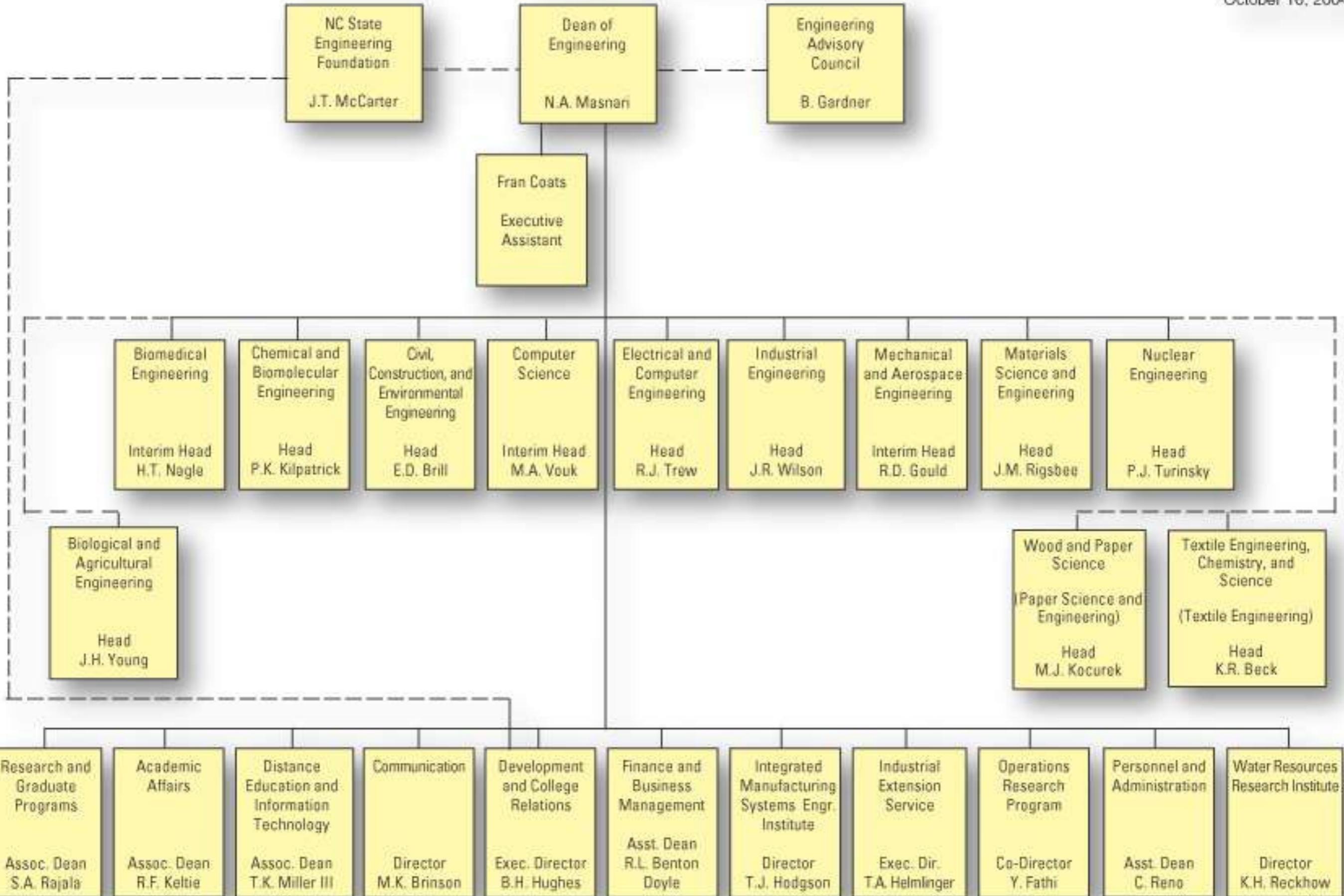
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WPL2:LVL= 850:LYR=1000/ 500 :FHR= 0:FHRS= 0/ 24::FIL5= WAF24JAN.00Y
01/01/24/00--TEMP CIN2 DASH&BKNT



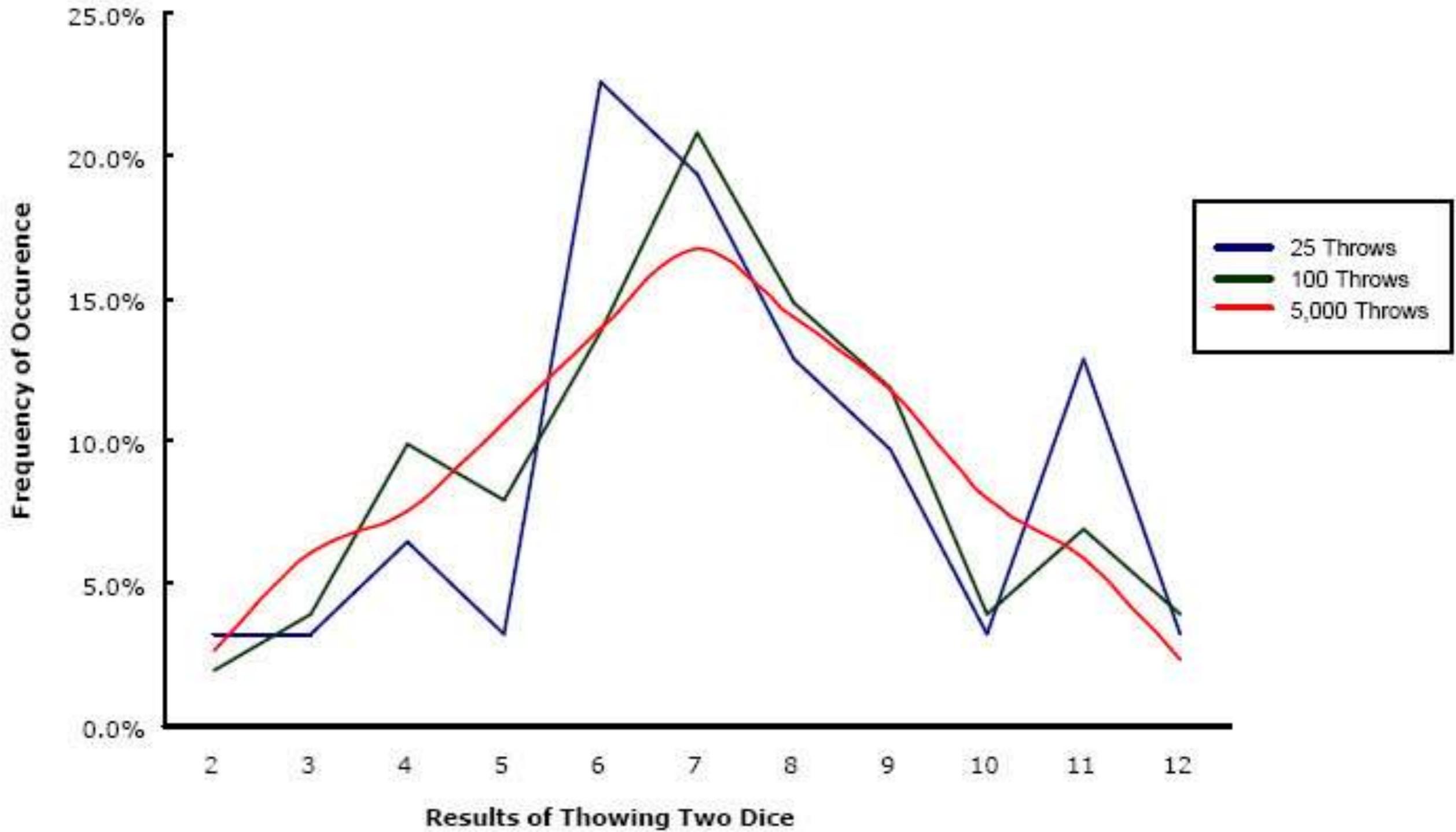
College of Engineering Organizational Chart

October 16, 2004



RESULTS OF THROWING TWO DICE

Why is 7 so lucky?



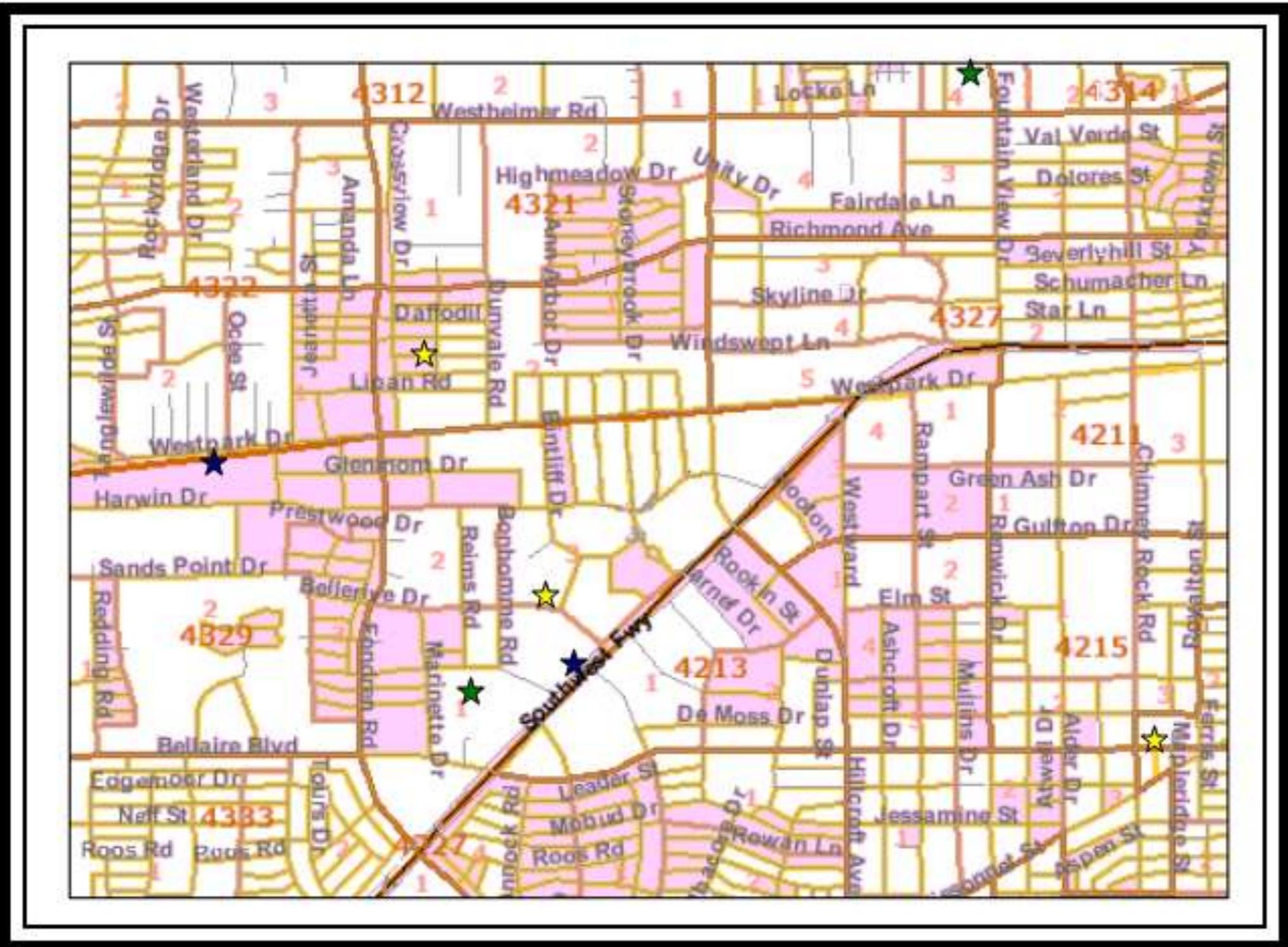
Bank Branch and ATM Locations

Sub Market: South City

Overview

Performance

Next Steps



Legend

- ★ First Regional bank
- ★ Bank and Trust
- ★ Community Bank

Note: Excludes non bank related ATMs

ISTJ

Doing what
should be done

ISFJ

A high sense of
duty

INFJ

An inspiration to
others

INTJ

Everything has
room for
improvement

ISTP

Ready to try
anything once

ISFP

Sees much but
shares little

INFP

Performing
noble service to
aid society

INTP

A love of
problem solving

ESTP

The ultimate
realists

ESFP

You only go
around once in
life

ENFP

Giving life an
extra squeeze

ENTP

One exciting
challenge after
another

ESTJ

Life's
administrators

ESFJ

Hosts and
hostesses of the
world

ENFJ

Smooth talking
persuaders

ENTJ

Life's natural
leaders

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