

Basic guidelines for creating presentations for TV broadcast

Use large/bold fonts- Try to use large and bold fonts, for example Arial Bold is a good font to use in a PowerPoint presentation. A font size of at least 28 for the body text is recommended with the titles about 44 or larger. The TV does not have the high resolution and image quality of your computer monitor. Further loss in quality is caused by the kind of transmission technology used for distance learning classes. All this tends to make the skinny text characters fuzzy, and harder to read.

Don't use too many different fonts or colors. Use a mixture of capital and small letters, not just capital letters. Use black drop shadow on your fonts whenever possible. Remember that the audience normally sees your presentation on a 25 or 27 inch TV monitor so try to take into consideration how far away the monitor is from the audience.

Computer resolution- It is recommended that you change your computer resolution to 640x480.

Color- The gradient backgrounds that blend together from a light blue to a dark blue are the best backgrounds to use. Yellow, gold and white font colors are preferred colors for television viewing against a dark background.

Never use a white background. If you want a light colored background use light cream or a natural color that is easier on the eyes (light gray, light mint green, light dull blue, tan) and then use a dark colored font.

Avoid using intense color; intense color or contrast of intense colors will cause it to "bleed". Red, blue, or green will "bleed", especially if next to each other. This is a particularly serious problem with text, when combined with the "fuzzy" problems with text mentioned above. Avoid putting any two of these colors next to each other.

Brown or green will often look differently on a TV screen than on a computer screen.

PowerPoint: keep it simple- Remember that a picture is worth a thousand words and the audience is more apt to remember your point if you include a meaningful visual! In addition it is hard to read text off of a TV screen.

If you do choose to use PowerPoint text slides remember that they should contain brief, concise, descriptive phrases that will help you remember what you want to present and to serve as a reminder for your audience. Limit the number of words per slide to no more than 25. When in doubt add another slide. Use a font such as Arial that is sans serif. If you have a lot of text, consider sending a printout via mail or fax before your class starts.

Know the "safe zone"- TV monitor will "cut off" your text/graphics if you put them too close to the edge. Avoid putting anything important close to the edge of the screen.

Point order-The title and the first point on a PowerPoint slide or graphic will receive the most attention, subsequent points will receive lesser attention. The final point will receive almost as much attention as the first point.

Corner space- On PowerPoint presentations or graphics, leave blank space in the top right corner of each slide (or some other predetermined area) for the studio manager to superimpose your image on the image during the broadcast, (not all studios have the ability to do this).

The best way to check your work is to view it on a TV screen before broadcast. If you can't do that print out the page and lay it on the floor. Stand on a chair and see if it can be read easily.

