Guide to Slide Presentations
Vertical “centering” — use the rule of fifths
Use **dark type on a light background**.

And no complicated backgrounds that make the text hard to read.
Use large high-res images, maximum of 3 on a slide.
On a slide with lots of text, stick the same top and left corner to start your slide. And use left-justified for bulleted or body text.
It’s okay to center a phrase
Avoid text effects like outlining, reflections, and drop shadows.
Avoid flashy transitions or animation.
If you must, use only one kind, like a simple fade.
Don’t read your slides to the audience. Treat your slide text as an unspoken point in your outline.
Don’t turn your head away from the audience to stare at your slide—it’s on the computer in front of you!
And if you need to have lots of text on a slide:

- maintain healthy margins
- generous line spacing
- use bullets or number
- do not center horizontally
- do not justify right and left
Limit the number of words on a slide to **3 or 4** lines no smaller than 60 points and avoid light typefaces.
Stick to a few type sizes:

110 pt for headlines

96 pt for subheads

72 pt for less text

60 pt (minimum) for more
You can do it with one typeface, but two at most: one serif and one sans-serif.
Use sans for the head

And a serif for the body if you must.

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Never mix two serif typefaces or two sans-serif.
Never use all-caps, especially en-mass: just too hard to read, especially with lots of text.
Stick to the classics:

Helvetica
Baskerville
Times

Comic Sans
Papyrus
• Avoid more than a few bullet points on a slide
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• And reveal them one point at a time
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• And highlight on the one being talked about
Most of all: have great content.
Rehearse it.
And deliver it like you believe all of it.