



Tips for creating great presentations

PRESENTATIONS 101

Jay Warren

Marketing Communication Manager
City of Arlington Office of Communication

FONTS



- No more than two fonts per slide
- A second font should contrast and compliment the first
- Sans Serif fonts vs. Serif fonts

Serif

A serif is a small decorative flourish on the end of the strokes

Sans Serif

Sans Serif fonts do NOT have any flourishes at the end of strokes

FONTS



- Use at least 32 point font (bigger is better!)
- Keep size consistent
- Avoid all caps
- Use bold or change colors for emphasis
- Italics are hard to read

Fonts

BAD USE OF FONTS



This font is cute so I will start with it

- This condensed font will help me add even more text because I need to give as much information as I can so everyone will know that I know what I am talking about.
- **PLUS, IF I TYPE IN ALL CAPS IT WILL MAKE THIS INFORMATION APPEAR EVEN MORE IMPORTANT!**
- *I like to use italics because people will know I am serious about making my point, even though some think it is difficult to read.*
- **WOW, WHEN I TYPE IN ALL CAPS, PLUS ITALICS AND UNDERLINED, MY TEXT IS EVEN MORE EYE-CATCHING! HOW CAN YOU MISS A STATEMENT WHEN IT IS SO WELL HIGHLIGHTED?**

TEXT



Avoid excessive verbiage leading to excessively lengthy text that is not only redundant but also repetitive and reiterative. Too much text makes it difficult to see and process information.

People will either try to read everything to copy down everything and will quickly lose interest.

Use more slides, list only the key point and add the details verbally.



BULLETS



- No more than 6 bullets per slide
(some recommend 4 or 5)
- No more than 6 to 7 words per bullet
- Capitalize the first word in a bullet
but no others
- One thought per slide
- Left justify bullets



BAD USE OF BULLETS



- I am writing down everything I could possibly say about this slide
 - ✓ But, hey, that also means I do not have to make eye contact whatsoever with the audience.
 - Just thinking about them makes me nervous.
 - Great, now I am starting to sweat.
 - ❖ My mind just went blank.
 - ❖ I can't feel my feet.
 - ❖ I could really use a drink of water
- Oh well, only 50 more minutes left in this meeting
 - ✓ If I bore everyone long enough, there will not be time for anyone to ask me questions.
 - I hope nobody notices that I am actually having trouble reading all these bullet points too, even with my glasses on!

COLOR & CONTRAST



- Use a dark font on a light background
- Use a white or light font on a dark background
- Too many colors overwhelm the eye

Low Contrast

Is hard to read



Use
CONTRAST



BAD USE OF COLOR & CONTRAST



LOOK WHAT I CAN DO

- Colored text looks so pretty!
- I like to use background images! Someone once told me they are a distraction, but I don't know what they are talking about!
- I also like to use colorful clipart.



GRAPHICS



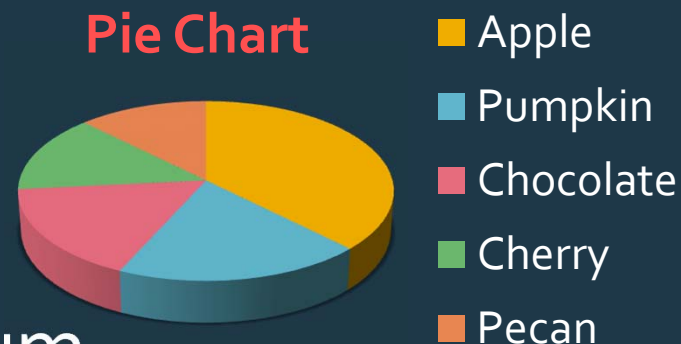
Place graphics off center for balance and to give more room for text.

Don't include small or very cluttered graphics.

Bar graphs and pie charts are easier to read

Tables and spreadsheets are difficult to read

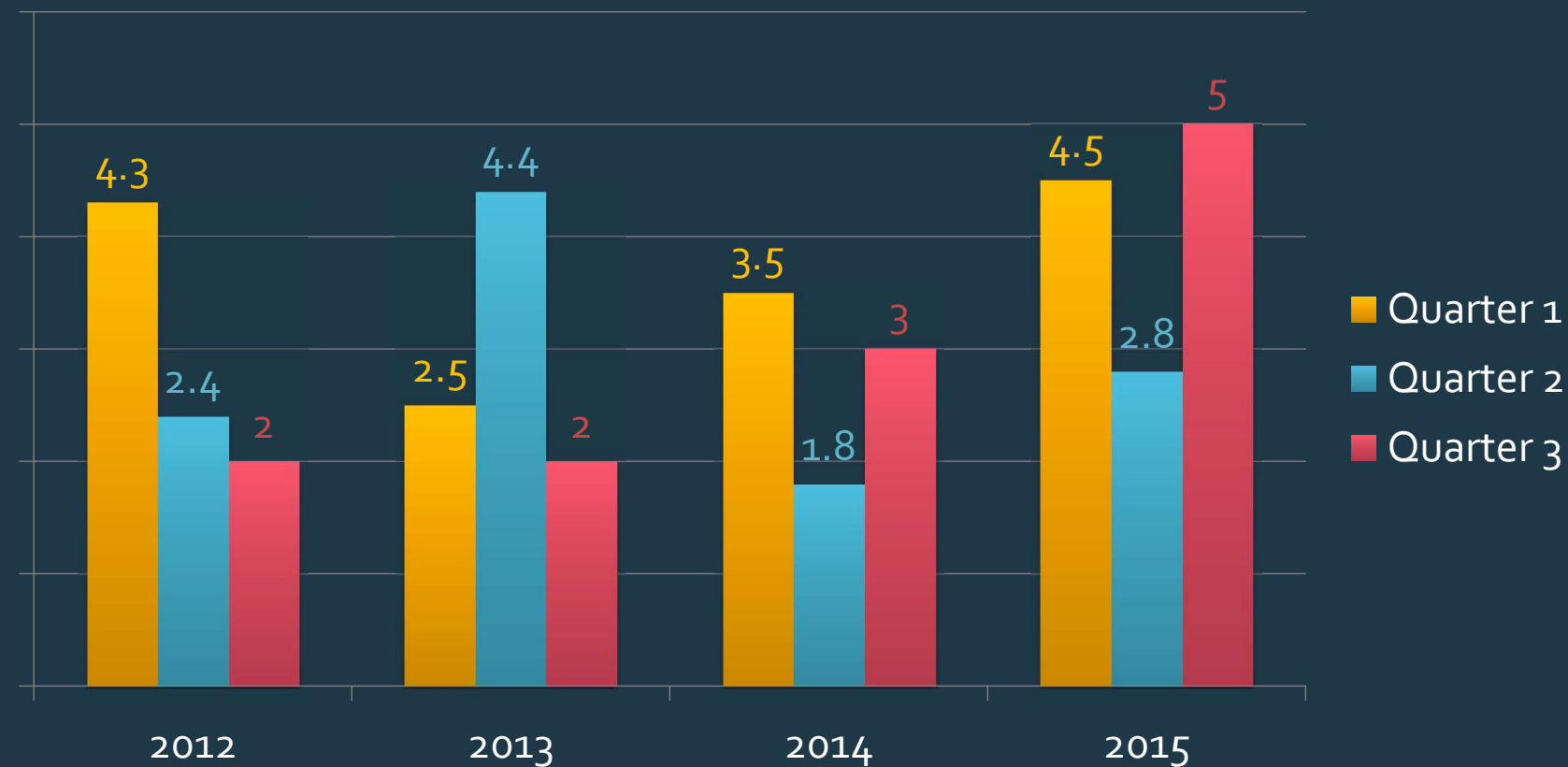
Animation and transitions should be used at a minimum.



GOOD EXAMPLE



A simple coordinated chart makes an impact



AD EXAMPLE



	HORIZON ISSUES										COUNCIL PRIORITIES			
	Housing Supply	Economic Development/Redevelopment	Regional Mobility	Quality Neighborhoods	Organizational Viability	Natural Resource Management	Asset Management	Citizen Relationships	Strategic Partnerships	Local Autonomy	Regional Mobility	Thriving Community	Quality Education	Identifiable Brand
Arts and Recreation Annual Report				•								•		
Armstrong Street Phase 2		•	•				•					•		
Antique Preservation Commission 2013 Annual Report				•				•				•		
Arts Education Town Center Update				•				•				•		
Bond Program Update				•				•				•		
Water Conservation Plan Update				•				•				•		
Drought Contingency & Emergency Water Management Plan Update				•			•					•		
Arlington Fire Department Annual Report Review				•				•				•		
Arlington Police Department Annual Report Review				•				•				•		
Economic Development Strategy Update				•				•				•		
Arlington Housing Update	•			•					•			•		
Age Liquor Stores				•								•		
Water Utilities Rate Study		•		•	•		•					•		
Development Code	•	•		•								•		
Municipal Retirement System Changes				•	•							•		
Discussion: Mansfield ISD Update				•					•			•		
Home Housing: Existing Inventory, Trends, and Policy Model	•			•								•		
Capital Bond Program			•	•				•		•		•		
Detection Program Implementation				•	•			•				•		
Energy Assessment and Development of an Energy Efficiency Program				•	•			•				•		
Health Benefits Program Redesign				•	•			•				•		
Employee Retirement Investment Agreement Renegotiation				•	•			•				•		
Capital Investment Planning			•	•				•			•	•		
Small Business & MWBE Policy				•	•			•				•		
Federal Legislative Agenda			•	•				•				•		
Arlington ISD Fire Academy				•								•		
City Marketing Alliance Program				•								•		
Website Redesign				•								•		•
Brand				•								•		•
Arlington Fire Department - CAD Implementation				•								•		
Arlington Police Department - RMS Implementation				•								•		
WVH NDA Upgrade				•								•		
Recovery				•								•		
Marketing Excess Water Treatment Capacity				•								•		
Arcredit Financial Services, Inc. (ED Incentives)		•		•								•		
Water Street Rebuild (Arkansas Lane to Nottinghill Gate St.)			•	•								•		
Arlington Gateway Monuments				•								•		
Lin Luther King Jr. Sports Center Phase II Development				•								•		
Center Mixed Use Development Project		•		•								•		
Armstrong Street (Stadium Drive to SH-360)		•		•								•		
Water Treatment Facilities Master Plan		•		•								•		
Waterfront Trail - "Unity Arch"		•		•								•		
Waterfront Neighborhood Plan		•		•								•		
Arms-Sonoma Direct, Inc. (ED Incentives)		•		•								•		
Development Code	•	•		•								•		•
Central Library/City Center		•		•								•		•
Center of Communications Broadcast Studio		•		•								•		•
Waterfront Arlington Lofts Project (ED Incentives)	•	•		•								•		•
Communications Corp. Renovation and Expansion (ED Incentives)		•		•								•		•
Water Street/IH 20 Bridge			•	•								•		
Schools Street Improvements			•	•								•		
York Corridor Strategy	•	•		•								•		
Comprehensive Housing Strategy	•	•		•								•		
Lamar Redevelopment	•	•		•								•		
Waterfront House Rehabilitation		•		•								•		
Waterfront Identifiable Brand		•		•								•		•
Waterfront Final Four DreamCourt		•		•								•		
Waterfront Income Tax Assistance		•		•								•		
Waterfront Extension		•		•								•		
Waterfront Arlington Express (MAX) Pilot		•		•								•		
Waterfront Creek Feasibility Study		•		•								•		
Waterfront Airport Development Plan		•		•								•		
Waterfront Digital Library Services		•		•								•		
Waterfront and Bike Implementation		•		•								•		
Waterfront Greene Linear Park Sculpture Trail		•		•								•		
Waterfront Telephone Town Halls		•		•								•		
Waterfront Annual Citizen Survey		•		•								•		

Too much information is overwhelming!

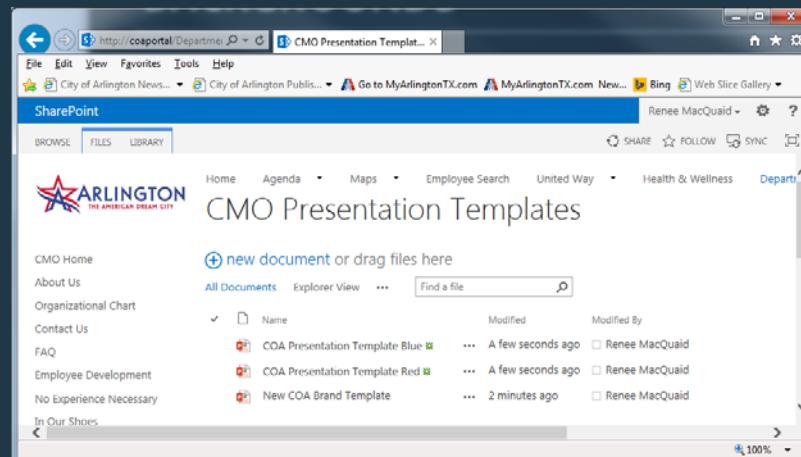
BACKGROUNDS



Simple backgrounds are best.

Stick with a single background for your presentation.

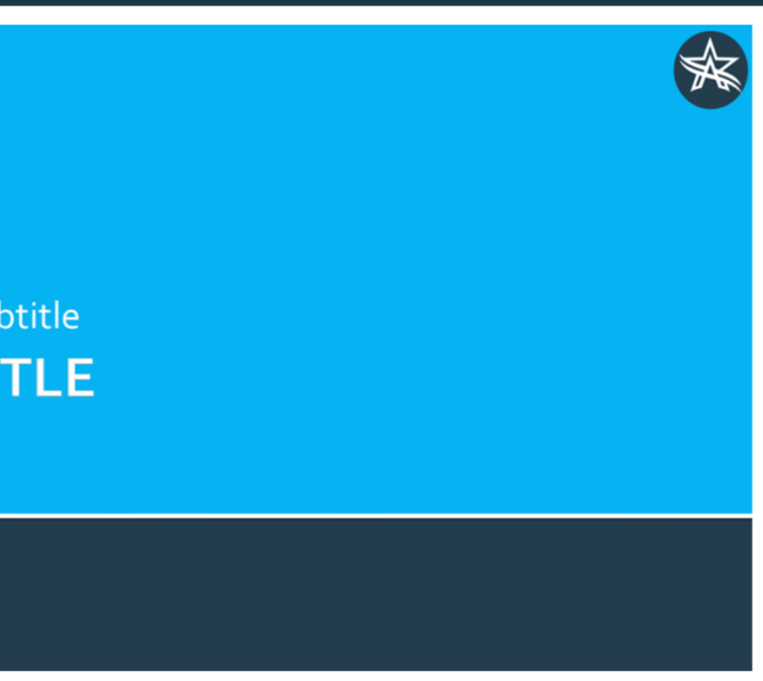
Multiple templates are available on the portal.



MOA TEMPLATES



New templates are clean and welcoming.
Customize them with photos, charts and more.



PRESENTATIONS TO COUNCIL



If you have a presentation:

Attend run through

Tuesday of City Council meeting

Council Briefing Room

10-11am

Mike.Secret@arlingtontx.gov



QUESTIONS?