



## **Board of Regents Presentation Guidelines**

### **Introduction**

At a typical meeting, the Board of Regents sees about 200 slides. Most of these are highly informative and well-designed slides that enhance the associated presentation. However, on occasion, slides have serious flaws, including too much information or simply not being readable.

The following guidelines will help enhance the presentations that are made to the Board. Much of the information is presented in the form of a style sheet on slides, which is very similar to the requirements that scientists must meet in preparing diagrams, figures and graphs for publication in journals.

### **PowerPoint Presentations Guidelines:**

#### **A. Slide design and color scheme:**

The University of Nebraska approved template is recommended and is available at the following location: <http://nebraska.edu/media-resource-center/identity-standards.html>

- Should you decide to use other templates or designs:
  - Use black type on a white, light grey or neutral background in the main body of the slide.
  - Do not use white type reversed out of a dark background.
  - Avoid templates with an overall graphic or patterned background (i.e. clouds, buildings, grids) or large distracting graphics on the borders.
- Simple design is better, with a consistent, easy-to-read template.

#### **B. Typefaces:**

The experts recommend that the following fonts be used to assure readability:

- Sans serif (e.g. Arial, Tahoma, Helvetica, Verdana) is easier to read and is preferred. Use no more than two typefaces in any one presentation – one serif face (e.g. Times New Roman, Garamond) and one sans serif.
- Do not use script, shadow, heavy bold or “specialty” typefaces such as Bremen, Castellar, etc.
- Avoid italics, which are difficult to read in slides.
- Sentences should be written in Cap/lower case—not all caps. Headlines can use all caps.

### Font Size:

- Some typefaces are smaller than others (i.e. 36 point in one typeface may be smaller than 30 point in another typeface). The goal is readability for Board members and others in attendance. Therefore, use Arial and Times New Roman as a *size* guideline to meet these requirements:
  - **Headlines should be 32 point or larger**
  - **Body copy should be 24 point or larger**
  - Type between 18 and 24 point may be used, but is preferred for labels and footnotes.
  - Do not use any type smaller than 18 point.
- If you have too much copy on a slide to meet these requirements, we suggest you break it into two or more slides.

### Graphics

- Do not use clip art or other graphics that do not directly support your presentation. Always use high quality images.
- Charts that are cut and pasted from other programs such as Word and Excel are often difficult to read in slides, since the fonts involved are too small. When possible, build charts in PowerPoint. If you do cut and paste, **make sure the font size meets the above guidelines.**
- Use strongly contrasting colors in charts to improve readability of both the slide and the colored handout materials that will be provided to the Board as your presentation begins.

### General Presentation Guidelines

- Please do not place your presentation notes on slides that you then read to the Board. These can be captured in the note section to supplement the slides and should be presented verbally.
- In preparing your presentation try as far as possible to avoid jargon, highly technical language and acronyms that are not commonly known.
- Slides should contain key ideas – not extensive amounts of text. **A helpful guide is a maximum of six lines per slide, six words per line.**
- Time your presentation to ensure that it is within the assigned time slot.
- On individual slides assure that there is adequate time for Board members to read each slide. Do not leave on the screen for excessive time periods. One minute per slide is a good guideline.
- Use animation techniques and sound effects sparingly, if at all. Dissolves, fly-ins and other techniques are often distracting and unnecessary. Use animation to build slides when helpful to the ideas you are presenting.
- It should not be necessary to apologize for your slides or say, “I know you can’t read this, but ...”. If the slide cannot be easily read and understood, it should be redesigned.
- If possible, preview your slides in advance on a screen which is the same size as the screen on which they will be seen.