

# **CRCPD's Audio/Visual Guide**

---

Rev. January 2024

## **GENERAL GUIDANCE REGARDING YOUR PRESENTATION**

For even the most seasoned public speaker, a presentation can be a stressful event. One of the best ways to reduce the stress of public speaking is to know your presentation thoroughly, understand all the features of any audio/visual equipment you will be using, and stay on time. This guidance document provides CRCPD's specific requirements regarding presentations along with some general guidance for PowerPoints and public speaking.

## **CRCPD ANNUAL MEETING AV SUPPORT**

CRCPD will make available all Microsoft Office 365 products, including PowerPoint. All speakers are encouraged to review their presentations prior to presenting. If needed, this can be done in the CRCPD office at the meeting site. Presentations may also be done in widescreen (16:9) format, if preferred.

Each presenter has been allotted a specific length of time for their presentation. The podium will be equipped with a timer light to aid you in staying on time. The podium will also be equipped with a monitor. The monitor will display the speaker's slides as they appear on the large projector screen. There will be a remote-control device and laser pointer at the podium also. Either CRCPD A/V support or the moderator will be able to instruct you on the use of the remote prior to your presentation.

Finally, all three major computer movie players will be supported for use through the PowerPoint projector. CD or DVD movies may be played by Windows Media Player, Real Player, or Quick Time through the projecting computer. *Please notify us when you submit your PowerPoint slides if you will be showing a movie or video as part of your presentation. (Movies embedded in slides merit special attention).*

## **VISUAL AID REQUIREMENTS:**

- For any visual aid used in a presentation, text must be legible from 70 feet. A simple rule of thumb is to convert your slides to print on an 8.5" x 11" piece of paper. Drop the paper on the floor in front of you. If you can easily read it as you stand over it, it will be clearly visible as a projected slide 70 feet away. Or, from your computer, stand 5 feet away from a 17" monitor. Again, if you can easily read it at that distance, it will be legible from 70 feet on a 10-foot screen.

- Prior to every speaker's presentation, PowerPoint presentations must be reviewed and approved by Bruce Hirschler at CRCPD.
- **PowerPoint presentations should be submitted by email to Bruce Hirschler at [bhirschler@crupd.org](mailto:bhirschler@crupd.org). Submission deadline for power points is May 6<sup>th</sup>.** Computer presentations will be reviewed at this time, in addition to being loaded on the CRCPD computer in preparation for your presentation. **Be sure to bring a backup copy of your presentation with you to the meeting.**
- Should any of your visual aids be rejected and you disagree with the decision of the reviewer, you may appeal the decision to the Chairperson of the Technical Planning Committee. The Chairperson of the Technical Planning Committee has final say over rejection or acceptance of all visual aids.

## SHOULD YOU USE VISUAL AIDS?

Visual aids amplify and clarify the message, stimulate interest, and help the speaker stay "on track." Well executed visual aids can enhance a presentation. Poor visual aids can distract the audience. Placing the speaker's entire text on slides and reading them to an audience does not enhance a presentation. Visual aids merit the same care in preparation as the commentary.

## WHAT MAKES A GOOD VISUAL AID?

- It's clear
- It's readable
- It communicates a single idea
- It's relevant
- It's interesting
- It's simple
- It's accurate

## GENERAL GUIDANCE REGARDING AUDIOVISUAL AIDS

Good visual aids must be clear, to the point, and relevant to what the speaker is saying. Whether it is a picture of the activity the speaker is describing, the major point of that portion of the speech, or a clever combination of motion and sound, a good visual aid should be designed to get the audience to the "heart" of what the speaker is trying to communicate.

- **For major headings, use all caps in a san serif font, such as Helvetica or Arial.** Headings should be limited to 10 words or less.
- **For body text, use upper and lower case in a serif font, such as Times Roman or Garamond.** Do not use all caps for body text--it is difficult to read
- **Leave at least the height of a capital letter between lines.**
- **Be consistent with text size, style, spacing, and positioning throughout the presentation.** For example, if you use Helvetica in all caps for the heading on one slide, be sure to use it for all subsequent headings.

- **Use consistent background design and color.** Changing the color or graphics abruptly from slide to slide can be jarring and give the feel of a disjointed presentation. Also avoid hard to read background/color combinations (yellow letters on white background). Try to stick to light letters on a dark background or dark letters on a light background for maximum legibility.
- **Limit each slide to one major idea.** Think of each heading as the chapter in a book (or a primary point in your speech outline). You want no more than one "chapter's" worth (i.e., one major idea) on any given slide, along with the major idea's sub points.
- **Use graphs or pie charts instead of tables whenever possible.** Keep graphics simple. Limit a graph to one major idea. Here is where the use of many colors can be very helpful, in that it allows the viewer to pull out information sorted in a very visual, high contrast manner. Finally, round all numbers if possible. If you write "\$27,356,341.22" but say "our budget is approximately 27 million dollars," use "\$27.4 million" on your slide.

## Questions?

If you have any questions regarding our presentation policies, or to submit your presentation, contact Bruce Hirschler at [bhirschler@crccd.org](mailto:bhirschler@crccd.org) or call 502/227-4543, Ext. 2234.