



PowerPoint

FOR TELEVISION & VIDEO

A QUICK REFERENCE GUIDE



THE BAD NEWS

The most important concept to understand is that TV screens and computer screens are very different. TV sets have lower resolution, less color tolerance and they mask off part of the screen where you may have placed important information. Unless you build your slide show understanding these concepts your slides may not be readable to TV viewers.



THE GOOD NEWS

The rules are easy...
There are only three..

Anyone can make TV Safe slides

PowerPoint

FOR TELEVISION & VIDEO

THREE SIMPLE RULES

1. **Avoid fine patterns and small text**
2. **Avoid brilliant whites and pure colors**
3. **Stay within the “TV SAFE ZONE”**

FIRST RULE

TV HAS LESS RESOLUTION THAN A COMPUTER SCREEN

So...Don't use small text like this. It looks great on the computer but will not be readable on TV.

The smallest text size should allow only 50 characters per line

Don't use serif fonts like this TIMES NEW ROMAN

Use sans serif fonts like this ARIAL OR HELVETICA

Don't use backgrounds that have fine patterns like this

Use plain, gradient or soft pattern backgrounds like this

SECOND RULE

TV CANNOT HANDLE PURE, BRIGHT COLORS

So...Don't use pure, bright colors for text

Also..Don't use pure white

Use an off white

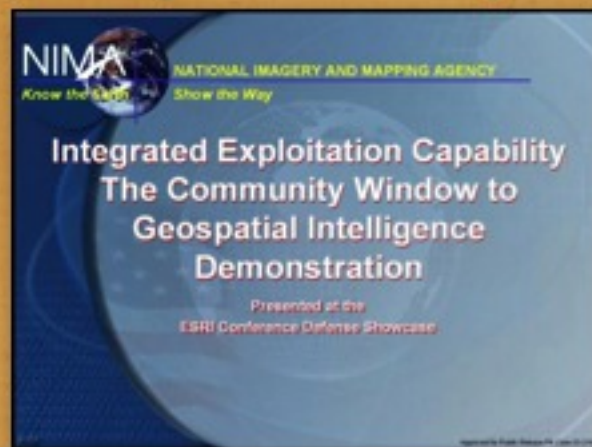
Use subdued colors

- Dark backgrounds with light text are preferable; light backgrounds with dark text are acceptable.

THIRD RULE

STAY AWAY FROM THE EDGES OF YOUR SLIDE

On your computer your slide looks like this...



But on TV your slide looks like this...

THIRD RULE

STAY AWAY FROM THE EDGES OF YOUR SLIDE

TV sets may look like computer displays but they use very different technology. One of the principal differences is that computer displays show you everything on your screen but TV sets do not. Every TV screen “masks” the edges of the screen so that they cannot be seen by the TV viewer. This helps “hide” special data that goes along with the TV signal when it is broadcast and would otherwise be distracting to the viewer.

This line would not be seen by TV viewers, because it is too close to the edge of the slide.

THIRD RULE

STAY AWAY FROM THE EDGES OF YOUR SLIDE

The line around this slide represents the

TV SAFE ZONE

Build all your important information to fit within this zone and the TV viewers will be able to read all your text and see all your pictures.

ADDITIONAL TIPS

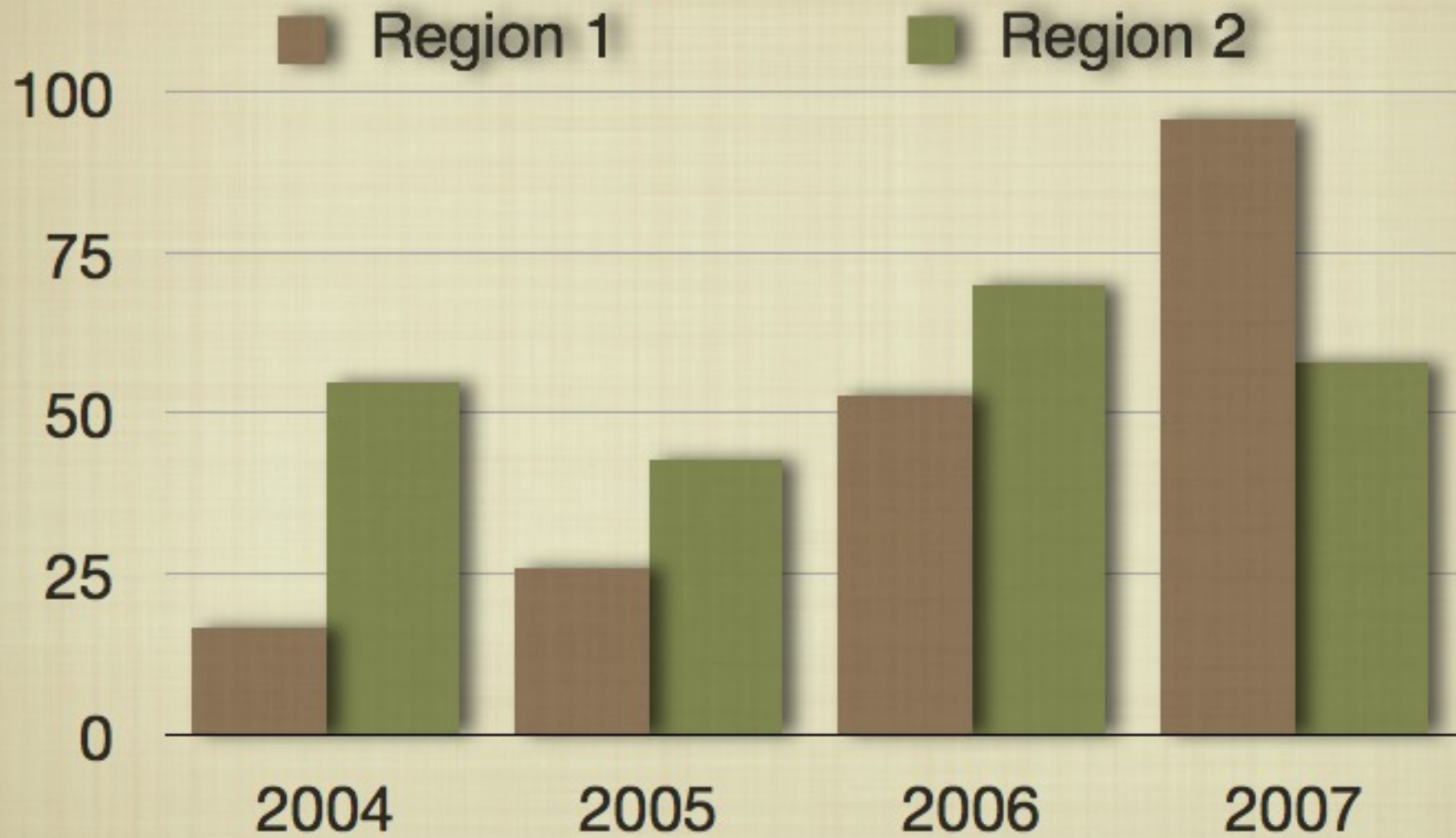
TO HELP YOU MAKE SLIDES THAT WORK WELL ON TV

Easily understood Charts & Graphs are particularly challenging for presentations

NEXT ARE THREE EXAMPLES OF CHARTS & GRAPHS THAT WORK WELL

CHARTS & GRAPHS

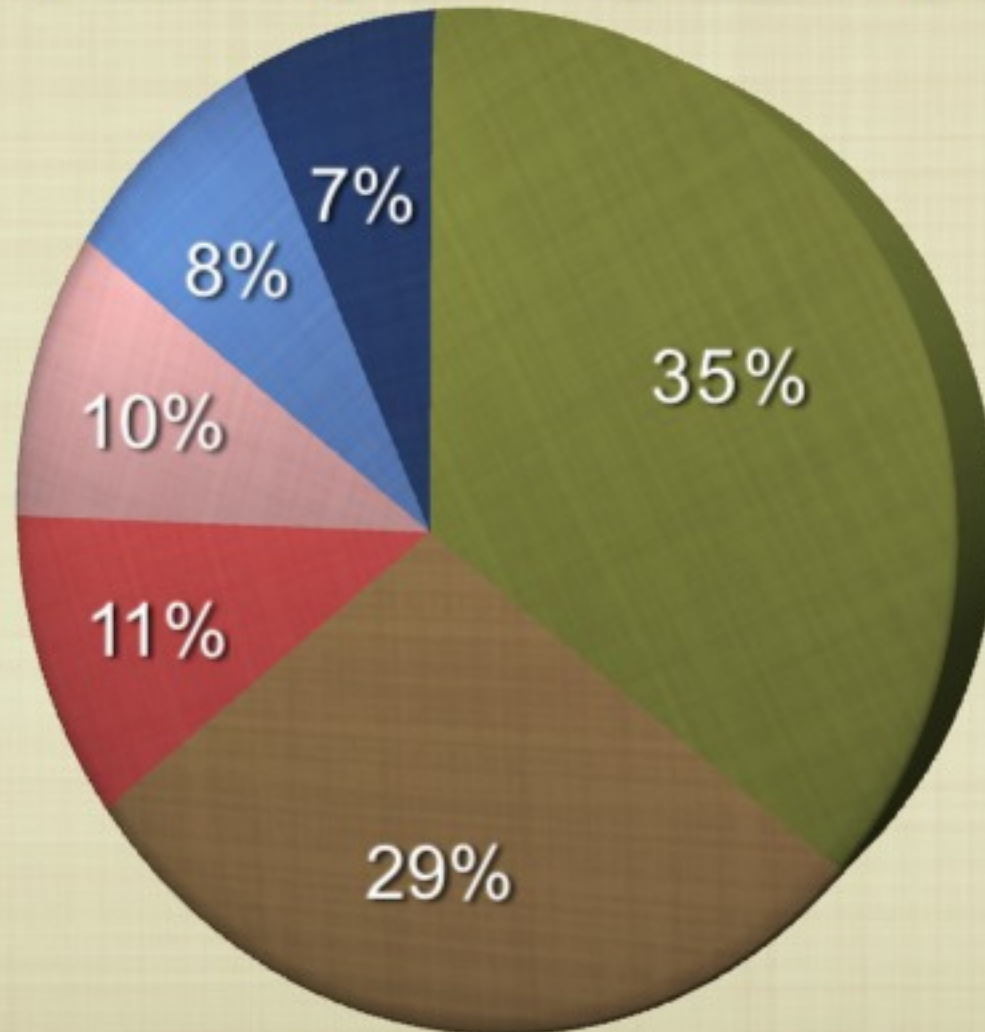
MAKE THEM BOLD & SIMPLE



CHARTS & GRAPHS

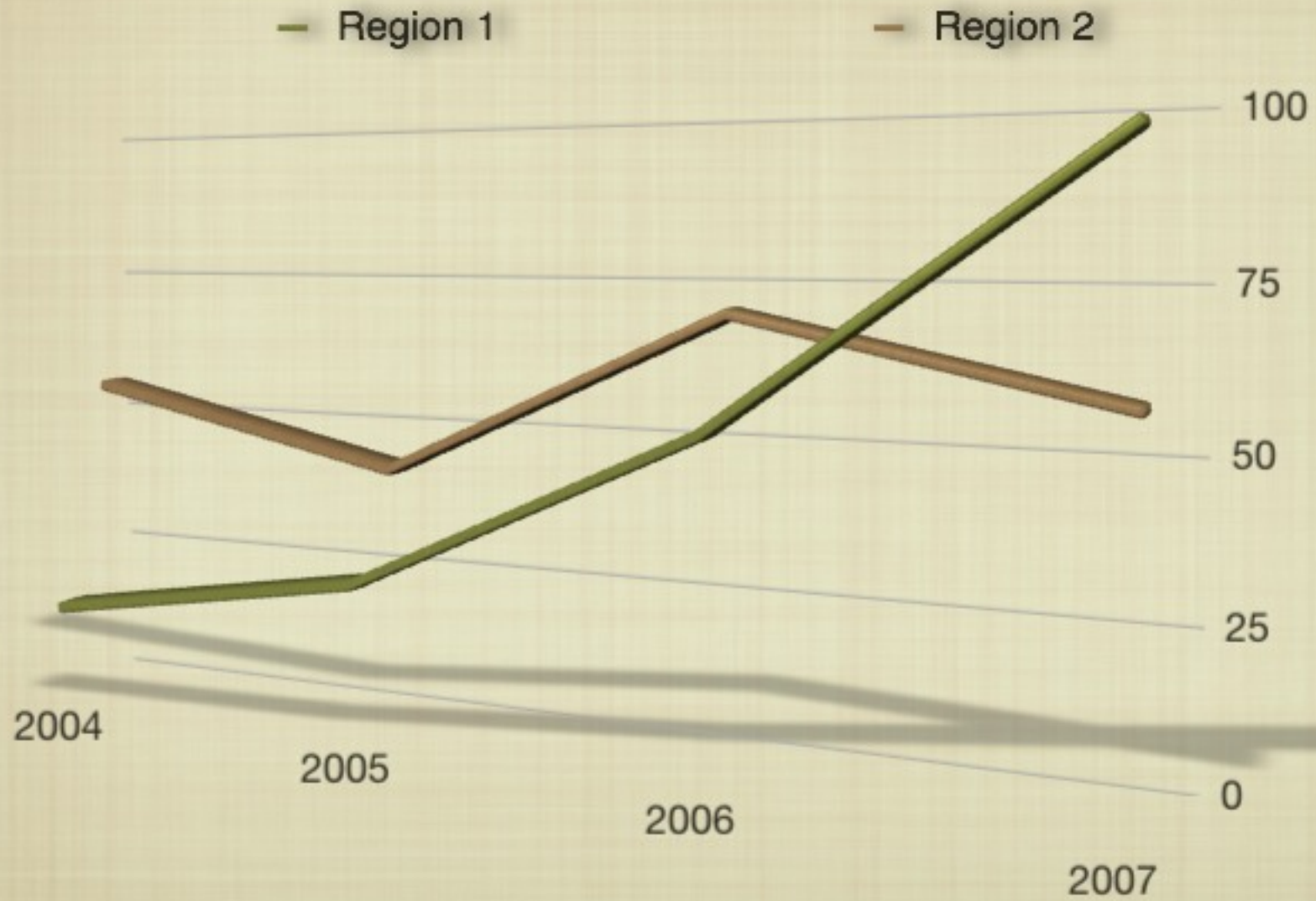
MAKE THEM BOLD & SIMPLE

● 2002 ● 2003 ● 2004 ● 2005 ● 2006 ● 2007



CHARTS & GRAPHS

MAKE THEM BOLD & SIMPLE



ADDITIONAL TIPS

TO HELP YOU MAKE SLIDES THAT WORK WELL ON TV

- Limit the amount of text on each slide.
- Use only 6 to 8 lines per slide.
- Font size recommendations:
 - Titles: 40 to 44 points
 - Subheadings: 32 to 38 points
 - Body: 24 to 30 points

ADDITIONAL TIPS

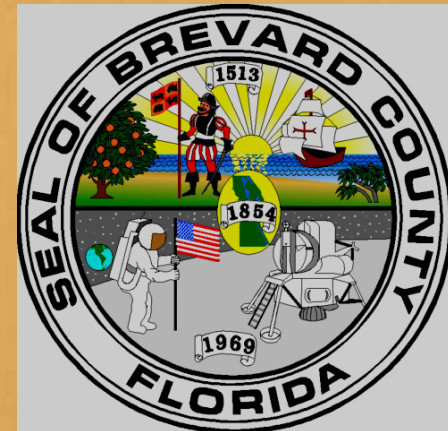
TO HELP YOU MAKE SLIDES THAT WORK WELL ON TV

- Limit the use of animation.
- Images should not be smaller than $\frac{1}{4}$ of the screen display area.
- Use **bold** or *italic* for emphasis; avoid underlining. (Horizontal lines will vibrate on a TV screen.)

ADDITIONAL TIPS

TO HELP YOU MAKE SLIDES THAT WORK WELL ON TV

- Pictures with white backgrounds can be toned down by right-clicking the image, selecting Format Picture, and lowering the brightness by 10%.



Please note:

- Citizens who wish to speak at a meeting of the Board of County Commissioners must complete a pink speaker's card (available at the rear of the commission chambers) prior to the start of the meeting. Please note on the card if your presentation includes a PowerPoint or video.
- PowerPoint and other materials (maps, photographs, videos, etc.) that are submitted for presentation at board meetings must be delivered to SCGTV at least 24 hours in advance of the meeting.

Please note:

- Materials that are to be televised on SCGTV must comply with all applicable federal, state and local laws, rules and regulations, including SCGTV Procedures (see www.scgtv.org).
- Photographs, videos and other images containing copyrighted materials will not be televised without proper authorization. Those who submit materials are responsible for obtaining copyright clearance and providing to SCGTV. Individuals shown in photos or videos must sign liability waivers.