

Designing Graphics for Use in Videoconferencing

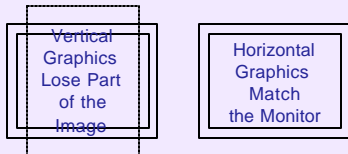
Designing Graphics

. . . . for use in
Videoconferencing

Designing Visuals

- Think horizontal
- Stay within a "box size" of 8 x 6
- Keep visuals simple
- Use illustrations, graphs, charts, and diagrams
- Use clean, bold lines

2



Incorrect

Correct

3

Instead of Text

Quality Team Includes:

Managers

Supervisors

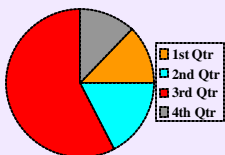
Staff

Use Visuals



4

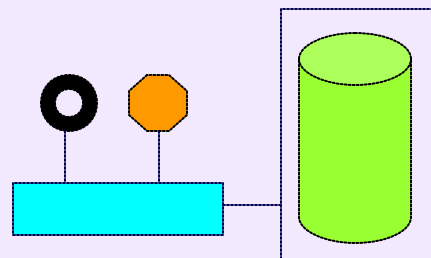
Preparing Visual Materials



- Use bar and pie charts as the preferred format for graphs

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Keep Visuals Simple



6

Designing Graphics for Use in Videoconferencing

Graphs and Charts

Use fill-in shading, not lined patterns or dots

Avoid text that does not read left to right

Find simple ways to present data

7

Select an Easy to Read Font (40 pt)

- This is the arial font (32 point)
- This is Century Gothic
- This is Helvetica
- This is Comic Sans
- This is Verdana

8

Use 40 Point for Headings

Use 32 point for subheadings or text

Use 6x6 Rule

6 lines on screen

6 words per line

9

Use Word Pictures

Word Pictures are graphic representations of ideas, concepts, data, and numbers.

(Arial font bold)

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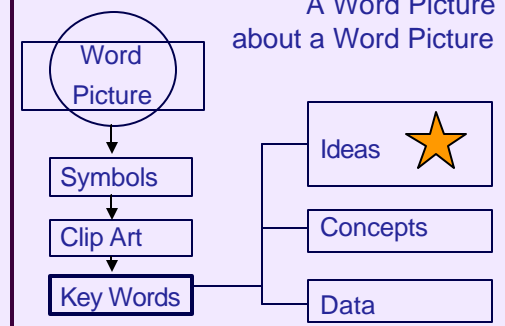
Use Word Pictures

Word Pictures are graphic representations of ideas, concepts, data, and numbers.

(Arial font - no bold)

11

A Word Picture about a Word Picture



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Designing Graphics for Use in Videoconferencing

Rules of Thumb for Text

- Be concise - use key words or phrases
- Use capital letters sparingly
- Light letters on dark background are easy to read
- Limit text to no more than six lines and title

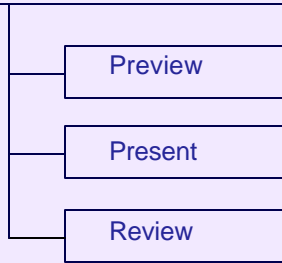
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Rules of Thumb for Size

To see if the visual will be readable, place the document on the floor in front of you and look down. If you can read it, the text is large enough.

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Presentation Organization



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Preview

things to include . . .

- Relevance to Audience
- Objectives of Meeting
- Structure of Meeting

16

Present

things to include . . .

- Presentation Strategies
- Media Utilization
- Involvement of Participants

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Review

things to include . . .

- Recap of Key Points
- Participant Feedback
- Transition to New Topic

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