Guidelines for Effective Powerpoint and Video Presentations

Meetings of the Broward County Board of County Commissioners and other government meetings are broadcast and webcast live. Follow these guidelines to help ensure your Powerpoint or video presentation can be most effectively viewed by meeting attendees and the broadcast/webcast viewing audience.

Powerpoint Presentations

Minimize content. Use text and images to provide visual reinforcement of what the speaker is saying, not tell the whole story.

Keep it simple. Use basic fonts such as Arial, Helvetica and Verdana at no smaller than 32 pt. size. Thin and fancy fonts are not as readable on-screen. Avoid using serif and script fonts.

Keep it consistent. Use the same size and style font on all page headings throughout the presentation.

Use graphics appropriately. Use photos, graphics and charts only when necessary to illustrate your point, and keep them simple when used. Pie charts usually are unreadable unless the text is outside the circle and a strong color differentiation is used. Numeric charts are not easy to view and should be avoided.

Stay in the "Zone." Keep slide content inside the "safe" zone. To ensure full view on most screens and in broadcast situations, keep a 10 percent margin around slide content.

Choose templates wisely. Select high contrast colors for background and text. Avoid white backgrounds and bright colors such as red and yellow, which are difficult to read and cause undesirable effects on-screen.

Embed the A/V. If your presentation includes audio or video, embed the file in the PowerPoint presentation.

Plan ahead. Please provide Office of Public Communications with a DVD or flash drive of your presentation at least 24 hours in advance of your scheduled appearance, especially if it includes embedded audio/video files. This allows staff time to load and test the presentation. You may also schedule a preview of your presentation in Commission Chambers.
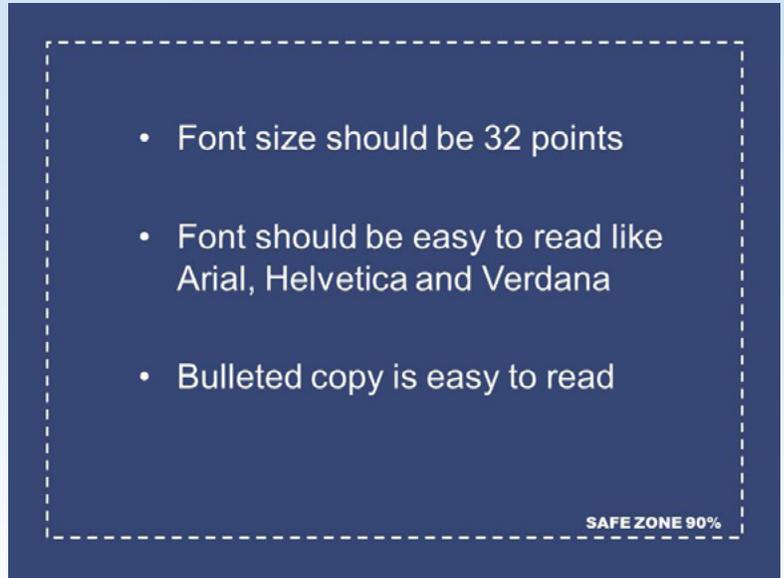
- Font size should be 32 points
- Font should be easy to read like Arial, Helvetica and Verdana
- Bulleted copy is easy to read

SAFE ZONE 90%
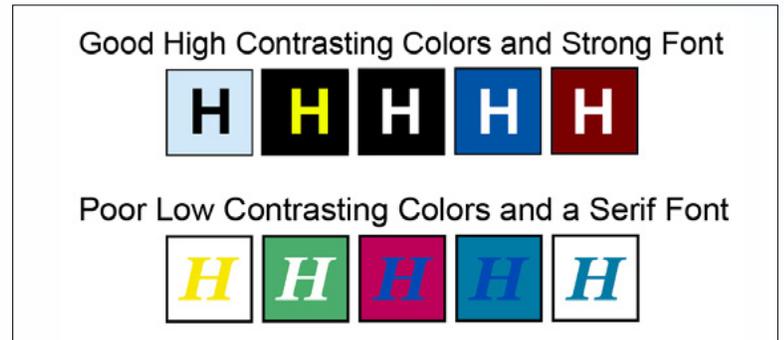
Good High Contrasting Colors and Strong Font

Poor Low Contrasting Colors and a Serif Font

Video Formats

If you are creating, or have an existing Video for playback on broward.org or at a Commission meeting, the Video should meet the following specifications:

- NTSC standard
- 4x3 aspect ratio or 16x9 ratio (widescreen)

BROWARD COUNTY FLORIDA

Questions, contact
Office of Public Communications at 954-357-5959
or email AV Program Manager,
Mike Jorgensen at mjorgensen@broward.org