

Slide Presentation to Video Best Practices

Prepare your Materials – Keep it Simple



- Format
 - Keep it landscape (horizontal), not portrait (vertical)
 - Keep aspect ratios consistent either 4x3 or widescreen 16x9
 - Keep content closer to the center of the screen
- Text
 - Use at least 24 point text
 - Use fonts with evenly solid strokes like: Arial, Gill Sans, or Verdana
 - Limit the number of fonts, too many can be confusing
 - Use different sizes, bold or italics for emphasis
 - Use upper and lower case, not all CAPS
 - Avoid angled or vertical text, horizontal text is more readable
 - Limit the amount of text, keep only the highlights
 - Rule of thumb: 7 words per line, 7 lines per page
- Images/Graphics
 - Images should fill two-thirds of the screen
 - Set line widths to 4 points or larger
- Colors
 - Avoid too many glaring colors especially red
 - Text colors should contrast to the background color
 - Do not use red on blue or green
- Backgrounds
 - Keep the background clean and simple
 - Avoid busy backgrounds: textures, patterns, gradients
- Transitions
 - Don't use transitions
 - If essential, choose one or two simple transitions

Create a Script – Keep it conversational



- Write in plain, conversational English
- Add visuals to reinforce your narrative
- Use animations to focus your audience

Record the Video – Sit up straight and be confident



- Do not wear stripes/crisscrossed patterns, or green if using a green screen
- Equipment: webcam/video camera, microphone, video editing software
- If you make a mistake, pause (F1) for 4 seconds then begin again