



## POWERPOINT GUIDE

*"If your words or images are not on point, making them dance in colour won't make them relevant." Edward Tufte*

All of our Virtual Studios feature a screen that can be used to show video graphics. We simply convert your PowerPoint slides into beautiful video graphics.

Video graphics are a great aid for your script. They can be used to highlight facts and figures, illustrate complicated data or reinforce an important key message.

If you follow only one piece of advice when creating your PowerPoint slides be it this - Keep it simple!

Your PowerPoint graphics need to be in 16:9 format, otherwise known as widescreen. This makes it easier for us to convert them into the correct size to fit your virtual screen.



We recommend that you use Arial font and you don't go below 24 size text. (If you go below 24 size text it will be almost impossible for the audience to read)

Stick to the same background throughout your presentation. Use dark text on a light background, or light text on a dark background. You might already have a background you can use in your company guidelines.

Limit the transitions in your PowerPoint graphics. We recommend you use only the 'wipe' transition to advance between slides as we've found that aesthetically this works best.

**Copy what the experts do.** Watch the BBC News before you create your graphics. Notice how simple they are and how they use pictures to illustrate key messages and large text to highlight key facts.

For a deeper understanding go to [http://news.bbc.co.uk/1/hi/in\\_pictures/default.stm](http://news.bbc.co.uk/1/hi/in_pictures/default.stm) and look at how the BBC uses pictures to deliver the news. It's also worth noting the simple language they use in their explanation of each news segment.

Pictures can often help illustrate a point or add impact to a story and they are far more engaging than text. If you don't have a large image library, go to [www.istock.com](http://www.istock.com), where you'll find thousands of excellent royalty free, low cost, high resolution images.



If you have existing pictures on file that you want to use make sure they have a high resolution. To check this, move the mouse over the picture file, right click and then click 'Properties'. A screen will open which will tell you the size of the image. Make sure it is no less than 1MB.

Your aim should be to create PowerPoint slides that co-ordinate with your script. For example, if you're using numbers or quoting someone directly, the same words or numbers in your slides should appear in your script. For example,

.....*'and since 1979, the size of the summer polar ice cap has shrunk more than 20%.'*

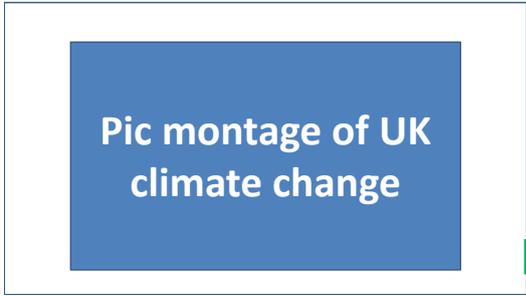
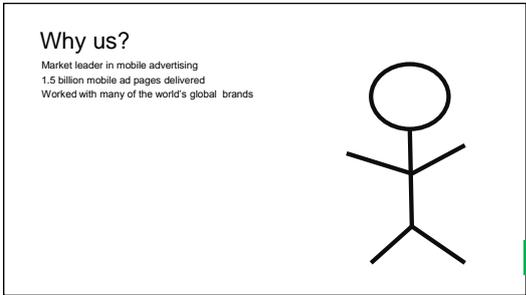
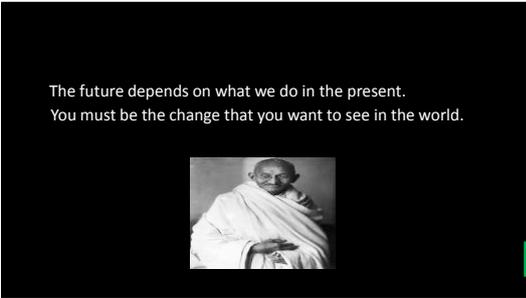


Don't use graphics to show countless facts and figures. Your audience will only be interested in charts, graphs and stats that are relevant or instantly recognisable to them.

**If you feel yourself struggling at any time, please give us a call. Whether you want one of our graphic designers to create your PowerPoint deck from scratch or use two hours of their time to tidy up your first draft, we're always here to help.**

**Once you sign off your PowerPoint slides we'll then convert them into stunning video graphics which we'll then insert into your virtual studio.**

# Please see below examples of how we can turn your rough PowerPoint slides into stunning video graphics.



**Artwork reference slide only**

Left to right

List of names for reference only

- Michael Owen – Newcastle United & England
- Gianluigi Buffon – Juventus & Italy
- Thierry Henry – Arsenal & France
- Kevin Kuranyi – Schalke
- Ronaldinho – Barcelona & Brazil

The above list is for artwork reference only – so we can visually check who all the players are

Range all the players that MSN are signing up for their website. We suggest we use this style: one stepped forward, the next stepped back, with the action shots prominent.

