visuals

Lenka Zouhar Ludvíková

printed visuals – serif fonts

- Baskerville Old Face
- Batang
- Bodoni MT
- Bookman Old Style
- Century Schoolbook
- Garamond
- Modern No.20
- Times New Roman

computer / projectors – sans serif fonts

- Arial
- Calibri Light
- Dotum
- Franklin Gothic Book
- Kalinga
- Tahoma
- Verdana

corporate identity

- font / typeface
- colour
- logo
- consistency

size

nothing too small

nothing too big

24 – 32 size font

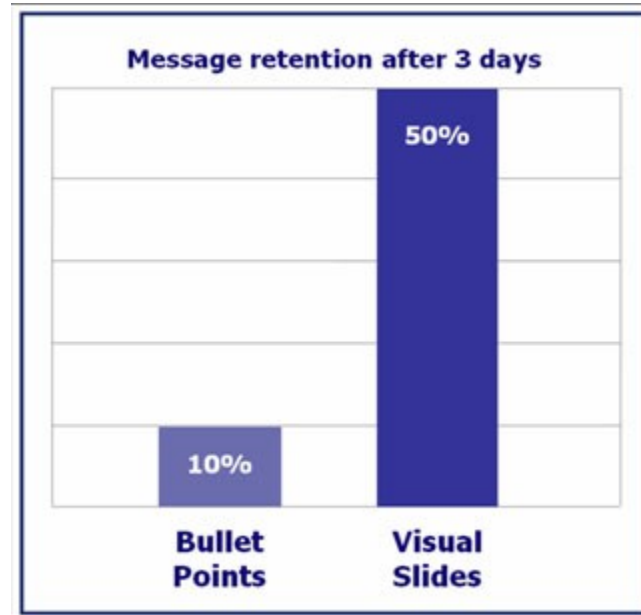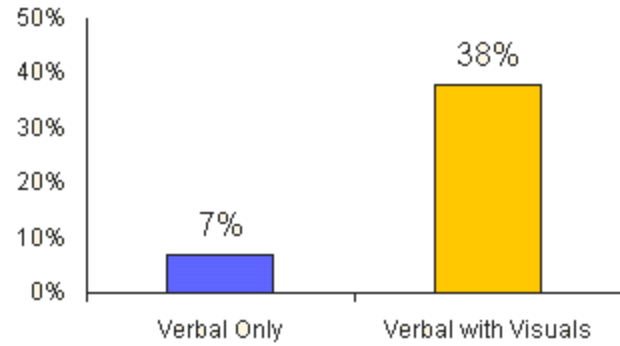# upper case?

this heading is quicker and easier to read
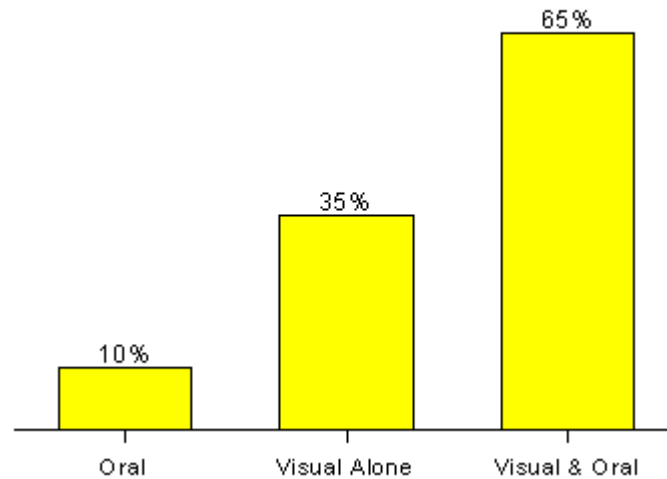
THAN THIS HEADING CAN BE READ

upper case?

And this passage can be **read** and **understood** and **absorbed** far more quickly and effortlessly, because **your brain recognises** the **shapes of the words**, before it reads the letters…

… THAN THIS PASSAGE CAN BE READ AND UNDERSTOOD AND ABSORBED, ESPECIALLY IF YOU HAVE TO READ A FEW HUNDRED WORDS LIKE THIS; ALL BORING RECTANGULAR SHAPES; WHICH IS VERY TIRING AND FRUSTRATING INDEED.
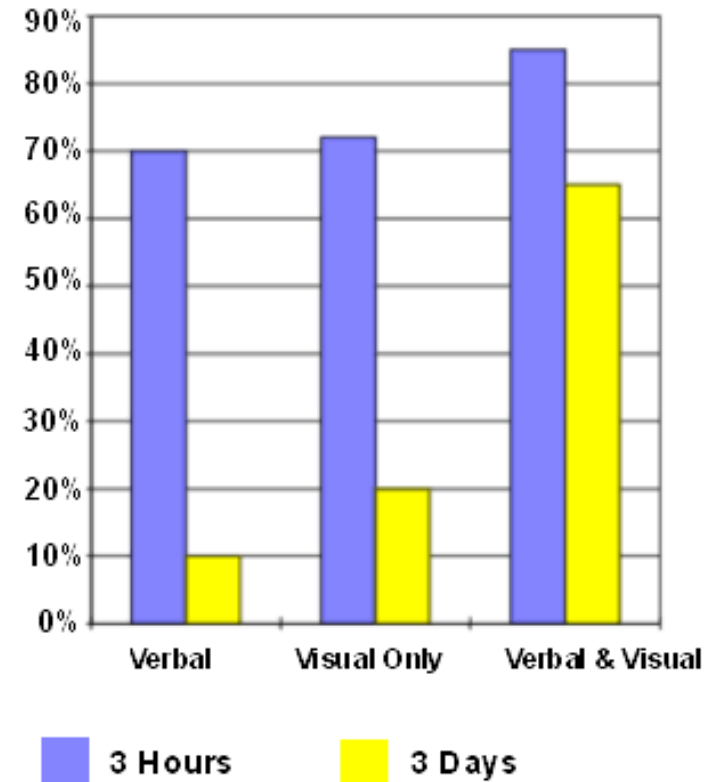
writing?

Message retention after 3 days

50% — Visual Slides
10% — Bullet Points

Retention of Information

10% Oral
35% Visual Alone
65% Visual & Oral

Retention of Presentation Information

	3 Hours	3 Days
Verbal	70%	10%
Visual Only	72%	20%
Verbal & Visual	85%	65%

Verbal Only 7%
Verbal with Visuals 38%

How much? How many?

- 1 – 2 slides per minute
- 4-5 points per slide

Avoid long sentences and wordiness, it is better to use phrases and key words to keep the attention of your audience as you do not want them to read, you want them to listen to you.

software

Many happy presentations…

Thank you for your attention.