

Essential Tips for A Perfect TV Presentation

Visual Presentation Guidelines

There are several factors that are important when presenting your visual aids via a TV system. Visuals designed for TV will work for classroom presentations.

Font Size

- The point size of your text should not be less than 32 points.
- A mix of upper and lower case lettering is easier to read than all upper case lettering and can be made larger within the same given space.

Font Style

- Use sans serif type. Some desktop publishing fonts that work quite well are Helvetica and Aerial.
- Avoid fancy fonts such as Old English, Zapf Chancery, and Park Avenue.

Text Block Size

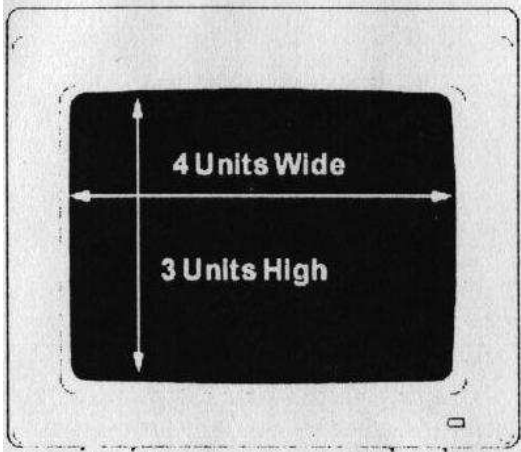
- No more than 6 words per line.
- No more than 7 lines per visual.
- Create the visual to be seen from every seat in the house.

Colors

- Bright colors for backgrounds are not recommended (absolutely no white backgrounds) because they distract readers from the text and transmit poorly to the distant site.
- Dark colors for backgrounds (i.e., black (must use drop shadow on the text), dark blue, dark green, etc) and neutral colors for text (i.e., white, yellow, or any pastel color) tend to complement each other and are readable from a distance.
- Limit your visual to 3-4 colors to avoid a rainbow effect.
- Try to avoid patterns in color presentations. They are hard to distinguish.
- PowerPoint slides are **FREE!** **Put less information on more slides.**

Television Format

The aspect ratio of an analog television screen is four units wide and three units high. This is an important fact to keep in mind if you choose to present in a distance education environment.



4:3 Aspect Ratio

Every visual needs to have a "bleed area" because of the way television scans images. The "bleed area" is a 10% frame around your information that can be sacrificed. **Do NOT** place pertinent information in this frame.



Body Language

There are three areas that are vital to the delivery of a presentation, especially in a distance education environment. To help you prepare for such an occasion, a few tips have been provided for each area.

Appearance

- **Men:** A medium dark blue, gray, or brown suit worn with a light colored shirt and a conservative tie are a safe combination.
- **Women:** Solid color dresses or tailored suits worn with a complimentary blouse are an acceptable combination. Jewelry should be subtle and "noiseless."

- **Colors to Avoid:** Avoid bright reds, oranges, blacks, and whites, since these colors are harsher and tend to draw attention away from the face. Also avoid clothes that have pinstripes (horizontal or vertical), herringbones or houndsooth patters. **No lab coats please.**

Gestures

- **Gestures to avoid:** Arms folded tightly around the chest or keeping hands in pockets. Also avoid drumming fingers on the podium or any other gesture that might be picked up by the open microphones on the podium.
- **Exaggerated movements:** Try to avoid using your hands and arms to gesture. At times these movements distract the audience from focusing on the presentation/lecture. Also, if the presentation is delivered via a compressed video system, exaggerated movements can cause signal overload allowing the picture on the television monitors to lag.
- **Eye Contact:** Eye contact is especially important in a distance learning environment. It opens the channel of communication between the presenter and the audience. As a result, looking directly at the far-end monitor ensures distant sites that they are not forgotten.
- **SMILE!** IT helps break the ice and at the same time helps you and the audience relax.

Talk To Me

To encourage interactivity, especially in a distance education environment, the following methods have been found to be helpful.

Make it interactive

- **Class Discussions:** Discussions help open communication channels and allows for the free flow of ideas.
- **Group Projects:** Allows learners to communicate with one another and ask questions.
- **Brainstorming:** Generates a large number of creative ideas/solutions in a brief period of time.

Check Your Visuals With US!

- See your visuals as your students see them (local and far end).
- Orient yourself with the distance education facility and technical support.
- See for yourself how these tips will improve your presentation!

Check Out Our Website!

To gain more insight on effective presentation techniques for a distance education environment please check out the distance education training on the web at <http://www2.kumc.edu/instruction/academicsupport/instructserv.htm>

Copied from the web at http://www2.kumc.edu/instruction/academicsupport/tips_for_tv_presentation.htm