

Top 10 PowerPoint Tips for Creating Trial Graphics (trust us, we're the experts)

Respect the boundaries of the slide

In your mind, add at least a 1/4" around the edges of the slide for boundaries. A respect for this visual element enables the audience to frame the image to the content.

Never use Times New Roman as a font in PowerPoint

Avoid serif based fonts which create blurry curves when projected, such as Times New Roman.

Colors are everything

Maintain complementary tones such as white and blue or black and gray. Always avoid colors schemes that are associated with holidays (red/green, orange/black).

Say it with a picture instead of words

If content can be equally persuasive using a picture, images are the optimum communicator.

Create document call-outs with the actual document instead of using a text box

In lieu of typing on a document, create a "call out" style effect. This adequately places the information as belonging to the underlying information, and presents it in context.

Avoid busy slide transitions

There are 30+ options for slide transitions, and most consider at least 27 of them to be too distracting. Avoid complicated slide transitions at all times. "Fade Smoothly" never fails.

Limit the number of words on one slide to 35

In litigation, there can be power in brevity. A slide presentation should not intend to be a rendering of volumes of text, but rather a simplification of material.

Avoid cheesy or pixelated graphics

If an image blurs when it is expanded or includes a non-complementary color background, consider eliminating it from the presentation altogether. It is also best to avoid the use of immature or inappropriate images that are intended to provide levity when presenting something of a serious nature.

Include "breadcrumbs"

Audiences need to be guided. A header or footer navigation can be used to keep your audience oriented within the place of your content.

