
Visual Aid Style Guide

Accuracy & Readability

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Choosing Type

Using Bullet Points

Using Punctuation

Type

Type is like your clothing—different styles communicate different meanings. Choose a typestyle that is professional and readable.

Kinds of Fonts: Fonts are classified into two categories:

1. Serif fonts

Times New Roman * Georgia

Garamond * Batang

2. Sans-serif fonts

Trebuchet * Arial *

Gill Sans Guilim

Generally, serif fonts are generally more difficult to read when projected.

Be aware that most computers outside of Korea will not have Korean fonts installed on them. Your type

and formatting will not look properly formatted. Always use a standard font (*)when preparing your presentation.

Italics, Bold, Capitals, and Underline

Use these type styles to emphasize components of your text. However, in some cases, a different color is often more effective than changing the type style. Generally there is no rule governing the use of **bold** or *italics*, but their use should be consistent. Italics are often more difficult to discern at greater distances from the screen.

X Underlined text is generally more difficult to read.

Refrain from using it unless necessary; color is often a better option

X WORDS IN ALL CAPITAL LETTERS ARE HARDER TO READ.

Only use CAPITAL letters to add emphasis.

Type Size

The general guideline is 24 point type as the minimum size. Try not to go smaller than this. Bigger is better,

but do not fill the screen with text. Text needs space to breathe, and the eyes of the viewer need to rest.

Research by Franklin et al (International Journal of Biometrics, Vol. 12, No. 14) has shown that...

12 point

8 point

12 point

Citations can be displayed in a smaller type size so that the citation does not distract visually from the flow of the text.

Use a sans-serif font

Minimum size = 24 point

Use a standard font

Do not underline text

Don't type in ALL CAPS

Shrink citations (if appropriate)

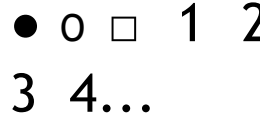
Bullet Points

Bullet points are the most recognizable feature of PowerPoint. Bullets are the little icons or characters that mark the beginning of a key point, term or phrase.

Acceptable bullets

Only use round or simple geometric shapes for bullets (square, oval, circle) Do not use asterix, snowflakes, or cute characters – they do not look professional

Acceptable Styles



Unacceptable Styles



Animation and spacing

Put a space between your bullet points; this makes them more readable and it looks ‘cleaner.’

When it helps to focus the audience on your message, use animation to introduce your bullet points one by one

Design Tips: Using Bullet Points

Word limits are somewhat arbitrary, but the shorter the better.

Have no more than 6 bullet points per slide.

Start each point on a slide the same way: with a verb, a noun. Keep the sentences concise. Keep the sentence structure consistent.

Not every bullet point actually needs a bullet. Eliminate them when necessary.

Place a space between your bullets

Place a space between your bullets
Use animation if it helps communication

Place a space between your bullets
Use animation if it helps communication
Keep each bullet as short as possible

Place a space between your bullets
Use animation if it helps communication
Keep each bullet as short as possible
Remove bullet point characters if you don't need them.

.....

- Place a space between your bullets
- Use animation if it helps communication
- Keep each bullet as short as possible
- Remove bullet point characters if you don't need them.

No bullets necessary here → Place a space between your bullets

Spaces increase readability → Use animation if it helps communication

Short phrases → Keep each bullet as short as possible

Each point starts with the same part of speech (e.g. verb or noun) → Remove bullet point characters if you don't need them

Punctuation

Good punctuation shows the viewer that you have taken time to carefully construct your presentation.

() Brackets or parentheses

Brackets are used by presenters to either include extra information or indicate options

Dr. Hoffman (Princeton University) has referred to this idea as...

The teacher(s) may not be aware of curriculum changes.

Do not put a space after the opening bracket or before the closing bracket:

✓ Dr. Hoffman (Princeton University)

✗ Dr. Hoffman (Princeton University)

Bracketed information can also be displayed in a smaller type-size. This is appropriate for long citations which would interrupt the flow or impact of the text.

Dr. Hoffman (Princeton University) has referred to this idea as...

- Hyphens & Dashes

Hyphens are used in some compound words. Not all compound words use hyphens and the usage for many is not consistent.

✓ Co-production Coproduction

✗ Co - production

Use the common or accepted format for your field of research. Do not put a space before or after the hyphen.

Dashes are used to set off a short summary after a main clause

✓ One option is left for our company – reorganization

✗ One option is left for our company-reorganization

Dashes are usually longer than a hyphen and have a space both before and after.

/ Slash

Slashes are most commonly used to indicate contrasting pairs. Do not put a space before or after a slash.

✓ he/she

✗ he / she

✓ positive/negative

✗ positive / negative

: Colon

Colons are primarily used to separate a header phrase from more detailed content.

Solution: Electron Beam oxidization of Silver Nano-particles

Do not put a space before a colon.

✓ Solution: Electron Beam...

✗ Solution : Electron Beam...

Colons are also used to indicate ratios. For numerical ratios, there is no space before or after the colon. For ratios with units or concepts, put a space before and after the colon:

40:60

3 students : 5 teachers

Colons are also used in complex lists (see below)

; Semi-colon

Semi-colons are used to separate two clauses in a sentence. They are not that common in slide presentations because the text tends to be much more concise than a typical written document.

Semi-colons are use to separate complex lists

Note: it is often better in a presentation to organize a list such as this into a vertical format – it is more readable.

Participating Cities: Toronto, Canada; Paris, France; Seoul, Korea; Cape Town, South Africa

! Exclamation Point

In general, do not use exclamation points in your presentation—it does not look professional.

X Research has shown this to be false!

' " Quotation Marks and Single Quotes

Quotations are used to indicate quoted text or words with unique usage. A quotation is usually followed by the citation. Put a comma between the last word and the last quotation.

Do not put a space after the first quote or before the last quote.

✓ “Future research depends on the students of today,” S. Franklin

X “_Future research depends on the students of today_” S. Franklin

X “Future research depends on the students of today”, S. Franklin

^_^ Emoticons

Do not use emoticons in your presentation materials—it does not look professional

i Online Resources

The following are good resources for punctuation:

<http://owl.english.purdue.edu/>

www.apresource.wordpress.com