

QUICK GUIDE TO BETTER SLIDES

1. A slide should present **one** and only one **central idea** and be as brief as possible.
2. **Only specific items** to be discussed in the talk should be included in the slide.
3. If **tables of data** are to be presented, three to four columns each having three to four lines of data should be the maximum for one slide.
4. Slide **copy should be** lettered using either a LeRoy or a Wrico mechanical lettering set, or be typed with a special typewriter having boldface pica Gothic type.
5. The preferred **height-width ratio** for the full slide field in reading position is 0.7.
6. Lines **separating columns and headings** greatly improve the ability of the viewer to comprehend the data quickly.
7. With **graphs**, grid lines should be at a minimum and lines for curves should be heavier than border lines or axes. Separate lines should be of different type or colors.
8. **Color adds** attractiveness to slides and makes clarity of the illustrations much easier and should be used whenever possible.
9. In taking **pictures of plants** and plant parts, select the time of day, season, etc. with the thought of obtaining the best possible illustration of that which is to be illustrated.
10. **Use a scale** in photographic illustrations and have a background that has contrast and adds clarity to the subject.
11. Critically **examine every slide** and try out the entire set before presenting them at a public meeting.
12. **Number and mark** every slide to show its proper sequence and orientation and hand them to the operator exactly as you wish them shown.

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