Formatting Presentations for Large Screen Display

Formatting presentations for big screen display and/or projection requires special attention to details that are often overlooked. These seven tips will help to assure success in your next large screen presentation.

1. Choose Your Background Wisely:

When presenting on a big screen, to a large audience, avoid white and light colored backgrounds. The darker the background the better the giant image will look. White text is always recommended.

2. Things Aren't Always What They Seem:

When formatting your presentations on your desktop or laptop computer, the images and text may look great when you are sitting in front of them. To test the efficacy of your image on the large screen perform this test. If you are designing on a standard 19 inch display, stand 10 feet away from the screen. This will approximate how it will appear to your guests. Needless to say, small fonts are hard to read and will detract from your message. If your presentation requires extensive use of text, break it up into multiple slides. It is generally recommended to use a Title Slide with a large image, then additional slides, with a smaller image and large text to highlight each bullet point.

3. A picture is worth 1,000 words:

When possible, pictures should be the focus of content you want to promote. It is best to eliminate any unnecessary background. The minimum picture or logo size by itself should be no less than 1024 pixels x 768 pixels.

4. Bigger is Better:

For large screen presentations, a minimum image resolution of 1024 pixels x 768 pixels, utilizing 80% of the screen space will result in the best audience experience. (Leave a ¾" border around the edges of the slides.)

5) Be Prepared:

Provide your media content to your event production team at least 3 day in advance. This lead time will give the professionals time to review your materials and suggest revisions to maximize the impact of your presentation. Always listen carefully to the advice of your technicians.

6) Organization is Key:

Remember to organize your content numerically in the order it is intended to be presented during your event. It is difficult, If not impossible, for your video technician to determine the order of presentation if you are using a non-standard naming scheme. Using a simple, numerical ordering system will make for a smoother presentation.

7) Calling The Shots:

When possible, it is important to have someone familiar with the program stationed with the video technician to "call" the show sequence of PowerPoint and Videos. If a technical rehearsal is possible, it may remove the need for this however, most events are "day of" which makes a live technical rehearsal impossible.

Following these simple guidelines will lead to success in your next large screen presentation. Always consult your event production professionals with questions and concerns in advance of your presentation. Do not wait until the last minute!