

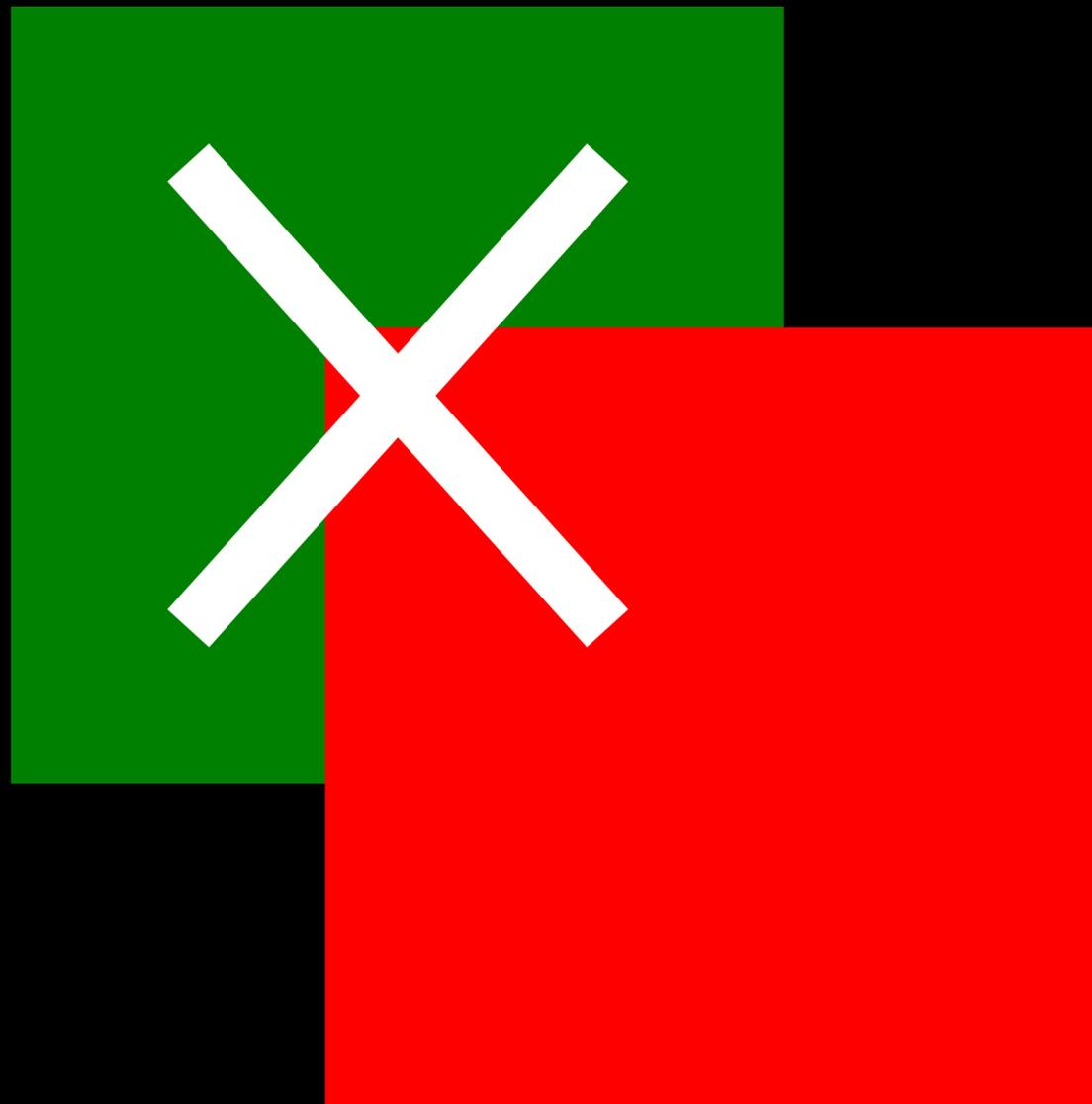
**SOME SIMPLE AND EFFICIENT  
IDEAS TO BUILD YOUR  
PRESENTATION**

# BASIC PRINCIPLES

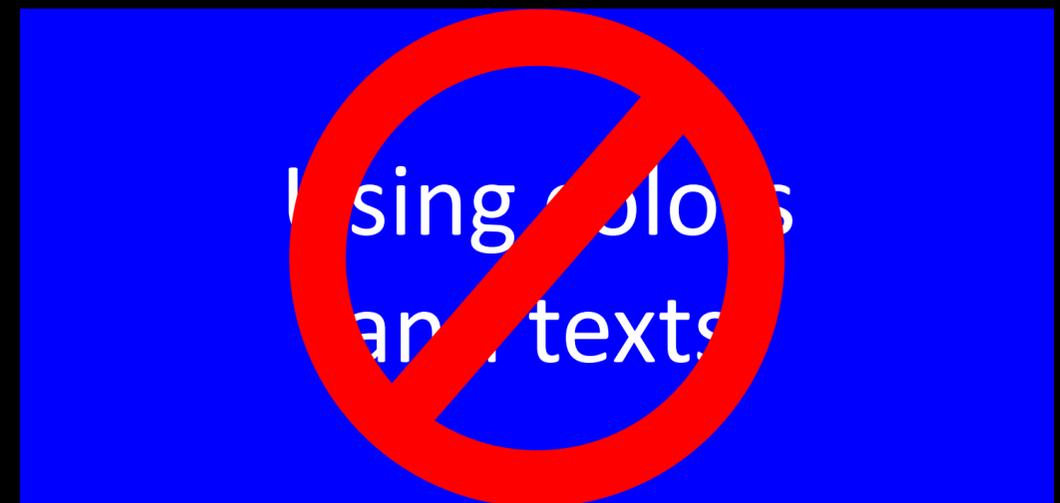
- **More means less**
- **Less means more**

**COLORS**

# COMBINATIONS



Avoid combine colors that cause confusion or difficulty to see.



# RULE

The best way to work with colors is  
to contrast them



**CONTRAST**



**CONTRAST**

# TEXTS & FONTS

The best thing is to choose 2, at most 3,  
different types of font

# TEXTS & FONTS

Follow the “Rule of Seven”

No more than seven lines of text per slide

# TITLE

For Titles use UPPER CASE letters

## Regular text

For regular texts like: quotations, bullets and explanations

For Sub-titles you can use “first letter” upper case

## *Special Texts*

You can use a second different type of font to special texts like:  
announce a video, if you show a picture of a known person, or to  
identify a place

# TITLE (114 pts) / TITLE

For TITLES you can use plain lines or fonts with narrow lines

Use **BOLD** typeface and size from 64 pts up

Regular text (64 pts) / Regular text 48 (pts) / Regular text (36 pts)

For regular texts prefer to use fonts with plain lines

You can use Bold typeface for sub-titles and size between 36 to 64 pts  
(depending the size of the screen)

*Special Texts (96 pts) / Special Texts (64 pts)*

For Special Texts you can use designed fonts, with curves and *Italic*  
Depending on the font type you can use Bold or Regular and the size  
between 64 and 96

# TEXT BOX

Define the size of the text box and the font you are using. If your text (quotation, Bible verse) is too large for the text box, do not decrease the font. Break the text and use another slide or an animation to continue the text.

# SHADOWS

You can use shadows in the fonts when the background image is not plain color.



If you use a image with white parts even a white font will be visible with a dark shadow



**IMAGES**

# TYPES OF IMAGES



JPG



PNG

# FRAMES



Frames can be used as a good resource

# SIZE OF THE IMAGES

Adapt the size of the images to the size of the presentation

640x480

800x600

1024x768

1280x720

1920x1080

# ANIMATIONS

The use of Animation goes according to your preference. The rule is the same:

**MORE MEANS LESS.**

Don't use too much. It's not good to put too many different kinds of animations in a presentation

# TRANSITIONS

Transitions are a good way to create special effects on your presentation.

Some transitions can even replace animations. Define patterns, like use only one kind of transition for Bible texts, one specific for images, etc...

*Example*

# BIG CITIES

## The Big Apple

One of the most important cities in the world, New York is known as the world's financial center.



*New York*



