Good presentations require **design**

Poor Design

- Important information gets lost

- People get confused

- Causes distrust

BEST PRACTICES FOR PRESENTATIONS

Content

Write short sentences. If you make things too long, people won't pay attention.

Use simple words. If you use big words, people may get confused by them.

Limit text to key points. You should communicate the rest verbally.

Number sequential steps (otherwise use bullets). If you use numbers for non-sequential steps, people think those things have to happen in order.

Typography

Use sans serif fonts. These are proven to be the easiest to read.

Make the text bigger (24 - 60 pt headers; 18 - 24 pt body). Everyone almost always uses fonts that are too small and therefore are not legible from a distance.

Use ALL CAPS sparingly. CAPITAL LETTERS ARE HARD TO READ AND CAN MAKE YOU FEEL LIKE SOMEONE IS YELLING AT YOU.

Left justify text. We read from left to right, so if you center the text, it is harder to read.

Choose one way to emphasize text. We often use bold, underline, and italics together, which doesn't help anyone notice what is important it only adds visual distraction.

Good Design

- Gets attention
- Moves people to take action
- Inspires people!
- Helps people understand complex information
- Builds trust

Best Practices for Presentations

Content
- Short sentences
- Simple words
- Key points
- Number sequential steps

Typography
- Sans serif fonts
- Big Text
- Use ALL CAPS sparingly
- Left justify
- Choose one way to emphasize text

Before You Start…

Who is your audience?
What do they need to know?
What are they trying to do?
What is the action you want people to take?

Design is…

Content
Typography
Color
Layout

Content

What you need to communicate

Content

Write short sentences.

Use simple words. Remove unnecessary words.

Before If you tear, or deface, or wrongly mark this ballot, return it and obtain another. Do not attempt to correct mistakes on the ballot by making erasures or cross outs. Erasures or cross outs may invalidate all or part of your ballot. Prior to submitting your ballot, if you make a mistake in completing the ballot or wish to change your ballot choices, you may obtain and complete a new ballot. You have a right to a replacement ballot upon return of the original ballot.

After If you make a mistake, ask a poll worker for another ballot.

From *Field Guides to Ensuring Voter Intent*

@ mollyampersand

Content

When giving instructions that are more than one step, make each step an item in a numbered list.

Do not number other instructions.

Non-sequential steps

Vote!

- Mark your votes in private.

- Follow the instructions on the ballot.

- Do not write your name or an ID number anywhere on the ballot.

Sequential steps

To make changes:

1 Touch the race you want to change.

2 At that race, if you have selected something before, touch the choice you do not want.

3 Then touch choice you want.

4 To return to this screen, touch Return to Review.

Typography

How you use text

Typography

Sans serif fonts tend to be easier to read.

✓ **Register to Vote**

Source Sans

Register to Vote

Lato

Register to Vote

Roboto Condensed

Register to Vote

Proxima Nova

@mollyampersand

Typography

Avoid decorative fonts.

❌

Register to Vote
Papyrus

Register to Vote
Comic Sans

Register to Vote
Curlz

Register to Vote
Lucida Handwriting

@mollyampersand

Make the text bigger!

24-60 pt: headers

18-24 pt: paragraph/body text (web)

12-18 pt: paragraph/body text (print)

6-10 pt: honey I shrunk the type!

Typography

Use all-caps sparingly.

When used for more than a few words, it can seem like yelling and is hard to read.

✅ **How to Register**

To register to vote in Oregon, you must be a U.S. citizen, an Oregon resident and at least 17 years old.

❌ **HOW TO REGISTER**

TO REGISTER TO VOTE IN OREGON, YOU MUST BE A U.S. CITIZEN, AN OREGON RESIDENT AND AT LEAST 17 YEARS OLD.

@mollyampersand

Left justify text.

Centered text and right justified text is hard to read.

✅ **How to Register**

Registering to vote in Oregon is quick and simple. Oregonians can register:

- Online using My Vote.

- By mail using a voter registration form (PDF). This form also is available en Español.

- In person at the county elections office.

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Typography

Choose **one** way to emphasize text.

✓ Register to vote by **October 18th**!

✕ *Register* to **VOTE** by **OCTOBER 18th**!

@mollyampersand

Color

Color

Use light text on a dark background or dark text on a light background.
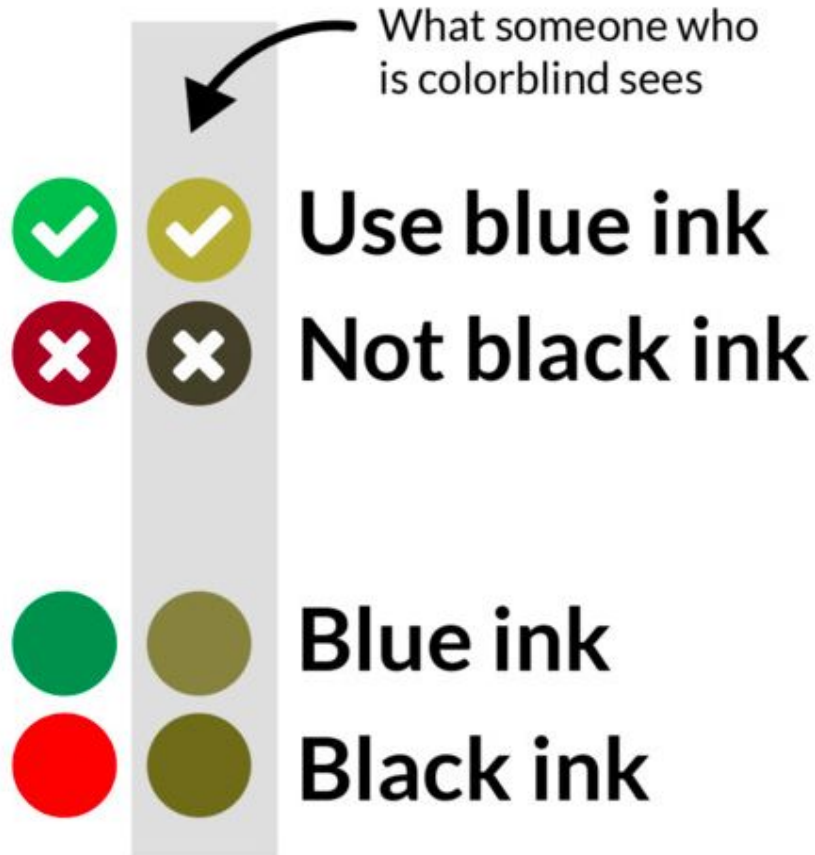
Make sure there's enough contrast.

Color

Don't rely on color to convey important information.

Keep color-blindness in mind.

What someone who is colorblind sees

Use blue ink

Not black ink

Blue ink

Black ink

@mollyampersand

Layout

How information is arranged

Layout

To create hierarchy, make a clear path for the eye to follow.

Use 2-3 font sizes, and no more than 2 colors for text.

✅

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📅 **Deadline:** October 18th

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DEADLINE: OCTOBER 18TH

Layout

Place related items close to each other and leave white space.

✅

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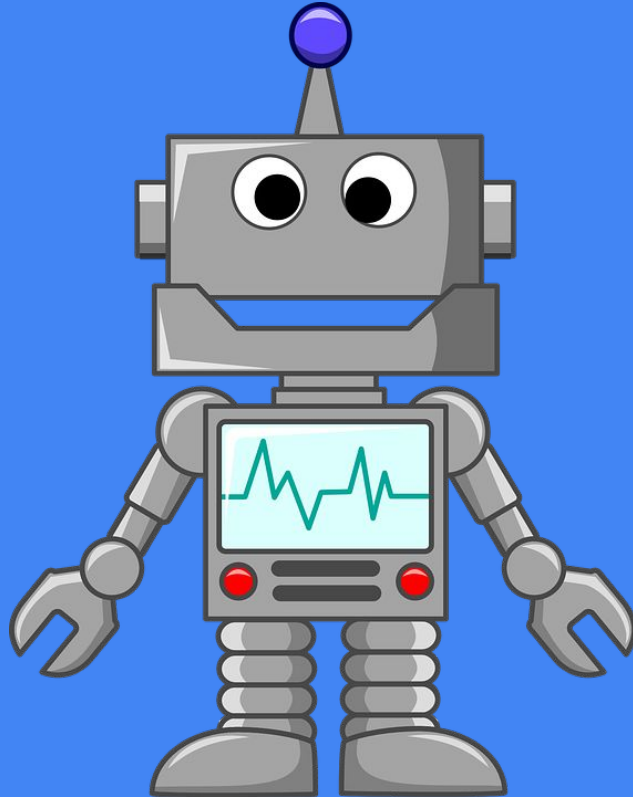
@mollyampersand

Prepare to Present

- Write your speaking points
- Practice with an audience
- Scan the room and make eye contact
- Anticipate questions

Overcome Nerves

- Consider the "worst possible scenario"
- Practice practice practice!
- Annunciate
- Power stance - take up space
- Levity