

City Council PowerPoint Presentation Guide



OVERVIEW

Planning ahead is your most valuable tool to success. Keep in mind that THE PRESENTER has the most important part of the presentation. The visuals should only SUPPORT the presenter, not BE the presentation. The best presentations are ones in which only the KEY WORDS or pictures of key words have been removed from the accompanying speech and are used to add punch to the speech.

OVERVIEW

Remember to KEEP IT SIMPLE! Let the visuals tell your story, but DON'T make your audience READ it. Words will be remembered longer if only a few of them are in print, and effective pictures are worth a thousand words!

COLORS

- ◆ Colors Display Slightly Brighter Than They Appear on PC Screens
- ◆ Avoid Large Areas of Red or 'Hot' Colors Such as Lime Green or Magenta

BACKGROUNDS

- ◆ **Solid, Dark Color or Dark Gradient; No Black, No White, No Textures**
- ◆ **If a Photo Background is Desired, Use ONLY on Title Slide at Beginning or End of Presentation – The Same Photo Becomes Monotonous if Used & Re-used**

TEXT: Fonts

- ◆ No Seraph Fonts; We Recommend Using IMPACT, TAHOMA, FUTURA or ARIAL BLACK
- ◆ Minimum 30-40 Points - Larger Whenever Possible - Some Fonts are Larger Than Others
- ◆ Slides Should be Created in 16x10 Aspect Ratio, Width by Height

BULLET SLIDES

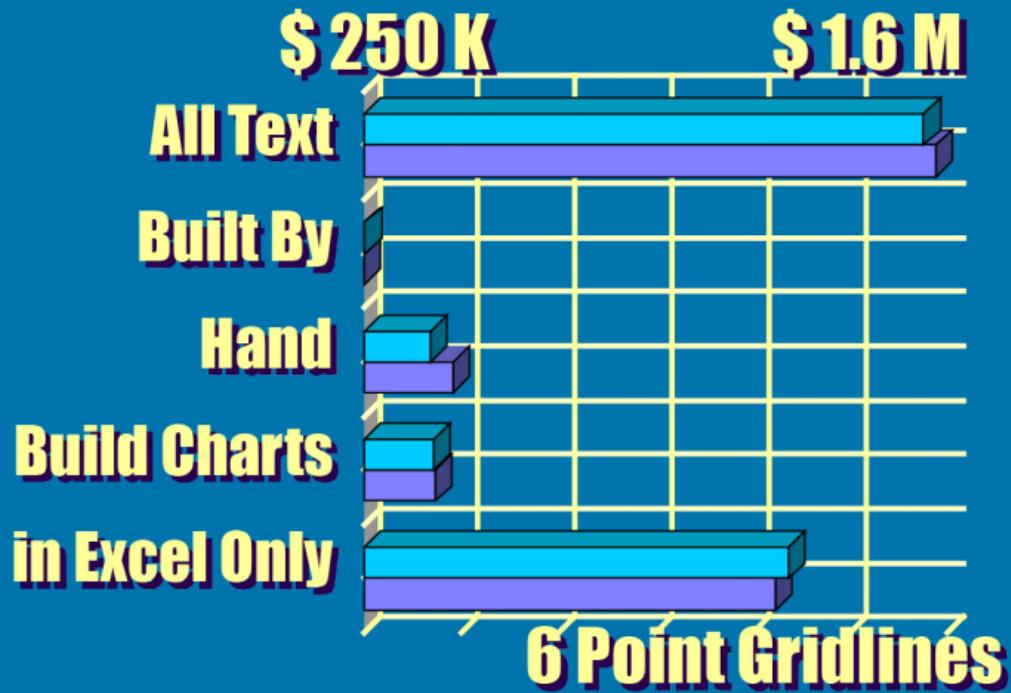
- ◆ No More Than 3-4 Words Per Line
- ◆ No More Than 6 Lines on a Slide
- ◆ Use Title Case for All Bullet Points
- ◆ Do Not Use Full Sentences or Periods – Phrases ONLY
- ◆ Avoid Using Sub-Bullets If Possible
- ◆ Bullets Must Be Large and Solid Color; We Recommend
 - ◆ ■ ● Found in the Monotype Sorts Font

GRAPHS/CHARTS

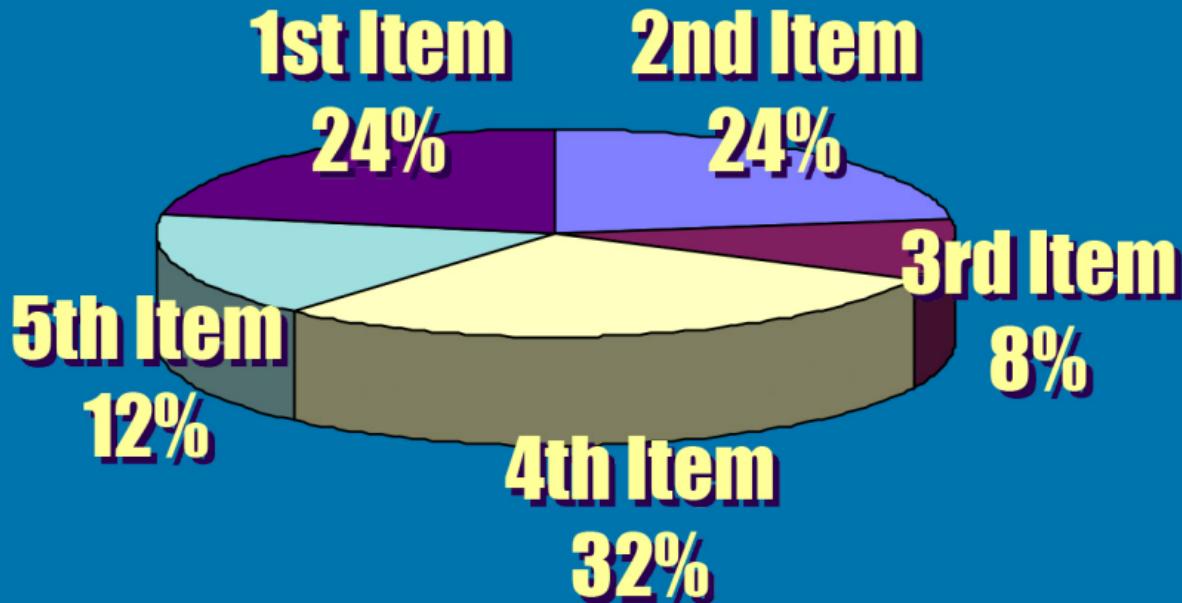
- ◆ Set Chart Backgrounds to Be Transparent
- ◆ Gridlines Must be 6 Point, Recommend Yellow
- ◆ Copy The Chart Into PowerPoint
- ◆ Add Text Boxes In PowerPoint for Labels & Values;
see example:

BAR CHARTS: We Recommend

- Legend
- Example



PIE CHARTS: We Recommend



TEXT COLUMNS

- ◆ Avoid Using Them If Possible, Particularly Columns of Numbers
- ◆ If a Bar or Pie Chart Will Work Instead, Use One!
- ◆ Display No More Than 4 Columns at a Time, Including the Topic Text at Left
- ◆ If You Have More than 4, add multiple pages
Following Example:

TEXT COLUMNS

Fictional Example:	FY 2000
Personal Service	\$270K
Operating Budget	125K
Internal	33K
Capitol Expenditures	250K
Debt Service	70K

TEXT COLUMNS

Things to Avoid

These Cut and Paste
From Excel Is Fast but
Not Viable for TV

	Rate Per Dwelling Unit		
Residential	\$ 30.38		
Multi-Family	\$ 26.83		
Travel Trailers	\$ 15.19		
NON-RESIDENTIAL PROPERTY USE CATEGORIES	Building Classification (in square foot ranges)	Commercial	Industrial/Warehouse Institutional
< 1,999		\$56	\$3 \$56
2,000 - 2,999		\$139	\$8 \$141
3,000 - 3,999		\$194	\$11 \$197
4,000 - 4,999		\$250	\$14 \$254
5,000 - 5,999		\$305	\$17 \$310
6,000 - 6,999		\$360	\$20 \$367
7,000 - 7,999		\$416	\$24 \$423
8,000 - 8,999		\$471	\$27 \$480
9,000 - 9,999		\$527	\$30 \$536
10,000 - 14,999		\$693	\$39 \$705
15,000 - 19,999		\$970	\$55 \$987
20,000 - 24,999		\$1,248	\$71 \$1,269
25,000 - 29,999		\$1,525	\$86 \$1,551
30,000 - 34,999		\$1,802	\$102 \$1,833
35,000 - 39,999		\$2,079	\$118 \$2,116
40,000 - 44,999		\$2,357	\$134 \$2,398
45,000 - 49,999		\$2,634	\$149 \$2,680
50,000 - 59,999		\$3,050	\$173 \$3,103
60,000 - 69,999		\$3,604	\$204 \$3,667
70,000 - 79,999		\$4,159	\$236 \$4,231
80,000 - 89,999		\$4,713	\$267 \$4,795
90,000 - 99,999		\$5,268	\$299 \$5,359
100,000 - 119,999		\$6,100	\$346 \$6,206
120,000 - 139,999		\$7,209	\$409 \$7,334
140,000 - 159,999		\$8,318	\$472 \$8,462
160,000 - 179,999		\$9,427	\$535 \$9,560
180,000 - 199,999		\$10,536	\$597 \$10,719
200,000 - 249,999		\$12,477	\$707 \$12,693
250,000 - 299,999		\$15,249	\$865 \$15,514
300,000 - 349,999		\$18,022	\$1,022 \$18,334
350,000 - 399,999		\$20,794	\$1,179 \$21,155
400,000 - 449,999		\$23,567	\$1,336 \$23,976
450,000 - 499,999		\$26,339	\$1,494 \$26,797
> 500,000		\$31,684	\$1,608 \$32,438

NUMBERS

Lots of Zeros Are Hard to Read, So Avoid Them Whenever Possible Round Off Numbers to Nearest Thousand or Million Abbreviate with 'K' or 'M'

150 K = 150,000

1.2 M = 1,200,000

GRAPHICS & CLIPART

◆ Are OKAY If They:

- Support The Point of The Slide; Only 1 Point**
- Are Not Copyrighted; Use Freeware from Net**
- Are BIG, BIG, BIG; Should Fill At Least 1/4 to 1/3 of slide or more**
- Are Clear and Easy to See**
- Do Not Get In the Way of Slide Text**

CLIPART: Things to Do

Clearwater Housing

- Roofing & Soffits
- Landscaping
- Foundations
- Insulation & Drywall
- Carpentry
- Plumbing



- **Text Brighter for Better Contrast**
- **Larger Graphic**
- **Drop Shadow Added**

PHOTOS

- ◆ Are Recommended If They Relate to the Point of the Slide
- ◆ Must Not Be Copyrighted
- ◆ Should Be Big, Big Big; Fill at Least 1/2 of the Slide;
Preferably ALL
- ◆ Must Be Kept Separate from Text
- ◆ Should Not Be Used as Backgrounds Unless They Contrast
Highly w/Text

PHOTOS

We Suggest Only Using
One or Two Photos Per Slide



EMBEDDED VIDEOS

- ◆ Embedded Video file needs to be included with the power point presentation

OTHER THINGS TO AVOID

- ◆ **Organizational Charts**

- Unless They Are VERY Short, Can't Be Read**

- ◆ **Flow Charts**

- Are Confusing to the Viewer's Eye**

- ◆ **Mission Statements**

- Too Much Text Too Small to Be Read**

- ◆ **Overhead Maps**

- Work Only Without Detail & Area is Small**

WORKAROUNDS

If You *Have* to Display a “Thing to Avoid”

- ◆ Consult with Public Communications to Find Another Way to Display It; There are Usually MANY Alternatives
- ◆ Display only a KEY WORD or Short Phrase from Longer Text
- ◆ Add a Graphic for the Key Word

GENERAL TIPS:

- ◆ **Ask Yourself “If I Were In the Audience, How Would I View This?”**
- ◆ **Sometimes Talking About a Point is More Effective Than Putting Details on a BulletSlide**
- ◆ **When You Rehearse the Visuals in Chambers, Sit In the Mayor’s Seat to See What The Councilmembers Will See**

The Importance of REHEARSAL:

- ◆ **The Better Prepared You Are, the Better Your Chance of Reaching the Goal of Your Presentation**
- ◆ **PRESENTATION PREVIEWS ARE REQUIRED. Call the City Clerk's Office to Schedule a Rehearsal In Chambers No Later Than Two Weeks Before Your Scheduled Presentation Date at 562-4090**

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