

Unit 318 (B&A 57): Principles of business communications and information

Handout 4: Good and bad practice

The following slides contain general examples of what is considered good practice and what is considered bad practice when designing slides.

You may or may not agree.

The following two slides show the same bulleted list, first in lower case and then in capitals.

Which do you think looks best?

Why does your chosen one look the best?

Types of travel

- Car
- Train
- Bus
- Bicycle
- Foot

TYPES OF TRAVEL

- CAR
- TRAIN
- BUS
- BICYCLE
- FOOT

Lower case is considered more restful and easier to read.

The following slide has added bullet points.

Are there too many bullet points?

What do you think?

Types of travel

- Car
- Train
- Bus
- Bicycle
- Foot
- Aeroplane
- Helicopter
- Parachute
- Balloon
- Horseback

Try to aim for no more than four or five bullet points per slide.

This slide shows the text information
in a sans serif font.

This slide shows the text information
in a serif font.

Which do you prefer?

Why?

It is usually considered that sans serif fonts are easier to read on screen as they do not have the decorative stroke that extends the letters.

For printed text, serif fonts are easier to read.

The following slide has more than seven words per line.

Do you think it is easy to read?

This slide has more than seven words per line. Do you think that it is easy to read?

The next slide has similar text but the number of words per line has been reduced.

Compare them and decide which is easier to read.

This slide has no more than seven words per line. Do you think that it is easy to read?

The previous slide has similar text but the number of words per line is greater.

Compare them and decide which is easier to read.

It is usually considered that seven words or fewer per line makes for easier reading.

It is also good to leave a margin of 1.5 to 2 cm on all sides when creating slides.

The next slide contains the same text as the previous slide but has fancy lettering.

I think you will agree that fancy lettering is best avoided.

It is usually considered that seven words or fewer per line makes for easier reading.

It is also good to leave a margin of 1.5 to 2 cm on all sides when creating slides.

Summary

- Lower case can *be* easier to read.
- No more than 4 or 5 bullet points.
- Sans serif font is better for screens.
- **NO MORE THAN 7 WORDS PER LINE.**
- *Minimise fancy lettering.*

The previous slide had too many font types.

Don't be tempted!

Happy designing!