

## Best Practices for Creating Online Presentations

- **Scripts:** Write a script or outline of what you want to say, to make sure the most important things are covered.
- **Dress to impress:** Dress like you are presenting in person
- **Colors:** Think about text and content colors to make sure they are easy on the eyes. For example, light Orange text can be hard to read.
- **Avoid Fluff:** Keep the content tight and to the point.
- **Images:** Choose images that are specific to the topics and that support the topic rather than are just there to grab attention like looped animated gifs but do not add value to the lecture content.
- **Copyright:** Make sure to get permission to use all images, content, video, and music that are not your own to avoid violating copyright laws. Give credit where credit is due, and source all facts and information. If needed, add a reference slide at the end of your presentation.
  - UT System Policy addresses Copyright Fair Use Policy.  
<https://www.utsystem.edu/sites/policy-library/policies/uts-107-use-of-copyrighted-materials>
    - "Sec. 4 Fair Use: Copyrighted materials may be copied or otherwise used without the copyright owner's permission where such copying constitutes "fair use" under the Copyright Act."
- **Quality Audio:** Use a headset or microphone so that the audio is clear and professional. Choose a room with little background and ambient noise. High quality audio recordings ensure the audience can hear everything that is said.
- **Ensure a Strong Internet Connection:** hard wiring your device can help avoid any issues with an unstable Wi-Fi connection, which can affect your audio and screen share quality and overall attendee experience. If that is not an option, ensure bandwidth usage in the household is at a minimum. You will need at least 1.5 Mbps (up/down) to run video and sound on Zoom without interruptions.
  - If you are curious what speeds your internet service is streaming here is a very handy way to check a Wi-Fi signal. With your device in the location where you'll be Zooming, go to [fast.com](https://www.fast.com).
- **Only 1 microphone and speaker system** should be active per physical location. Otherwise the 2 systems may cause a loud screeching sound.

### Best Practices Related to Visuals in Online Presentations

- **Less is More:** Too much text and photos on the same slide can overwhelm the viewer and be hard to read. The less per slide the better.
- **The rule of thumb:** 6-8 words per line, and 5-8 lines of text for each slide maximum.
- **Font Matters:** Choose fonts that are easy to read on computer screens, such as Arial, Verdana and Tahoma.
- **Font Size:** Try to use font size of at least 24-point size if possible, so that it is easier for participants to view and read.
- **Color:** Choose colors that are easy to view and read. For example, do not use dark red on a black background, as this strains the eyes to view.
- **Landscape:** using the landscape layout fits better on participant computer screens.

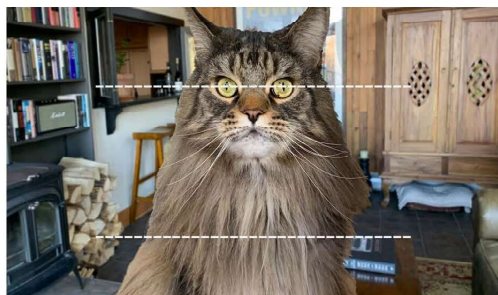
Here are a couple lighthearted videos to gently remind each of us what *not* to do:

- Meeting faux pas: <https://youtu.be/foahp1gxUvQ>
- Life After Death by PowerPoint: <https://youtu.be/MjcO2ExtHso>

# VIDEO SET-UP

*Pro-tips from Jay Corey, Director of Videography*

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**Right**

Approx. 21" from screen - Centered  
Eyeline: top 1/3rd horizontal line, Lighting - Front



**Wrong**

Approx. 21" from screen - Centered  
Eyeline: even w/center line, Lighting - Front



**Wrong**

Approx. 21" from screen - Centered  
Eyeline: bottom 1/3rd horizontal line, Lighting - Front



**Wrong**

Approx. 21" from screen - Off center  
Eyeline: even w/center line, Lighting - Front



**Wrong - too far**

Approx. 36" + from screen - Centered  
Eyeline: even w/center line, Lighting - Front



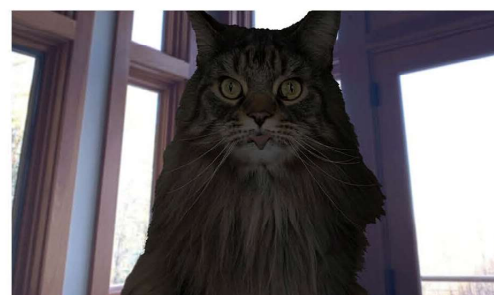
**Wrong - too close**

Approx. 13" from screen - Centered  
Eyeline: top 1/3rd horizontal line, Lighting - Front



**Wrong - Cam. low, subject looking down**

Approx. 21"+ from screen - Centered  
Eyeline: even w/center line, Lighting - Front



**Wrong - Backlight**

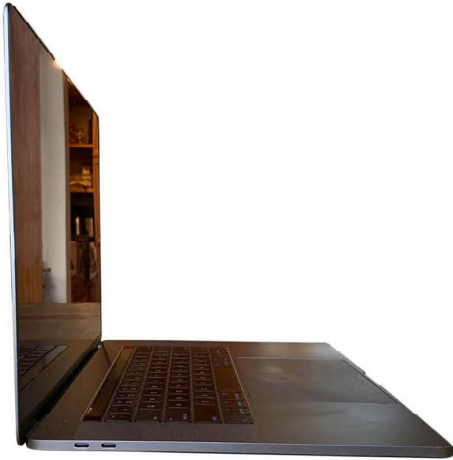
Approx. 21"+ from screen - Centered  
Eyeline: even w/center line, Lighting - Back

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## Right

Approx. 21" from screen - Centered

Camera - whether on phone or computer should be positioned at or just below eyeline  
(If necessary, use books to elevate camera to proper height)



## Wrong

Approx. 21" from screen - Centered

Camera - whether on phone or computer is too low causing the subject to have to look down

