**Essentials of a Good Presentation**

One double-spaced page can be considered the equivalent of two minutes of presentation time. Five pages will thus approximate a ten-minute presentation. You will want to condense your written-out paper into notes from which to give your presentation.

It is very useful to think about how to integrate your images as you prepare the paper. Think about what your audience will see and how these images support your narrative: how can you build your argument around your images? You will want to allow your audience sufficient time to study the images, so don’t switch to a new slide for at least 30 seconds. You can test your image quality by projecting your images full-size on your laptop screen. Captions are often very useful both to your audience, who may not be as familiar with these images as you are, as well as a prompt for your own memory.

Rehearse your talk ahead of time. You might plan to give a “dress rehearsal” in the same room and with the equipment you will be using: invite your friends to attend and ask them to provide you with a critique. Do they understand your argument? Are your images clear? Do they understand all your terms? Reading your entire paper aloud also provides a useful means to realize which points might need strengthening as well as to catch any unexpected mistakes.

**Designing Image Presentations**

Whether using PowerPoint, Keynote, ARTstor's Offline Image Viewer (OIV), or another image presentation tool, these basic principles will help you create effective and professional image presentations.

1. **Use High Quality Images**
   - The most important thing for making an image presentation look good is starting with quality images. A good quality image is one that looks crisp and clear at screen-size. The data projectors in our department and elsewhere on campus have a resolution of either [1024 x 768- Fenwick 428] or [1280 x 800- O'Kane 495]. So a good screen-size image is crisp and clear at 1024 to 1280 pixels wide (if it is a horizontally oriented image), or 768 to 800 pixels high (if it is a vertically oriented image).
   - Do not enlarge small images you find on the Web. They will likely be pixelated when projected.
   - If you are having trouble finding the images you need at a high resolution, please come by the Visual Resources Library, O'Kane 497, for help finding or creating a higher quality image.

2. **Pre-size Your Images**
   - Have your images already sized to screen-size or slightly larger to accommodate different data projector resolutions (see above for screen sizes) before inserting them into your presentation tool. If you insert very large images into the presentation software and then try to resize (shrink) them, your presentation can quickly become a very large file.
   - To resize images in Photoshop Elements, go to Image > Resize > Image Size. Enter an appropriate pixel width or height (as noted above), depending on whether the image is horizontal or vertical. Be sure that the Constrain Proportions box is checked so that the image does not become distorted. Disregard resolution -- in general, this only applies when printing images. The Visual Resources Library offers a scanning station and computers with Photoshop Elements and Adobe CS5 available for use by faculty and students.

3. **Keep Your Slide Design Clean and Consistent**
   - Avoid busy and distracting backgrounds and templates. A black background behind a centered image is perhaps the simplest and most effective format for image presentations.
   - Keep your presentation as uniform as possible. Once you have created a slide, duplicate it to use as a template for your next slide.
   - Use text sparingly, but ensure that it is large enough for your audience to read.
- Use high contrast colors for text, like white on a black background.
- Use an easily readable sans serif font (i.e. no curls, tails or feet on the letters) like Arial or Tahoma, and remain consistent throughout your presentation. Avoid italics, if possible, which can be difficult to read from afar.
- When using text to identify an accompanying image, consider placing the text above the image at the top of the slide, so that audience members whose views may be partially obscured by those in front of them can more readily read the text.
- Try to keep images centered and text in the same location from slide to slide. When text jumps around between slides it can be distracting to the viewer. Remember, the presentation is supposed to focus on the images, not the text.
- Avoid tacky transitions (i.e. animations) from one slide to the next.
- Do not use an image unless it is relevant to the presentation. This includes illustrative clip art.

4. **Mac Users: Don't Drag and Drop in PowerPoint**

- When making a PowerPoint presentation on a Mac, always insert an image from the Insert > Picture menu, do not drag and drop images from your desktop. This can lead to compatibility issues if the presentation is ever run on a Windows machine.

Content courtesy of the Visual Resources Center, Department of Art and Art History, University of Colorado at Boulder. Edited and appended by Janis DesMarais, Visual Resources Coordinator, College of the Holy Cross.