



Guidelines for Visual Presentations and Supplemental Material to Council

Visual Aids

Visual aids for presentations to Council should be clear, simple, and easily visible to the entire audience. The use of visual aids that summarize the major points of an oral report and reduce presentation time is encouraged. Permission to use visual aids should be requested at the meeting of the CPC Subgroup to review oral reports to Council. Copies of the presentation should accompany the oral report submitted to the Governance office prior to the CPC meeting.

The following guidelines will help to ensure that visuals are useful for the presenter and the audience.

General

- Visuals are required to be in the form of PowerPoint presentations.
- To facilitate and expedite their reports, Other Committees of the Council and Joint Board/ Council Committees are encouraged to incorporate into their oral reports one PowerPoint slide containing no more than 3 bullet points and a web address for further information.
- Use of the ACS PowerPoint template is encouraged. (The template is available to committee chairs through the committee's staff liaison.)
- Avoid putting information too close to the edge of the slide.
- Use horizontal (landscape), not vertical (portrait) orientation.
- If you cannot read your presentation on a laptop screen from 10 feet away, it will not be legible to the audience.

Content

- Use key words to help audience focus; avoid complete sentences.
- Limit the amount of text on a slide. A good guide is no more than eight words per line, eight lines per page.
- When applicable, use graphics such as flow charts, tables, or diagrams to replace lengthy text.

Font Type

- Use sans serif fonts such as Arial, Helvetica, or Tahoma in bold.
- Avoid narrow fonts and italics.
- Avoid all CAPS.
- Avoid using word art.

Font Size

- Titles should be large (36-40 point).
- Body copy should be 24 point or greater.

Color

- A dark background with light colored text works best.
- Avoid the use of busy backgrounds.

Clip Art and other Special Effects

- Use clip art judiciously and only when necessary to enhance or clarify your message. Stock clip art is often overused and can detract from your message. Clip art can also greatly increase the size of your file.
- The use of animation and sound effects is discouraged.

Supplemental Material

Supplemental material refers to items intended as background for oral reports and not included in the Council agenda. It may consist of information accessible electronically, paper handouts, or promotional items (brochures, buttons, pins, etc.) intended to promote or highlight a committee activity or program.

In the interest of promoting good practices for sustainable meetings, the distribution of paper handouts at Council meetings is not allowed. Committee chairs are urged instead to include URLs and links to the materials in their oral reports and graphics. These links will be captured by staff and made available in the talking points issued to all Councilors after the meeting.

Permission to provide promotional items (brochures, buttons, pins, etc.) at Council should be requested at the appropriate meeting of the CPC Subgroup to review oral reports to Council. If approval is given by CPC, the committee (coordinated by its staff liaison) is responsible for placing the items on the table provided for this purpose at the entrance to the Council meeting room, where Councilors can obtain them during check-in. Arrangements are to be coordinated with the ACS governance staff. It is suggested that 500 copies/items be made available. The committee (coordinated by its staff liaison) is also responsible for retrieving any remaining materials at the conclusion of the Council meeting.