

Powerpoint – Do's and Don't's

Best Practices to Maximize Your Message

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Do's – Simplicity

- Keep it Simple!
- Minimize the amount of information per slide
- Use Keywords / Lists / Statements
- Use large/clear fonts
- Use a small pool of color schemes
- Space items out

Do's – Information

- Use highlighting to accentuate **Important concepts**
- Contrast your Background and Text colors

BAD	GOOD
<ul style="list-style-type: none">• Low Contrast• Too bright background• Change colors too often	<ul style="list-style-type: none">• High Contrast• Consistent Colors (templates)• Simplicity

- Include Images that help illustrate your topic
- Use the slides as a guide for your presentation

Don't – Get Crazy...

- Crowd your message
- Don't use custom fonts
- ALL UPPERCASE!
- Pick a theme and stick to it
- Too many transitions

Don't – Make it Unreadable

- Dark text with dark backgrounds
- Bright colors
- Going overboard with Images / Graphs
- Keep Images/Graphs legible
- Overload your slides with information

About Bill

Bill Masterson -D4 Case Manager

Bill joined D4 in February 2000, after working in and around many of Rochester's law firms. During his employment at D4, Bill has held many responsibilities, including; Imaging, ESI Processing, Project/Case Management, Training and Technical Support for Hosted Platforms.

Bill has extensive knowledge and certifications in many of the software platforms that are used in the Legal Industry. These include; Concordance/FYI, Summation, Case Map, Clearwell, Riverglass, Law Pre discovery and Relativity, among others.

Thanks for your time!

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