

# Create Your Own Bulletin Board Slide for Public Access TV

Use the suggestions found here to make your message clear on Television.

## Fonts

- Use bold, simple fonts that stand out and are easy to read.
- Avoid using thin, script or elaborate “banner” fonts.
- Make your smallest font size no smaller than 24pt type. Small font sizes can be very difficult to read on a TV Screen.

Good TV Fonts		Bad TV Fonts
<b>Arial Black</b>		Arial Narrow
<b>Impact</b>		Dignity of Labour
<b>Verdana</b>		<i>Sloe Gin Rickey</i>
<b>Times New Roman</b>		Dyspepsia

## Lines and Charts

- Avoid using thin lines. Thin lines tend to “jitter” or flicker on a TV screen, so make your lines 3pt or more thick.
- Don't forget about the lines in Charts and Graphs you create (and remember to mind the font size and styles as well).

	0 pt
	3 pt
	6 pt

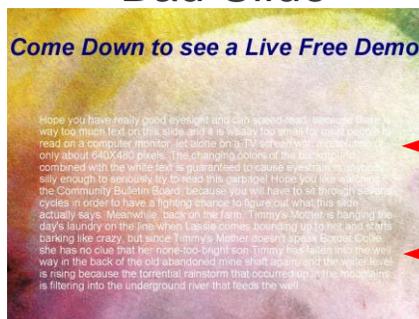
## Backgrounds, Colors & Borders

- Use colors that stand out and are contrasting to the background; i.e., White on Black, Yellow on Blue, etc.
- Avoid bright or pure Red. Bright Red can streak or smear on a TV screen if the set isn't properly calibrated.
- Avoid closely-spaced stripes or plaids in images (because of flickering problems as well as the legibility of text you place over such images).
- Avoid backgrounds with large areas of contrasting colors.
- Not every TV displays a picture the exact same way. To avoid having important text or images cropped off on someone's TV, keep all important text and images away from the edges of your slide (at least 1/2 inch if you are using MS PowerPoint or OpenOffice Impress and at least 50-100 pixels if you are using Photoshop or other image editing software).

### Good Slide



### Bad Slide



Text will be cut off.

Text is too small to read & there is too much of it!

Text color is too light for this background!

## **Remember:**

- Your computer monitor displays images at a much higher resolution than what most Public Access TV stations (including this one) can display. A Standard Definition TV signal approximates a 640x480 computer monitor resolution. Keep this in mind and make your slides as clear as you can.
- If you export your slide to a JPEG or other image file, keep the resolution of the final image between 720x480 and 1024x768, or we will have to resize your image before it goes on the air. This could create unintended glitches in the look of your slide. **REMEMBER:** Landscape design is best.
- Keep your message short and sweet. Answer the questions Who, What, When, Where, Why and How with the fewest words possible.
- Slides are generally only on-screen for between 5-23 seconds per bulletin board cycle. Have someone else “proof-read” your slide with a stopwatch. If they can't read and understand your message in less than 15 seconds, adjust your slide accordingly. People don't like to wait for a slide to cycle around again just to read the rest of your message.