

PowerPoint
in the
Classroom

Two of Three

Slide Design and Layout Hints

Original Slide

America's Favorite Pastime:
Who controls media content and what does that mean?

- Only a small number of men and women produce television and radio. Millions of people consume these media daily.
- As the television proliferated, it became a key communications and marketing tool for advertisers. The public reliance on television, their trust in it, and their passive relationship to it made it an ideal platform for making money.
- Dominick talks about radio and television in evolutionary terms; from the early days of these media as oracles of the American household, to more recent years when both radio and TV have become synonymous with big business.

Header Should be concise and contain three or four words, *max*

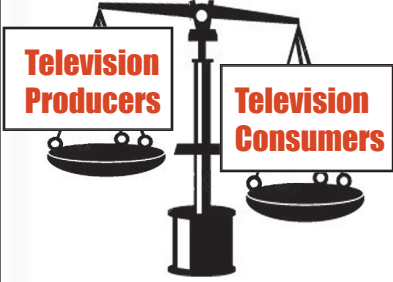
Content Bulleted points should express main ideas, not full (wordy) explanations

Body text A larger, sans serif font would be more readable. More white space would help.

Color Font color should contrast with the background color. Dark text on a dark background is difficult to read.

Improved Slide

America's Favorite Pastime



- Only a small number of people **produce** television and radio
- Millions of people **consume** these media daily

Header Larger than body text

Content General statements that express ideas and serve as springboards for further elaboration/explanation by the teacher

Body text Large, sans serif font that is easy to read from a distance.

Color Font color contrasts with background color (makes it easier to read)

Simple graphic represents the main idea.

The slide has ample white space between and around each element.