

## 10:1a Graphics

### Tips for Creating Graphics for Television

- Keep graphics simple. With so many font, colors and background choices it is easy to make exciting graphics leap off the screen. Unfortunately, it's also easy to make them so overwhelming that your audience can't look at them, much less read them. Red lettering over a colored rainbow may sound like a good idea but reading it is next to impossible.
- Choose only 2 or 3 different sizes of text.
- Use only 1 or 2 different fonts on the screen at the same time.
- Use high contrast colors. Pastels are great for doctor's offices and trendy restaurants, but they don't mix well in TV graphics. If you decide to use a soft tone background, make sure to use a strong color for the lettering. Keep in mind that a certain percentage of any audience is color-blind. Graphics low in contrast will be invisible to these viewers.

## 10:1b Graphics

- Make graphics LARGE. Unless you are rolling credits or creating graphics to superimpose over another video source, your words should fill the screen using a safe area. Take into consideration your audience will be several feet away from the screen when reading. If using PowerPoint software to create graphics, 44 font is recommended.
- Remember the reading level of your audience. Make sure your graphics are geared to your potential audience and they will be able to comprehend the information.
- Leave text on screen long enough. Remember who your audience is and leave the text on long enough so it can be easily read.
- When creating graphics for a project---use font styles that will set a mood or feel for the presentation. Silly titles---silly font; formal graphics----formal font....and so on!

## 10:1c Graphics

- Use a “safe area” when creating graphics. Graphics should fill no more than 80% of the screen (from the center) unless of course you would like to lose some of the text to the outside edges!



- When creating graphics for broadcast using PowerPoint, do not overuse movement and pictures! This will take away from what is being heard in the narration.