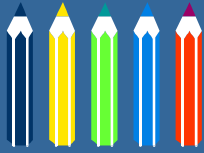


Color in Presentations



Presentation Tips and Techniques

Revised 12/12/02

Color's Importance

- Sways thinking
- Changes actions
- Causes reactions

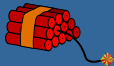


Color Associations

- Blue - calm
- Green - growth



- Red - warning
- Pink / blue ??



Color Associations



MSU



Ole' ?



USA

Color Associations



Additive Colors / RGB

- Red
- Green
- Blue



As more colors of light are added to a combination, the image approaches white.

Subtractive Colors / CYMK

- Cyan
- Yellow
- Magenta
- Black



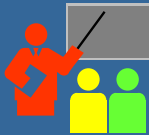
Each color you add to a mixture of pigment takes away part of the spectrum.

Colors used originally in digitally formatted documents (RGB) often will appear differently in printed versions (CYMK) of the same document.



Presentation Formats

- Slide projector
- Computer monitor
- Overhead projector
- LCD panel
- Television screen
- Paper handout

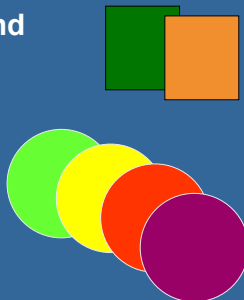


Backgrounds

- Dark backgrounds for projected slides
- White / light backgrounds for transparencies
- Mid-tones for on-screen presentations

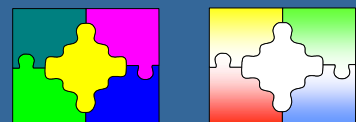
Pallets

- Background
- Text
- Bullets
- Highlights



Pallets

- Enhance your message
- Provide richness and depth
- Personalize the design



Poor Choices

- Competing colors
- Misfit in font style
- Too little contrast in text color and background
- Inappropriate graphic for the message

Summary

- Audience
- Output device
- Message

