Designing effective presentation graphics really boils down to a matter of common sense. Select the appropriate style to deliver your message. Keep it simple, both in its message and its visual style. But most of all, plan ahead. Know who your audience is and determine what you want them to learn from your presentation. In any event, a computer graphics slide-making system like the Xerox 350 can greatly simplify your production task. Creating effective presentation graphics doesn’t have to be a difficult task. Computer technology is here to help.

Raymond K. Gust joined Xerox Corporation in 1982 as a graphics arts specialist, providing technical and artistic support to the Xerox Color Slide Centers. His background includes retail sales promotion and advertising. In addition, Gust has free-lanced as a graphic designer and producer of multi-image slide presentations and audiovisual training aids.

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Common sense

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