



21

Proven Ways to Score the Perfect 10
on **Text Readability**
on Your Slides

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Introduction

Finding amazing visuals is just one aspect of a good design. Your copy is equally important. You have to make it impactful. And even if it is impactful, you have to see if it is arranged and presented in a way that it looks impactful. Many a time, words get drowned in an ocean of text, colors, and the image in the background.

Formatting of text is also a skill that needs to be mastered to create impactful PowerPoint slides or any other design for that matter. This eBook will guide you how to create not just reader-friendly slides but powerful reader-friendly slides.

Besides sharing basic guidelines for text readability, we will teach you the hacks and tricks to solve the issue of poor readability of text on images which is faced by every designer on earth. The goal is to let the content on your slides stand out, demand attention from the audience, and your message to be remembered by the audience.

Difference between Legibility & Readability



LEGIBILITY

is a measure of how easy it is for a reader to distinguish between the letters or glyphs of a typeface. Legibility is part of readability. If a typeface or font is not legible, it won't be readable too.

READABILITY

refers to the ease with which a reader can read the words, sentences and paragraphs on a web page, article or a slide.

Serif or Sans-Serif: Which to Choose

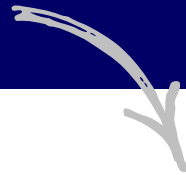
The 2 most commonly used typefaces are - Serif and Sans-Serif.

SERIF FONTS

Fonts or typeface that have a stroke at the end of a letter are called as a Serif font. These have been popularly used in the body copy of newspapers and books as they are very easy to read. The strokes create continuity between each letter of the word making the reading task an easy affair. Serif fonts, however, are low in popularity where reading on screens is concerned.

Most commonly used Serif Font In Presentations:

Times New Roman



Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 . , ! ? - _ : ;

SANS-SERIF FONTS

Fonts without any strokes at the end of each letter are called sans-serif. These fonts have proven to be more readable on screens as compared to serif fonts. That is the reason, PowerPoint presentations use more of sans-serif as compared to serif. Serif can, however, be used to create a timeless look when needed.

Most commonly used Sans-Serif Font in Presentations:

Arial



Another popular font is

Helvetica

Arial aaaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 01234567890



Helvetica aaaa

ABCDEFGHIJKLMN

OPQRSTUVWXYZÀ

ÅÉÎÕabcdefghijklmn

opqrstuvwxyzàåéî&1

234567890(\$£€.,!?)

Section 1

General Guidelines for Easy Text Readability

#1 - Don't Go for Flashy, Difficult to Read Fonts

Using the same font again and again can become quite boring for a presenter. Calibri or Times New Roman can become an eyesore when seen day after day, year after year. The desire to try out new fonts from the PowerPoint's Font library is totally understandable. But that desire can lead to disastrous results when the font choice is random, totally irrelevant to the nature of the content, and difficult to read.

Hard to Read

Comic Sans is a death-knell for formal presentations. Your audience is not in an elementary school.

French Script MT scores not only low on readability but also on relevance to this slide. It's more apt for greeting cards.

Property
Purchase: To Buy
or Not to Buy

- Buy a land and build that asset.
- Price of houses nearby.
- Forecasted future rent

*... Perform your own
home property survey*



Easy to Read

Arial may be a cliché font but it is easier to read and relevant to business presentations. Use bold, italics to highlight a message if you wish to.

PROPERTY PURCHASE

To Buy or Not to Buy?

1. Buy a land and build that asset
2. Price of houses nearby
3. Forecasted future rent

*... Perform your own
home property survey*



#2 – Avoid Condensed Fonts

Condensed fonts naturally tend to have each letter of the word sticking to each other. This makes the text illegible and difficult to read. Condensed fonts look good when applied to a single word and that too when it is not too condensed. If you like a condensed font and wish to use it, increase its character spacing from the **Home** tab.

Hard to Read

Bernard MT Condensed strains the eye and exerts effort for reading.



**BIG DATA
CHARACTERISTICS AND
PROCESS**

Easy to Read

Asimov is a san-serif font, loose and relaxed making it suitable for reading on screen.



**BIG DATA
CHARACTERISTICS
AND PROCESS**