



**EVENT
LEADERSHIP
INSTITUTE**

Technical Meeting & Event Production

Bad Presentations

We know it when we see it...

Thousands of books and articles

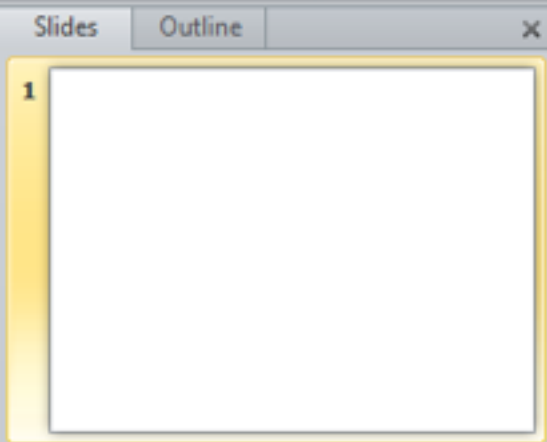
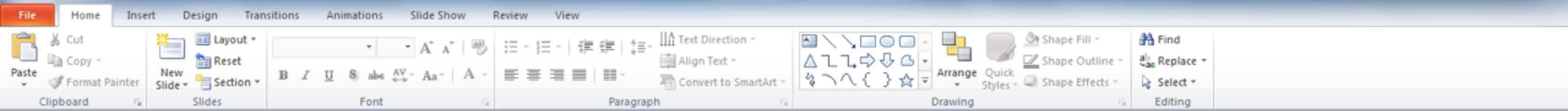
Improve presentations *without* changing content

Week Five: Lesson One

The Big Three:
Aspect Ratios







Click to add title

Click to add subtitle

Click to add notes



My Crappy Presentation

← “Pillarboxing” →



“Letterboxed”



“The Stretch”

Oops.



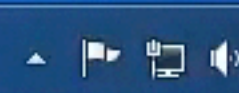
Exotic Aspect Ratios



Setting the Aspect Ratio



Recycle Bin



4:18 PM
11/24/2013



A word about Keynote

Loss of Functionality

Multiple, incompatible versions

Some companies are slow to update

May be incompatible with older versions

IF NOT MOST RECENT VERSION

Aspect Ratios

A word about combining decks...

The combining of all presentation decks into a single presentation deck

Can wreak havoc on aspect ratios

Keep that PowerPoint Updated!

Week Five: Lesson Two

The Big Three:
Master Slides

Master Slides

Master Branding across presentations

More than a logo- consistency

Keep you grounded in sound design principles

Design Principles

Title Text

- ❖ Body Level One
 - ❖ Body Level Two
 - ❖ Body Level Three
 - ❖ Body Level Four
 - ❖ Body Level Five

Click to edit Master title style

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - » Fifth level

11/24/2013

Footer

<#>

Master Slides

Master Branding across presentations

More than a logo- consistency

Keep you grounded in sound design principles

Page Setup Orientation Page Setup

Themes

Colors Fonts Effects

Background Styles Hide Background Graphics Background

Slides Outline

1

Click to add title

Click to add subtitle

Click to add notes

Master Slides

Master Branding across presentations

More than a logo- consistency

Keep you grounded in sound design principles





bing

Transitions

Not used in most presentations

Easy to add

Adds a level of polish and professionalism

“Apply to All” is your friend

The Big Three

Size does matter (oh, and shape)

Yes, Master (Template)

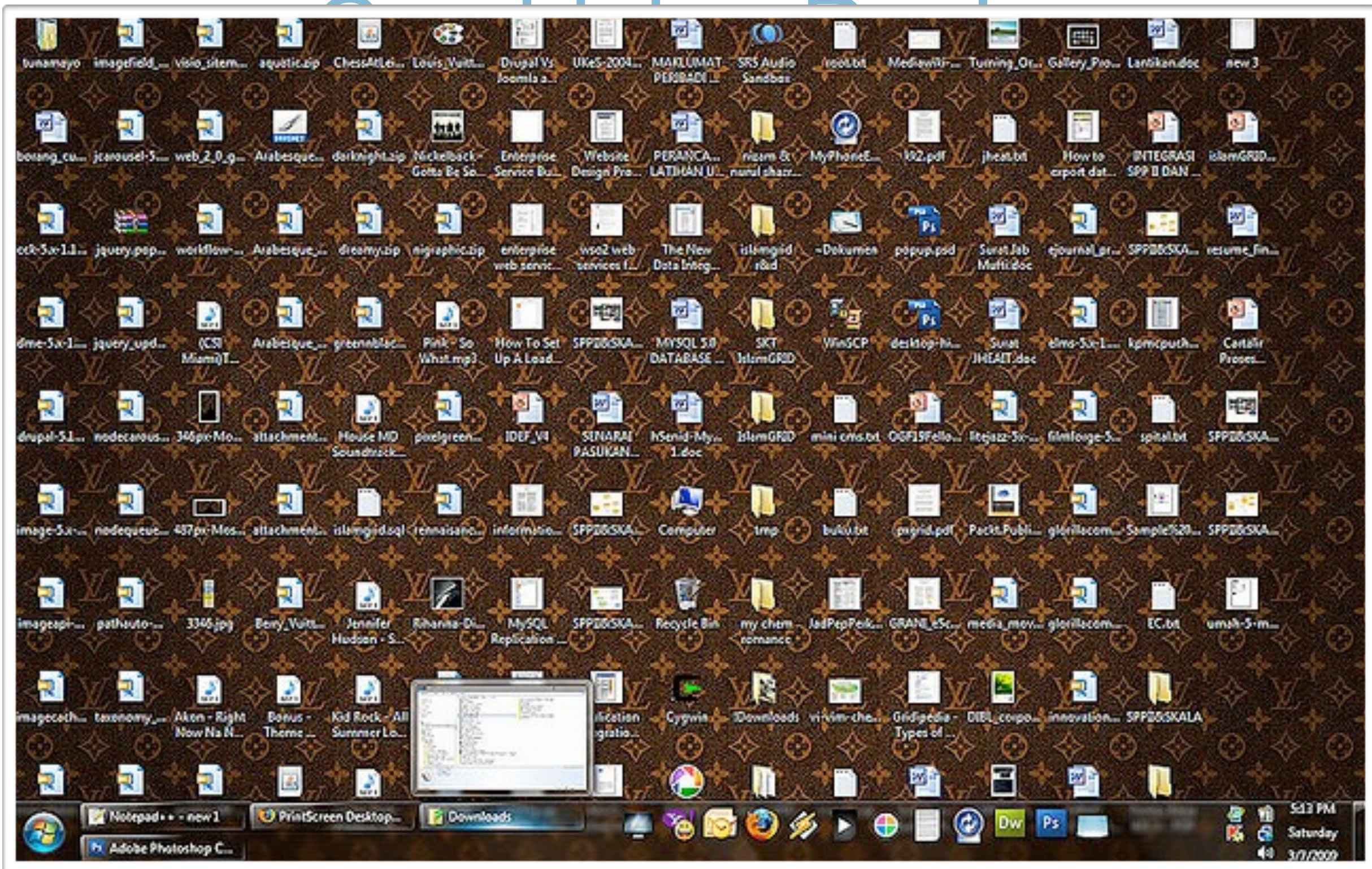
Be a Smooth Criminal

Week Five: Lesson Four

Presentations: Common Problems
(and Easy Fixes)

Problem: Multiple Presentations

- Multiple presenters bringing individual PPTs
- Multiple presenters bringing own laptops
- Difficult to coordinate
- Lots of points of failure
- Can be aesthetically displeasing

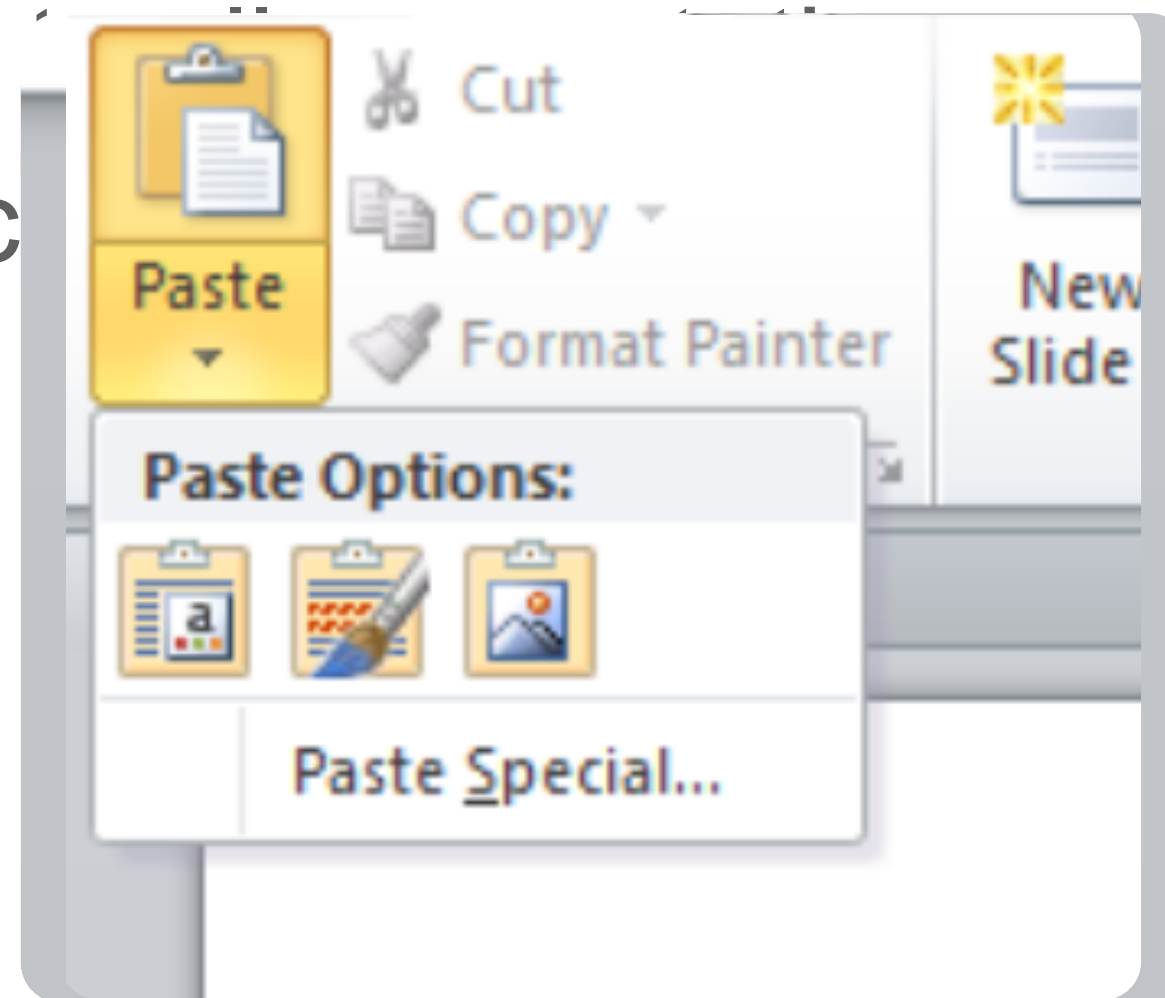


Easy Fix: Combining Decks

- Uniformity to all presentations
- Reduces complexity at run time

Easy Fix: Combining Decks

- Uniformity
- Reduces clutter
- Be sure to combine decks



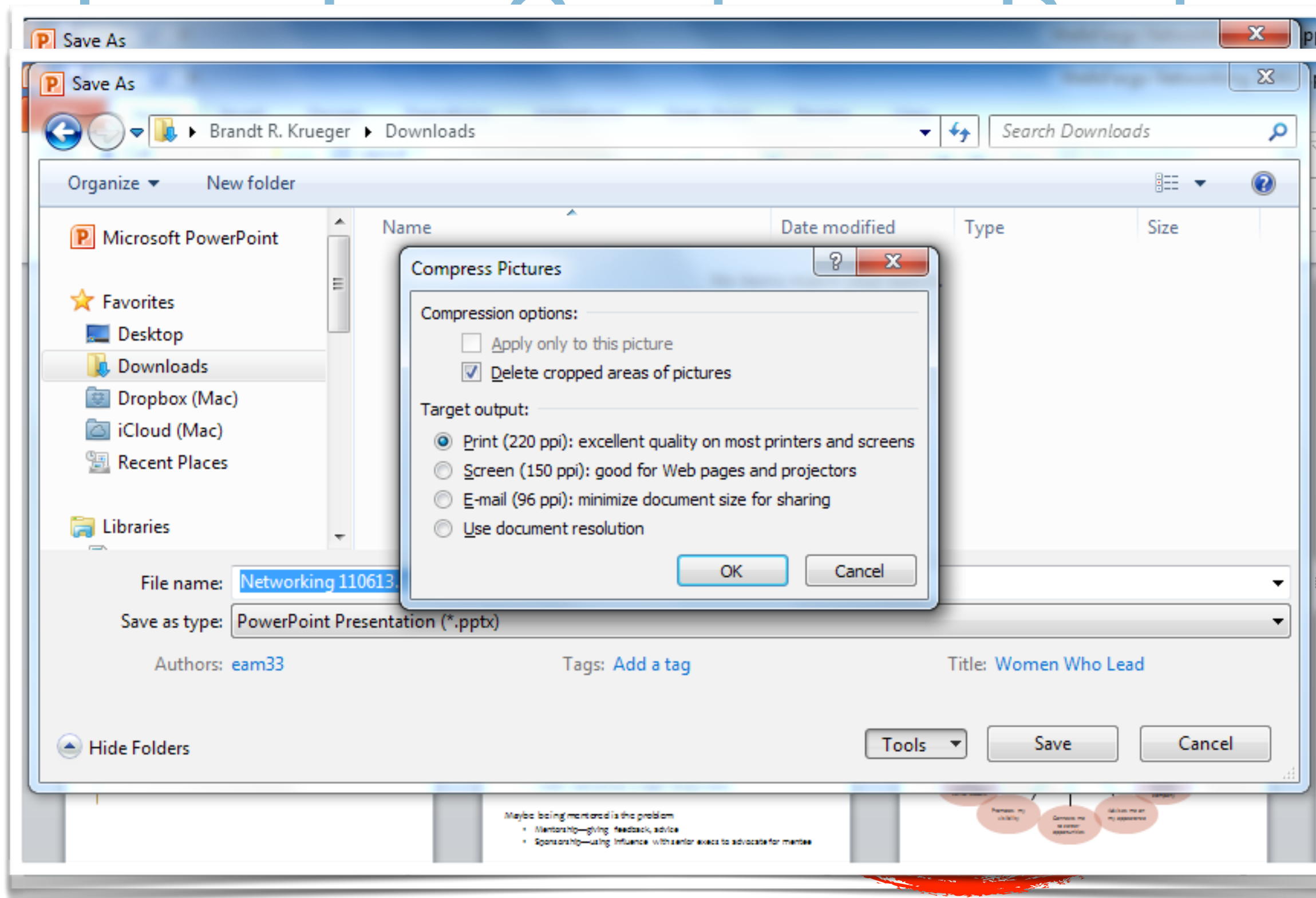
“matting” when
masters

Easy Fix: Combining Decks

- Uniformity to all presentations
- Reduces complexity at run time
- Be sure to use “keep source formatting” when combining decks using different masters
- Not a good idea for last minute changes

Easy Fix: Combining Decks

- Uniformity to all presentations
- Reduces complexity at run time
- Be sure to use “keep source formatting” when combining decks using different masters
- Not a good idea for last minute changes
- Compress Images to save space



Problem: “Server Unavailable”

“It worked fine at home”

“Can you play this video
when I start talking about cats?”

http://www.youtube.com/watch?v=q1dpQKntj_w

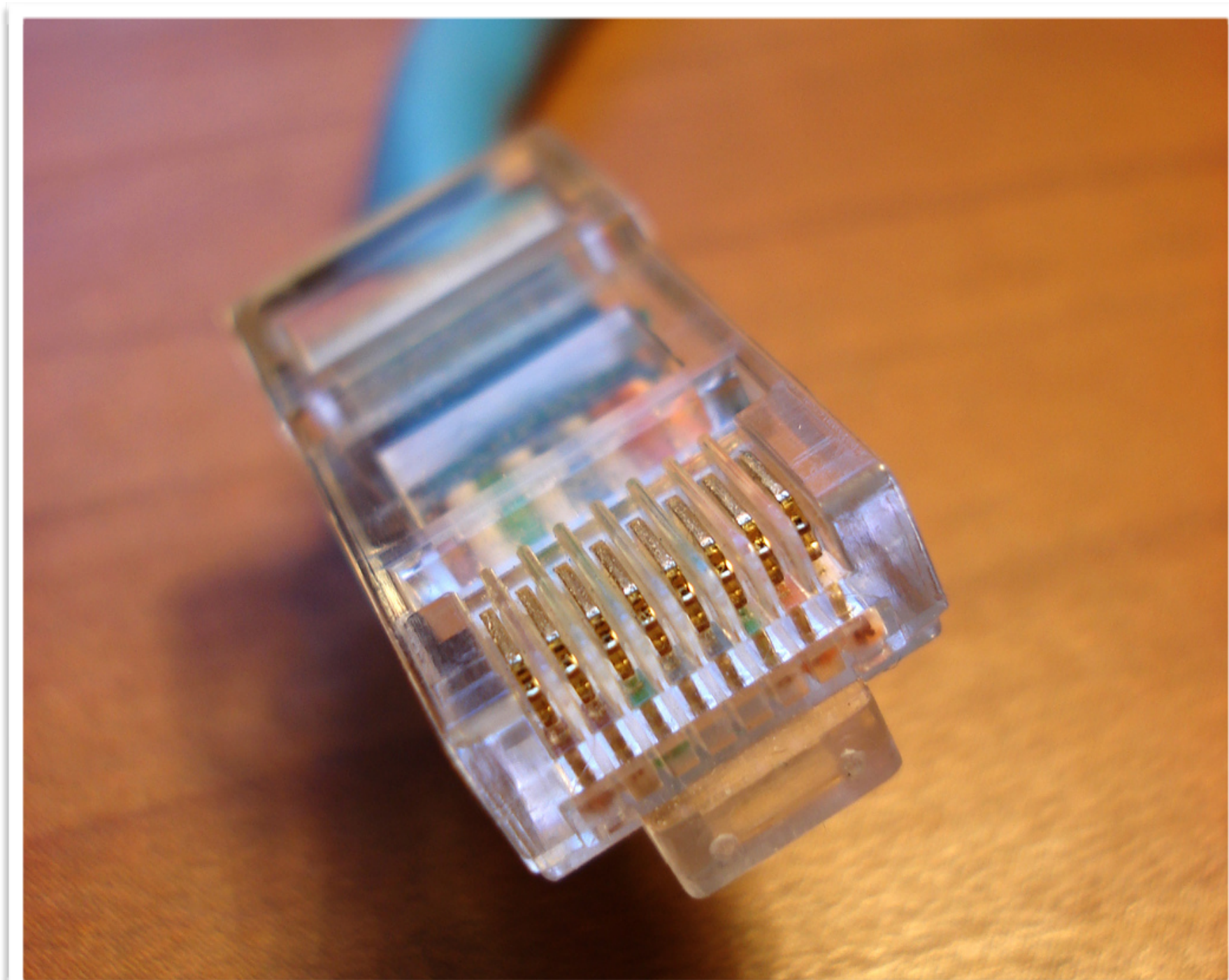
Easy Fix: Monitor your Content

“Does
Don
Get
Can
Som
Avoi

ess?”

Event Technology						
Room:	Platinum F-G-H	Date:	11/6/2013 - Wednesday			
Meeting:	Webcast	Start:	5:00 AM	End:	2:30 PM	
Description	Qty.	Rate	Total			
Internet						
Bandwidth per 1 Mbps	3	\$600.00	\$1,800.00			
High Speed Internet Access	1	\$375.00	\$375.00			
Network Configuration and Tech Support	1	\$125.00	\$125.00			
Static Public IP Address	1	\$425.00	\$425.00			
Room	Meeting	Date	Start	End	Total	
Platinum F-G-H	Webcast	11/6/2013	5:00 AM	2:30 PM	\$3,639.16	
					Rental:	\$2,600.00
					Labor:	\$125.00
					Service Charge:	\$624.00
					Tax:	\$290.16
					Total:	\$3,639.16

A Tale of Internet Woe

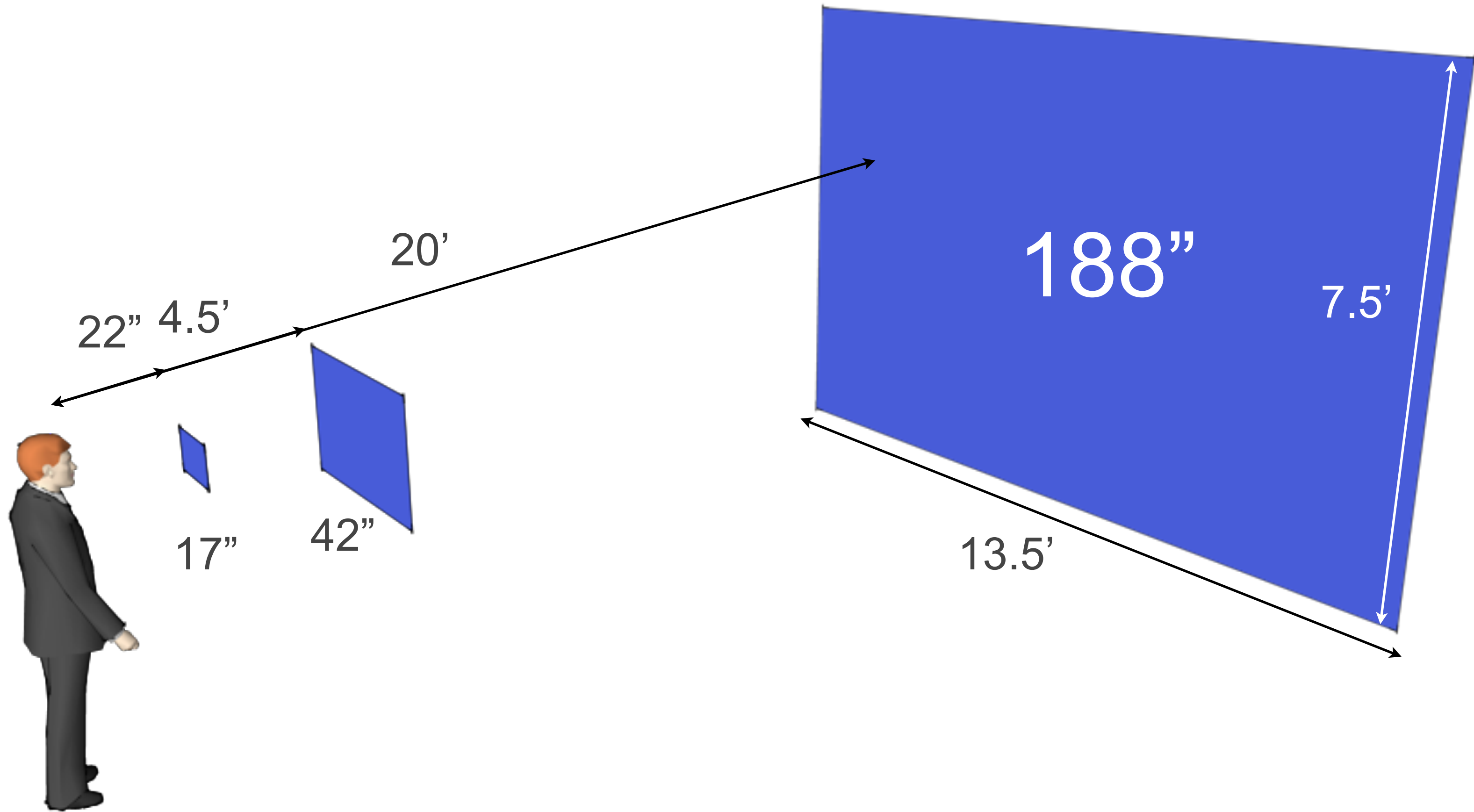


Problem: Content Legibility

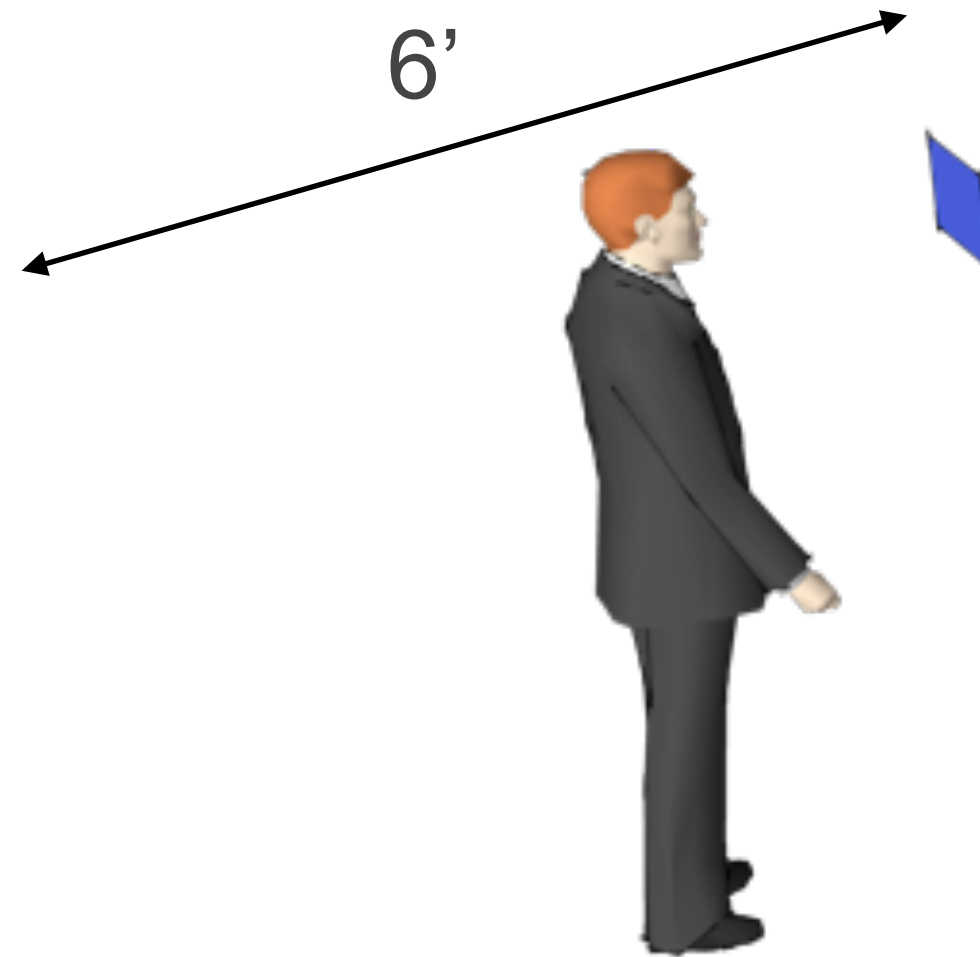
Too small text/graphs/bullets

Chunky graphics/video due to low resolution

Mostly caused by working two feet away
from monitor, laptop



Fix: The Six Foot Rule



Problem: Low Contrast

- Colors washed out, making graphics, text difficult to see
- Dark videos or images
- Conversion or use of print
- Caused by bright, but low or old equipment



Fix: Avoid Low Contrast Content

- Use high contrast colors
- Avoid dark graphics and videos (night scenes, etc.)

Problem: Images / Text Cut Off

Rear projection screens

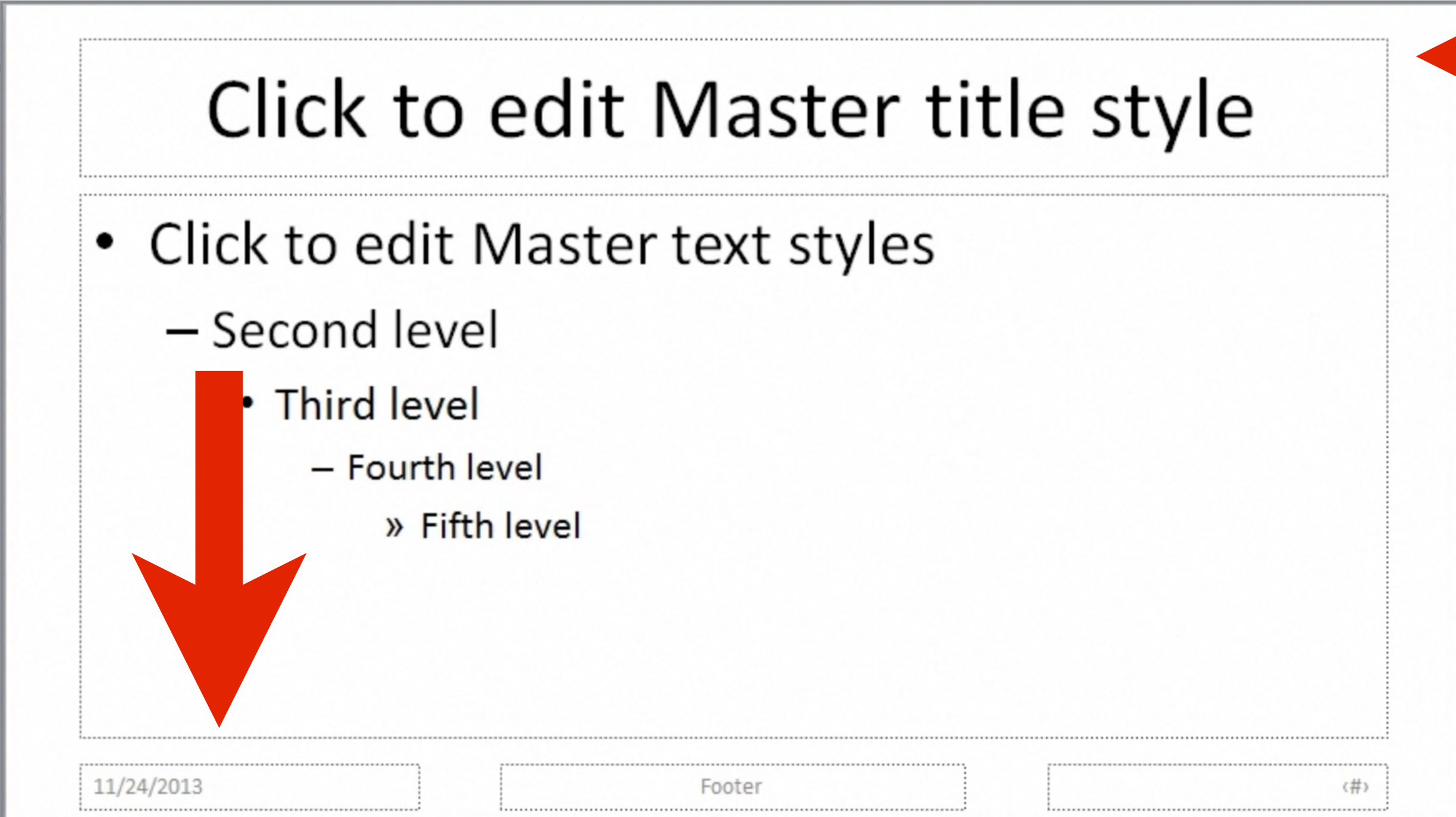
Lazy techs?

Things placed right to the edges of the screen

Equipment cropping

Easy fix: 20% gutter

Ar
De



Click to edit Master title style

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - » Fifth level

11/24/2013 Footer <#>

IS

Who Runs the Gear

PowerPoint / Presentation Specialist

Week Five: Lesson Five

Video, Presentation
and Print Graphics

Introduction and History

Introduction- Alphabet Soup

PNG

BMP

3GP

TFF

FLV

PS

GIF

WMV

MP4

MOV

EPS

JPG

AI

SVG

PDF

M4V

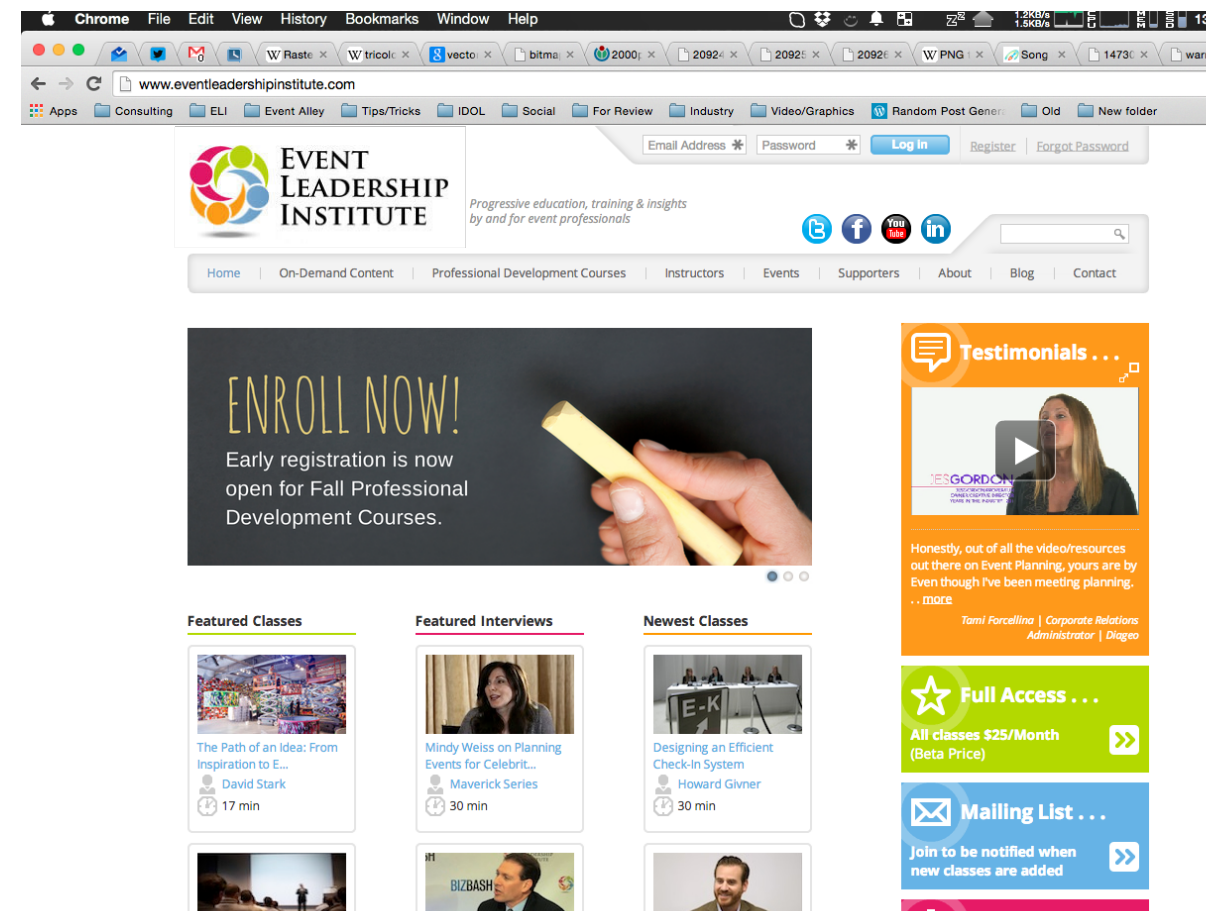
PSD

AVI

TARGA

Introduction- Alphabet Soup


Why does it matter?




Introduction- Alphabet Soup

Why does it matter?


ENROLL NOW!
Early registration is now open for Fall Professional Development Courses.




Featured Classes



The Path of an Idea: From Inspiration to E...
David Stark
17 min




Presentations & Presenters: Best Practices
Brandt Krueger
97 min




Prospecting for New Business
Howard Givner
44 min




Featured Interviews



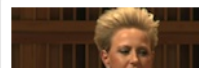
Mindy Weiss on Planning Events for Celebrit...
Maverick Series
30 min




Allan Kurtz on Managing Tavern on the Green
Maverick Series
14 min



Christina Neault on Producing Fashion Week
Maverick Series
15 min




Newest Classes



Designing an Efficient Check-In System
Howard Givner
30 min



David Stark



Career Insights: Haley Carlson of Tribune P...
11 min



Honestly, out of all the video/resources out there on Event Planning, yours are by Even though I've been meeting planning...
... more
Tami Forcellina | Corporate Relations Administrator | Diageo

★ Full Access ...
All classes \$25/Month (Beta Price)

✉ Mailing List ...
Join to be notified when new classes are added

↓ Check Out ...

- Dec. 16 | Decoding the Alphabet Soup of Graphic & Video File Types for Print, Web & Projection Screen | FREE Webinar
- Jan. 19 | Event & Meeting Management Fundamentals | 10 week online course
- Jan. 26 | Fundraising Event Management | 8 week online course
- Feb. 2 | Wedding Planning Fundamentals | 8 week online course
- Feb. 9 | Technical Meeting & Event Production | 4 week online course
- Feb. 9 | Event & Meeting Management Fundamentals | 12-week in-person course | NYC



Introduction- Alphabet Soup

Why graphics matter:

- Affects overall quality of your event
- Affects budget
 - Costly Reprints
 - Onsite Labor
- Vendor Communication

How we got here

History- How did we get here?

Print History

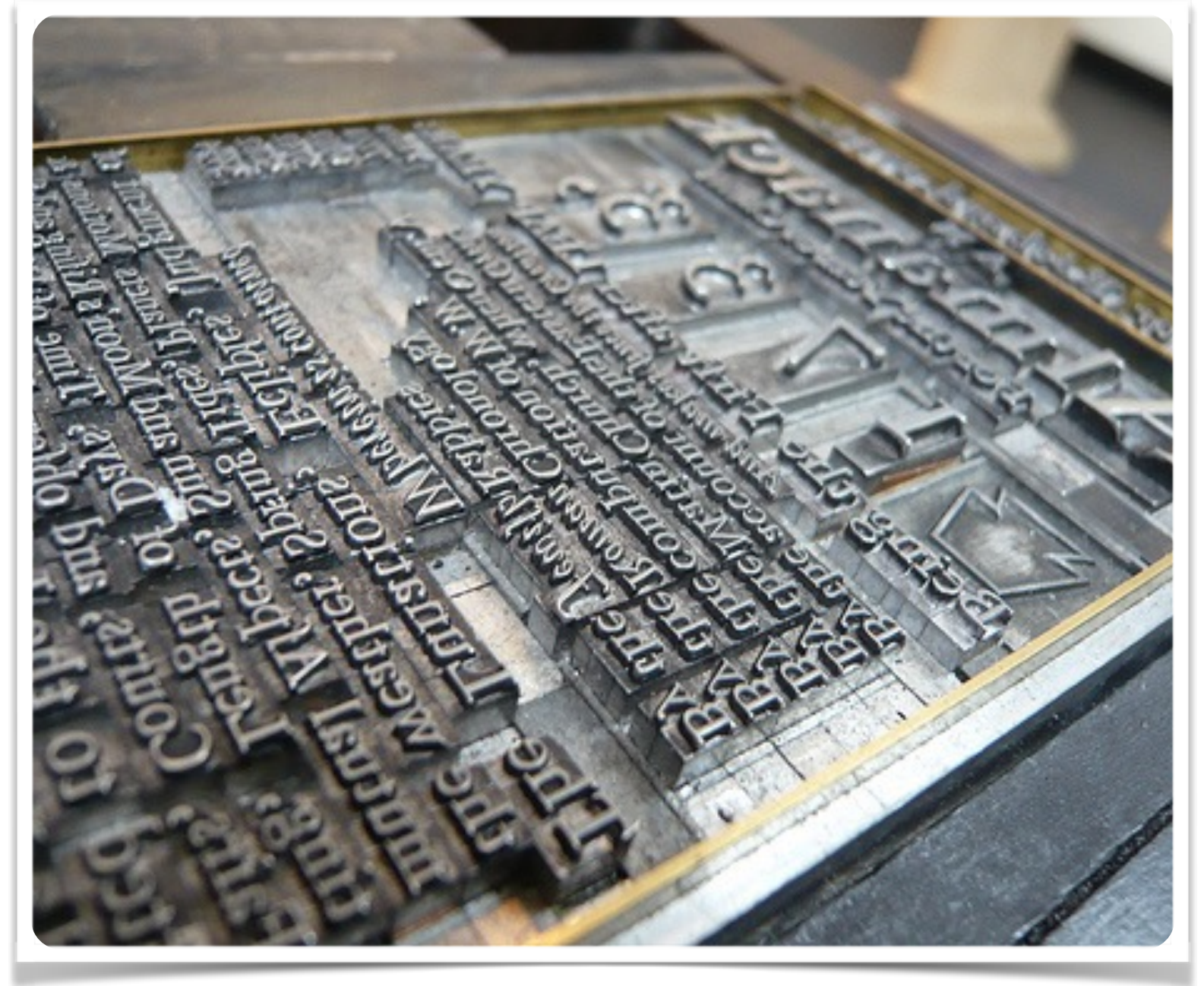
Video History

Computer History



Print History

Single color press

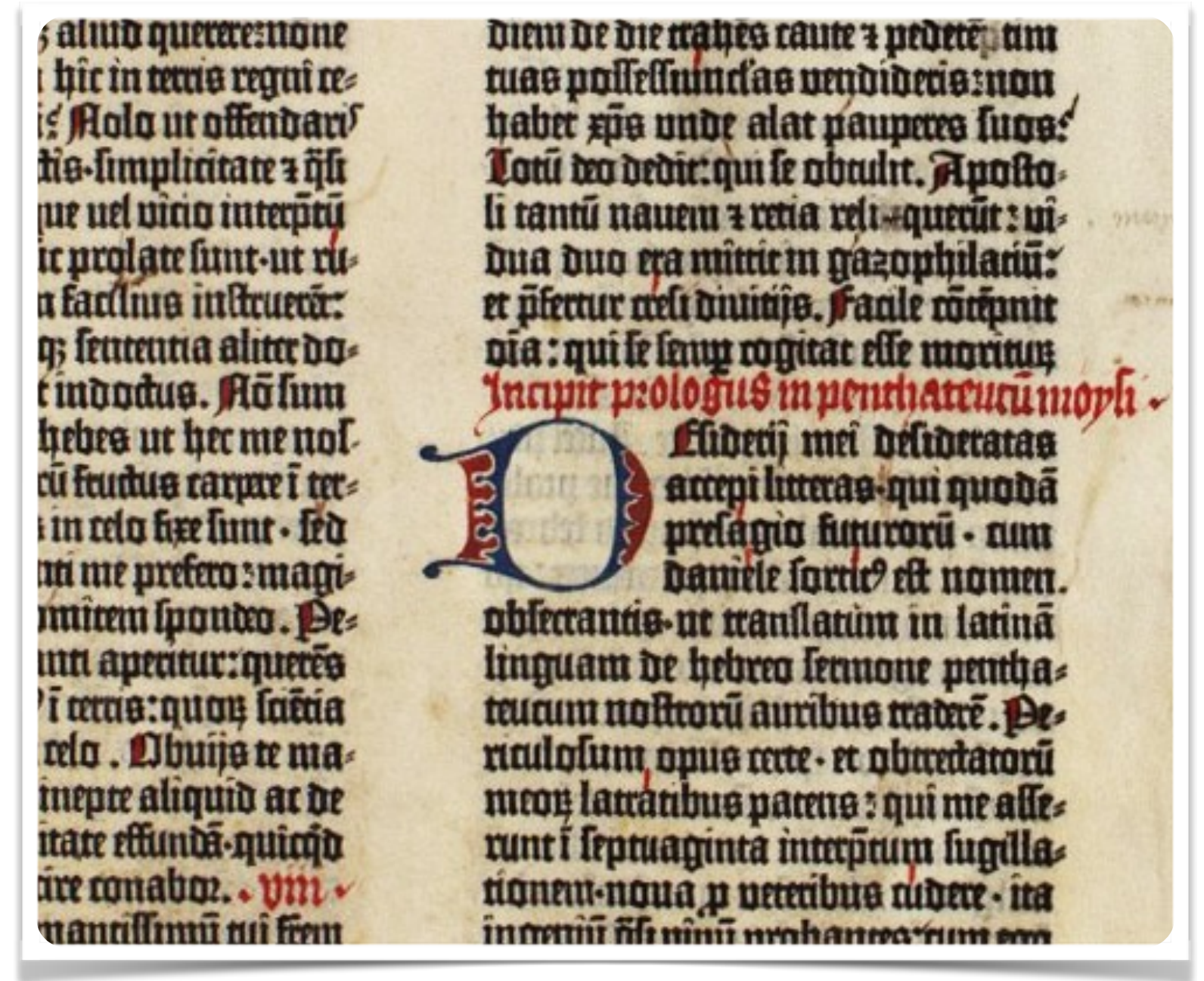


Print History

Single color press

Multi color press

Multiple Pressings



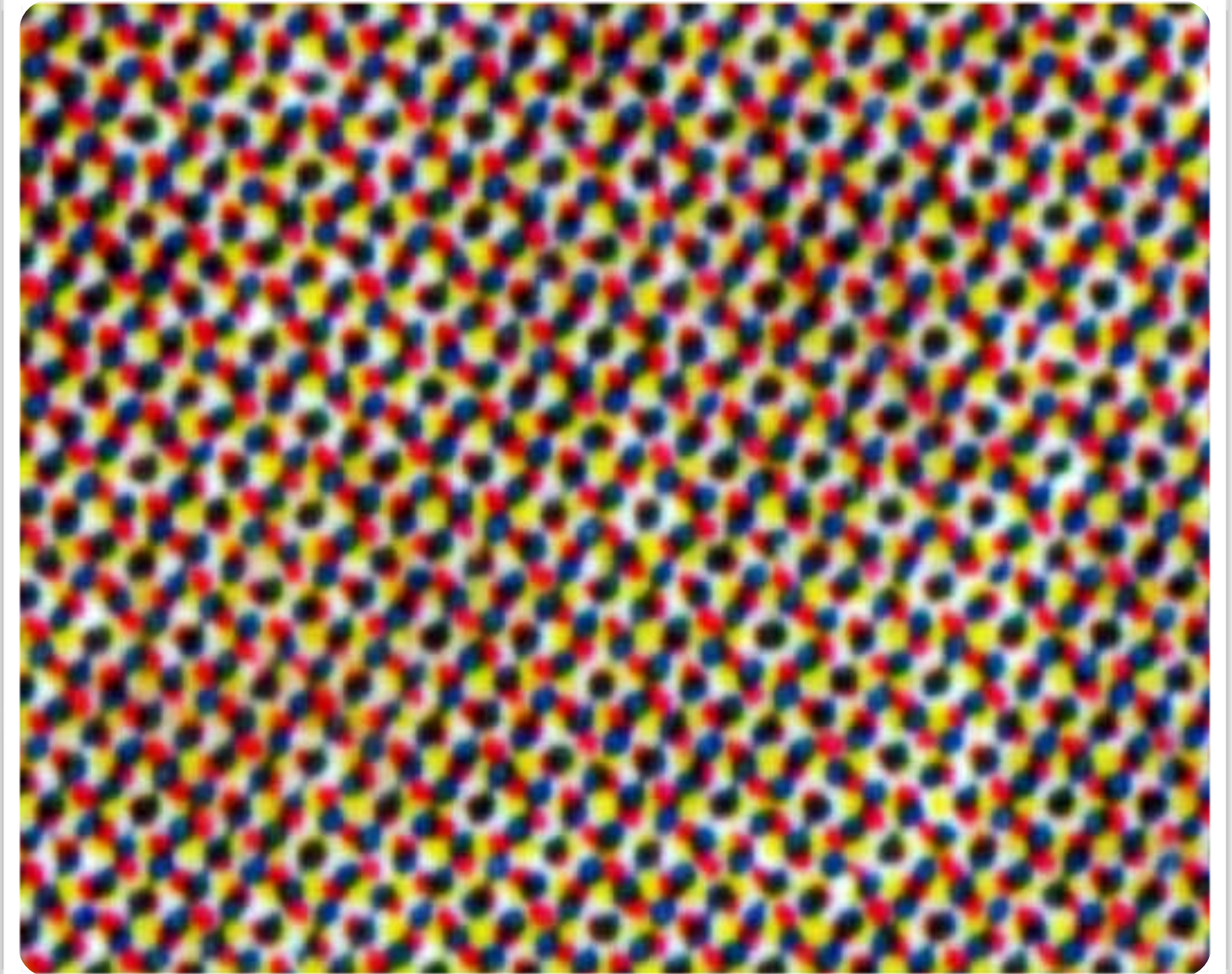
Print History

Single color press

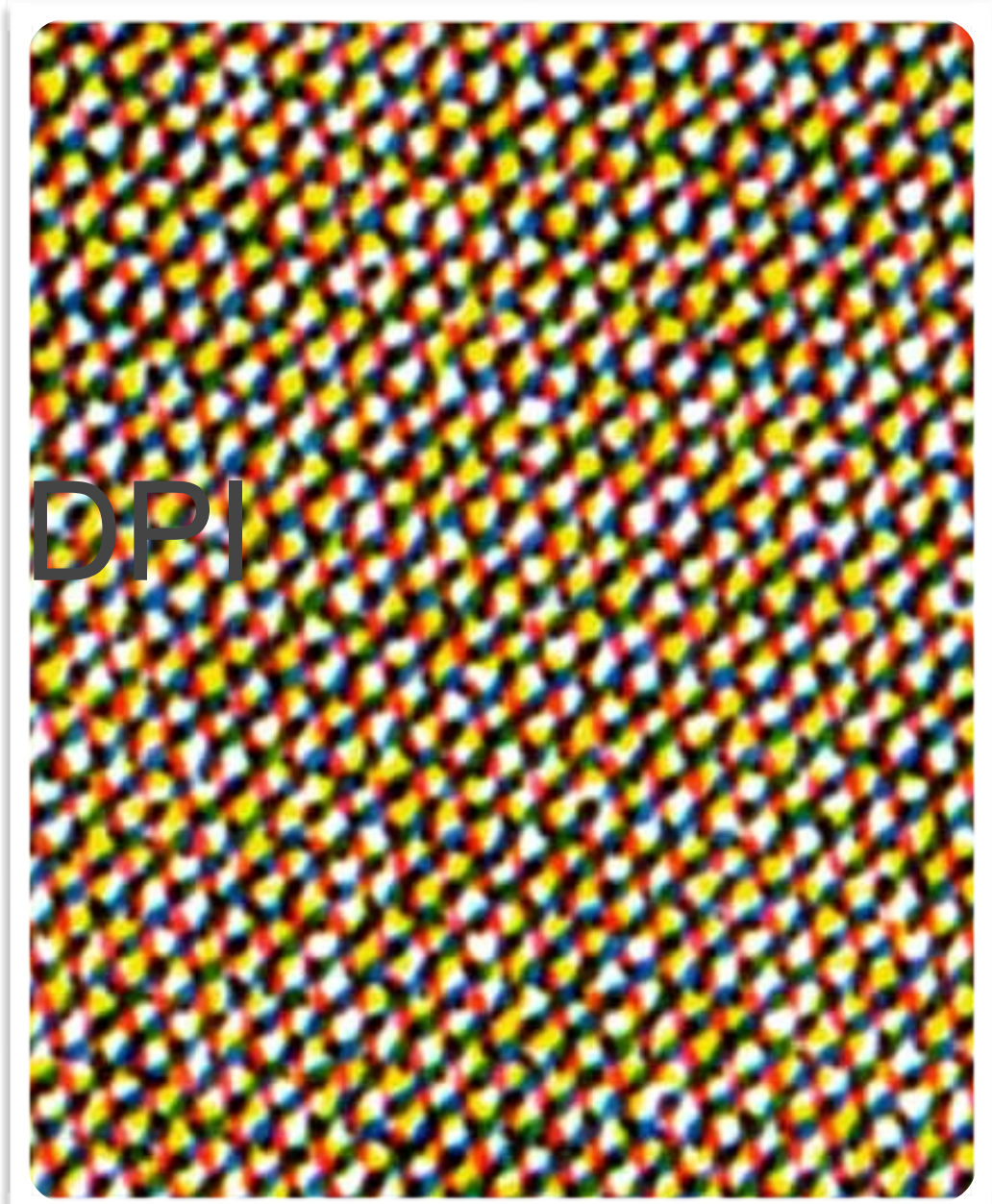
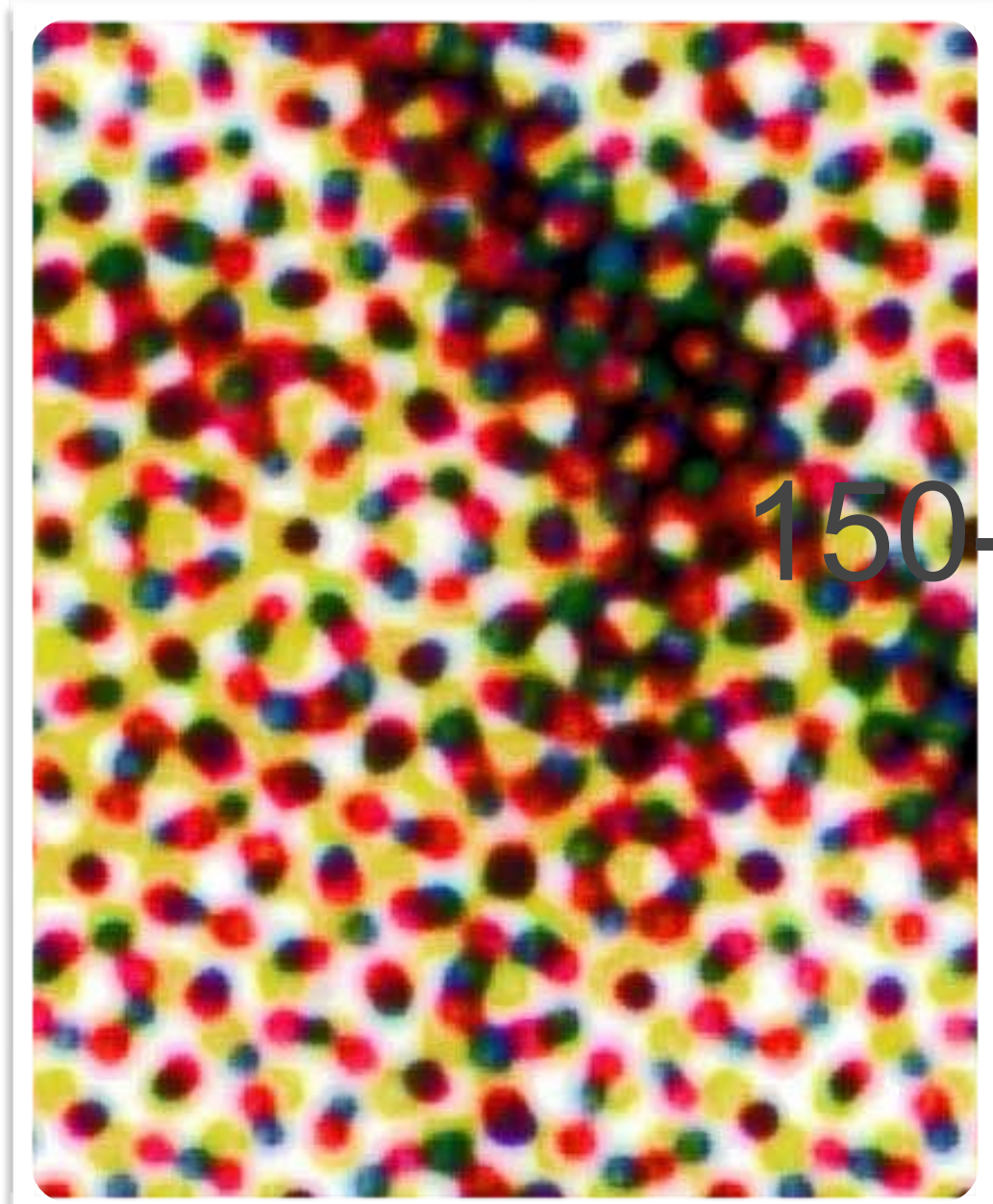
Multi color press

Multiple Pressings

Tricolor Rosettes



DPI

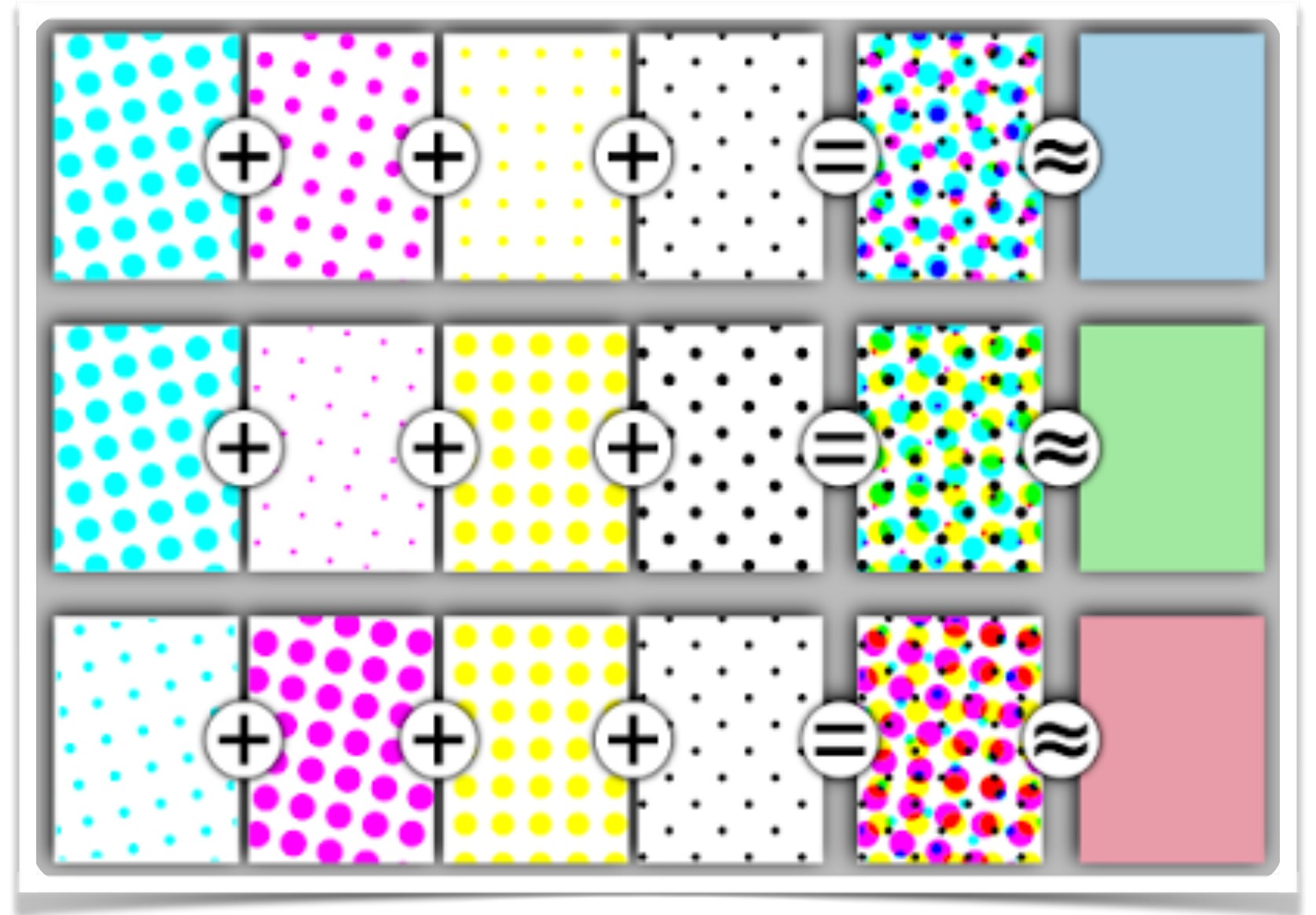


150-300 DPI

Dots Per Inch

Print History

Single color press
Multi color press
Multiple Pressings
Tricolor Rosettes
Four Color
Rosettes



Print History

Single color press

Multi color press

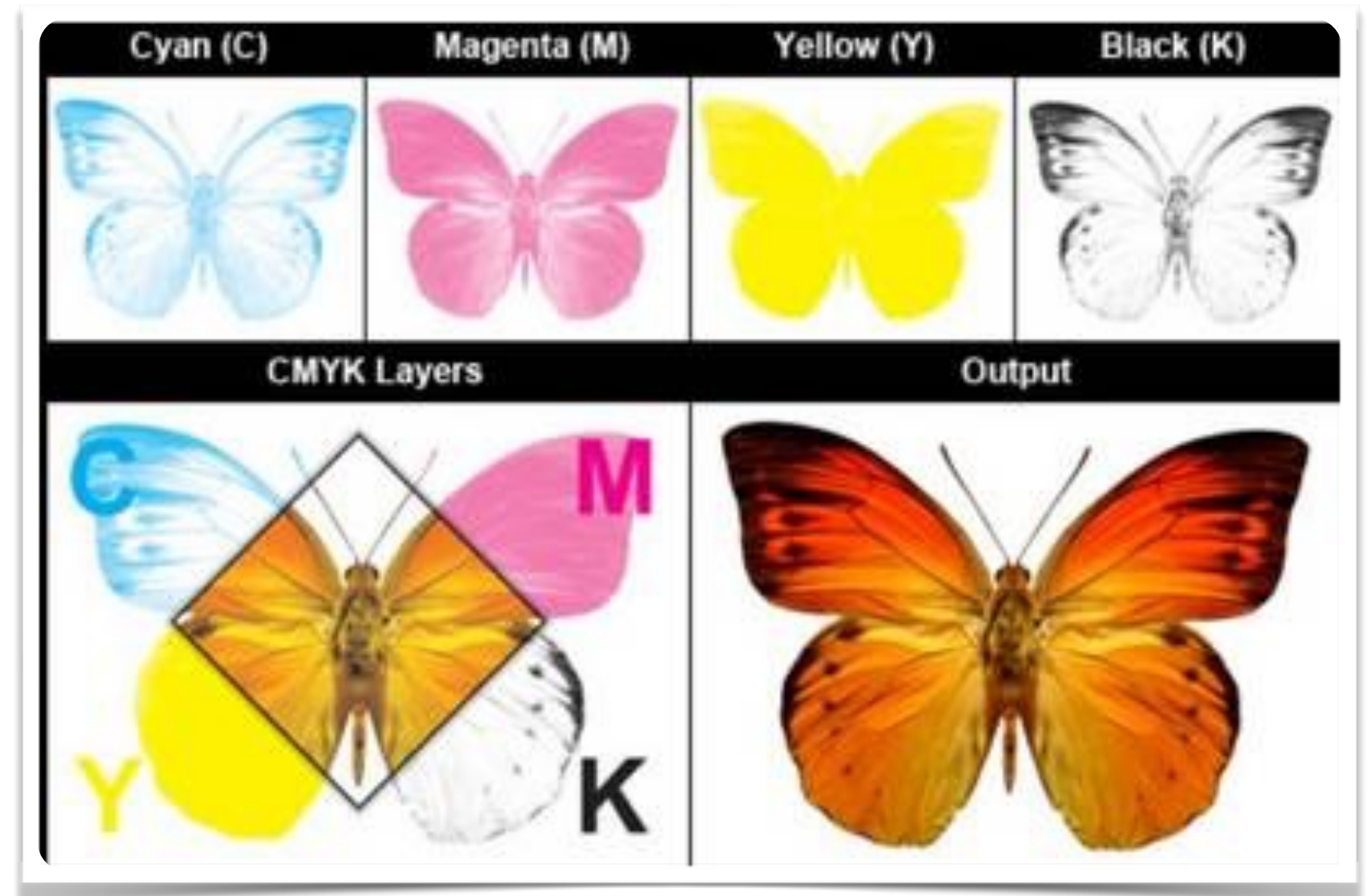
Multiple Pressings

Tricolor Rosettes

Four Color

Rosettes

Mixed



Print History

Takeaways:

- Color is created by combining inks, either through rosettes or color mixing
- CMYK
- Image quality is affected by the number of dots per inch in the image. (300 DPI)

Week Five: Lesson Six

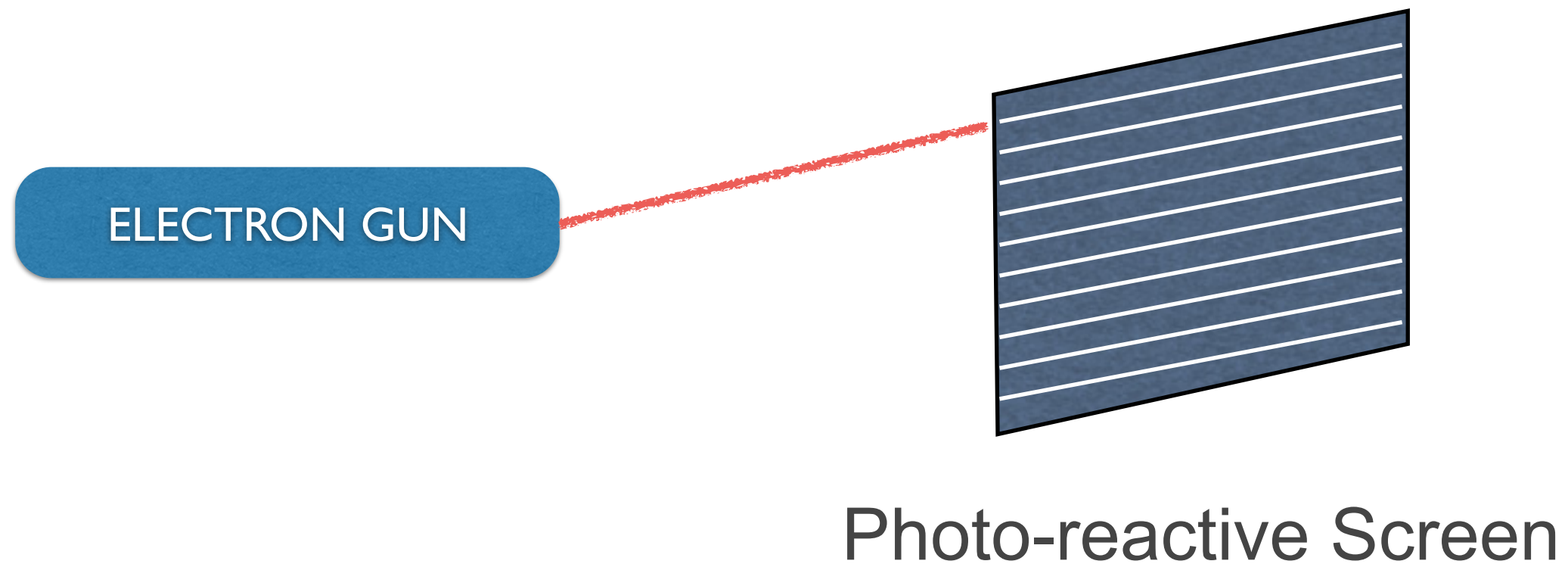
History of Video and Computer Graphics

Video History

Television

Black and White

“Resolution”
“Refresh Rate”



Video History

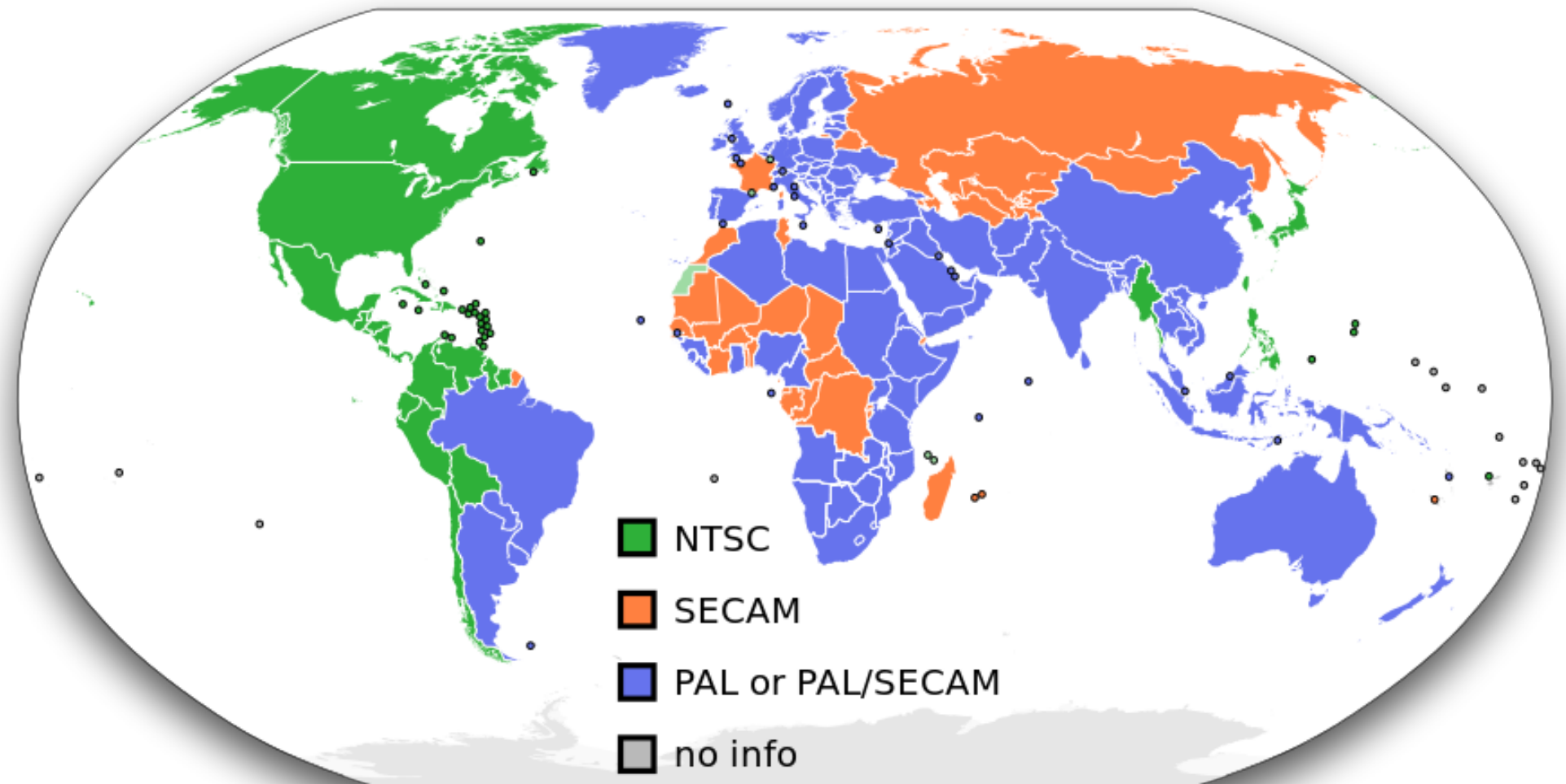
Television

Black and White

NTSC Standards

PAL

SECAM

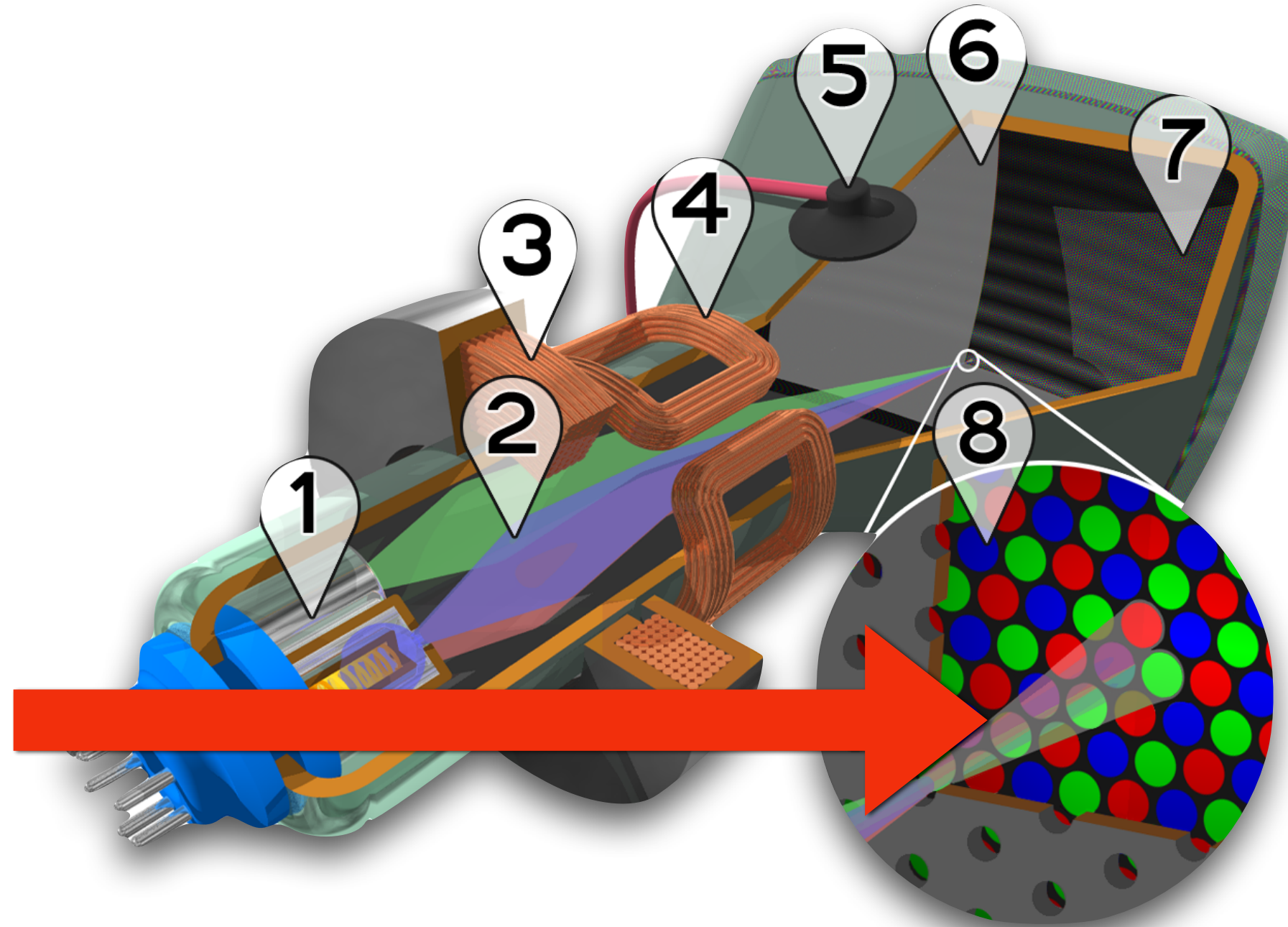


Video History

Television
Color

RGB

Dot Pitch



Video History

Takeaways:

Video color- RGB

Video resolution- number of vertical lines by the number of horizontal “dots”

Varying standards all over the world, and within each standard there are variations.

Computer Graphics History



Computer Graphics History

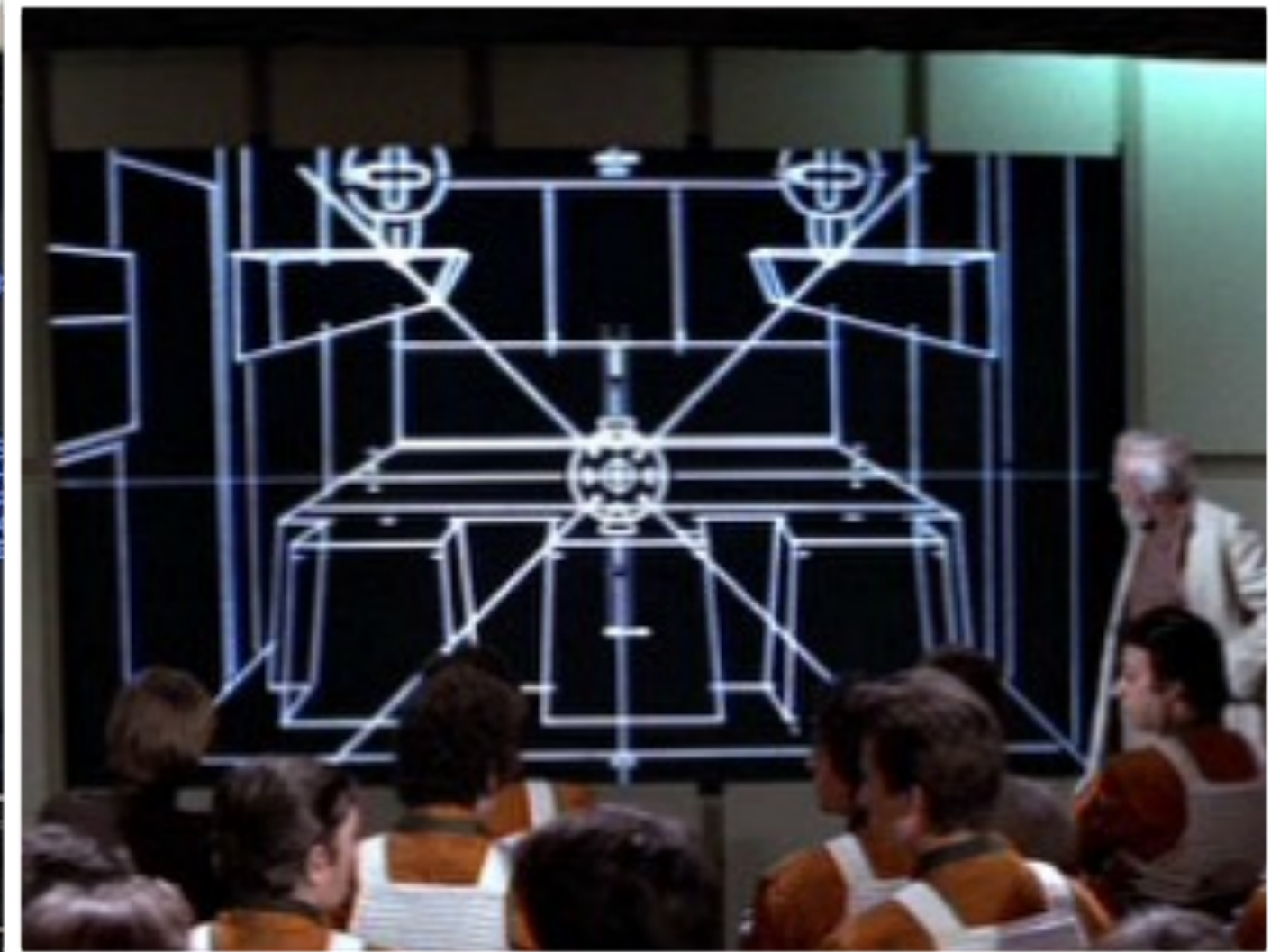


Computer Graphics History

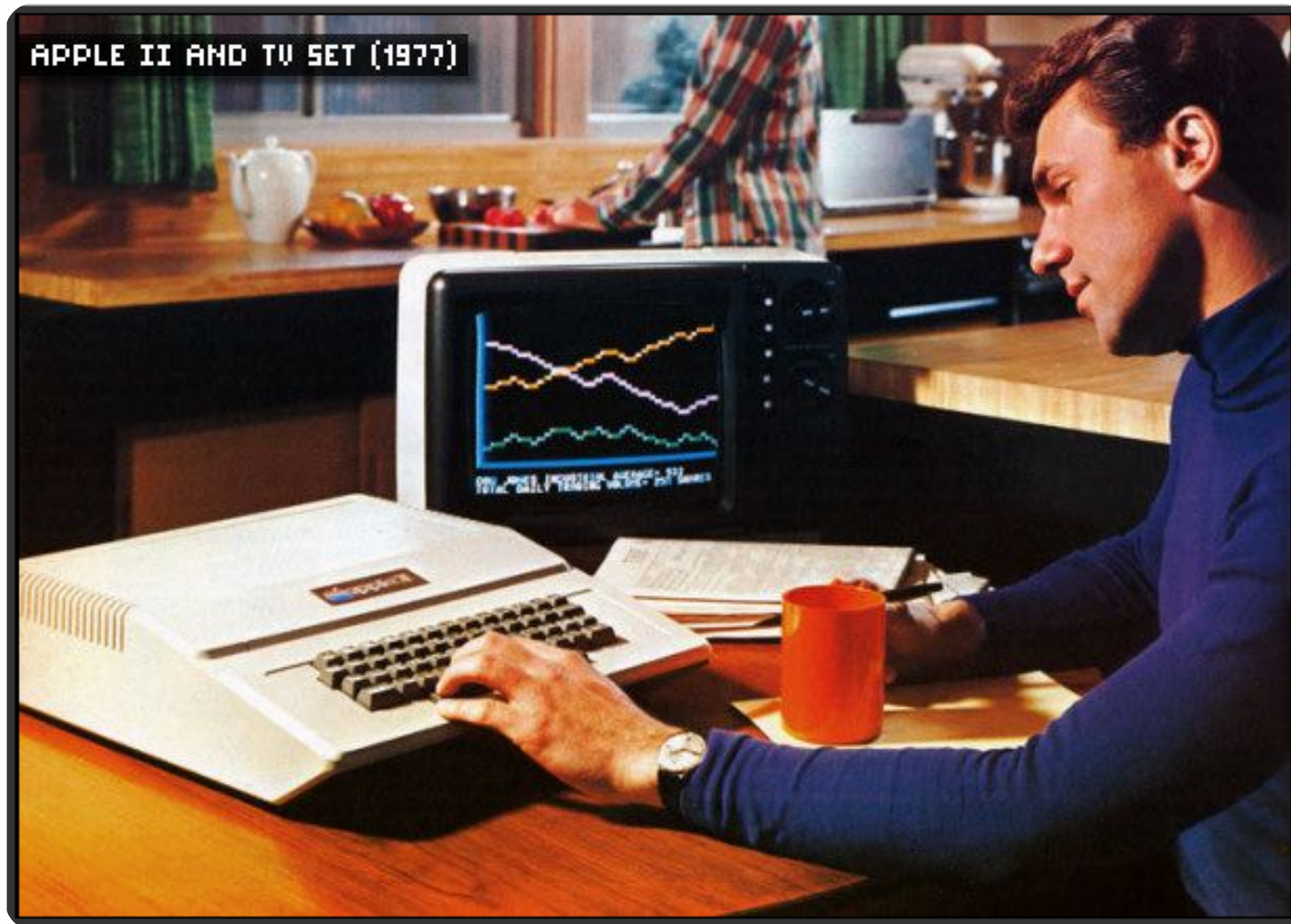
SOL-20 (1976)



CT-1024 (1974)



Computer Graphics History



Computer Graphics History

IBM 5153 CGA (1983)



IBM 5151 MDA AND PC (1981)



SHARP PC-1211 (1980)



TOSHIBA T1000 (1987)



TRS-80 MODEL 100 (1983)



Computer Graphics History

VGA

1024x768



Computer Graphics History

Takeaways

Computer Graphics Color- RGB

Display resolution - number of vertical pixels by number of horizontal pixels

Standardized in the 1980s/90s with VGA, usually at 1024x768.

Things Get Messy



Things Get Messy

**Video/Television
Film**



**Print
Graphics**

COLOR

RESOLUTION

Computer/Web Graphics

File Types

PNG

BMP

3GP

TFF

FLV

PS

GIF

WMV

MP4

MOV

EPS

JPG

AI

SVG

PDF

M4V

PSD

AVI

TARGA

Week Five: Lesson Seven

Bitmap vs Vector Graphics

Bitmap vs. Vector Graphics

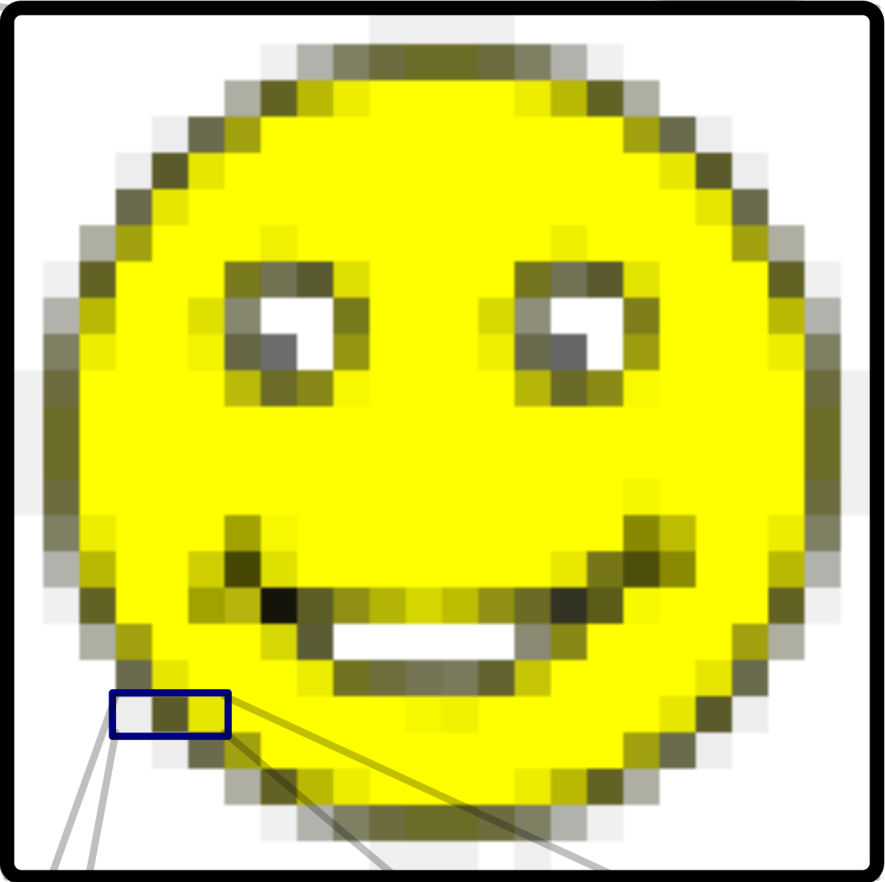
Bitmap (raster)-

Literal map of color information for images

Bitmap Graphics

22,500

67,500



150 px

R 93%	R 35%	R 90%
G 93%	G 35%	G 90%
B 93%	B 16%	B 0%

Bitmap File Types

BMP (Bitmap)

- Uncompressed RGB “map” of every dot

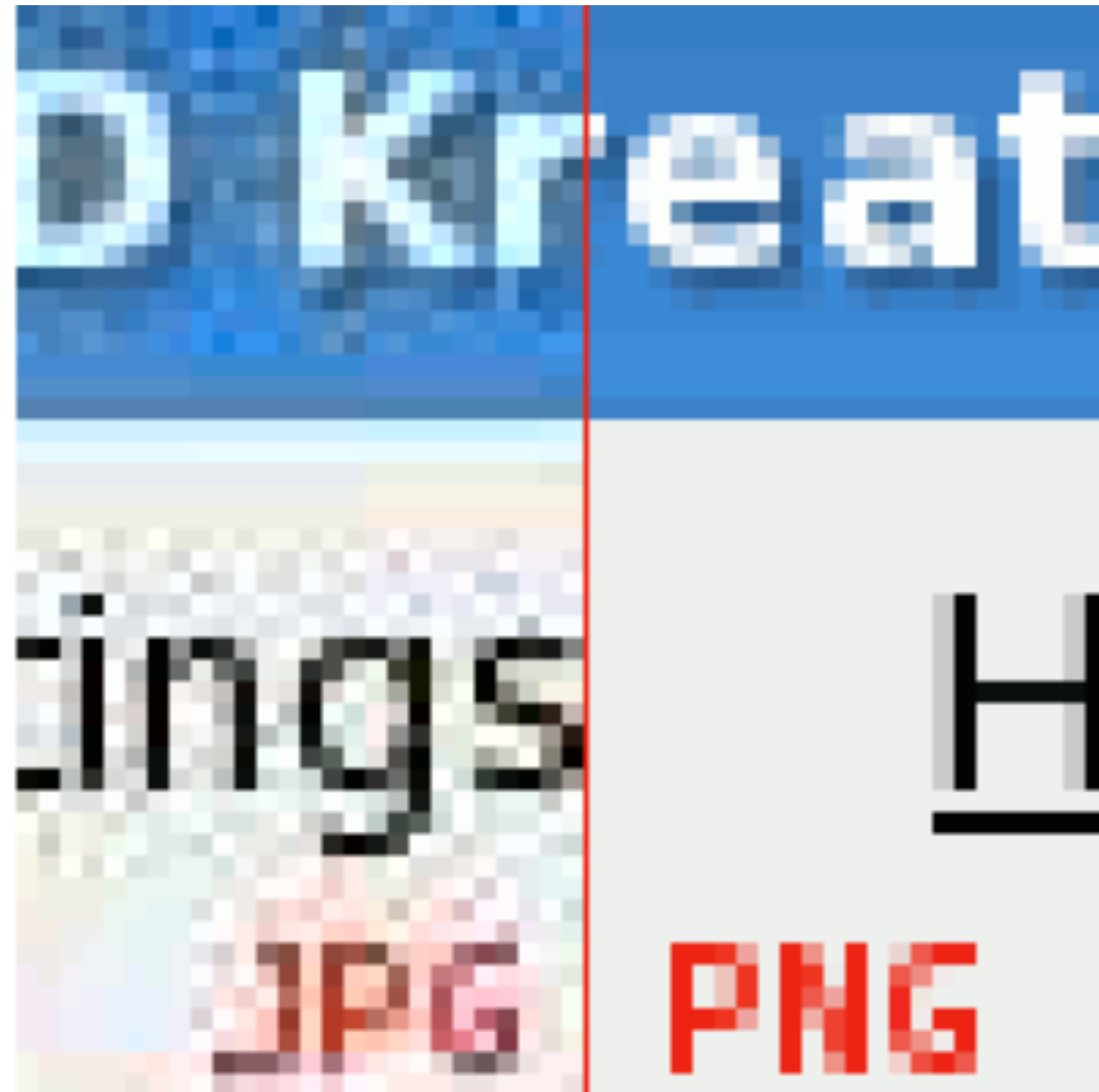
GIF (Giff or Jiff)

- 256 colors, animatable

JPG (J-PEG)

- Compressed, Designed for Photos

PNG vs JPG



Bitmap File Types

BMP (Bitmap)

- Uncompressed RGB “map” of every dot

GIF (Giff or Jiff)

- 256 colors, animatable

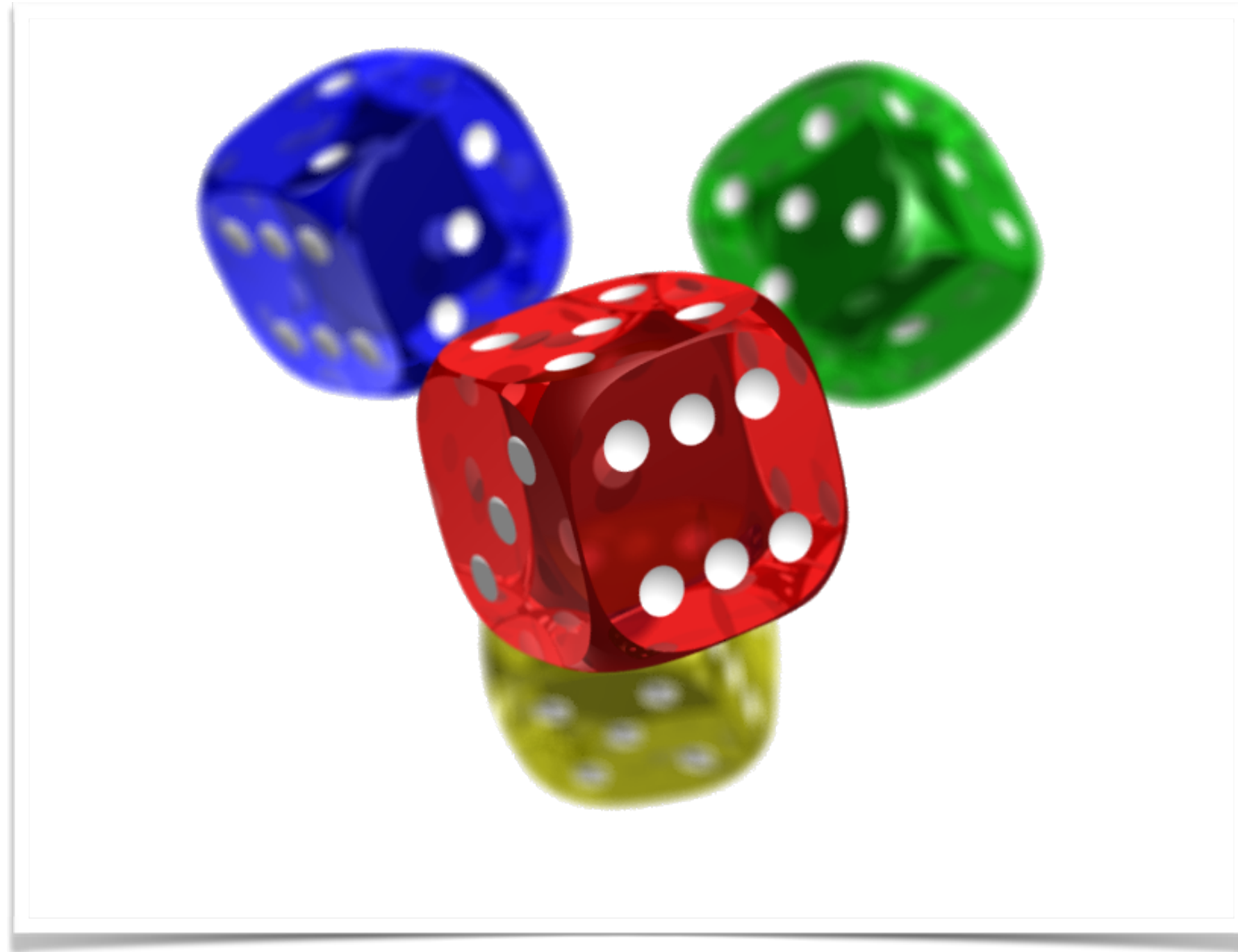
JPG (J-PEG)

- Compressed, Designed for Photos

PNG (P-N-G or Ping)

- “Lossless” Compression, Transparency, Text

PNG vs JPG



Bitmap File Types

BMP (Bitmap)

- Uncompressed RGB “map” of every dot

GIF (Giff or Jiff)

- 256 colors, animatable

JPG (J-PEG)

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PNG (P-N-G or Ping)

- “Lossless” Compression, Transparency, Text

Enlarging Bitmaps



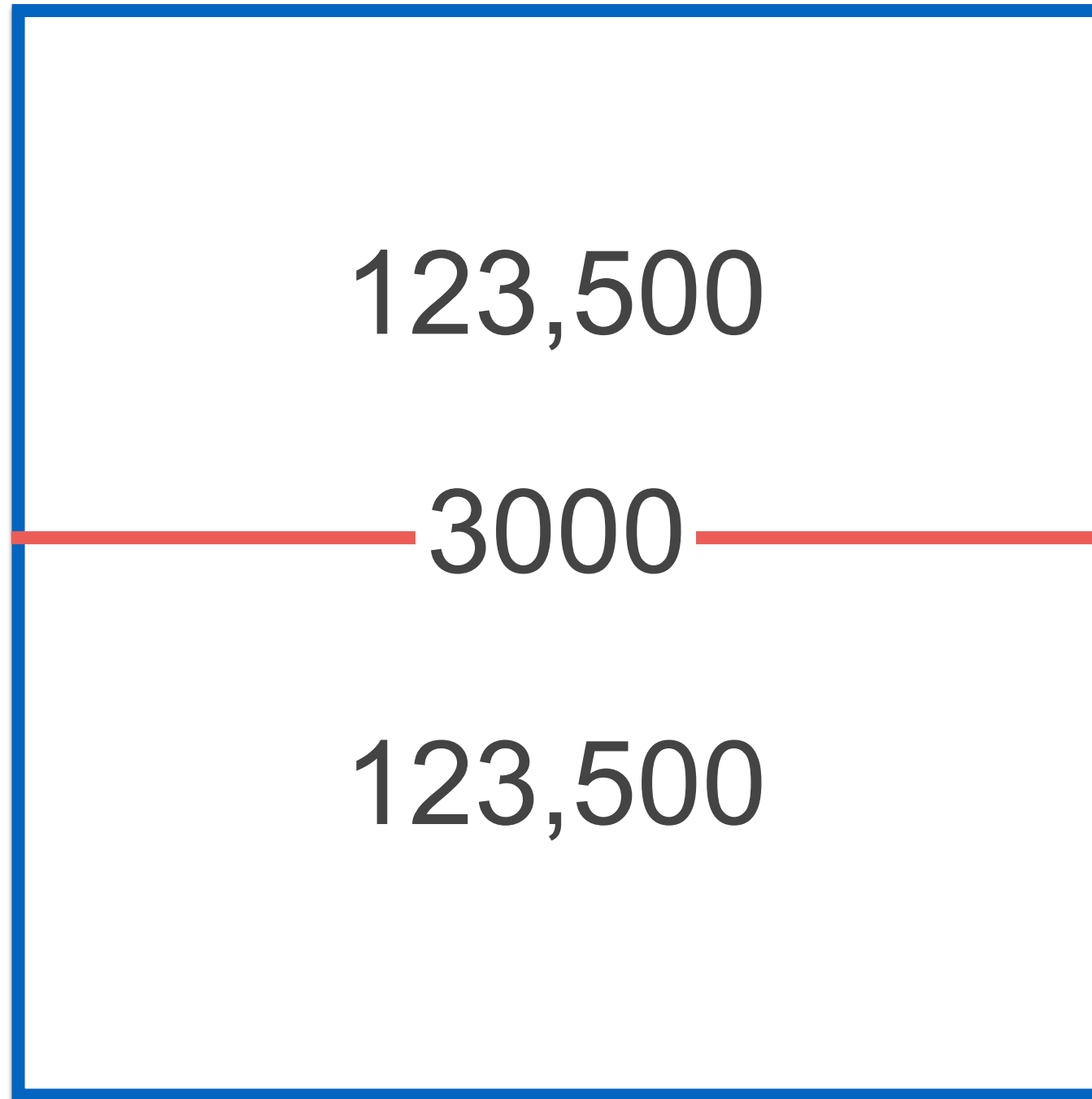
Bitmap vs. Vector Graphics



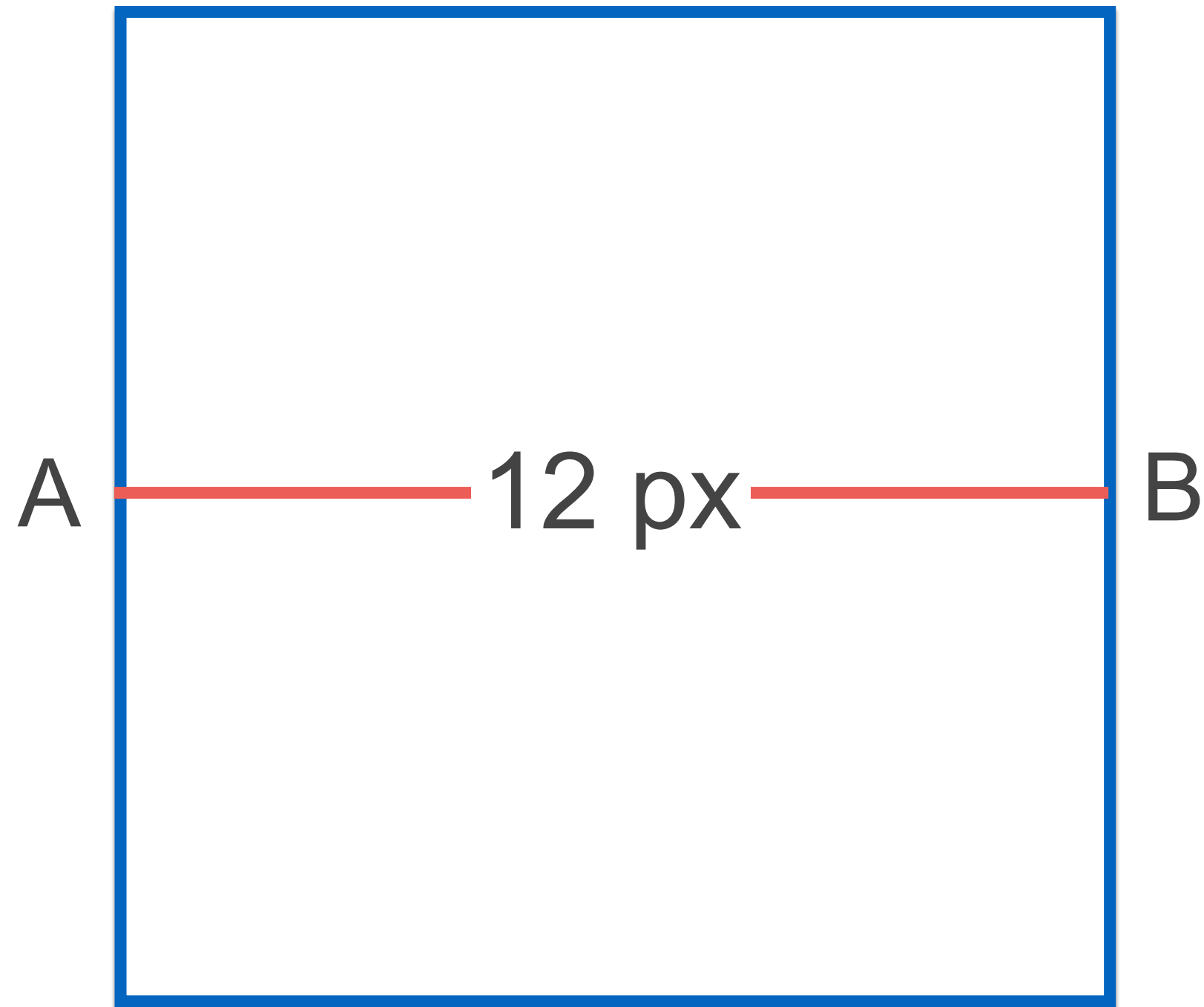
i
v

Vector Graphics

500x500



Vector Graphics



1600x5000

Vector Graphics



Vector Graphics Formats

AI (Adobe Illustrator)

- Proprietary format. Requires Illustrator.

EPS (Encapsulated PostScript)

- General file format. Illustrator Compatible

SVG (Scalable Vector Graphic)

**THESE FORMATS ARE CAPABLE OF
CONTAINING BITMAPS**

Vector Graphics Formats

WARNING

Vector Graphics = AI, EPS, SVG

SVG, AI, EPS ≠ Vector Graphics

“Can I speak to someone in Marketing?”

Bitmap vs. Vector Graphics

Bitmap-

- Literal map of color information for images
- CANNOT BE SIZED UP WITHOUT DISTORTION

Vector-

- Lines and Fills
- Mathematically derived images
- INFINITELY RESIZABLE

Video File Formats

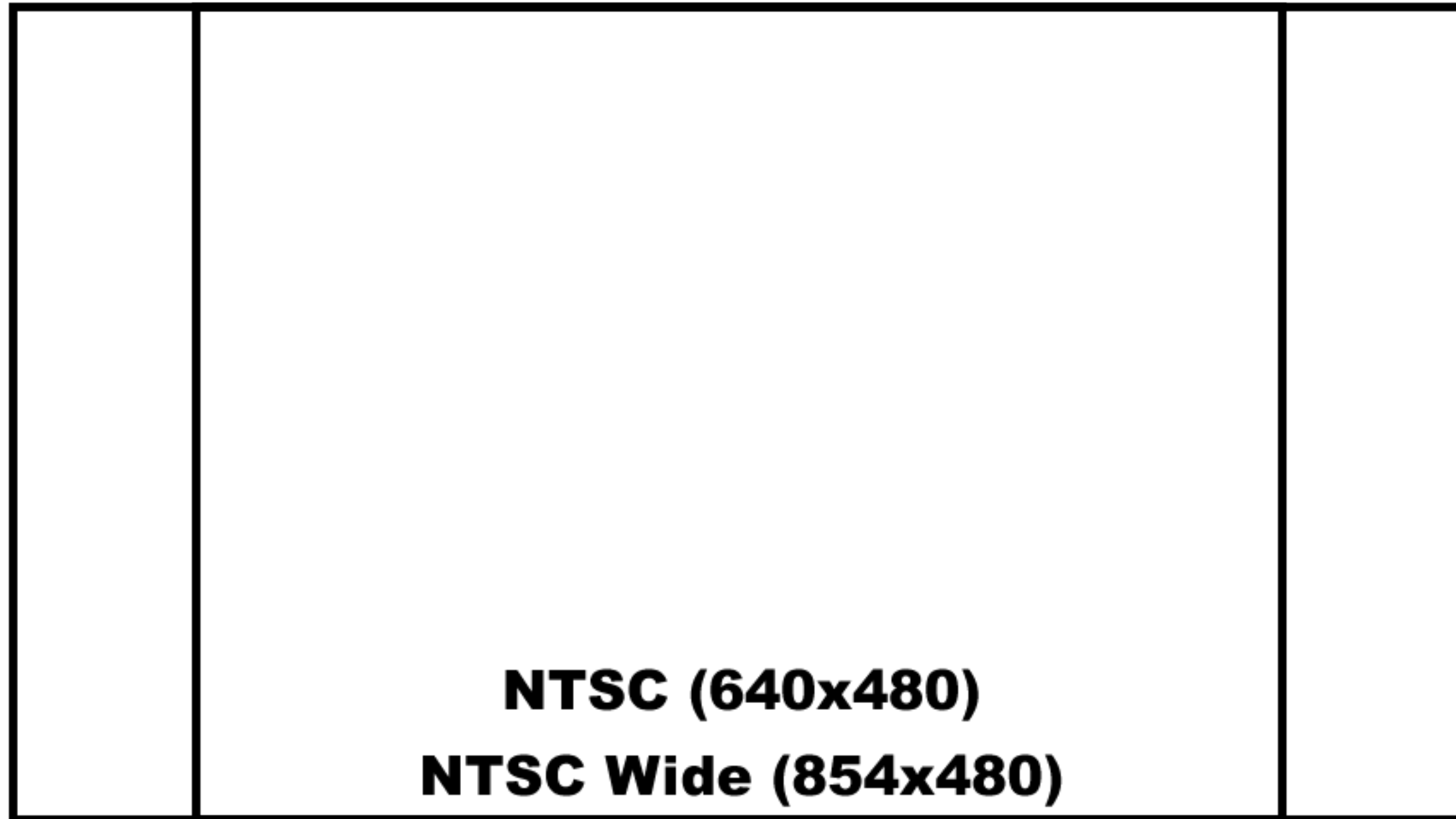
Avoid
When



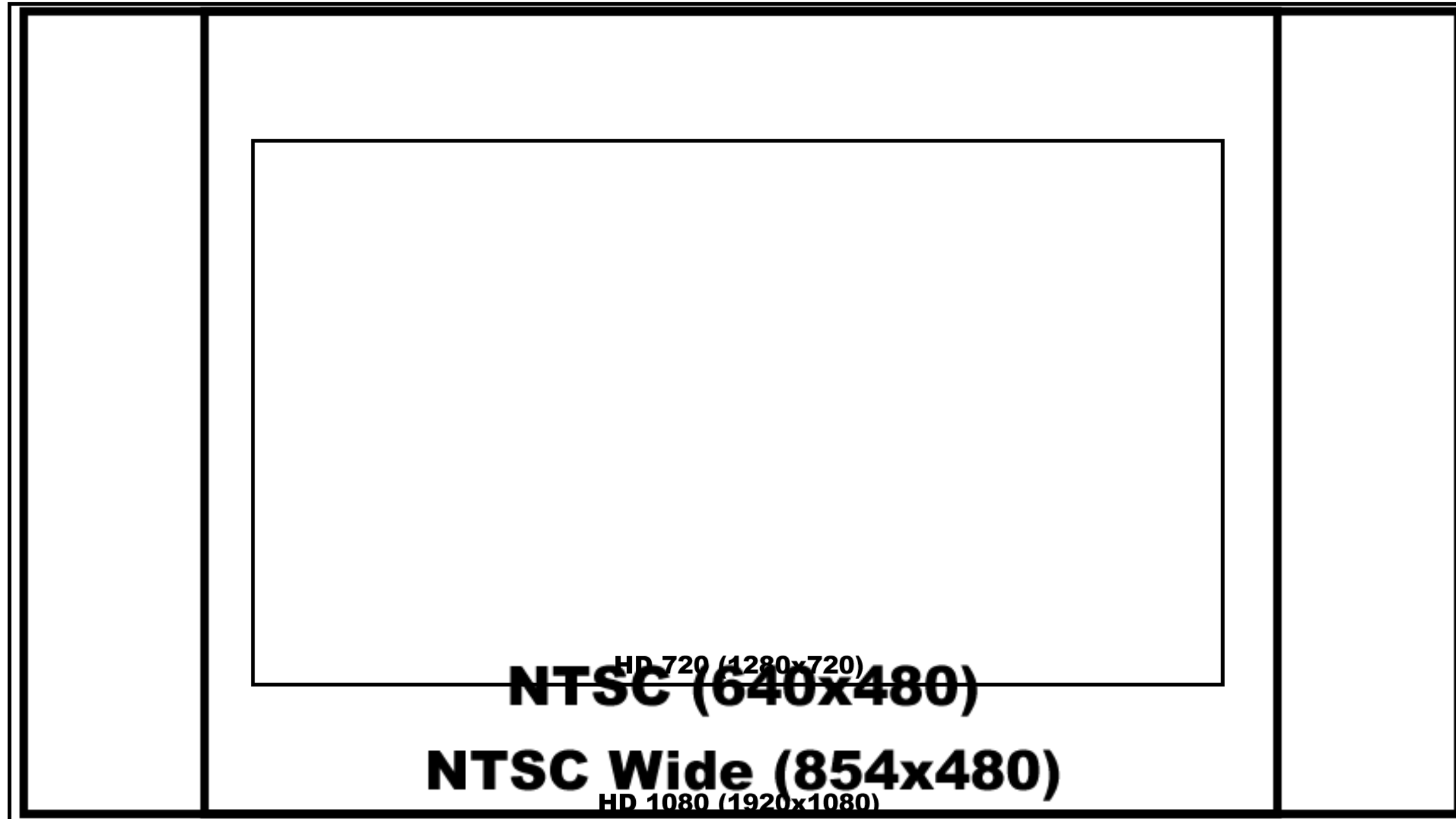
Week Five: Lesson Eight

Graphics: Resolution, Print
Processes, and Recap

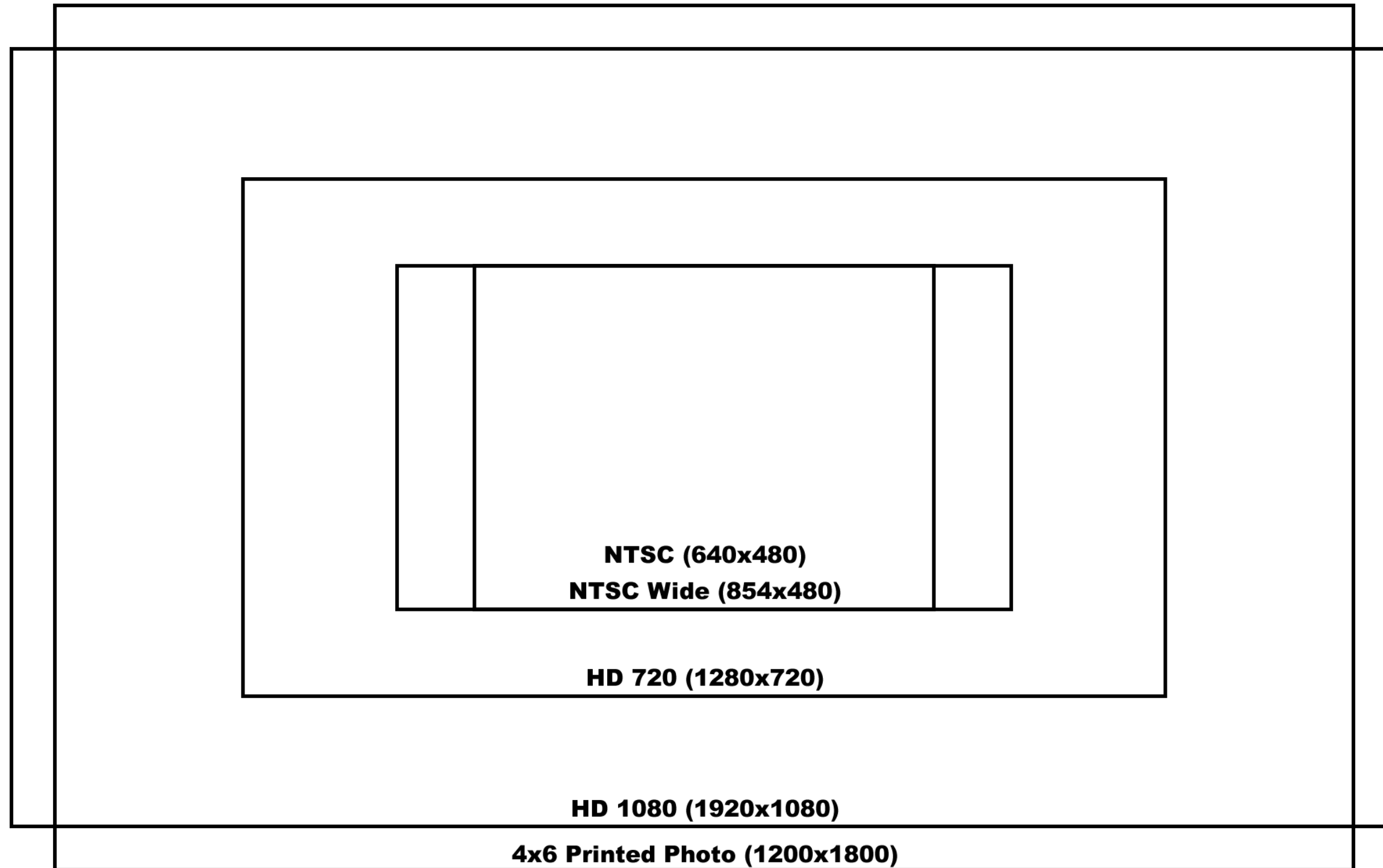
You say you want a resolution



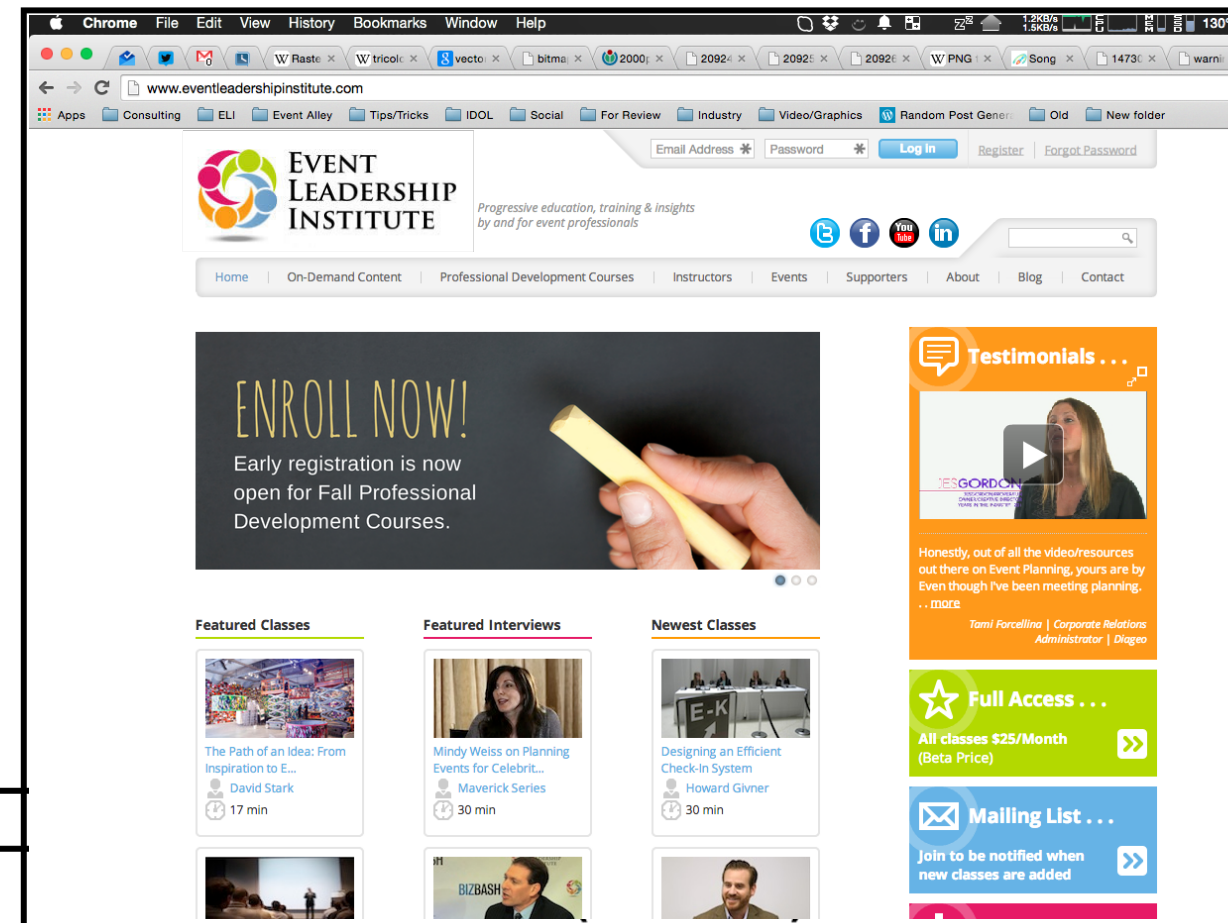
You say you want a resolution



You say you want a resolution



You say you want a resolution



HD 1080 (1920x1080)

4x6 Printed Photo (1200x1800)



Graphics for Print

DPI

- Bitmap- Final size x 300
- Vector

Print: Pantone vs. Process

Graphics for Print

DPI

- Bitmap- Final size x 300
- Vector

Color Matching

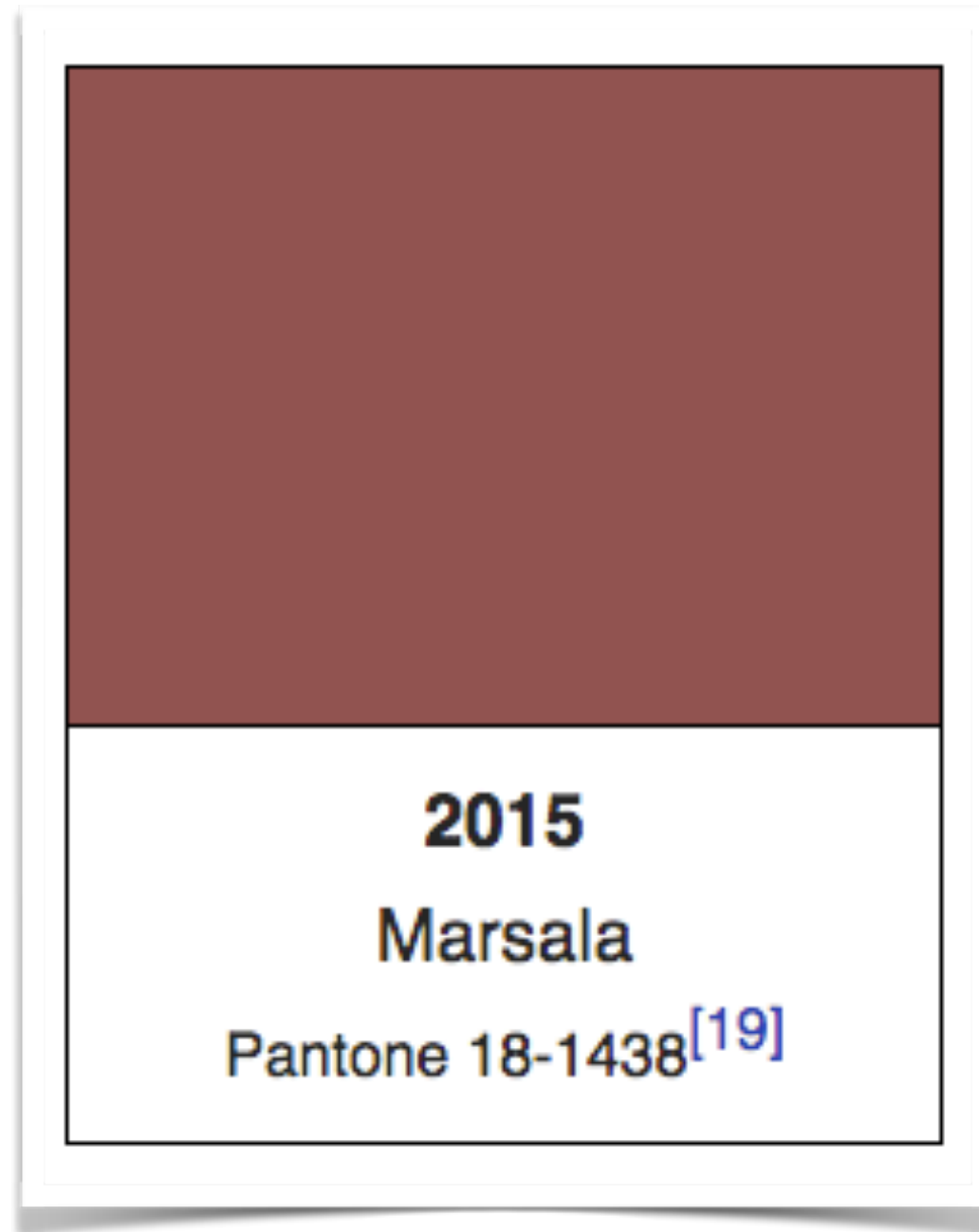
- CMYK vs. RGB
- Pantone Color Matching System

Pantone Color Matching



Pantone 300 the Brave

Pantone Color Matching



Printing Options

2-color Spot Color Printing sample



Pantone 185 red



Black



+



=



Conclusions

Conclusions

Resolution-

- Make sure it's the right size for your target media
- Bitmap- BMP, JPG, PNG
- Vector- EPS, AI, SVG

Color-

- CMYK vs. RGB
- 4 color process vs. Spot Color

That's about it.

Contact Info

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questions@BrandtKrueger.com

info@BrandtKrueger.com





**EVENT
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INSTITUTE**

THANK YOU