DIY Easy as 1. 2. 3. Slide Production
for the **Champlain Canalway Gateway Regional Visitor's Center** display

Consider that your Visitor Center slide is like a business card or mini billboard. Visitors will see it for about 20 seconds so your message must be clear and to the point. Photos are especially important to attract attention and text must be minimalist but large enough to be easily read from a distance.

The following will walk you through easy PowerPoint steps to make 16 / 9 formatted slides.

Colorful but a little too busy for a glance

Step #1 Determine your text.

This is the hardest part. Use a note pad to jot ideas until you can tell your message in a glance.

Step #2 Find a good photo(s).

It is a cliché but, in this case, true. A good photo is worth a thousand words and even dollars. Select photo(s) that support your text.
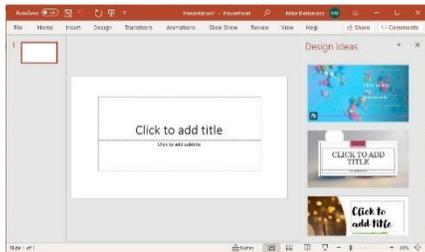

Less is more

Step #3 Put it together.

You can use PowerPoint, a photo editor or even a paint program. But keep dimensions in mind because your slide will be displayed on a 16 x 9 television screen. PowerPoint is easy, and the resulting file size insures a quick loading image on the screen. *To the right is a screen shot of a file we worked on for this set of instructions.*
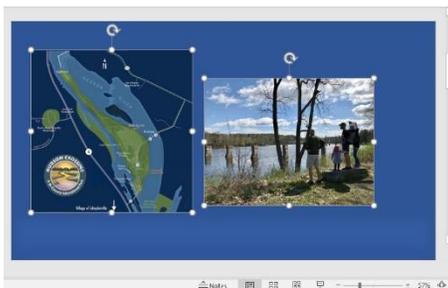

  TIP: *Screens do not need print high-resolution so you can use 72 or 96 dpi for your slide images.*
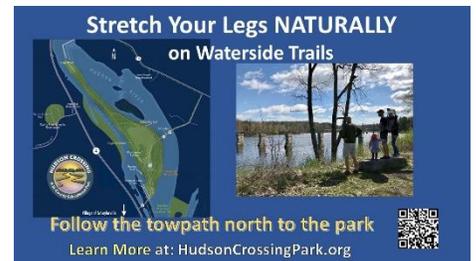
Let's make one!

1. **Start with a new blank slide** and consider your background. Use one offered by the software or simply fill be space with a color like we did here.
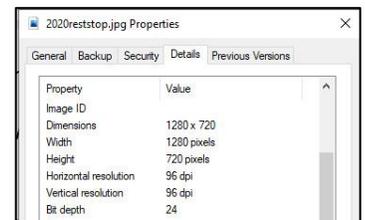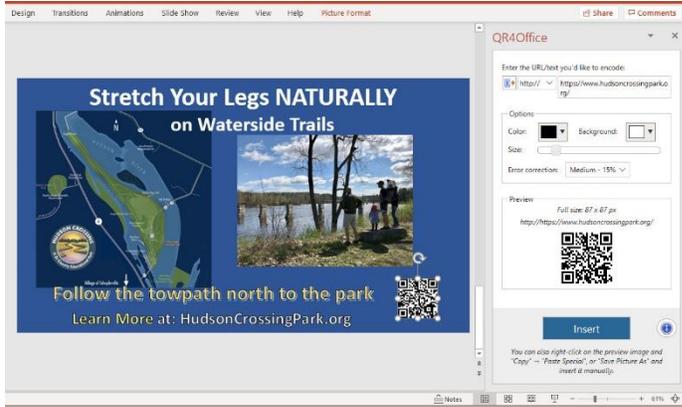

2. **Add image(s) and text(s)**
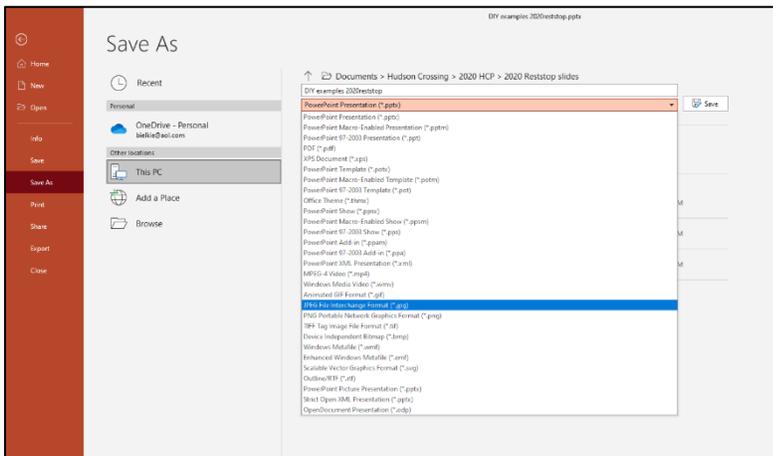
2a. OPTIONALLY Add a QR code

A QR Code lets visitors use their smart phones and link to your website while still in the visitor center.

NOTE: There is a quick Youtube video that shows how to insert a QR code into a side by using a PowerPoint app. See:

"How to create QR code in PowerPoint"

https://www.youtube.com/watch?v=XRveGL3nXUM

3. Save the slide as an image

Tap FILE then SAVE AS

Drop down the list to JPG File Interchange Format (*jpg)

Follow the screen instructions to name your image file and select a folder to save it in.

Rember where this is because you will need to find it when you want to e-mail this slide image.

That's IT!

Remember that this slide represents <u>YOUR</u> business or organization.

Here's what the **JPG file** we just made, looks like. **It's size is ony 219 KB.** The example is omly for this DIY set of instructions. We'd want it proofed and finalized before we actually send it to be displayed.

NOTE: Be sure to send the JPG file and not the PowerPoint file.