



Lake Junaluska

# Projected Visual Media Guidelines / Tips



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**Font:**

**Font Size is crucial in  
determining the readability  
of projected text.**



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# Font:

**If the text is difficult to read on the computer, it will also be difficult to read on the screen!**



## Font:

**A Font Size of 32 to 44 point is suggested, however the readability of the font will also be determined by the font type.**



## Font:

**A simple font face such as Arial 44 point is much more readable than Lucinda Calligraphy 44 point, for instance.**



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## Font:

**A Bold typeface, versus a typeface not in Bold, helps the font stand out from the background and also improves readability.**

## **Slide Layout:**

**A contrasting slide with a lighter font color on a darker background (i.e. white font, black background) is highly readable on a large scale.**



## Slide Layout:

**A contrasting slide with a darker font color on a lighter background (i.e. black font, white background) is difficult to read on a large scale.**



## Slide Layout:

It is helpful to change font color when **emphasizing or distinguishing** particular text.

A photograph of a sunset or sunrise over a body of water. The sky is filled with dark, dramatic clouds, with a bright orange and red glow from the sun just below the horizon. The water in the foreground is dark, reflecting the colors of the sky. In the background, there are dark silhouettes of mountains or hills.

# **Slide Layout:**

**Text over picture /  
photographic  
backgrounds can also be  
effective when following  
the same guidelines.**



## **Slide Layout:**

**The following slides are  
examples of picture /  
photographic background  
slides that project well:**

**2010 Lake Junaluska Peace Conference:  
Peace for the World's Children**  
**September 18-21**



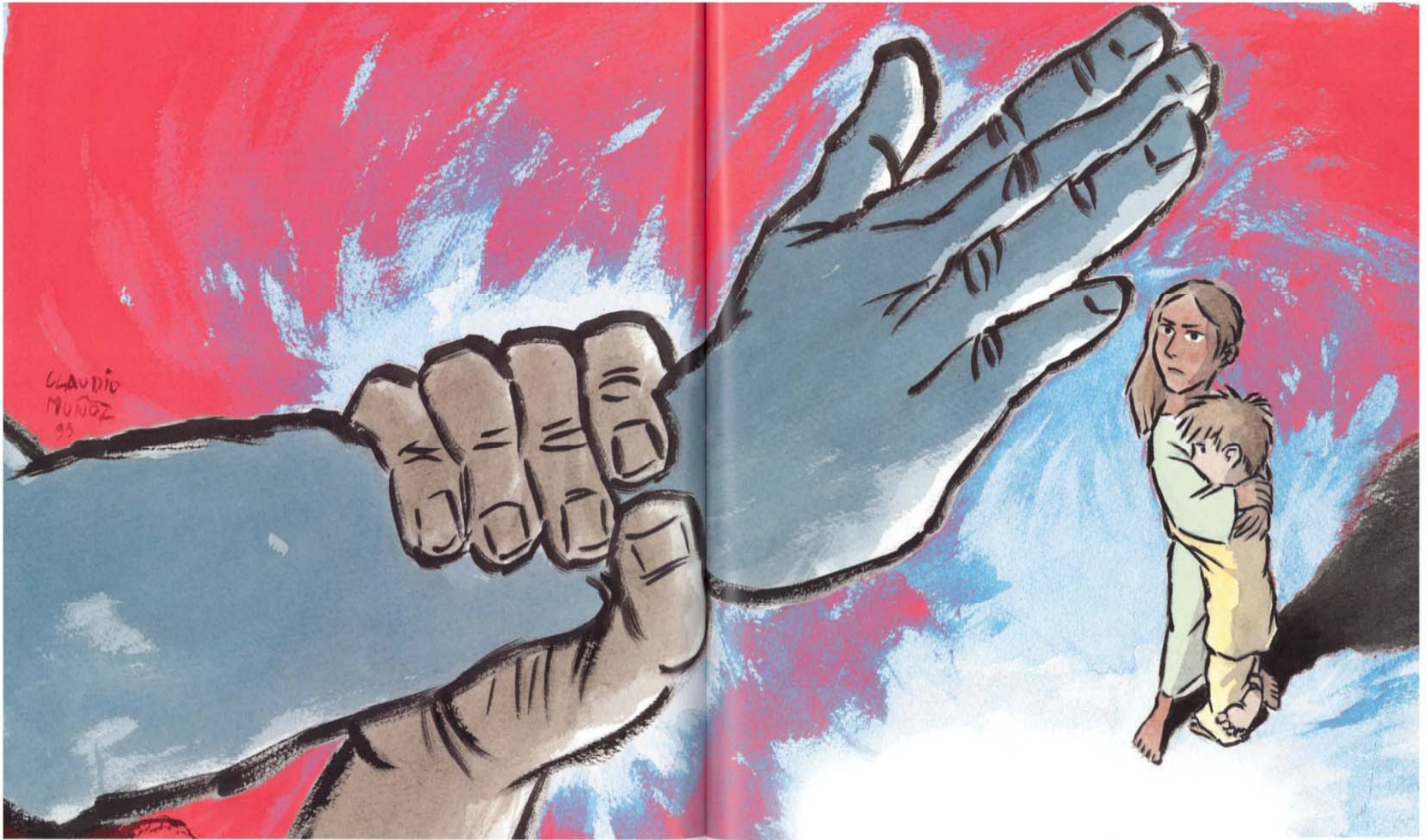
2010 Lake Junaluska Peace Conference:

Peace for the World's Children

September 18-21

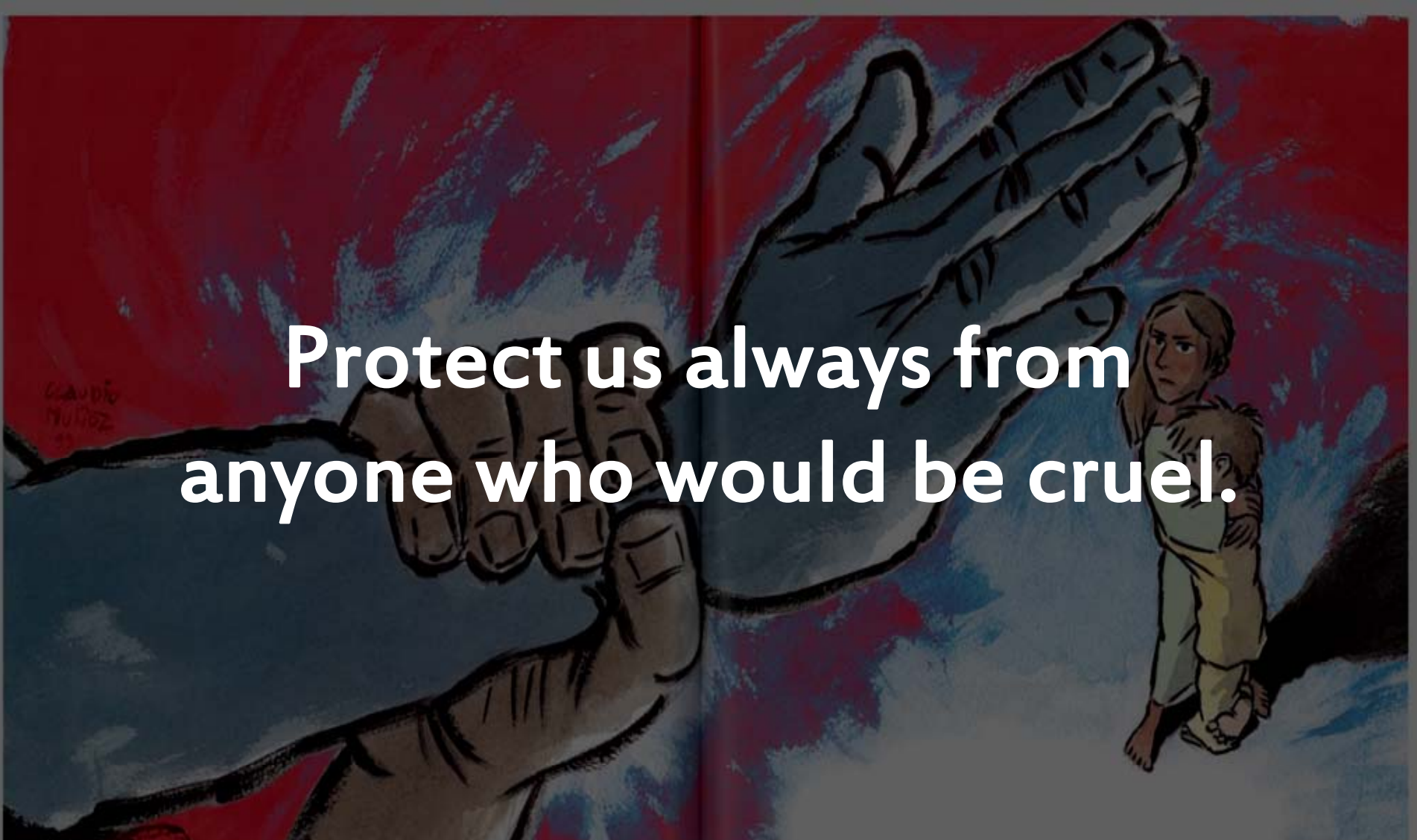
# Celebration of Peace

A collage of images including a yellow handprint, a red handprint, a blue handprint, a globe, and a person's head.



No one on Earth has the right to hurt us, not even our moms and dads. Protect us always from anyone who would be cruel.

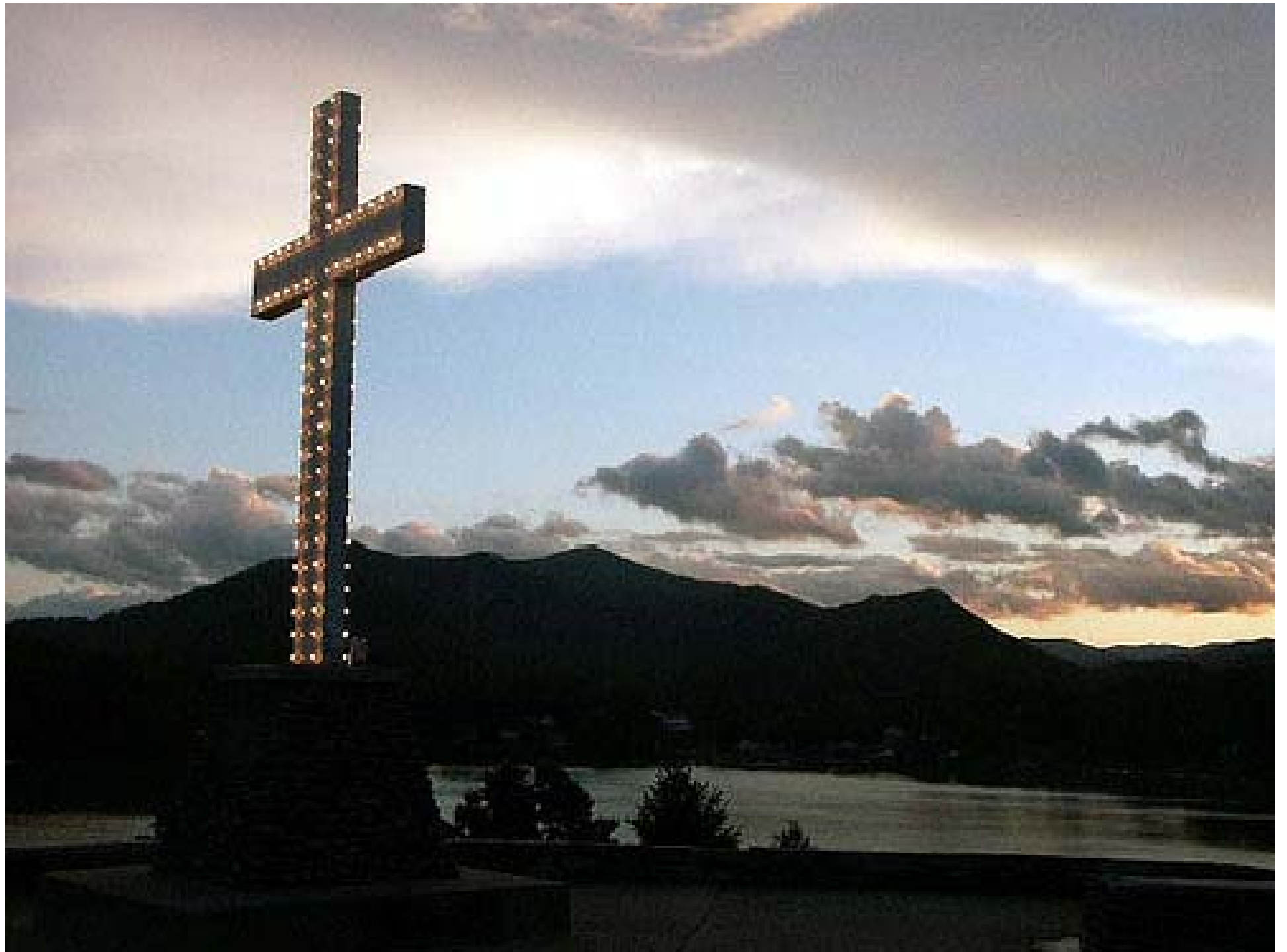
Right No. 19 illustrated by Claudio Muñoz




Protect us always from  
anyone who would be cruel.

No one on Earth has the right to hurt us, not even our moms and  
dads. Protect us always from anyone who would be cruel.

*Right No. 19 illustrated by Claudio Muñoz*



A large, illuminated cross stands on a dark hill against a sunset sky. The cross is made of dark material with small lights along its edges. The sky is filled with soft, colorful clouds in shades of blue, orange, and yellow. In the foreground, a dark, silhouetted landscape is visible, including what appears to be a lake or a large body of water.

**technical support  
provided by**

**junaluska  
productions**

**at lake junaluska  
conference and retreat center**



## Slide Layout:

**Picture / Photo formatting  
or reformatting are often  
required to achieve desired  
results.**



## Slide Layout:

**Power Point background formatting tools such as transparency, brightness and contrast usually prove sufficient in this regard.**



## **Additional Slide Tips:**

**Avoid placing text too close to the edges of slides, this prevents the text from being cropped or lost due to projector resizing.**



## **Additional Slide Tips:**

**Projector brightness and viewer distance from the screen(s)**

**also contribute to readability of slides.**

**These tips are intended to minimize the negative effects of distance and lack of brightness.**



**Additional Slide Tips:  
Consistency in slide layout  
and design tends to  
improve the  
professionalism of the slide  
show and is less distracting  
for the viewer.**



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# Media Guidelines

**All media needs must be communicated to an event's group sales associate..**



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- **Schedules of sessions are needed as far in advance as possible for crew scheduling purposes.**
  
- **Director of Media Productions must have contact information for the conference A/V point person.**



- **Schedule a phone conference with the Director of Media Production at least 2 weeks prior to the start of a conference to finalize media plans.**



- **All graphics presentations should be on a flash drive or e-mailed prior to the start of a conference to the Director of Media Production.**



- **Graphics presentations should be in MediaShout or PowerPoint format following the detailed media guidelines outlined in this PDF.**



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**•If graphics need to be prepared by the Lake Junaluska media department, please have information submitted 5 days prior to the start of the conference.**



- **Sound checks for musicians should be scheduled at least 3 hours prior to the start of an event session.**



- **Speakers may run their graphics presentation on their personal computer from the stage providing we have advance notice.**



- **If a speaker is running his or her own graphics presentation from the stage, please arrive 30 minutes before the start of a session so the system can be checked.**



- **If a speaker requires a wireless microphone, please arrive 15 minutes prior to the start of your session for a sound check.**



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**Contact JUMP Media:**

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