Best Practices for Monitor Slides

Content and Usage

- Please submit slides to webmaster@msubillings.edu at least two weeks before an event
- Slides should only be for MSUB events hosted by the university
- Information on slides is for the benefit of all of campus
- Advertise work study, internships, external job opportunities on CareerLink, not the monitors
  - The exception to this is that student stipend positions may be posted on monitors

Formatting and Layout

- Create slide in PowerPoint wide format (16:9) or JPEG or PNG in 1920 x 1080 resolution
- Keep backgrounds clean and not distracting
- If available, include a complementary image
  - Consider audience and purpose – avoid provocative or sensitive imagery & content
- Limit words so slide is readable in under 10 seconds – less is more
- Slide information should include
  - Name of event, occurrence, activity or happening
  - Date
  - Time—use figures and lowercase letters (e.g. 9 a.m., 6 p.m.)
  - Location
  - Additional details (typically related to “who” or “why” and kept brief)
  - Choose one call to action (e.g. contact name, phone number, visit website, etc.)
- Avoid use of ALL CAPS or fonts that resemble caps
- Refer to Editorial Style Guidelines for consistency of faculty and staff titles, locations, departments, etc.