

5 Tips for Using CTL's PowerPoint Template

1. **USE A TEMPLATE:** Start with the sample PowerPoint file or [the most recent .POTX template provided by CTL](#). (Open the template and SAVE AS a .PPTX file to begin.) **Always use the placeholders, layouts, and theme in the CTL template.** If you import slides from another presentation, make sure to reuse them *without their source formatting*. Otherwise, content won't be universally accessible.
2. **USE PLACEHOLDERS:** The placeholders are the boxes with dotted borders which will hold the slide's content. The template has placeholders in each slide layout. For each new slide, choose the layout whose placeholders best match the objects you want on that slide. All content must be edited using a placeholder on the applied slide layout. The Title placeholder must be used on every slide so that **each slide has text in its title placeholder that is different from the title on every other slide.*** Beyond the title, only use the text, table, chart, and picture placeholders for the most universally accessible presentation.

The title and text are entered by clicking inside their placeholders and typing. Clicking on the icons for the "Insert Table" and "Insert Chart" placeholders will open the appropriate prompt that can be stepped through to enter the data and customize the object's design. Click on the "Pictures" placeholder icon to browse to a saved image file and insert it on a slide. **All flowcharts, "Smart Art", or other grouped objects should first be saved as pictures before using the image ("Pictures") placeholder.** And while it's best to create tables and charts via the table or chart placeholder so that the original data is saved with the presentation, these objects can also be saved as pictures and then imported using the image placeholder.
3. **PROVIDE ALTERNATIVE TEXT* and USE ONLY PROPERLY SOURCED IMAGES:** Alternative text ("alt text") is required for universal accessibility. This is helpful text that briefly describes any image that isn't just decorative. For example, "Magnified cross sections of normal bone matrix and osteoporosis." Alternative text is entered into the Description field of the image properties when you format an image. Alternative text should also be used to summarize information presented on a table or chart in their properties' Description field. In addition, make sure any data and images that aren't your own (with copyright clearance, as necessary) are properly cited, including the DOI (digital object identifier) when it's available.
4. **BE THOUGHTFUL WITH FORMATTING CHOICES & AVOID ANIMATIONS:** Placeholders can be resized, moved, formatted or even deleted. It's OK to resize text; however, font sizes should be at least 11 point. You can use color to accentuate text and annotate graphics as long as it is used in combination with something else (bold, italics, etc.). This includes lines on graphs; consider different line types and data point markers to distinguish data. There should also be sufficient color contrast between adjacent or overlapping objects, including text inside of table cells. **And all animations, including animated text, must be avoided.** (CTL can help with "mimicking" an animation if it's important to the presentation.)
5. **MAKE YOUR READING ORDER CORRECT:** "Reading order" is the sequence that a screen reader reads the objects (text boxes, image alt text, etc.) on a slide. The slide title should be read first and will set up the logical structure of the slide's information. The CTL template has an appropriate reading order, but it should be verified since it is easily changed when editing a slide's content. The PC and the more recent Mac versions of Office display reading order in the "Selection Pane". (To better understand reading order, search for "Manage Objects" in your PPT Help tool.)

*PowerPoint's [Accessibility Checker](#) will flag missing alt text and duplicate slide titles.