

# TV Announcements: Graphic design best practices

Two examples with tips and tricks for creating your next tv announcement.

Use this guidance to create clear and easily readable messages for diverse audiences.

## Graphic size

Use 1920 x1080 pixels (16:9 ratio in PowerPoint) for the graphic dimensions.

## Branding

Use university approved fonts and follow brand standards.

## Formatting

Use bold, italic, all caps, and other formatting, including font colors, sparingly to draw attention to key aspects of your announcement.

## Context

Share a 1-2 sentence description about the event/announcement. Use plain language and keep the text concise so it's easy to read.

Use a call to action when applicable.

## Event announcement example:



## QR codes

Use a QR code to quickly and easily direct readers to registration sites, articles, websites, and more. Canva has a built-in QR code generator. You can also create them in Google Chrome.

## Software for creating your announcement

You may use PowerPoint to create your announcement, but Canva is highly recommended as a more robust alternative. There are free and paid options to suit all needs.

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## Logo size

Make sure logos are sized appropriately to ensure legibility. See [campus guidance on institutional and department logos](#) for details.

## Headline

A concise call to action makes it easy to understand the focus of this announcement.

## Image use & negative space

Don't underestimate the power of simplicity in graphic design.

Use images sparingly (1-2 max is suggested) and incorporate negative/blank space to keep your graphic readable.

Use high-quality images that you own or have permission to use. If you don't have permission, ask before using to avoid copyright issues.

**Please note:** We strive to share content that is relevant, informative, and aligned with the values and goals of our institution. While we welcome submissions, final decisions rest with the department or team that oversees each TV. We strive to accommodate as many requests as possible, but may not be able to display all submissions due to space limitations or other constraints. We appreciate your understanding.

## Article announcement example:



## Supporting text

Use [plain language](#) strategies and keep supporting text to a few brief sentences that a reader can scan in passing. Avoid large chunks of text that require more focus because they are not as easy to read and comprehend in a short time frame.