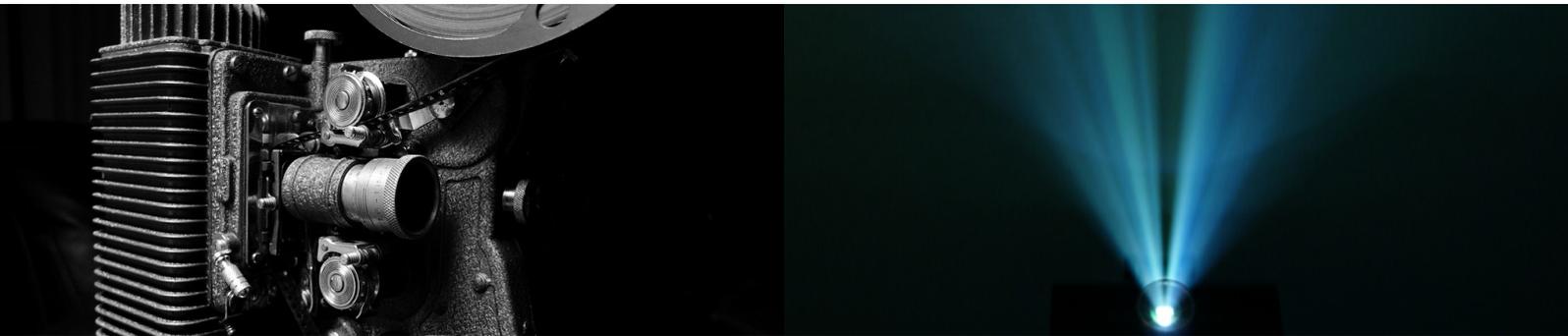


Standard or Widescreen: Which One Should You Choose?



Prior to actually giving your presentation, you must ensure that you have an idea of how you intend to share this information with your audience. One important element of this process is knowing the appropriate sizes of the slides you wish to use for a better viewing experience.

SHOULD YOUR PRESENTATION BE PROJECTED ON 4:3 OR 16:9?

In recent times, the popularity of 16:9 widescreen monitors, TVs, laptops, and projectors has increased. PowerPoint has also jumped on this bandwagon by adjusting their default aspect ratio to 16:9. So as this trend unfolds, it seems likely that new technologies will continue to adopt a widescreen display.

2 KEY BENEFITS OF USING WIDESCREEN PRESENTATIONS

1. Widescreen presentations are easily convertible.

Widescreen presentations permit the use of a wide canvas, which can be comfortably converted into a video format. This can then be shared on your website as a webinar, social media platforms, and mobile platforms without compromising quality.

2. Widescreen presentations are compatible with modern technologies

Widescreen monitors are prevalent in today's marketplace, and they are widely used in the corporate

sector. If you plan on presenting in a modern conference room, it is safe to assume that you will be presenting in a 16:9 widescreen ratio.

If you're going to make your presentation at a conference or a similar event, make an effort to know the screen dimensions of these venues. Widescreens are installed in large convention halls and meeting rooms, while smaller breakout rooms mostly have 4:3 screens.

IS 4:3 ASPECT RATIO STILL RELEVANT?

Despite the popularity of 16:9 presentations, the 4:3 ratio is still applicable because many businesses still utilize 4:3 monitors and projectors. The 4:3 aspect ratio continues to dominate tablets, which are now being used by a lot of professionals and corporate establishments. This growing number of tablets signifies that the 4:3 aspect ratio is still relevant.

Ideally, it's wise if you can have a single master template that can work with both formats, but it's not easy to achieve this. If you switch your page setup from 4:3 to 16:9, your template artwork will lose its proportion and become stretched out. You should never showcase your slides with incorrect proportions; it just looks horrible and will no doubt damage your professional credibility.

What's the best screen size for your next presentation?