

## Creating Mobile-Friendly Content

Your audiences are going mobile and likely viewing your communications on their mobile devices. How are you going to rise to the challenge? This document will outline 9 tips for creating content that will display well for viewers no matter what device they are using to view your Brainshark.

### Design for the Small Screen

- Consider that your communication will be viewed on a device that is 10% the size of a laptop screen.
- Use the smallest possible mobile viewing screen as your baseline.
- A presentation heavily laden with text and detailed images may look acceptable on a PC or laptop, but will be unreadable on a mobile device.
- Use a distinctive visual on the first slide to make your presentation easier to find in a content portal. Employ different colors, fonts, or images to make your presentation unique and stand out from the crowd.

### Keep Your Message Short

- You never know where your viewers will be when they experience your message or how much time they have.
- Mobile delivery is ideal for Just-In-Time-Training or short messages.
- Keep your presentation as short and engaging as possible.

### Reduce Content per Slide

- Create more slides with less information on each slide rather than trying to stuff a lot of information into a few slides.
- Don't be afraid to break up your slides since it is your narrative that will dictate how quickly your presentation moves along, not the number of slides.

### Reduce Text

- Reduce the amount of text and increase the font size of the text in your presentation.
- Avoid long bulleted items; Statements should be less than 5 words.
- Keep words to a single line, based on your font size.
- Maintain a substantial margin at the top and bottom of the slide.

### **Increase the Font**

- Use a font size larger than 32 points to maintain readability on a mobile device.

### **Replace Words with Images**

- Use more images and animations than text to increase retention of your communication.
- Graphics are intended to be visual aids not handouts to be used on their own.
- Using a lot of text on your slides prompts your audience to read, rather than listen to what you are saying.

### **Use High Contrast Colors**

Using highly contrasting colors, like white text on a black background, will increase readability.

- Use colors that are different enough so that your images will stand out against your background.
- Edge or outline text.
- Add a drop shadow.

### **Use Simple and Clear Audio**

Consider that your viewers may be watching in a noisy location and a voice with resonance will stand out.

- Select audio talent with a voice that is deep in tone and clear.
- Avoid loud background music and keep your audio simple and clean.
- Refer to the *Adding and Managing Audio* [tutorial](#) and [process document](#) for additional tips on achieving the best recording.

### **Test Your Presentation**

Always test your presentation prior to distribution so you can catch mistakes before your audience does.

- Is the audio clear?
- Did the speaker follow the script?
- Do your visuals display well on a PC, a laptop, or a mobile device?

## Checklist

- Design for the small screen
- Keep your message short
- Reduce content per slide
- Reduce text
- Increase the font
- Replace words with images
- Use high contrast colors
- Use simple and clear audio
- Test your presentation