

VERSION TWO

# THE WORSHIP MEDIA

# Handbook

+ NEW SERMON SLIDE GUIDE

**CMG**

CHURCH  
MOTION  
GRAPHICS



# The Worship Media Handbook

Version Two

Presented by

**Church Motion Graphics**

2.1.5



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The Worship Media Handbook

[www.worshipmediahandbook.com](http://www.worshipmediahandbook.com)

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# ABOUT CHURCH MOTION GRAPHICS

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Church Motion Graphics is a ministry-focused design studio dedicated to creating eye-catching background graphics, videos and templates that are specifically designed to look great in worship environments. “CMG” content is perfect for displaying behind worship lyrics, announcement slides, sermon notes or when shown alone.

Since 2010, Church Motion Graphics has worked with thousands of churches around the world to utilize the power of visuals to inspire faith communities in ways like never before. This includes ministries such as Hillsong Church, Life.Church, Church of the Highlands, Saddleback Church, plus thousands more.

With a passion to help churches look great, Jeff McIntosh, founder and chief designer, started this company as a way to help ministries of all sizes have a great look to match their great message.

All of the images used in this handbook’s examples can be found at [ChurchMotionGraphics.com](http://ChurchMotionGraphics.com)

Feel free to reach out to the CMG team anytime.

Website: [ChurchMotionGraphics.com](http://ChurchMotionGraphics.com)

Facebook Group: [Facebook.com/groups/VisualChurchMedia](https://Facebook.com/groups/VisualChurchMedia)

Email: [Support@ChurchMotionGraphics.com](mailto:Support@ChurchMotionGraphics.com)





# THE WORSHIP MEDIA MANIFESTO

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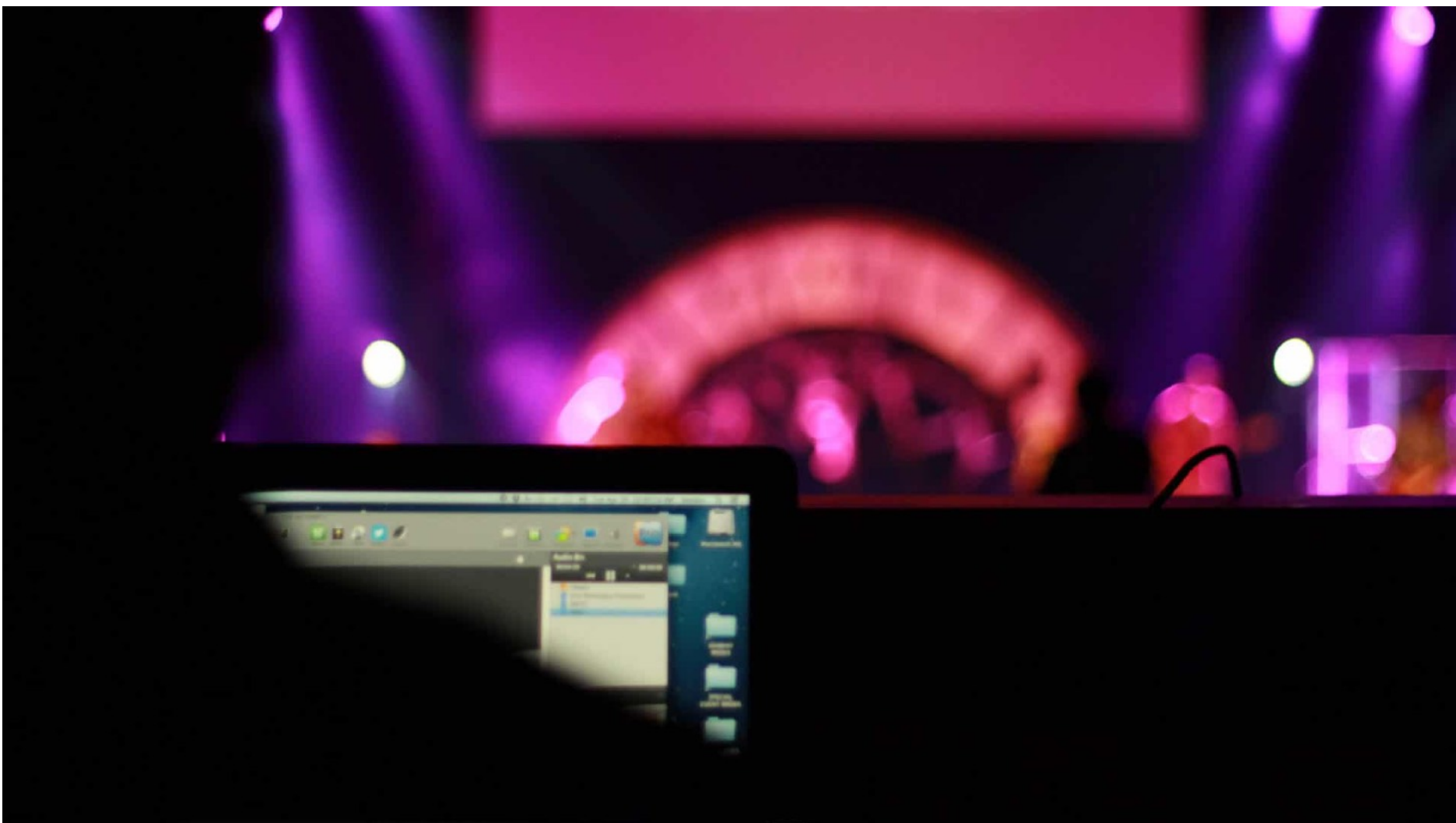
Church visuals aren't about flash or putting on a good show—they're about pointing people to God. Whether it be through engaging imagery or providing song lyrics, it's our calling to aid our congregations in worship through what they see.

It's really easy to click a button, add an effect, and spice things up. But, just because you can doesn't mean that you should. As media designers, we must be intentional to keep things simple and useful. Distraction is the enemy; worship is the goal.

Start by asking how you can benefit your church community. What will improve their worship experience? Seek to bring value with everything that you display on your screens. Determine which aspects are the most valuable to your congregation, and make those your top priorities over your own ideas.

Visual styles will come and go; the important thing is to always display imagery that creates environments that set the tone for participation. Graphics should be inviting just as much as they're exciting. Focus less on using media to decorate the room and more on crafting an experience.

As media operators, you are more than a button pusher—you are a visual worship leader. What you do truly matters to the church and makes a big impact on your congregation. Take it seriously, and allow God to use you.





# INTRODUCTION

.....

Thank you for purchasing this handbook. After reading it, you will have a well-rounded knowledge of the worship lyric projection process from start to finish. This includes composing a presentation, editing individual slides and presenting live. This handbook focuses on the fundamentals of worship lyric projection and gives practical guidelines for running the most professional and engaging presentations during worship services.

Now included in *The Worship Media Handbook - Version 2*, you'll also gain knowledge in creating sermon presentations for use in preaching and teaching in your church. We'll discuss how to compose, edit and present slides to accompany your sermons to give a professional look that is sure to engage your audience.

The idea for this handbook came to our team when our founder, Jeff McIntosh, was unable to attend a worship event where he was in charge of the entire projection process. The young volunteer who was stepping into his place had limited experience, and there was not enough time to train him on all the fine details of worship lyric projection. At the time, Jeff wished there was a reference book that he could give him—a book with an overview of all the best practices on worship projection to give him an advantage when completing his tasks. Thus *The Worship Media Handbook* was born.

This handbook is perfect for training new projectionists, sharpening the skills of current operators and acting as a reference guide when you need help fast. No longer will volunteers and staff members be left to guess



*Fathers House Church in Rochester, NY*



what to do. They now have a handbook to walk them through all components of worship projection.

As you read this handbook and work on improving the production quality of your presentations, be encouraged that you are not alone. Thousands of other churches around the world are on the same pursuit that you are, and we are all in this together. May God be given the glory and honor in all that we do and in every area where we serve the body of Christ.

# PURPOSE OF LYRIC PROJECTION

The primary purpose of worship lyric projection is to prompt your community when singing songs. All projected lyrics need to feel like they belong on your screen with readable text that is accurate and timely. When done well, this can help your community worship God. On the other hand, distractions contained in a poorly designed presentation will have a negative impact on an individual’s worship experience.

If the primary purpose of lyric projection is to present the text, then the secondary purpose is the visual experience. When visuals are done well, they enhance the worship experience to create deeper engagement and meaning for your community. Good visual design is not always noticeable; sometimes it is what goes unnoticed that makes a design great. Visuals need to flow seamlessly into the environment and sensory experience.

Everything you do as a designer and projectionist needs to glorify God and communicate His truth. Designing and presenting lyrics and slides to the best of your ability will ensure you are doing the most you can to help point people to Jesus.





# CONSISTENCY

Consistency is key. Most of the guidelines in this handbook come down to this one important point. Whether it is font size, line height, punctuation, font choice, transition speed or any other characteristic of your presentation, it is all driven by a cohesive consistency.

Simply put, the more consistent your presentation becomes, the more professional it will be. Uniformity communicates purpose and well thought-out design. Work to deliver these principles in every presentation to create the very best experiences for your community.

If you only take one thing away from this handbook, may it be that you must be consistent in your consistency. Always be mindful of your presentation from slide to slide, from song to song and from week to week.

# PREPARATION

Mistakes will occur more often when you do not leave enough time to prepare your presentation, edit it and run through it once or twice with the worship team. A rushed job will be noticeable by the errors it contains, because not everything was checked and double-checked before going live. Give yourself enough time to do everything the right way. Always check over your work and have a margin of time just in case something needs to be changed at the last minute.

Be at the rehearsal on time and have everything prepared in advance whenever possible. Familiarize yourself with the worship set, songs and

*“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.”*

.....  
**ANTOINE DE SAINT-EXUPERY**



order of service. Check to make sure everything is working properly, especially all the pieces of media. You can never be too prepared when it comes to worship projection. Do not underestimate the preparation time needed to put together a flawless presentation. It takes dedication and sacrifice to make sure your job is done to the highest standards.

*“Start with the end in mind.”*  
.....  
**STEPHEN R. COVEY**



It's Your endless grace  
New life it brings

# COMPOSING



# TYPOGRAPHY

.....

Every font tells a story. How its lines curve, the thickness of its strokes and how wide the typeface stands are just a few of the characteristics that tell its tale. The typeface used in this handbook, like most typefaces, tells a story that is studious and undramatic. It does not stand out on its own, it is easy to read, its letters form nicely together to create words and it is pleasant to read for long periods of time. On the other hand,

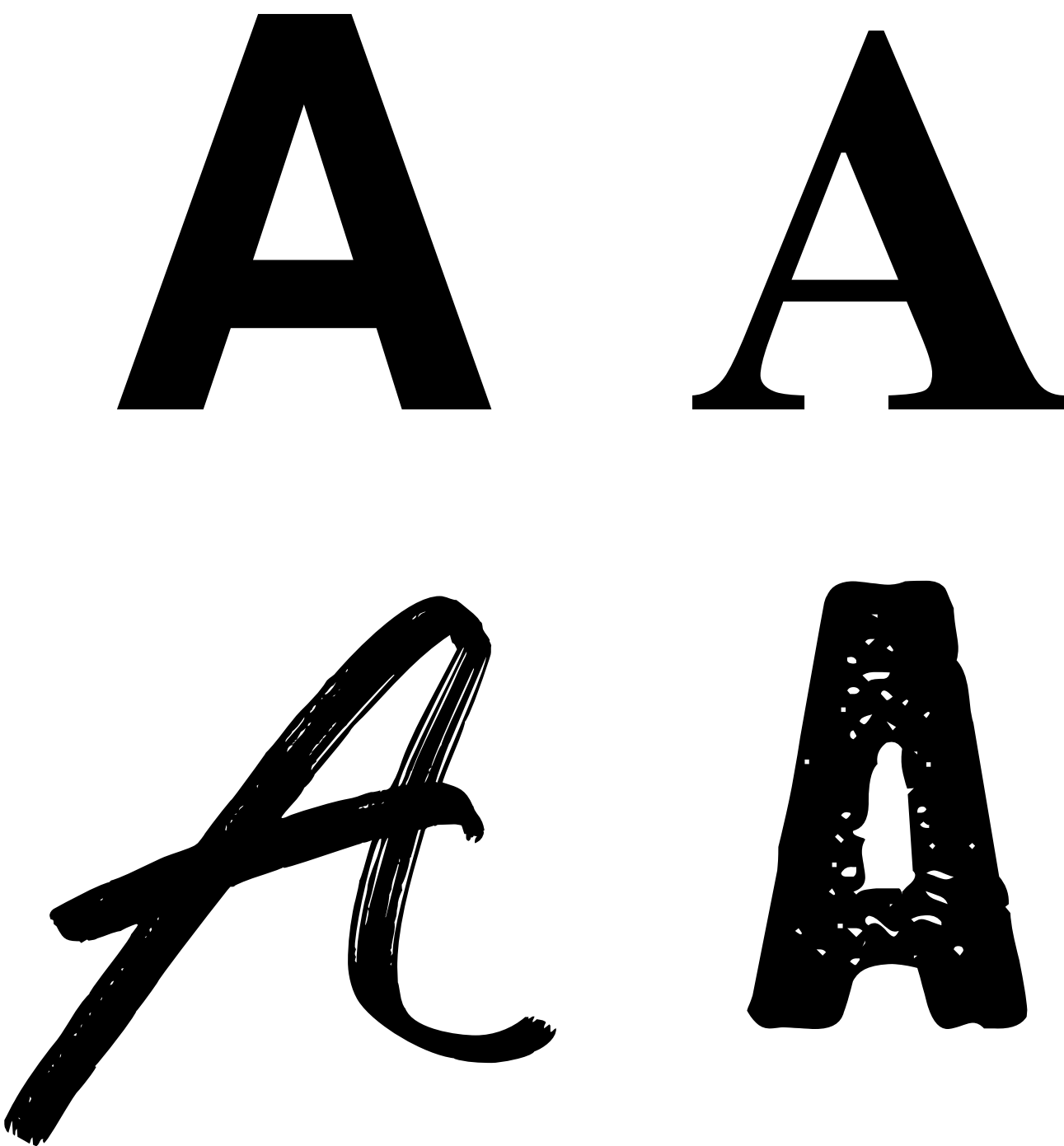
*a typeface like this* tells a different story. Its narrative is messy and raw.

The chosen typeface for your projected text needs to be intentional. Randomly chosen typefaces might be telling the wrong story. Be intentional about the fonts you choose. Communicate text clearly and never sacrifice legibility for stylization.

## CONSISTENT TYPE

.....

The following sections will cover many different aspects of type. The key to creating a professional, organized and easy-to-read presentation is consistency. Once you are confident in your chosen styles, attributes and fonts, you need to stick with them. This will create a consistent experience for your community. The more inconsistent slides are from each other, from verse to verse or from song to song, the more noticeable and distracting they will be for your viewer. Only slide designers with a lot of experience should try combining different fonts together to communicate various themes. Be intentional about how your type looks because being reasonless makes your design meaningless.





# CHOOSING A FONT

.....

Fonts come in a wide range of styles all with varying degrees of emotion. When projecting lyrics, it is common practice to use fonts that carry little to no emotion. This is desirable because you want your type to merely be a conduit for your messages. Only on occasion will you want the style of your type to carry a message itself.

If your presentation uses more than two fonts, then you have used too many. Do not use more than two fonts throughout your entire presentation. This will keep things looking clean, professional and cohesive. Fonts are loners by nature. Don't make them upset by forcing them to play together.

Readability trumps style. You should not sacrifice the readability of your text or lyrics because of an artistic or creative choice. If what you are trying to communicate is unreadable, your message will be lost. Establish a default font that is readable, then introduce other design elements to add meaning and emotion.

# SANS SERIF FONTS

The default font on every Mac and PC computer is Helvetica or Arial which are both sans serif fonts. The name "sans serif" literally means "without serif", which is any protruding feature at the end of a stroke. Without serifs, a piece of text will have a simpler-looking form compared to a piece of text with serifs.

**Playtime**

Playtime

**Business**

Business



Some primary features of sans serif typefaces that make them the most popular typeface for worship lyric projection are:

- Clean and modern looking
- Easy to read
- Interlaced video friendly
- Less fine details
- Less line width variation than serif fonts
- Look great projected onto video screens

Sans serif fonts are a safe option for almost any worship lyric presentation. They will complement today's worship songs with their clean lines, smooth edges and geometric shapes.

**The easy choice for worship lyric slides is CMG Sans. This is the only font that was specially designed for worship projection and is the best option for churches. This go-to sans serif font can be downloaded for free at [ChurchMotionGraphics.com/cm-g-sans/](https://ChurchMotionGraphics.com/cm-g-sans/).**

Other popular sans serif fonts that are being used in churches today are:

- Gill Sans - So hear the church rejoice, we lift the highest praise
- Gotham - So hear the church rejoice, we lift the highest praise
- Helvetica Neue - So hear the church rejoice, we lift the highest praise
- Open Sans - So hear the church rejoice, we lift the highest praise
- Tahoma - So hear the church rejoice, we lift the highest praise
- Verdana - So hear the church rejoice, we lift the highest praise



CMG Sans Regular  
*CMG Sans Italic*  
**CMG Sans Bold**  
***CMG Sans Bold Italic***

.....

*30 Variations Including Italics Are  
Available To Download For Free At  
[ChurchMotionGraphics.com/cm-g-sans/](https://ChurchMotionGraphics.com/cm-g-sans/)*



# SERIF FONTS

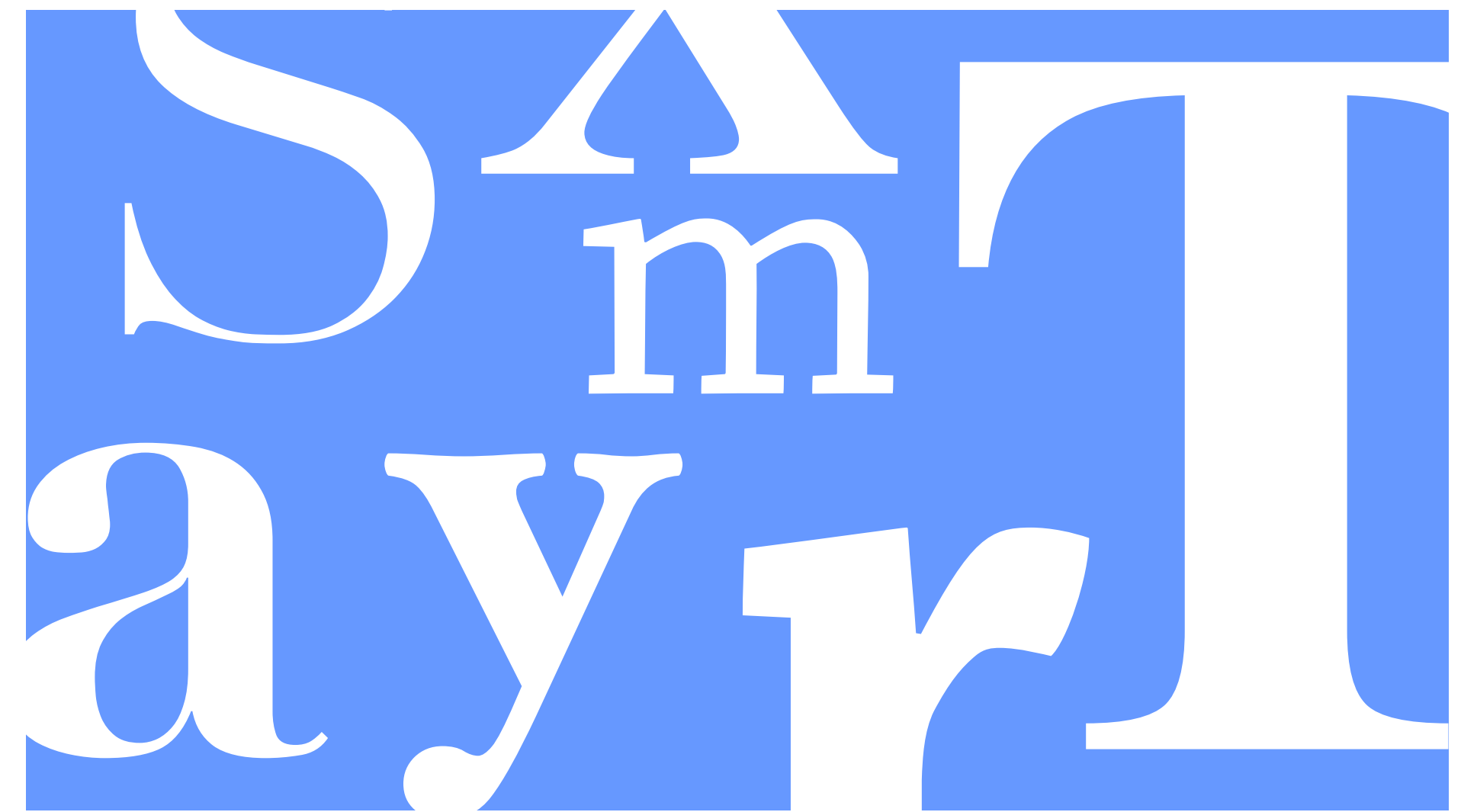
Serif fonts are commonly used in book publishing because serifs help guide a reader's eye along lengthy blocks of text. Worship lyric projection does not use large blocks of text, so serif fonts are unnecessary and therefore less commonly used. You can try using a serif font as a stylistic choice for worship lyrics if it fits your design theme. Or, you can save using serif fonts for projecting lengthy passages of scripture or quotes.

Some points to consider when choosing a serif font are:

- Flickering of serifs can occur on interlaced video
- Looks more traditional
- More helpful for long blocks of text
- Serifs can become lost or blurry on low resolution projectors
- Serifs help guide the eye from letter to letter and word to word

Popular serif fonts that you may find useful when designing your worship presentations are:

- Baskerville - So hear the church rejoice, we lift the highest praise
- **Clarendon - So hear the church rejoice, we lift the highest praise**
- Didot - So hear the church rejoice, we lift the highest praise
- Garamond - So hear the church rejoice, we lift the highest praise
- Georgia - So hear the church rejoice, we lift the highest praise
- Playfair - So hear the church rejoice, we lift the highest praise





# DECORATIVE FONTS

On rare or special occasions, you may want to use a unique font to make your text stand out or carry a message. For example, a script, handwritten or ancient-looking font can add a sense that something is sophisticated, authentic or from the past. When choosing decorative fonts, pick one that is heavier in weight so it stands out well on your screen.

The same rules apply to decorative fonts as to sans serif and serif fonts. Always be intentional about the fonts you choose. Use decorative fonts sparingly and test to make sure they look good when projected on your screens. Decorative fonts can be used to establish many different moods such as raw, natural, playful, serious, intimate or powerful. Stick to using only one or two decorative fonts throughout your presentation, and get a designer's opinion on each one.

Decorative fonts that you should **never** use because they are cliché, overused or unoriginal are:

- *Bleeding Cowboys*
- *Brush Script*
- Comic Sans
- COPPERPLATE
- Courier
- **Impact**
- Papyrus
- *Zapfino*



*"The life of a designer is  
a life of fight: fight  
against the ugliness."*

.....

MASSIMO VIGNELLI



Instead, use decorative fonts like these:

- **BEBAS NEUE - SO HEAR THE CHURCH REJOICE, WE LIFT THE HIGHEST PRAISE**
- *Playlist - So hear the church rejoice, we lift the highest praise*
- **Rylan - So hear the church rejoice, we lift the highest praise**
- *The Brightside - So hear the church rejoice, we lift the highest praise*
- **UglyQua - So hear the church rejoice, we lift the highest praise**

*“Design is a plan for  
arranging elements in such  
a way as best to accomplish  
a particular purpose.”*

.....  
**CHARLES EAMES**

Visit these reputable websites to find new fonts:

- [Creative Market](#)
- [Font Fabric](#)
- [Font Squirrel](#)
- [Lost Type Co-op](#)
- [The League of Moveable Type](#)



# FONT SIZE

.....

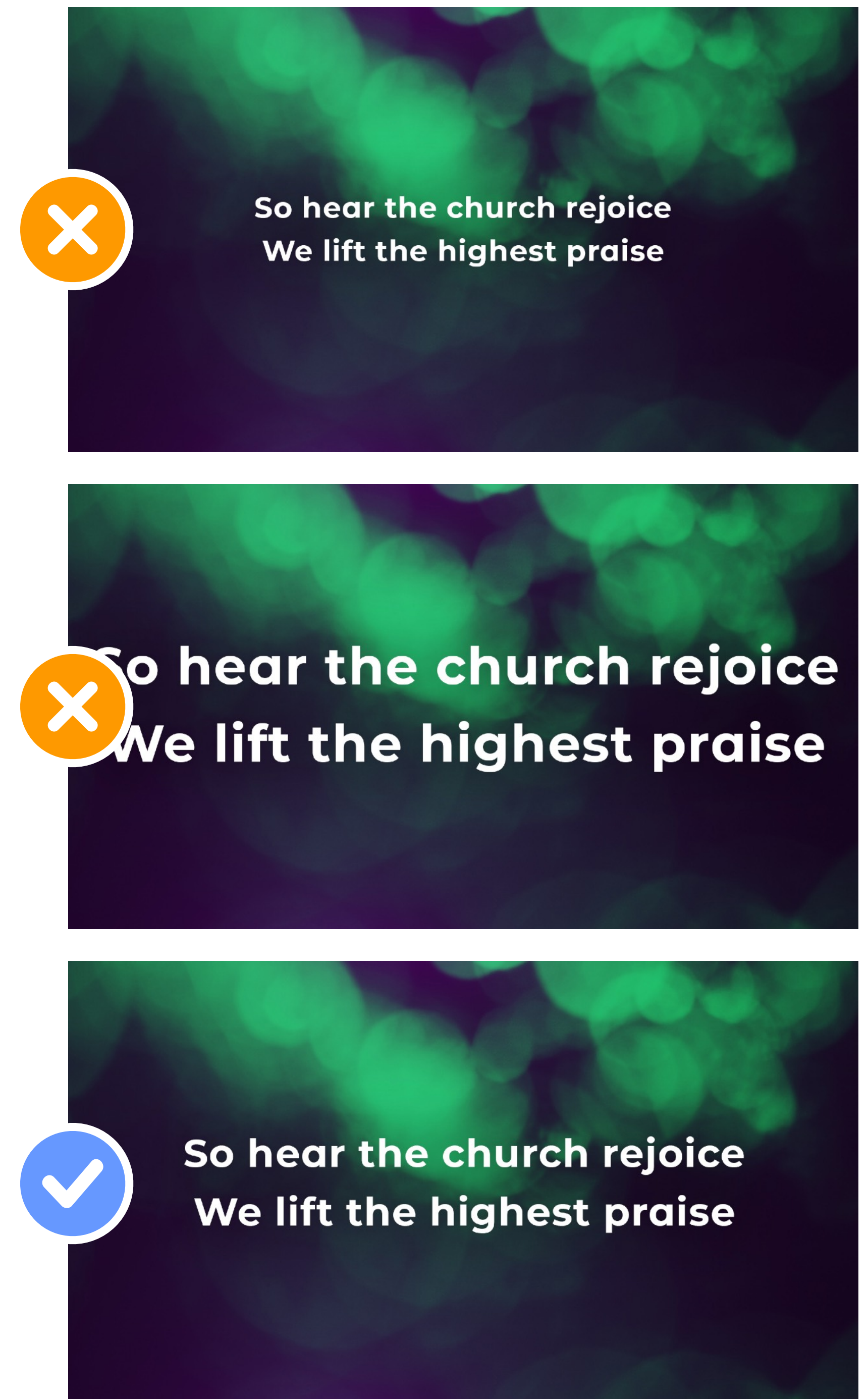
The key to picking a font size is to not go so small that your audience cannot read it and to not to go so large that it breaks your lyrics up in too many unwanted places. Ideally, you want to choose a font size that is comfortably legible when viewed from the back of your auditorium.

A proper font size will be between 32 to 64 points for a 4:3 screen and 48 to 96 points for a 16:9 screen. However, your font, software, operating system and screen resolution will all have an influence in determining the right value for your situation. Determine a single font size that works well within your space and stick with it.

Some other points to consider when choosing the perfect font size are:

- Find the smallest font size that is comfortably legible from the back of your auditorium. There is no need to use oversized text if it is unnecessary. Large type is overpowering and gives the impression that you are yelling at your community.
- Too small of a font can lead to less community participation. When a word is small and difficult to read the human mind perceives it as less important.
- Spend some time testing different font sizes in your auditorium.

It cannot be stressed enough to keep a consistent font size throughout your presentation and especially within one song. As you switch between slides you never want the size of your text to change. Using different font sizes will break the visual consistency.





Do not increase your font size to fill space just because a line is short. It is preferable to have more of the background (or negative space) showing than to fill the screen with larger text.

The only exception to this rule would be if you wanted to draw attention to a short word or phrase that has a special, emphasize part in the song by using an increased font size. These moments are rare, so this effect should be used sparingly.

Two questions to ask when determining the best font size for your environment are:

- 1) Is anyone squinting their eyes when reading your slides?
- 2) Can you comfortably read all your text from the back of the room?

Common complaints for projected lyrics are that the text is too small and it cannot be read from the back of an auditorium. In this case, you will want to reexamine your situation and increase your default font size accordingly. If standard font sizes still do not make the lyrics legible for the elderly or visually impaired, try printing out songbooks to meet the needs of your community. This will accommodate their needs without having to resort to excessively large text on your screen.

The environment in which you are projecting will have an influence on the font size you choose. For example, a long narrow room with small screens will require a larger font, while a cinema theater with large screens in a relatively shallow space will require a smaller font.

*“Common complaints for projected lyrics are that the text is too small and it cannot be read from the back of an auditorium.”*



# AVOID SMALL FONTS

If your environment has an undersized screen in relation to your room size, you might have a problem with your text being too small.

A few ideas to help allow for larger text are:

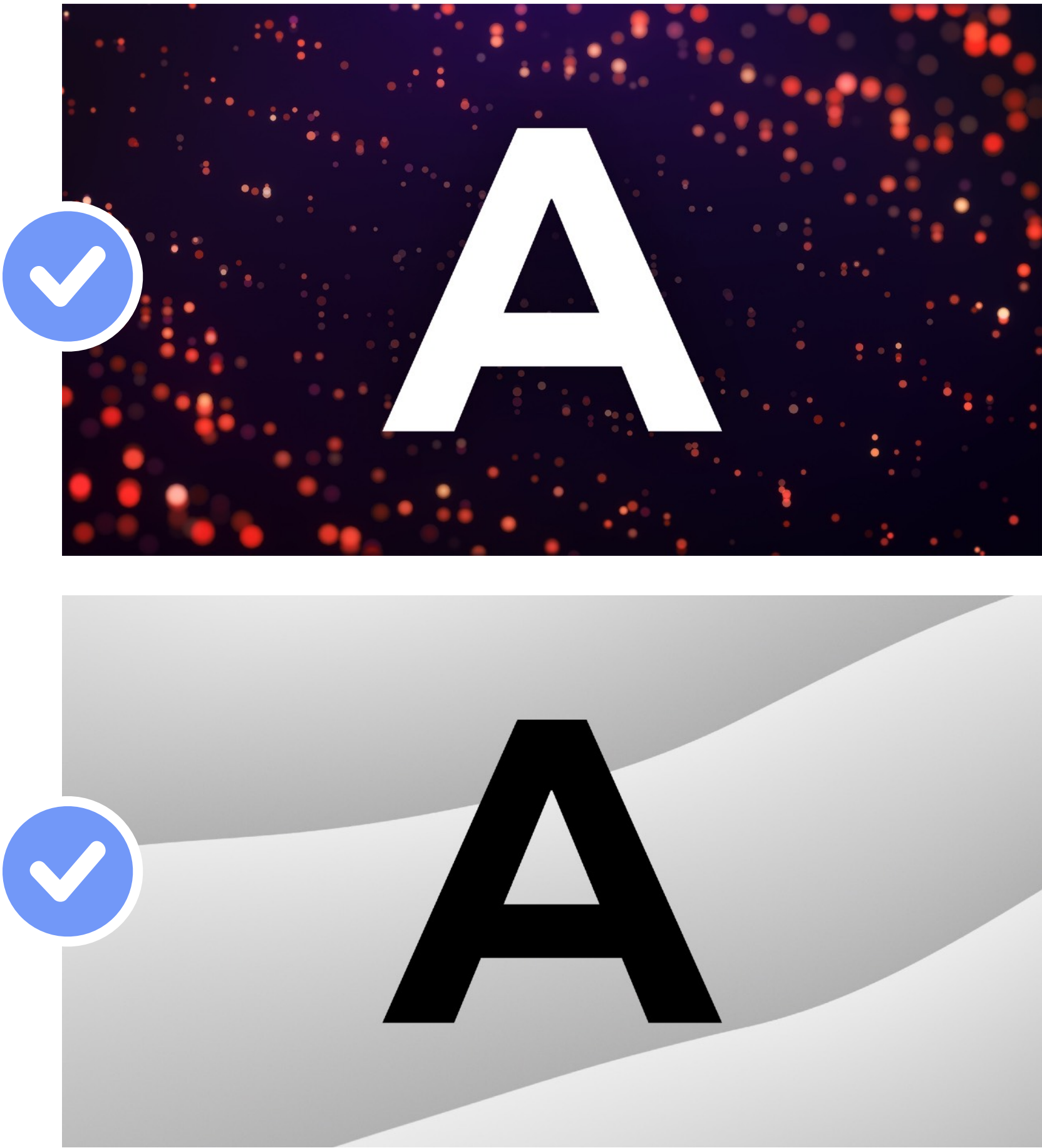
- Break up lines of text at natural points and put less text on the screen at one time
- Decrease the tracking (letter spacing) of your text
- Use a narrower font

# FONT COLOR

.....

In the early days of video lyric projection you would commonly see yellow text on a blue background. Although this does provide a high level of contrast and legibility, the look is unflattering and downright ugly.

Today, the default should be white text on a black or dark background. Even when using worship backgrounds, don't get cutesy by changing the text color unless you have a very good reason to do so. When projecting text over a bright background use either black text or a font effect like a black stroke to make white text stand out from its background.





# FONT STYLES & EFFECTS

.....

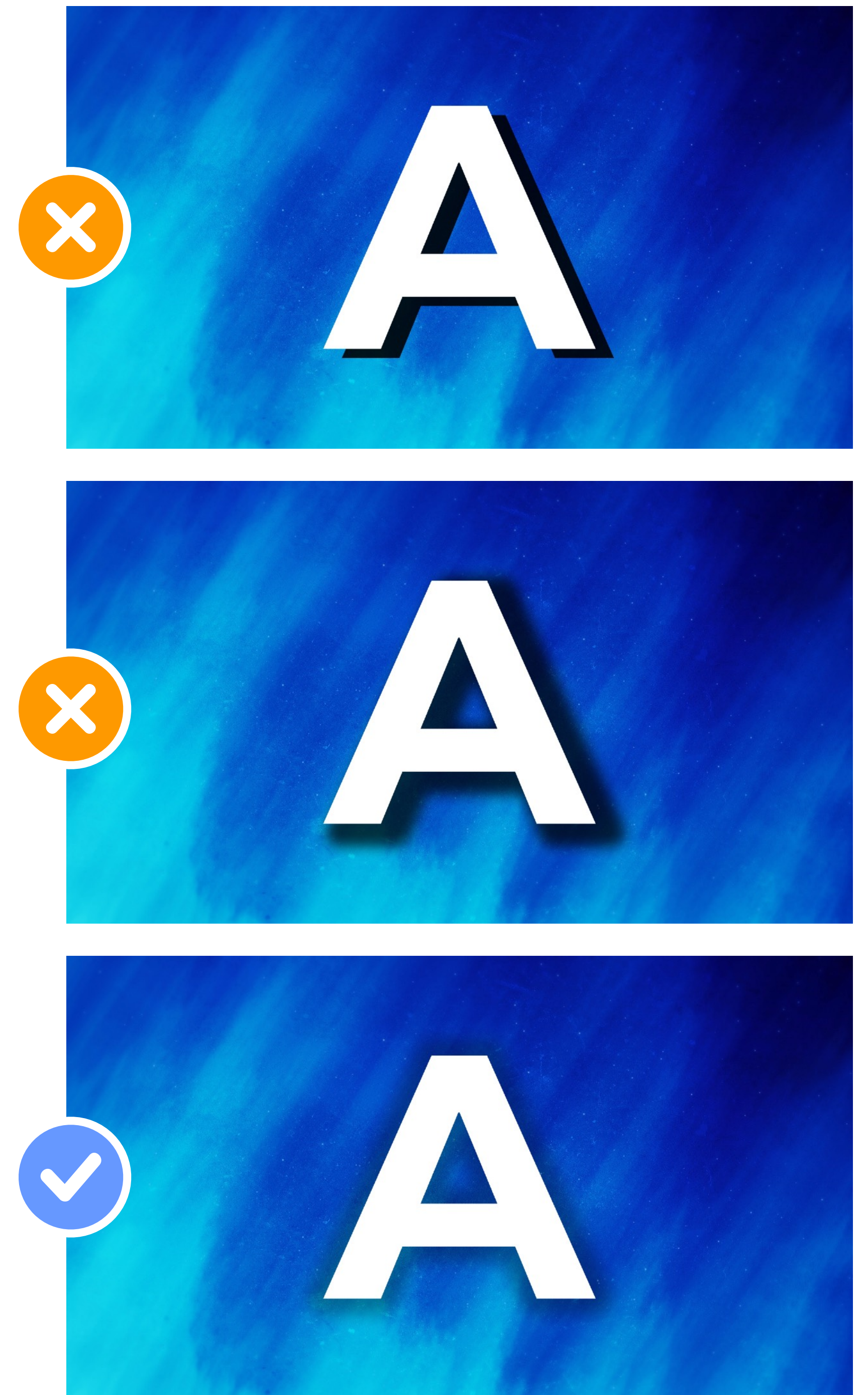
## DROP SHADOWS

Drop shadows are a popular tool for separating white text from its background. The more neutral the background, the more helpful a drop shadow can be in separating the foreground text. With the correct settings, a drop shadow can be an unobtrusive way to make text more legible on your screen.

The ideal shadow for lyric slides adds a soft, discreet darkening around each word. When done correctly, it's hardly noticeable over most backgrounds, yet still makes a big difference in legibility.

A few key points to consider when using drop shadows are:

- A drop shadow should be subtle. In a best case, your audience shouldn't immediately recognize that it's there.
- Adjust your shadow's distance value or length to 0 (zero) so that the area completely surrounding your text is darkened.
- If your distance value (length) is 0, the direction angle is irrelevant. However, if you do choose to use a higher distance value, use a direction angle of 180 degrees so your shadow falls straight down.
- Always use the color black for your drop shadow.
- Choose a blur radius or spread around 20 so that your shadow has soft edges. This creates a more natural look than a hard-edge.
- Heavy drop shadows can overpower your text, and should be adjusted to be more subtle. An opacity of 35% is recommended.





One weakness of the drop shadow effect is the way that it comes naturally with most software is that the bottom portion of your letters will be more visually separated from the background than the top. This is because a drop shadow is offset from the text by a specified distance. Having a distance of 0 (zero) will remove the offset effect and create a glow around all the edges of your letters equally. This is a unique effect to help separate your text from its background that has come to become the modern standard for lyric drop shadows.

If you prefer to have a traditional drop shadow on an angle, use a drop shadow distance (or length) of approximately 0-5 to separate your text from its background. Higher numbers will exaggerate your shadow effect and may be less effective in separating your text from the background.

Be careful not to have so heavy a drop shadow that it overpowers your text. Use other tactics and effects such as heavier-weighted fonts or shapes behind your text to help your lyrics stand out instead of cranking up your drop shadow settings.

## OUTLINE STROKES

Though it's not as popular, adding an outline stroke around each letter is another way to help separate your text from your background. This is especially helpful when you are placing text on a neutral-colored background that is neither dark nor light. Only use black strokes around white text or white strokes around black text. Never use a colored stroke.

The goal is to make your text more readable and help it stand out from its background. When strokes are done poorly, they can end up making your text harder to read.

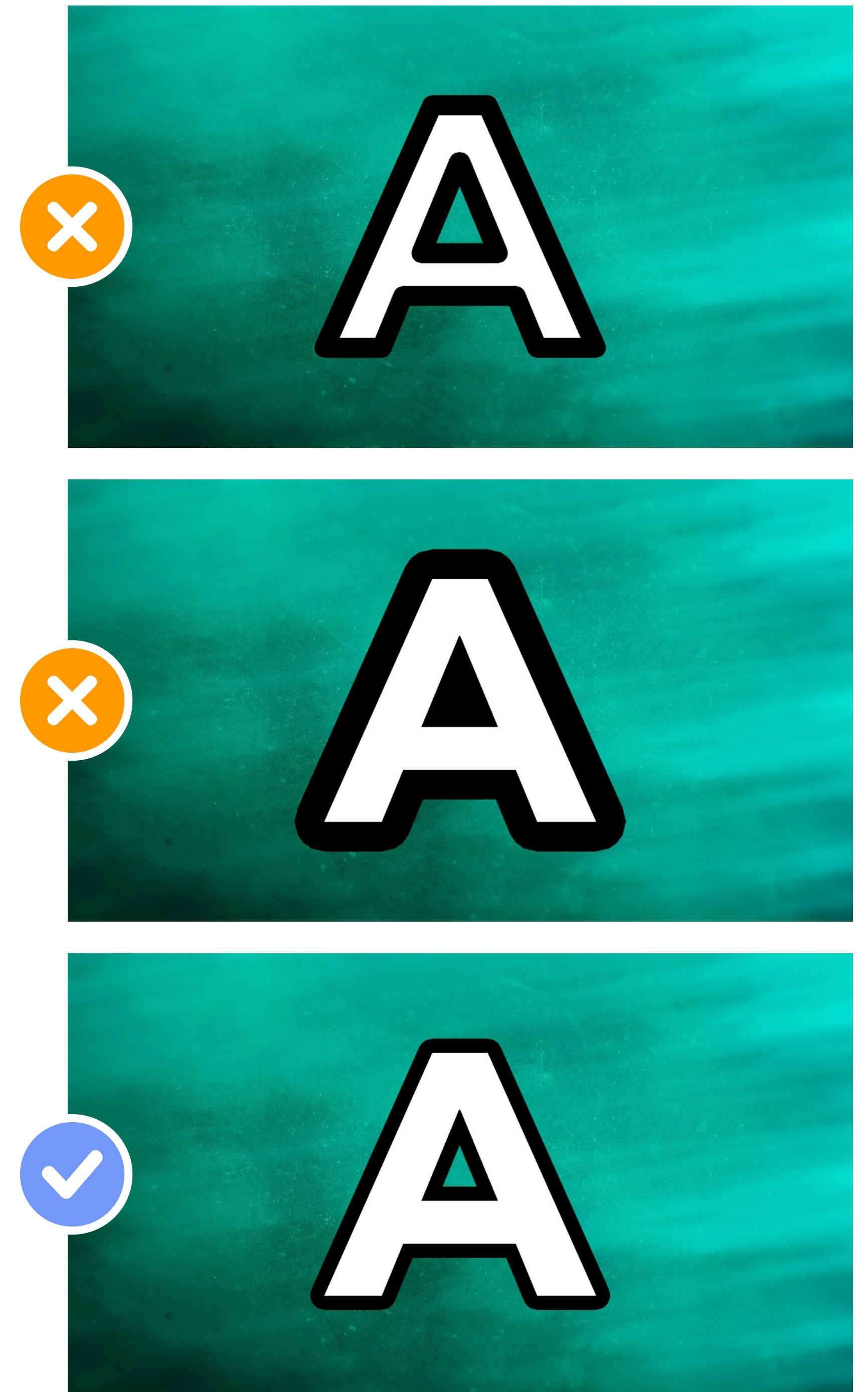




Outline strokes have a few weaknesses to be aware of. Some software applications will slightly bleed the stroke over the text. This is why it is recommended to use bold and heavier-weighted fonts to compensate for the stroke bleed. Secondly, strokes can be overbearing and reduce the readability of your text. When first applying a stroke start with a value of 1 and increase the stroke one point at a time until the desired look is achieved.

A few key points to consider when choosing a stroke for your text are:

- A stroke weight between 1 and 5 is usually sufficient for most presentations.
- Be careful that your stroke does not bleed over your type too much. This will make your text less visible.
- Only use white strokes with black text and black strokes with white text in your presentation.
- Strokes are best used with bold and heavier-weighted fonts.





# MAKING TEXT POP

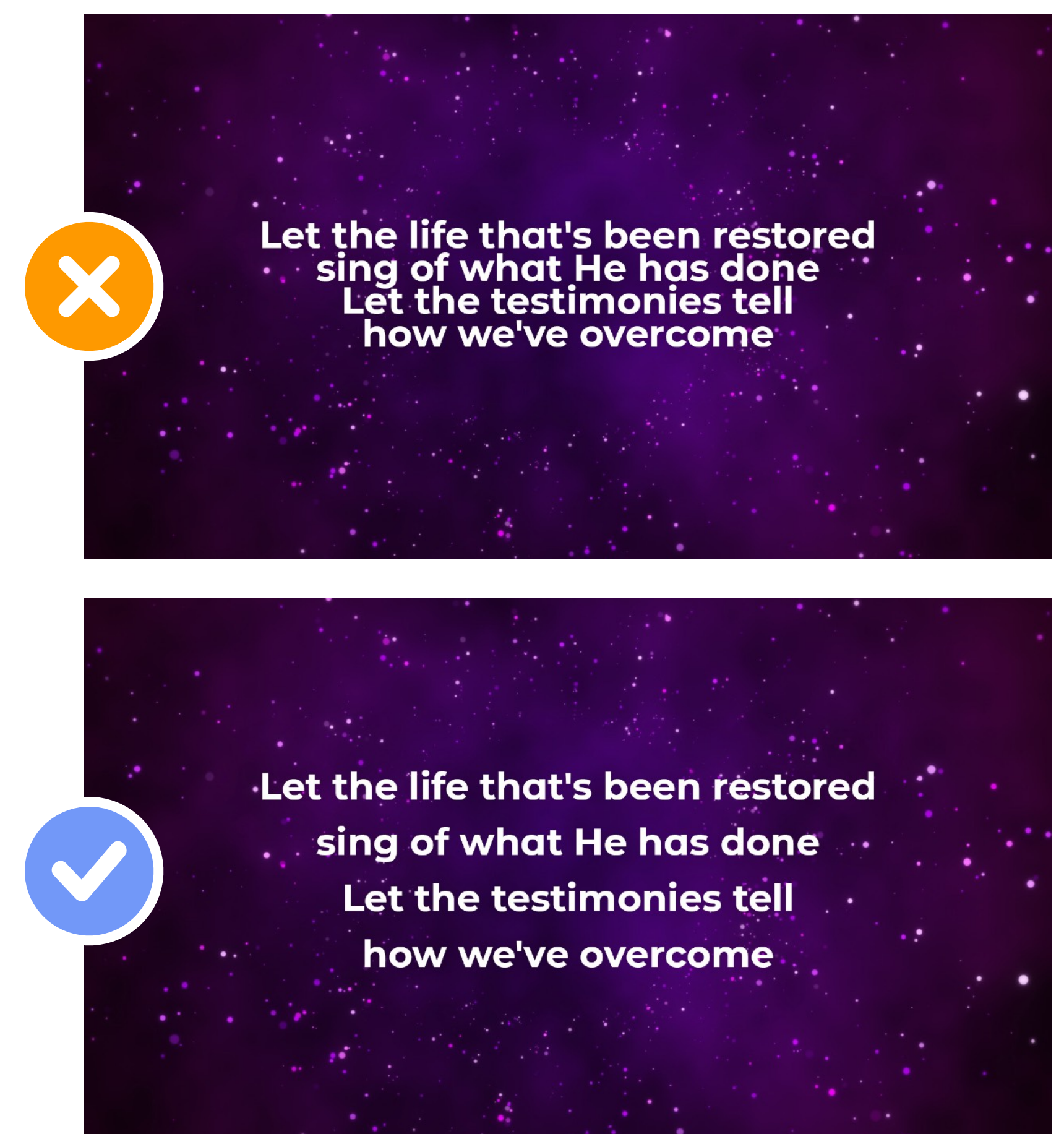
Other adjustments that you can make to help pop your text off its background are:

- Bold your text
- Darken your background or decrease its saturation
- Decrease the ambient light in your room
- Remove distracting or detailed background images
- Use a shape behind your text (Learn more on page 37)

## LEADING (LINE SPACING)

Leading is the distance between the baselines (the line upon which letters “sit”) of successive lines of type. Most presentation programs use a default leading value of 1.0 or 0 depending on your software application. This is ideal for paragraph writing, but not for presentations. The default leading value creates lines of text that are too close together and difficult to read. A better value would be 10 to 20 (or 1.2 to 2.0 depending on how your presentation software calculates leading). This makes projected lyrics easier to read because there is more space between successive lines of text.

If you do decide to use a larger leading value, be careful that it does not add too much space between your lines of text. Too much leading makes lines of text look isolated from one another and therefore, more difficult to read.





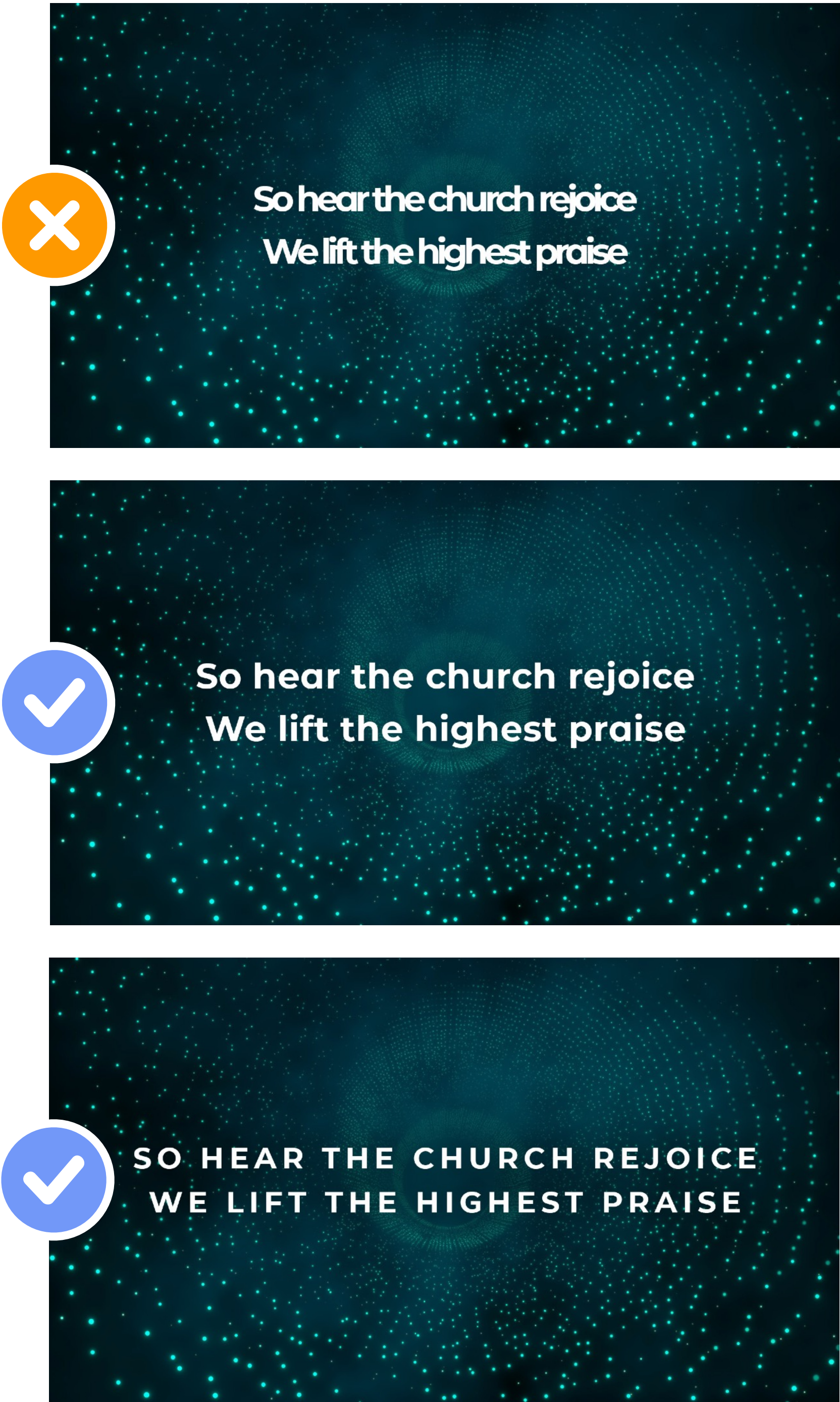
# TRACKING (CHARACTER SPACING)

Tracking is an overlooked adjustment that can make your text become more readable. This setting is an adjustment that adds or subtracts space between the letters in your lines of text. By default your tracking amount is usually set to 0. Positive values will increase the space between letters and negative values will decrease the space.

For lyric projection, it is suggested to slightly increase the tracking value of your text to give letters a little more breathing room. By default, fonts usually are closer together than what is ideal for projection. Choose a tracking value between 2.0 and 4.0 for the best results.

If you're working with a smaller screen, decreasing the tracking of your text can help bring letters closer together allowing for more text on your screen or a larger font size. But, letters should not be close enough together that it decreases legibility. Find a tracking value that best fits your needs and stick with it throughout your presentation.

Increasing the tracking of your text dramatically can be a great stylistic approach to displaying your worship lyrics, but should be used with caution. This should not be used with small screens due to a smaller font size being required. If you decide to use this look, make sure that your text is still clearly legible. Using all caps is recommended for this look.





# USING ALL CAPS

Since the purpose of song lyric projection is to help your community be more active in the worship experience by providing words they can clearly read, you want to do everything you can to foster legibility. For this reason, it is recommended that you use *sentence case* to project your worship song lyrics and leave using all caps for smaller bodies of text such as titles and headings.

However, using all caps on worship slides has gained a lot of popularity in recent years. It offers a more stylistic approach to displaying your lyrics and can even complement the backgrounds that you’re using. Use caution when implementing all caps in your worship services and test this look to make sure it doesn’t take away from the participation of your community.

Lyric slides using all caps should be limited to 1-2 lines each. Avoid using more than 2 lines for this look to keep your slides from looking crowded.

By far, the most beneficial quality of using all caps for your lyric slides is that it takes away the pressure of having to perfect your capitalization. Using all caps is also particularly useful when creating stylized looks with shapes. The hard edges of the lines work well with the shapes for increased visibility. (See more about shapes on page 37.)





# LAYOUT

.....

## WHITE SPACE

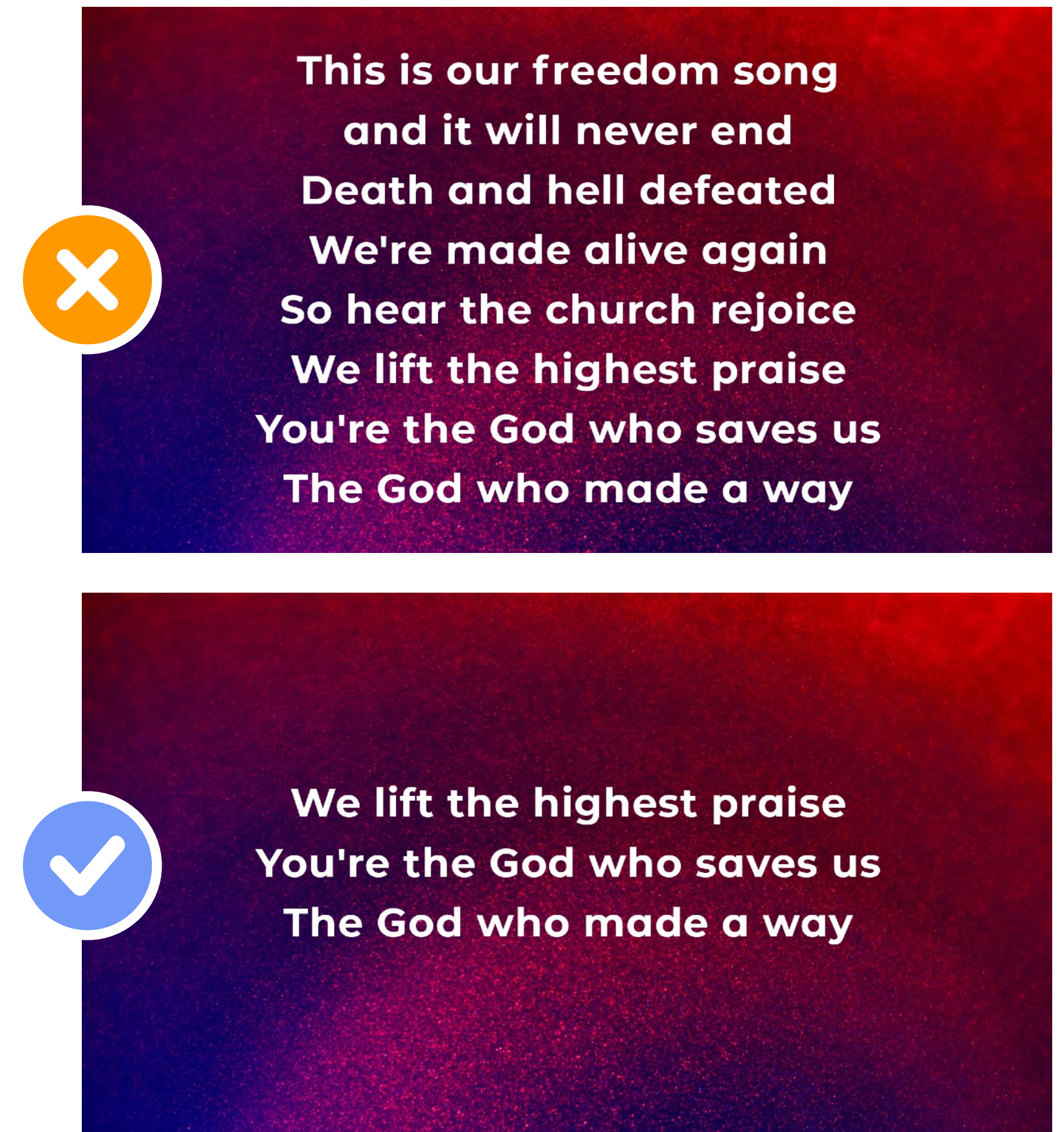
.....

There are many elements that help to make a great design and one that often gets overlooked is white space. Every design has white space, but not all designs have enough.

White space is the negative space between or around your elements. It is the unmarked areas of your screen such as margins, gutters, space between columns and space between lines of text. Don't be misguided by its name, white space isn't always white and in worship lyric projection it rarely will be. In most cases your white space will be black, dark-colored or neutral patterns between your text, photo and graphical elements.

White space is like breathing room for your eyes. It is the space between elements that your eyes will pass over to find all the important pieces of information like text and graphics. By increasing the white space on your screen, you will decrease the visual congestion. Having less clutter will result in more legible text and more pleasing design.

When laying out your slides, do not crowd every corner with graphics and words. Value white space in your design and use it to your advantage. White space is an effective tool in transforming a weak presentation into one that is clean and professional.





Five ways to increase white space in your design presentation are:

- Decrease the number of lines of text per slide
- Decrease your font size
- Decrease your leading
- Increase your margin widths
- Remove unnecessary graphics or photo elements

# SLIDE MARGINS

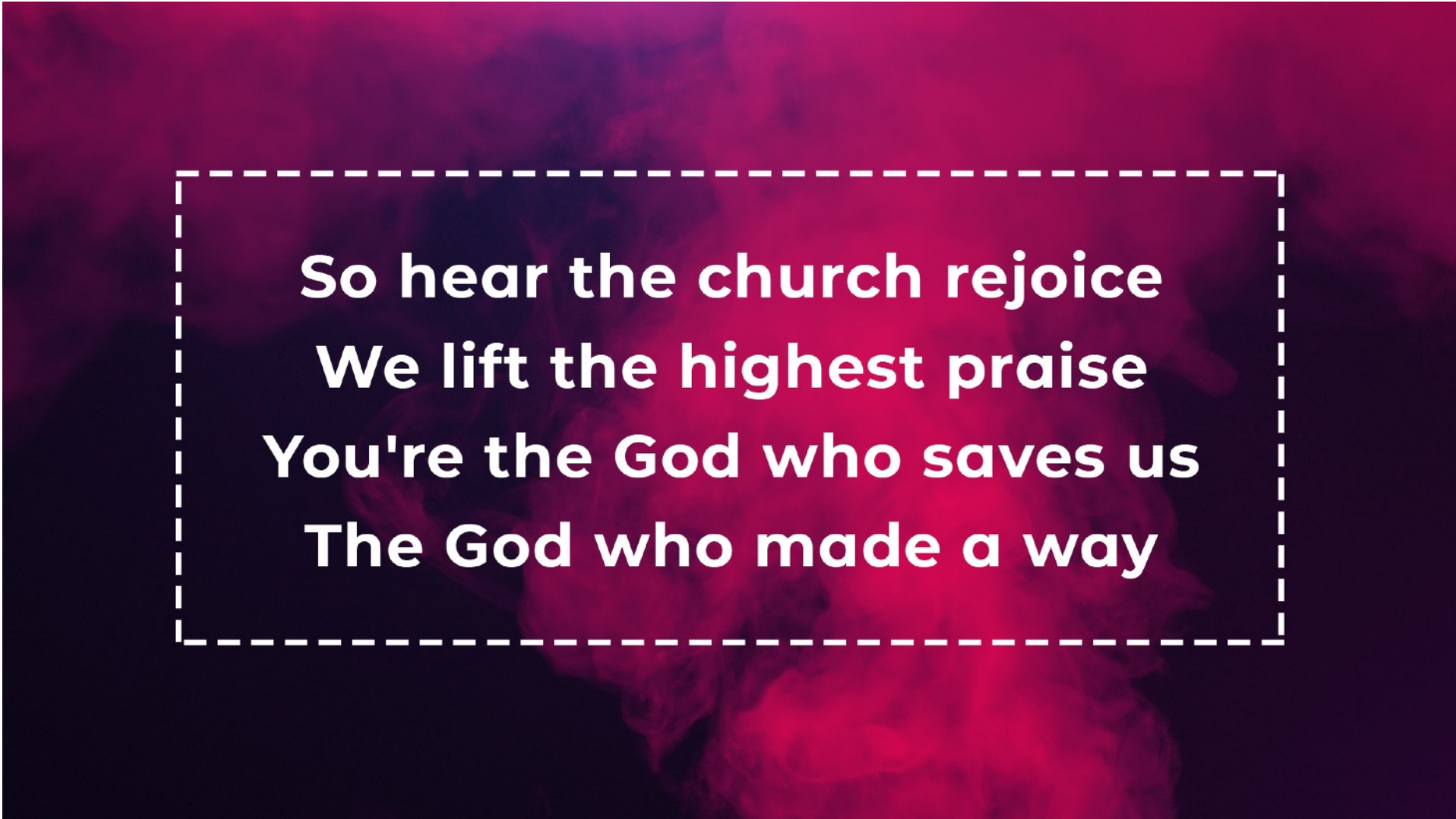


Slide margins are the space between the edge of your screen and the boundaries of your text area. It is always recommended that you leave room on the top, bottom, left and right sides of your text area so as to not crowd the edges of your screen. For a typical setup, you want your slide margins to account for a minimum of 10 to 30 percent of your screen. A 4:3 screen will have narrower margins than a 16:9 screen, because there is less horizontal space for lines of text.

If you routinely find that your text is hitting the edges of your margins you can try these solutions:

- Break long lines of text into two lines
- Decrease your font size
- Decrease tracking
- Use a narrower font

Once you have determined an appropriate slide margin boundary, you will want to set it as your default and keep your margins exactly the same throughout your entire presentation. Always keep the same margin width





on the left side of the screen as your right side. The top and bottom of the screen should have equal margin widths as well, but in special circumstances you may have different values due to viewing obstructions that are present in your environment.

# HORIZONTAL ALIGNMENT



Horizontal alignment determines how your text is aligned from the left and right sides of your text area. The three types of horizontal alignment are left, centered and right. Whichever alignment you decide to use, make sure you are consistent throughout your presentation. Use the same horizontal alignment throughout all your worship slides unless there is a special circumstance to use an alternative.

Varying your slide’s horizontal alignment can help signal to your community that it is time to read scripture, hear an announcement or enter into worship.

When choosing a horizontal alignment for your text, take into consideration your background image. If you have an important element on one side of your screen and not on the other, you may need to left or right justify your text so it does not overlap it.

# CENTERED HORIZONTAL ALIGNMENT

Centered horizontal alignment is the most popular text alignment for worship slides because it places your text in the middle of your screen and makes it the primary focal point. It is easy to read because it creates ragged edges on the left and right of the text, takes advantage of the

*“Design can be art.  
Design can be aesthetics.  
Design is so simple, that’s  
why it is so complicated.”*



**PAUL RAND**



most important area of your screen and has an appealing look to the eye.

The strengths for using centered horizontal alignment for your text are:

- Creates symmetry which symbolizes authority and truth
- Keeps your text away from the edges of the screen
- Looks great over abstract backgrounds
- Modern, clean and simple looking
- Ragged edges on left and right
- The center of every screen has the brightest and sharpest picture

## LEFT HORIZONTAL ALIGNMENT

Left horizontal alignment is the second most commonly used text alignment in worship lyric projection. The straight edge on the left makes it easy for readers to find the next line of text. This is a visual boundary that the eye is drawn to whenever it needs to find the first word on the next line.

The strengths of using left horizontal alignment for your text are:

- Creates a clean edge on the left and a ragged edge on the right
- Leaves room on the right side of your screen for visual elements
- Makes reading long blocks of text easier; for example, scripture, responsive reading and sermon notes
- Traditional looking





# RIGHT HORIZONTAL ALIGNMENT

Right horizontal alignment can add a unique design twist to your slides. When used sparingly, it is a creative way to add a little variation to your presentation. Aligning text to the right is especially helpful if there is a graphical element you do not want your text to overlap with on the left. Be careful not to overuse this alignment style. Aligning text to the right makes a ragged edge on the left and has the tendency to make your lines of text more difficult to read.

The strengths of using right horizontal alignment for your text are:

- Leaves room on the left side of the screen for visual elements
- Unique and creative



# VERTICAL ALIGNMENT

.....

Vertical alignment determines how your text is justified from the top and bottom edges of your text area. There are three types of vertical alignment: centered, top and bottom.

# CENTERED VERTICAL ALIGNMENT

Vertically centered text is the most popular alignment of worship lyrics because it makes the text the primary focal point. This alignment style leaves an equal amount of space above and below your text no matter how many lines you have. Its symmetrical look is very pleasing to the eye and is easy to read.





The strengths of using centered vertical alignment for your text are:

- Creates symmetry
- Keeps text away from the edges of the screen
- Looks great over abstract backgrounds
- The center of your screen has the brightest and sharpest picture
- Well balanced

## TOP VERTICAL ALIGNMENT

There are two common reasons why top vertical alignment is used instead of centered vertical alignment. The first is because the sight lines to the bottom portion of the screen are obstructed. This may be due to a number of reasons such as the band being in front of the screen, low hanging screens, beams and pillars in the way or any other obstructions to the field of view. If obstructions are present, be sure to determine the lowest point on your screen that the text can be presented so that everyone has a clear view.

A second common circumstance for using this alignment type is when you have a graphical element on the bottom of your slides that you do not want to cover up. Aligning your text to the top of your screen to separate your text area from your graphical elements will create clearer messages and a better design.

## BOTTOM VERTICAL ALIGNMENT

Aligning your text to the bottom of your screen may be used to separate your text from graphical elements that occupy the top area





of your screen. Screens using IMAG (image magnification) showcasing video of the stage will commonly use a bottom vertical alignment for their text overlay so that no important visuals like faces or hand gestures are covered up.

The strengths of using bottom vertical alignment for your text are:

- Leaves room at the top of your screen for visual elements
- Positions text lower on your screen if obstructions are present at the top
- Works well with IMAG

# LINES OF TEXT



Do not be lazy and put an entire song on your screen at one time. Two to four lines of text is a balanced choice when determining how many lines should be presented on a single worship slide. We recommend using two to three lines as the norm because it leaves the screen uncluttered and easy for your community to find their place whether they are familiar with the song or not. Like everything else in your presentation, you want every line of text to be easy to find, clearly readable and not crowded in any way.

One line of text is also acceptable if you have a small amount of text to present at one time. If you are using lyrics over IMAG, it is common practice to use only one or two lines of text when presenting lyrics. Fewer lines of text take up less screen real estate and make it easier for your community to find their place during times of worship. Projection operators will need to advance to the next slide more often as the number of lines of text decreases per slide.

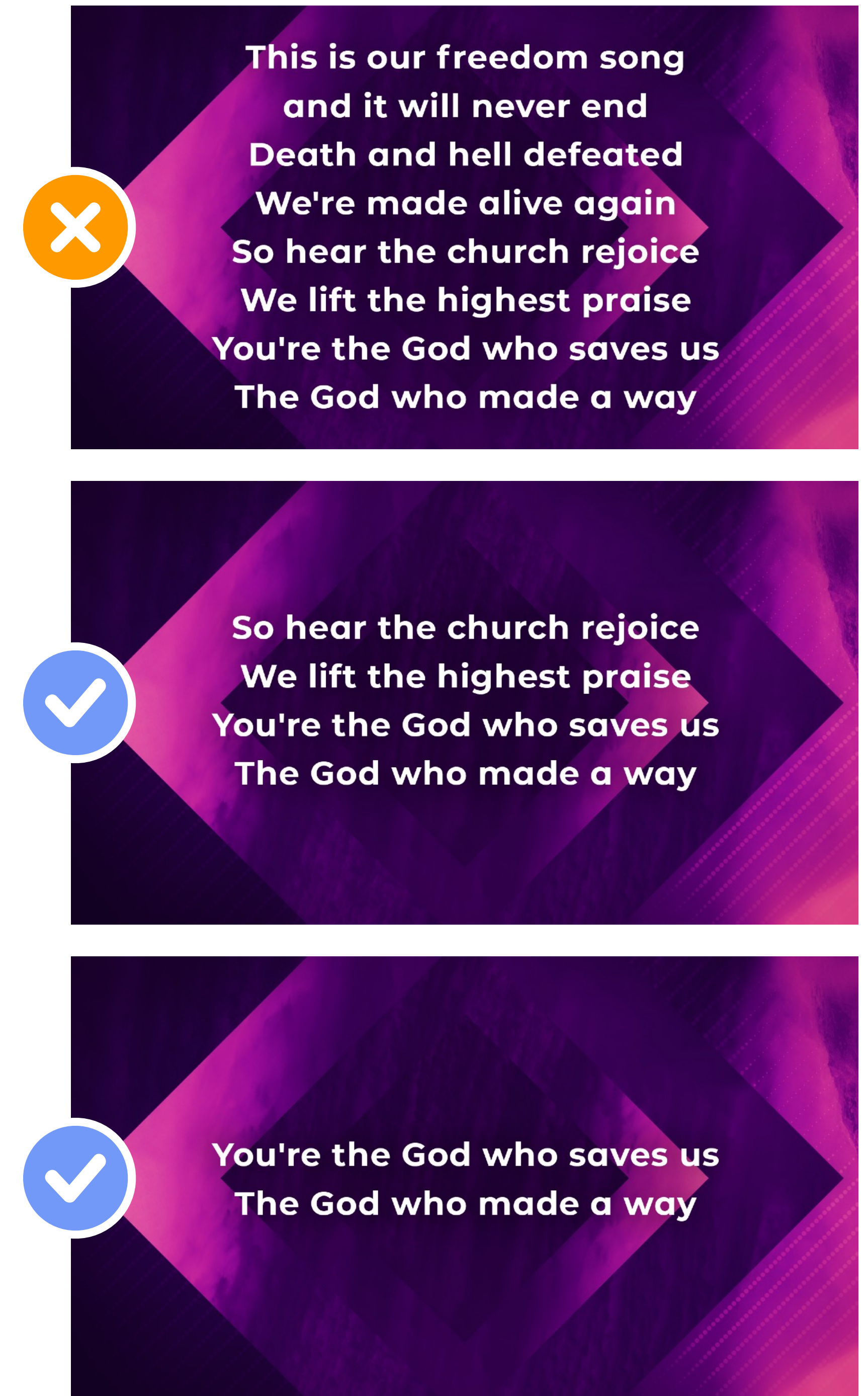




The maximum number of lines per worship lyric slide is four. Exceeding this number puts too much text on your screen at one time and makes it difficult for your community to find their place. If the lines of text are very short, then having four lines is a reasonable choice. In most cases, stay within three or fewer lines of text.

The tempo of a song will also influence the number of lines you choose to present at one time. It is good practice to place more lines of text on your slides for faster songs and fewer lines of text for slower songs.

An alternative school of thought believes that presenting more lines of text on your screen at one time will help your community see the story in a song and give more time to meditate on its words. When an audience only sees small portions of a song at one time, they may be less likely to appreciate the full narrative of the song. This is something to consider when choosing how many lines of text to project per slide. For more contemplative and reflective songs, you may consider increasing the number of lines of text on your screen if you think it is appropriate.





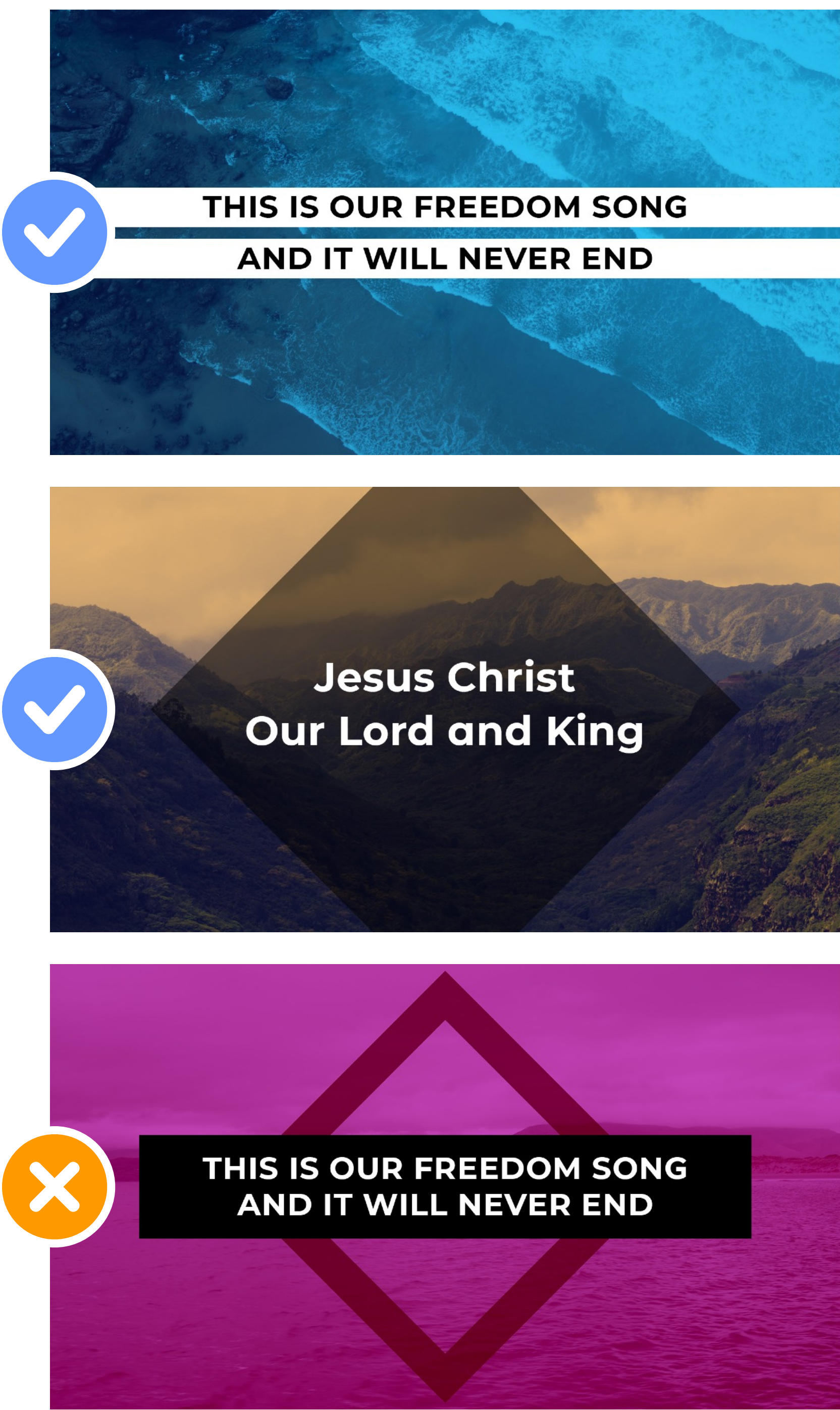
# SHAPES AND LAYERS

Using shapes and layers with your lyrics is an excellent way to make your text pop and slides look unique. A simple circle, square, diamond or rectangle behind your lyrics can transform plain text into a *design*. Additionally, boxes can be used behind your words in the form of solid bars or outlines to give your slides a fresh look. Even adding simple lines can elevate the appearance of your lyrics. These shapes are not limited to the boundaries of the slide like text; some may fit inside, while others might extend over the edges.

Beyond creating a special look, shapes make a major impact on visibility. When you place text over one of these layers, you can use practically any background without fear of losing readability. Two of the most popular color options for these design elements are black and white. However, it's important that dark-colored text, such as black, be used over white shapes. In the same way, only light-colored text, such as white, should be used on black shapes. In most cases, drop shadows will be unnecessary.

Another option to consider for your shapes is the opacity level. A popular alternative to solid colors is translucent shapes where the opacity is turned down to around 50%. This allows the background to subtly shine through the shape. This is a great way to make the shape appear to be more blended with the background rather than sitting on top.

One restriction that should be kept in mind when using shapes and layers is to avoid using them over backgrounds that already include a shape.





# CREATING A DESIGN STANDARD

Once you have finalized your design choices and settings, you will want to implement them across your entire presentation. A good practice is to write them all out and keep them on file for future reference. This is especially helpful if you have multiple people involved in creating and editing presentations and you want everyone to follow the same design specifications.

Design standards that you should record and make available as a standard for all future presentations are:

- Alignment styles
- Drop shadow values
- Font names
- Font size
- Leading and tracking values
- Line height value
- Margin values
- Maximum number of lines of text per slide
- Outline stroke widths

At the end of this handbook there is a template for you to print and use to create your own design standard (page 104).

*“Plans are of little importance, but planning is essential.”*

.....

WINSTON CHURCHILL



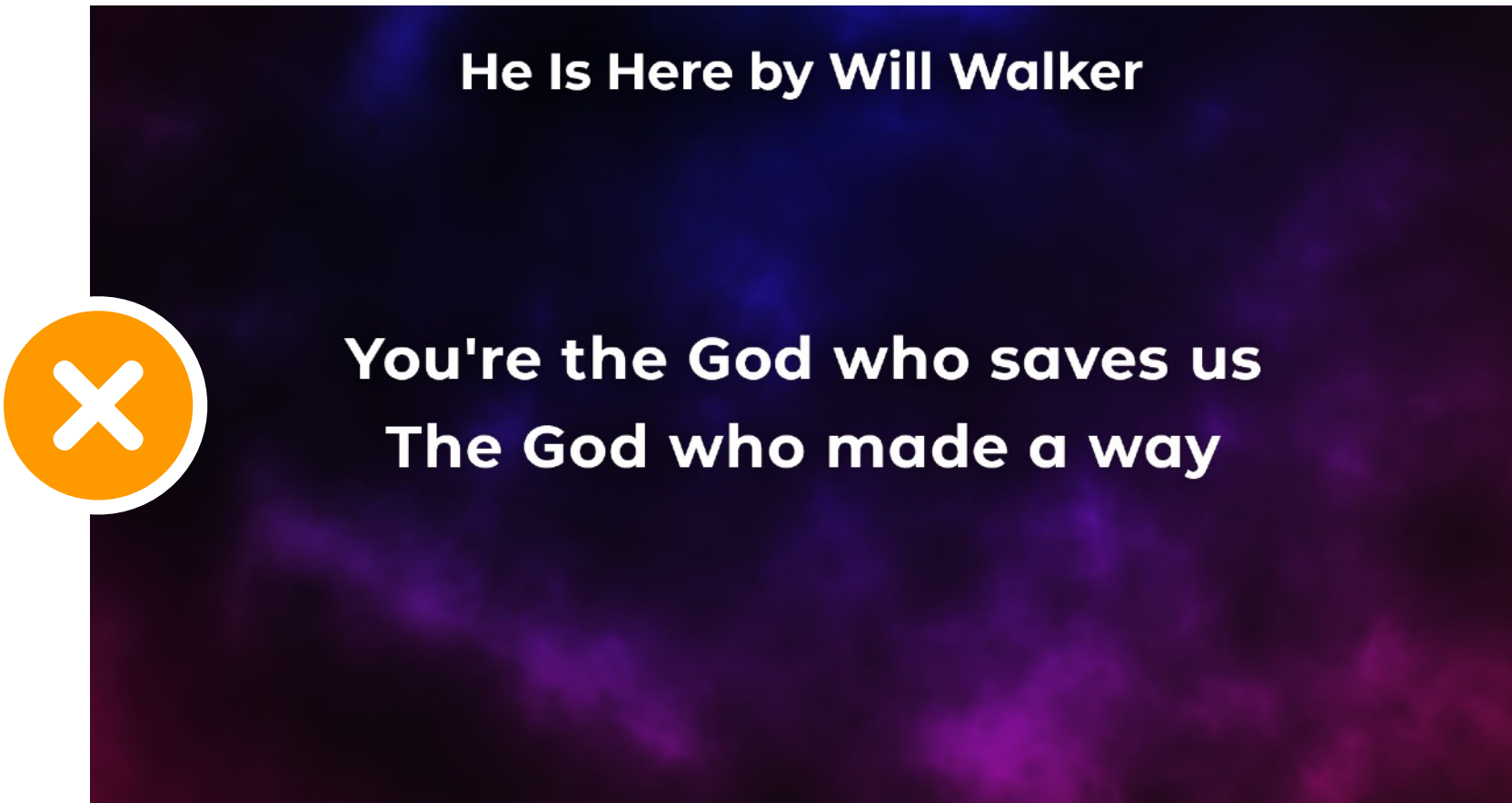
# SONG TITLES & TITLE SLIDES

.....

It is recommended that you do not display song titles or title slides in your presentation unless your leadership has specifically requested them. Projecting the title of a song on a separate slide or at the top of your lyrics is unnecessary and distracting to your community. Titles draw eyes away from your worship lyrics which are the most important part of your presentation. They also take up screen space that can be better used for text, graphics and white space.

The use of song titles is not necessary to comply with copyright laws. Song titles, artist names and other copyright information can be presented in a much more discrete way. For more information on this topic read the section of this handbook titled Copyright Laws (page 72).

One exception where using a song title would be appropriate is when posting a hymn or song number on your screen to indicate to your community to turn to a hymn or song in a book, rather than projecting the lyrics. This is an important piece of information that needs to be communicated to your community. Remember to keep it tasteful. There is no need to make the title bold, underlined or use an excessively large font size.





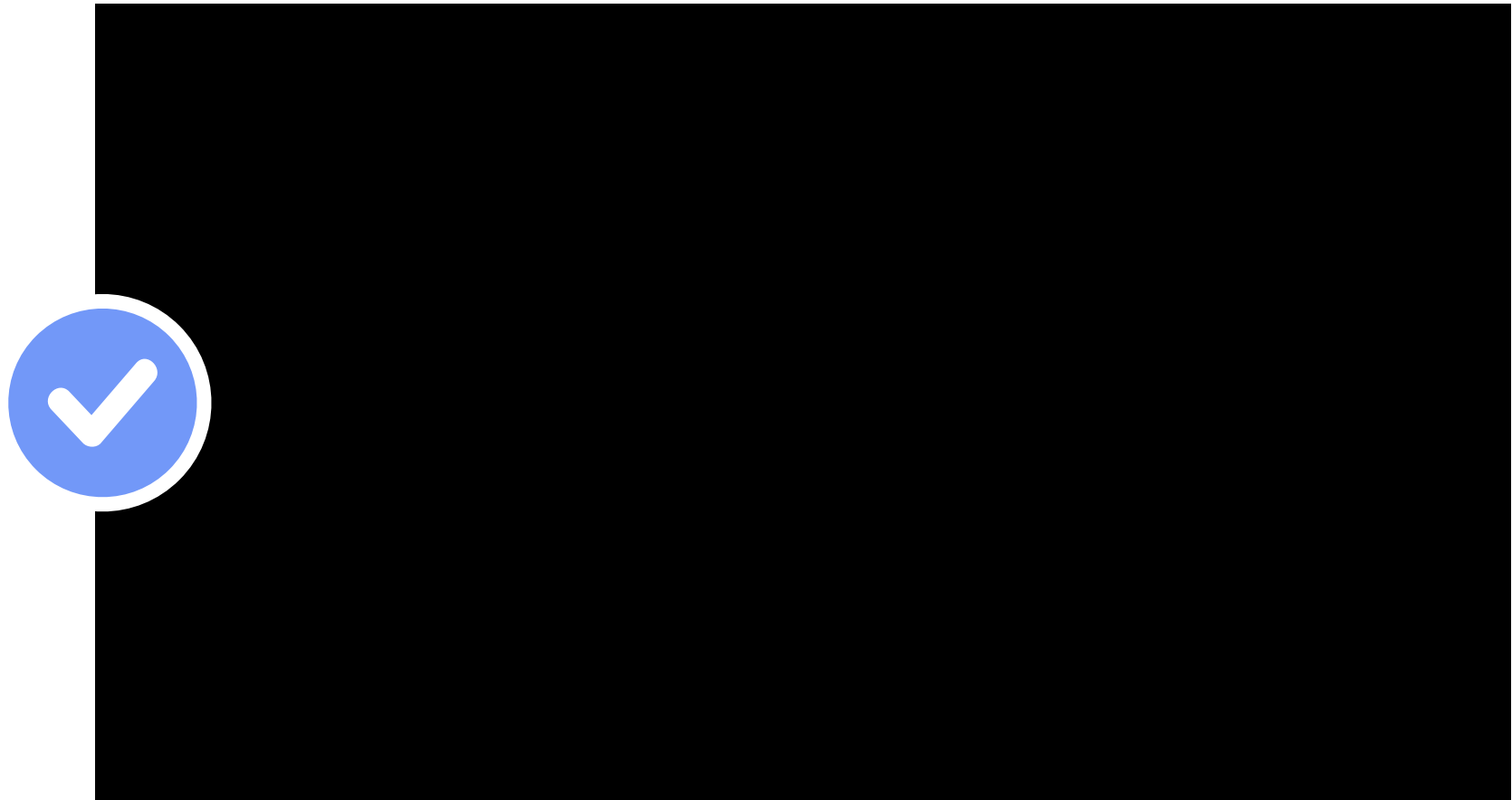
# VISUAL SILENCE

Visual silence is a powerful tool that removes visual distractions in an environment in order to amplify other focal points. When your community has fewer competing visuals to be stimulated by, greater focus will occur on what is still active in an environment. Think of visual silence as negative space in a real-world environment. Removing all or most distractions from your screen can help channel your community’s attention elsewhere.

Don’t be afraid of the dark. Black screens should not be feared, but embraced. Allowing your screens to go completely black during a worship song might be the best solution to help focus your community’s attention and remove all visual distractions. Without any text or graphics to look at, your community can have an uncrowded space to enter into a reflective time to listen, meditate and pray.

Some specific times when you might consider allowing your screens to go black are:

- Communion
- Instrumental music or solos
- Musical interludes and breaks in the music
- Offering
- Personal response or reflection times
- Prayer or times of meditation



*“Visual silence is also a powerful way to communicate the story of our salvation, which in its simplest form is the journey from darkness to light.”*

.....  
**STEPHEN PROCTOR**



It's Your endless grace  
New life it brings

.....**EDITING**



# SLIDE EDITING

Now that you have your typography and layout looking great, it is time to edit your text. Everything can look great visually, but one misspelled word will be noticed and will create a distraction for your community. That is why it is very important to check and double-check your slides for mistakes. Take time to edit your slides, because small fixes make big differences.

Having your worship leader look over your slides can also help to find hidden errors. They will easily spot a wrong slide order or an incorrect song selection. What only takes a few minutes to look over can turn a good presentation into a great one.

Be careful when copying and pasting song lyrics and scripture from other sources like websites and song sheets. They often include unwanted elements such as symbols, numbers, spaces and line breaks. Take time to clean up your new song slides after you import or paste anything into your presentation.

## LINE BREAKS

Line breaks need to flow naturally and should break according to the musical phrasing of the song. Each line should be a complete phrase and never be half a thought. If you are unsure about choosing the best location for a line break for a particular verse, try singing the song to yourself or listening to its audio track to find natural breaks.

*“Good design is obvious.  
Great design is transparent.”*

JOE SPARANO



If you are still having trouble choosing the best spot, ask another person or worship leader for help. Oddly placed breaks in your text disrupt the natural flow of a song and will be noticed by your community. The better the lyrics flow on your screen, the more naturally a song will be read.

The ideal situation would be to have short lines of text on your screen making it easier for your community to find their place in a song. This is especially helpful for those who may not be familiar with the songs.

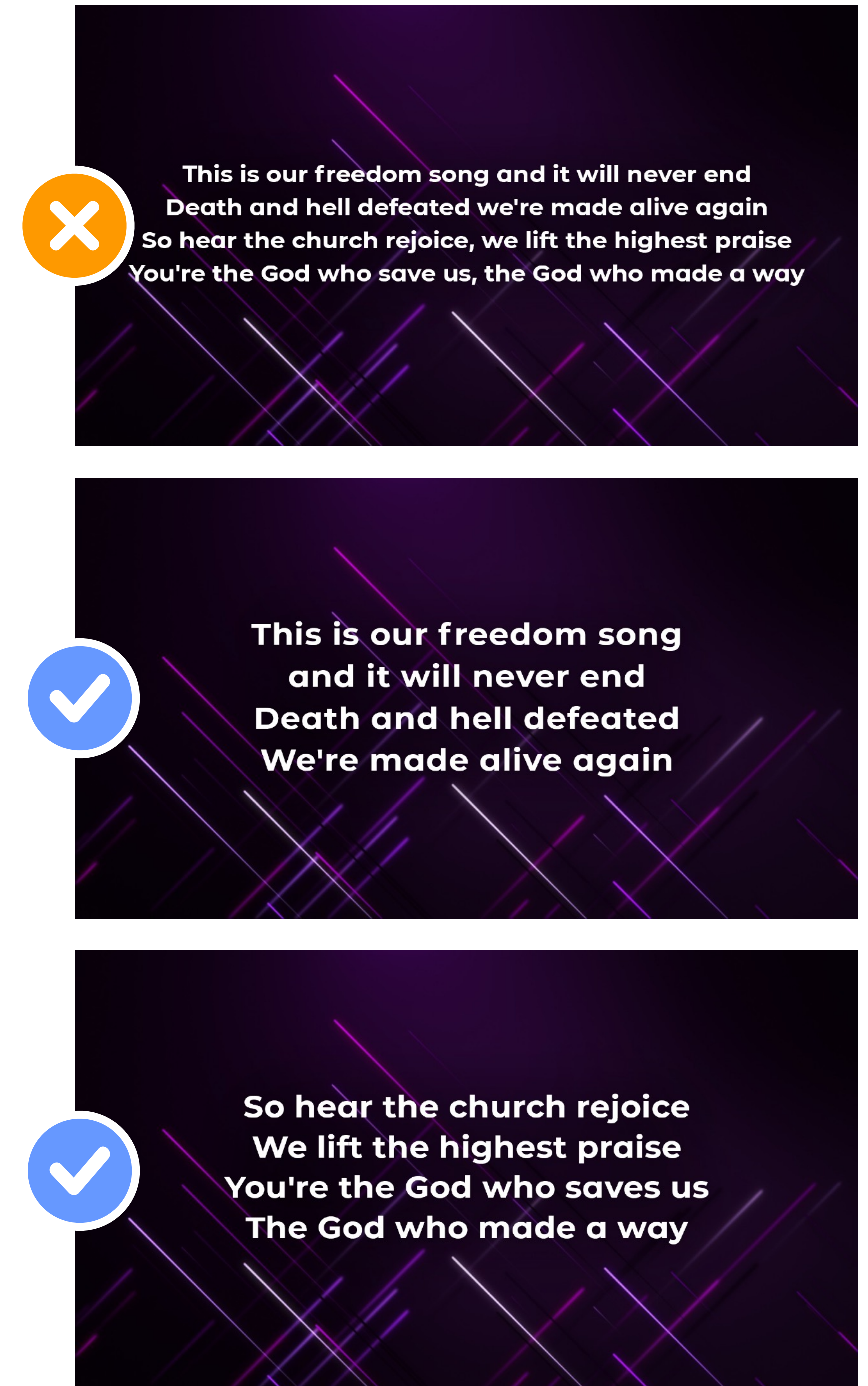
Locations where it is natural to break up a long line of text are:

- After a comma
- After a period
- Before the word “and”
- Pauses or rests in a song
- Times when the singer takes a breath

Keep an eye out for unwanted line breaks. These can automatically occur when you copy and paste lyrics from one source to another, increase your font size, change your font type, increase your font weight or change video resolutions.

## WIDOWS & ORPHANS

When a line of text is too long for the space provided, the last word on the line will get pushed to a new line with a single word. This occurrence is called an orphan and is very unappealing when it comes to slide design.





Even worse than an orphan is a widow. This is when a single word or line of text gets pushed to a new slide and leaves it widowed all by itself on the slide. Both of these situations are undesirable and need to be fixed.

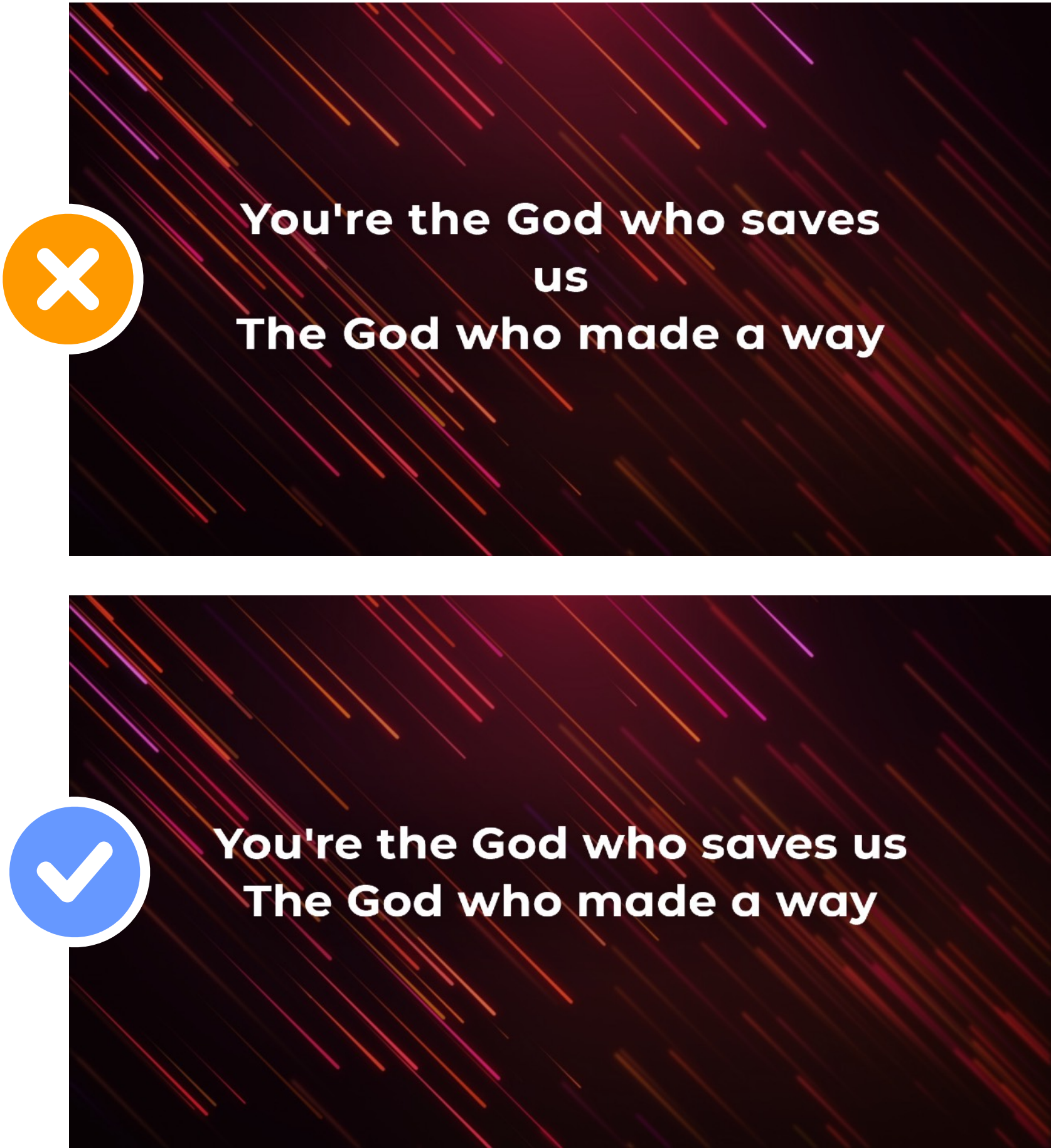
Orphans and widows are easy to spot when you are on the lookout for them. One way to fix an orphan is to split a long line of text into two lines. Eliminate a widow by splitting a large block of text onto two separate slides.

# PUNCTUATION

.....

The punctuation you choose when projecting song lyrics affects the way a line looks and how it is sung. There are a few rules of thumb when it comes to punctuation in song lyrics. One is to eliminate all forms of punctuation, the second is keep only the bare essentials and the third is to keep everything that the composer of the song intended to be there. You need to decide for yourself what is best for your community and stick with it. There is no right or wrong answer, just keep your decisions consistent throughout your entire presentation. A common mistake is to jump back and forth between different punctuation practices throughout a presentation.

The most common punctuation practice is to eliminate everything that is unnecessary and only keep the bare essentials. This comes from the school of thought that you are projecting lyrics and not sentences. Much like poetry, this practice does not follow all the standard rules of punctuation found in formal writing.





Some guidelines for following this punctuation practice in worship lyric projection are:


- Commas are acceptable, mid-line if necessary.
- Keep all question marks if the lyrics are stating a question.  
Removing them may change the meaning of the phrase.
- Remove all exclamation marks, colons and semicolons at the end of every line.
- Remove all periods and commas at the end of every line. Line breaks are more than enough to signify new thoughts.
- Remove all unnecessary hyphens.
- Use a comma if a line begins by addressing someone’s name.  
Example: Jesus, you are my Savior.
- Use a comma to separate multiple descriptors before a noun.  
Example: Morning, evening, bless His Name.
- Use a comma to separate three or more items in a list.

Managing punctuation is an art form. Use common sense and be consistent throughout your presentation. Develop your own punctuation policy that helps your community read, understand and worship. Any barriers that discourage these core values should be adjusted.


# CAPITALIZATION

.....

There are a few schools of thought on what should and should not be capitalized in your presentation. Whichever rules you adhere to, make sure you are consistent with them.



He is here,  
Our King is here,  
No more sorrow  
and no more fear!



He is here  
Our King is here  
No more sorrow  
and no more fear



The most commonly practiced rules for lyric capitalization are:

- Always capitalize proper nouns such as “I”, days of the week, city names and names of people.
- Always capitalize any nouns that refer to God. Example: Healer, Maker, Provider and King.
- Always capitalize the first letter of the first word on every new line of text that is a new phrase.
- Always capitalize the names and pronouns of God. Example: Jesus, Lord, Father, Holy Spirit, You, You’re, Your, He, Him and His.

*“When our spelling is perfect,  
it’s invisible. But when it’s  
flawed, it prompts strong  
negative associations.”*

.....  
**MARILYN VOS SAVANT**

# SPELLING

.....

Spelling mistakes that slip through the cracks during your editing process will stick out to your community when your presentation goes live. They will distract, irritate and make your presentation look unprofessional. Spell check has its limitations and should not be relied on as your only source of proofreading. It will not pick up repeated words, repeated lines, the wrong word, bad punctuation and other editing errors. Always look over your slides and, if possible, have someone else look them over, too. A fresh pair of eyes can quickly find mistakes that you blindly missed.

Always check and double-check your slides for spelling mistakes. This is especially important for newly typed and imported songs.

In a worst case scenario, a spelling mistake could present an idea that is theologically incorrect or even blasphemous. This is another important reason why editing and looking over your slides for mistakes is an important responsibility.



When song lyrics are retyped every week, there is a greater chance of error. It is best to use a presentation software or song database to keep all your song lyrics together so that edits can be added and archived for future use.

Remember that spelling mistakes are inevitable. The key is to catch all of them before your presentation goes live in front of your community.

*“Remember that spelling mistakes are inevitable. The key is to catch all of them before your presentation goes live in front of your community.”*

# GRAMMAR AND OTHER ERRORS



When editing and proofreading your presentation, you should look for grammatical mistakes and other errors. An easy error to miss is a correctly spelled word, but used in the wrong context. This is a fatal flaw of most built-in spell-checking tools. They do not understand sentence meaning, but only the spelling of words.

A few mistakes to look out for are:

- Correct spelling but incorrect word usage. Example: their, there and they’re; your and you’re; accept/except
- Incorrect order of lines, verses or choruses
- Incorrectly abbreviated words. Correct examples are: “until” as “till”, “for example” as “e.g.”, “that is” as “i.e.,” and “et cetera” as “etc.”
- Missing lines of text
- Missing words
- Misused apostrophes
- Mixing American and British spelling together. Example: Savior/ Saviour, canceled/cancelled and symbolize/symbolise
- Unintentionally repeated words



It's Your endless grace  
New life it brings

..... **PRESENTING**



# TYPES OF MEDIA

.....

When creating your presentation, you will want to incorporate different types of media to communicate your messages and tell your stories. The main types of media that are the building blocks of your presentation are still backgrounds, motion backgrounds, countdown timers, titles, announcements and sermon graphics. The following sections will explain these types of media and how they are commonly used.

## STILL BACKGROUNDS

.....

Still backgrounds are single images that do not move. They usually come in JPEG format and consist of a photograph, graphic, texture or a combination. They can be used anytime during an event to create an atmosphere, tell a story or set a mood. Most commonly, still backgrounds are used behind worship lyrics, announcements, scripture and sermon notes. The use of still backgrounds will be discussed in more detail in the Using Worship Backgrounds section (page 55).



*Discovery Church in Colorado Springs, CO*



# MOTION BACKGROUNDS

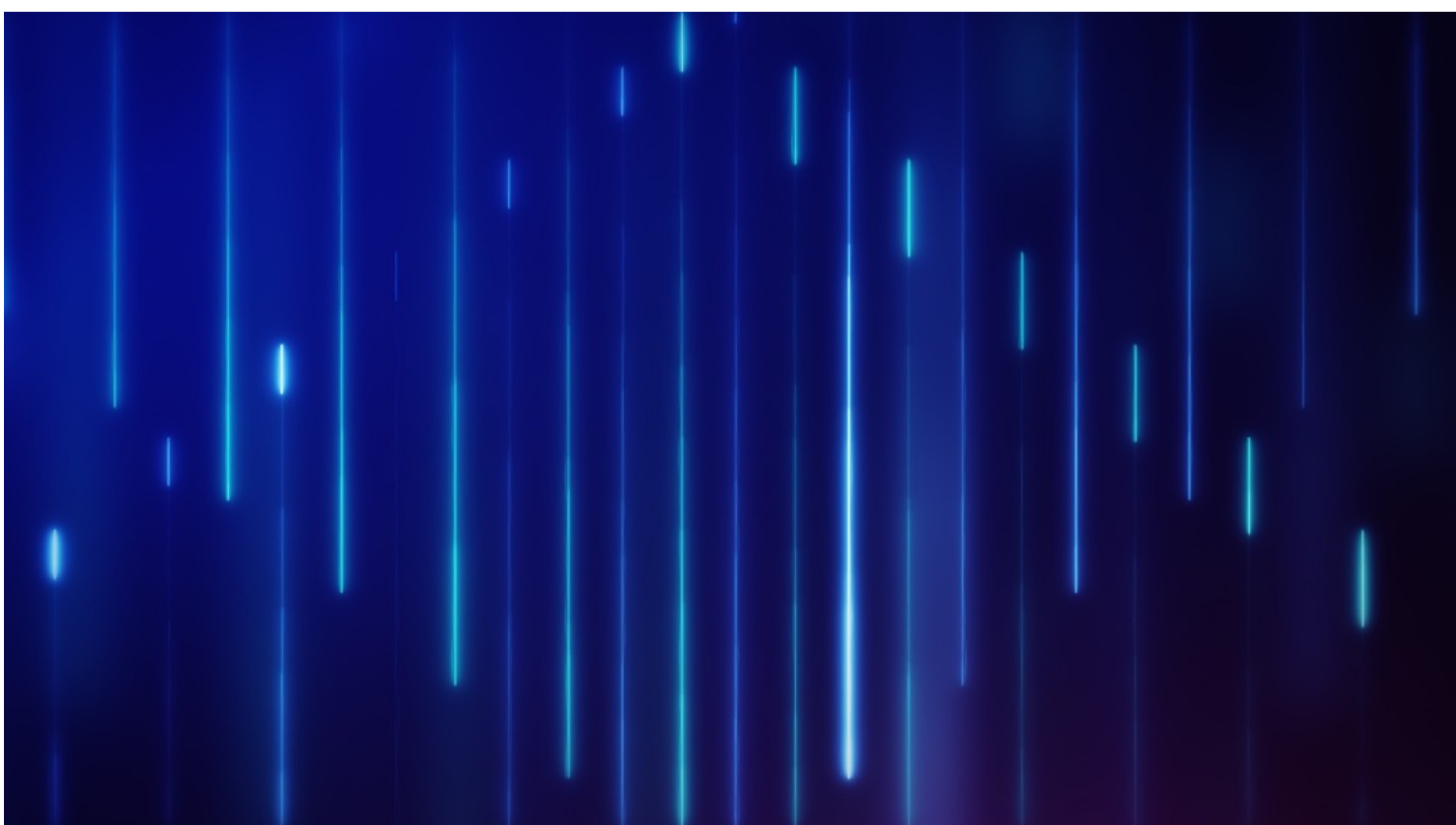


Motion backgrounds are videos consisting of multiple frames that when played together create movement on your screen. These come in a wide range of themes, colors and tempos to fit any need. Motion backgrounds are commonly used behind worship lyrics, countdown timers and announcement slides. Most professionally produced motion backgrounds will seamlessly loop when the video reaches the last frame and start from the beginning again. Another form of motion background is called a “long play”. These videos are usually three to five minutes in length and display various photos or graphics over an extended period of time. These are useful pieces of media during breaks, offering times, communion and special times of worship.



*Free Chapel in Irvine, CA*

The use of motion backgrounds will be discussed in greater detail in the Using Worship Backgrounds section (page 55).



[See More CMG Motion Backgrounds](#)



# COUNTDOWN TIMERS

Countdown timers are videos that display a numerical countdown on your screen to signal when an event is about to begin or an action will take place. These are typically three to five minutes in length, and come in various themes and styles. Countdown timers are perfect for playing before a service so that your community knows exactly when the service will begin. Modern worship presentation software is capable of creating digital countdown timers that can be set for any duration, with any font type and size. However, these generated countdowns do not contain some of the more advanced design elements commonly found in professionally produced timers.



If you have a countdown timer video that is longer than what you need, just position the playhead at your desired mark and play the video from there. With this method, you can use a five-minute countdown video as a three-minute countdown timer.



[See More CMG Countdown Timers](#)



# TITLES

.....

Title slides are still graphics or motion videos that display a message to your audience, often explaining what is currently happening in the service. Examples of this include displaying “Special Music” during a solo performance or “Tithes & Offerings” when the offering plates are being passed around. Other common uses of these slides are displaying a greeting such as “Welcome” as your guests arrive or displaying tailored content such as “Merry Christmas” during a holiday. Many churches choose to display their church logo in this way at points during their service.

It’s important to note that these slides are not required for every portion of your service, but are recommended in times when they can help your audience to know what’s going on.



Centerpoint Church in Chillicothe, OH



[See More CMG Titles](#)



# ANNOUNCEMENTS

Announcement slides and graphics are still images used to communicate upcoming events to your congregation. By using eye-catching visuals, these slides bring attention to an event and build anticipation. These graphics typically display the name of the event, plus any relevant information such as the date, time, location and how to get involved. Announcement slides can be used to accompany a speaker delivering this information, or independently on a pre-service slide loop or lobby announcement display.

An added benefit to using a dedicated visual for an announcement is that they are memorable. After service is over and a church member is searching for event information online or on social media, they will recall that particular look. This identification can go a long way for building momentum in event promotion.



*Piedmont Chapel in High Point, NC*



[See More CMG Annoucements](#)



# SERMON GRAPHICS

Sermon graphics, or sermon slides, are still images used to bring visual aid to preaching and teaching. This type of media is usually centered around the title of the message being preached, but also includes slide variations that allow the presentation of Bible verses, points, quotes and other sermon content. The central goal of these images is to make a more lasting impression on an audience than spoken word can do alone.

These images are also useful in promoting a message, or series of messages, ahead of time. They can bring new life to a topic that church members may feel like they've heard about in the past. Shareable "invite cards" and social graphics can also be easily created using these images.

The use of sermon graphics will be discussed in greater detail in the Sermon Presentation section (page 82).



[See More CMG Sermon Graphics](#)



# USING WORSHIP BACKGROUNDS

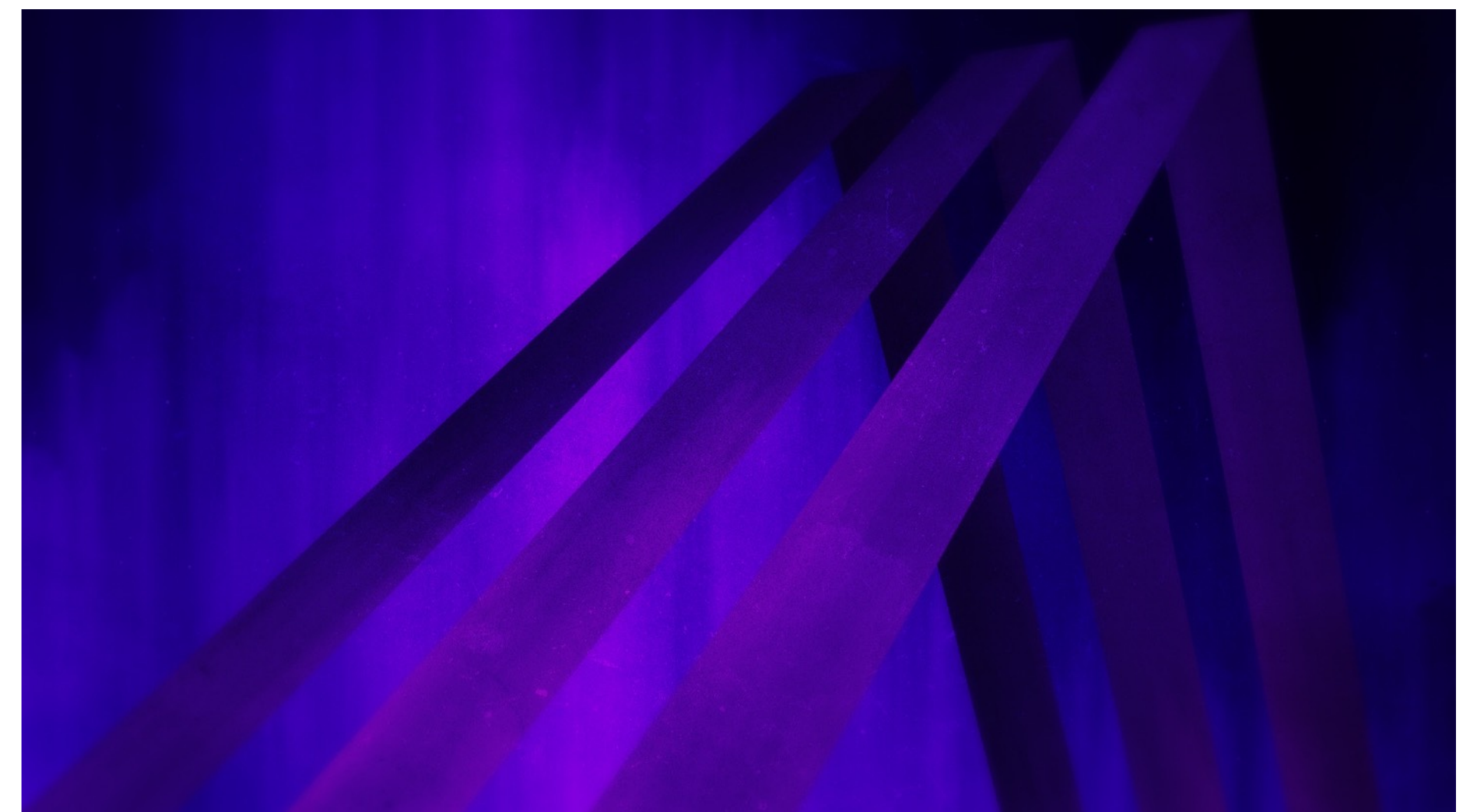
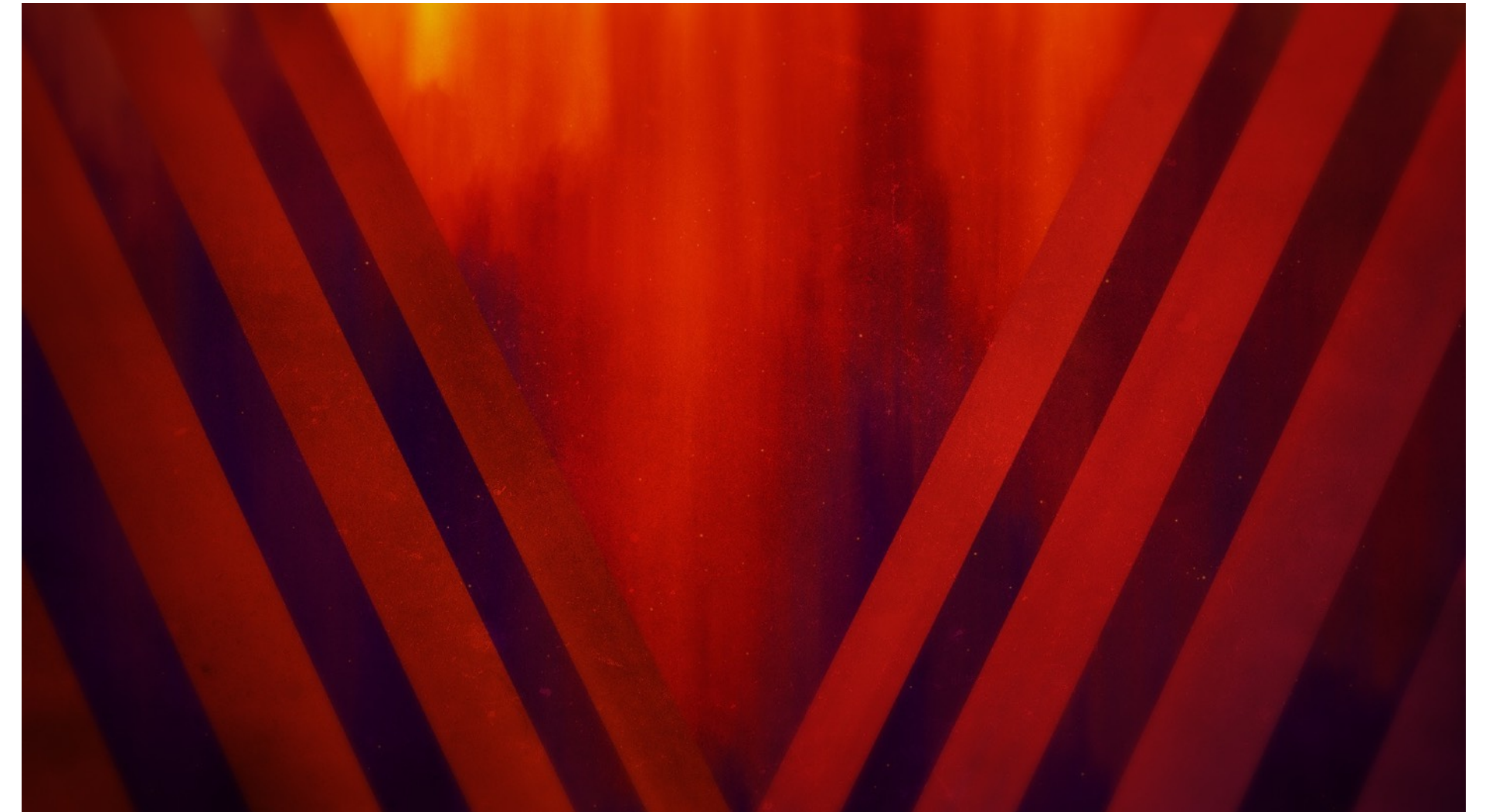
.....

Worship backgrounds are any visual imagery you put behind projected worship lyrics or on any accompanying screen. Together with your worship leader, band, environment, context and community, a story can be created. The more intentional you are about the visuals you select for your screens, the stronger your story and the more powerful your theme will become.

It is easy to pick out visuals that add excitement. Worship backgrounds that shine, twinkle and move all add a lot of interest to an environment, but skill is required in choosing visuals to clearly support your message. Beauty and art are created when what is seen and heard work together to tell a story.

Visual worship preparation takes time and dedication to find the very best media to match your worship songs. At first, keep your ideas simple when pairing worship backgrounds with your lyrics. Experiment with literal, figurative and abstract imagery that fits with your songs and themes. Never try to force a background into place. Instead, look for naturally fitting visuals that work well with the music and other elements. When you cannot find an appropriate background, fall back to a black background as a default. It is better to have no worship background on your screen than to force a visual that distracts or competes for attention.

Selecting the right background is an artistic choice. If you do not have a knack for this type of work, it's best to ask for help from someone who has an eye for design. Together as a team you can decide on what is aesthetically pleasing and contextually appropriate.





Always have a plan in place when choosing your worship backgrounds. Just as the worship leader intentionally selected the songs he or she will play that day, so should you thoughtfully choose your visuals. Do everything with purpose, and be intentional about every element that is displayed on your screens.

Remember, your community is not singing the backgrounds, so they should always take second stage to the lyrics. Worship backgrounds should never overpower or crowd out your text, but rather gently embrace it and work harmoniously with it.

A few ways to help reverse the problem of a background overpowering a piece of text are:

- Blur the background image.
- Crop or mask out the overpowering part(s) of your image.
- Reduce the saturation and/or brightness of your background image.
- Slow down the playback speed of your motion background or make it a still background.
- Stop using the background or wait to use it at a more appropriate time.

# STILL WORSHIP BACKGROUNDS

Still worship backgrounds are non-moving images that are projected along or behind text. It is common to use still worship backgrounds during verses of songs to introduce a visual theme or during slower songs when visual movement is not needed.

*"A first-rate story  
is easily killed by  
second-rate design."*

.....

MOKOKOMA MOKHONOANA



They are also perfect for traditional communities where movement on a screen would not be well-received.

Textures and graphics can all be used as still worship backgrounds to add just the right amount of imagery needed to communicate your message. Photographs do have their place in visual worship projection, but you need to be careful that they do not detract too much attention from your worship lyrics. Blurring photographs and detailed imagery can help to deemphasize a photograph and reduce its distracting properties.

When a still image is left unchanged for an extended period of time it becomes like wallpaper. The image no longer gets noticed and becomes an “invisible” element in your environment. This can help build a theme that is noticed on a subconscious level. An example would be to use the same graphics or background every time your community meets. Over time, your community will no longer notice these elements and their familiarity will become another part of your visual environment.

# MOTION WORSHIP BACKGROUNDS

.....

Using motion worship backgrounds during your event can be done well or poorly. Randomly choosing the motion backgrounds that will go behind your lyrics is a poor way of designing your community’s visual experience. You are better off using no backgrounds at all than to aimlessly choose media to project.

One important question you need to ask is, “are motion worship backgrounds appropriate for my community?” If they are, you then need to determine the amount of animated movement your



One Church in Gahanna, OH

*“Design cannot rescue  
failed content.”*

.....

**EDWARD R. TRUFTE**



community can tolerate. When first introducing more visual movement into your events, take it slow. Introduce motion gradually so that your community has time to adjust to the change.

Besides being distracting, the continuous scrolling or tunneling movement of some backgrounds can actually make someone feel sick with vertigo. Be considerate of your community and design with them in mind. You and your team must decide what types of motion backgrounds are appropriate for worship and which ones are not. Just because you can, doesn't mean you should.

The role of slide designer is important in every church that uses video projection. They have the power to create a visual environment and tell a story that sound, light and paint cannot. On the flip side, they hold just as much power to destroy a worship experience by creating visual distractions that inhibit worship.

Do not let motion backgrounds in worship become a crutch. Many powerful worship events have happened in the past and will happen in the future without motion backgrounds. Worshiping God should always be the focal point, not your visuals. You always want your community to be thinking, singing and meditating on the words being projected and not distracted by how interesting the backgrounds look. The measure of excellence in production is doing something great without being noticed.



*Faith Family Church in North Canton, OH*



# HOW TO CHOOSE A BACKGROUND

.....

With so many motion backgrounds to choose from, it can be a little intimidating when you're first learning to pair them with each song in your worship services. While worship backgrounds are designed to look great in nearly every church setting, it's important to remember that every motion does not fit every moment. To create the most impactful visual experience in your time of worship, you must be intentional when assigning backgrounds.

The first thing to consider when choosing backgrounds for your service is the overall visual style. What is happening at your church today? What season of the year are you in? Is your pastor preaching a certain series or a topical message? It's best to pair the style of your motions not only with the individual songs, but with these external factors to create a cohesive look. For example, in summertime, you may choose to use ocean backgrounds. Or when your pastor is speaking on God's creation, you might use motions that have a spacey feel.

The color of a motion background also plays a major role in the feeling of a worship song. Bright colors such as orange, pink, green, cyan and yellow can convey excitement, action, fun and growth. On the other hand, darker colors such as blue, purple and red convey calmness, peace, intimacy and love. When choosing a background, listen to the song and ask yourself what feelings it naturally produces. Then, match your color to this mood. If you're using color lighting in your services, you'll want to match these same colors with your LED lights, as well.





The speed of a motion background is one of the most critical aspects that can make or break a moment. A fast, busy motion used during a slow, intimate song can be a total distraction. It's important to assess the speed of your song and choose a background that matches its tempo. In a best case scenario, the motion should seem as though it was created to be paired with that exact worship song. Keep in mind that most church presentation software comes with tools to adjust the speed of motions.

Finally, the most pro-level factor to consider when choosing a motion background involves an element that is so subtle that most people don't even catch it. Once you've covered all of your bases with the other important details mentioned, take note of the animation used in the motions. When listening to the lyrics of the song, pay attention to phrases that could be paired with the motion happening in the background. For example, if a song mentions moving forward, you could choose a background with animation that is pressing in. Or if a song mentions lifting up praises to God, you could use a motion where the particles are moving in an upward motion. It's not likely that you can pull this off with every song, but when you can, it creates a memorable visual experience.

When you're not feeling confident about which motion to choose to for a moment, lean towards backgrounds that are simple, slow and universal to any season. This reduces the risk of it being a distraction.

*"In a best case scenario, the motion should seem as though it was created to be paired with that exact worship song."*



# MULTISCREEN & LED WALLS

.....

In the early days of worship media, churches were considered high tech to even have one projection screen in their worship space. As technology has decreased in price and increased in availability, more and more houses of worship have integrated multiple screens in their auditoriums. One of the most popular video arrangements involves combining either two or three projection screens side-by-side. This is referred to as double-wide (for 2 screens) or triple-wide (for 3 screens). Generally, these multiscreen setups will have imagery that spans across each of the displays to create one large visual. Since these layouts are uniquely shaped, media content must be used that was created specifically for these types of screens. Furthermore, since these screens can sometimes have breaks where the displays come together, precautions should be taken during slide editing to ensure that all text is visible.

In the past few years, LED panels, or "video walls," have started to make their way into worship environments. While they can be expensive in comparison to traditional projection setups, there are several benefits to this technology. They are very bright, so they can be visible in any lighting setup. These panels are also small in size, ranging in sizes of 6 to 36 inches, that combine to create large video screens custom to the size needed for the moment. They also can be split into various creative video arrangements that make for impressive stage designs. When using LED walls, it's important to use media content that has a lot of contrast so that your text is legible. Also, be sure to test all slides before use to ensure that important elements are visible on the panels. Generally speaking, the cheaper the LED, the worse the video quality.



*Northwood Church in Gulfport, MS*



*Athens Church in Athens, GA*

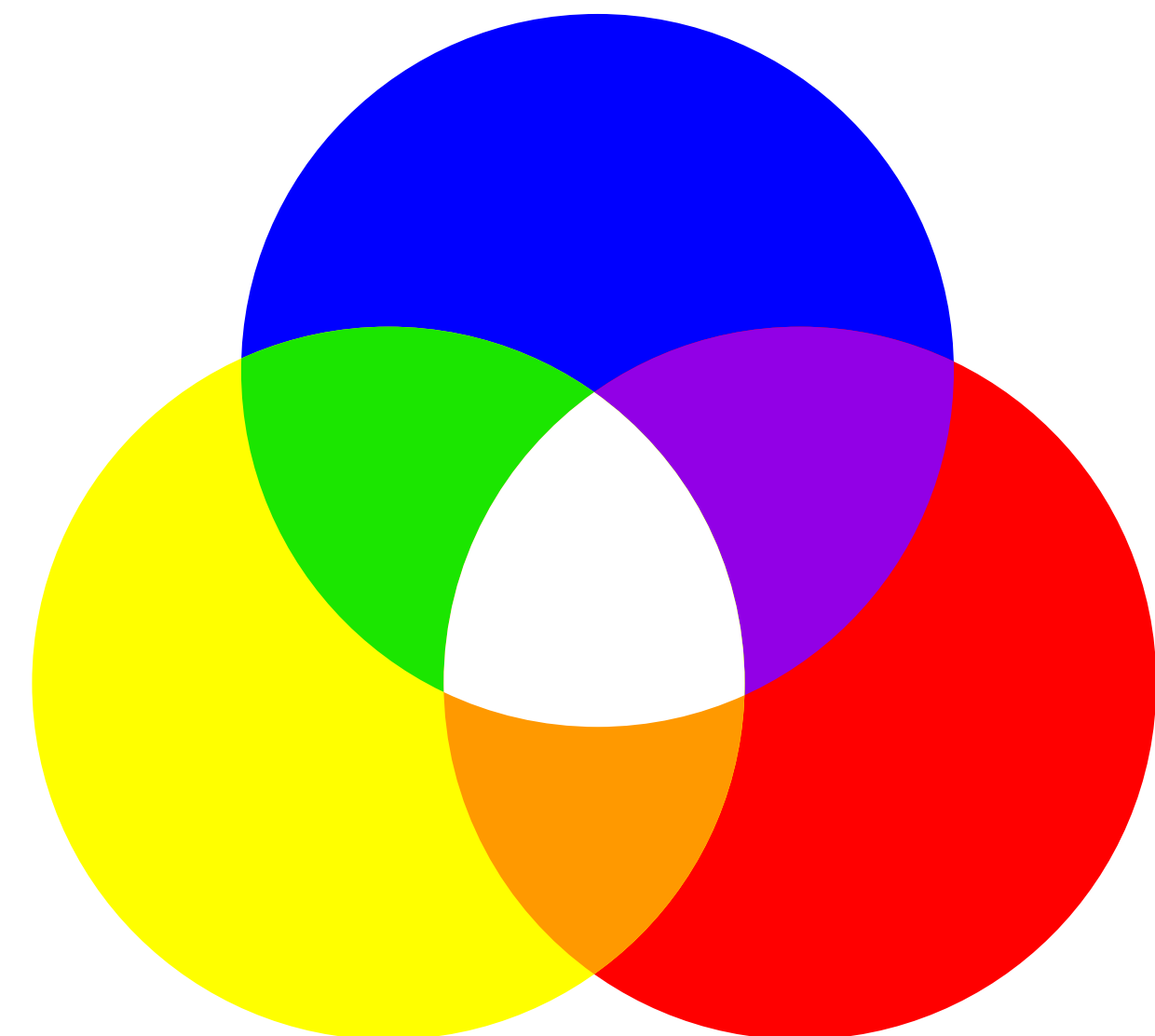


# USING COLOR

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When creating slides, you need to follow the fundamental rules of art and design to deliver the best results. Great design has purpose and function. Every element should be placed for a specific reason, not at random.

How your slides are designed will have an impact on every person in your community who comes in contact with your screens. They will be reading your slides and relying on them for information. Always be intentional about the design of your slides. No matter the size of your community, all your design decisions will have an impact on the lives of people. Do your best to craft presentations that are targeted for your community and design to the highest standard possible.

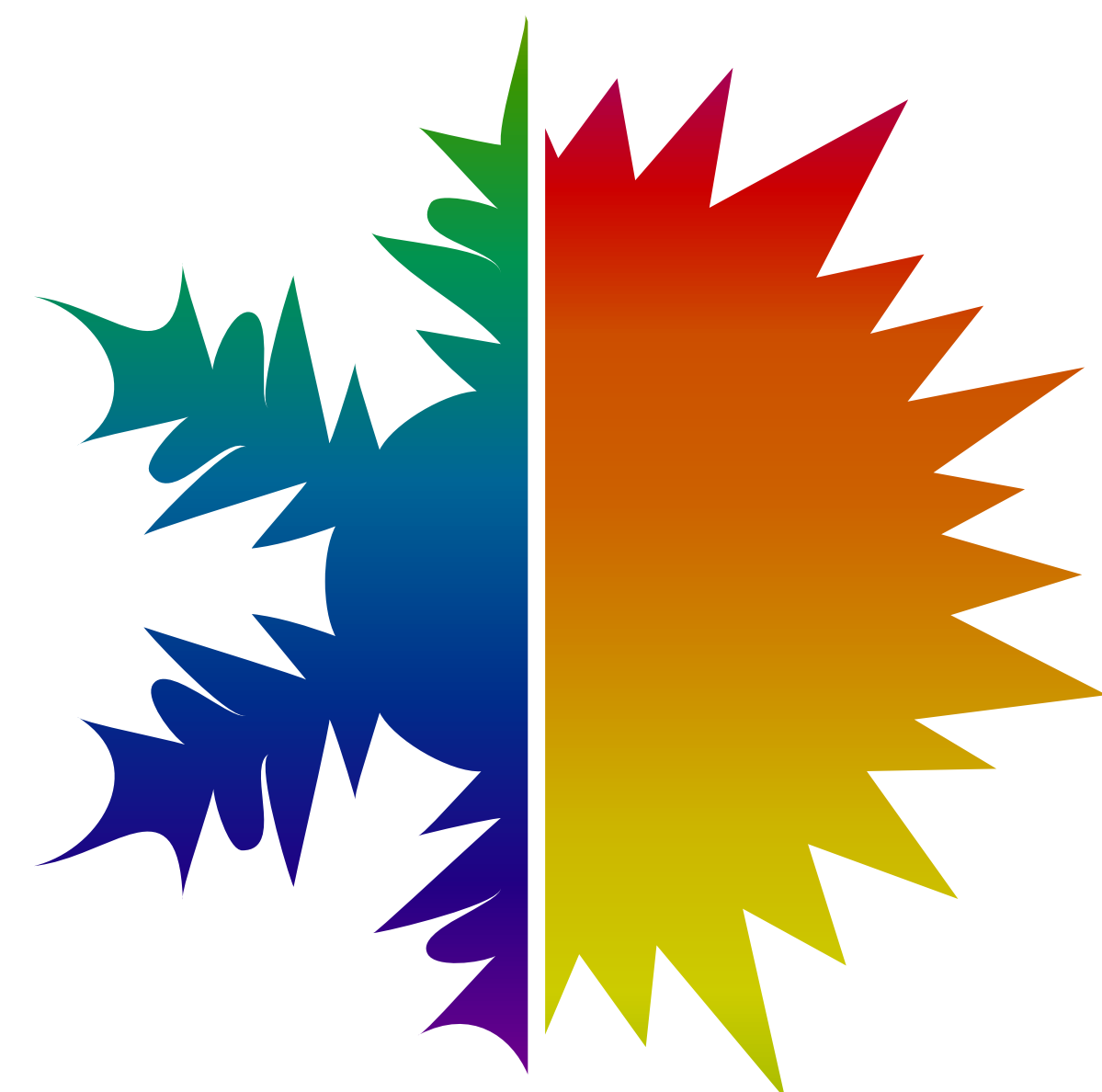


## WARM AND COOL COLORS

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The color wheel can be divided into a warm side and a cool side. Warm colors are associated with daylight and are vivid, energetic and appear to be more active. Cool colors are associated with a gray or overcast day and are calm, soothing and appear to recede. When pairing colors with your worship slides think about choosing a family of warm or cool colors to convey your message.

Warm colors include red, red-orange, orange, yellow-orange and yellow. Cool colors include green, blue-green, blue, blue-violet and violet. Colors that can either be warm or cool are yellow-green and red-violet.



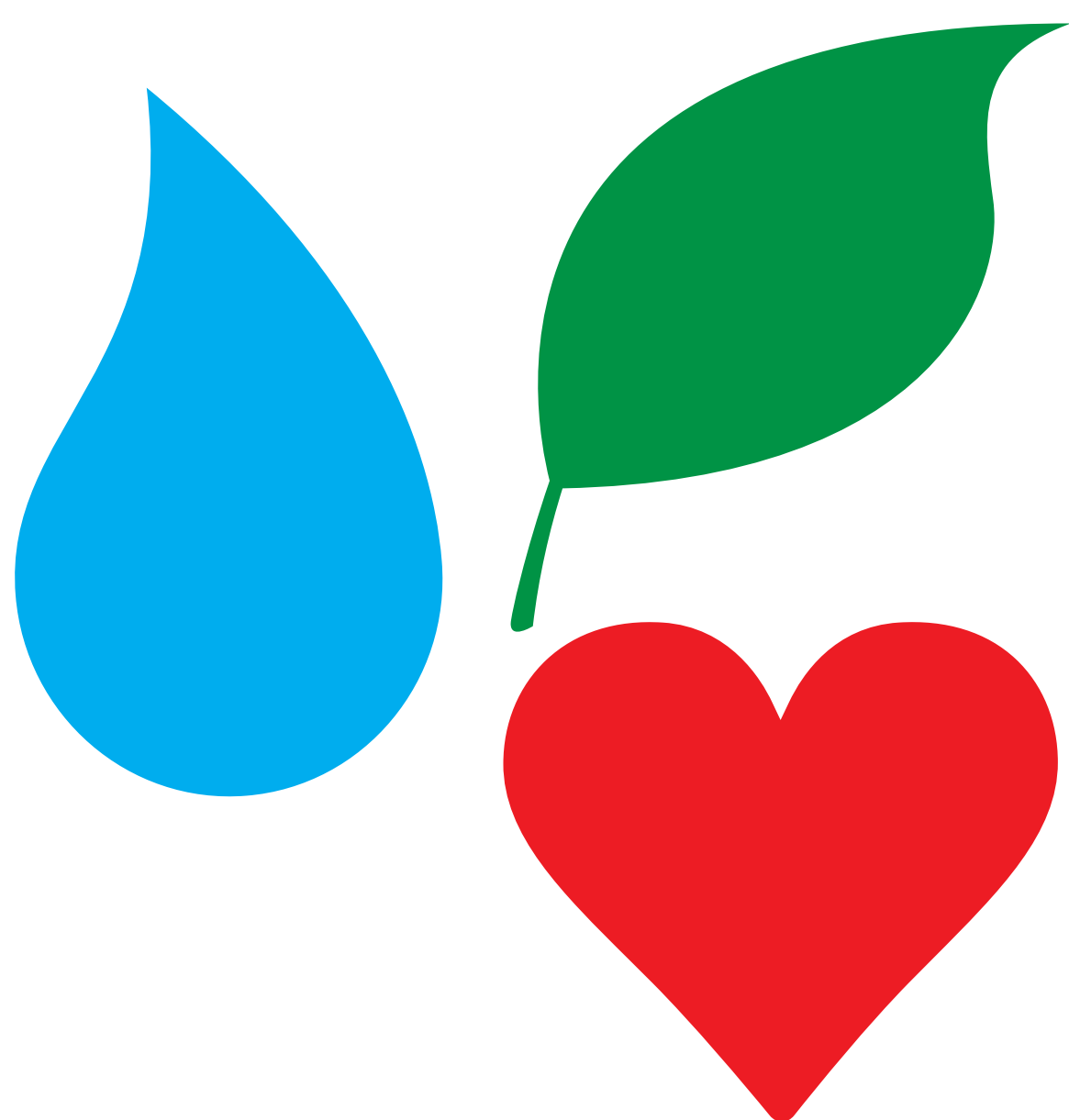


# COLOR MEANING

.....

Every color is associated, whether strongly or loosely, with societal and cultural symbolism, emotional personal preference and meaning. Colors are a form of non-verbal communication that hold power to impact someone in extraordinary ways. Take for example a room lit with a red light. The room will “feel” warmer than a room lit with just a regular white light even though the temperature in the two rooms is exactly the same. It is truly amazing how color can affect mood, convey an emotion, invoke a physiological reaction or inspire people to take action.

Examples in your presentation may include using red colors to symbolize the blood of Christ, using the color blue to create a feeling of peace or green to represent new life in Christ. The implementation of color meaning is an advanced skill and will take time to hone. Use the list below as a reference for various colors and their commonly associated meanings and characteristics in worship and western society.



## Purple

- Authority
- Creativity and mystery
- Power, nobility and independence
- Royalty and majesty
- Stability of blue and energy of red
- Warm or cool depending on hue
- Wealth, luxury and inheritance

## Blue

- Calming
- Cool and cold
- Depth and stability
- Grace and peace
- Heaven
- River of life
- Sky and water
- Trust, loyalty and wisdom



# Green

- Eco-friendly and natural
- Freshness
- Growth, life and new beginnings
- Harmony
- Healing, health and wellness
- Prosperity
- Revitalization
- Warm or cool depending on hue

# Orange

- Combines the energy of red and the happiness of yellow
- Enthusiasm, creativity and encouragement
- Harvest and fruitfulness
- High visibility and catches attention
- Joy and sunshine
- Not as aggressive as red
- Revival
- Warm and hot

*“Design is an opportunity to continue telling the story, not just to sum everything up.”*

.....

**TATE LINDEN**

# Yellow and Gold

- Bright and lively
- Celebration
- Cheerful
- Fun and happy
- God’s kingship and glory
- Optimistic
- Refining Fire
- Sunny and bright
- Warm

# Red

- Aggressive and bold
- Blood of Christ
- Communion
- Courage
- Emotionally intense
- Energy, strength and power
- Forgiveness and salvation
- High Visibility
- Passion, desire and love
- Warm and hot



# Black

- Absence of color
- Darkness and death
- Power and authority
- Quietness
- Sin and bondage
- Stillness

# White

- Awakening and new life
- Holy Spirit
- Purity and beauty
- Salvation and redemption
- Surrender

*“Simplicity is about subtracting the obvious and adding the meaningful.”*

.....

JOHN MAEDA

# COLOR HARMONY

.....

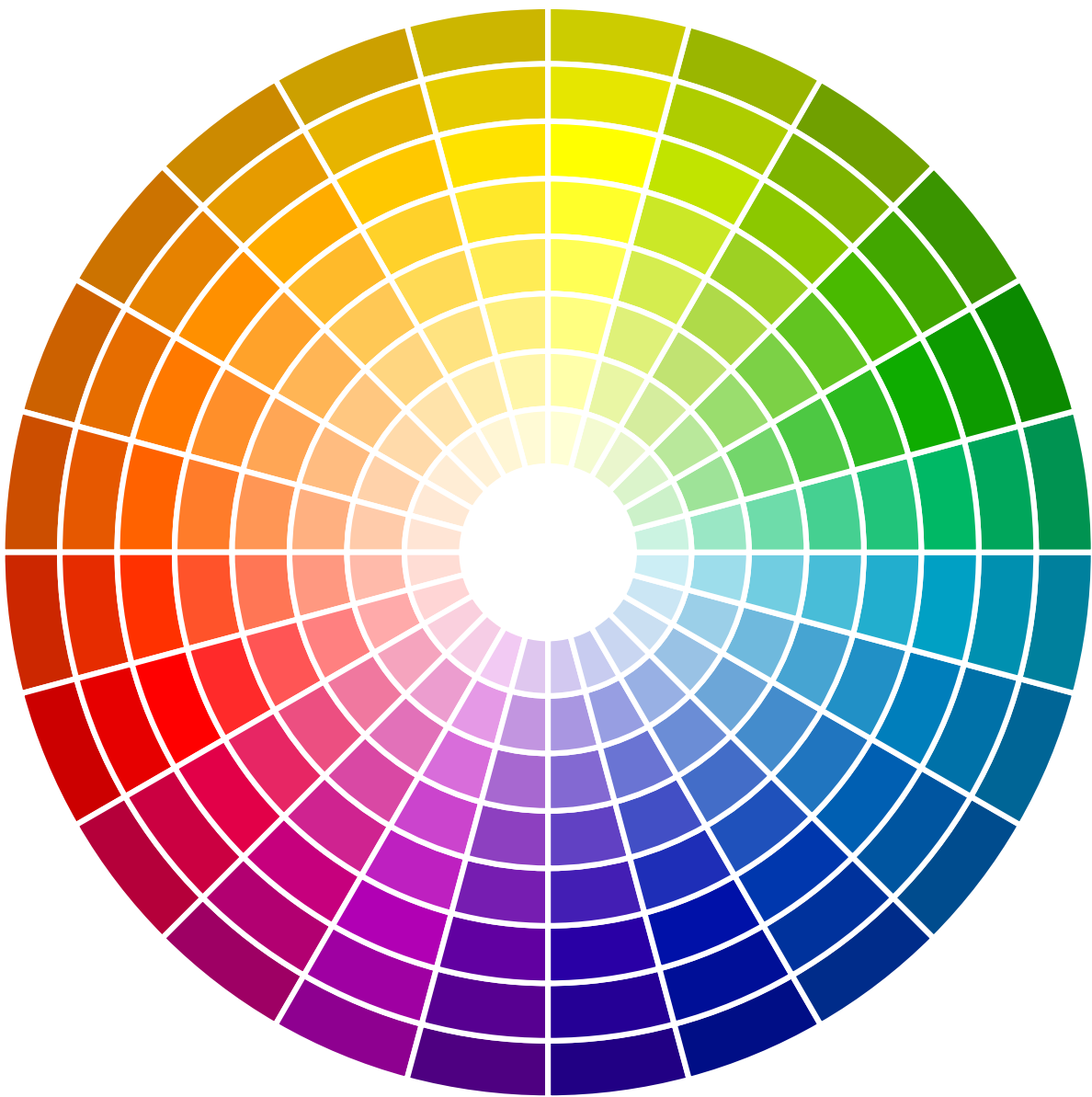
When it comes to color harmony in worship lyric projection, it is best to keep your color palettes simple. The more colors used in your design, the greater the chance two or more of your colors will clash or disrupt the story being told. Always be intentional about the colors you use in worship and when communicating your message. Monochromatic color schemes, complementary color schemes and warm or cool color palettes are all easy methods to tell your story through color.

Colors that work well together:

- Black and red
- Black and yellow
- Blue and green
- Blue and yellow
- White and blue

Colors that can be problematic:

- Brown and gray
- Green and orange
- Orange and pink
- Purple and green
- Red and green





## Factors To Consider

When designing with color, take into consideration your projector. Old and underpowered projectors are prone to altering the color of your image. You may find that these projectors make your image look warmer or cooler or create high contrast images with blown-out whites and lost details in the dark areas.

Ambient light in your environment might also affect the color that appears on your screens. Natural light coming through a window or colored light shining through glass can alter how your projected image appears. These are all factors to consider when determining which colors to use in your presentation and the changes needed to help balance these special conditions.

Lastly and most importantly, you need to coordinate the design of your slides with the visual environment in which you are presenting. Most notably, this would be in regards to your partnership with the lighting operator or visual director. The content you project on your screens needs to work well together with the lighting design in your environment and vice versa. A more cohesive message will be delivered to your community as the collaboration between these two operations becomes more united.

*"The content you project on your screens needs to work well together with the lighting design in your environment and vice versa."*



# VISUAL ENERGY

.....

Feelings of quickness, speed and excitement come from images that have high levels of visual energy. Those with low levels create feelings of calmness, quietness and peace. When pairing your graphics with worship, try matching the visual energy with the rhythm of the song, intensity of the lights and feeling in the room.

High visual energy characteristics may include:

- Bright, high contrast and complementary colors
- Diagonal, vertical and intersecting lines
- Fast-moving animation
- Intricate design, fine details and rich textures
- Multiple colors, patterns and shapes
- Warm colors such as red, yellow and orange

Low visual energy characteristics may include:

- Cool colors such as blue, purple, green and black
- Dark, dull and low contrast colors
- Horizontal lines and non-intersecting lines
- Monochromatic color scheme
- Slow-moving animation
- Still graphics

All visual elements in your environment need to work together to create a congruent story. Use your screens as one element in your environment to help balance the level of visual energy you desire to have in the room.



*Church by the Glades in Coral Springs, FL*



# TIMING AND TRANSITIONS

.....

The best transitions between slides are the ones no one sees. Transitions that are too slow, out of place, abrupt, too rapid or ugly will be noticed. Do the best you can to perform your slide changes at the appropriate moment so your presentation moves forward seamlessly.

## FOR TEXT

.....

To eliminate distractions and to serve your community well, your song lyrics need to be projected on the screen at least two seconds before they are sung. This is important because your community needs to know what they will be singing before they need to sing it. You never want your projected text to trail behind what is being sung. Hesitation on which slide comes next demonstrates a lack of preparation.

The moment when you switch from one song slide to another will also depend on the speed of the song. For fast-paced songs this might mean switching to the next slide before the last word or two are sung on the previous slide. This is acceptable because people naturally read ahead when words are presented to them. In those few seconds when the slide changes before the last word is sung they will remember what they just saw on the screen, sing the words and have the next lines of text ready for them.





For slow songs where there are breaks in the singing, it is best to remove all song lyrics from your screens. This typically happens when there is a pause in the singing of more than three seconds between two slides. This will make your presentation look cleaner and when your lyrics do reappear on your screens, your community will be prompted to start singing again.

To anticipate the next slide change, you will need to be familiar with the worship songs for the event and be confident that all your slides are in the correct order. It is recommended that all of your slides are kept in the exact order in which they will be sung so that you can quickly move from one slide to the next in a linear order. It is also important that you practice running through your slides with the band during rehearsal times. The practice will help you become familiar with the songs and allow you to fix any problems that arise.

Alternatively, when projecting sermon slides, such as Bible verses or points, it's best to wait until the pastor has spoken the first few words of the slide before clicking to display. This prevents the media operator from revealing the information before it was intended.

As a projection operator you need to be a listener and be alert at all times. Projecting the right piece of content at the right time is very important. Always stay focused during the entire time you are operating your presentation and do not be distracted by other tasks. Alertness, focus and confidence are all qualities found in a successful operator.

*"To anticipate the next slide change, you will need to be familiar with the worship songs for the event and be confident that all your slides are in the correct order."*



# FOR WORSHIP BACKGROUNDS

.....

In some presentation programs, you have the ability to set the transition time for your backgrounds independently from the transition time of your foreground text. If this is an option for you, the transition time for your worship backgrounds should be set for two to five seconds in length. Determine an appropriate transition time for your slides and make it the default for your presentation.

*“The transition time for your worship backgrounds should be set for two to five seconds in length.”*

# TYPES OF TRANSITIONS

.....

Today’s presentation software programs come with a lot of extra features that can decrease the production quality of your presentation if used incorrectly. Transitions are features where keeping it simple is the best solution no matter how many fun options your software offers.

*“Only use cross dissolves or straight cuts as your transition types.”*

Do not be tempted to use fancy wipes or 3D transitions to move from one worship slide to the next. Instead, only use cross dissolves or straight cuts as your transition types. A cross dissolve is when one slide is slowly faded into another slide and a straight cut is when one slide transitions instantly into the next slide without any transition time between the two.

Any transition type other than a cross dissolve or straight cut will draw attention to the action of the transition and away from the slide content. You want the transition from one slide to the next to be so natural that no one even notices it.



# FINAL SLIDES

.....

If you are putting together a PowerPoint or Keynote presentation that is linear by nature, it is a good idea to put a black slide as the last slide in your presentation. This will ensure that you or another operator does not accidentally go past the last slide of your presentation and exit the full screen mode to reveal a program’s window.

# ENHANCING WORSHIP

.....

The primary purpose of using worship backgrounds is to enhance the worship experience by emphasizing the focal point, supporting the story and uniting worshipers.

Questions to ask yourself when deciding if a particular worship background is right for a song are:

- Does the color meaning match or support the meaning of the song?
- Does the visual energy of this worship background match the tempo of the song?
- Does this worship background fit contextually into this song, the service and the community?
- Does this worship background make the lyrics difficult to read and if so, what needs to be changed to make them easy to read?
- How does the background enhance the song?

*“Thinking about design is hard, but not thinking about it can be disastrous.”*

.....

**RALPH CAPLAN**



# COPYRIGHT LAWS

.....

## DON'T STEAL

.....

You might be surprised that this topic needs to be addressed, but the misuse of digital property is so pervasive in our society and it is a problem in the church as well. Stealing digital goods is no different than stealing a physical good that you would buy from a department store. Although you cannot touch or feel a digital file, you are still stealing it when you download or share a digital file that does not belong to you or does not allow you to use it in a specific way.

*“You shall not steal.”*

.....  
**EXODUS 20:15 NIV**

Stealing includes, but is not limited to, these activities:

- Sharing single-license media on multiple computers, between church sites and users.
- Ripping copyrighted videos from websites like YouTube and Vimeo.
- Using commercial software or products without paying for them.
- Downloading music from peer-to-peer networks or illegal websites.



# READ USER AGREEMENTS

End-User License Agreements (EULAs) are contracts between the vendor of a product and the end user. Everyone who sells a product or gives something away for free usually has a set of terms and conditions on how their product can be used. These come in varying lengths and will usually include an outline overview of how a product can and cannot be used. It is important that you read these agreements carefully and follow them. Ignorance is not an excuse for breaking the law.

Common breaches in EULAs are:

- Repackaging and reselling the content as your own.
- Making a digital copy available for others to download.
- Using personal-use products for commercial use.
- Using single-location products across multiple locations.

*“An EULA is a legal contract between the manufacturer and/ or the author and the end user of an application. The EULA details how the software can and cannot be used and any restrictions that the manufacturer imposes.”*

WEBOPEDIA.COM

# COPYRIGHTS AND LICENSING

You are free to sing worship songs anytime, anywhere and you do not need to pay a fee or have permission to do so. You do however need permission from the copyright holder of most worship songs to enter, reproduce and store lyrics on your computer so you can project them on your screen. Just as you would need to purchase a license to play a song track through speakers for your community, so must you purchase a license for the song lyrics that you are projecting on your screens.



Think of lyric projection licensing in the same way as sheet music licensing. To comply with federal copyright law, “lyric reprint” licenses are required to compensate the songwriter(s) and publisher(s) for using their products.

For more information about getting the proper licensing to project song lyrics, web-casting your musical worship set and using movie clips as sermon illustrations for your community, visit the Christian Copyright Licensing Incorporation (CCLI). This organization makes it very easy for churches to pay one licensing fee based on the size of their community and the type of usage that is taking place.

# CCLI LICENSES AND INFORMATION

As part of the CCLI terms and agreement, you are required to include in your presentation the copyright information for all songs reproduced under the Church Copyright License. The information needs to be displayed at some point during each song, and must include the following information in this order:

- Song title
- Writer/composer/lyricist credit(s)
- Copyright notice
- CCLI license number

To comply with your CCLI terms and agreement it states, “With a print, this information is to be placed under each song. When projecting a





song, it only needs to appear once with the song”. Therefore, put your CCLI information on the bottom of the first or last slide of each song. You can also put your CCLI information on every slide, but this method would be a distraction to your community and unnecessary to comply with the terms and agreements of this copyright license service provider.

Aim to pick the least invasive way to post your CCLI information to your community. Use a small font size and choose a font color that doesn’t compete with your main text.

# EMERGENCY PLAN

.....

Things do not always go as planned and we need to have contingency plans in place to adapt to an emergency or change direction. It could be a burned out projector bulb, power outage, computer error, hard drive failure, software crash, user error or leadership blunder that can derail your presentation and bring it to a halt. This is why you need to have a discussion with your team and build an emergency plan. Come up with some worst-case scenarios and have a plan in place for how you would deal with each of them. The more prepared you are, the better off you will be in case of an emergency.

*“When you want to know how things really work, study them when they’re coming apart.”*

.....  
**BERYL MARKHAM**



# CHOOSING SOFTWARE

.....

These days, there are many options when it comes to selecting presentation software for your church. What's important is that you choose software that is not just designed to look great, but to work well in a church context. While PowerPoint and Keynote are industry leaders for presentations, they do not provide the tools necessary for modern church projection. Features that ministry-specific presentation software comes with that are necessities include the ability to loop motion backgrounds continuously behind multiple slides, a Bible verse library and CCLI Song Select integration. Some of the most popular choices for this software are ProPresenter, MediaShout, EasyWorship, Proclaim and Worship Extreme.

When selecting your presentation software, there are several factors to consider. First, determine which features are necessary for your specific ministry context. Most church projection software includes the same basic features, such as the ability to project lyrics, scriptures and motions. When shopping, you'll want to look beyond these to their more advanced features to compare. Next, look for their pricing and determine which choice provides the most value and fits into your church's budget. Finally, since you'll be using this program every week and getting others involved, choose one that's easy to use. Most of these programs have free trials and tutorials that will help you make a good choice.

No matter which software you use, what's truly important is the content that you show through it. Even the best presentation software cannot make poor content look good.





# MANAGING YOUR MEDIA

Is your library of videos, still graphics and announcements in your church presentation software a mess? Chances are, like most churches, your growing library of church media could be better organized. Whether you are using ProPresenter, MediaShout, EasyWorship or another popular church presentation software, your media library needs to be managed in order to stay organized. This will require time, commitment and teaching everyone involved how to follow your media library guidelines.

*“The way to find a needle in a haystack is to sit down.”*

**BERYL MARKHAM**

## ORGANIZE YOUR HARD DRIVE

The first thing to do is to organize all the media on your hard drive. This means hunting down all your digital media assets, moving them into one designated folder and using a structure of sub-folders to organize. Store all of this important data on an internal drive other than your system drive or on a high-speed external drive. Besides being fast, your data will be protected if your system drive crashes.

## CLEAN UP YOUR MEDIA

Once you have all your media in one place, this is the perfect time to go through it and do some thorough cleaning.



Some actions to take as you complete this process are:

- Delete duplicate media
- Delete low-resolution, oddly formatted and poorly designed media
- Delete or archive outdated media
- Rename media using logical naming conventions

## ROOT FOLDER ORGANIZATION

On your hard drive, create a single folder for all of your media. Make it easy to access and find. Next, create a hierarchy of folders. At the root, sort all of your media by format such as HD, SD and triple-wide resolutions. If you are only in an HD environment you might consider archiving all your SD content in another location on your hard drive.

Another important folder in your root directory should be labeled “Sunday Service” or something else that is more applicable. It is common to have media that is only used for a particular weekend like an announcement slide, photo or PowerPoint presentation. This will keep your media library tidy if all this data is stored in one place. Within this folder create sub-folders for each weekend service and use this naming format to keep your files easy to find: YYYY-MM-DD.

Another folder to keep handy is for packs. Church Motion Graphics and other producers sell packages of media that include countdown timers, still graphics and motion backgrounds. Rather than dividing all of these pieces into different folders, it is more useful to keep these thematic sets together.

*“Use this naming format to keep your files easy to find: YYYY-MM-DD.”*






























# HD, SD AND TRIPLE-WIDE FOLDERS

Within each “HD”, “SD” and “Triple-wide” folder, keep the identically named sub-folders: “Announcements”, “Countdown Timers”, “Motion Backgrounds”, “Sermons”, “New”, “Seasonal” and “Still Backgrounds”. This will help keep your media easy to find whenever switching from 4:3, 16:9 or triple-wide projection setups.

The “New” folder is a great place to temporarily store media when you don’t have any time to sort and organize it. Be warned though that this folder can easily get unorganized if not maintained on a regular basis.

The “Seasonal” folder is also unique, because it holds sub-folders for different seasons and celebrations like Mother’s Day and Thanksgiving. For media-heavy seasons like Christmas and Easter you might consider adding additional folders to organize the various types of content like “Christmas Countdown Timers” and “Christmas Announcements”. Another option is to add the year to the folder name for further clarity.

Name
▼  _HD Media
▶  Announcements
▶  Countdown Timers
▶  Motion Backgrounds
▶  New
▼  Seasonal
▶  Christmas
▶  Easter
▶  Father's Day
▶  Mother's Day
▶  New Year's Eve
▶  Sermon Graphics
▶  Still Backgrounds
▶  _SD Media
▶  _TW Media
▼  Packs & Bundles
▶  CMG Big Icons   Extras 128
▶  CMG Big Lines   Sep 2019
▶  CMG Grass Duo   Extras 129
▼  Sunday Service
▶  2020-06-07
▶  2020-06-14
▶  2020-06-21
▼  Youth Service
▶  2020-06-10
▶  2020-06-17
▶  2020-06-24



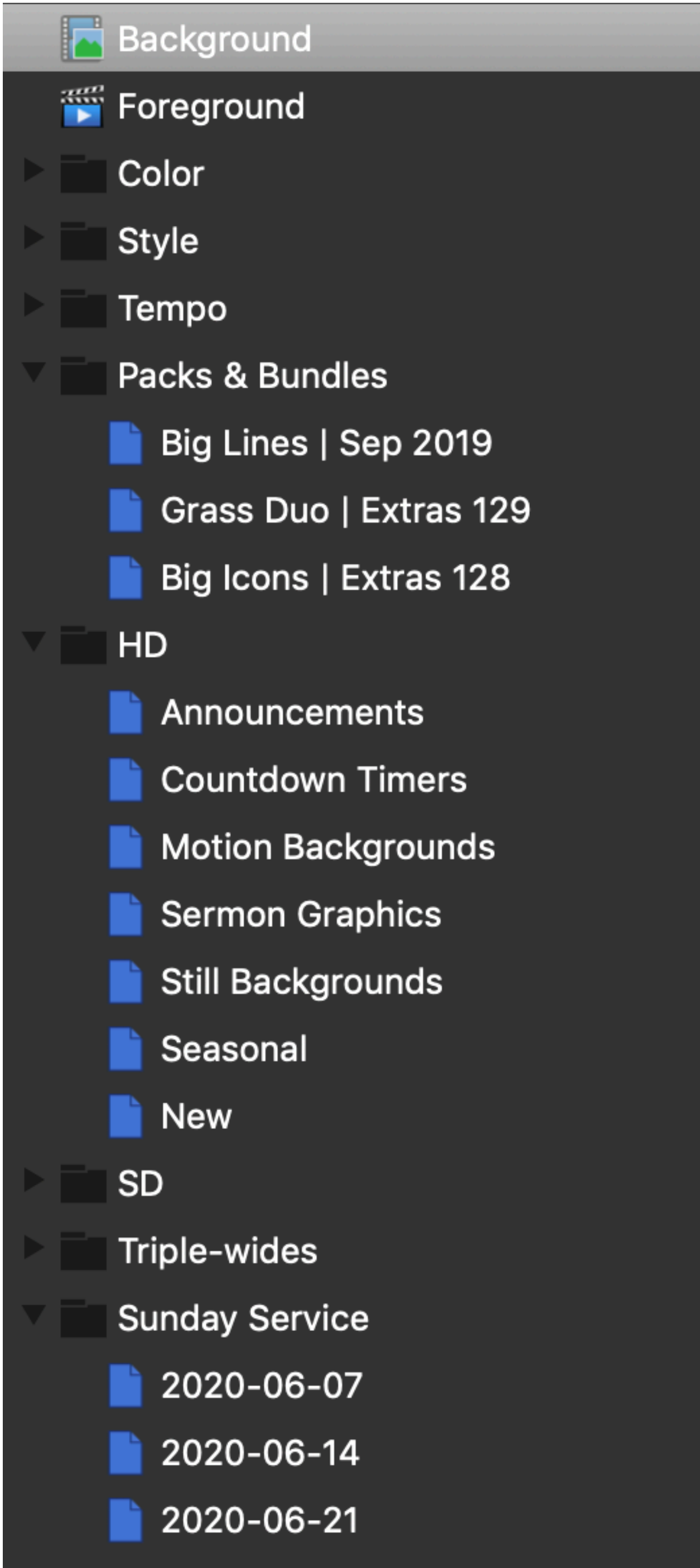
# ORGANIZE YOUR SOFTWARE LIBRARY

Now that you have all your media organized on your hard drive, it is ready to be imported and organized in your presentation software.

In most cases you want to set up your folders with the same organization structure as your hard drive. Create the same folders for “HD”, “SD” and “Triple-wide” that have sub-folders for “Announcements”, “Countdown Timers”, “Motion Backgrounds”, “Sermons”, “New”, “Seasonal” and “Still Backgrounds”. Also make sure you include other special folders like: “Packs” and “Sunday Service”.

## THEMED FOLDERS

Additional playlist folders can be created based on themes like color, tempo, church media producer and style to help you easily find the piece of media you are looking for. Feel free to create as many of these folders as necessary to help you with your media selection process. Do remember, though, that simplicity from the start will help you to maintain your library of media over time.





# MORE POINTS TO CONSIDER

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- Always rehearse with the band by testing every slide and piece of media before they are used in a live presentation. Catch any problems during the rehearsal and fix them before the event begins. Do not wing it and project content on the fly.
- Avoid directional statements on your slides such as “REPEAT 2X,” “MEN ONLY” or “BRIDGE.”
- Avoid repeating lines. Keep your lyrics simple. Why have two lines when one would do just fine?
- Avoid using any solid color background other than black.
- Change or add media to your library often to eliminate monotony.
- Learn from your mistakes.
- Leave lyrics off the screen whenever possible. If no lyrics are being sung, then they should not be on the screen.
- Make sure your video countdown timers are set to play only once and are not on repeat.
- Never let your audience see what’s going on “behind the scenes,” such as your cursor, desktop background or another program.
- Use the screen as a visual aid and not as a notebook. Only project the most important points of a sermon or announcement.
- When using motion worship backgrounds, make sure your computer is powerful enough to play them. Stuttering videos are never desirable and should be avoided.
- Your community should never see a mouse cursor, program-window frame or video player projected on a screen.



*Church by the Glades in Coral Springs, FL*



It's Your endless grace  
New life it brings

# SERMON SLIDE GUIDE



# WHY SERMON SLIDES?

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Every pastor wants to preach great sermons, but sometimes you're left feeling like your words go in one ear and out the other. You may wonder if some of your congregation even understand the things that you're teaching. Or, you may just be looking for an easy way to take what you're doing to the next level.

One practical way that you can improve the delivery and overall effectiveness of your messages is by adding a visual presentation. No matter your style, whether you'd call yourself a preacher or teacher, your audience will benefit from sermon slides that display your title, scriptures, points and other visual elements. These slides can help to reiterate the content that you're trying to convey, plus they make it much easier for people to take notes in memorable moments.

This guide was created to highlight the various components that you can use to build great sermon presentations. It's filled with dozens of examples of slides that will make your messages more compelling. You can combine any number of them to fit your unique sermons. Remember—there is no perfect method for creating a presentation; there are only beneficial practices that can help along the way. It's important for your slides to work well with your preaching, not just look like someone else's. Try different slide components to see which ones are most effective in your ministry context.





# SLIDE COMPONENTS

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Presentations can be extremely beneficial to sermons, but always come second to the words spoken from your platform. It’s best to write your message first, then design your slides to complement it.

There is no particular order or outline that must kept to have a great presentation. Simply lay out your slides as you would normally preach. Feel free to use as many scriptures, points, quotes, and image slides as needed in your sermon presentations.

Remember to keep your presentation simple. Not every detail needs to be included on your slides. Leave room for you to present verbally.



## TITLE SLIDES

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The title of your sermon will often be the first thing that captures the attention of your audience when you speak. By providing a slide that states your title, you can both strengthen your verbal communication and help your church family to take notes.

Whether for a series of messages or individual sermon, each title slide should contain the full title of your preaching/teaching, as well as the subtitle if you choose to use one. When speaking as a part of a series, it’s common practice to name the series and name that week’s individual message.



Generally, title slides should be displayed as soon as a pastor takes the stage to preach the message. However, some speakers choose to do a *reveal* where the title slide appears only after they have spoken the sermon title from the platform.

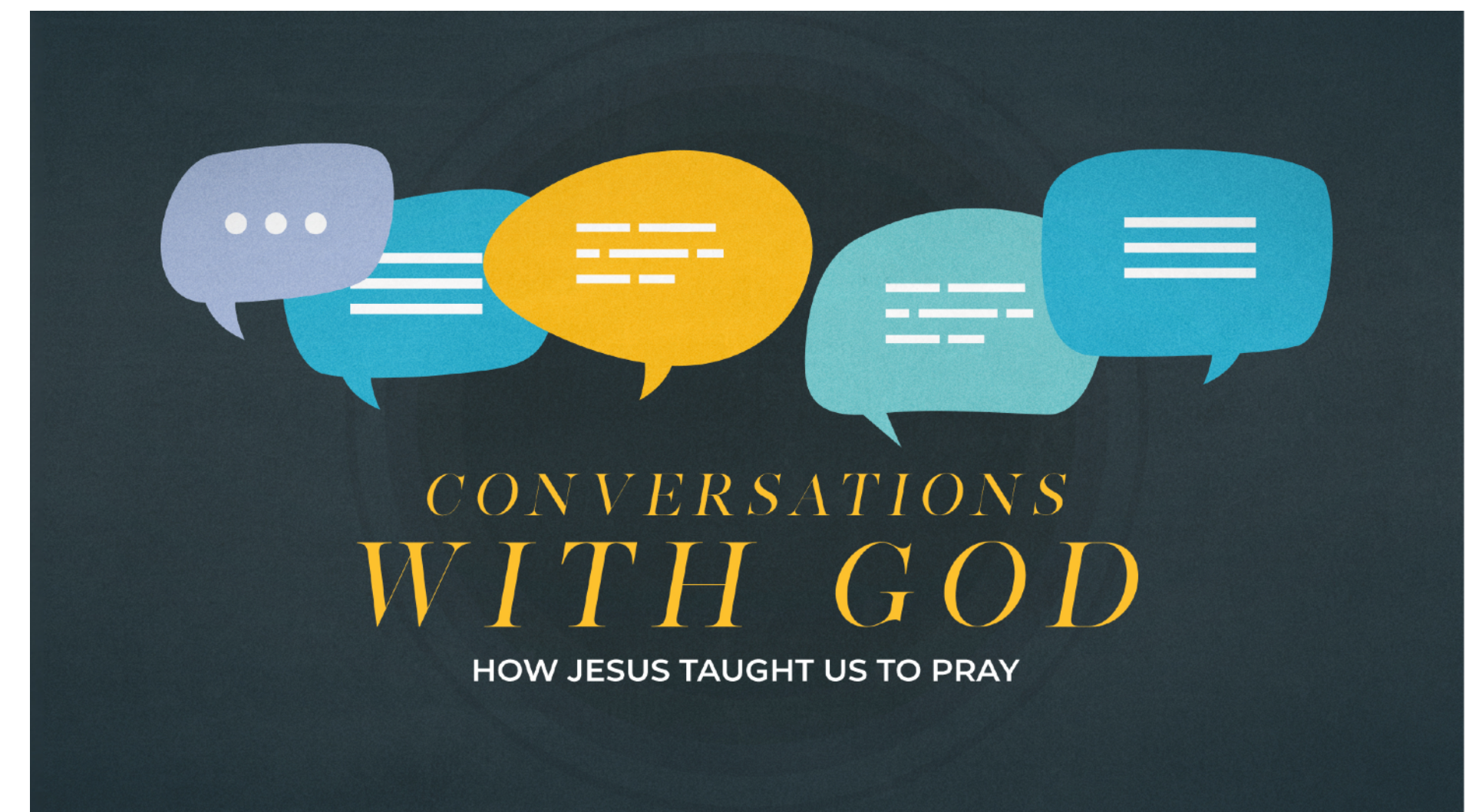
During the course of a message, a title slide can be used as a default screen graphic that can be returned to between other slides. For example, after a scripture has been read, there will be a moment in the message where it's no longer relevant to display the Bible verse, but it's not yet time to move on to the next point. It's in this between-time where it's helpful to default back to the showing the title slide.

As other slides are created, it can be helpful to include a small version of the message title on each slide as a reminder of the series/sermon name.

## IMPORTANT TIPS

Some points to consider when creating title slides are:

- Including engaging imagery can be one of the most beneficial ways to make your title slide pop.
- Creative fonts are great to use on title slides but should not take away from legibility.





# TITLE SLIDE EXAMPLES



Series Title



Series Subtitle



Individual Title



Simple Title





# SCRIPTURE SLIDES

Sharing passages from the Bible is one of the most important things we do in our services. Since a lot of your audience won't have a Bible with them, it can be helpful to display every verse that you read on your screens. The goal is not to discourage your congregation from bringing and reading their physical Bibles, but to simply provide a service to those who don't have one with them.

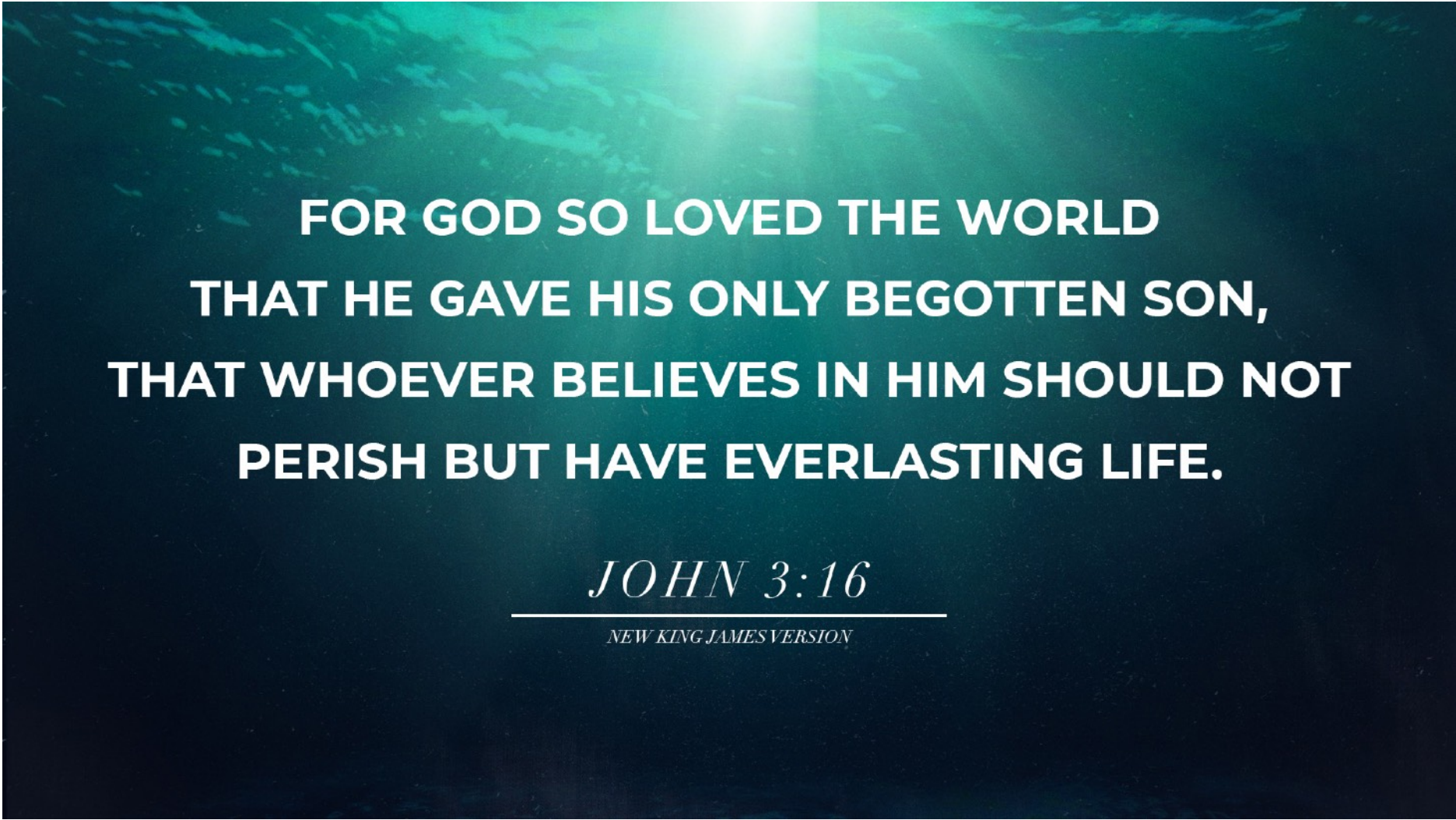
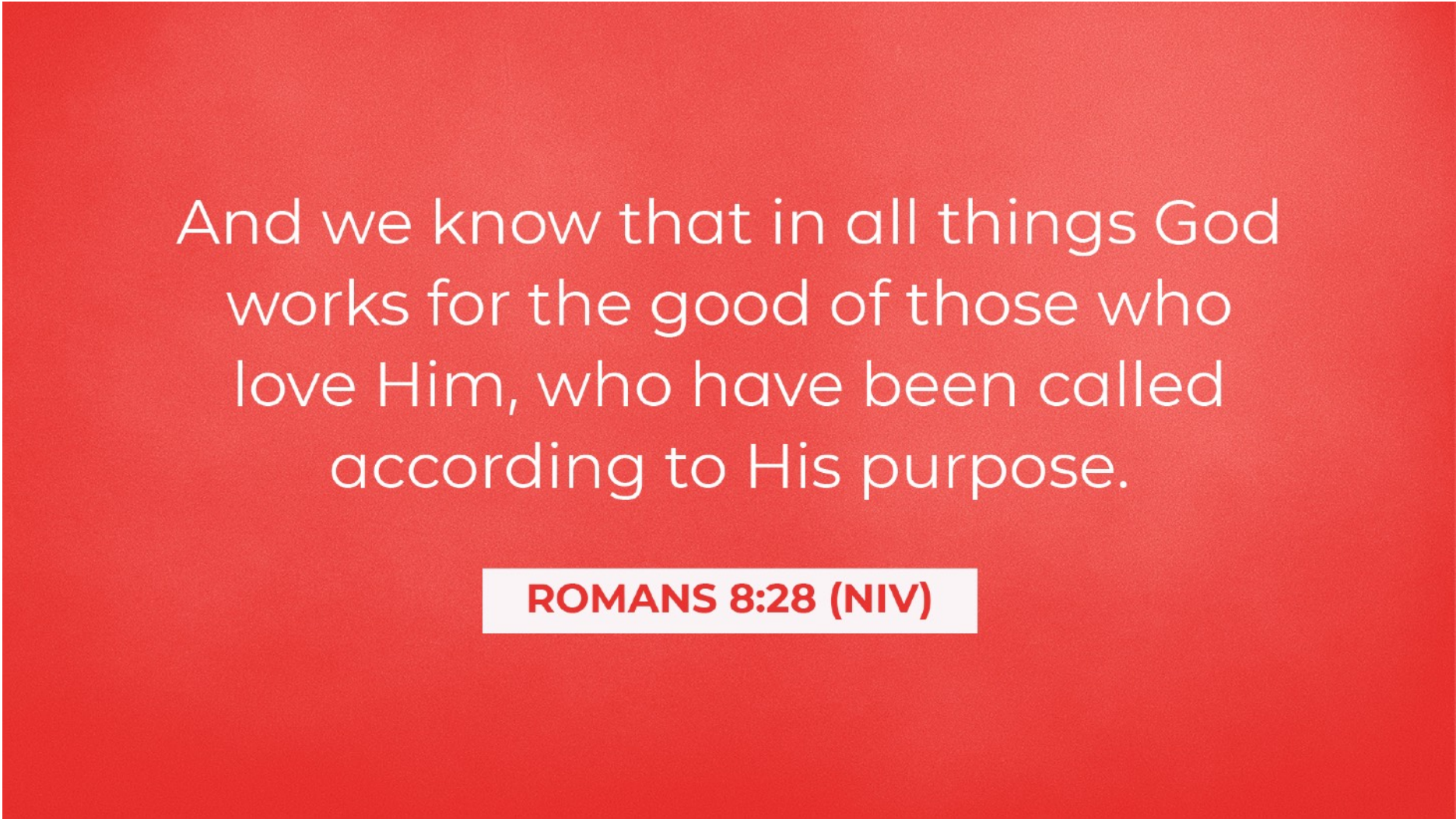
Each slide should consist of your chosen verses, the reference where it can be found in the Bible, and the specific translation that you're teaching from (KJV, NIV, ESV, etc.) Since there is so much variety in the translations that your congregation may be carrying with them, scripture slides can greatly help with keeping everyone on the same page with the particular version being used from stage.

These slides should remain displayed during the entire duration of the passage reading, plus a little longer when possible for notetakers.

## IMPORTANT TIPS

Some points to consider when creating scripture slides are:

- Don't overload your slides with too much text just to fit an entire passage. It's better to span a verse across multiple slides.
- The reference and translation are secondary to the actual Scripture being shown. It can be helpful to use a smaller font for the reference and translation.





# SCRIPTURE SLIDE EXAMPLES



Multiple

5 Those who live according to the flesh have their minds set on what the flesh desires; but those who live in accordance with the Spirit have their minds set on what the Spirit desires. 6 The mind governed by the flesh is death, but the mind governed by the Spirit is life and peace.

ROMANS 8:5-6 (NIV)

Single

And we know that in **all things** God works for the good of those who love Him, who have been **called** according to His purpose.

ROMANS 8:28 (NIV)

With Image



All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness.

2 TIMOTHY 3:16 (NIV)

Emphasis

Cast all your anxiety on Him because

**HE CARES FOR YOU.**

2 TIMOTHY 3:16 (NIV)



# POINT SLIDES

No matter how you outline your sermon, including your points in the presentation is the perfect way to help your congregation follow along more easily. You may choose to display only your main points or to include memorable statements that are worth jotting down.

Each point slide should contain a brief, significant bit of your message that will help your audience in their daily walk with God. Aim for memorable points that make sense even out of the context of your entire message. This will increase the chances of the point impacting others if shared on social media.

At minimum, these slides should be displayed long enough for your audience to jot down the entire point. You may also choose to leave each slide up for the duration of that point being discussed from stage. This provides visual context during that entire portion of that sermon.

## IMPORTANT TIPS

Some tips to consider when creating point slides are:

- Keep your points short and memorable.
- Leave your point slides up long enough for your audience to write down the entire thing.

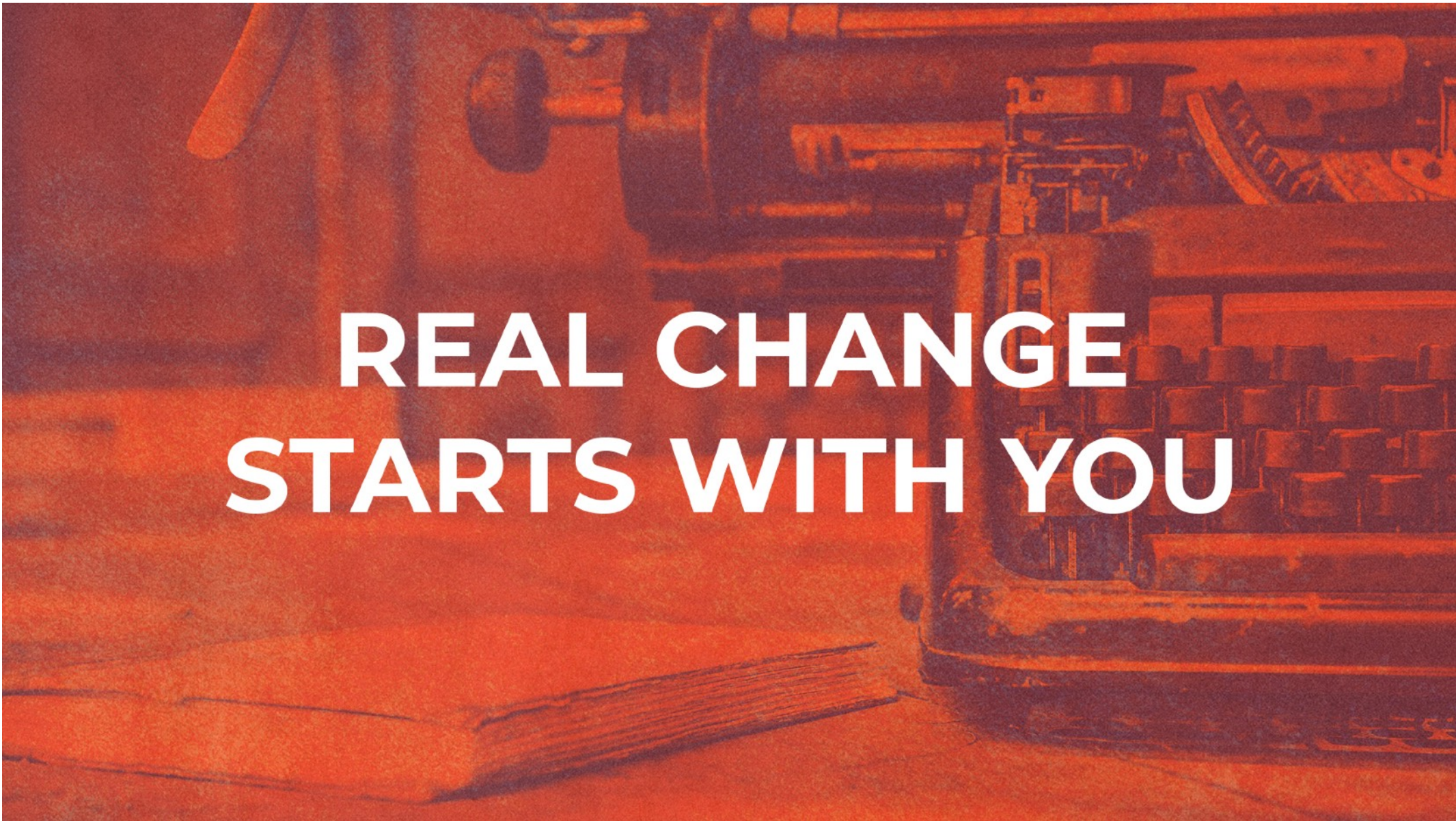




# POINT SLIDE EXAMPLES



Short Point



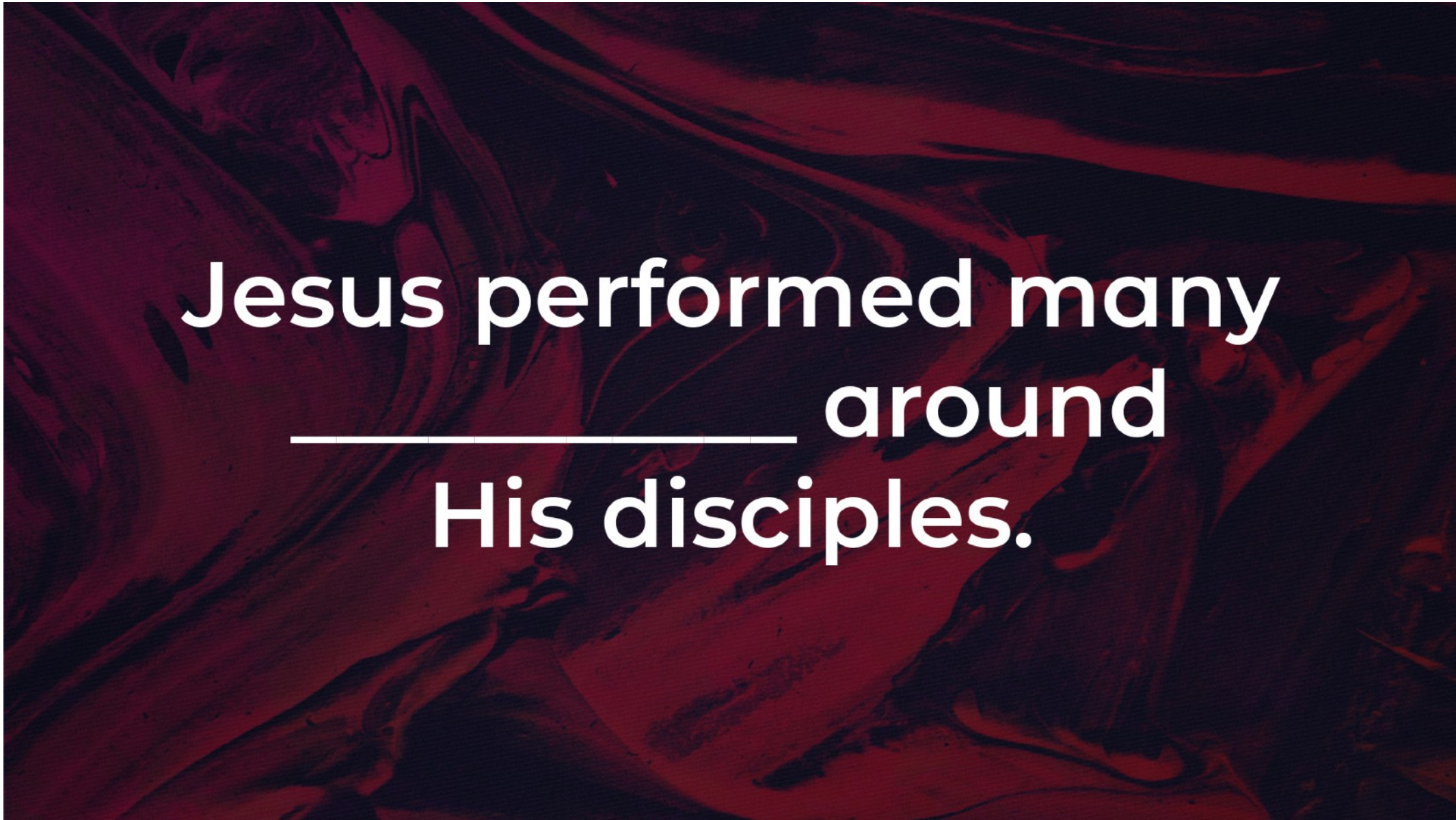
Long Point



With Photo



Fill In The Blank





# QUOTE SLIDES

Sharing quotes from authors, theologians, or other prominent leaders can be a great way to emphasize a point. Instead of simply reading a quote to your audience, display it on your slides to help them to follow along easier. Using these slides also takes away some of the pressure for the speaker to read the quote in one concise breath. Instead, pastors can break apart and elaborate on multiple portions of the quote.

Each quote slide should include as much of the chosen text that will fit legibly, along with the name of the author of the statement.

At minimum, these slides should be displayed long enough for your audience to jot down the entire quote. You may also choose to leave the slide up for the duration of that quote being discussed from stage.

## IMPORTANT TIPS

Some points to consider when creating quote slides are:

- When possible, showing a photo of the author can help your audience to identify with the quote.
- Including a photo that relates to the quote can help add emphasis to the statement.



**"Forgiveness doesn't make the situation okay, it makes you okay."**

— BETH MOORE —





# QUOTE SLIDE EXAMPLES

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Long Quote

"The problem is that many bitter people don't know they are bitter. Since they are so convinced that they are right, they can't see their own wrong in the mirror. And the longer the root of bitterness grows, the more difficult it is to remove."

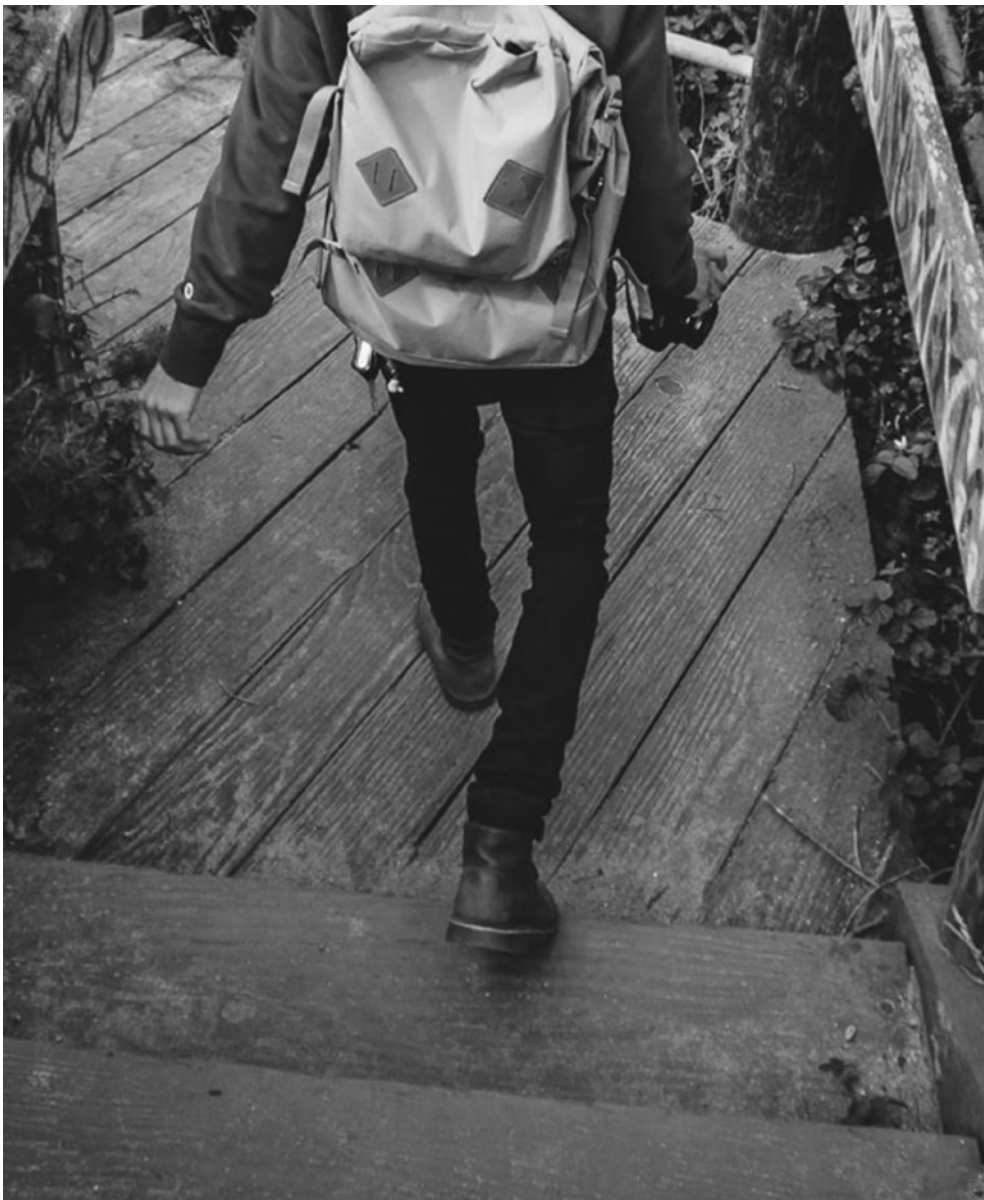
CRAIG GROESCHEL

Short Quote

"You never know God is all you need until God is all you have."

RICK WARREN

With Photo



"Faith is taking the **first step** even when you don't see the whole staircase."


MARTIN LUTHER KING, JR.

With Author Photo

“ ”

My home is in Heaven. I'm just **traveling** through this world.

- BILLY GRAHAM





# IMAGE SLIDES

Using photos or illustrations in your sermon presentations is a great way to increase engagement and overall understanding of what you’re communicating. The right image combined with meaningful teaching can leave a lasting impression on your audience. Strategically placed visuals throughout your message have the power to grab the attention of your congregation and give them a boost of attentiveness.

Each of your image slides should contain one or more graphics that are relevant to the content being preached. An example would be showing a young couple together when you’re telling a story of a new marriage. Or, you could display an image of a ship when discussing a Bible passage where the setting includes a sea.

These slides can be shown briefly to make a quick point, or can be left on screen for the entire duration of a teaching point.

## IMPORTANT TIPS

Some points to consider when creating image slides are:

- Be careful to use images sparingly throughout your message. People will lose interest if your whole presentation is filled with them.
- Using high-quality images is a must. A blurry or low-resolution photo will cause distraction.





# IMAGE SLIDE EXAMPLES

Full Screen



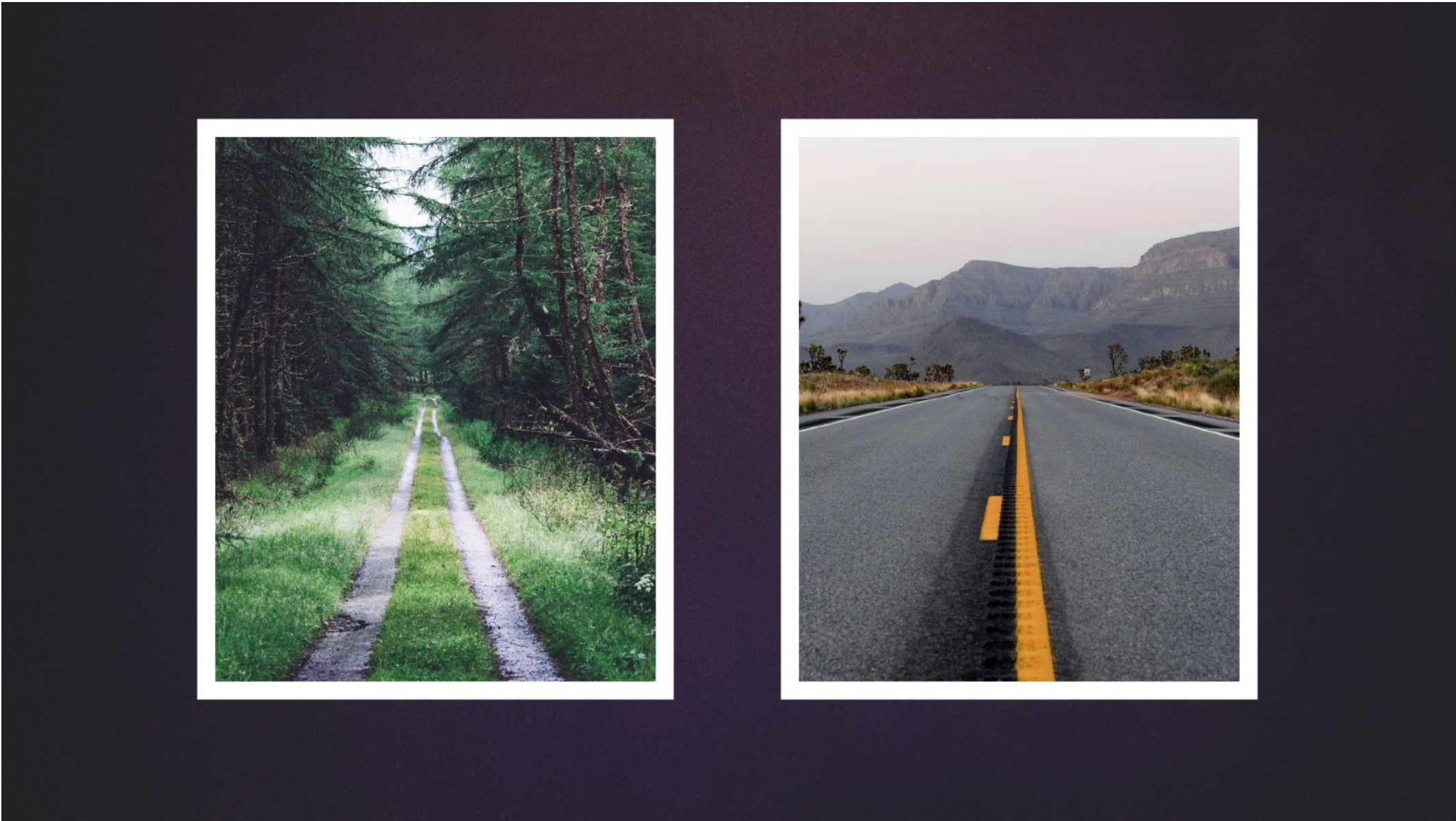
Framed



Collage



Comparison

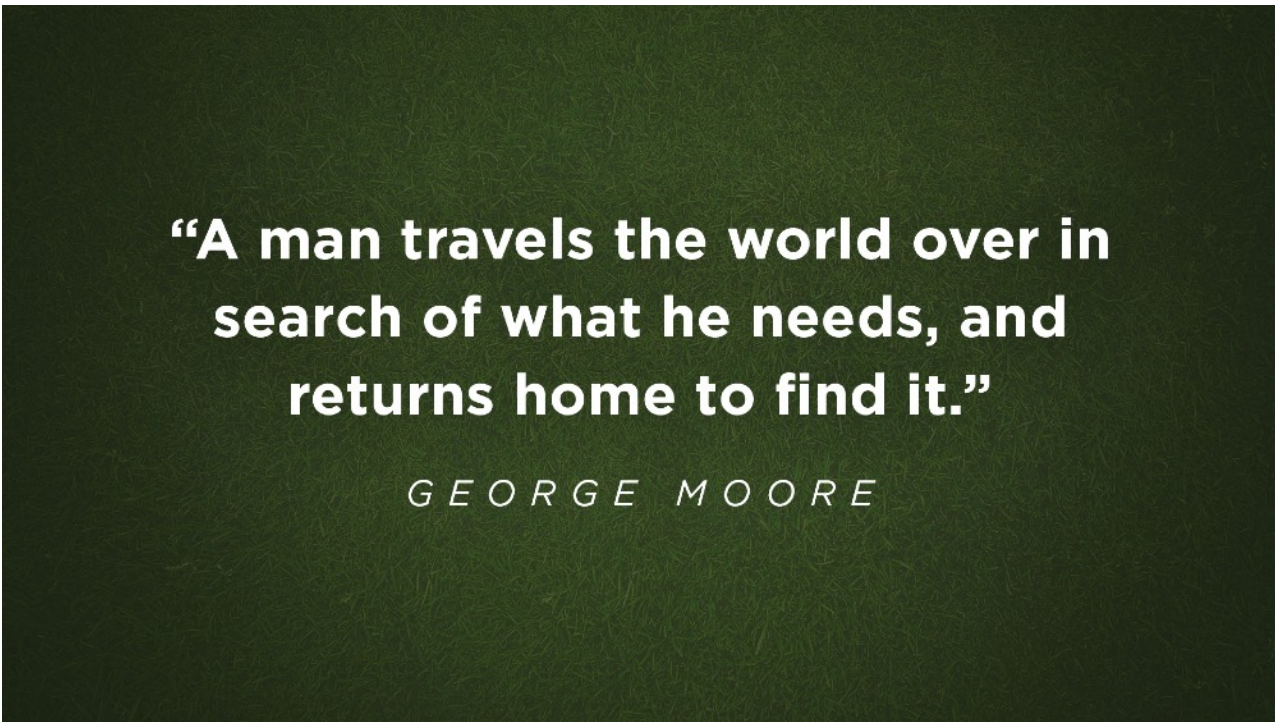
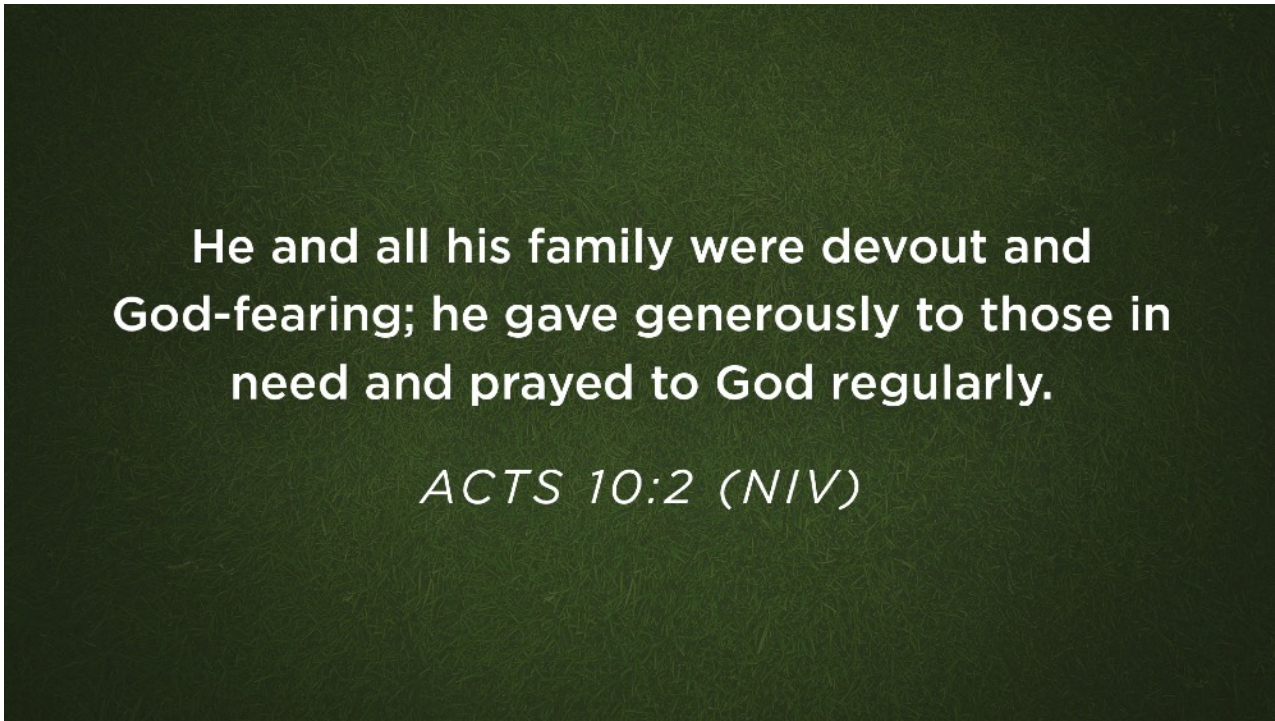




# PUTTING IT ALL TOGETHER

There is no perfect way to arrange your sermon presentation. Depending on your preaching style, there are many ways that you can put together your slides. However, it is important that all of your slides look like they belong together. Keeping a consistent visual theme from slide to slide by using the same colors and fonts ensures a professional look. Once you’ve chosen a look for each presentation component, you can simply copy and paste for each new slide that you add, and replace with new content. This “*duplicate*” method makes it easy to create an entire presentation with the same visual theme.

Remember, you do not need to display *everything* from your message. Instead, only choose the items necessary to assist your audience in following along and taking notes. When possible, sprinkle in engaging imagery to keep people engaged.





It's Your endless grace  
New life it brings

# CONCLUSION



# FINAL THOUGHTS

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Everyone involved in the presentation process is important. Projecting slides makes everyone feel welcome and comfortable by providing visual prompts to what song is being sung, what scripture is being read and what points are important.

Always display your worship lyrics and projected content to the highest possible standard. Take time in preparing and editing your slides and “serve wholeheartedly, as if you were serving the Lord, not people” (Ephesians 6:7 NIV). A rushed job will show, and mistakes will be made when you are too busy to check and test your presentation.

The purpose of worship lyric projection is always to enhance the worship experience and should never be a source of distraction. In worship, everything on your screen is important and you are responsible for every pixel that is projected.

Keep learning and expanding your knowledge of church media and visual worship. Lyric projection is a process that you improve at with the more experience you gain. Try experimenting with new techniques and media during worship practices. Do not be afraid to ask for help and seek the advice from others more experienced than yourself.

Thank you for serving your community and desiring to serve them better. You have an important part in building the Kingdom of God.

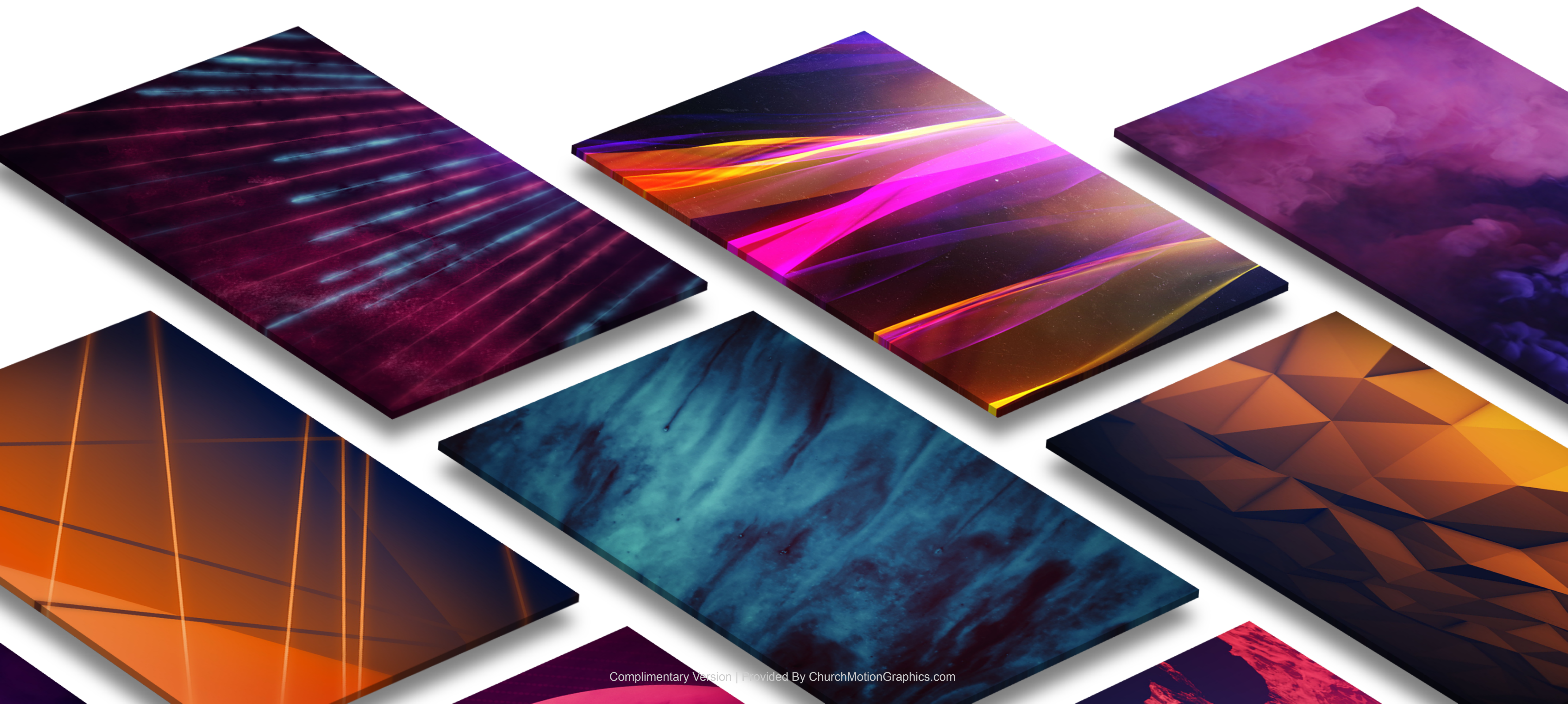
*“Serve wholeheartedly,  
as if you were serving  
the Lord, not people.”*

.....  
**EPHESIANS 6:7 NIV**



# We're Here To Help

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# Beautiful motion backgrounds and graphics for every church

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So much goes into creating the perfect slides for your worship and sermons, but you can hit the *"easy button"* when it comes to choosing backgrounds. Church Motion Graphics makes it quick and simple to get a great look for your screens with just a few clicks.

**Find Out More At [ChurchMotionGraphics.com](https://ChurchMotionGraphics.com)**



# Used By Thousands. Seen By Millions.

CMG IS USED IN CHURCHES ALL AROUND THE WORLD

## Bring The Wow Factor To Your Lyrics

Dynamic worship slides grab the attention of every age in your audience. CMG worship backgrounds make your lyrics stand out from traditional presentations and bring a noticeable improvement.



## Add The Power of Visuals To Your Sermons

Ready to take your messages to the next level? No matter your style of preaching or teaching, adding creative visuals will make a big impact on your audience. Customizable sermon templates from CMG make it easier than ever for pastors to have a great look.

Find Out More At [ChurchMotionGraphics.com](https://ChurchMotionGraphics.com)



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# CONTRIBUTORS

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- Heather McIntosh
- Howard Lewis



# WORSHIP DESIGN STANDARDS

Font name and weight style: .....

Font size: .....

Leading and tracking values: .....

Line height value: .....

Drop shadow values: .....

Alignment style: .....

Margin values: .....

Maximum number of lines of text: .....

Notes