

Announcer's cue card

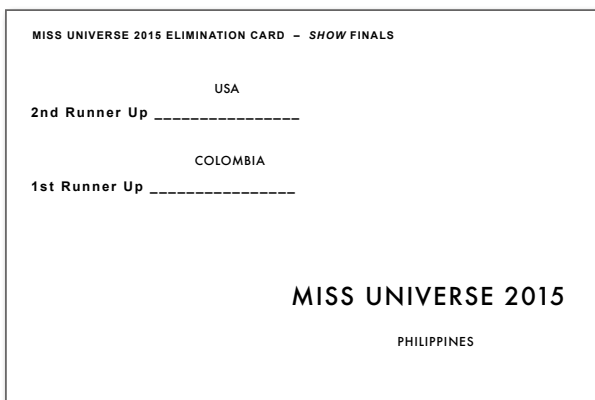
Problem	Live events require unrehearsed announcements. It's vital to get them right to save extreme embarrassment to everyone concerned.
Challenges	Presenters will be nervous and unprepared for decision-making if the cue card is unclear - all their cognitive effort is focused on their own performance. The lighting may be poor, and it's possible some presenters will not wear their reading glasses.
Typical solution	<ul style="list-style-type: none">• Treat the card as a script for the presenter so they can read it out loud with no interpretation needed.• Omit useless or distracting information.• Use legible type.
Typical applications	Oscar ceremony, Miss Universe, school prize-giving, dog show.



Problem: 'Best Picture' is easily missed, in less legible type, and in a peripheral position.



Better: The cue card is more legible and works as a script. It retains a formal centred appearance because it also acts as a keepsake for the recipient.



Problem: The term '1st' is a 'plausible distractor': a stressed announcer might jump to the conclusion this is the winner. 'Philippines' is in a small size and overwhelmed by 'Miss Universe 2015', which could be mistaken for branding.



Better: This version works as a script, and also uses a size hierarchy to make sure the focus is on Miss Phillipines.