

25 YEARS ANNIVERSARY
SOICT

ĐẠI HỌC BÁCH KHOA HÀ NỘI
VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG



TRƯỜNG ĐẠI HỌC BÁCH KHOA HÀ NỘI
HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Visual Aids

Technical Writing and Presentation

SoICT - 2020

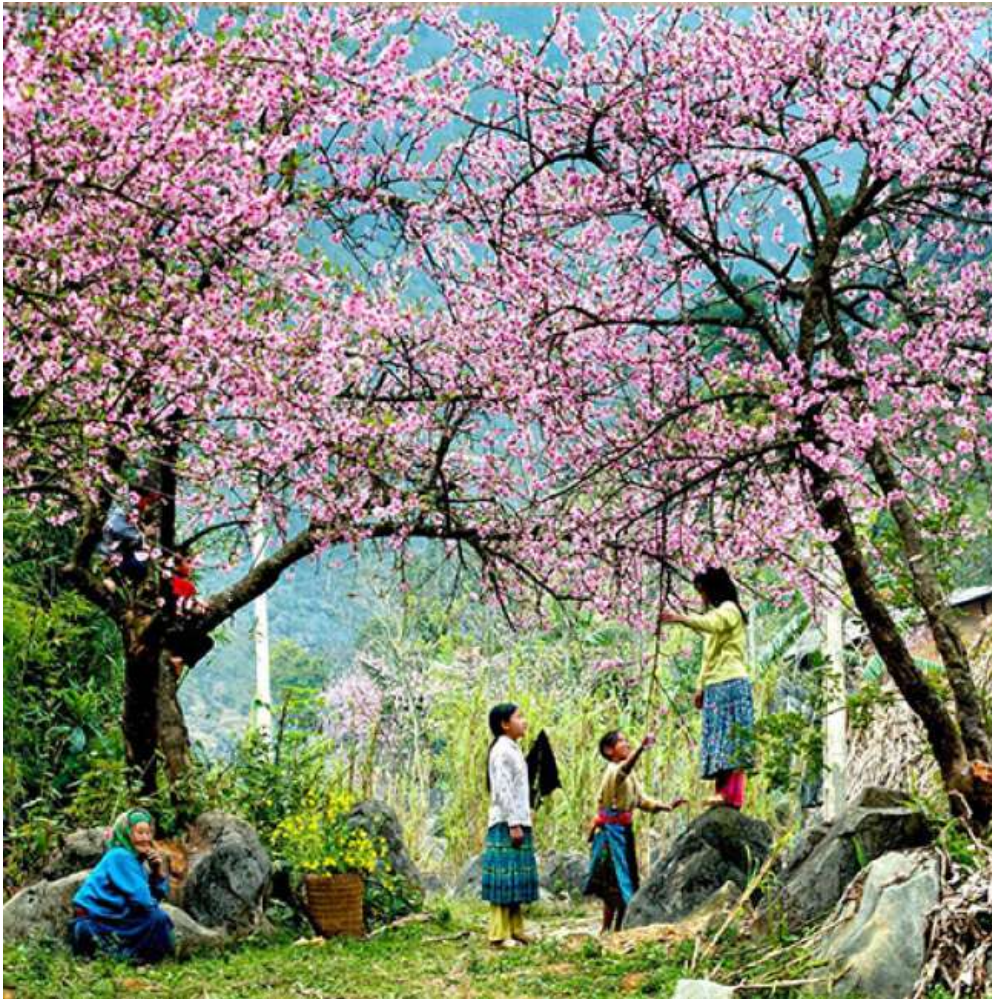
Look and find messages



- What do you see ?
 - A cold winter
 - A poor baby in a Northern province without jeans and shoes
- What are the messages ?
 - Poverty
 - Need help

Source: <https://vietnamnet.vn/vn/thoi-su/xot-long-tre-vung-cao-tran-truong-trong-ret-am-do-286291.html>

Look and find messages



- What do you see ?
 - A cool spring with colorful flowers
 - Happy children with beautiful traditional dress
- What are the messages ?
 - Happiness
 - Welcomes to Northern provinces

Source: <https://haiquanonline.com.vn/5-diem-den-noi-danh-vung-tay-bac-101506.html>

Look and find messages



Source: <https://truyentran.github.io/covid19.html>

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2. What are visual aids?
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What are visual aids ?

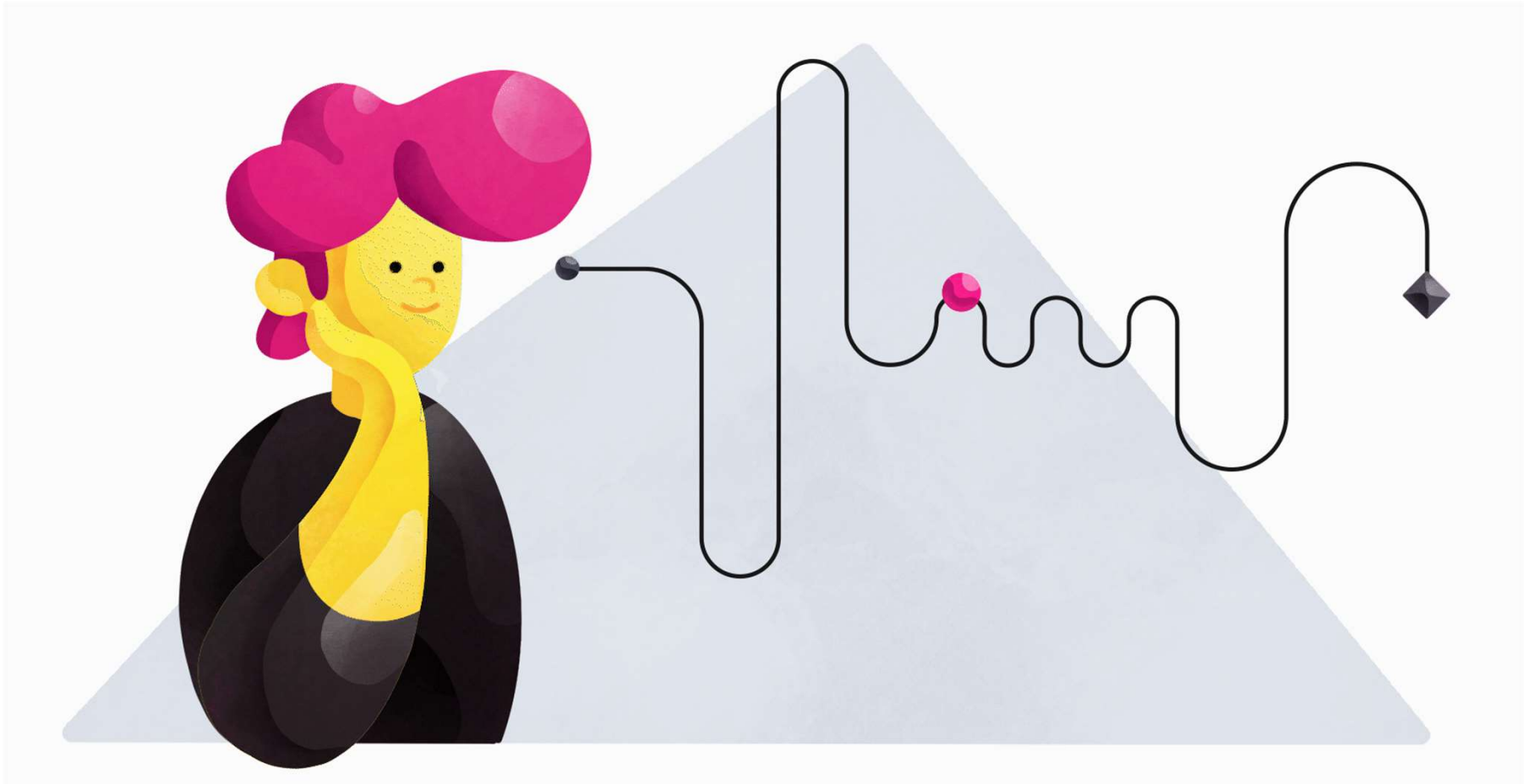
- Visual aids = Visual + Aids
- Visual aids are items of a visual manner, such as **key words, tables, graphs, photos, videos, charts** and others, which are used in addition to spoken information.



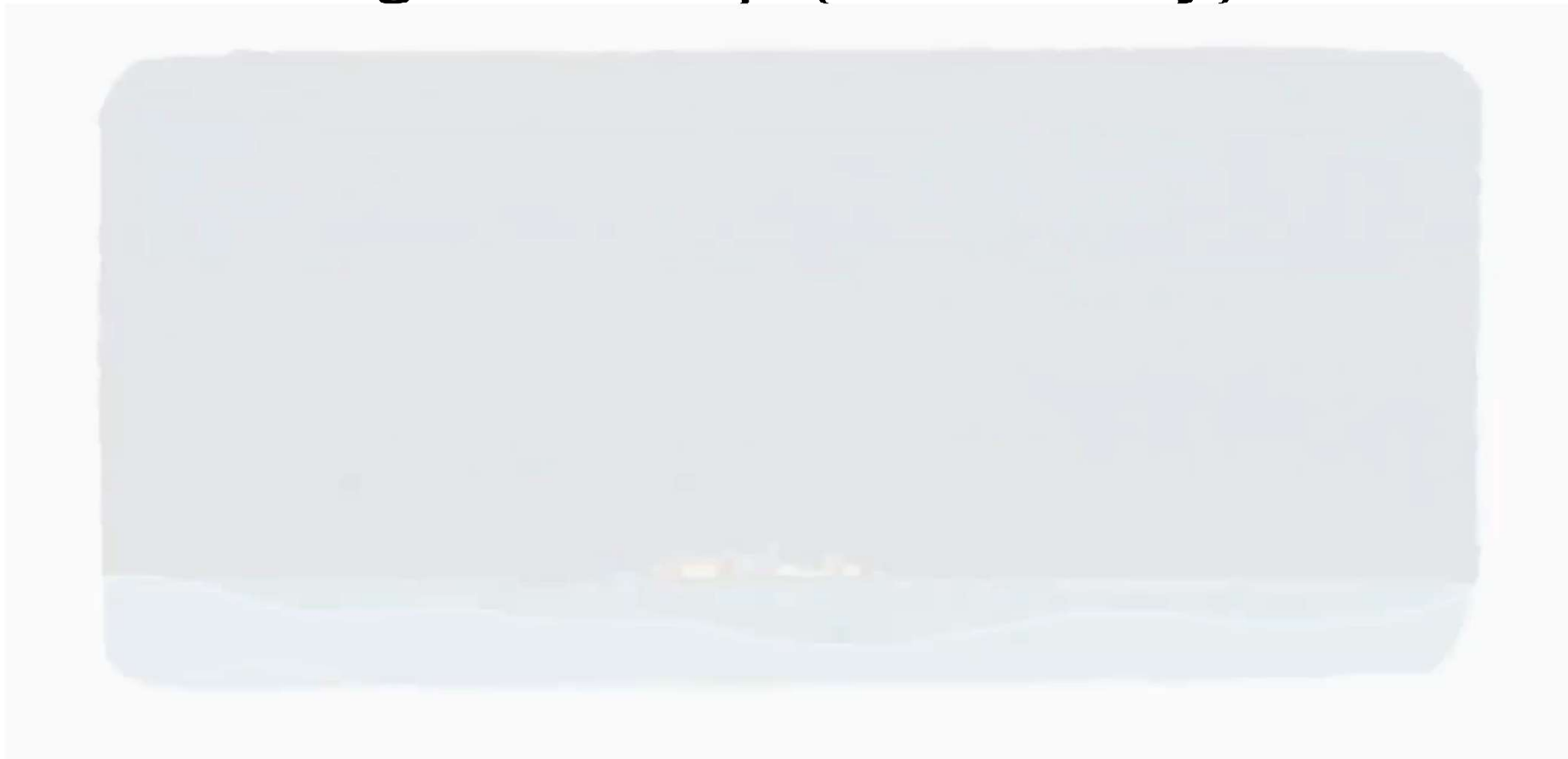
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Presentation objectives

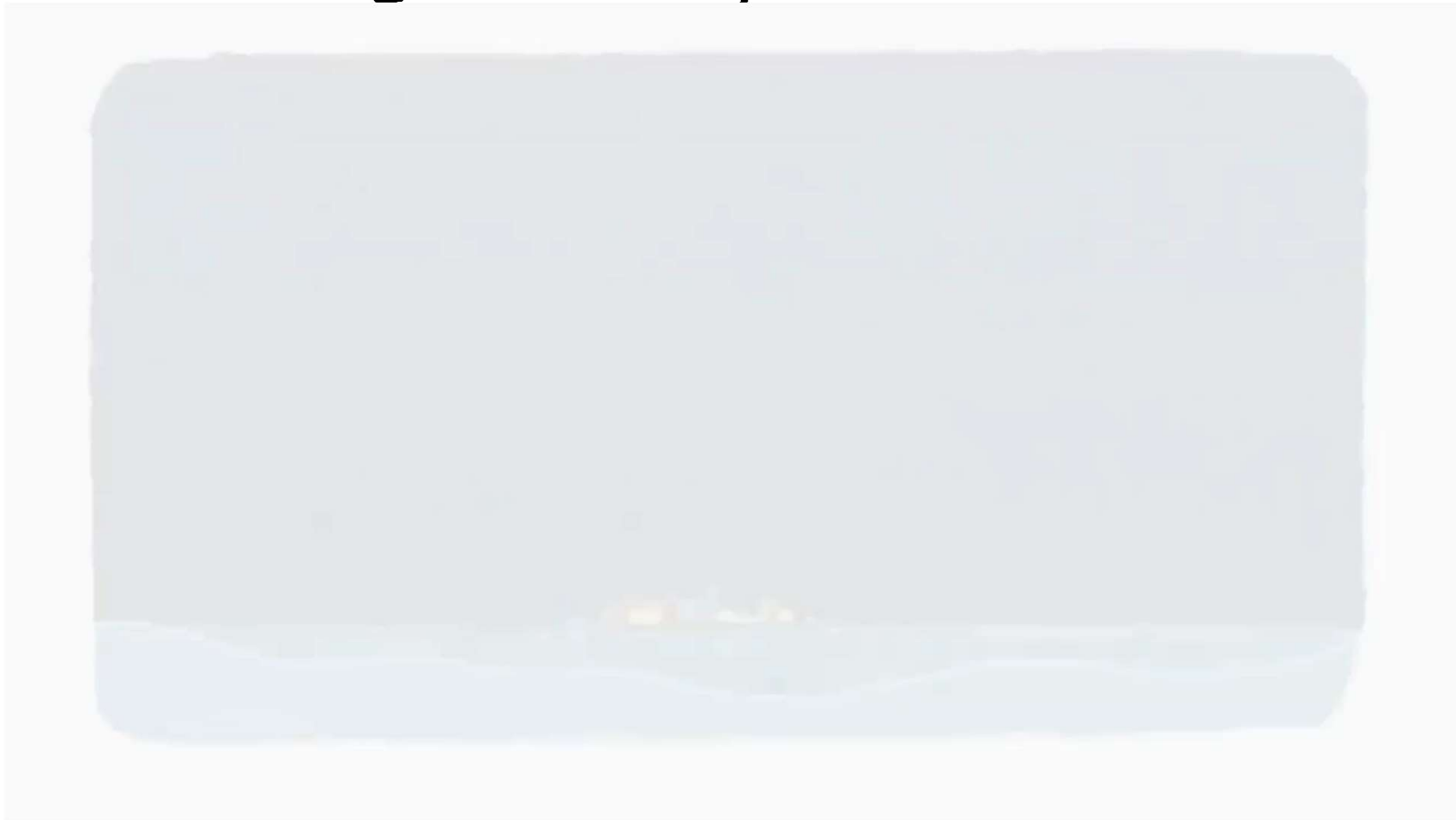


Listening video clip (Audio only)



Source: <https://vnexpress.net/tai-sao-ha-lan-khong-bi-chim-duoi-nuoc-4137032.html>

Watching video clip



Source: <https://vnexpress.net/tai-sao-ha-lan-khong-bi-chim-duoi-nuoc-4137032.html>

Why visual aids ?

Think about it. **People remember...**



20%

20% of what they hear



30%

30% of what they see

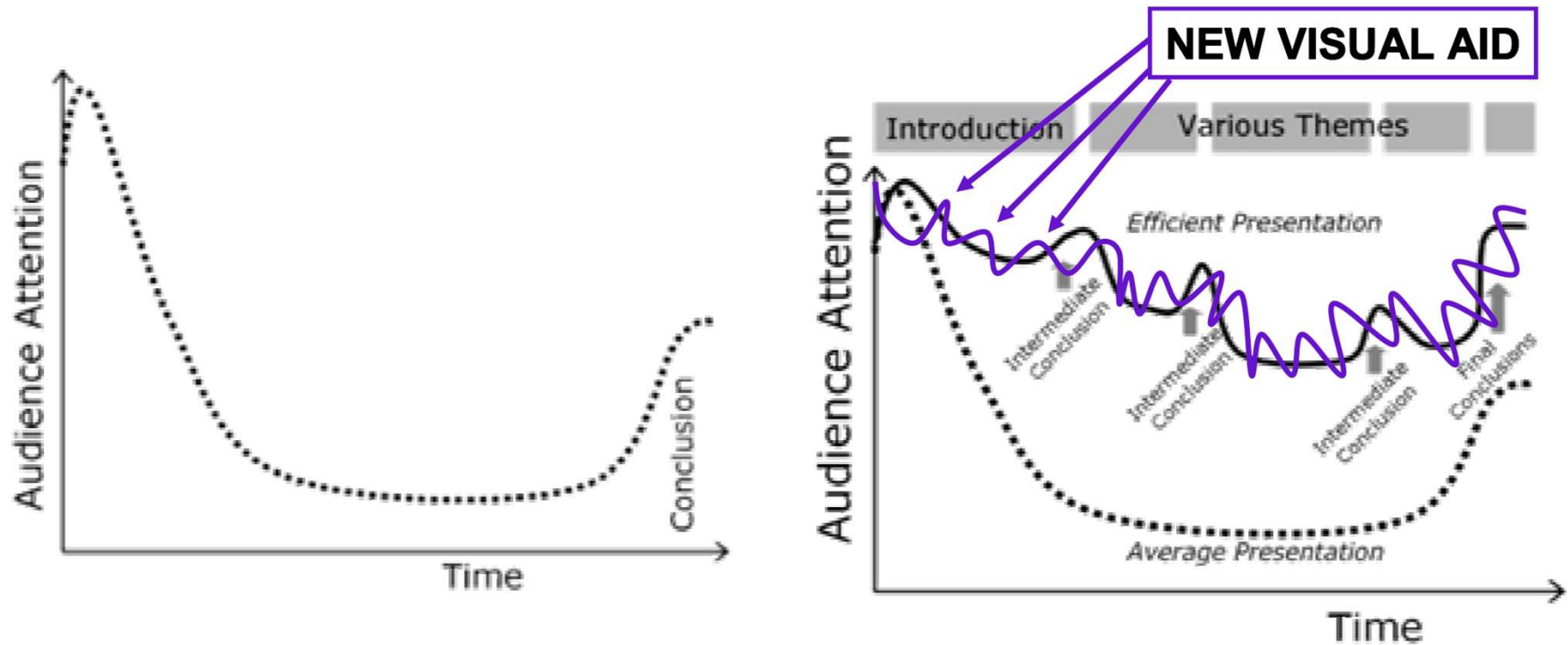


70%

An amazing 70% of what they see & hear!

Why visual aids ?

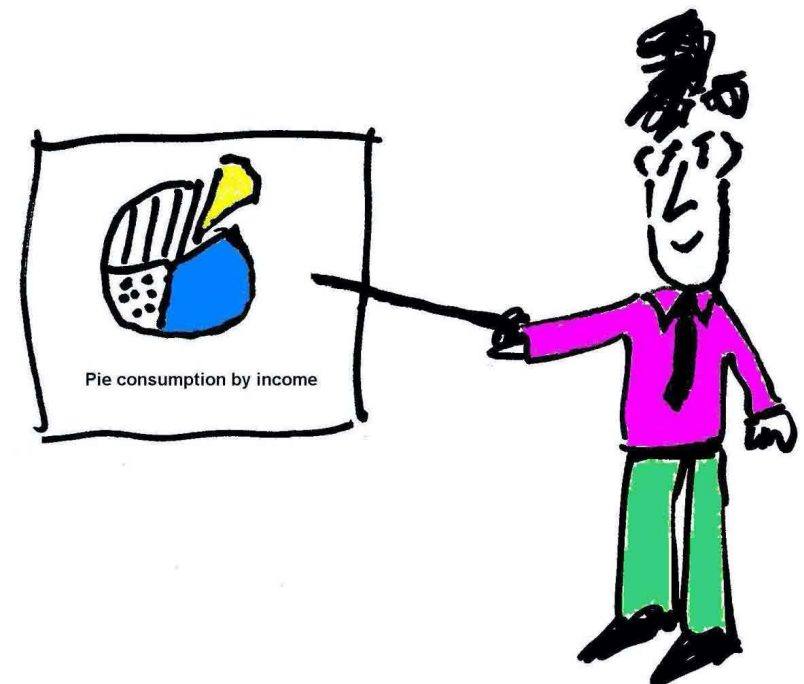
ATTENTION PROFILES



Source: <http://www.gen.tcd.ie>

Objectives of visual aids

- Make presentation/communication more interesting, attractively and clearly
- Help speaker show information more systematically
- Help audience understand targeted messages
- Reinforce and add impact to information

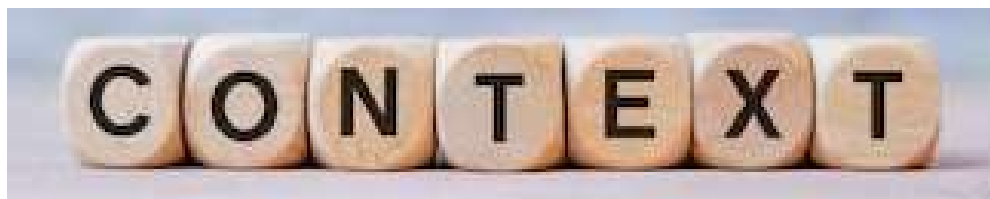


Aims of visual aids

- Illustrate relationships between ideas/objects
- Show information comparisons, patterns
- Present figures, graphs or charts
- Summarize key points
- Emphasis key words, key messages



Choice of visual aids depends on



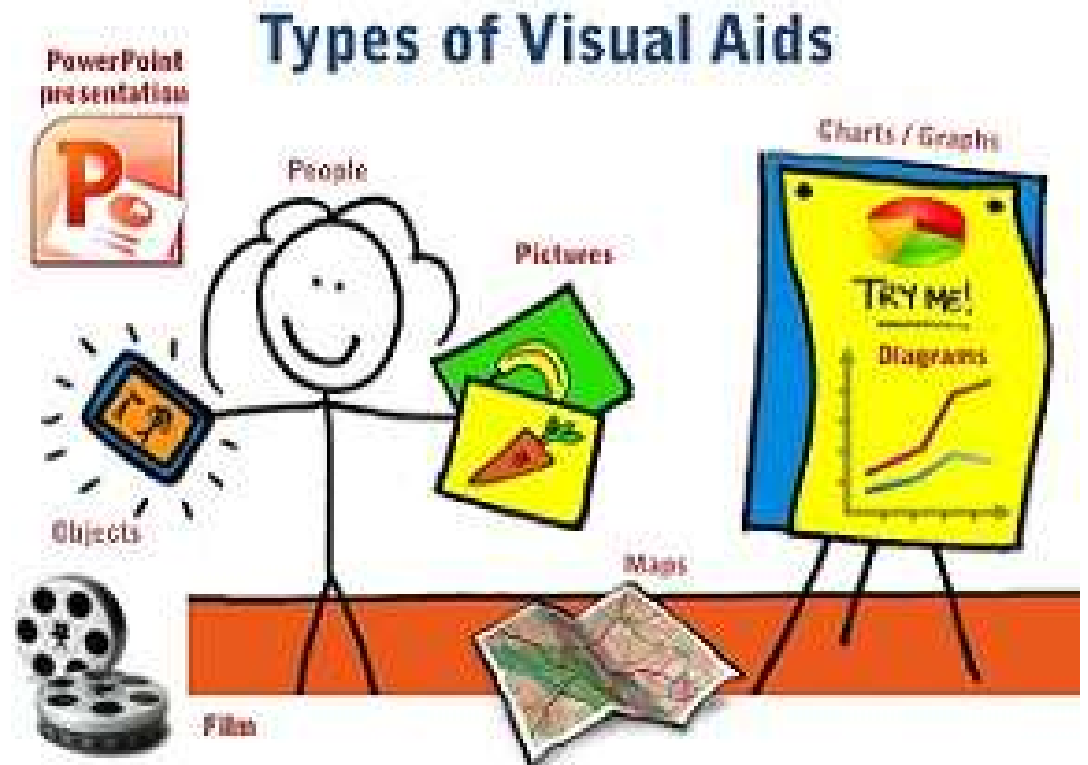
- Size of audience group
- Resources at your presentation
- Cost for your presentation
- Time window available for preparation
- Yourself and preferences of others
- Presentation environment

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Types of visual aids used in Presentation

- Handouts
- Posters
- White/black boards
- Video clips
- Flip charts
- PowerPoint Slides



Handouts

- Why use handouts?
 - Audience can concentrate better (instead of writing)
 - Provide more detailed information
 - Summarizing or including the main points of a presentation (take away messages)
 - Useful if your presentation is highly technical or complex



Handouts

- When to provide handouts?
 - Before or after presentation?
- What to include in your handout?
 - Expand on bullet points and graphics to allow a more complete explanation.
 - May include related information that further supports or explains what is in your presentation

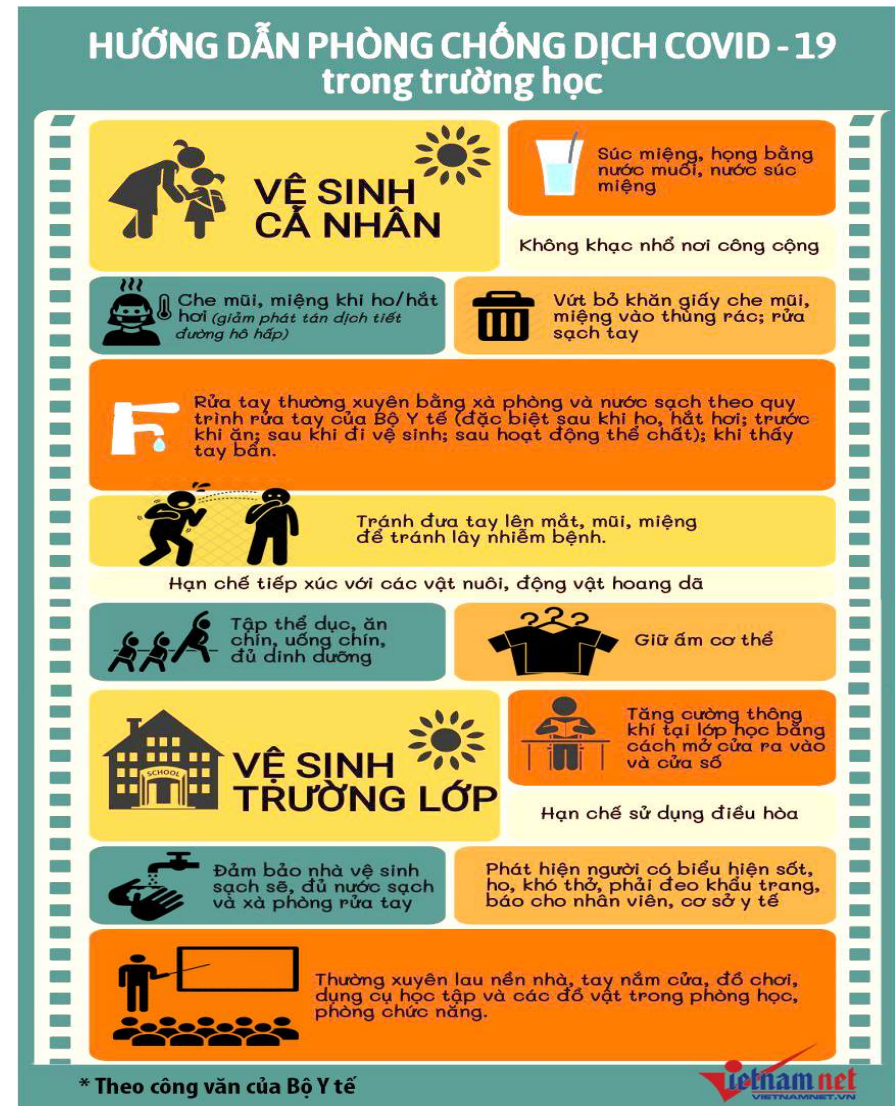


Handouts: Pros & Cons

Pros	Cons
<ul style="list-style-type: none">• Making notes directly on the handout• Giving out a handout at the start of the talk and capturing the audience's attention verbally, without physical interaction• Supplementing other visual aids, for example by putting your references on the handout	<ul style="list-style-type: none">• Printing and photocopying costs money• Not environmentally friendly – but you could create and distribute digital versions to save paper• Need of anticipating numbers and ensure having enough handouts
<ul style="list-style-type: none">• To be interactive	<ul style="list-style-type: none">• Distracting the audience

Posters

- Used at the precise moment to illustrate point
- Visible throughout presentation
- Consider how it should be displayed
- May need a pointer

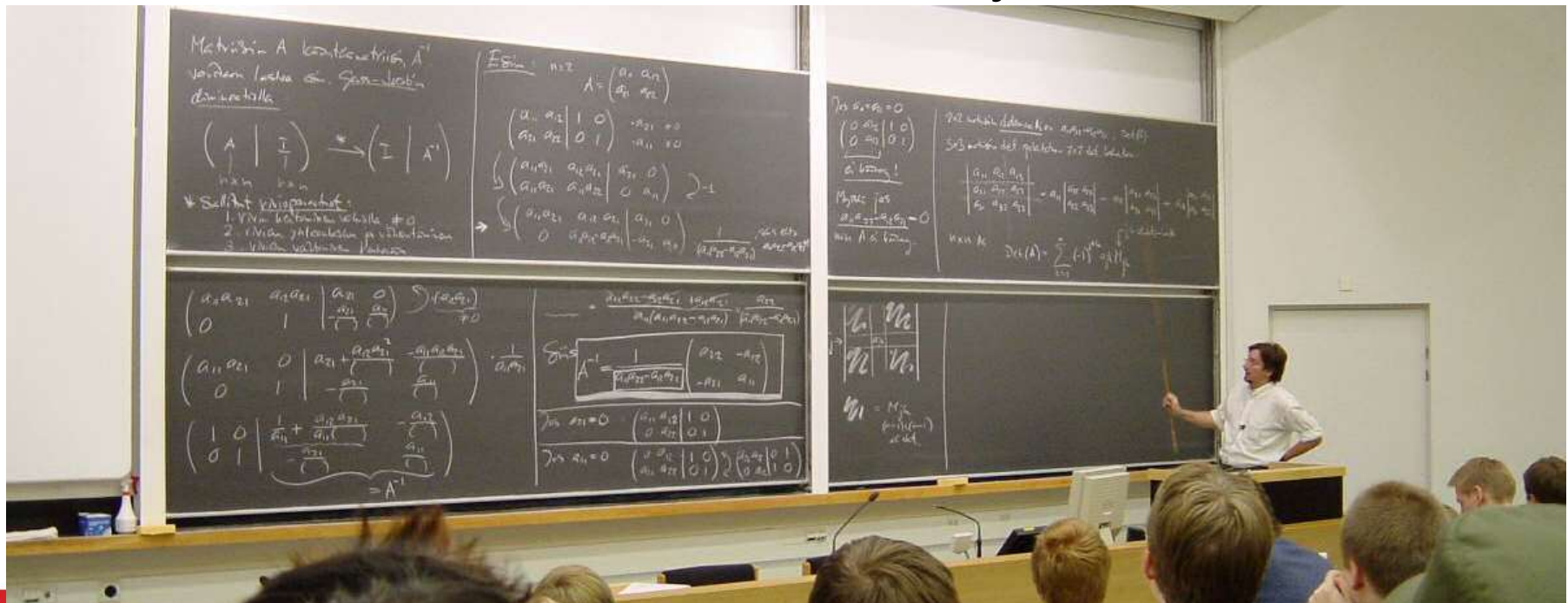


Posters: Pros & Cons

Pros	Cons
<ul style="list-style-type: none">• Targeted (locations and spread)	<ul style="list-style-type: none">• Can easily get lost in the visual noise of locations
<ul style="list-style-type: none">• Mass impact (especially good for product launches)	<ul style="list-style-type: none">• Needs a good design (and not too much information) to have impact
<ul style="list-style-type: none">• Flexible in scale (A5 to A0)	<ul style="list-style-type: none">• Not easy to modify or edit
<ul style="list-style-type: none">• Can raise awareness quickly and be cumulative	<ul style="list-style-type: none">• Location restrictions
<ul style="list-style-type: none">• Brevity (good for simple messages)	<ul style="list-style-type: none">• Brevity (difficult to communicate lots of detail)

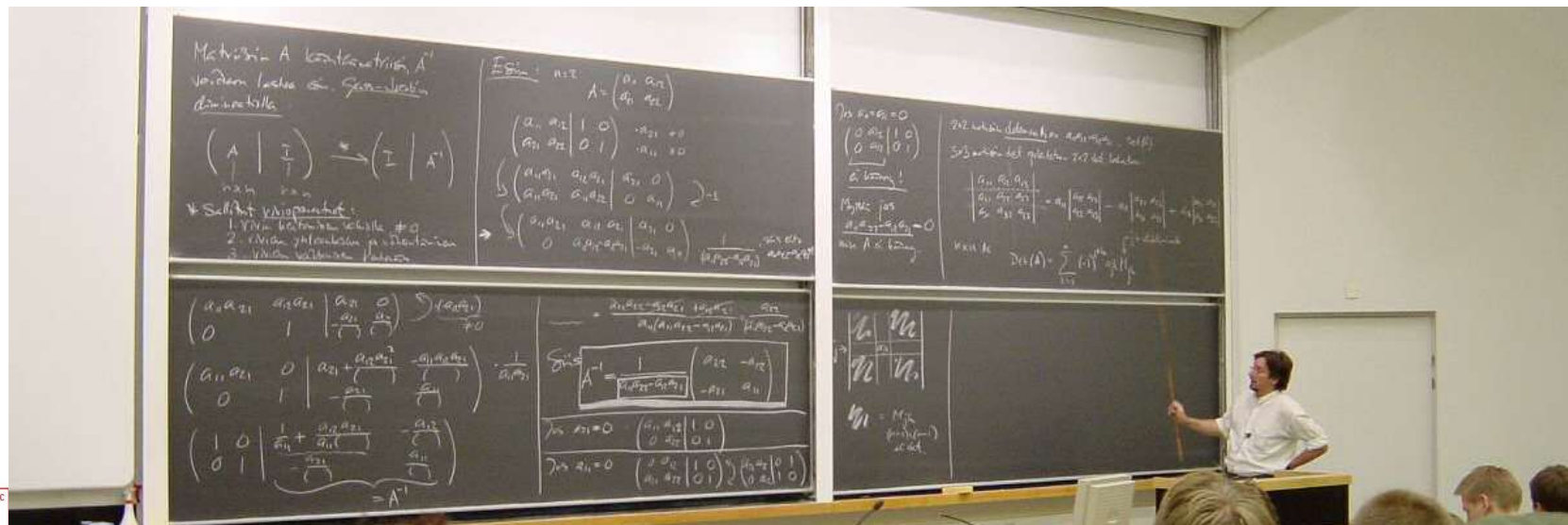
White/black boards

- Flexible and interactive
- Suit a small group
- Writing clearly can be slow
- Back to the audience
- Can't store information
- Can scratch
- Need chalk
- Easy to use



White/black boards

- Clean the board well before starting and after use
- Write large letters
- Stand to side as write
- Don't face the board while talking to audience
- Divide the board into columns
- Keep contents which you may want to refer to again



Video clips

- Can show clips of specific examples discussed
- Add another dimension to presentation
- Possible technical problem

Video clips

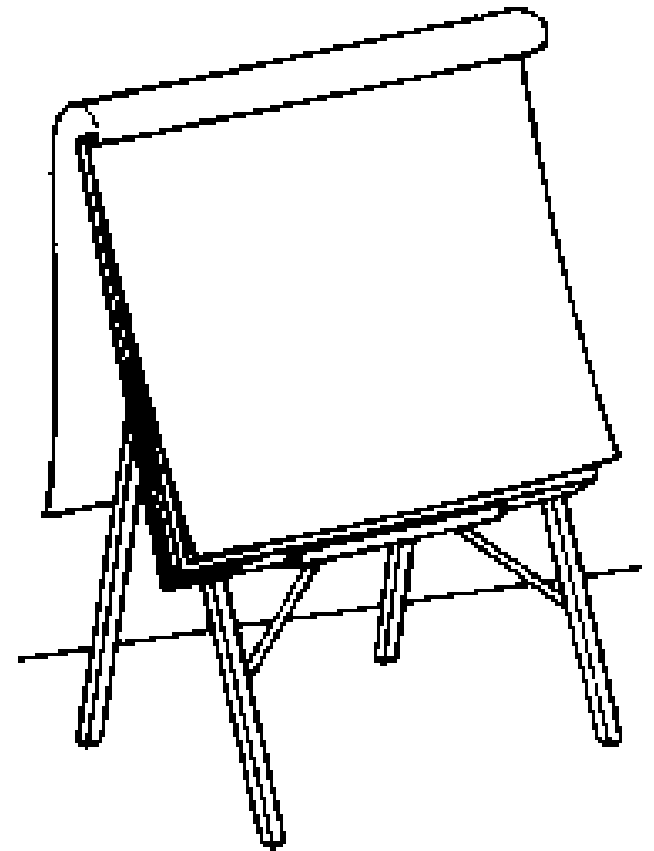


Video clips: pros & cons

Pros	Cons
<ul style="list-style-type: none">• Easily capture an audiences attention• Visual Learning is Powerful	<ul style="list-style-type: none">• It is hard and time consuming to find/produce quality videos.• The video could be a distraction if the structure of the video is not aligned to what needs to be taught

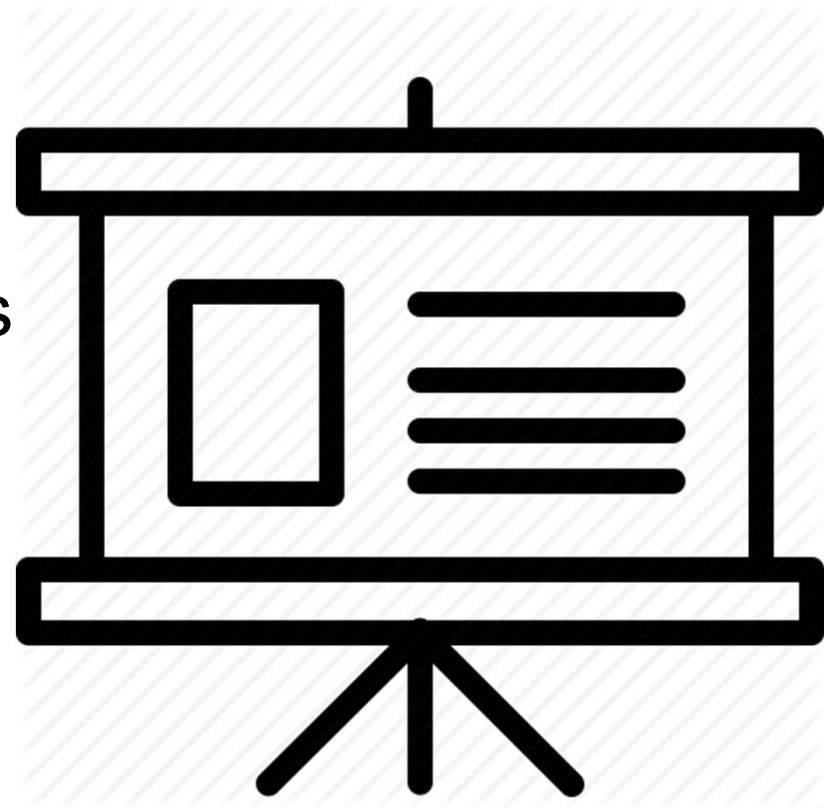
Flip charts

- Flip charts are quick, inexpensive visual aids for briefing small groups.
- Each sheet of paper should contain one idea, sketch, or theme.
- Use block lettering, since it is easiest to read. Use all capital letters, and do not slant or italicize letters.
- Use and vary the color. Also, check from a distance to make sure the color works well and is not distracting.



PowerPoint Slides

- Can look very professional
- Very easy to build up slides
- Easy to update presentations
- Introduce text, line by line
- Use same slide many times
- Colors and multimedia



PowerPoint Slides

- Suits groups of various sizes
- Hard to keep audience attentive
- Technical problems
- Lighting issues
- Check the computer system/equipment before loading
- Transfer presentation slide to hard disk
- Be familiar with the operation of slide show
- Rehearse presentation
- Keep a printed copy of slides in case of computer malfunction

Rule of thumb: One idea per slide

- What idea does this illustrate?
- Does it support key messages?
- Does it highlight key messages?
- How long does it take to present/show?
- Avoid using too much text
- Avoid using complex mathematical formulas

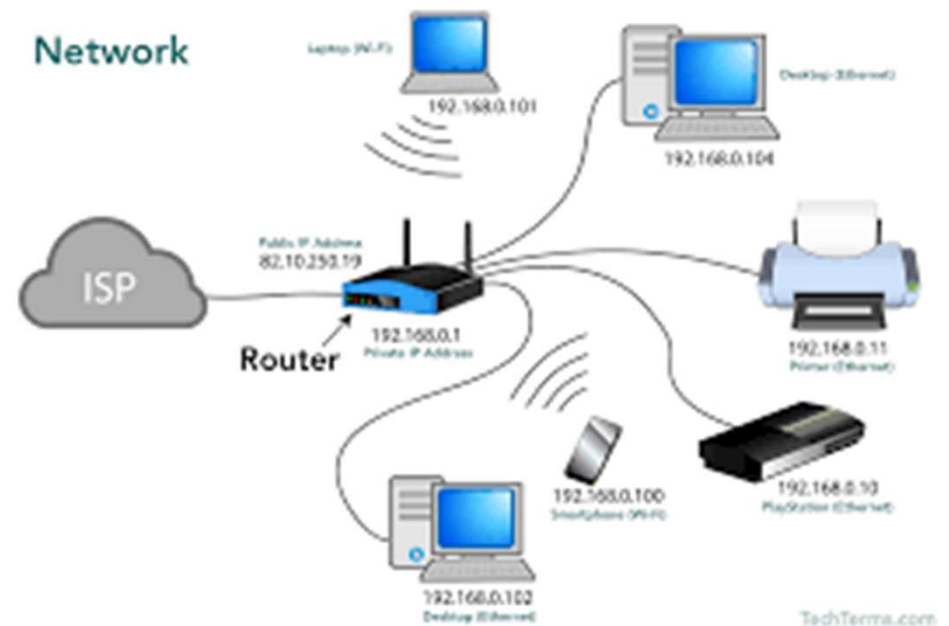


PowerPoint slides: Dos & Don'ts

Dos	Dos	Don'ts
Know your audience	Ensure design consistency	Put everything on one slide
Create a structure	Be smart about colors	Overuse transitions, animations and sound
Use keywords	Use visual elements to illustrate your ideas	Use hard-to-read color combinations and fonts
Organize your information clearly	End with a summary slide	Put unclear things on slide
Use a legible font	Keep your presentations well-organized	
Use transitions for a more dramatic impact	Use animation and sound carefully	

Diagrams

- Colors can be very useful for diagrams
- Use several diagrams for complex models
- Relevant parts only
- Highlight and masking
- Simple schematics tend to be most effective

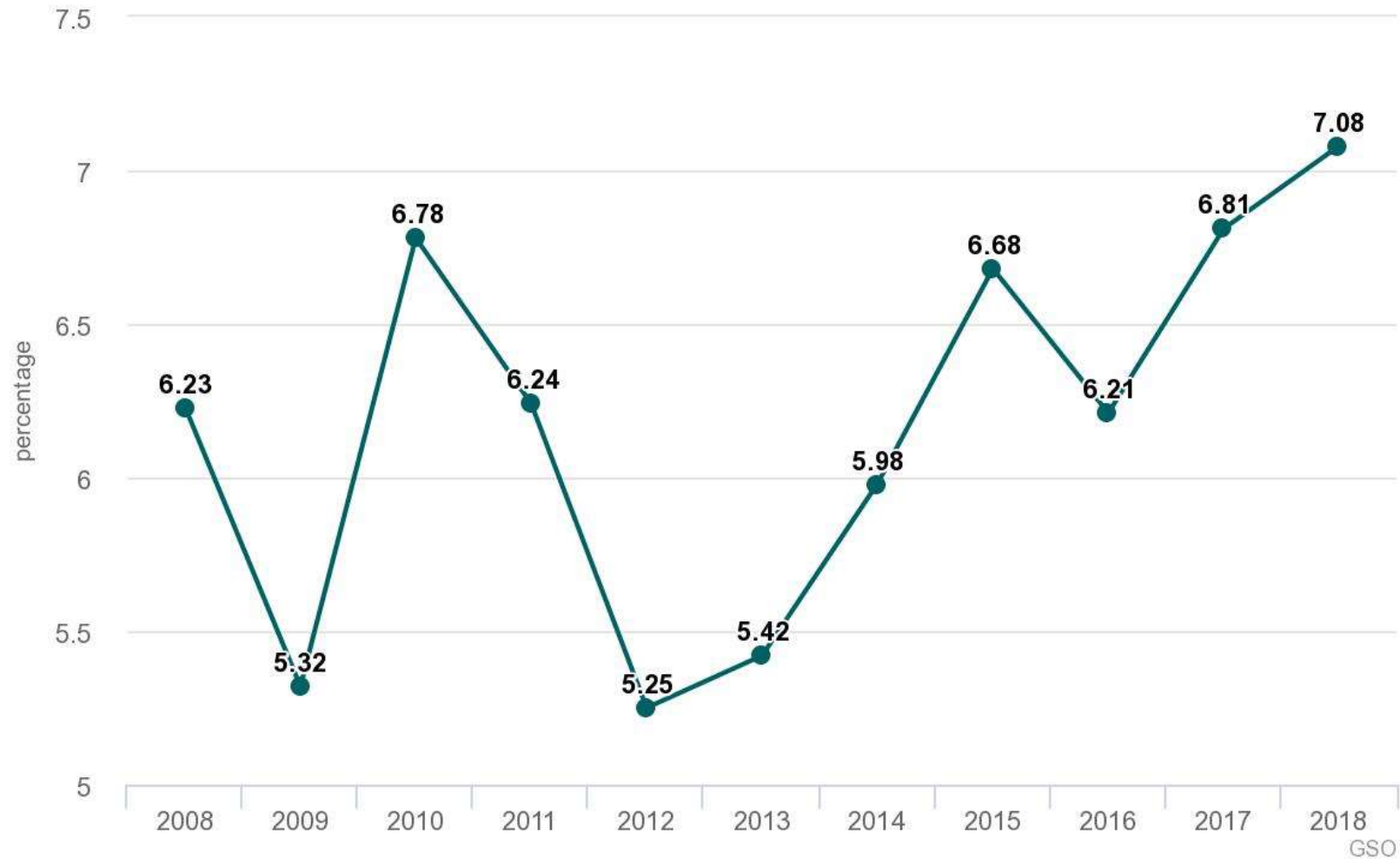


Chart

- Title, axis marks, legend, labels
- Choose carefully chart type such as a pie charts – not unless data sum to 100%
- Good contrast
- Colors (5 max)
- Lines 4 times thicker than for printed work
- Simple schematic

Example of chart

Vietnam's GDP growth



Tables & Equations

- Usually have too much information
- Too many numbers
- Show and highlight insights and conclusion messages
- Inferential statistics – don't include unless directly relevant to your message
- Equations – don't include unless you intend to explain them
- Equations should be simple

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Tips for designing visual aids

- COLOUR
 - Clear & appropriate
 - One color for main idea, two complementary color for sub points.
 - Avoid red-green and pastels
- LAYOUT and SPACE
 - Space between words and lines

Tips for designing visual aids

- **STYLE** - Select one style and use consistently
 - Suitable for content and context
- **TeXt STYLE AND SIZE** - Choose carefully
 - Consistent
 - Suitable for context

Tips for designing visual aids

- AVOID GIMMICKS - Computer graphics (background, patterns, clip art etc.) should be used to enhance presentation.
- PROOFREAD
 - Rule of thumb: at least 3 times
- PLAN AHEAD
 - Different scenarios

Tips for using visual aids

- INTEGRATE visual aids
- REHEARSE with your visual aids
- Maintain EYE CONTACT
- DO NOT READ from your visual aid
- STOP SPEAKING while audience read

Tips for using visual aids

- DO NOT PASS OUT items while presenting
- REVEAL AIDS only when NEEDED
- USE THEM, don't just display them!
- CHECK ROOM & EQUIPMENT in advance
- CHECK visual is VISIBLE to audience

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Conclusion

- Visual aids can be a very powerful tool to enhance the impact of your presentations
- Design an impressive visual items is not easy
- Keep your visual aids simple for maximum impact.
- Practice using the visual aids in your presentation so you know exactly what to do and when to do

