

- A resume and other personal reference data if they don't know you too well.
- Groupings of related background materials (like research, articles, reports, etc.).

I don't mean to leave them a 5-pound package. Be selective and edit well, but just remember what your stickiest points are and what data you have (and they need) that supports your position best.

Now, to create visual aids for what you tell, you need some guidelines about what makes graphic sense to us and what's most persuasive.

Here are some of the most important techniques for making visual materials extend and clarify your message. This is information you need whether you will design simple visuals and execute them yourself, or want to be more knowledgeable (and critical) if you get the art department or someone to do them for you. They will help your own creativity understand what you can make visual and how to do that best, avoiding pitfalls.

DESIGNING VISUAL MATERIALS

Basic Guidelines

Visuals Dominate Talking

Whenever you introduce a visual demonstration, your audience will stop looking at you and instantly become absorbed in looking at, and trying to understand, the visual.

We are always drawn to action over just listening. (Notice the next time a door opens and someone enters a meeting room.) Since a visual aid engages the audience and gives them independent work to do, they are immediately drawn to the more active role. Knowing this, you need to choose your visual aids with care, to be sure they *support* you and don't just compete with you.

Which Medium and Why

Form follows function. First decide *what* you want to say. Then think about which form says it best; chart, slide, diagram on the board, list on