

a flip chart, video piece? Different media forms create their own conditioned responses from earlier association. Decide what effect you want: informal and improvisational, or professional, top-of-the-line, well planned.

### *Exhibits Can Be Simple*

Don't think that bigger is better and expensive is more. There are many times when the best visual medium would be an informal, interactive one like a blackboard or flip chart. Direct and personal.

### *Good Design Makes a Difference*

Be aware of color, shape, size, layout. Look for advice on eloquent design. There are good and bad ways to make charts, graphs, and so on, that can enhance or detract from your message. Quality counts.

### *Use Color*

Color is loaded with information, creating dramatic, emotional responses. An invaluable source of visual communication, it affects how we see and respond to hard information. It creates warmth, drama, contrast, variety, credibility, and interest in your otherwise cold, factual information. There is a "corporate conspiracy" about using black slides with white letters. Born out of sheer habit and the mistaken emphasis on "what shows up best," this technique has been putting hapless audiences and board rooms to sleep for years! Why not use the extraordinary power and emotional dimension of color—of many colors, of contrasts, of variety and of sheer pleasure—in your attempt to persuade?

Is every slide you show *equally* important, or unimportant? Surely not! Do they all deal with the same subject? In the same way? Are numbers, graphs, lists and phrases designed to do the same thing—to get the same response?

Add to these challenges the fact that black and white is also the driest, dullest, most unaffecting combination there is. No juice! No feelings! No persuasion or motivation on its own.

It only requires a little nudge and the willingness of executives and graphics departments to re-think an old habit for the business world to get on the color standard and make slide presentations as persuasive and effective as they really can be!