LEARNER'S NOTES | 2018-2019

MAINTAINING AND PREPARING VISUAL AIDS

- TYPES OF VISUAL AIDS
- ANIMATION TO CAPTIVATE AUDIENCE
- DESIGN OF POSTERS

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MAINTAINING & PREPARING VISUAL AIDS

IMPORTANCE AND TYPES OF VISUAL AIDS
ANIMATION TO CAPTIVATE YOUR AUDIENCE
DESIGN OF POSTERS

INTRODUCTION

Visual aids are can be considered as an important feature in a presentation. These are the elements that make the audience hooked with the content. There are various types of visual aids that can be used during presentations. The upcoming topics explain about visual aids and their importance.

IMPORTANCE AND TYPES OF VISUAL AIDS

VISUAL AIDS - WHAT IS IT?

A presentation with plain text is always boring. These types of presentations or lectures can make the audience lose interest

easily. In order to make the presentations visually convincing and not too boring, presenters tend to add some visual aids that can help in a few aspects while in a presentation.

A visual aid is something that **supplements** words with a picture, chart, or illustration. Visual aids appeal to an individual's sense of sight and help further **illustrate** a point **through** flip charts, **posters**, props, models, **graphs**, **charts**, and videos.

HOW DOES IT HELP?

Visual aids are helpful to both the audience and presenters. They are as listed below.

- Visual aids help the audience to **clarify the points**, understand and remember and reinforce the information given in the presentation.
- They **increase** the **interest** of the audience to listen to the presenter.
- They can serve as a reminder or notes for the presenter. Usually while giving speeches or presentations, it can be nerve-wracking for the presenter.
- The visual aids can help in reminding the important points to be covered by the presenter.
- Visual aid helps to reach the objectives by providing emphasis to what is being said.

These are some of the benefits of visual aids.

TYPES OF VISUAL AIDS

A visual aid can be as simple as flip charts, posters and can also be props, models, graphs, charts, videos. They are classified into four generations based on the evolution. They are as follows:

First Generation: Handmade charts, graphs, exhibits, models.

Second Generation: Printed text, illustrated text, Printed graphs, workbooks.

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Third Generation: Photographs, film strips, recordings, tapes.

Fourth Generation: TV, Programmed instructions, language laboratories, Computers, PowerPoint presentations

The merits and demerits of using some of the visual aids are given below.

Posters:

Advantages:

- Easy and inexpensive to make and update
- Portable and transportable
- Left in view of the audience
- Good for interaction with the audience

Disadvantages:

- Unsuitable for large groups
- Anxiety-provoking for facilitator with poor handwriting or poor spelling

Slides:

Advantages:

- Professional in appearance
- Good for large groups

Disadvantages:

- Formal and impersonal
- Shown in the dark
- Not good for discussion and interaction
- More difficult to update than other visual aids
- Require special equipment

Videos:

Advantages:

- Professional in appearance
- Good for large or small groups

Disadvantages:

- More expensive than other visual aids

- Requires special equipment
- Not good for discussion and interaction
- Require accurate cueing

ANIMATION TO CAPTIVATE YOUR AUDIENCE

WHAT IS ANIMATION?

Animation is defined as a collection of static images joined together that appears like a moving picture. It is the technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when the film is shown as a sequence. Animation is used in many places nowadays. One of them is in presentations for transition of slides, text, and images. Animations are a great way to make your presentation come alive. But knowing when and where to draw the line between dynamic content and distraction is essential to creating clear and compelling presentations.

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HOW DOES IT HELP?

Animations can be used to enhance the presentation's appearance. Some of the other benefits of using animation are as given below.

- It avoids swamping your audience with too much information at one time.
- Allows you to control what the audience look at.

COMMON MISTAKES IN ANIMATIONS

There are a few common mistakes presenters make while using the animations in presentations. They are as follows.

- **Too much animation:** Some speakers have a habit of going overboard with their animations. This is not clever, and it will turn your audience off. Use animation sparingly and only to improve the effectiveness of your slides.

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- **No animations at all:** Too little animation can be equally bad. Banishing the "bullet points" animation can be good but using the right animation can cut the damage they do. Animation can make each bullet point appear in turn when you click your remote, so you can control what the audience sees.

- **Animating wrong things:** Only animate things that need to be animated. For example, when the company logo opens for the first time in the presentation and showing the first image of the organization. Applying effects for all the images and slide titles will make the audience feel irritated as they have to wait for the transition of each image.

- **Poor timing:** Programs like PowerPoint and Keynote give you the option to automate your animations. Instead of using the option, "on click" to advance, you can automatically trigger the effect after a specified time. You can change the timing before the presentation. If you are going to use automated timings, test them first, but better still, keep it manual.

- **Use of irritating effects:** Some presenters are tempted to include as many different effects as possible, and the result is visual overload. I recommend you get to know a few useful animations and ignore the rest. The most useful ones are Appear and Wipe. The "appear effect" causes a selected element of text, or a selected image or shape, to appear when you click. The wipe effect causes the text or object to wipe in from either side, top or bottom, depending on your wipe direction setting.

HOW TO MAKE GOOD CHOICE ABOUT ANIMATIONS?

Here are some useful guidelines for using animated effects to your advantage:

Content comes first: Your presentation is about information, not animation. Animated effects should always support a goal, such as pacing delivery of information or clarifying a complex process.

Keep it simple: Animated effects should always be used to enhance, not distract from your content.

Continuity is key: Choose one or two types of animation and make them consistent across the entire presentation. Use the same effects for Slide Transitions and text and graphic elements on each slide.

Set up for easy presenting: Consider the presenter, the content, and the audience when choosing between manual or automatic advancing. And, of course, make sure of the one you choose, manual or automatic advancing.

Using these key points, you can give a good presentation with animations.

DESIGN OF POSTERS

WHAT IS A POSTER PRESENTATION?

A poster presentation, at a conference with professional focus, is the presentation of research information, usually peer-reviewed work, in the form of a paper poster that conference participants may view. A poster session is an event at which many such posters are presented. Poster sessions are particularly prominent at scientific conferences such as medical congresses.

Posters are large painted pictures that are put up for decoration on certain occasions. They are mainly used in presentations as a visual aid. They can be put up anywhere: in walls, screens, boards, or even help in the hand and explained.

HOW TO CREATE A GOOD POSTER DESIGN?

These are the following tips to make a poster design

1. Make it easy to read from distance:

The top priority of a poster is generally to expose someone to an event. Key information should be easy to read from a distance to held draw people to the poster and create a hierarchy in the text. When it comes to poster design you can think of text as having three distinct layers:

Headline: This is the main (and largest) text element in the design. It can be in addition to an art element or it can be the art element. Opt for a readable typeface that is interesting and demands attention.

Details: What, when, where? Answer these questions in the second level of text. What information does someone need to do what your poster is asking of them

Provide the information here in a concise manner. As for sizing there are two options – drop the size to about half of the main headline for very clear hierarchy or continue to use a larger size and use another technique for contrast.

The fine print: Commonly seen on posters to promote movies, it's everything else that someone decided needed to be on the poster. Make it small and keep it out of the way.

2. Increase the contrast:

You have one glance to grab someone's attention with a poster. High contrast between elements can help you do that. Forget a monotone color palette with pale gradients; go bold with color and type options. Poster design is a great time to try a typeface or color palette that might be too "crazy" for other projects. Experiment with it. Think about a big color background as well. Many times poster designers start with a white canvas. If your printer allows, use a high color background with a full bleed to make your poster stand out from all the rest.

3. Consider size and location:

Where is your poster going to be located? This factors in several ways, including the size of the poster, visual clutter around the poster and will the people who see it appreciate your call to action? Knowing

where the design will live can help you make choices about how to create it. Not only is visual contrast important within your design, it is an important external factor as well. For example, if your poster is going to hang on a green wall, you probably want to use a contrasting color scheme so the design does not blend into the environment.

4. Make a mini version: While poster design is primarily a print project, create mini versions that can be used in other places as well. Remember one of those basic principles of marketing – a person needs exposure to something 20 times to remember it. The multiple poster versions can help you accomplish just that.

Scale down an image that can be shared on social media.

Make a postcard or letter size to hand out.

Consider making a "poster-version" landing page for your website.

Create a version that can be sent via email.

5. Consider on big visual: Whether you choose a photo, illustration or text, a dominant image is key. And just like the text, it needs to be readable from a distance.

When designing posters, think tight; close-up crops of faces or elements, single item illustrations, a common scene with a sharp focal point, novelty typography with high intrigue. After you select a visual be careful about layering elements. Type and images need to have enough contrast so that they are independently readable.

6. Use plenty of space: When it comes to posters, use exaggerated spacing between elements. It may look a little funny to you at first, but the extra spacing will dramatically increase visual impact and readability at distances. There are a few places where extra space can work wonders in poster design:

• Between individual letters. Tight kerning can cause letters to blur at distances.

- Between lines of text.
- Around interior margins of the canvas.
- Between elements of different types, such as images and text.
- Around the most important element in the design

7. Include a call to action: The goal of every poster is to expose people to something. Most of these "touches" involve inviting someone to something, such as a concert or movie or other event. For that reason a call to action is vital. Think of it in the same way you would if designing a call to action for a website or app – give it a high-level of prominence in the design.

The difference from web design is that the call to action might not be as simple. (In websites "sign up" or "email us" are common actions that you can't get on a poster.) The call to action is often the event information or a contact point in poster design. Once you know what users are supposed to do when they see the poster, then you can design the call to action.

Create focus with typography: Poster design is one of those places where you can really go crazy with beautiful typography. Some of the best posters are made with type and color, with no images or illustrations. Keep the same typography principles in mind that you would with any other project; this is not the time to use 10 fonts in one location. But do experiment with bolder, wider, bigger typefaces that you might feel comfortable with otherwise. Set the tone for the project with these type options. Use type that conveys an appropriate mood for the event. You might find this challenging at first, but it can be a quite invigorating exercise.

MAKE SURE YOU REVISE

- ✓ Types of Visual aids
- ✓ Merits and demerits of visual aids
- ✓ What is animation?
- ✓ Common mistakes in animation

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