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

Visual Aids for Presentation

Technical Writing and Presentation

SOICT - 2020

Contents

- Aims of visual aids
- Types of visual aids
- Tips for designing slides with visual aids
- Tips for using visual aids

Why use visual aids in presentations?

- **PEOPLE REMEMBER**
  - 10% of what they read
  - 20% of what they hear
  - 30% of what they see
  - 70% of what they see & hear

Why use visual aids in presentations?

- Makes presentation more interesting and lively
- Helps audience understand the presentation
- Helps speaker present information more systematically
- Reinforce and add impact to information

Why use visual aids in presentations?

- Illustrate a relationship between ideas
- Show information patterns or pictures
- Present figures, graphs or charts
- Summarize key points
- Help audience follow passages or quotations

Choice of visual aids depends on

- The resources at your disposal
- Cost
- Time available for preparation
- Size of group
- Your own and preferences of others
- The learning environment

Types of visual aids used in Presentation

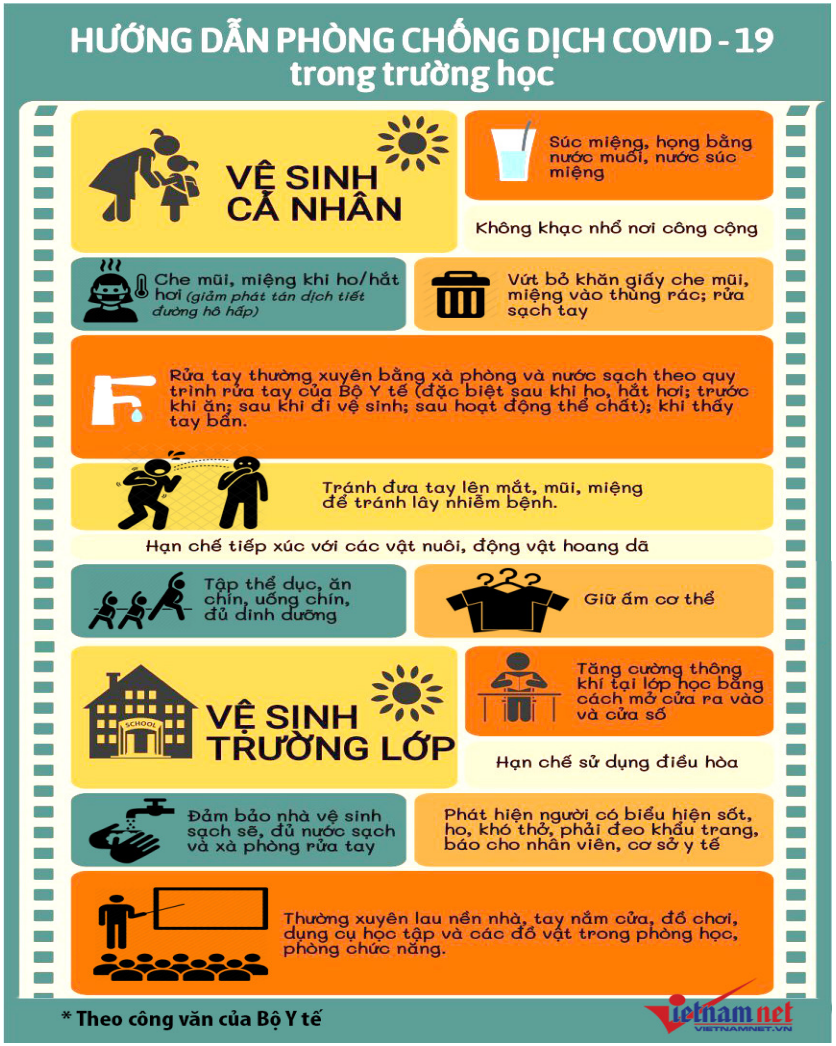
- Handouts
- Posters
- White/black boards
- Video clip
- PowerPoint Slides
- Flipcharts
- Transparencies

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 message)
  - Useful if your presentation is highly technical or complex
- 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. Just don't go overboard
  - May include related information that further supports or explains what is in your presentation

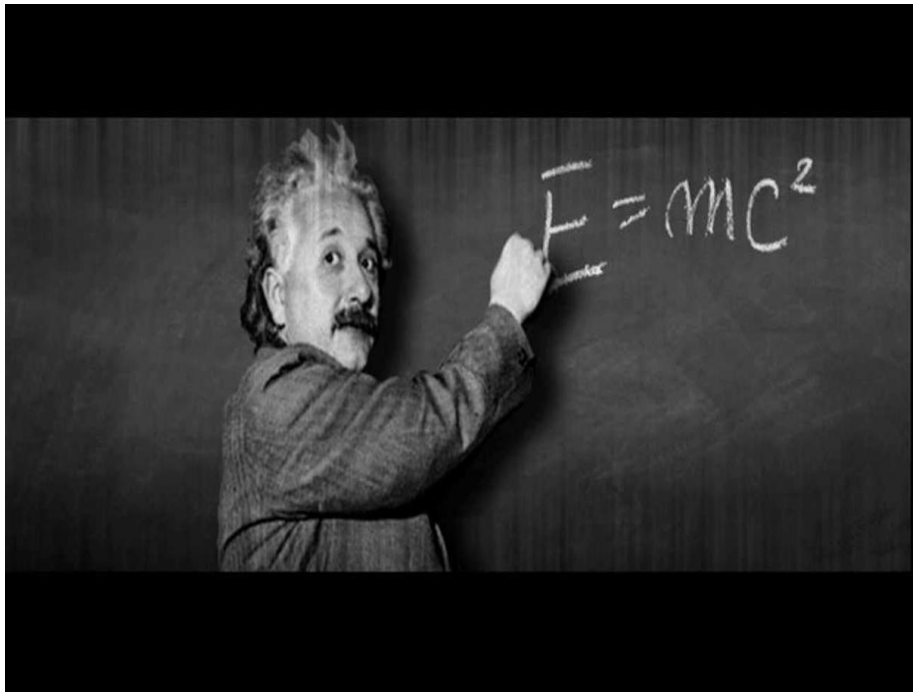
Posters

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



White/black boards

- Flexible and interactive
- Suits small group
- Writing clearly can be slow
- Back to the audience
- Can’t store information
- Can scratch & squeal
- Need chalk & duster
- Easy to use & wipe



White/black boards

- Clean the board well before starting and check the condition of marker
- Write large letters
- Stand to side as write
- Don’t face the board while talking to audience
- Divide the board into column and legibly
- Keep contents which you may want to refer to again

Video clip

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

PowerPoint Slides

- Can look very professional
- Very good for building up slides, diagrams
- Introduce text a line at a time (wipe, dissolve)
- Easy to update old presentations
- Can use same slide many times
- Colour 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
- Familiarize with the operation of the slides
- Transfer presentation to hard disk
- Be familiar with the operation of slide show
- Rehearse presentation
- Keep a printed copy of slides in case of computer malfunction

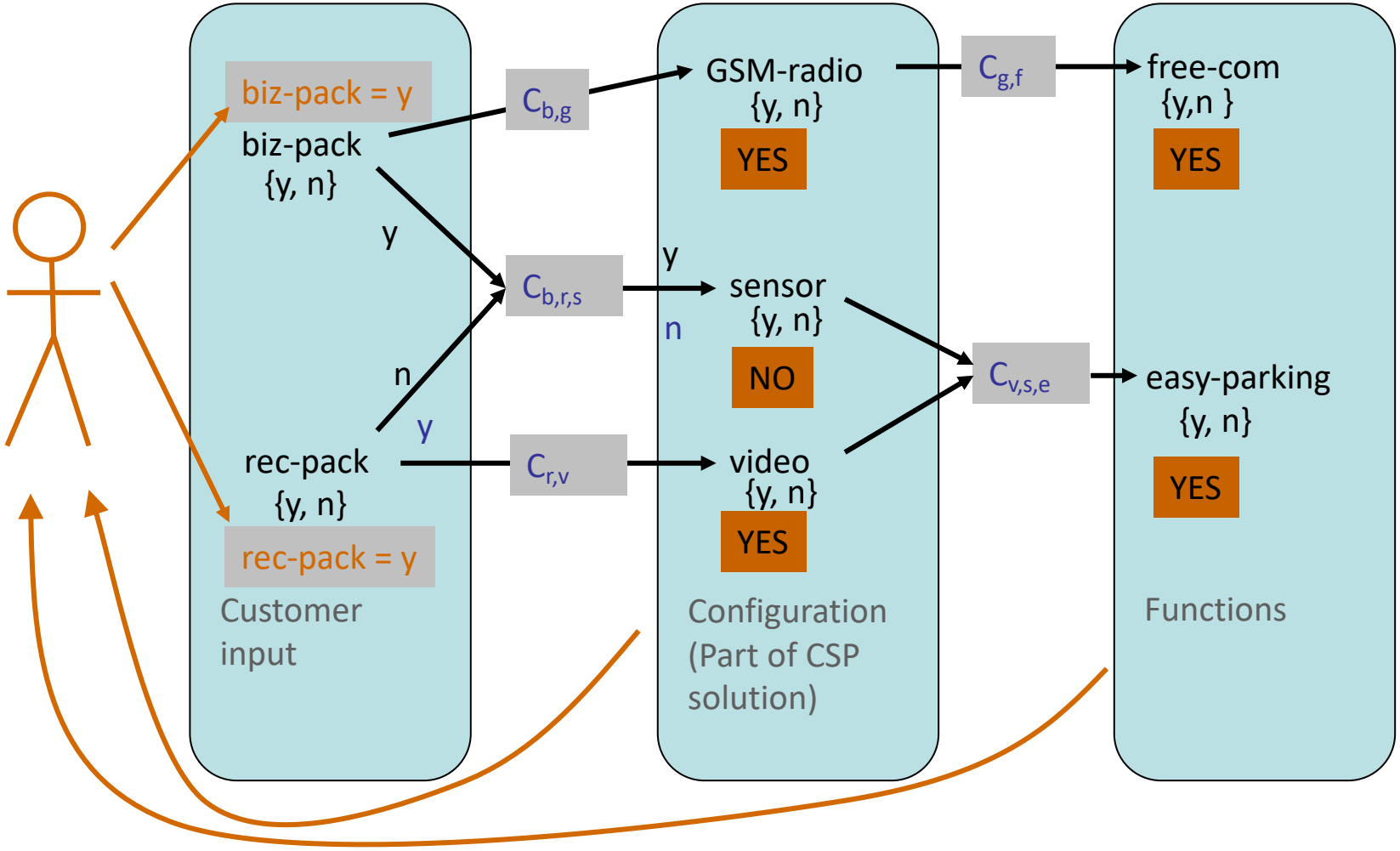
One idea per slide

- What idea does this illustrate?
- Does it support my key message?
- Avoid using too much text

Diagrams

- Colour can be very useful for diagrams
- Use several diagrams for complex models
- Relevant parts only
- Build up diagrams
- Hi-light and masking
- Simple schematics tend to be most effective

Example: Diagram of User input and solution in a car parking recommender system



Tables

- Usually have too much information
- Too many numbers
- Graph or a pictorial representation
- Equations – don’t include unless you intend to explain them
- Inferential statistics – don’t include unless directly relevant to your message

Example in a Recommender System: Explaining solutions (1)

- The typical approach used to answer a why-question is to compare the presented case with the customer requirements and to highlight which constraints are fulfilled and which are not (McSherry 2003b)
- Example:

id	price	mpix	Opt-zoom	LCD-size	movies	sound	waterproof
p1	148	8.0	4x	2.5	no	no	yes
p2	182	8.0	5x	2.7	yes	yes	no
p3	189	8.0	10x	2.5	yes	yes	no
p4	196	10.0	12x	2.7	yes	no	yes
p5	151	7.1	3x	3.0	yes	yes	no
p6	199	9.0	3x	3.0	yes	yes	no
p7	259	10.0	3x	3.0	yes	yes	no
p8	278	9.1	10x	3.0	yes	yes	yes

Explaining solutions (2)

- If a customer is interested in digital cameras with a price less than 150, then p1 is recommended.

id	price	mpix	Opt-zoom	LCD-size	movies	sound	waterproof
p1	148	8.0	4x	2.5	no	no	yes
p2	[illegible]	8.0	5x	2.7	yes	yes	no
p3	[illegible]	8.0	10x	2.5	yes	yes	no
p4	196	10.0	12x	2.7	yes	no	yes
p5	151	7.1	3x	3.0	yes	yes	no
p6	199	9.0	3x	3.0	yes	yes	no
p7	259	10.0	3x	3.0	yes	yes	no
p8	278	9.1	10x	3.0	yes	yes	yes

Why?

Explaining solutions (3)

- The weights of the attributes can be incorporated into the answers
- If the customer requires a price less than 160 and LCD size of more than 2.4 inches, where LCD size is weighted much more than price, then p5 is recommended

id	price	mpix	Opt-zoom	LCD-size	movies	sound	waterproof
p1	148	8.0	4x	2.5	no	no	yes
p2	182	8.0	5x	2.7	yes	yes	no
p3	189	8.0	10x	2.5	yes	yes	no
p4	196	10.0	12x	2.7	yes	no	yes
p5	151	7.1	3x	3.0	yes	yes	no
p6	199	9.0	3x	3.0	yes	yes	no
p7					yes	yes	no
p8	278	9.1	10x	3.0	yes	yes	yes

Why?

Explaining solutions (4)

- The requirements of a customer might be too specific
- Why-explanations provide information about the violated constraints
- For example, if the customer requires a price less than 150 and a movie function, then no product fulfills these requirements.

id	price	mpix	Opt-zoom	LCD-size	movies	sound	waterproof
p1	148	8.0	4x	2.5	no	no	yes
p2	182	8.0	5x	2.7	yes	yes	no
p3	189	8.0	10x	2.5	yes	yes	no
p4	196	10.0	12x	2.7	yes	no	yes
p5	151	7.1	3x	3.0	yes	yes	no
p6	199	9.0	3x	3.0	yes	yes	no
p7	259	10.0	3x	3.0	yes	yes	no
p8	278	9.1	10x	3.0	yes	yes	yes

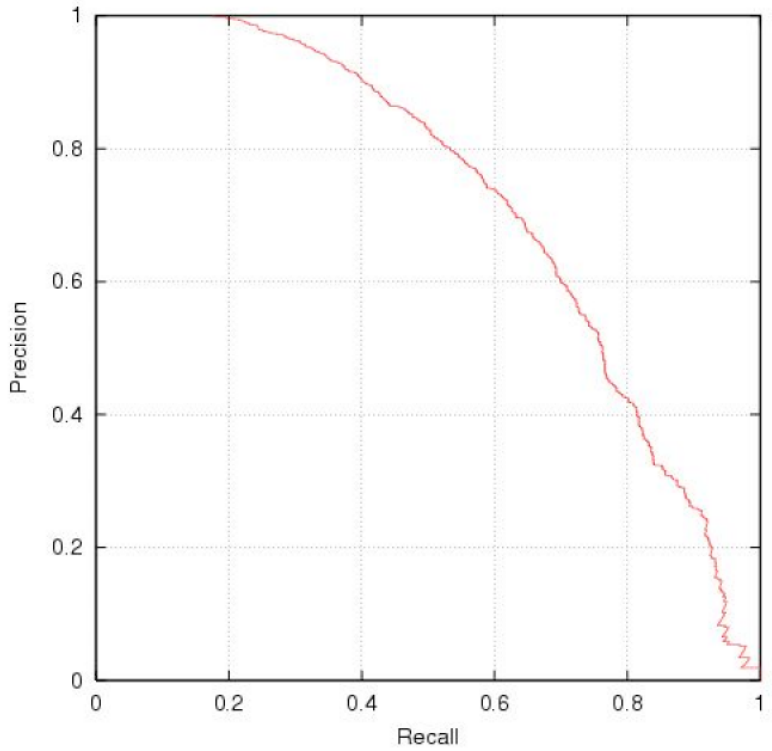
Most similar products

Graphs

- Title, axis marks, legend, labels
- Pie charts – not unless data sum to 100%
- Three dimensional charts
- Good contrast
- Colour (5 max)
- Lines 4 times thicker than for printed work
- Error bars
- Simple schematic

Example: Chart with Precision and Recall

- E.g. typically when a recommender system is tuned to increase precision, recall decreases as a result (or vice versa)



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

Tips for designing visual aids

- STYLE - Select one style and use consistently
- Te**X**t STYLE AND SIZE - Choose carefully

Tips for designing visual aids

- AVOID GIMMICKS - Computer graphics (background, patterns, clip art etc.) should be used to enhance presentation.
- PROOFREAD
- PLAN AHEAD

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