Enhancing Oral Presentations

Using Electronic Slides and Overhead Transparencies

Using Visual Aids

Audience

Clarify
Main Points

Create
Interest

Setting

Content

Add
Variety

Improve
Learning

Purpose
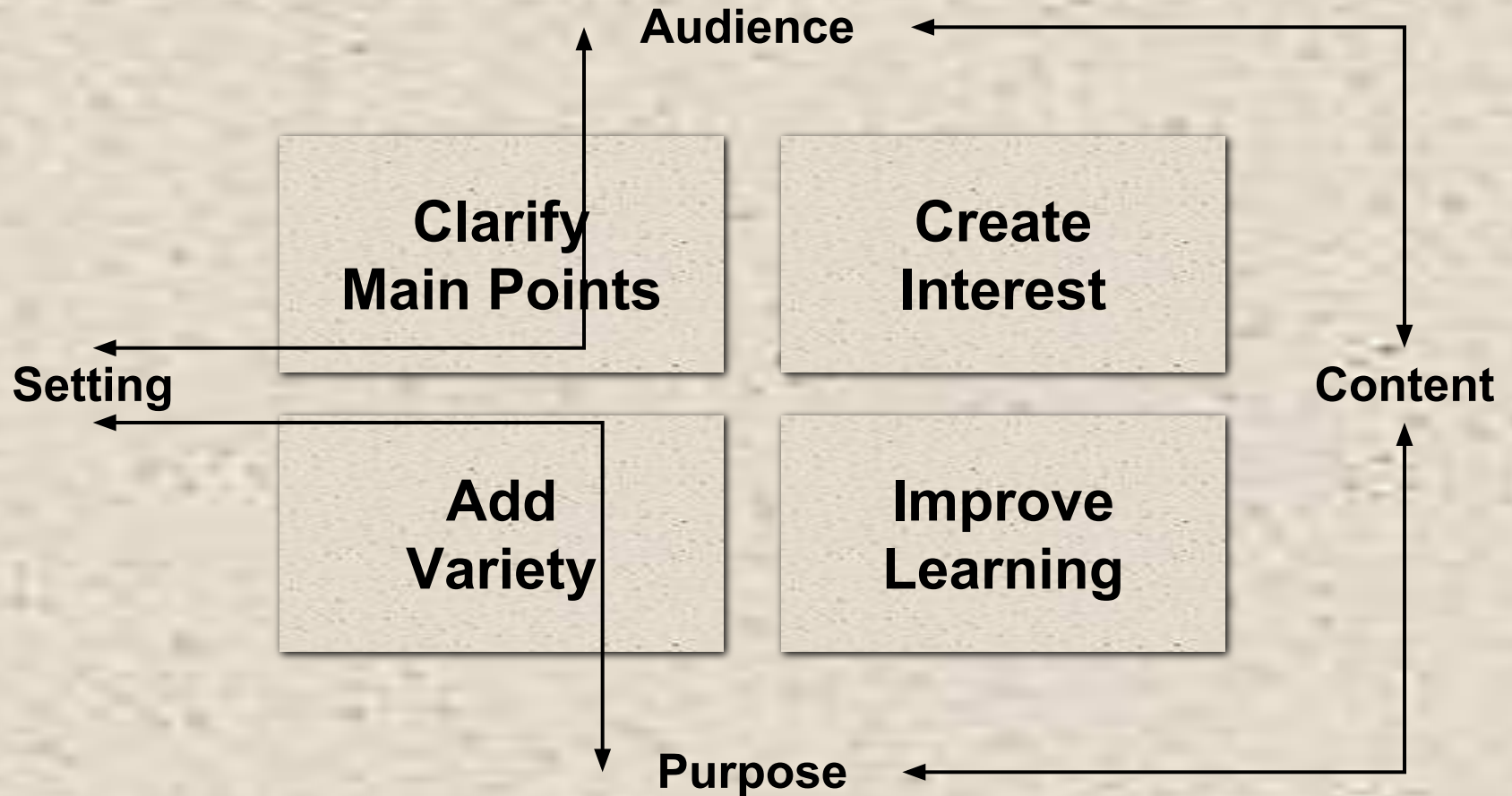
Types of Visual Aids
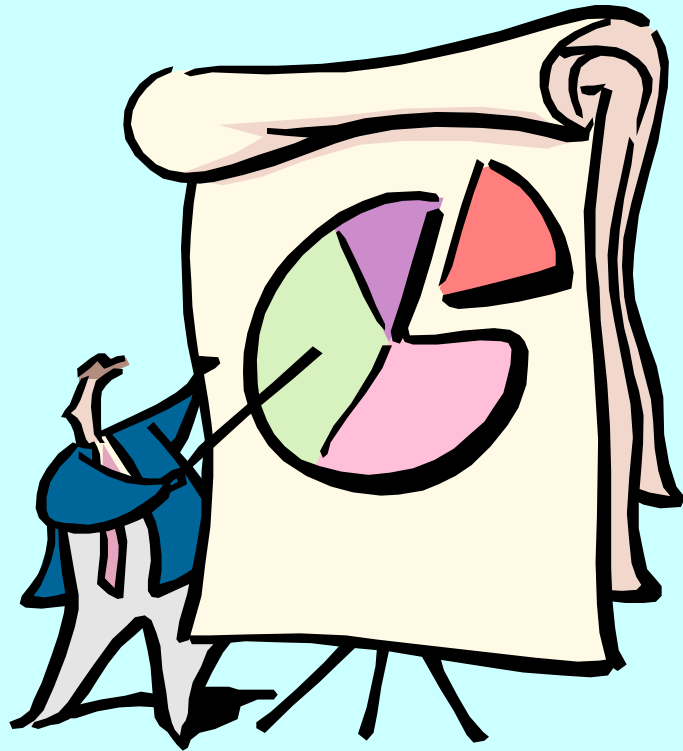
Overhead Transparencies

Electronic Presentations

Chalkboards
and Whiteboards

Flip Charts

35-Millimeter Slides

Types of Visual Aids
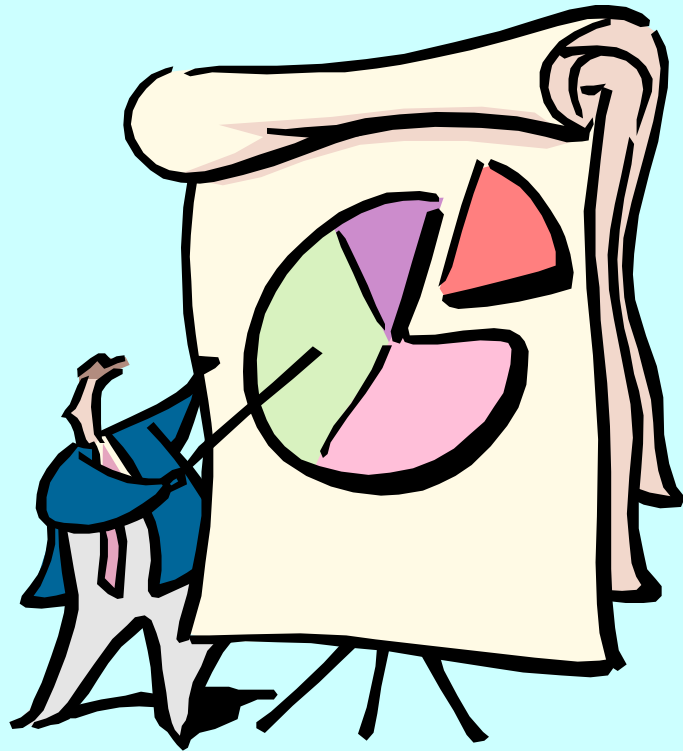
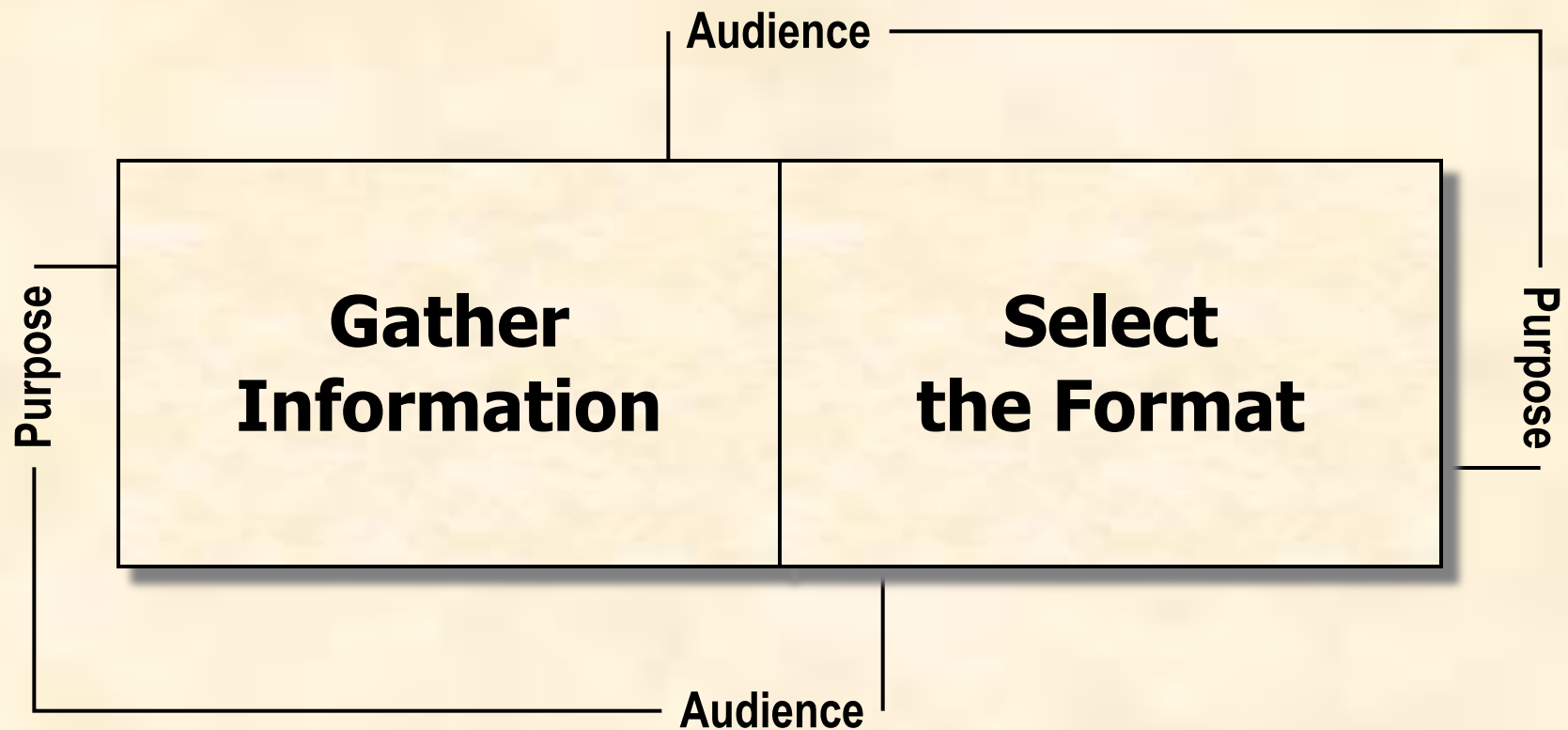| |
|---|
| **Product Samples** |
| **Scale Models** |
| **Audio Tapes** |
| **Film Strips and Movies** |
| **Television and Videotapes** |

Planning Effective Slides

Audience —————————————————

Purpose

Gather Information

Select the Format

Purpose

Audience

Overhead Transparencies

Advantages

- Inexpensive

- Easy to Use

- Simple to Create

Overhead Transparencies

Disadvantages

- Lack of Flexibility

- Fragile Format

- Overhead Projectors

Electronic Presentations

Advantages	Disadvantages
Real-Time Data	Specialized Equipment
Multimedia	Technique Over Content
Flexibility and Portability	Overuse of Special Effects

Creating Effective Slides

Simplicity

Readability

Readability

Content and Graphics

Design Elements

Consistency

Special Effects

Simplicity
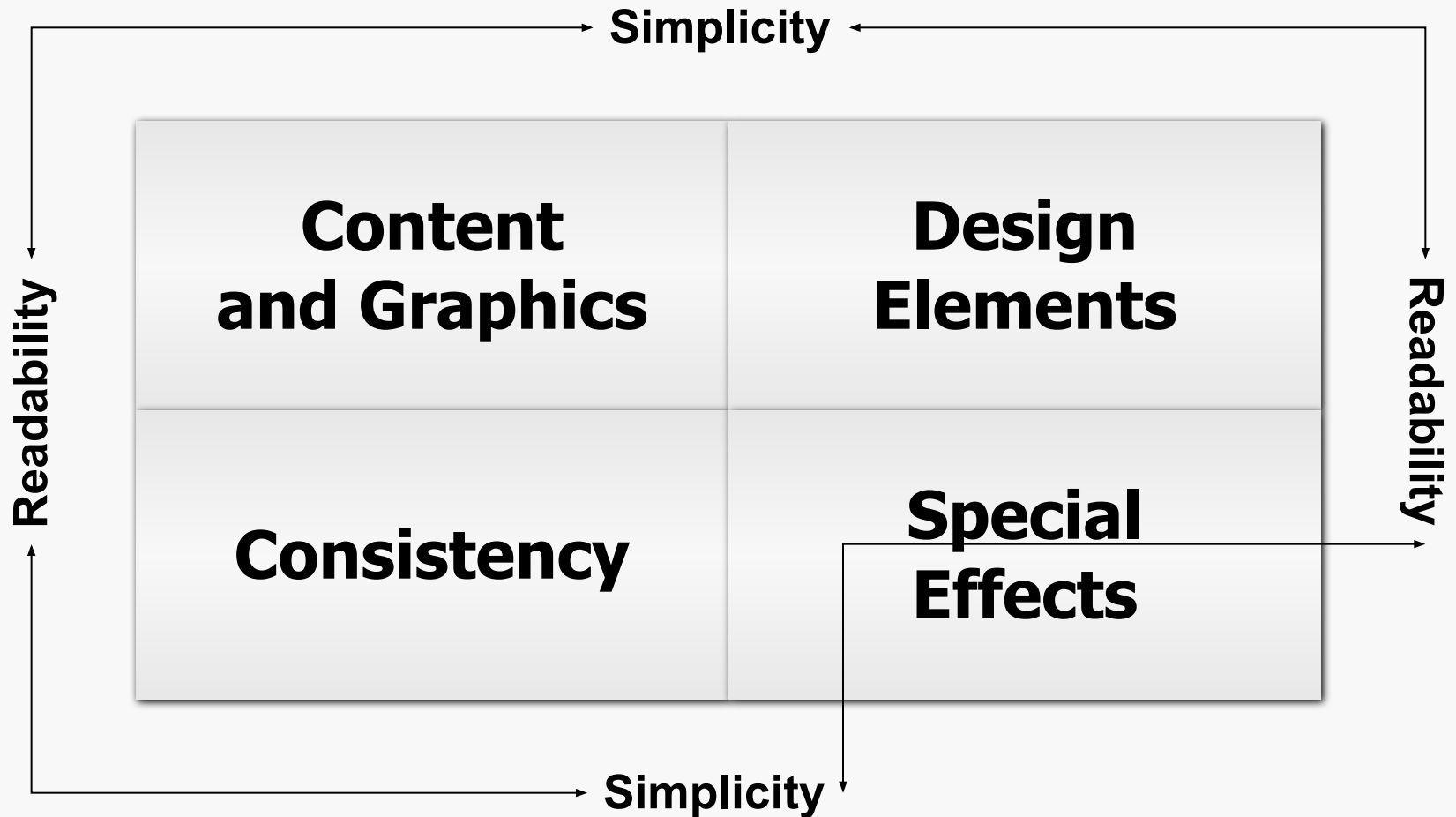
Writing Readable Content

- **Select a central idea**

- **Limit the content**

- **Write short phrases**

- **Use parallel grammar**

- **Prefer the active voice**

- **Use short informative titles**

Effective Graphics

Reduce Details

Avoid Repetition

Shorten Numbers

Limit Data

Highlight Key Points

Adjust Size & Design

Selecting Design Elements

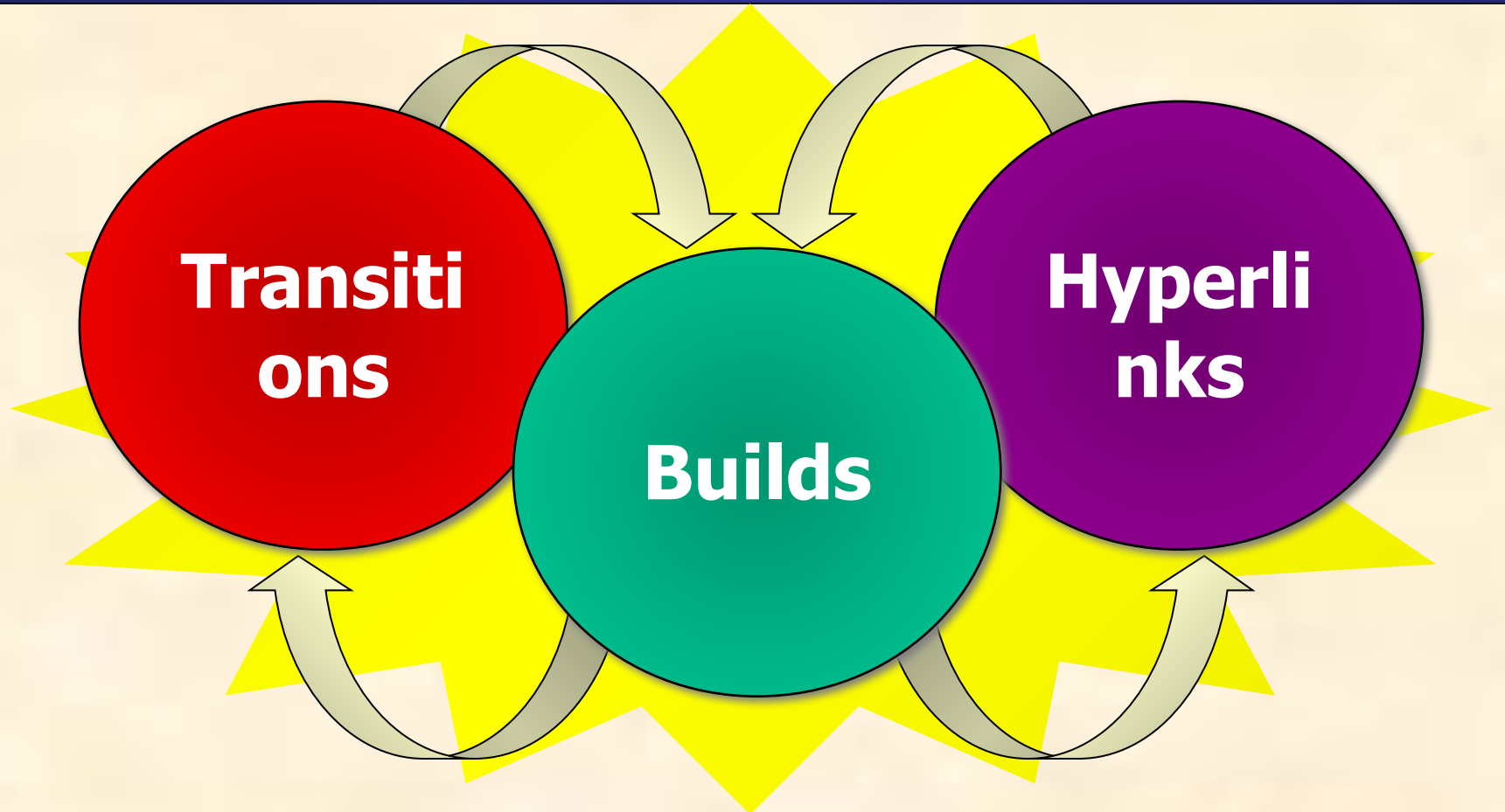**Color Schemes**

Background Design

Fonts and Type Styles

Clip Art Images

Achieving Design Consistency

Slide Master Feature

Layout Templates

Animation and Special Effects

Transitions

Builds

Hyperlinks

Effective Slides

Readable

Consistent

Simple

Audience Centered

Mechanically Correct

Clear and Focused

Developing a Clear Structure

Cover Slides	Introduction Slides	Blueprint Slides
•Present the Title	•Define the Topic	•Define an Agenda
•Name the Presenter	•Clarify the Topic	•Provide a Road Map
•Grab Attention	•Inform the Audience	•Serve as a Sign Post

Creating Effective Handouts

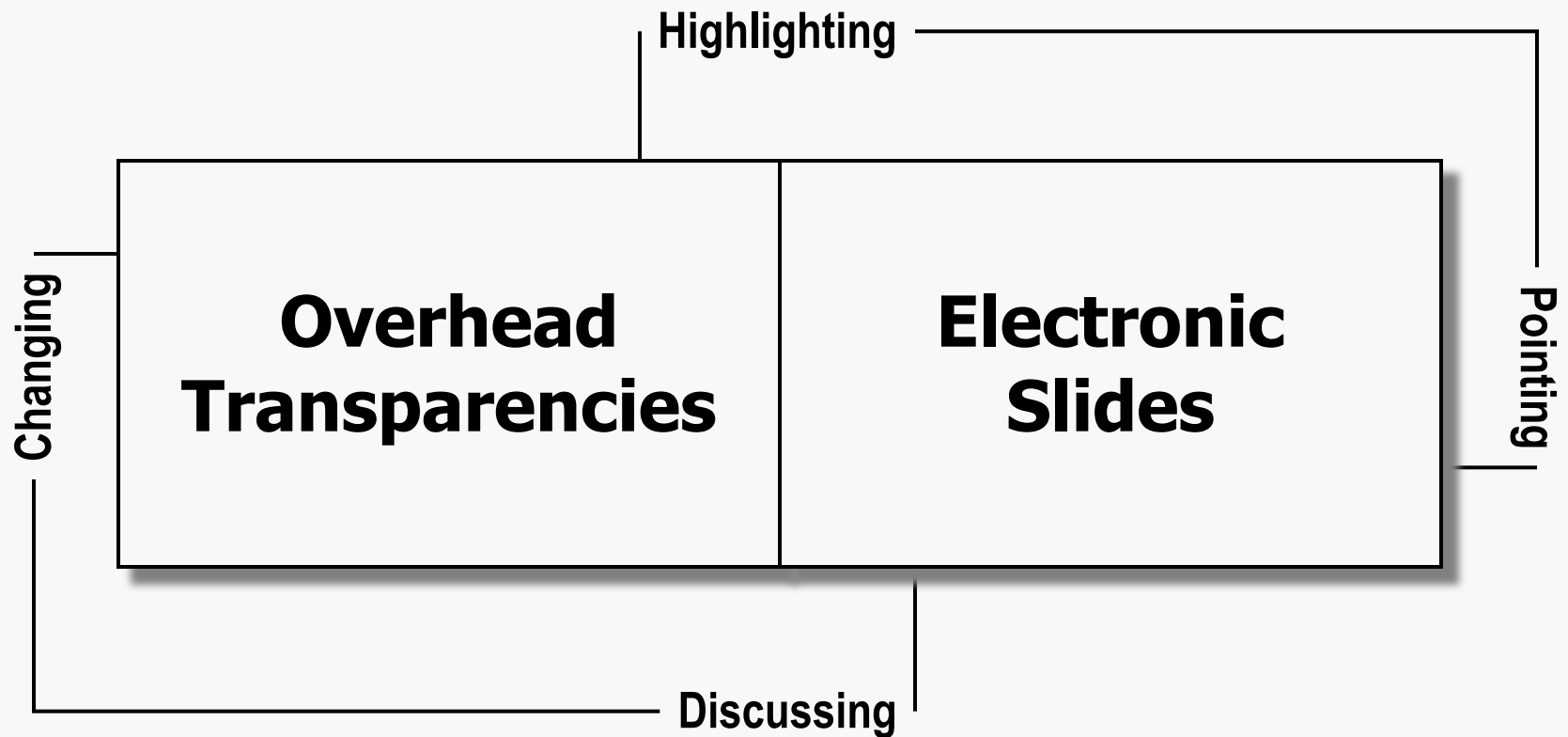|		
Complex Charts or Diagrams	**Company Reports**	**Magazine Articles**
Case Studies	**Lists of Websites**	**Copies of Slides**

Preparing to Give a Presentation

Master the Material

Learn Hardware and Software

Practice the Delivery

Limit the Number of Slides

Introducing the Slides

Highlighting

Changing

Overhead Transparencies

Electronic Slides

Pointing

Discussing

Limiting the Number of Slides

Length of the Presentation

Complexity of the Material

Nature of the Special Effects