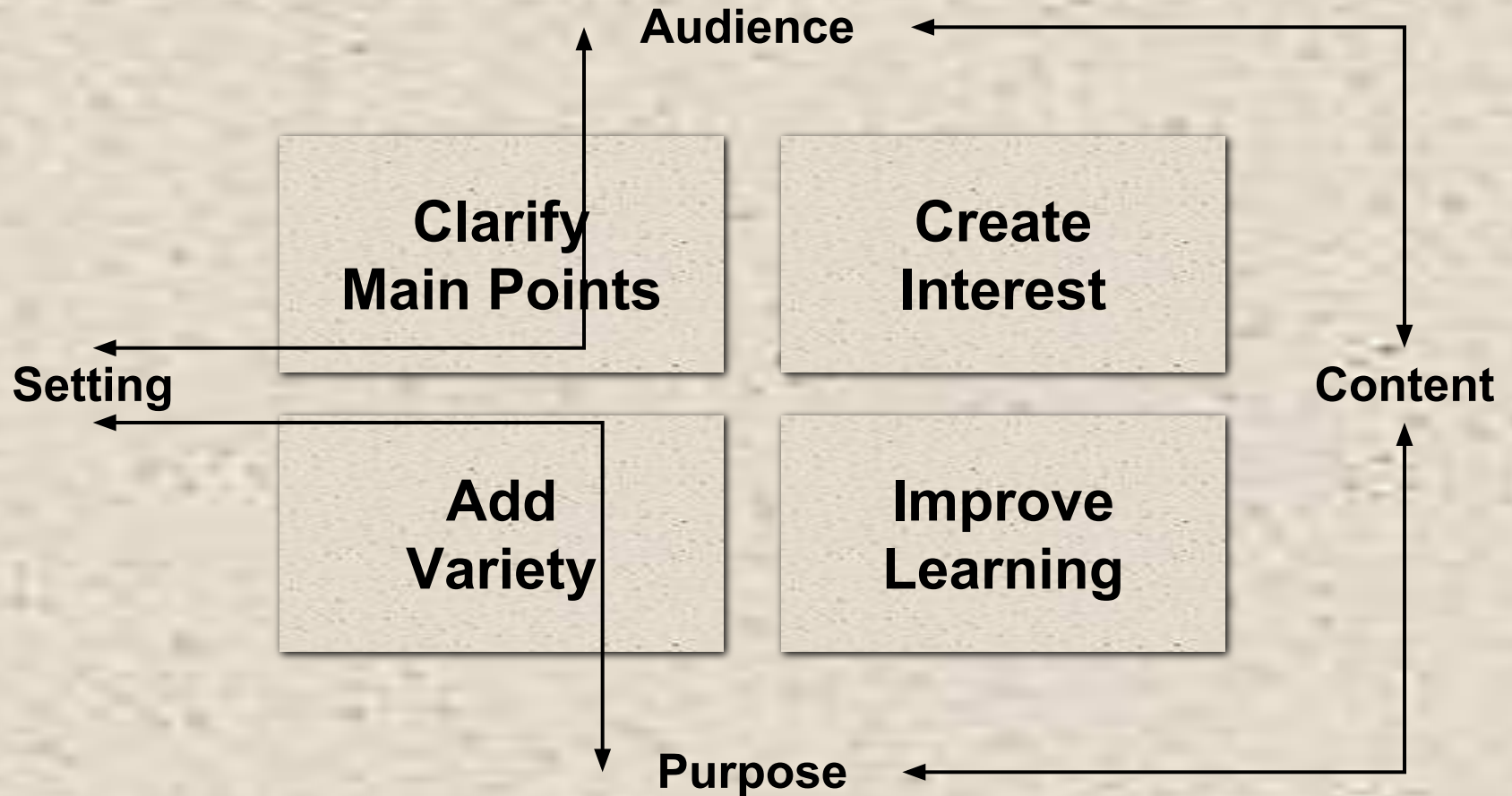


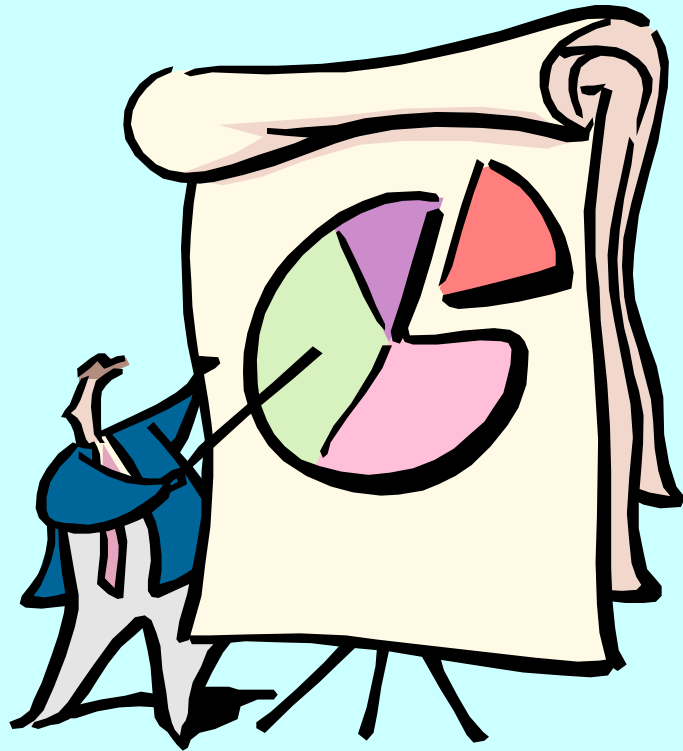
# **Enhancing Oral Presentations**

**Using Electronic Slides and  
Overhead Transparencies**

# Using Visual Aids



# Types of Visual Aids



**Overhead Transparencies**

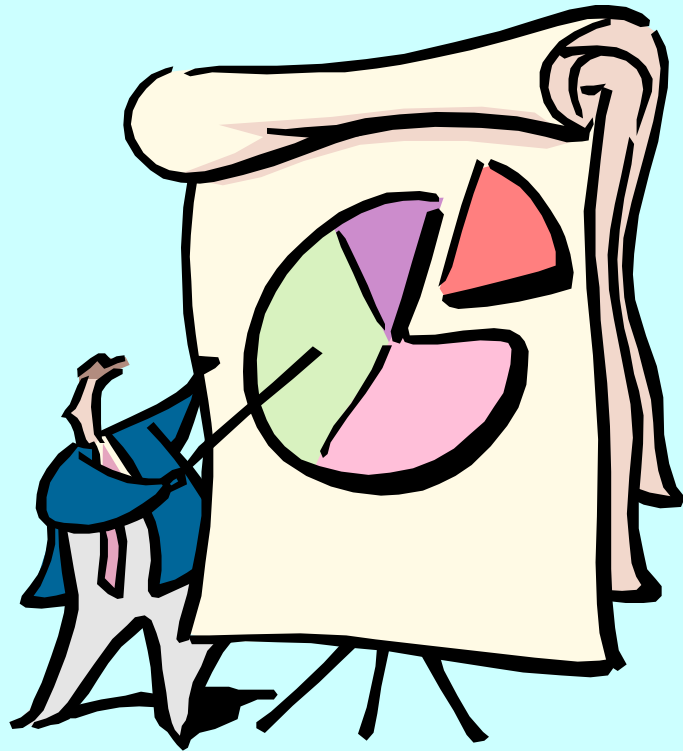
**Electronic Presentations**

**Chalkboards  
and Whiteboards**

**Flip Charts**

**35-Millimeter Slides**

# Types of Visual Aids



**Product Samples**

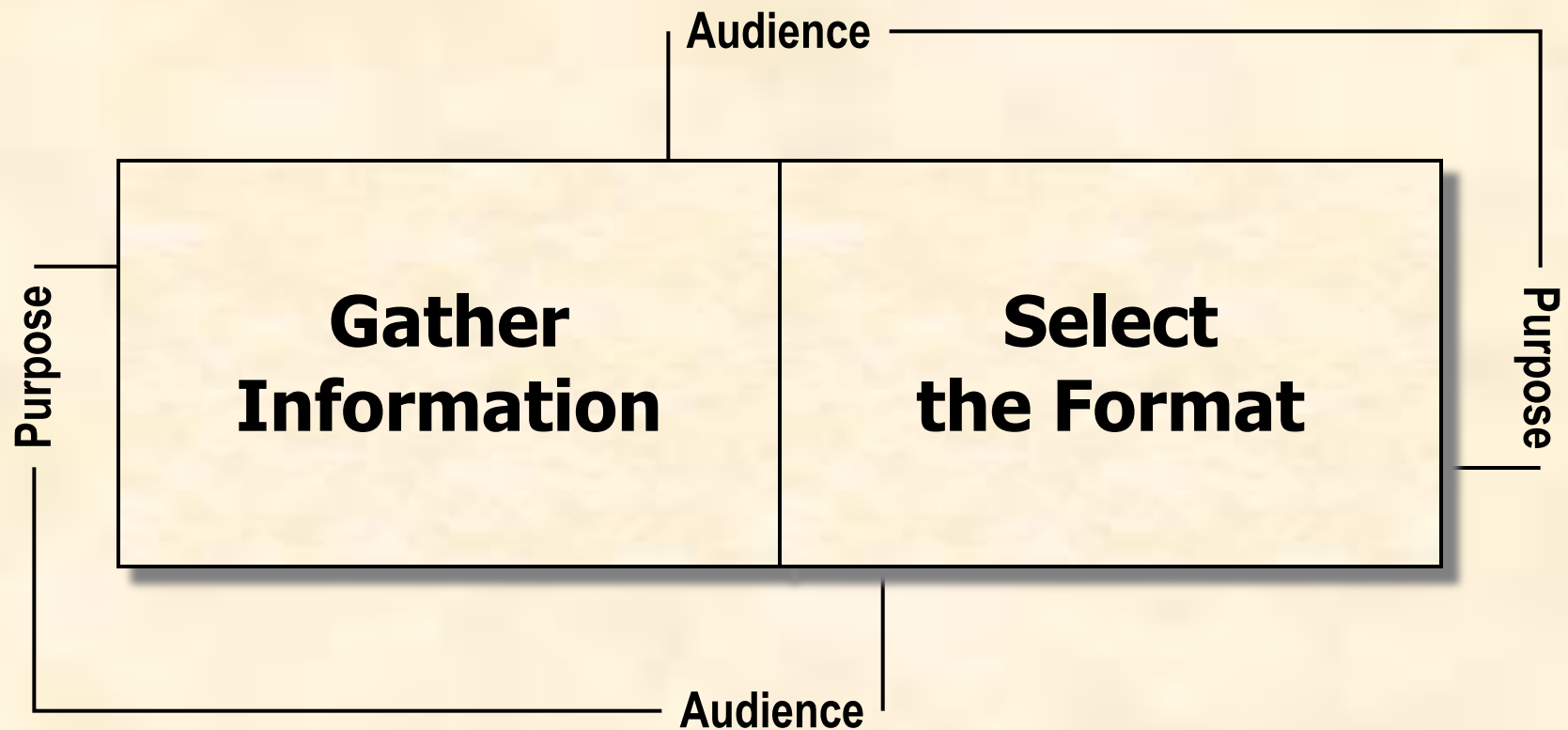
**Scale Models**

**Audio Tapes**

**Film Strips and Movies**

**Television and Videotapes**

# Planning Effective Slides



# Overhead Transparencies



## Advantages

- Inexpensive
- Easy to Use
- Simple to Create

# Overhead Transparencies



## Disadvantages

- Lack of Flexibility
- Fragile Format
- Overhead Projectors

# Electronic Presentations

## Advantages

**Real-Time Data**

**Multimedia**

**Flexibility  
and Portability**

## Disadvantages

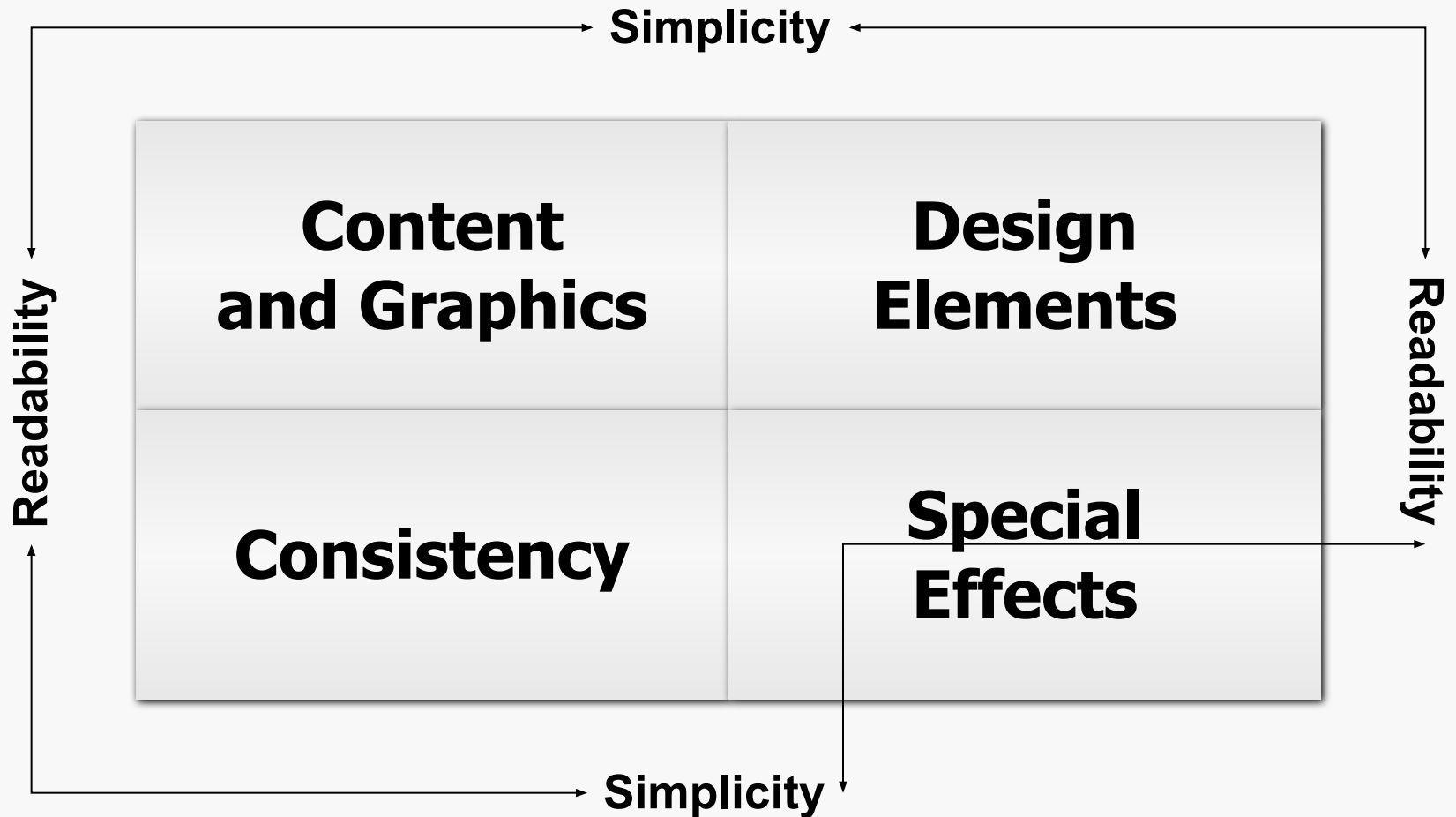
**Specialized  
Equipment**

**Technique  
Over Content**

**Overuse of  
Special Effects**



# Creating Effective Slides



# 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**

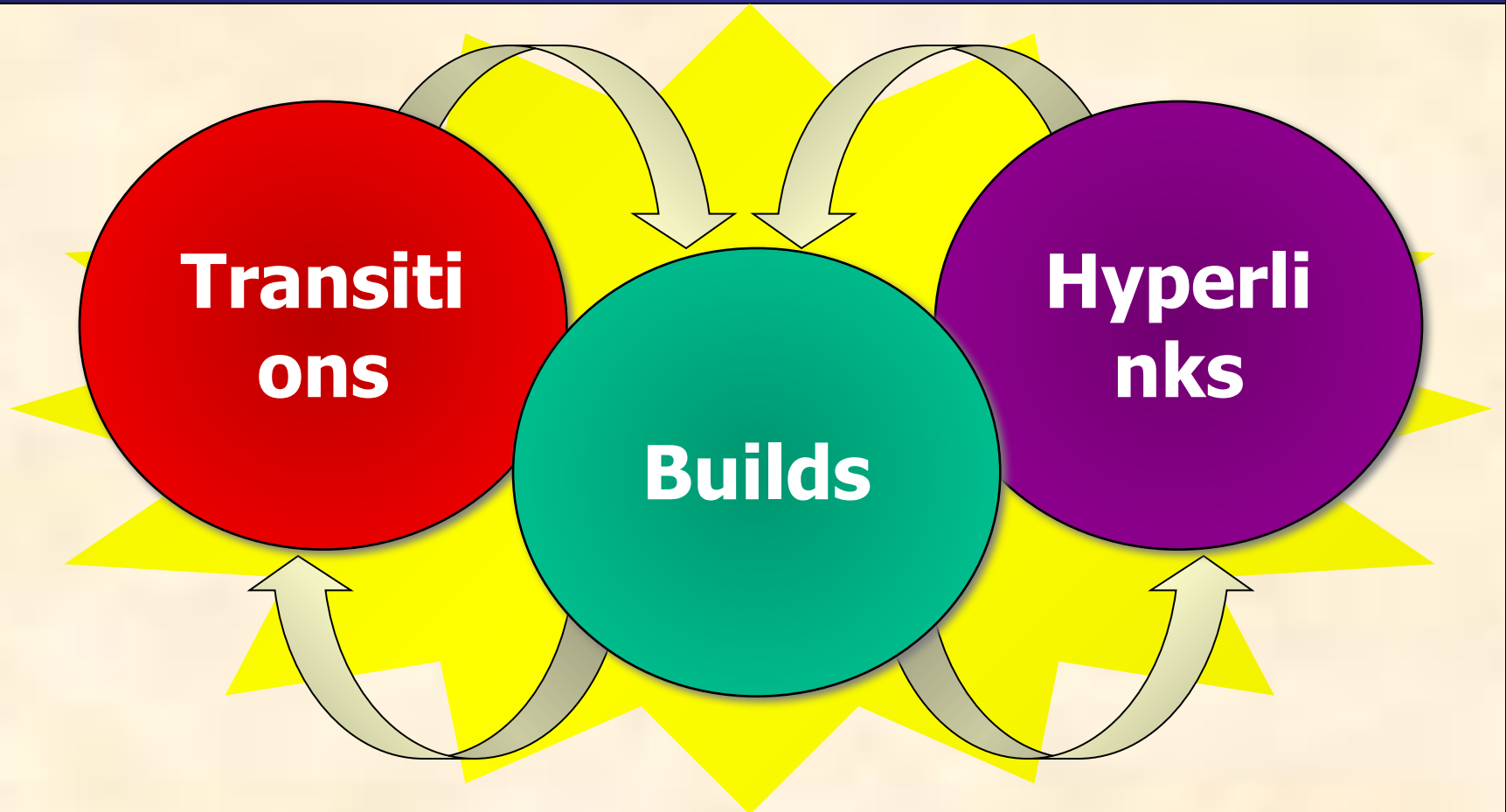
**Clip Art Images**

# Achieving Design Consistency

**Slide Master  
Feature**

**Layout  
Templates**

# Animation and Special Effects



# Effective Slides

**Readable**

**Consistent**

**Simple**

**Audience  
Centered**

**Mechanically  
Correct**

**Clear and  
Focused**

# Developing a Clear Structure

<b>Cover Slides</b>	<b>Introduction Slides</b>	<b>Blueprint Slides</b>
<ul style="list-style-type: none"><li>•Present the Title</li><li>•Name the Presenter</li><li>•Grab Attention</li></ul>	<ul style="list-style-type: none"><li>•Define the Topic</li><li>•Clarify the Topic</li><li>•Inform the Audience</li></ul>	<ul style="list-style-type: none"><li>•Define an Agenda</li><li>•Provide a Road Map</li><li>•Serve as a Sign Post</li></ul>



# Creating Effective Handouts

**Complex Charts  
or Diagrams**

**Company  
Reports**

**Magazine  
Articles**

**Case Studies**

**Lists  
of Websites**

**Copies  
of Slides**

# Preparing to Give a Presentation



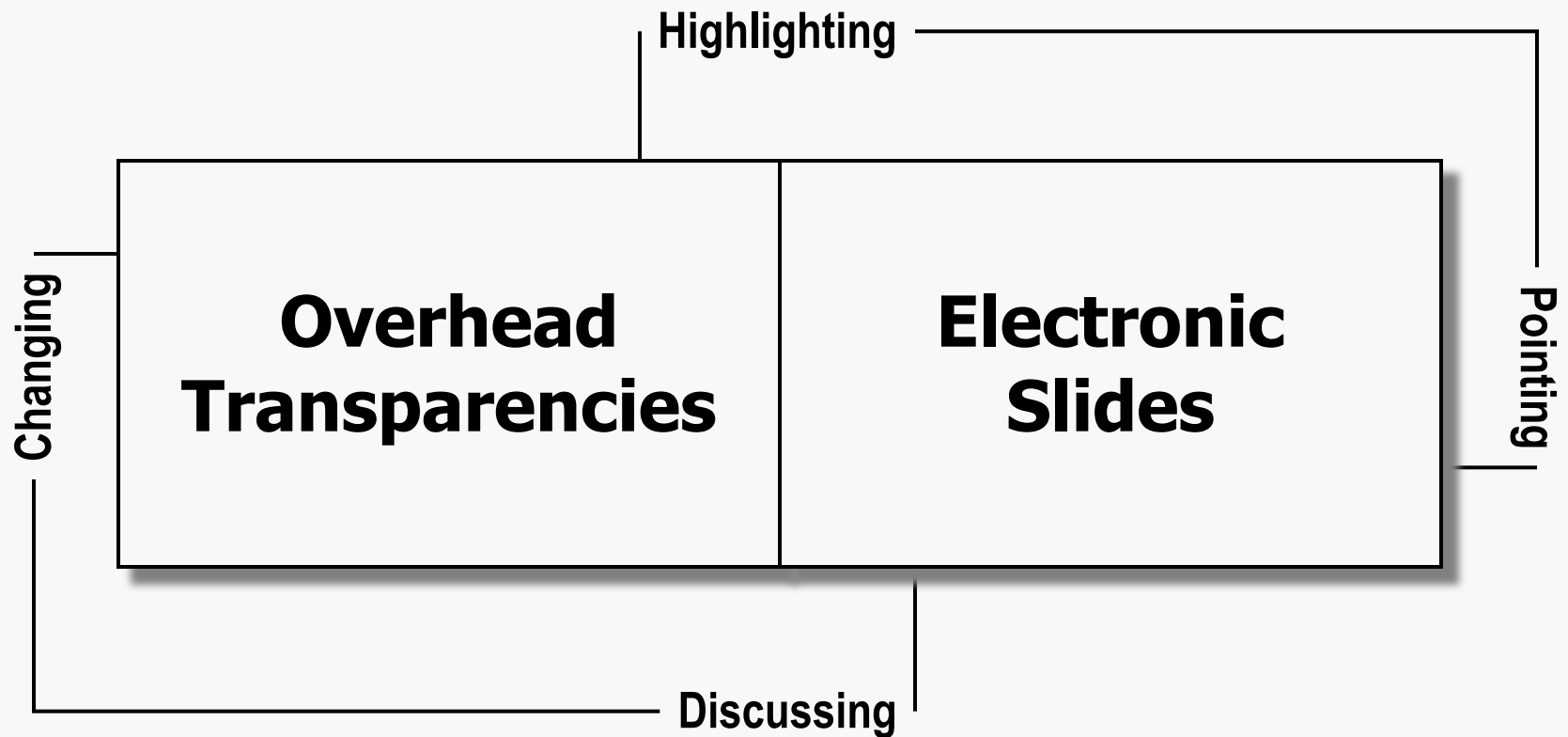
**Master the Material**

**Learn Hardware  
and Software**

**Practice the Delivery**

**Limit the  
Number of Slides**

# Introducing the Slides



# **Limiting the Number of Slides**

**Length of the Presentation**

**Complexity of the Material**

**Nature of the Special Effects**