

Effective Visual Aids

A photograph of a large auditorium or theater filled with people seated in rows, facing a stage. On the stage, a person is standing next to a large projection screen displaying a presentation slide. The slide features a map with a green line and some text. The theater has ornate wooden paneling and red curtains.



Public Speaking

Agenda

- Overview of using Visual Aids
- Tips to follow
- Using Presentation Software Effectively

Visual aids can enhance:

- Speaker credibility and persuasion
- Interest
- Focus attention
- Retention

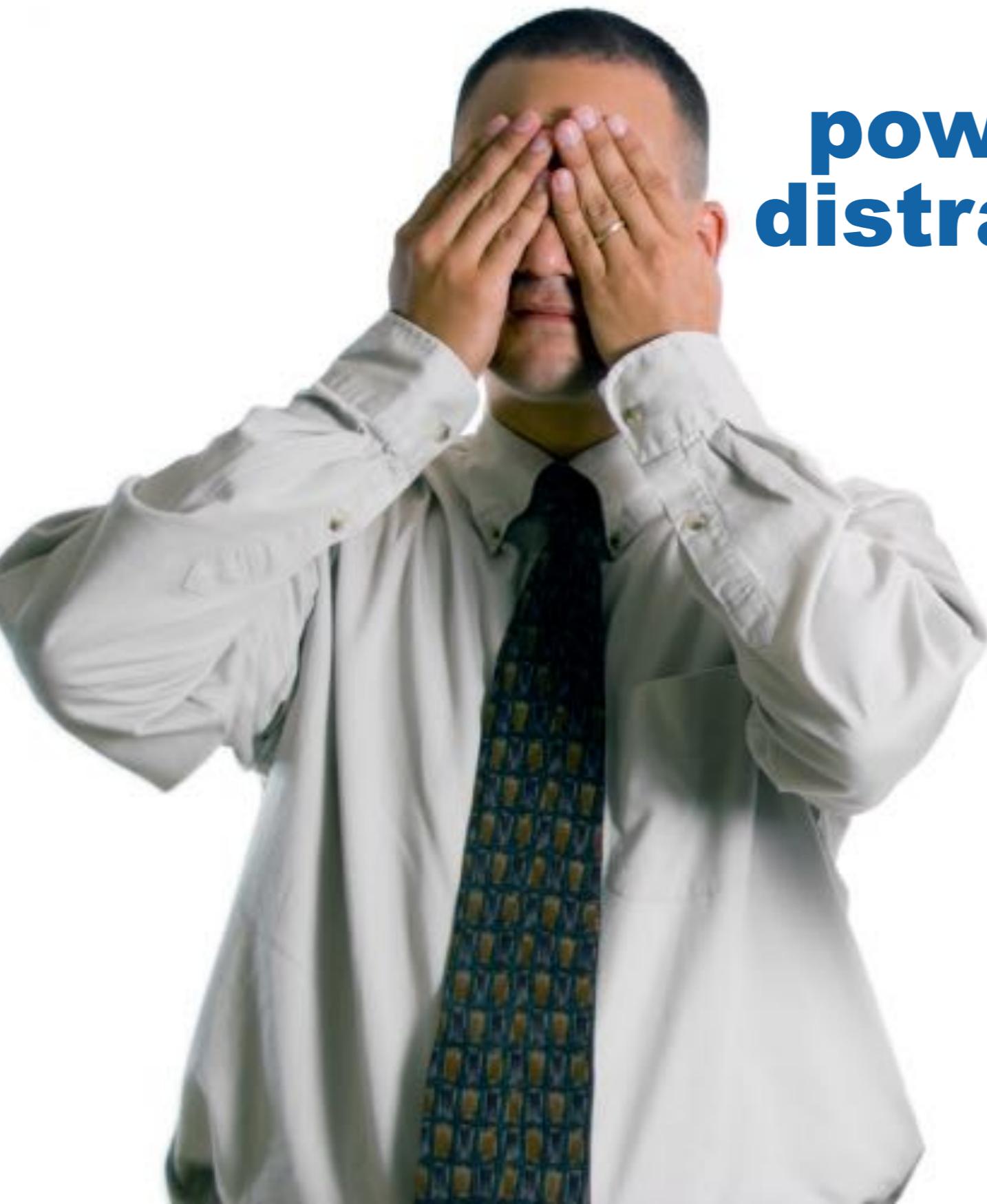
“People are not listening to us, because they are spending so much time trying to understand these incredibly complex slides

Army Secretary Louis Caldera

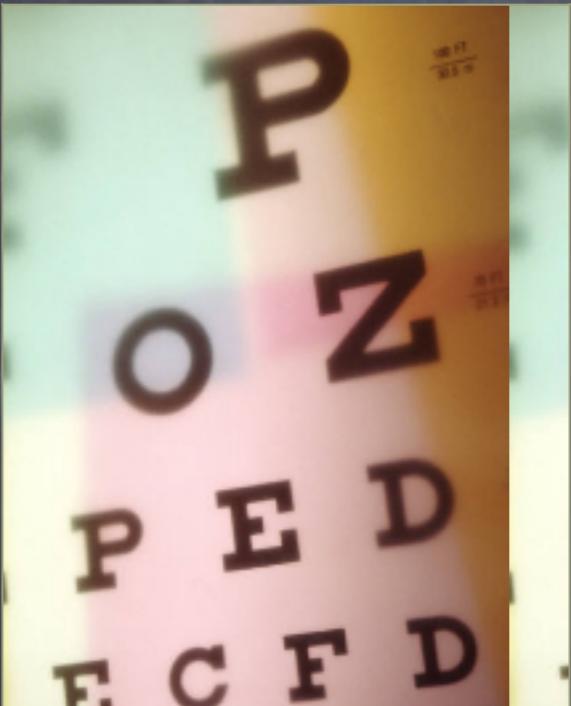
What's Your Point, Lieutenant? Please, Just Cut to the Pie Charts
By GREG JAFFE,
Wall Street Journal April 26, 2000

However, visual aids that are not used well serve as

**a
powerful
distraction**



Visual Aids should be



Viewable



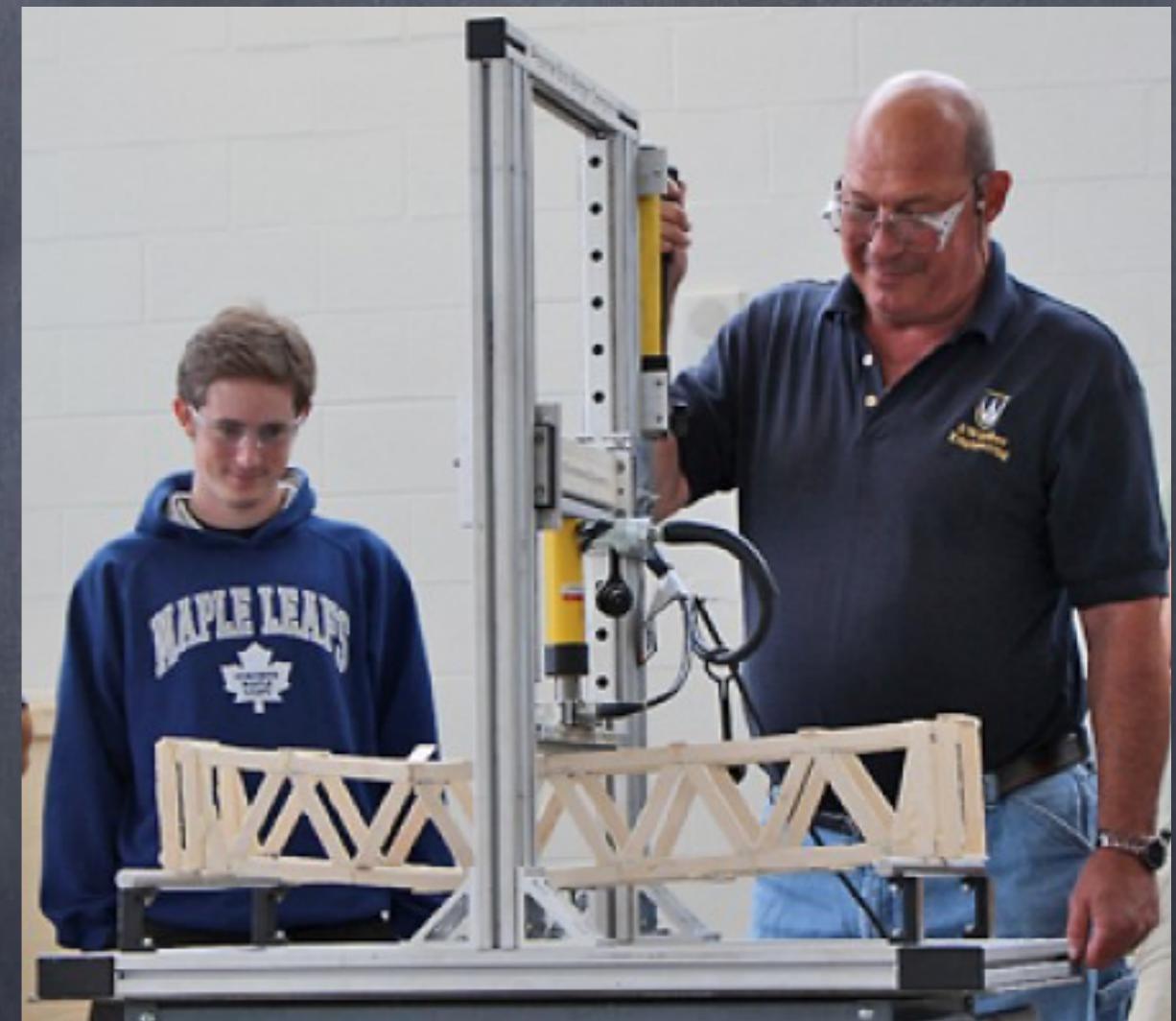
Simple



Relevant

Types of Visual Aids

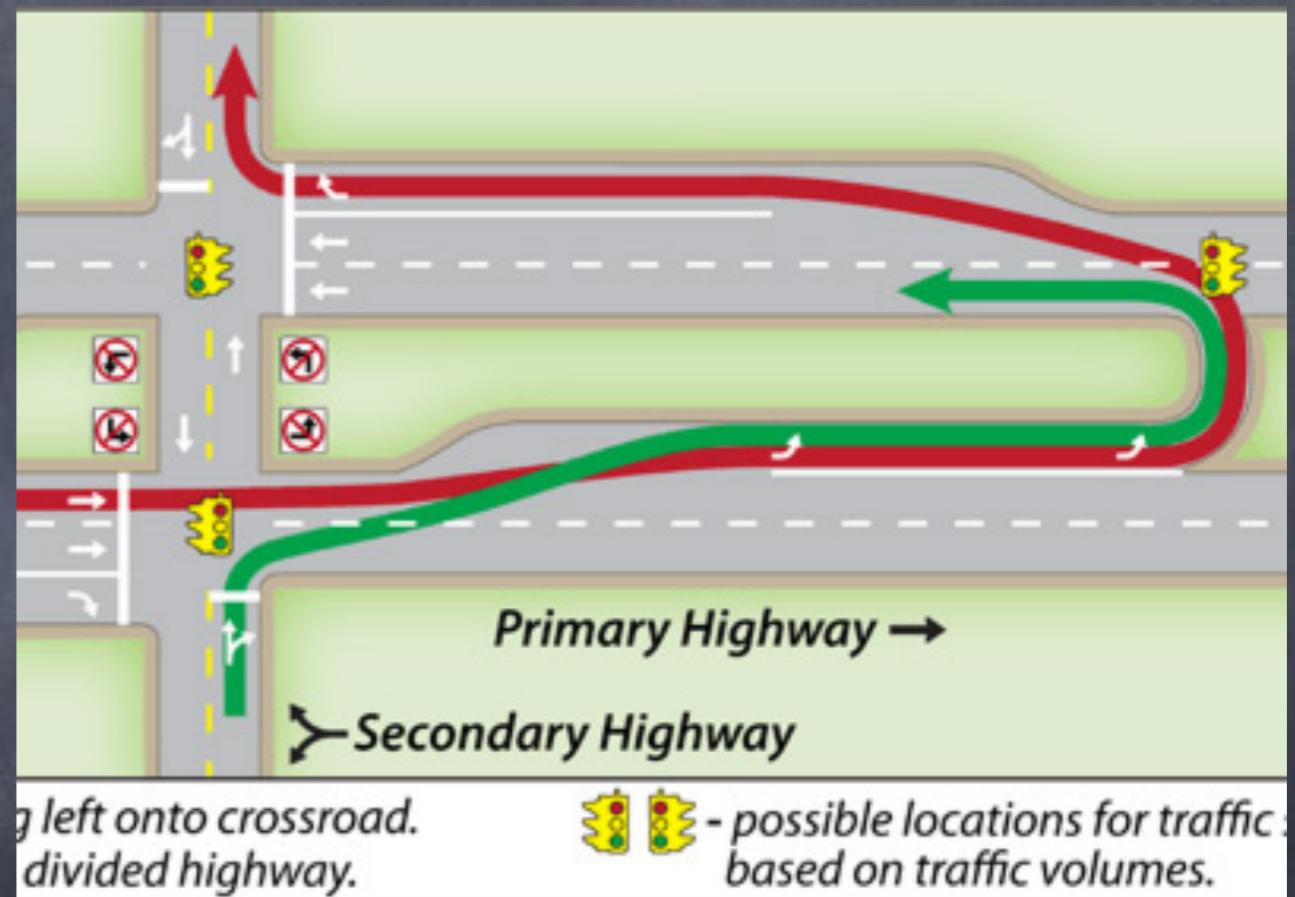
- Objects
- Models
- Still Photographs
- Slides
- Films and Video Clips



University of Windsor

Types of Visual Aids

- Drawings
- Maps
- Charts
- Graphs



A group of five diverse people are sitting around a table in a cafe, holding coffee cups and smiling. A large, bold, red text "Tell a Story" is overlaid on the bottom left of the image.

Tell a Story



Planning



Design



Delivery

Planning



Can you achieve your purpose without visual aids?

- Is the gain worth the effort?
- Will it increase your audience's understanding?

What will you be presenting?

Visual aids should help you

- advance the narrative
- explain something abstract or complex
- show relationships

Where will you be presenting?



- Will you have the equipment you need?
- Will the slides project well from a computer?
- Will you be using an overhead or LCD Projector?
- Computer - your own or theirs?

Equipment Considerations

- Some forms of visual aids require certain equipment
- Optimal conditions for projection & viewing



Newton Free Library via Flickr CC



Mickipedia via Flickr CC
herzogbr via Flickr CC

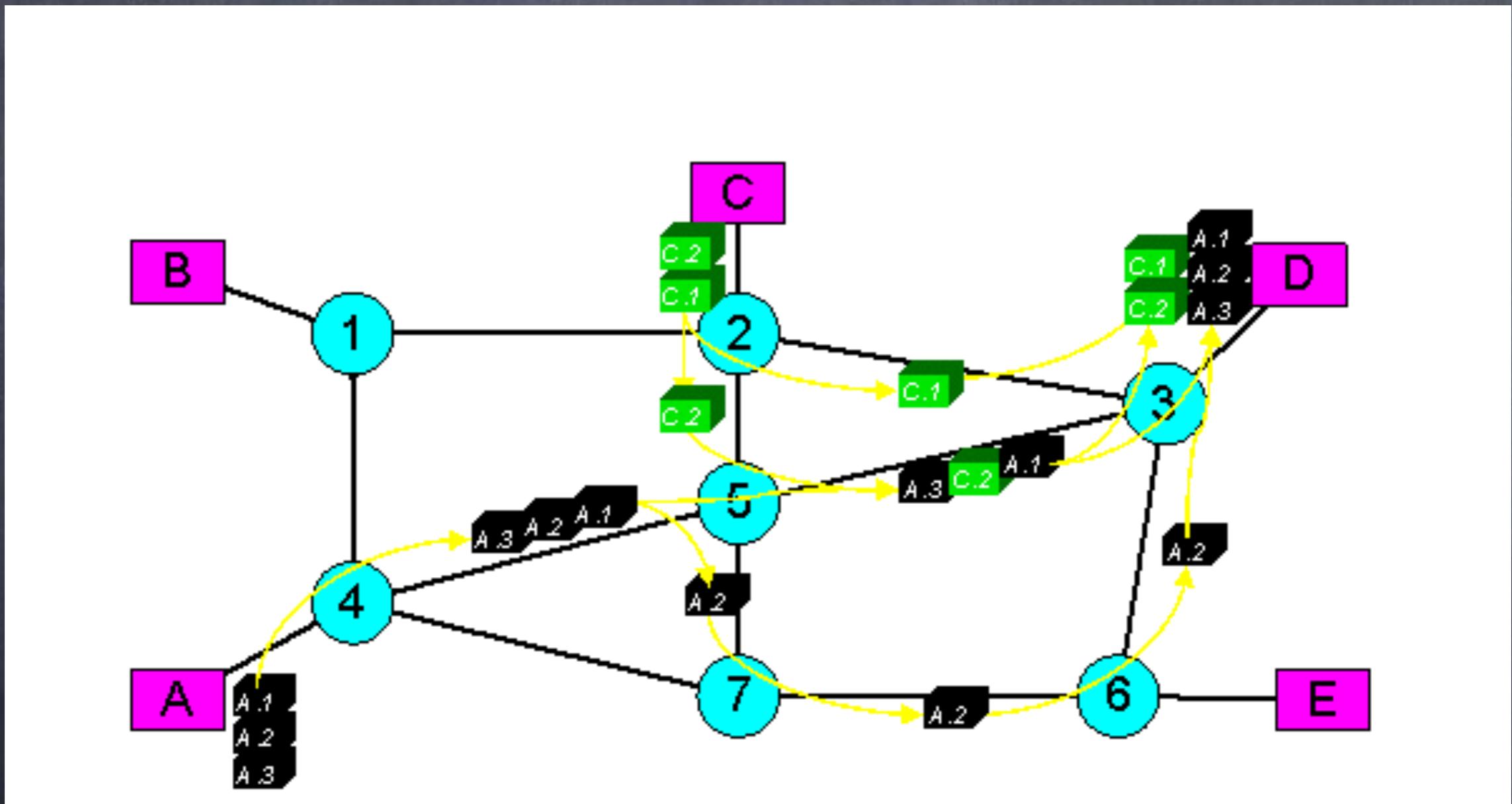


**Remember the person
in the back row**

Who is your audience?

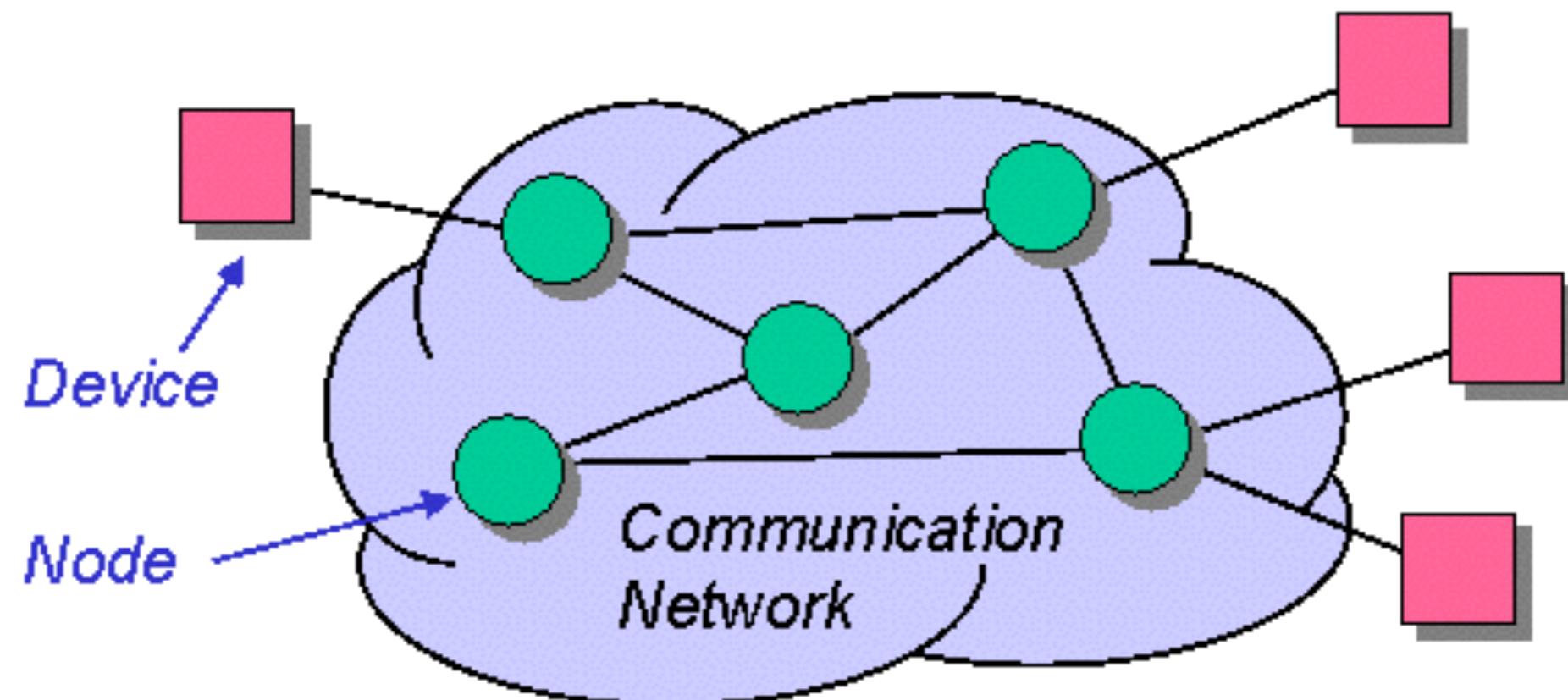
- Your audience will determine several decisions in assembling your visual aids or powerpoints, such as
 - Color
 - Depth of Knowledge
 - Language (i.e. jargon)
 - Sophistication

Engineering Audience



Business Audience

A generic communication network:



Other names for “device”: station, **host**, terminal

Other names for “node”: switch, **router**, gateway

How long is your presentation

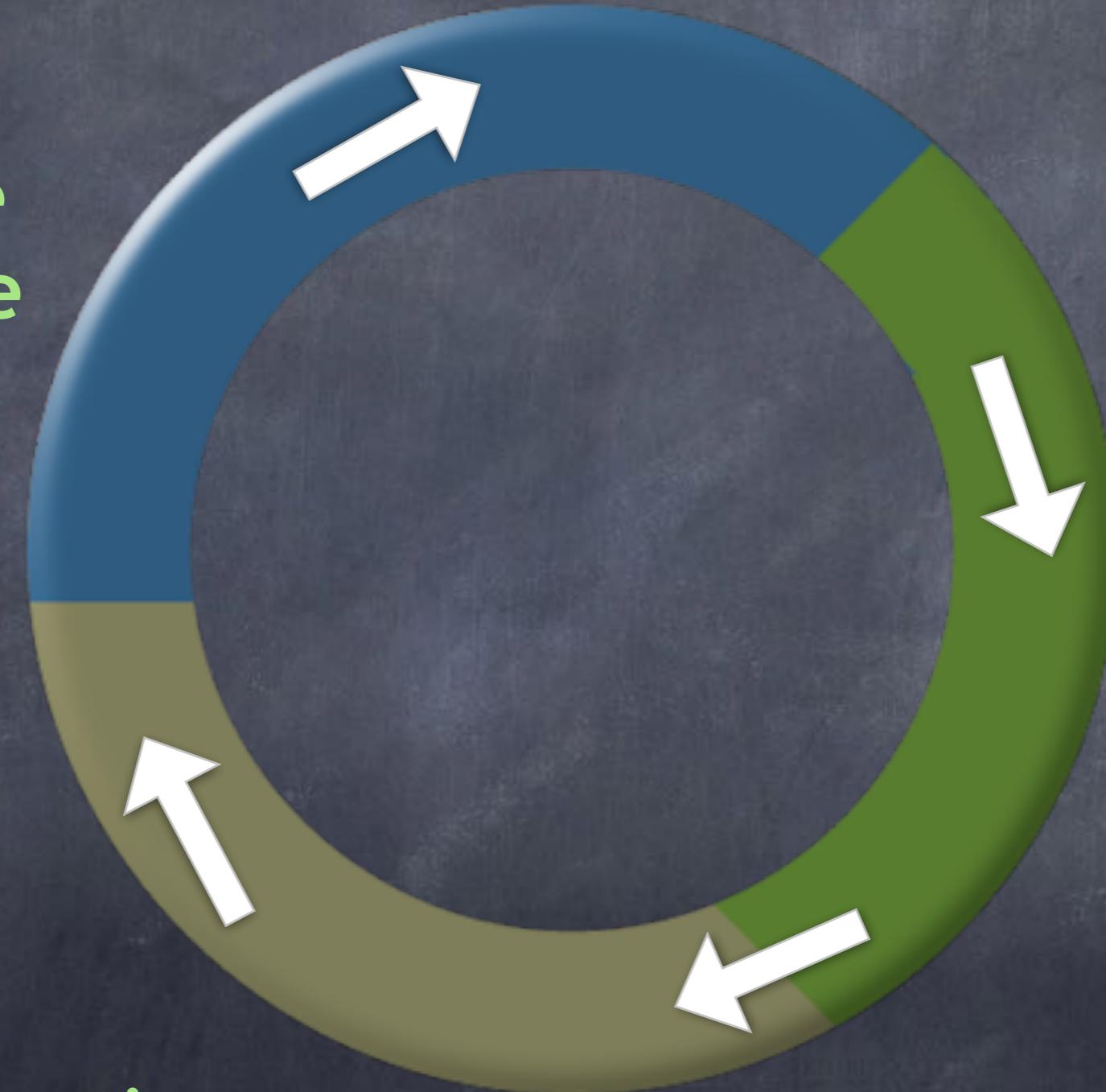
- ⦿ Rule: No more than **1 slides per minute**
- ⦿ A 5 minute presentation should have no more than 5-6 slides or overheads
- ⦿ Too many slides or visual aids is a distraction

Design



Visual Aids should

Increase
Audience
Interest



Focus
Attention

Aid Retention

Choosing a Mode for Presentation

- There are many decisions to consider in presenting a visual aid
 - Ease of use
 - Ability to adapt
 - to add information mid-presentation
 - to audience size
 - Degree of formality
 - Equipment requirements

Choosing a Mode for Presentation

- Computer
- Flipcharts
- Posterboards
- Chalkboards
- Handouts



Choosing a Mode for Presentation

Chalkboard/ Dry-erase board

- Easily accessible
- Can add to it as you present
- Less polished
- Back to audience
- Takes up time

Flip Chart

- Easily accessible
- Can add to it as you present
- Can be developed in sequence
- Less polished
- Takes up time

Choosing a Mode for Presentation

Posters

- Easier to handle than flipchart
- Easy to stow away when not in use
- Hard to work with (may fall down)



Senator Boxer website

Choosing a Mode for Presentation



wfowlkes via Flickr CC

Handouts

- Reduces listeners' need to take notes
- Gives listener something to take home
- Potential distraction, depending on when you hand them out

Choosing a Mode for Presentation

Objects

- Great to illustrate what you are talking about
- Can use multiple senses
- May be difficult to show to whole group
- Can be distracting if you pass it around

Choosing a Mode for Presentation

Video

- Potential equipment problems
- Clip length compared to duration of speech
- Viewable screen for audience

Computer

- Potential equipment problems
- Temptation to look at screen instead of audience
- Viewable screen for audience

Summary

- Tailor your visual to the audience and the occasion
- Prepare visuals that will be easily seen by your audience
- Make visuals easy to handle while presenting
- Visuals should support, not overwhelm what is being said
- Practice using your visuals before the presentation

**Rules
to
Follow**

down the digital hole

"The boy [sic] with the
most boystyle [sic] anybody wins"

PowerPoint
presentation with
all the widgets
and tricks is the
best."

LIFE AFTER DEATH BY POWERPOINT

with
DON McMILLAN

Good Rules to Follow

- Color Contrast
- Margins
- Readability
- Font Choice

Choosing Colors

Bad	Bad	Bad
Bad	Bad	Bad
Good	Good	Good
Good	Good	Good



Colors do not always project the
same as on your screen

Choosing Colors

- Too much color is very distracting
- Limit yourself to 2 - 3 on colors on the same slide
- Only use color when you have a purpose or for branding/identity purposes

Backgrounds

- Fancy backgrounds with low contrast might not project well
- Too much “noise” can be distracting between the content and the graphics
- Some of the basic backgrounds don’t look professional or appropriate for business context

Margins

Title

.5 to 1
inch

Main
Area

.5 to 1
inch

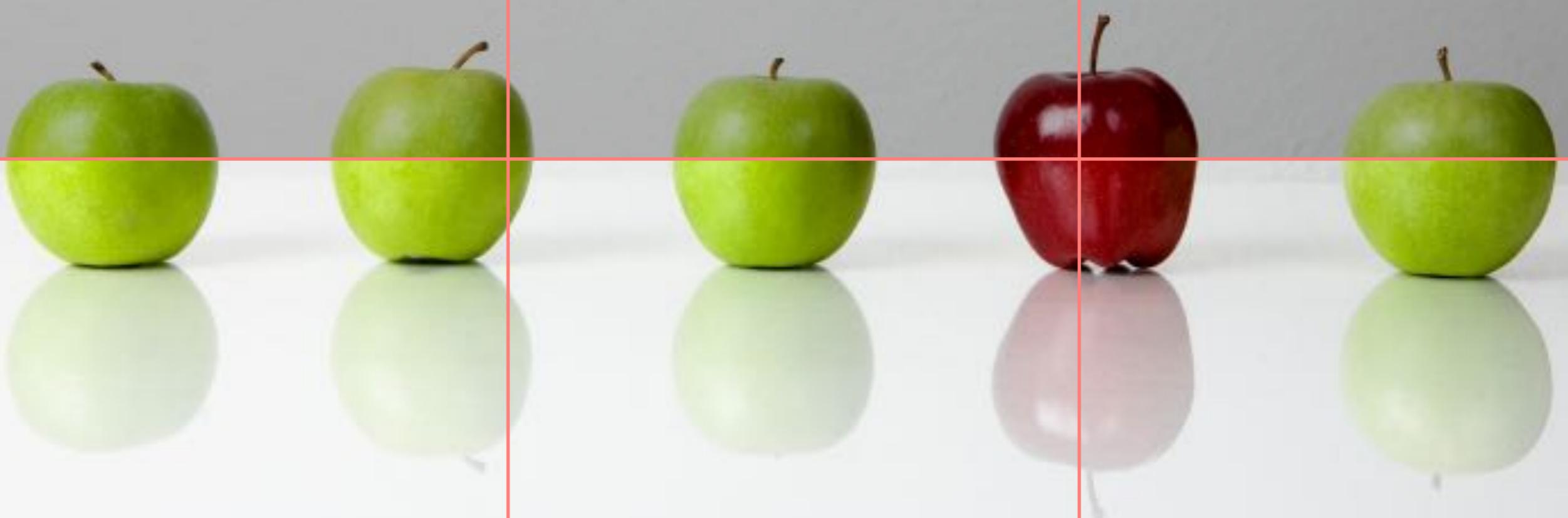


.5 to 1
inch



The Rule of Thirds

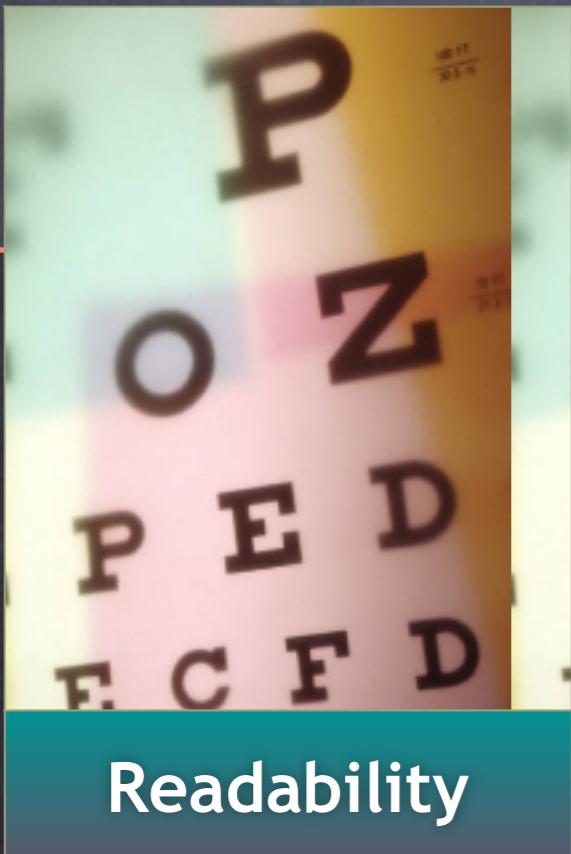
The Rule of Thirds



The Rule of Thirds



The Rule of Thirds



Readability



Simplicity



Relevance

Establishing a Focus

- No more than 4 bullet points
- 25-35 words
- Rule: **Less is More**
- Use color to highlight and draw attention to important words

Be one with emptiness



A tale of two styles... Microsoft v Apple



A tale of two styles... Microsoft v Apple

Key Differences

- Less is more
- Don't confuse the audience
- Naturalness





http://presentationzen.blogs.com/presentationzen/2006/01/contrasts_in_pr.html

Readability

- ➊ Large font sizes
- ➋ Bold main points
 - ➌ Two or three subpoints
 - ➍ Initial caps
 - ➎ DO NOT USE ALL CAPS
 - ➏ or all small letters either

Font Choice

- ⦿ Different fonts for titles and main text
- ⦿ Some fonts display better than others
- ⦿ Use standard fonts

Some Examples

- ⦿ Arial Black
- ⦿ Times New Roman
- ⦿ Verdana

Motion

- Animation features are often misused and overused (such as transitions effects)
- Some animations sophomore for business audiences
- Limited use can be quite effective

Things to Avoid

- ➊ Distracting animations
- ➋ Sounds
- ➌ Too many graphics
- ➍ Eye candy
- ➎ A slide for every point

Delivery



Dont speak to the visual

- Maintain eye contact
- Know the content so you don't have to read it



Visibility

- Make sure the visual aid can be seen by the audience
- Don't block or obscure visibility
- Control lighting conditions for optimal viewing (if possible)

Racing

- Pace shouldn't be rushed
- Give the audience time to absorb your visual aids



Summary

- Do not **obstruct** audience member's view of your visuals
- **Speak to the audience**, not the visual (it can't hear you anyway!)
- Display visuals only when referring to them to prevent distraction
- Effectively transition with visuals, don't let it consume your activity

When Presenting Powerpoints

- Practice, Practice, Practice
- Save the file in two places (flash drive, email, web server)
- Save the file in an older format (ppt v pptx)
- Print mini slides for yourself
- When something can go wrong,

Be Heard, Not Read



Resources

- Presentation Zen (book and blog)
- Slide:ology (book)
- TED Talks (www.ted.com)
- iStockPhoto (www.istockphoto.com)
- slideshare (www.slideshare.com)