



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

Visual Aids for Presentation

Technical Writing and Presentation

SOICT - 2020

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Why use visual aids in presentations?

- 1) Makes presentation more interesting and lively
- 2) Helps audience understand the presentation
- 3) Helps speaker present information more systematically
- 4) Reinforce and add impact to information

Why use visual aids in presentations?

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

Types of visual aids used in Presentation

- 1) Handouts
- 2) Flipcharts
- 3) Posters
- 4) White/black boards
- 5) PowerPoint Slides
- 6) Video clip
- 7) 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

Flipcharts

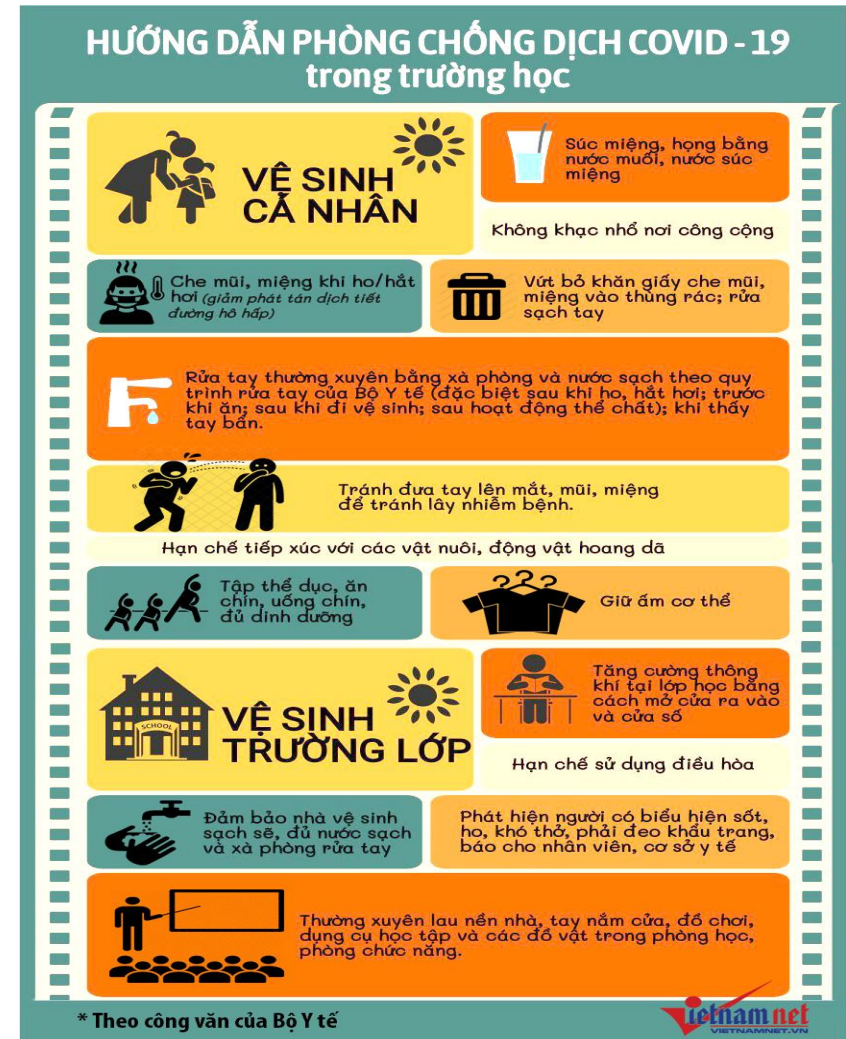
- Economical and easy to use
- Suitable for small groups
- Can be prepared in advance or spontaneously
- Make drafts and transfer to the flipchart
- Use different colored markers
- Keep two pads of paper
- Write in large letters
- Use only one side of the chart
- Wait for the audience to grasp the contents before turning pages



<http://tinvuiviet.net/vi/news/Song-dep/Ky-luat-khong-nuoc-mat-2-2-4570/>

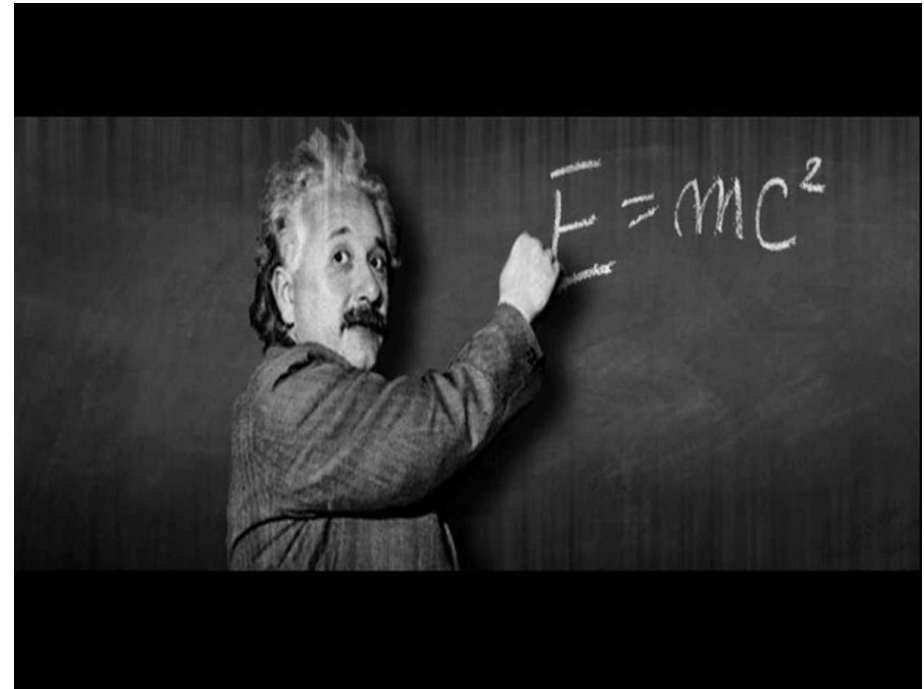
Posters

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



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

PowerPoint Slides

- Colorful and professional looking
- 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

Video clip

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

Transparencies

- Can be prepared in advance
- Can add or create transparencies while presenting
- Lighting problem

Tips for designing visual aids

- **KEEP IT SIMPLE:** Display **ONE IDEA** on each visual
- **MINIMISE WORDS** – 25 words/slide
- **KEYWORDS and PHRASES**

Tips for designing visual aids

- COLOUR
 - clear & appropriate
 - one colour for main idea, two complementary colour for sub points.
 - avoid red-green and pastels
- LAYOUT and SPACE

Tips for designing visual aids

- **STYLE** - Select one style and use consistently
- **TeXt 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! Proofread! Proofread!
Proof read! ProofreaD! 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