

## Slide Development

Visual aids can add an extra dimension to a speech or presentation, and when used properly can amplify the impact or enhance the clarity of the information being presented.

**Directions:** Watch Shelly Spratt's tutorial on developing slides for a presentation. This video can be found on the Ohlone College Communication Lab website. While watching the video, take notes in the space provided below. Then, consider an upcoming speech that may benefit from a visual aid, and respond to the three prompts below.

Take notes on the video here:

- cluttered slides are distracting
- 3 diff slide objectives
  - 1. illustrate
    - process demonstration / how to
    - ex: timeline of digital technology in learning
  - 2. illuminate
    - clarify some concept / idea
    - some type of revelation
    - ex: company's graph displaying intentions
  - 3. emphasize
    - some kind of word or concept to pop out
    - ex: data is rocket fuel of innovation
- simplify slide space
  - 1. cognitive load theory
    - too much information makes brain shut off
  - 2. CUE
    - C: create space
    - U: use images when possible
    - E: eliminate text
  - 3. Purge
    - purge slide of as much text and content as possible to create space



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1. Based on the tutorial, identify where in your speech a slide is needed, and what function that slide serves (illustrate, illuminate, or emphasize).

Example: In the first main point when I'm talking about early years of Maya Angelou, I want to illuminate her humble beginnings. Therefore, my slide function is illuminate and the location of the slide is in main point #1.

A) Using your outline, where in the speech would your slide go? Introduction

B) Identify function of slide (options) Illuminate

2. Now, brainstorm the content that would appear on the slide (e.g. picture, workflow process, chart or graph, etc.)

- title

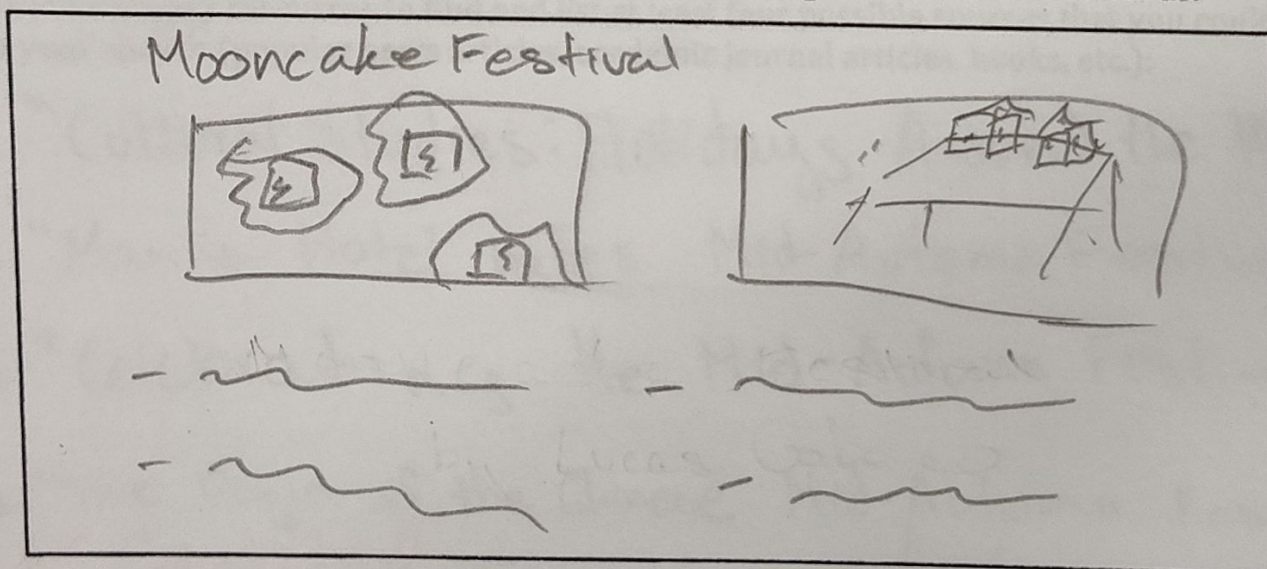
- relevant images

- summarized information

- relevant statistics

3. Design the content of your slide.

Using the mock slide space below, sketch a design for your slide, considering the placement of text and images based on what you know about margins and the rule of thirds.



K. Carrell

Instructor/Tutor Signature

Lucas Gobaco

4/27/24 2:37

Date/Time