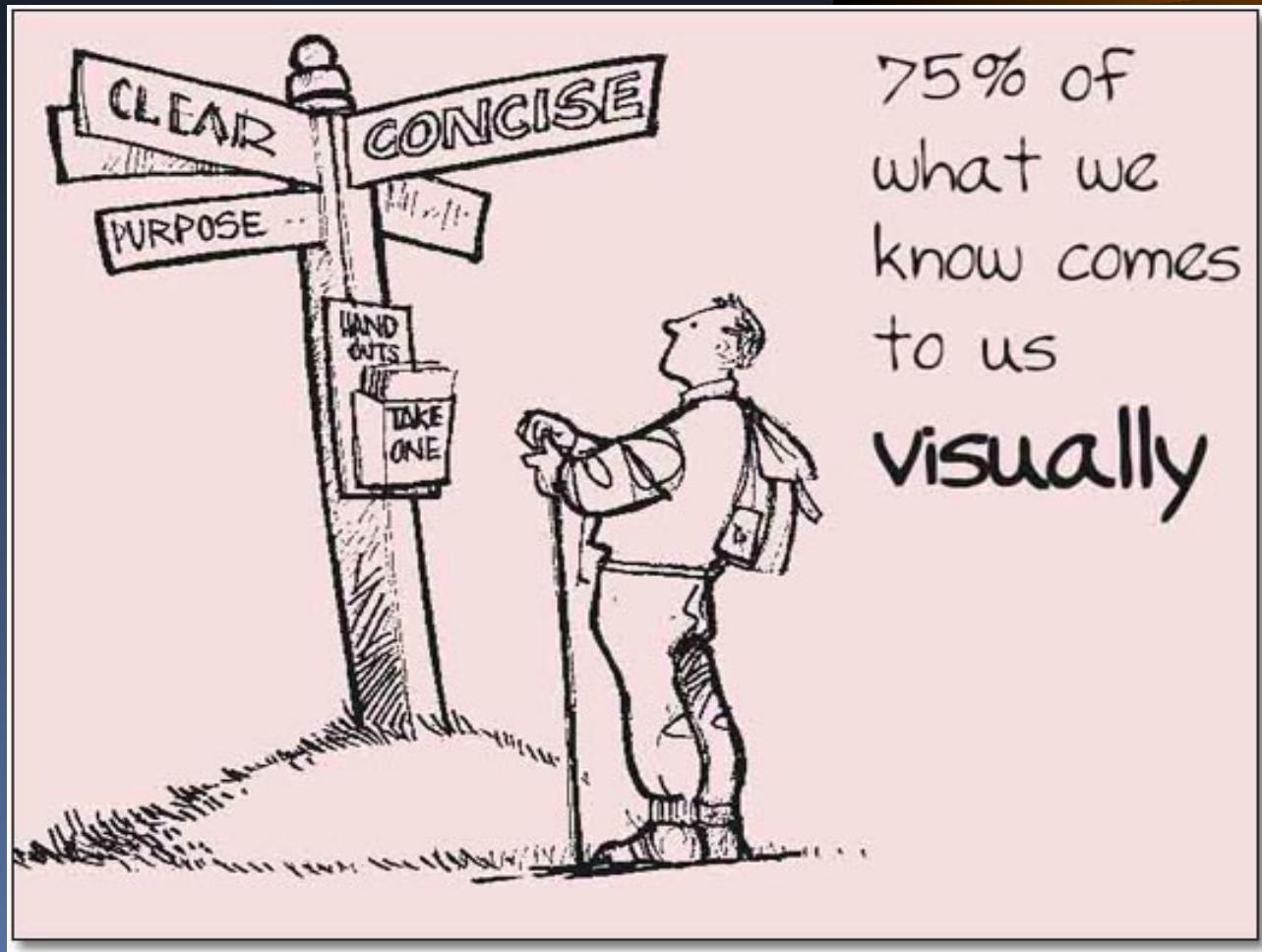


Visual Aids

Use Visuals to Connect

Le Thi Khanh Hoa, MA

Use Visuals to Connect



Why are slides important?



- Slides are a supporting tool, not the main content.
- They help the audience follow along and grasp the main points.
- They create a professional impression for your presentation.



BASIC PRINCIPLES FOR CREATING EFFECTIVE, ENGAGING SLIDES

Principle 1: Simplicity is Best



- **Less is more:** Only put keywords and key ideas on your slides.
- **The 6x6 Rule:**
 - ✓ No more than 6 lines of text per slide, and
 - ✓ No more than 6 words per line

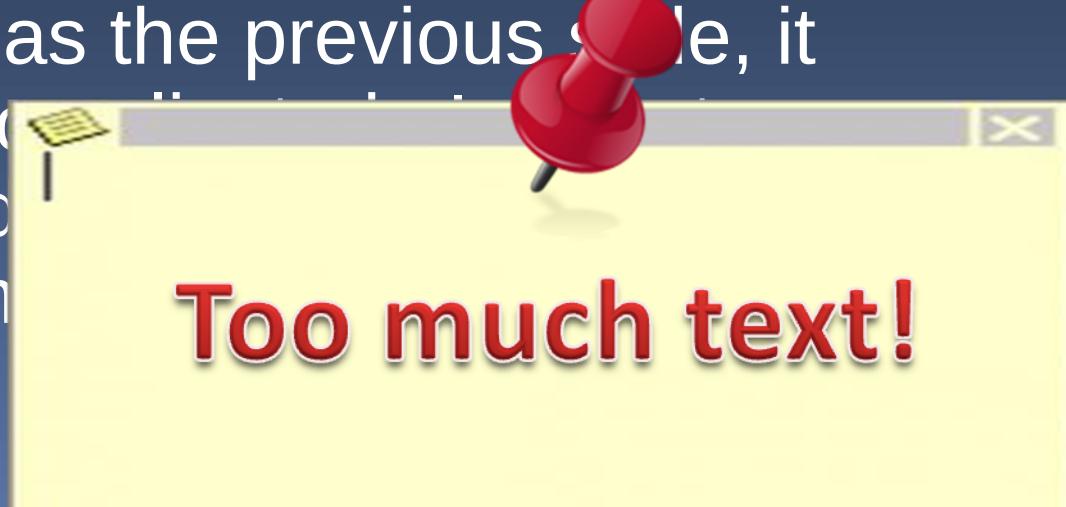
(This is a guideline, not a strict rule, but it helps you limit text.)

Keep It Short and Simple

- Make your 1st or 2nd slide an outline of your presentation
- Follow the order of your outline for the rest of the presentation
- Only place main points on the outline slide
- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences

Slide Structure Keep It Short and Simple

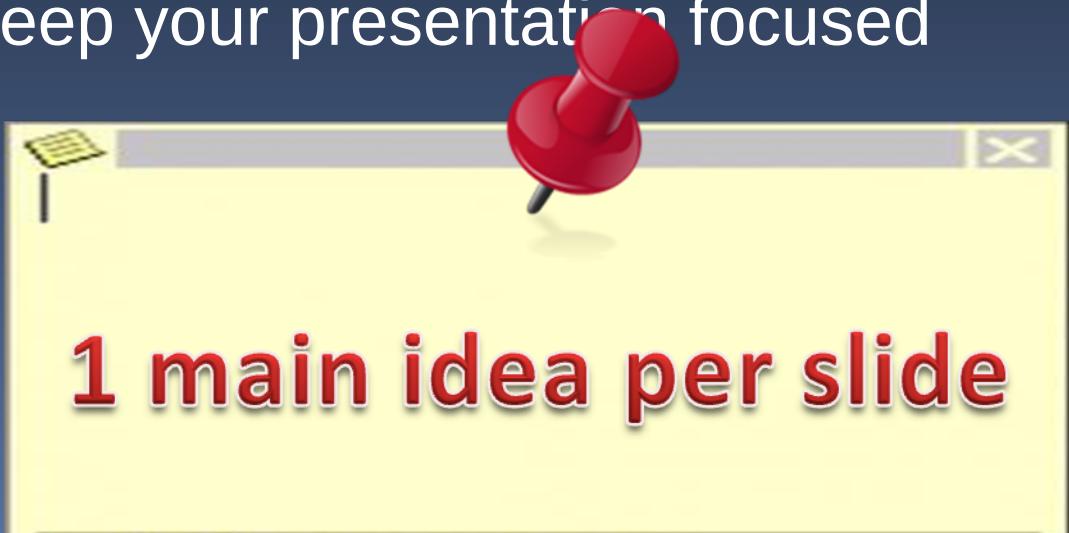
This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complex. Your audience will spend longer reading this paragraph.



Slide Structure Keep It Short and Simple

Show one point at a time:

- ✓ Will help audience concentrate on what you are saying
- ✓ Will prevent audience from reading ahead
- ✓ Will help you keep your presentation focused



Principle 2: Choose Fonts and Colors

Appropriate font sizes

Font Arial size 12

Font Arial size 18

Font Arial size 24

Font Arial size 32

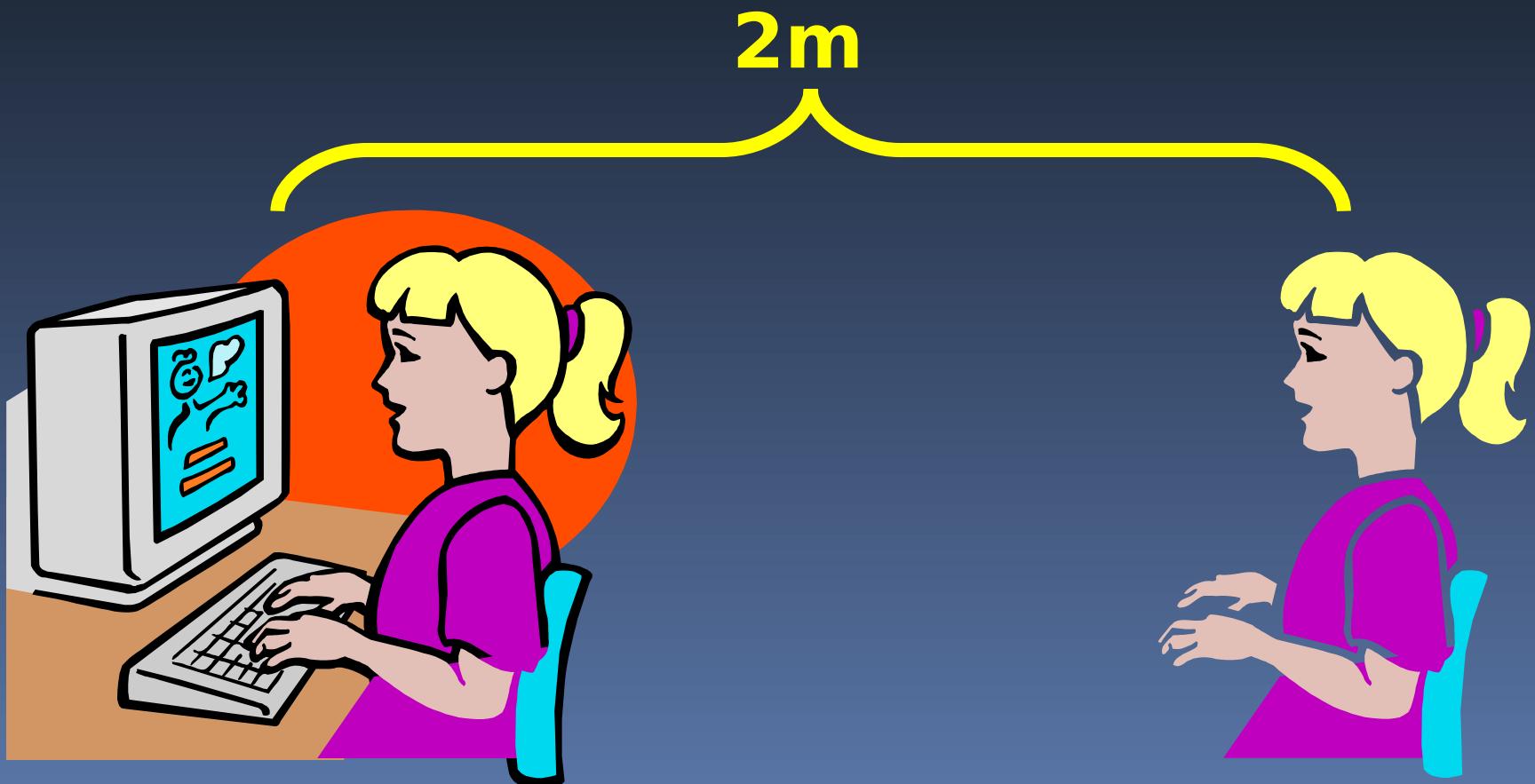
Font Arial size 36

Font Arial size 44

} Too small

Appropriate font sizes

How big is enough?



Appropriate font sizes

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
 - ✓ this font is 24-point, the main point font is 28-point, and the title font is 36-point

Appropriate font styles

- standard font like Arial or **tahoma** should be used
- **complicated** font is NOT appreciated
- *Italic is tough to follow*
- Normal and **Bold** words are highly recommended
- **Colors** should be used sometimes to emphasize
- ALL CAPITALIZED WORDS ARE HARD TO READ. IN SOME CULTURES, ALL CAPS MAY MEAN “SHOUTING”

Line spacing

Line spacing

The Olympic Games are the premier stage for nationalist competition, and its history reflects the history of political conflict since its inception at the end of the 19th century.

Hard to read

Easier to read

The Olympic Games are the premier stage for nationalist competition, and its history reflects the history of political conflict since its inception at the end of the 19th century.

Numbering

How to put a deer in a refrigerator?

1. Open the fridge door
2. Take an elephant out
3. Stuff the deer into the fridge
4. Shut the fridge door

Numbering steps helps easily follow

Bullets

Use bullets in cases:

- ✓ NO priority
- ✓ NO order
- ✓ NO classification

Bullets in slides create clarity

Colors & Backgrounds

- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
 - ✓ Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

Colors & Backgrounds

Use contrasting & complementing colors for text and background

- Use contrasting colors
- Light text on dark background vs dark text on light background
- Use complementary colors

Colors & Backgrounds

Use contrasting & complementing colors for text and background

- Use contrasting colors
- Light text on dark background vs dark text on light background
- Use complementary colors

Colors & Backgrounds

- Simple & light textured background

- Complicated textured backgrounds make it hard to read
- Complicated textured backgrounds make it hard to read

Background

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use



Principle 3: Use Images and Charts

- **The power of visuals:** A picture is worth a thousand words.
- **Use high-quality images:** Avoid blurry, pixelated pictures.
- **Charts and graphs:** Use them to visualize data, making it easier for the audience to understand.

Graphs Keep It Short and Simple

| | Christchurch | Dunedin | Wellington |
|-----------|--|------------|------------|
| January | 11,532,234 | 14,123,654 | 3,034,564 |
| February | 1,078,456 | 12,345,567 | 16,128,234 |
| March | A red pushpin is pinned to a yellow sticky note. The sticky note has a small drawing of a pushpin in the top-left corner and an 'X' button in the top-right corner. The text "Too detailed!" is written in large, bold, red letters on the note. | | 16,034,786 |
| April | | | 7,940,096 |
| May | | | 14,856,456 |
| June | | | 4,123,656 |
| July | | | 18,885,786 |
| August | 8,674,234 | 18,107,110 | 17,230,095 |
| September | 4,032,045 | 18,923,239 | 9,950,498 |
| October | 2,608,096 | 9,945,890 | 5,596,096 |
| November | 5,864,034 | 478,023 | 6,678,125 |
| December | 12,234,123 | 9,532,111 | 3,045,654 |

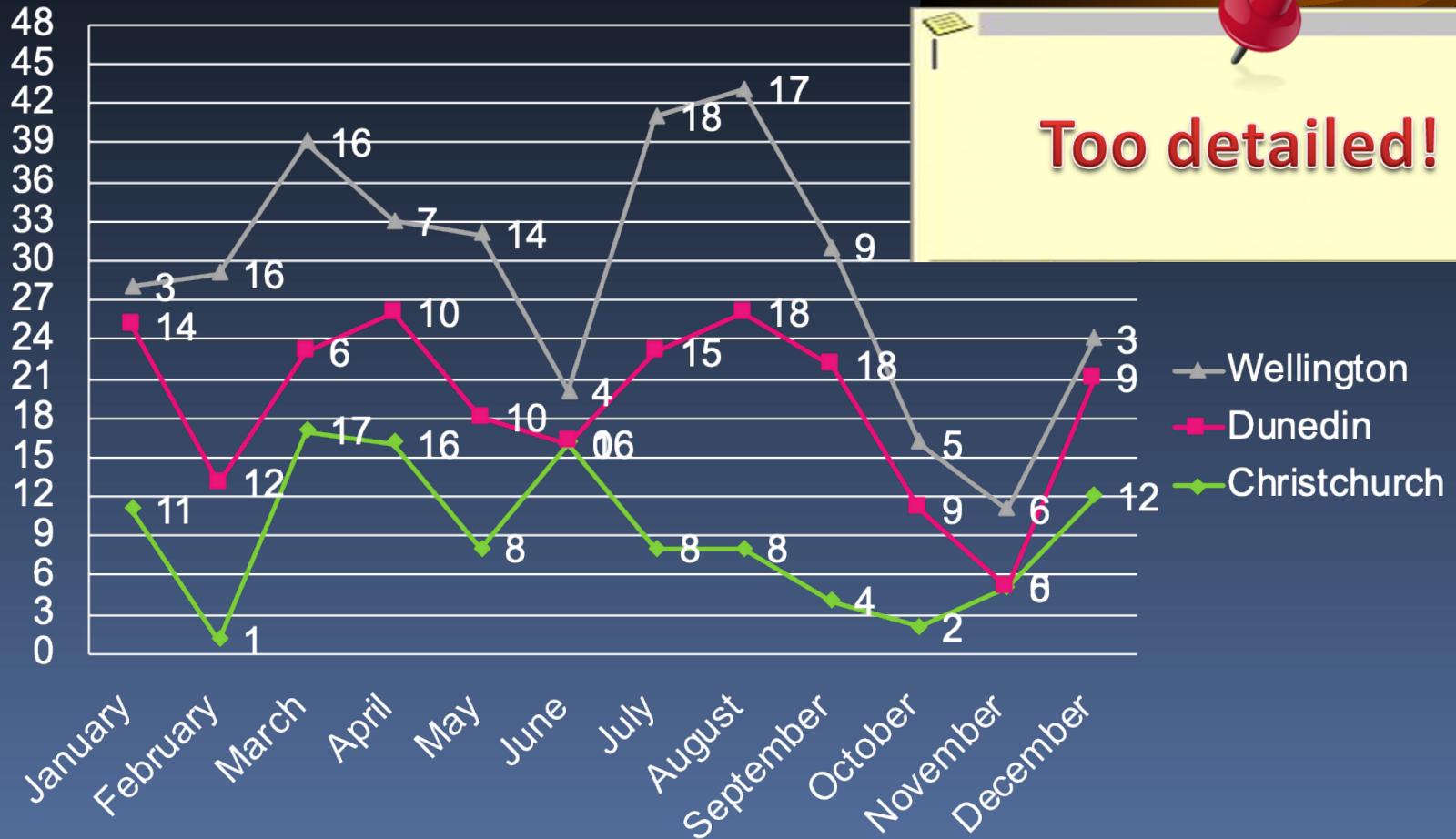
Graphs Keep It Short and Simple

| | Christchurch | Dunedin | Wellington |
|-----------|--------------|---------|------------|
| January | 11 | 14 | 3 |
| February | 1 | 12 | 16 |
| March | 17 | 6 | 16 |
| April | 16 | 10 | 7 |
| May | 8 | 10 | 14 |
| June | 16 | 0 | 4 |
| July | 8 | 15 | 18 |
| August | 8 | | |
| September | 4 | | |
| October | 2 | | |
| November | 5 | | |
| December | 12 | | |

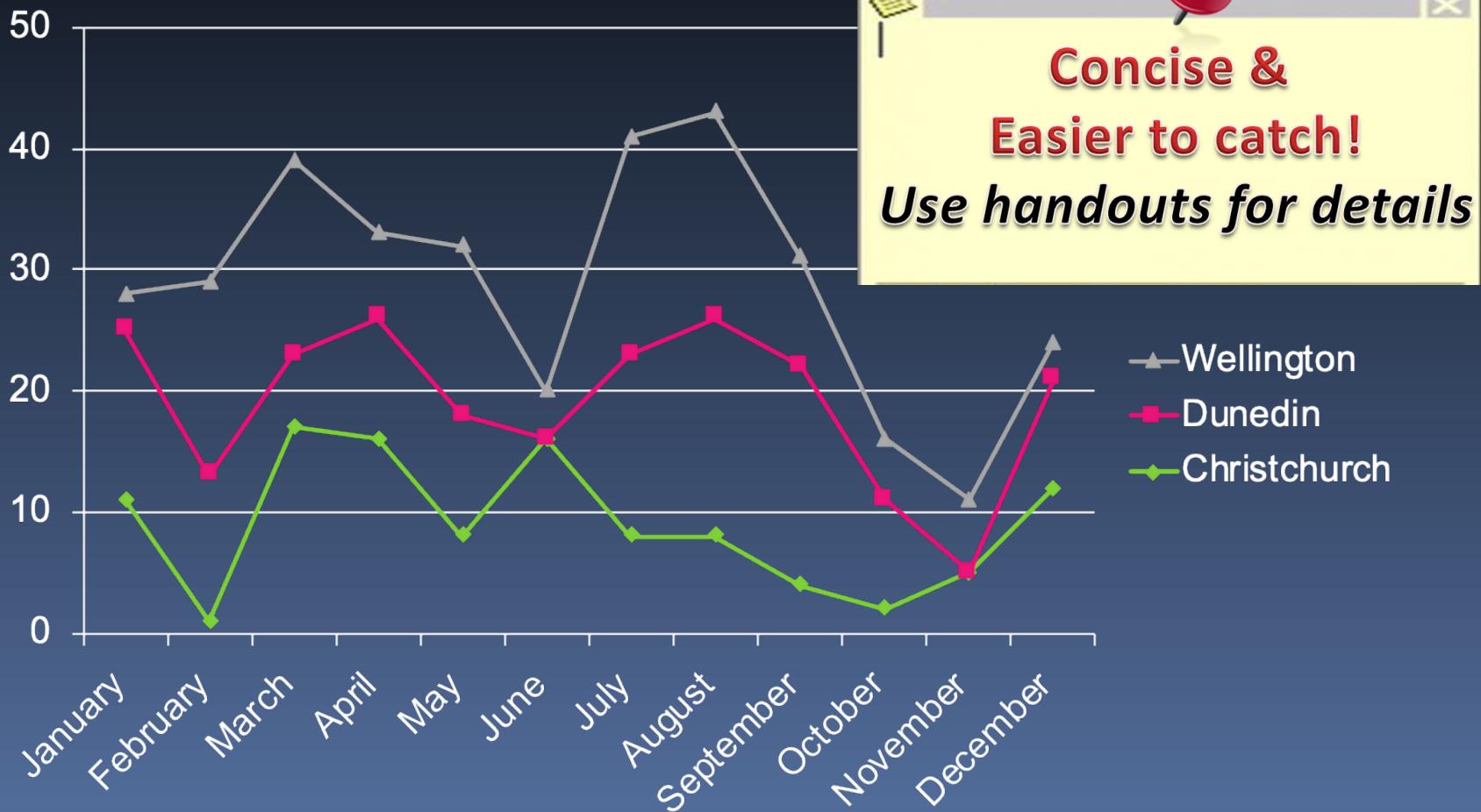


Note: Approx figures - Units: 1,000,000

Graphs Keep It Short and Simple



Graphs Keep It Short and Simple



**Concise &
Easier to catch!
Use handouts for details**

Graphs

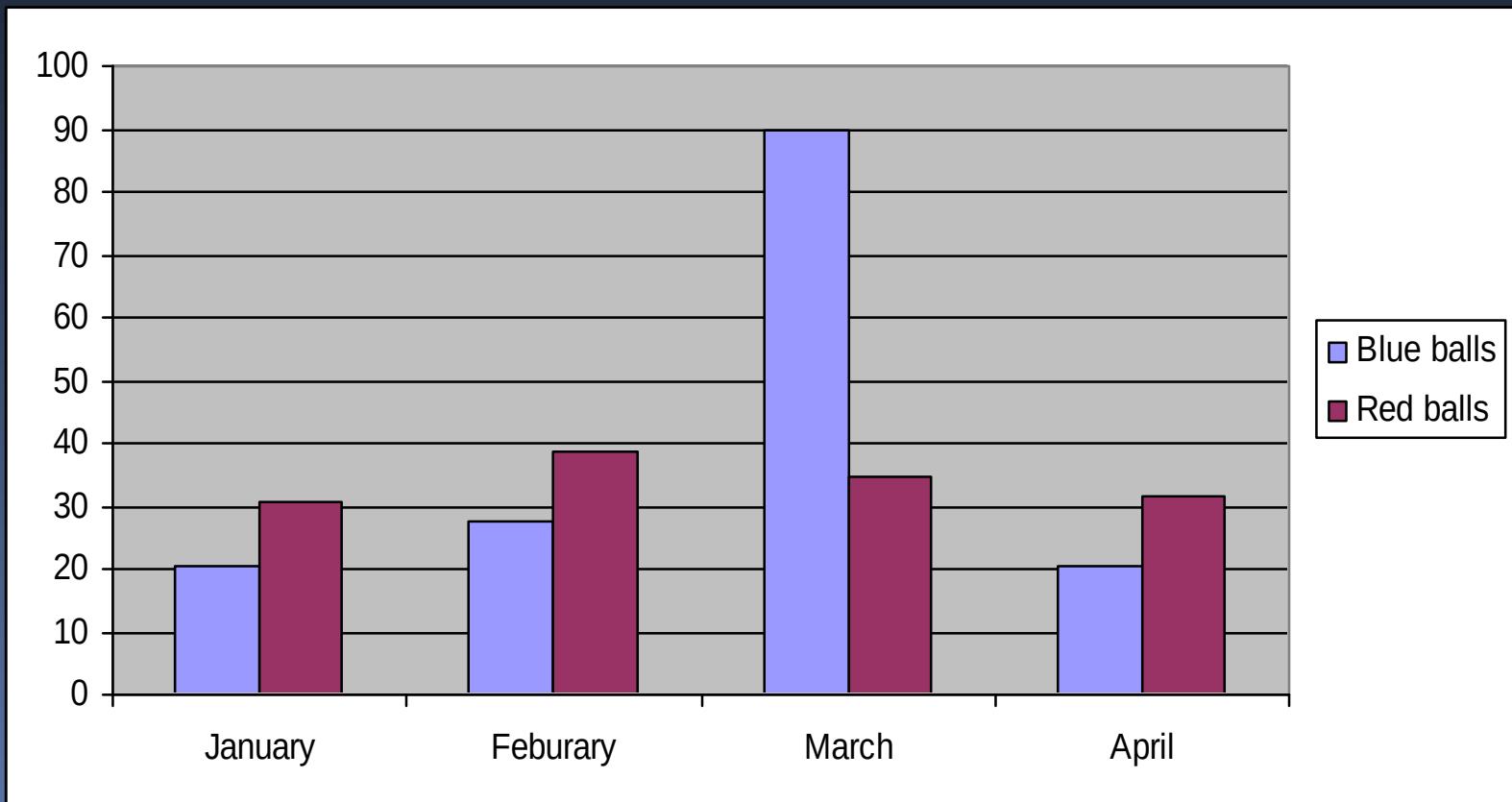
- Use graphs rather than just charts and words
 - ✓ Data in graphs is easier to comprehend & retain than is raw data
 - ✓ Trends are easier to visualize in graph form
- Always title your graphs

Graphs - Bad

| | January | Feburary | March | April |
|------------|---------|----------|-------|-------|
| Blue Balls | 20.4 | 27.4 | 90 | 20.4 |
| Red Balls | 30.6 | 38.6 | 34.6 | 31.6 |

Graphs – Good

Items sold in the first quarter of 2002



Graph - Bad

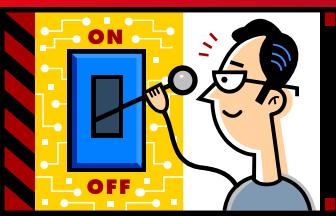
- Minor gridlines are used
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting



AUSTRALIAN STANDBY POWER USAGE

- Residential survey conducted in 2000
- Average standby and miscellaneous power consumption is 86.8 Watts or 760 kWh per household per annum
- It is estimated that standby costs each Australian household \$100 per annum
- The average household uses 10% of its electricity for standby
- According to the survey, 80% of households leave their television on 24 hours a day
- Equally, 80% leave their computer on 24 hours a day
- Equivalently, 80% leave their air conditioner on 24 hours a day
- Estimated that this figure is increasing at 8% per annum

**Overuse of effects
will distract the
audience!**



A PPT is NOT a movie!!!!
Do NOT oversuse effects!



Principle 4: Arrange the Layout

- **Maintain consistency:** Use a consistent layout for all slides (logo, title position, page numbers).
- **Balance elements:** Arrange text, images, and charts logically, avoiding slides that are too empty or too cluttered.
- **Use white space:** This makes slides look "clean" and more professional.

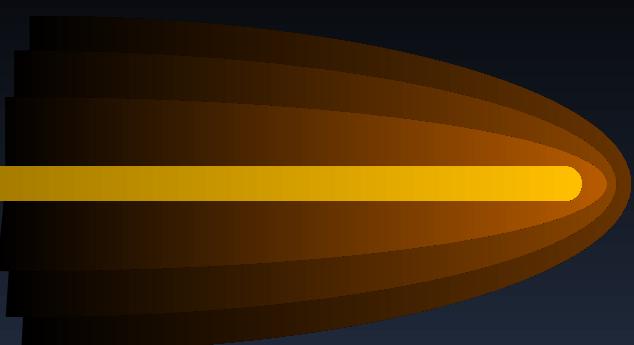
Principle 5: Don't Read Your Slides!

- **Slides are not your script.**
- **Slides are a guide for you to elaborate on your ideas.**
- **Remember:** The audience is there to listen to you, not to read the text on the screen.

Summarize the key principles:

- Keep it simple and concise.
- Choose appropriate fonts and colors.
- Use quality images and charts.
- Arrange the layout thoughtfully.
- Don't read your slides.

Thank you for listening



Q & A???