



Visual Forms

More specific than text

**Processed more
easily/quickly than text**

Help readers learn



Visuals Improve Reception/Understanding

**Presenter seems prepared,
credible, persuasive**

Increase reader interest

Help condense information

Emphasize critical data

**Simplify, improve readers
efforts to understand document**

Ethics

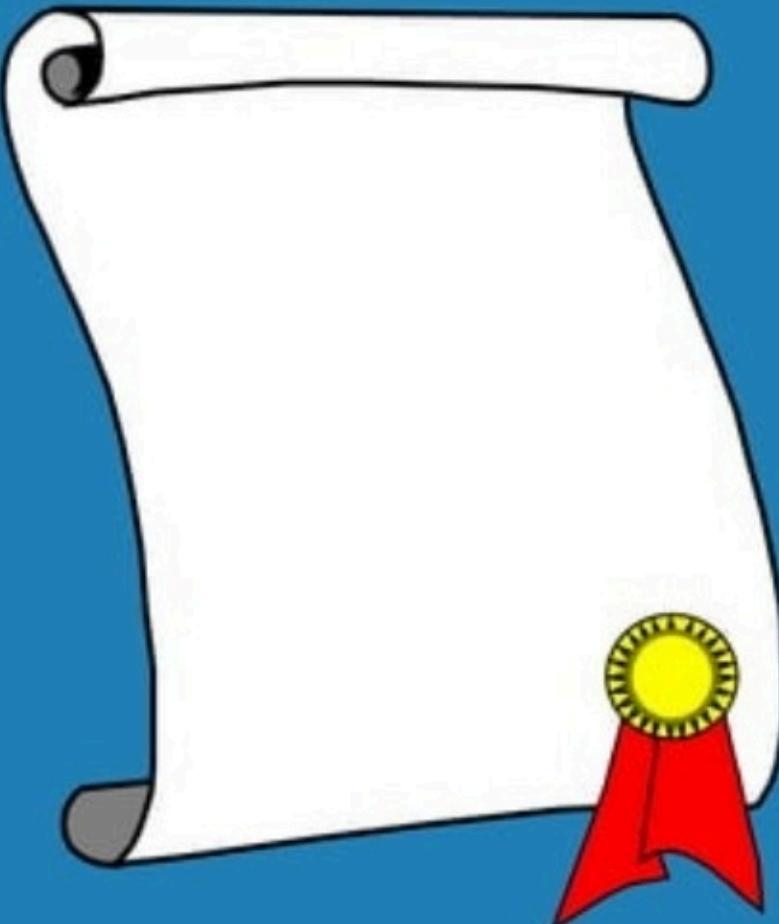


Be careful not to unduly influence reader's reaction

VERBAL/VISUAL COMBINATIONS

**Know when
Each should
make sense on
its own but also
to:**

- illustrate
- explain
- demonstrate
- verify
- support



Verbal/Visual Combo for Technical Manual

Use a verbal table to show problems with analyses & solutions for trouble-shooting section (easier to understand than prose in paragraphs)



Use of Visuals

Reader's understanding of technical content is limited

Speed is critical

Process will be clearer





Visual Functions

Organize numeric or verbal data (tables, diagrams)

Show relationships among numeric or verbal data (tables, graphs, diagrams)

Present chronology, sequence or process (line graphs, flow charts, org. charts)

Define or explain concepts, objects, and processes (drawings, photos, diagrams)

Illustrate appearance or structure; describe objects/mechanisms (drawings, photos, maps)

Identify facilities or locations (maps, charts, schematics, and blueprints)

Choose Visuals to Help Readers

Tables – display data, identify characteristics of ideas, objects or a process

Drawings – depict actual appearance of object/org (phantom, cutaway, exploded for assembly, repair)

Graphs – display relationships between 2 or more types of data
Graph Types: Pie, Line, Scatter, Bar
Pictorial – be careful

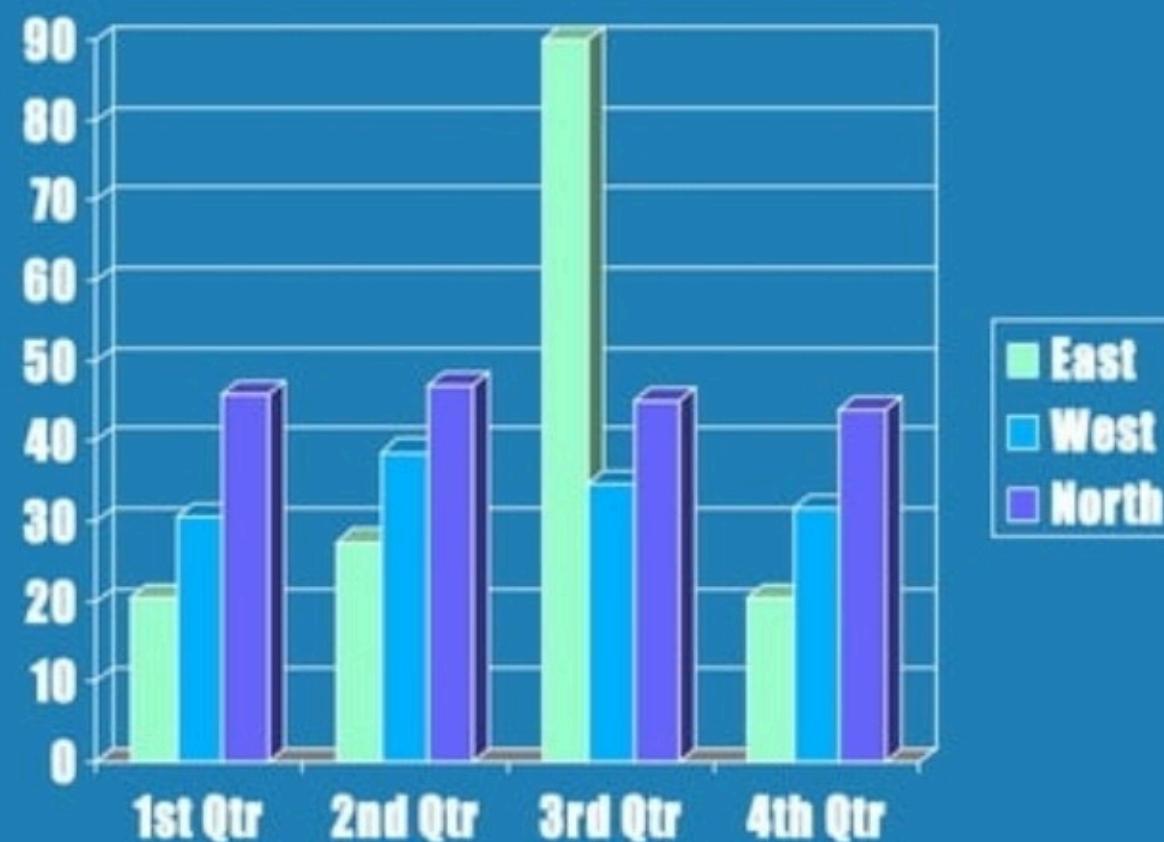
Maps – geographical info, topographic, demographic, agricultural, meteorological, geological data

Charts – represent components, steps or chronology of object, mechanism, organism or org

Photos – depict actual appearance of object, mech or org (cutouts, small arrows superimposed to show a subject in

Diagrams – illustrate complex physical components of object, mechanism or organism
How will they be viewed?
Online?
In bright room?
B&W print?

Multiple Bar Graph groups two or more bars to present related variables



Organizational Chart shows hierarchy of project team

Manual Project Team

Joan Smith
Project Manager

John Jones
Technical Editor

Mary Roe
Comprehensive Editor

Dave Hart
Text Editor

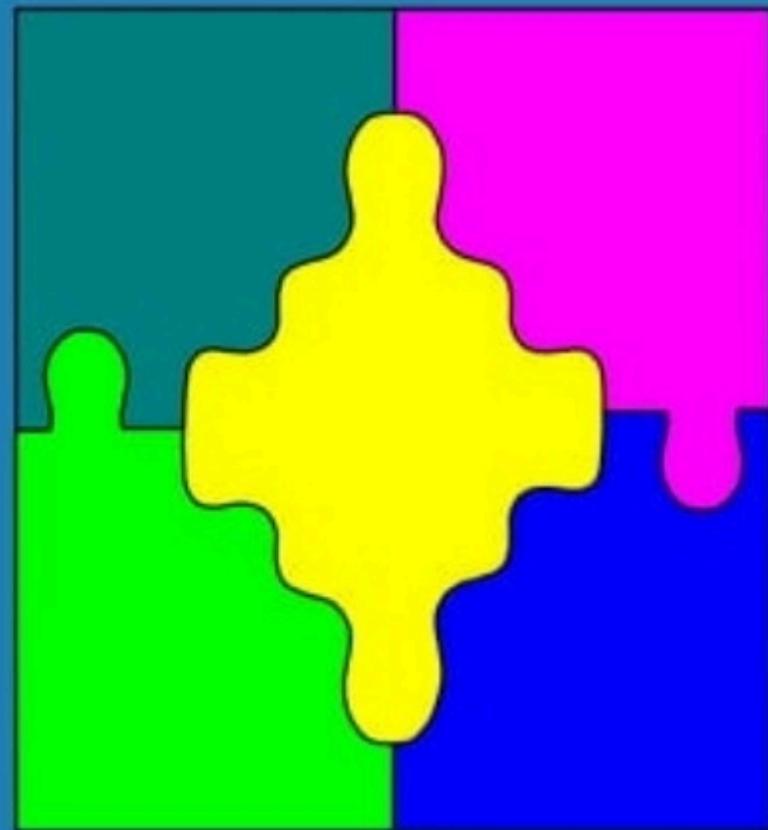
Verbal/Visual Choices

All Text

Text with visual support

Visual with supporting text

All visual



How Many? What Tech Level?

Make sure number is appropriate to audience need and subject matter

Adapt to Audience Level

- don't dumb down



Conventions in Reference & Placement

Refer to in text - include figure number and title (embedded or parenthetical)

Labeling

- **Identification**
- **Title**
- **Caption**



Conventions of Labeling

- More than 5 independent from text?**
- Use List of Figures/Tables**
- Include dimensions of objects/scale**
- Avoid abbreviations or use standard ones and include a key**
- Identify source of data and graphic designer**

Placement of Visuals

**Place as close as possible
following the text reference**

**Surround with white space to
separate from text of document**

If it covers entire page?

- Both-sided doc - place full-page visual on
facing page (to text & discussion)**
- One-sided - place on page following**



Conventions of Color

- Avoid overuse of decorative color**
- Avoid too much color**
- Pay attention to cultural expectations**
- Recognize differences in paper color vs. screen color**
- Make sure it's needed and is an integral part of the info readers need**

Use Standard Conventions

Place close to
text reference

Use standard
abbreviations
and a key

Include list of
figures if more
than five

Accurately label
each visual

Surround with
white space

Identify source
of data and
graphic designer

Include
complete
dimensions of
objects in each
Include a
complete textual
reference

Specify focus or
interpretation
you want
readers to apply

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What is Visual Aids?

- Spoken words are Ephemeral,because of this limitation we need strong visual support.

Aim

- The aim of this presentation is to discuss graphic communication in relation to the use of media, and presentation packages

Importance

- Increase audience interest
- Illustrate key points
- Increase impact of message
- Help listeners retain information
- Presenting ideas without depending on notes

Types of Visual aids used in Presentation

- Overhead Projector
- Power point presentations
- Blackboard or whiteboard
- Flip charts



Overhead Projector

- Use large font , avoid decorative fonts
- Show only the required information
- Do not add multiple colors or exiting background to slide
- Use of pointer on screen , to draw audience attention to specific term

ENLARGED

Overhead Projector

- Familiarize yourself with the operation of overhead projector
- Be ready for notes in case of power failure

Power point presentations

- 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

Blackboard or whiteboard

- 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



Blackboard or whiteboard

- Can't store information
- Can scratch & squeal
- Need chalk & duster
- Easy to use & wipe

Flip charts

- 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



Making the effective use of visual aids

- If audience need it explanation for aids explain to them, lest they should misunderstand
- Organize the visual aids as a part of presentation, fit them into plan
- Emphasize the visual Aids. Point to them with bodily action and with words
- Talk to audience, not to the visual aids.
- Avoid blocking the listener's view of the visual aids

Making the effective use of visual aids

- Avoid from removing the aid before the audience has an opportunity to absorb the material
- Do not talk about the visual aid after have put it aside
- Use enough visual aids to make points clear, but don't overdo it

Making the effective use of visual aids

- Don't use too many lines or figure on one aid
- It's visible to one and all from every corners of room
- It should not be very light that the audience finds it hard to see
- Be familiar with the basic operations of the electronic devices which are going to be used during presentation



THANK YOU