chapter **13**
Using Visual Aids

Advantages of Visual Aids

- **Clarity**

- **Interest**

- **Retention**

- **Credibility**

- **Persuasiveness**

Kinds of Visual Aids

- **Objects**

- **Models**

- **Photos**

- **Drawings**

- **Graphs**

Kinds of Visual Aids

- **Charts**

- **Transparencies**

- **Video**

- **Multimedia presentations**

- **Speaker**

Models

Represent other objects in detail

Tips for Photographs

- **Enlarge to be seen clearly**

- **Convert to transparencies for projection**

- **Show with multimedia program**

Tips for Drawings

- **Alternatives to photos**

- **Must be large enough**

Drawing

Drawing

This si wrdat a
qerson with dyslexia
mihgt se wrlem
reding this sentnce.
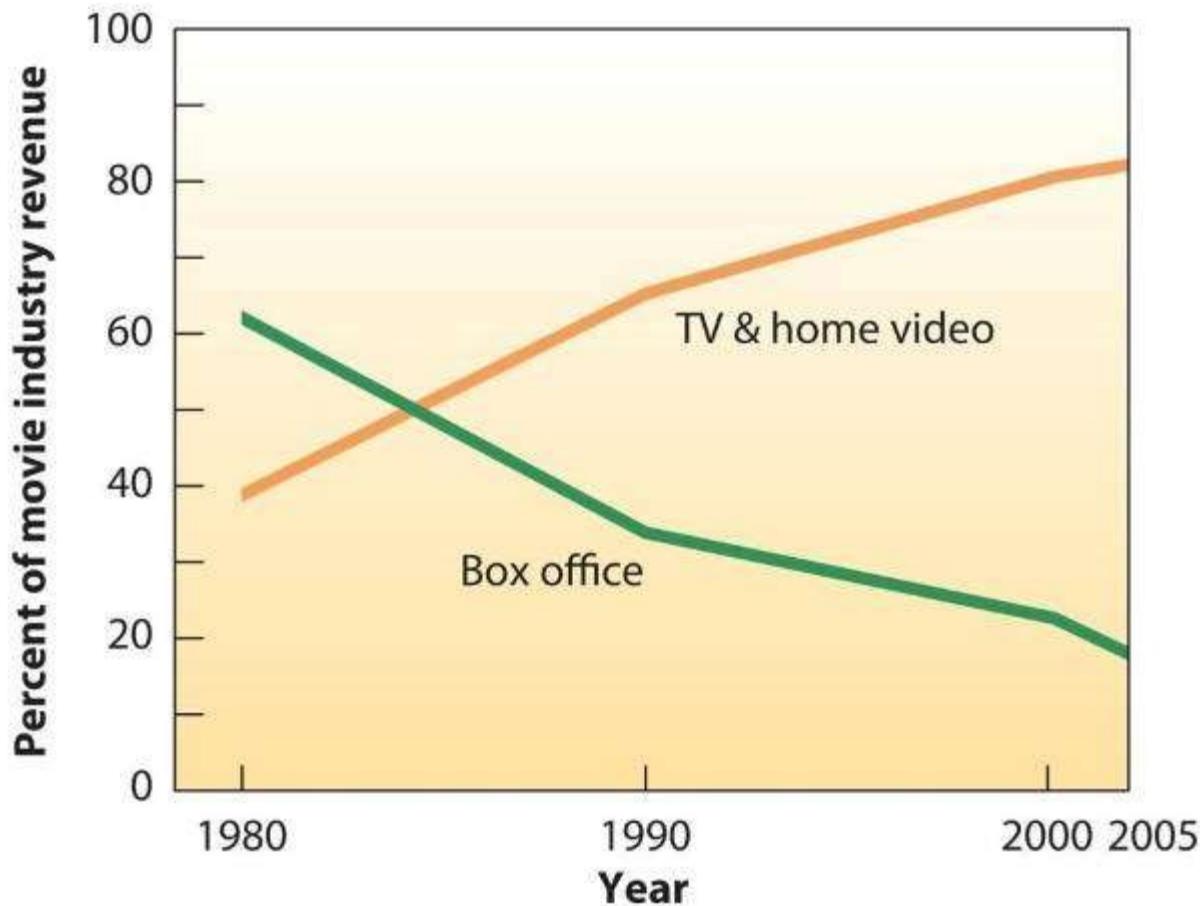
Graphs

Show statistical trends & patterns

Line Graph

**Uses one or more lines to show changes in statistics over time or space**

Line Graph
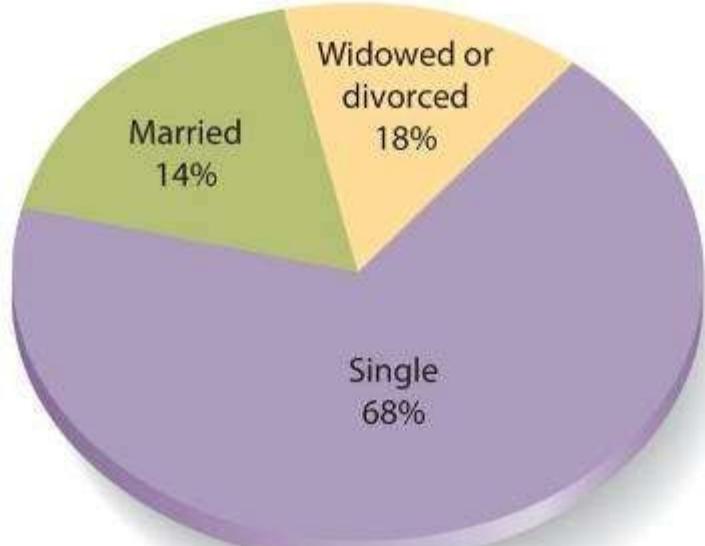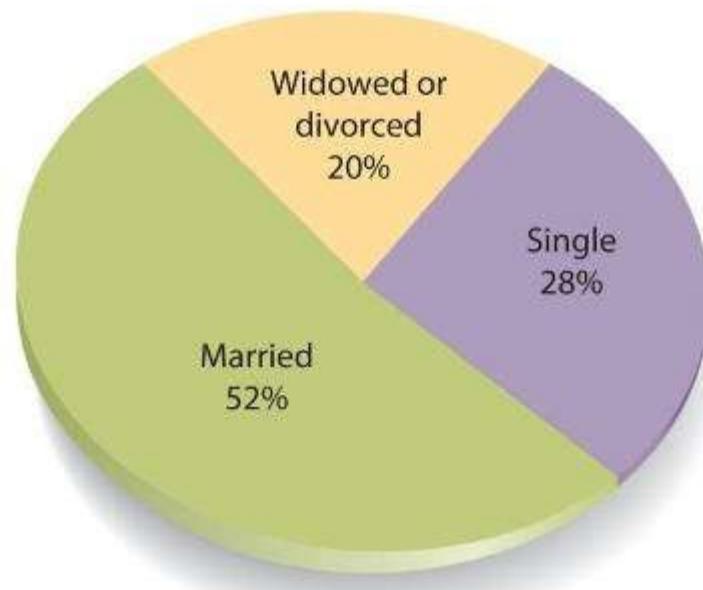
Pie Graph

Highlights segments of circle to show distribution patterns

Pie Graph

Women in the work Force

Married 14%
Widowed or divorced 18%
Single 68%

1900

Widowed or divorced 20%
Single 28%
Married 52%
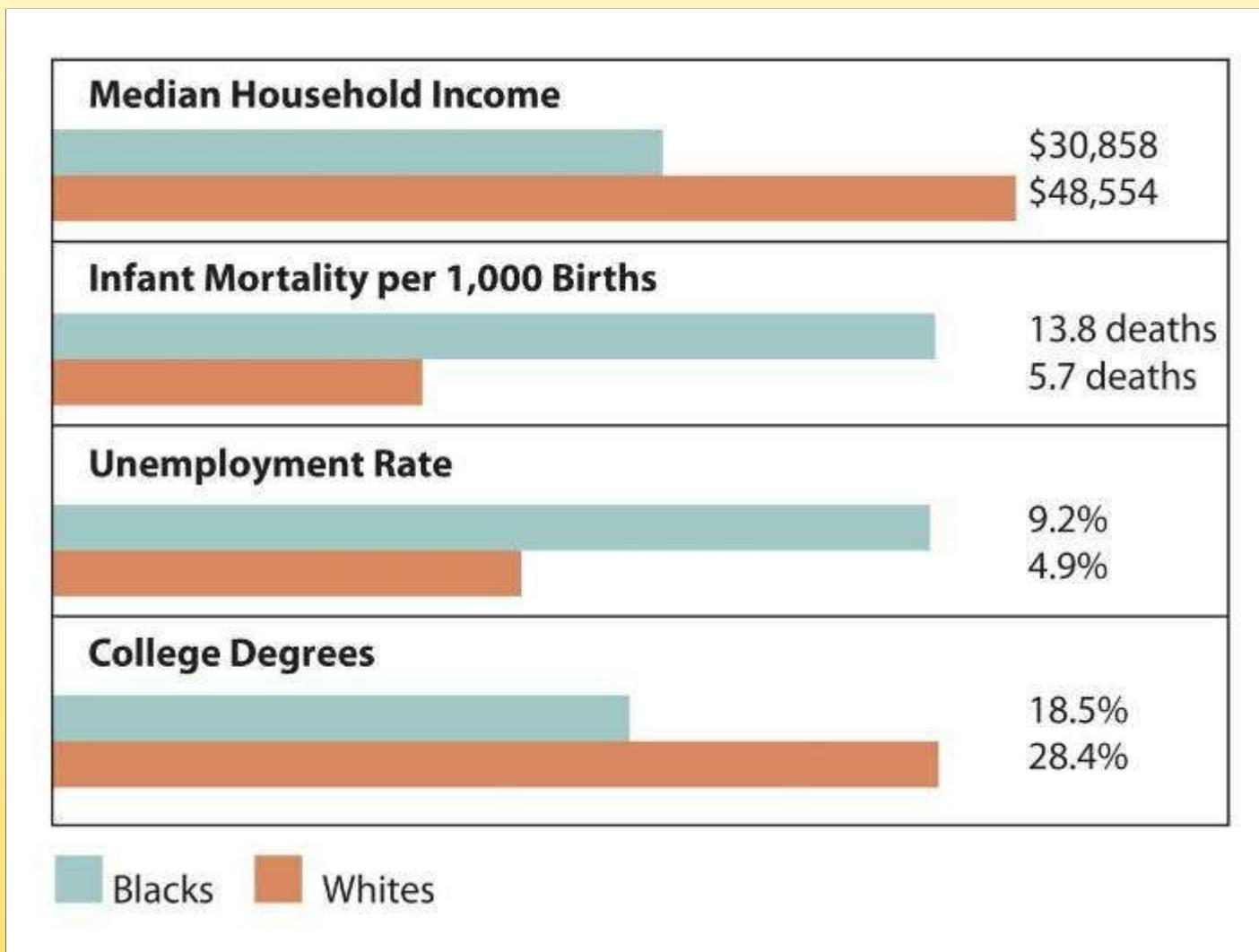
2008

Bar Graph

Uses vertical or horizontal bars to show comparisons among items

Bar Graph

Median Household Income

Blacks: $30,858
Whites: $48,554

Infant Mortality per 1,000 Births

Blacks: 13.8 deaths
Whites: 5.7 deaths

Unemployment Rate

Blacks: 9.2%
Whites: 4.9%

College Degrees

Blacks: 18.5%
Whites: 28.4%

■ Blacks   ■ Whites

Chart

Summarizes large block of information, usually in list form

Chart

Region of Birth	Percent of U.S. Immigrants
Asia	36 percent
Mexico	14 percent
Europe	11 percent
Caribbean	11 percent
South America	10 percent
Africa	9 percent
Central America	5 percent
Other	4 percent

Tips for Charts

- ## Help listeners visualize information

- ## Show steps of process

- ## Keep simple & clear
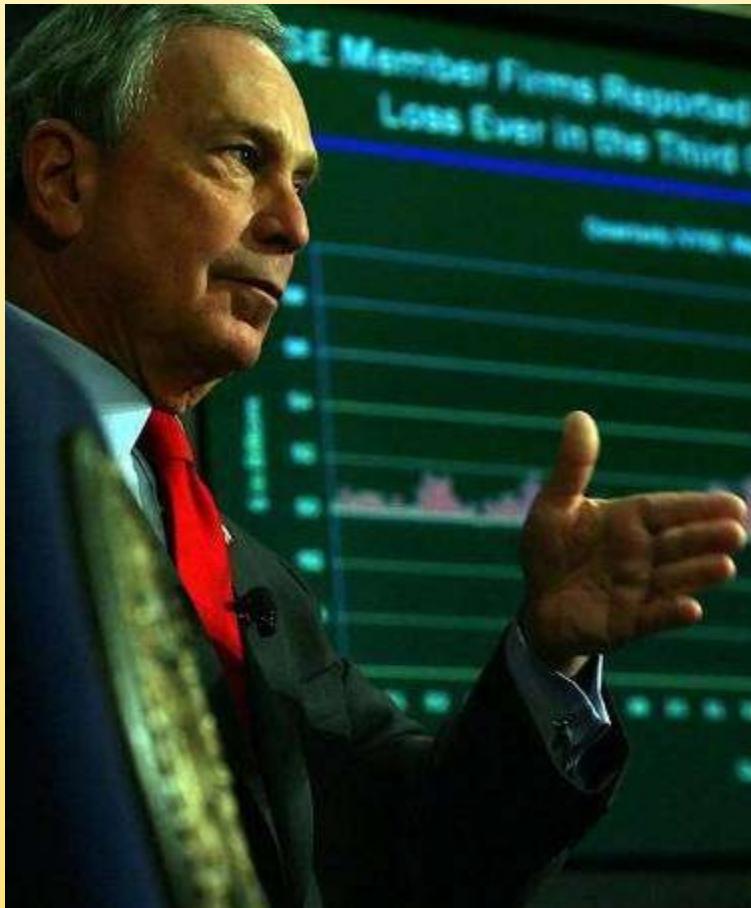
Tips for Transparencies

- **Prepare in advance**

- **Make large enough**

- **Check projector ahead of time**

Tips for Video

- **Use only when essential**

- **Keep short**

- **Integrate into speech**

- **Avoid low-resolution**

Multimedia Presentation

Combines several kinds of audio-visual materials

Speaker as a Visual Aid

- **Use body to demonstrate procedure**

- **Practice to coordinate words & actions**

Preparing Visual Aids

- **Prepare in advance**

- **Keep simple**

- **Make large enough**

Preparing Visual Aids

- **Use easy-to-read fonts**

- **Use limited number of fonts**

- **Use color effectively**

Presenting Visual Aids

Impact depends on presentation as well as preparation

Presenting Visual Aids

- **Avoid using chalkboard**

- **Display where listeners can see**

- **Avoid passing visual aids during speech**

Presenting Visual Aids

- **Display only while discussing**

- **Talk to audience, not to visual aid**

- **Explain clearly, concisely**

- **Practice with visual aids**