OVERVIEW

- The rationale behind using visual aids
- Tips for preparing effective visual aids
- Preparing effective PowerPoint slides
- Sample visual aids
VISUAL AIDS

- Enhance Understanding
- Add Variety
- Support Claims
- Have a Lasting Impact
HOW WE RECEIVE INFORMATION

Presentation Helper

Text 7%
Visual 55%
Vocal 38%
HOW MUCH WE RETAIN

Message retention after 3 days

<table>
<thead>
<tr>
<th>Bullet Points</th>
<th>Visual Slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>50%</td>
</tr>
</tbody>
</table>
The Purpose of Using Visual Aids

- Visual aids support your ideas and improve audience comprehension of your presentation.

- Visual aids add variety to your presentation by giving the audience a break from listening and letting them see something.

- Visual aids help illustrate complex ideas or concepts and are helpful in reinforcing your ideas.
THE PURPOSE OF USING VISUAL AIDS

- Enliven a difficult/boring subject
- Make a presentation entertaining
- Help the presenter to stick to the intended plan
IT IS ALL ABOUT THE BRAIN!
TYPES OF AUDIO VISUAL AIDS

- PowerPoint slides
- Overheads/transperencies
- Videos
- Objects
- Models
- Photographs
- Drawings
- Other: handouts, brochures, posters etc.
ON PREPARING VISUAL AIDS

Helpful Tips
Start with at least a rough outline / major points of the presentation before selecting the visual aid(s).

Your audio-visuals should be directly relevant to your presentation topic.

Each element of an audio-visual must be simple and contain only one message. Keep visual aids BRIEF.

Determine the difference between what you will say and what the visual aid will show. Do not read straight from your visuals.
- Ask the audience to read or listen, not both; visual aids should not provide reading material while you talk.

- Account for production time in your planning and selection process. Never leave their preparation to the last minute!
Use charts and graphs to support the presentation of numerical information.

When preparing graphics, make sure they are not too crowded in detail.

If you have handouts, don't let them become a distraction during the presentation.
Practice presenting the full program using audio-visuals to be familiar with their use and order.

Seek feedback on the clarity of your visuals and do so early enough to allow yourself time to make needed adjustments.

Your visual material should not contain grammar and spelling mistakes.
MAKING POWERPOINT SLIDES

Avoiding the Pitfalls of Bad Slides
ADVANTAGES OF POWERPOINT SLIDES

- Projects a professional image.
- Minimal expense
- Compact and portable.
- Slide shows are easy to email.
- Visuals easily edited.
ADVANTAGES OF POWERPOINT SLIDES

- Allows easy insertion of graphics.
- Slide show can be printed, copied and provided as handout material during presentation.
- Expands options through the use of multimedia such as animation, video clips and sound.
TIPS TO BE COVERED

- Outlines
- Slide Structure
- Fonts
- Color
- Background
- Spelling and Grammar
- Conclusions
- Questions
Present the outline of your presentation visually at the beginning of your speech

- Ex: previous slide

Follow the order of your outline for the rest of the presentation

- Only place main points on the outline slide
Why do people get bored in presentations?

What did people say?

What did we see?

Lessons learnt: GUIDELINES
SLIDE STRUCTURE

- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only
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 complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.
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
Use at least an 18-point font

Use different size fonts for main points and secondary points
  - this font is 28-point, the main point font is 32-point, and the title font is 44-point

Use a standard font like Times New Roman or Arial
SLIDE STRUCTURE - BAD

- Do not use distracting animation
- Do not go overboard with the animation
- Be consistent with the animation that you use
If you use a small font, your audience won’t be able to read what you have written.

- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ

- Don’t use a complicated font
COLOR - GOOD

- Use a color of font that contrasts sharply with the background
  + Ex: blue font on white background

- Use color to reinforce the logic of your structure
  + Ex: light blue title and dark blue text

- Use color to emphasize a point
  + But only use this occasionally
Using a font color that does not contrast with the background color is hard to read.

Using color for decoration is distracting and annoying.

Using a different color for each point is unnecessary.

Using a different color for secondary points is also unnecessary.

Trying to be creative can also be bad.
Use backgrounds that are simple

Use backgrounds which are light

Use the same background consistently throughout your presentation
Avoid backgrounds that are distracting or difficult to read from.

Always be consistent with the background that you use.
Use graphs rather than just charts and words:

- Data in graphs are easier to comprehend & retain than are raw data
- Trends are easier to visualize in graph form
Proof your slides for:

- spelling mistakes
- the use of repeated words
- grammatical errors you might have made

If English is not your first language, please have someone else check your presentation!
Use an effective and strong closing

Your audience is likely to remember your last words

Use a conclusion slide to:

Summarize the main points of your presentation
Provide a sense of closure
End your presentation with a simple question slide to:

+ Invite your audience to ask questions
+ Provide a visual aid during question period
+ Avoid ending a presentation abruptly
SAMPLE SLIDES

BY GARR REYNOLDS
3.2% of Japanese are “Obese”

- Japan: 3.2%
- France: 9.5%
- Canada: 22.4%
- Mexico: 24.2%
- USA: 32.2%

OECD Factbook 2007
The effectiveness of presenting to bullets

- People can’t read and listen effectively at the same time.
- Audiences may lose interest if the presenter reads from the bullet points.
- Presenting too much content can put people to sleep.
- Avoid ‘death by PowerPoint’.
Advertising in the USA

- First: a little history
- Does sex in advertising still work?
- Is this exploitation? Does it matter?
- What are the costs?
- Can you think of exceptions?

AdWorld 2008 The Future of Advertising

Sex in advertising
Does it still sell?
72% of part-time workers in Japan are women.
Less than 33% of U.S. adults are at a «healthy weight».
Alone time
“Ask not what your country can do for you—ask what you can do for your country.”

“I always think of public speaking as being a bit like jazz...”

— Sir Ken Robinson
66% of Americans are obese or overweight.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>134 million</td>
<td>(66%)</td>
</tr>
<tr>
<td>Women</td>
<td>65 million</td>
<td>(62%)</td>
</tr>
<tr>
<td>Men</td>
<td>69 million</td>
<td>(71%)</td>
</tr>
</tbody>
</table>

OECD Factbook 2007
90% of the freshwater in the world is
ICE
DELIVERY OF VISUAL AIDS

- **Tell your listeners what kind of visual you are displaying:**
  - “These are pictures of victims receiving CPR...”

- **Explain what the visual aid is designed to do or show:**
  - “This pie chart illustrates the distribution of ...”

- **Emphasize what the listeners should focus on:**
  - “Notice the blue segment that shows...”

- **Comment on/interpret the visual:**
  - “As can be understood from this graph, ...”
MORE SAMPLE SLIDES
Effective Learning
Dramatic Difference that Coaching Adds to Training

"I hear and I forget. I see and I remember. I do and I understand." — Confucius

Source of data: "Coaching for Performance" by Sir John Whitmore

1000ventures.com
GÖRSEL-İŞİTSEL ARAÇLARIN İZLEYICI ÖNÜNDE KULLANIMI

- Görsel malzemelerinizi güvenli bir şekilde kullanarak, dinleyicilerinize tablolarda, slaytlarda veya saydamlardaki bilgileri kavramaları için zaman tanıyın.
- Sunumunuzda gerekli olduğunu düşünerek işitsel malzeme ya da video kasetlerden yararlandığınızda, kullanım sırasında zaman kaybetmemeye dikkat edin.
DESCRIPTIVE EPIDEMIOLOGY
Worldwide

- Road traffic injury mortality rates:
  
  * Increase in the mortality rates of 10% between 1990 and 2002 (1)
  * Differences between developed and developing countries

Figure 3: Changes in road crashes mortality rates according to countries (1)
ALCOHOL, DRUGS AND FATIGUE

- alcohol:
  - 30% of the injured driver are under the influence of ALCOHOL

- fatigue:
  - the legislation is now only for professional drivers

- driving while drugged:
  - is increasing in recent years
    - methods for testing have to be developed
    - on medical drugs that affect the driving skills, the information is provided
Content highlights:

- Emotional eating
- Unhealthy dieting
- Smoking and weight control

“You know that mood affects what you eat... but you don’t think about it in your own child because they always seem to be happy-go-lucky.”

— Parent, OWH Focus Group, Albuquerque, NM, May, 2003
Drugs do not really help people lose weight and keep it off.

They can be addictive, and lead to dangerous physical problems if misused.
What’s Behind Population Growth

Three Factors
- Fertility
- Infant Mortality
- Longevity

Animal Domestication and Agriculture
- Provided for a few to feed many

Industrial Revolution
- Growth of Cities and Infrastructure
  - Water
  - Energy
  - Transportation
- Increased Productivity
- Nutrition
- Sanitation
- Medicine
Noun: Word that names

- A Person
- A Place
- A Thing
- An Idea
## Life expectancy at birth, 1970-1997

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>70.3</td>
<td>72.7</td>
<td>75.7</td>
<td>77.3</td>
<td>10.0</td>
</tr>
<tr>
<td>Belgium</td>
<td>71.2</td>
<td>73.2</td>
<td>76.0</td>
<td>76.8</td>
<td>7.9</td>
</tr>
<tr>
<td>Denmark</td>
<td>73.3</td>
<td>74.3</td>
<td>74.7</td>
<td>75.3</td>
<td>2.8</td>
</tr>
<tr>
<td>Finland</td>
<td>70.3</td>
<td>73.2</td>
<td>75.1</td>
<td>76.9</td>
<td>9.4</td>
</tr>
<tr>
<td>France</td>
<td>72.0</td>
<td>74.3</td>
<td>76.8</td>
<td>78.1</td>
<td>8.4</td>
</tr>
<tr>
<td>Germany</td>
<td>70.5</td>
<td>72.6</td>
<td>75.1</td>
<td>76.7</td>
<td>8.8</td>
</tr>
<tr>
<td>Greece</td>
<td>71.8</td>
<td>74.4</td>
<td>76.9</td>
<td>77.7</td>
<td>8.2</td>
</tr>
<tr>
<td>Ireland</td>
<td>71.1</td>
<td>72.7</td>
<td>74.6</td>
<td>75.9</td>
<td>6.8</td>
</tr>
<tr>
<td>Italy</td>
<td>71.9</td>
<td>73.9</td>
<td>77.1</td>
<td>78.2</td>
<td>8.8</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>70.3</td>
<td>72.7</td>
<td>75.2</td>
<td>76.5</td>
<td>8.7</td>
</tr>
<tr>
<td>Netherlands</td>
<td>73.5</td>
<td>75.7</td>
<td>76.9</td>
<td>77.5</td>
<td>5.4</td>
</tr>
<tr>
<td>Portugal</td>
<td>67.4</td>
<td>71.4</td>
<td>73.7</td>
<td>75.0</td>
<td>11.2</td>
</tr>
<tr>
<td>Spain</td>
<td>72.3</td>
<td>75.5</td>
<td>76.7</td>
<td>77.9</td>
<td>7.7</td>
</tr>
<tr>
<td>Sweden</td>
<td>74.5</td>
<td>75.9</td>
<td>77.5</td>
<td>79.1</td>
<td>6.2</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>71.7</td>
<td>73.8</td>
<td>75.6</td>
<td>77.1</td>
<td>7.6</td>
</tr>
<tr>
<td>United States</td>
<td>70.8</td>
<td>73.7</td>
<td>75.2</td>
<td>76.1</td>
<td>7.5</td>
</tr>
<tr>
<td>Japan</td>
<td>71.9</td>
<td>76.0</td>
<td>78.8</td>
<td>80.0</td>
<td>11.2</td>
</tr>
</tbody>
</table>

Music Is...

- **History** - reflects the times, country, and origin of its creation

- **Physical Education** - coordination of eyes, hands, fingers, lips, voice, facial, and diaphragm muscles in response to the sounds heard and interpreted

- **Art** - Use all of the technical aspects of music to create emotion and beauty
Inattention Blindness

A narrowed scope

Where drivers not using a hands-free cell phone looked.  
Where drivers using a hands-free cell phone looked.

Source: Transport Canada
Countless lives have been lost as a result.
THANK YOU