CREATING EFFECTIVE VISUAL AIDS

OVERVIEW

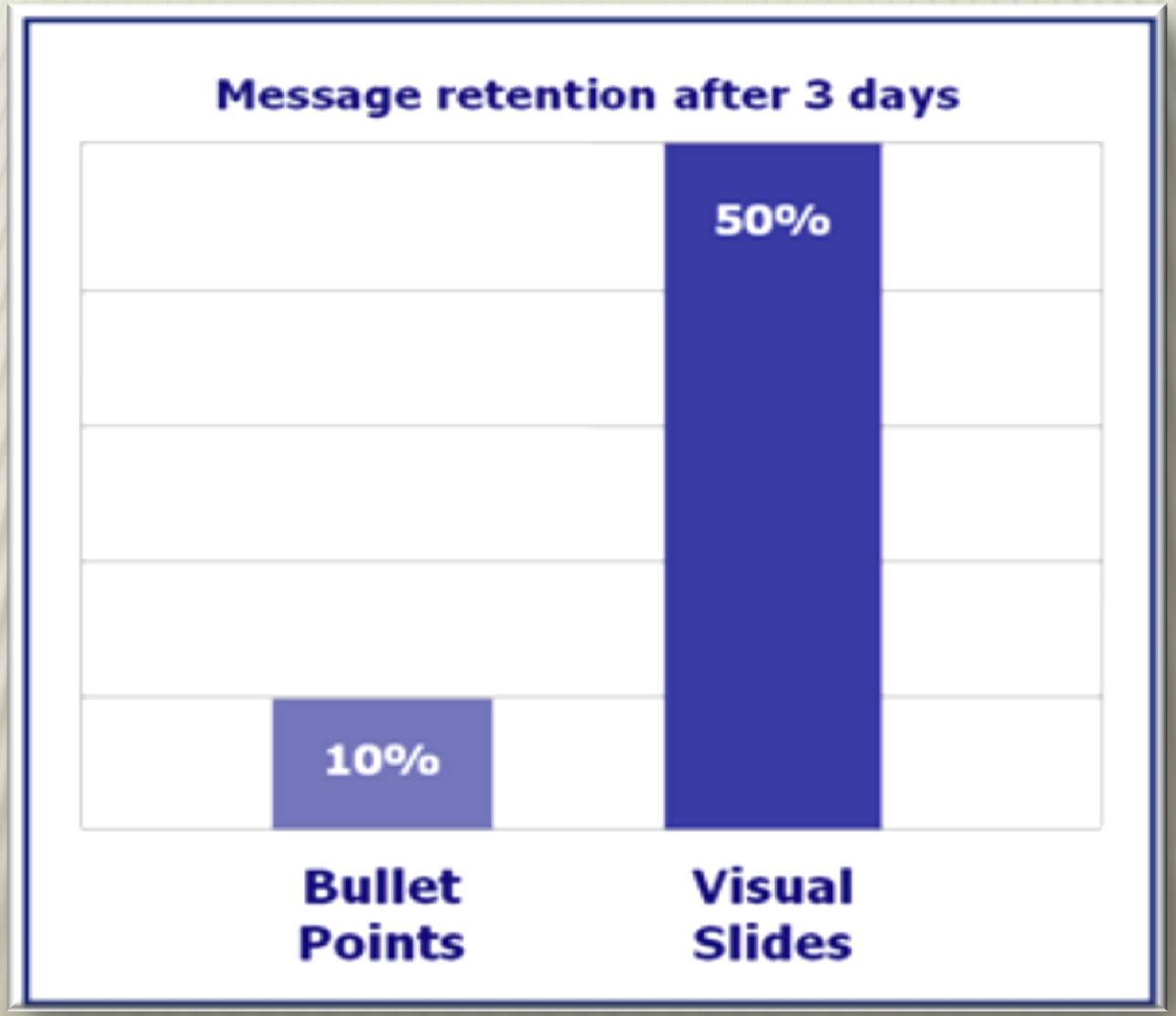
- The rationale behind using visual aids
- Tips for preparing effective visual aids
- Preparing effective PowerPoint slides
- Sample visual aids

VISUAL AIDS

- Enhance Understanding
- Add Variety
- Support Claims
- Have a Lasting Impact

HOW WE RECEIVE INFORMATION

HOW MUCH WE RETAIN



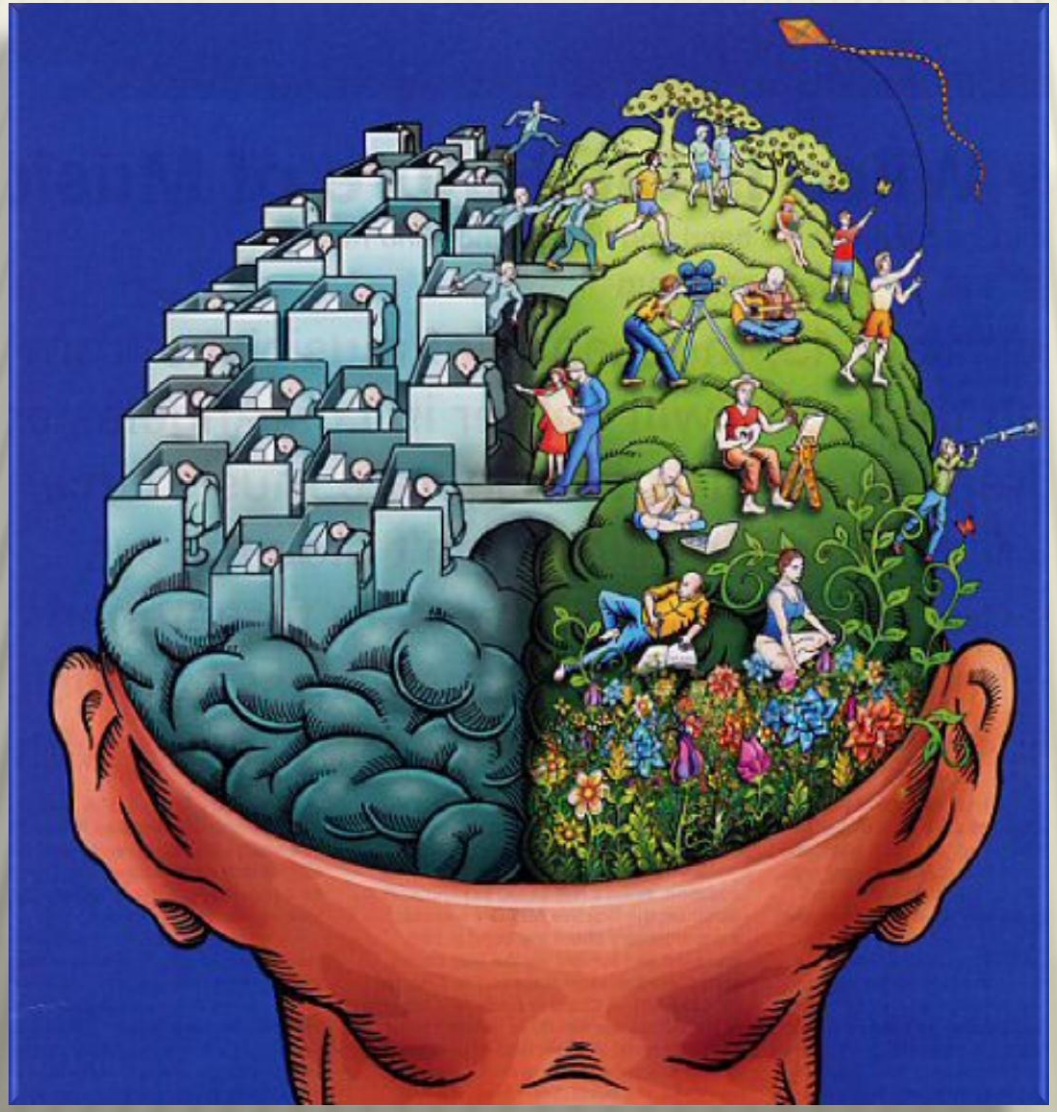
THE PURPOSE OF USING VISUAL AIDS

- 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

- 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

OUTLINE

- 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

SAMPLE: 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

SLIDE STRUCTURE - BAD

- 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.

SLIDE STRUCTURE – GOOD

- 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

FONTS - GOOD

- 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

FONTS - BAD

- 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

COLOR - BAD

- 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

BACKGROUND - GOOD

- Use backgrounds that are simple
- Use backgrounds which are light
- Use the same background consistently throughout your presentation

BACKGROUND – BAD

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

GRAPHS

- 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

SPELLING AND GRAMMAR

- Proof your slides for:
  - + speling mistakes
  - + the use of of repeated words
  - + grammatical errors you might have make
- If English is not your first language, please have someone else check your presentation!

CONCLUSION

- 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

QUESTIONS ?

- 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

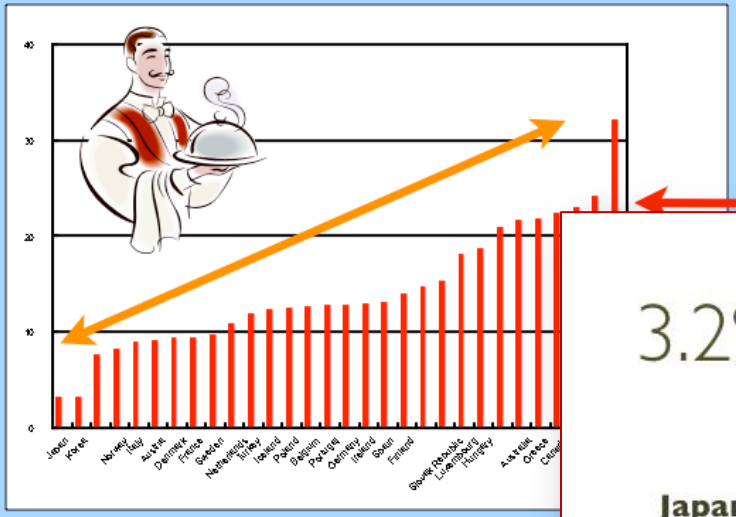
SAMPLE SLIDES

BY GARR REYNOLDS

BEFORE

Obesity among OCED nations

Percentage of population aged 15 and above with a BMI greater than 30 (2004)



- Lusto eros, facilisis lobortis lobortis hendrerit nostrud dignissim
- Lorem, dolore amet, blandit enim,
- suscipit minim aliquam ut odio

Japan	3.2
Korea	3.2

- Enim exerci ut praesent duis duis
- Lorem, dolore amet, blandit enim,
- Suscipit minim aliquam ut odio
- Consequat te, tation, luptatum ex

- Enim exer
- Lorem, do
- Suscipit m

AFTER

3.2% of Japanese are "Obese"

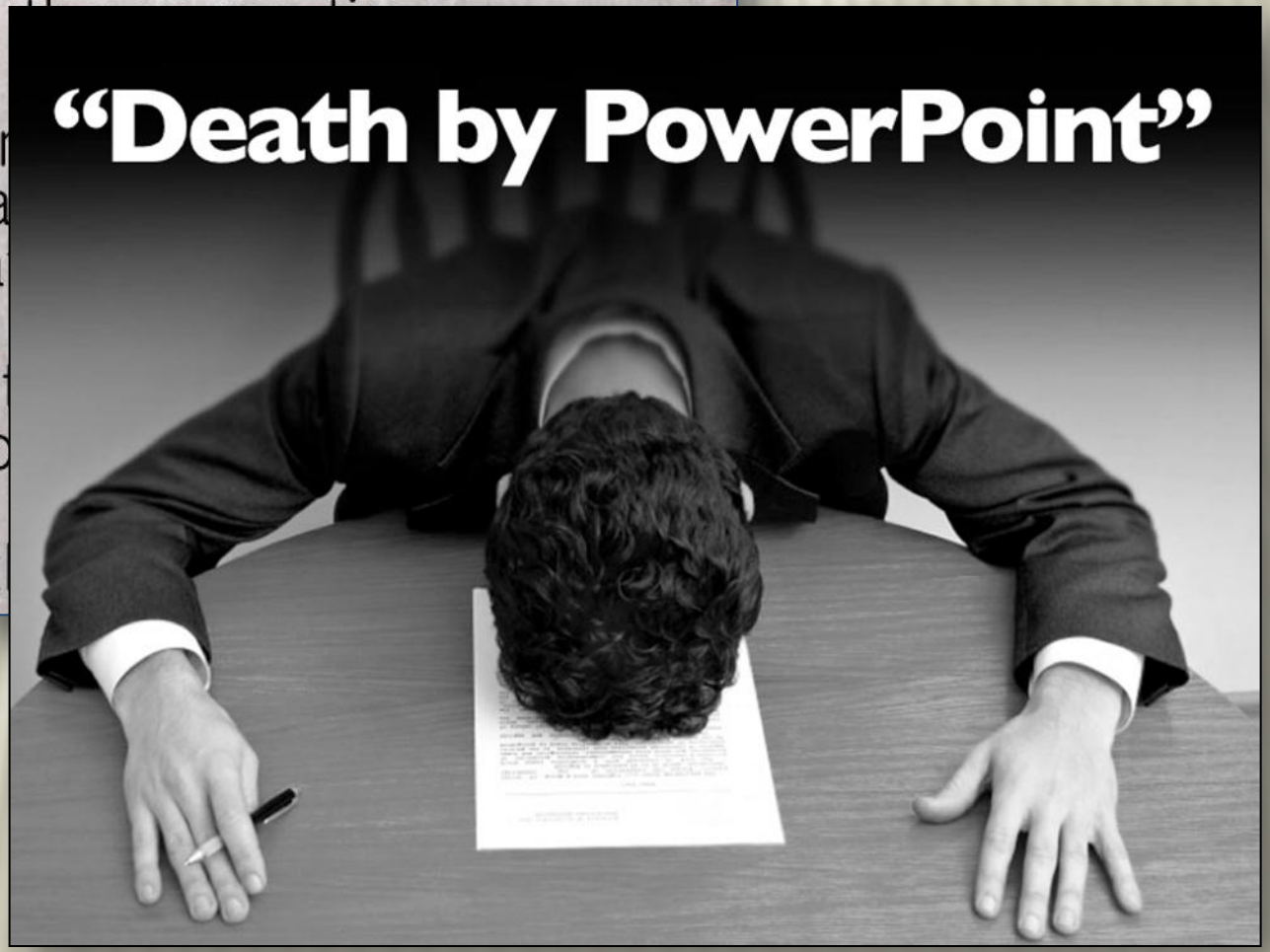
OECD Factbook 2007

BEFORE

The effectiveness of presenting to bullets

- People can't read and listen effectively at
- Audiences
presenter rea
thing they ha
- Presenting
put people to
- Avoid 'deat

AFTER



BEFORE

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 e

AdWorld 2008 The Future of Advertis

AFTER

Part-time workers by gender
Women
72%
Men
28%

72%

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.

All adults	134 million	(66%)
Women	65 million	(62%)
Men	69 million	(71%)

OECD Factbook 2007

90% of the
freshwater
in the
world is

ICE

DELIVERY OF VISUAL AIDS

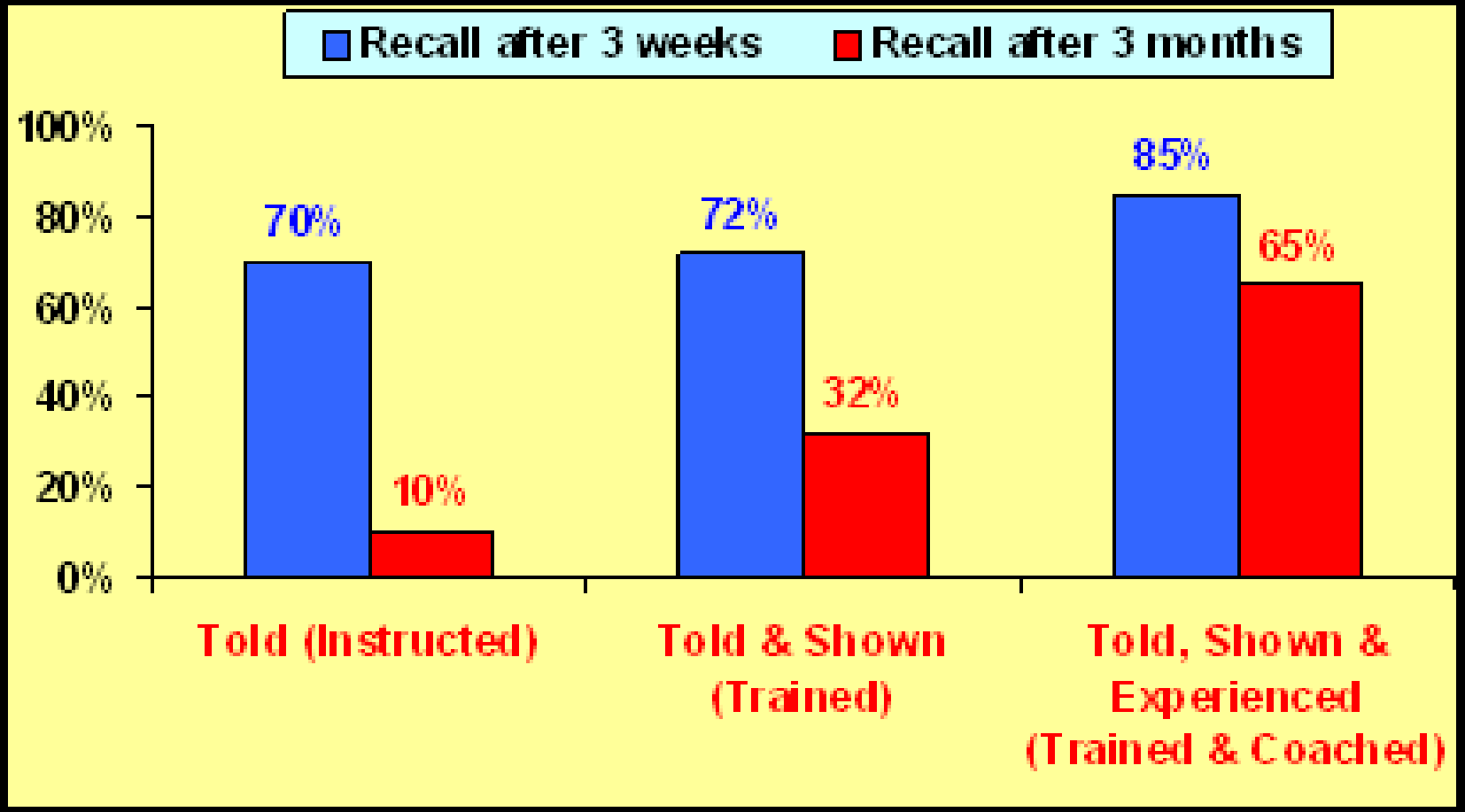
- Tell your listeners what kind of visual you are displaying:
  - "These are pictures of victims receiving CPR..."
- Explain what the visual aid is designed to do or show:
  - "This pie chart illustrates the distribution of ..."
- Emphasize what the listeners should focus on:
  - "Notice the blue segment 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-İŞITSEL ARAÇLARIN İZLEYICI ÖNÜNDE KULLANIMI

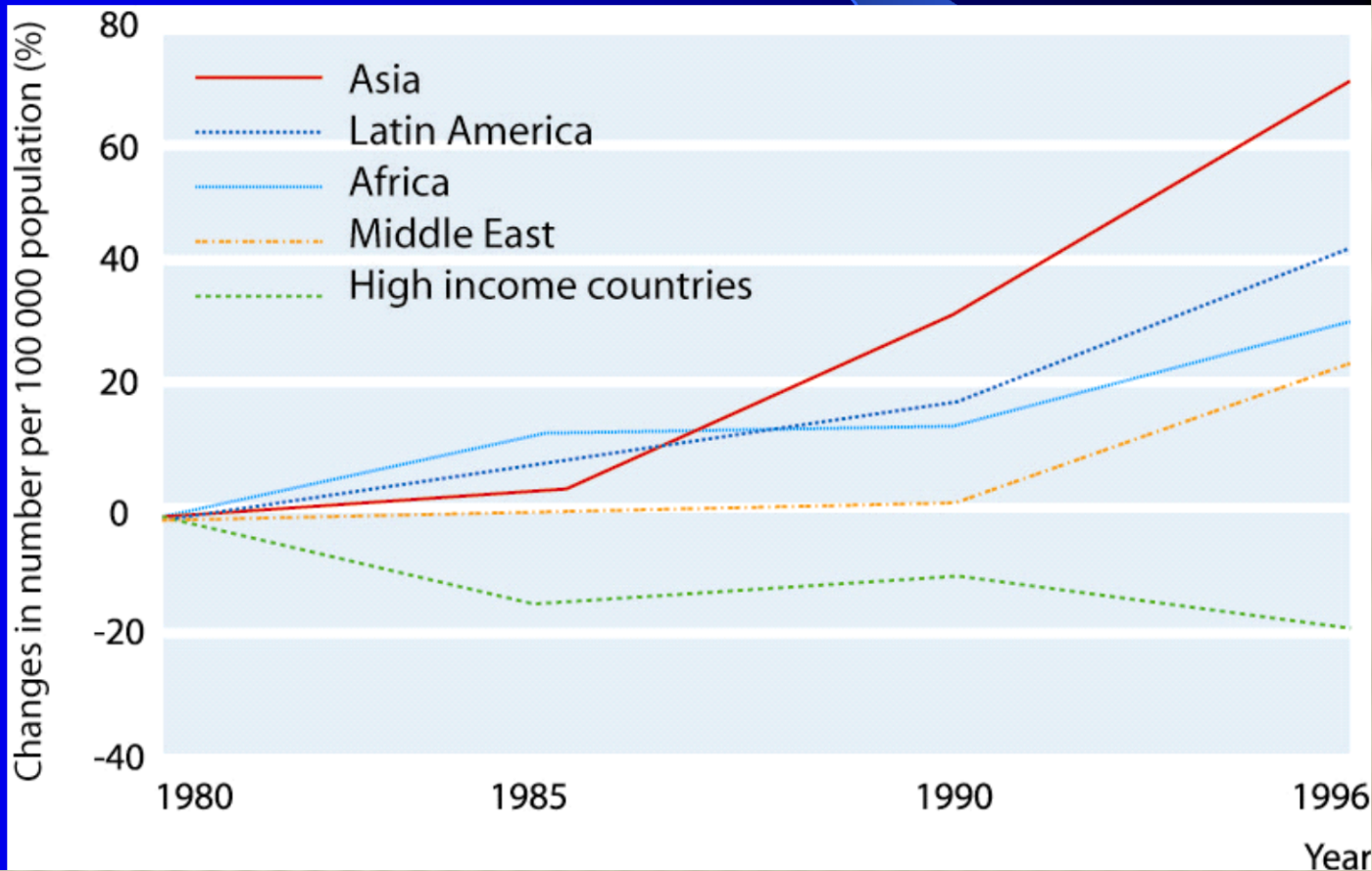
- Görsel malzemelerinizi güvenli bir şekilde kullanarak, dinleyicilerinize tablolarda, slaytlarda veya saydamlardaki bilgileri kavramaları için zaman tanıyın.
- Sunumunuzda gerekli olduğunu düşünerek işitsel malzeme ya da video kasetlerden yararlandığınızda, kullanım sırasında zaman kaybetmemeye dikkat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

DESCRIPTIVE EPIDEMIOLOGY
Worldwide

- **Road traffic injury mortality rates :**

  * **Increase in the mortality rates of 10% between 1990 and 2002 (1)**
  * **Differences between developped and developing countries**

Figure 3 : Changes in road crashes mortality rates according to countries (1)

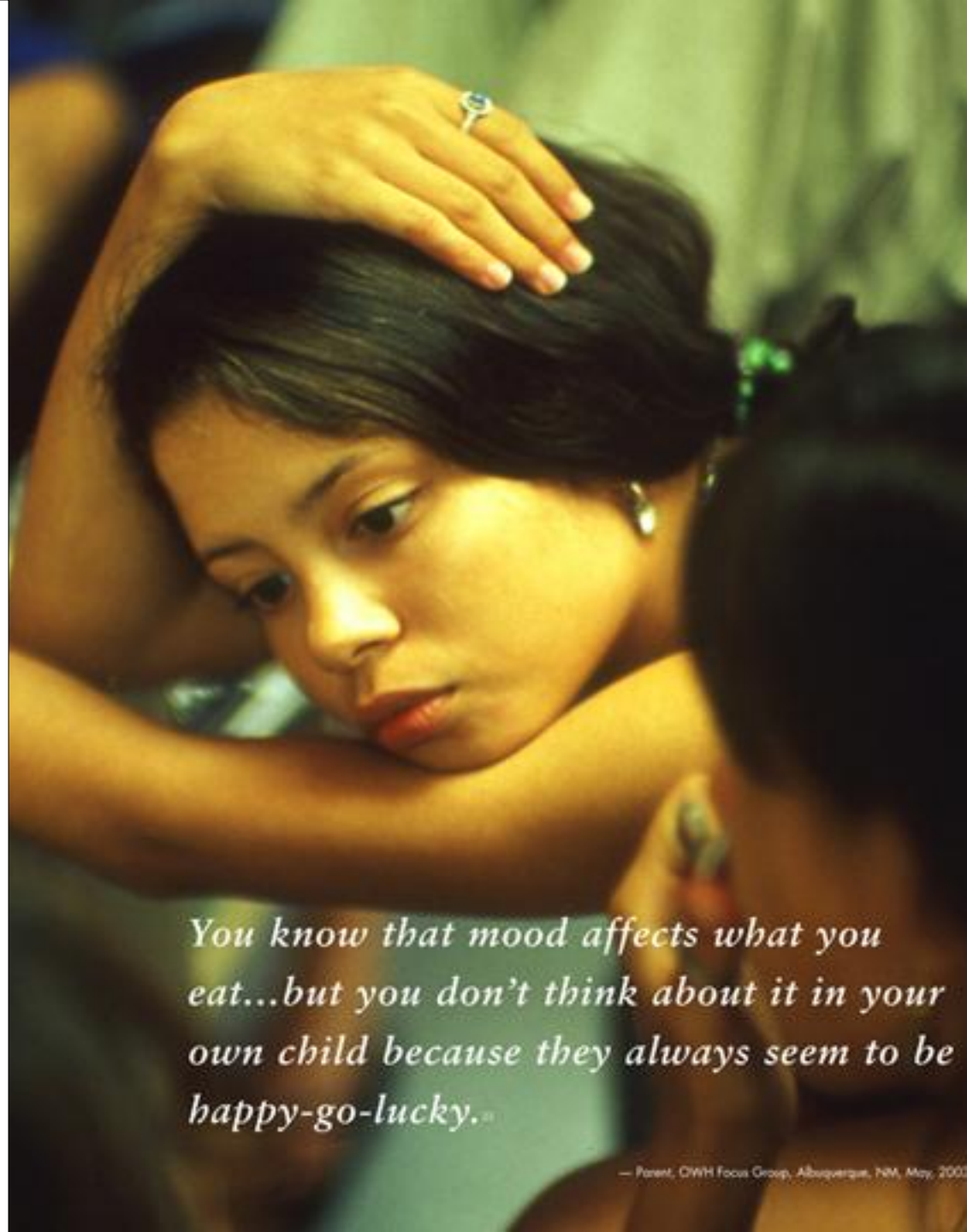


ALCOHOL, DRUGS AND FATIGUE

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



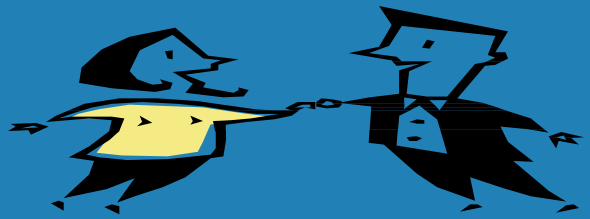
- Drugs do not really help people lose weight and keep it off.
- They can be addictive, and lead to dangerous physical problems if misused.

What's Behind Population Growth

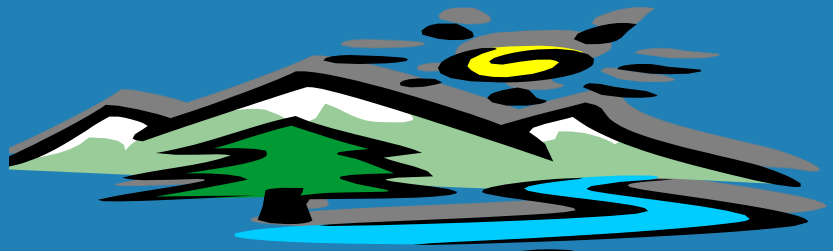
- Three Factors
  - Fertility
  - Infant Mortality
  - Longevity
- Animal Domestication and Agriculture
  - Provided for a few to feed many
- Industrial Revolution
  - Growth of Cities and Infrastructure
    - Water
    - Energy
    - Transportation
  - Increased Productivity
  - Nutrition
  - Sanitation
  - Medicine

Noun : Word that names

- A Person



- A Place



- A Thing

- An Idea

Life expectancy at birth, 1970-1997

	1970	1980	1990	1997	Change 1970-97 (in %)
Austria	70.3	72.7	75.7	77.3	10.0
Belgium	71.2	73.2	76.0	76.8	7.9
Denmark	73.3	74.3	74.7	75.3	2.8
Finland	70.3	73.2	75.1	76.9	9.4
France	72.0	74.3	76.8	78.1	8.4
Germany	70.5	72.6	75.1	76.7	8.8
Greece	71.8	74.4	76.9	77.7	8.2
Ireland	71.1	72.7	74.6	75.9	6.8
Italy	71.9	73.9	77.1	78.2	8.8
Luxembourg	70.3	72.7	75.2	76.5	8.7
Netherlands	73.5	75.7	76.9	77.5	5.4
Portugal	67.4	71.4	73.7	75.0	11.2
Spain	72.3	75.5	76.7	77.9	7.7
Sweden	74.5	75.9	77.5	79.1	6.2
United Kingdom	71.7	73.8	75.6	77.1	7.6
United States	70.8	73.7	75.2	76.1	7.5
Japan	71.9	76.0	78.8	80.0	11.2

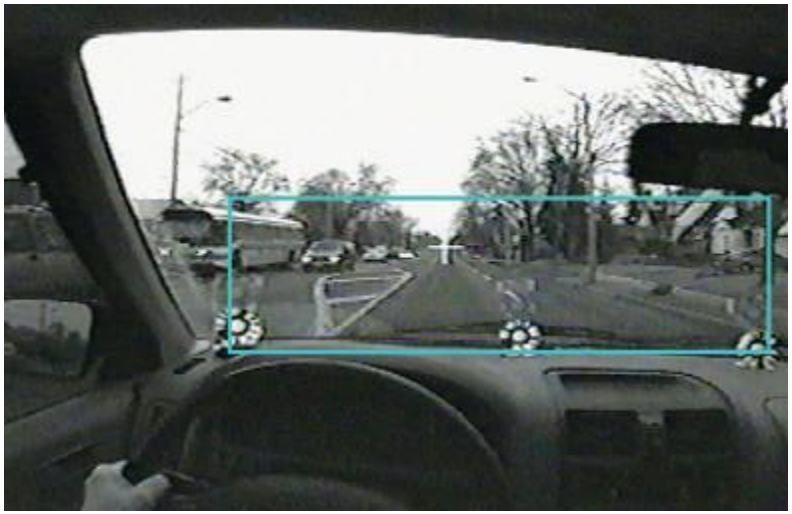
Source: World Bank World Development Indicators (2000).

Music Is…

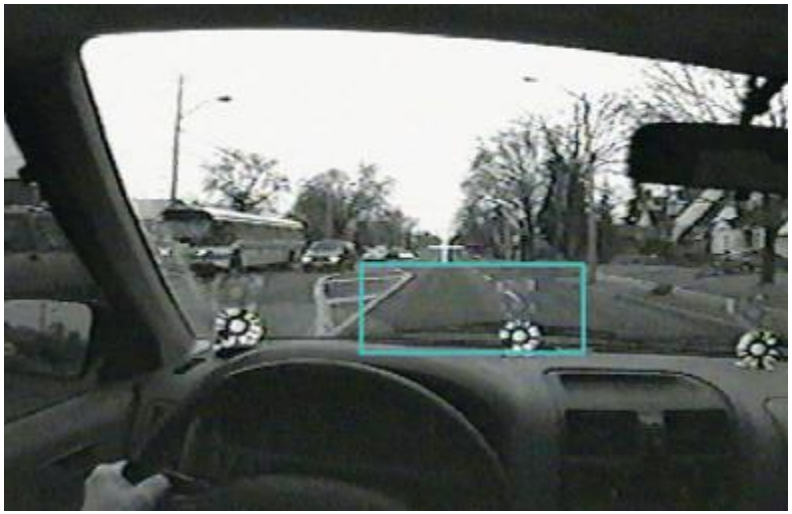
- History~ reflects the times, country, and origin of it's creation
- Physical Education~ coordination of eyes, hands, fingers, lips, voice, facial, and diaphragm muscles in response to the sounds heard and interpreted
- Art~ Use all of the technical aspects of music to create emotion and beauty

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

Joe, 12

Bailey, Merideth, Hannah, Sara and Katie

Cady, 16

Erica, 9

Jean and Jay, 58

Countless lives

have been lost as a result.

Linda, 61

Jason, 38

Lauren, 17

Matt, 25

Frances, 13

Jordan, 18

THANK YOU