

# **Tips for Using Audio Visuals During Your Presentation**

## **Objectives**

How to present using Power Point and flip charts

Confucius said "What I hear, I forget, what I see, I remember, but what I do, I understand."

## **Seven Reasons to Use Visual Aids**

1. Make you more persuasive.
2. People can grasp more information.
3. Add variety and emphasis to your talk.
4. Your message is both oral and visual.
5. Visuals help enhance your presentation.
6. Visuals help you to be concise
7. Visuals can help to organize meetings.

## **When to Use Visuals**

1. To clarify a point
2. Emphasize a point
3. Add variety
4. Change focus
5. Record the main points of a lecture
6. Enhance your professional presence.

## **When Not to use visual aids**

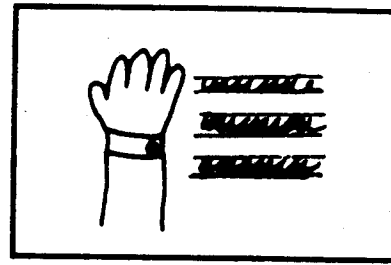
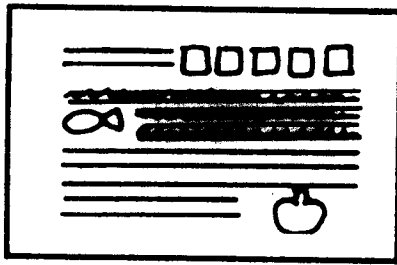
Don't use a visual aid when it:

1. Distracts or detracts from the focus of your talk.
2. Is poor quality.
3. Is irrelevant (even though it is interesting)
4. Is solely a time-filler.
5. Is outdated.
6. Doesn't suit your purpose.
7. Doesn't suit your audience.

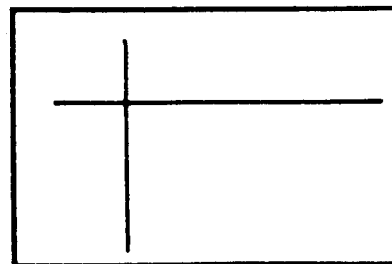
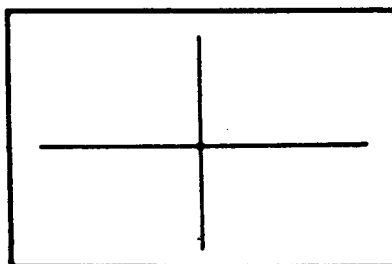
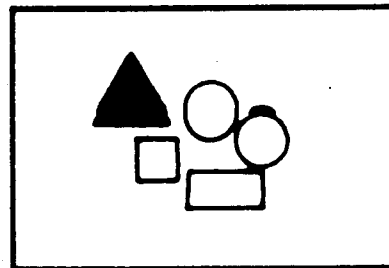
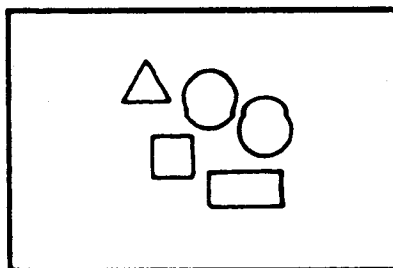
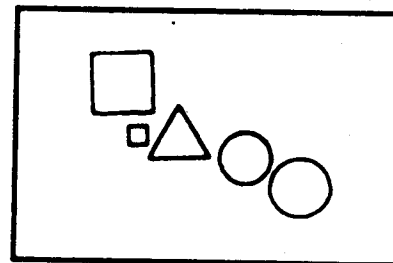
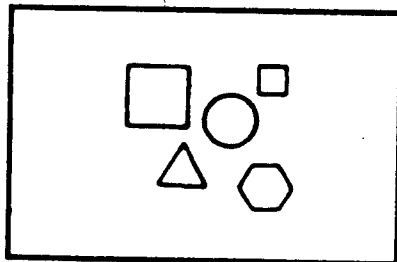
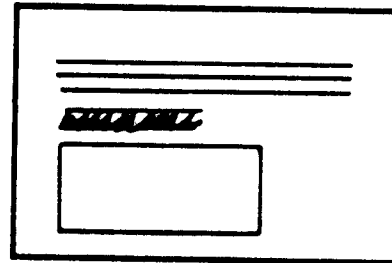
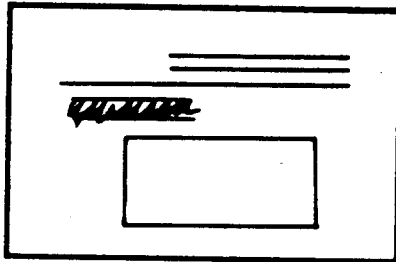
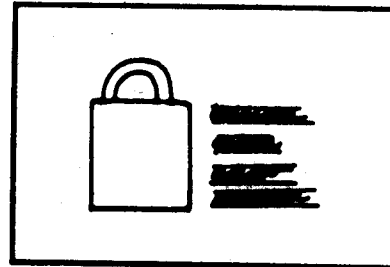
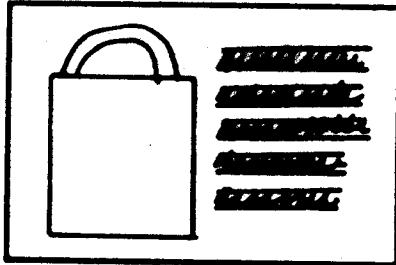
## **Six Basic Design Principles**

1. Keep it simple
2. Leave lots of white space.
3. Keep it organized.
4. Create a path for the eye
5. Make something dominant
6. Divide space in an interesting way.

Not this:



But this:



## **Styles**

1. No more than six or eight lines
2. Leave blank space around graphics
3. Put components slanting across diagonally – create a path for the eye
4. Highlight one of the components in one color
5. When you divide the slide into four parts do it so the four parts are of unequal size

## **Add Pizzazz**

Have you got the basic design for your title slide that is just fine, except it lacks snazziness?

Try:

- Turning it.
- Showing it inside out.
- Making it bigger –or smaller
- Making it shorter or taller
- Making it round or square
- Making it longer
- Making it darker- or lighter
- Making it glow
- Making it sparkle
- Making it bold
- Repeating it
- Coloring it
- Making it look wet
- Sharpening it – or softening it.
- Making it look more comfortable
- Adding human interest

## **Twelve things to REMEMBER**

Do

- Remember your audience when you plan visuals for a presentation
- Avoid Clutter a visual with too many words or numbers
- Produce a visual with a headline
- Face a person toward the center of the visual
- Use only necessary graphics
- Add a touch of color
- Use only six words per line, six to eight lines per slide
- Exclude non-essential words
- Use visuals with LARGE type
- Avoid all caps for large blocks of type
- Include only things you will talk about
- Remember to check your spelling and grammar and numbers

## **Presentation Techniques**

- 1. When in doubt leave it out**
- 2. Coordinate audio and visual**
- 3. Don't leave visuals up after you're finished.**
- 4. When the light goes on, there is drama.**
- 5. Face your audience and maintain eye contact.**
- 6. Remember that visuals are aids; you are the main attraction.**

## **Power Point Delivery**

- Can every word be seen from the back of the room?
- Is the image in focus?
- Does the image fill the screen?
- Are the slides in the right order?
- Do stand to the side of the screen.
- DO NOT block the screen.
- Is there enough light in the room for people to take notes?

## **Flip Charts**

- Change color for variety
- Print in neat, large letters
- Use bullets
- Add stars on key points
- Consider ruled lines between elements
- Underline for emphasis
- Highlight with boxes
- Can be prepared in advanced
- Leave a blank sheet in between
- Write notes to yourself in pencil
- Use tabs of masking tape to make it easier to turn the pages

## **Visual Aids Checklist**

Here is a two-page checklist you can copy and post on your wall. Use it as you prepare for your presentations. It will help you give a brilliant performance!

1. Know your audience – age, education, knowledge of topic, time of day
2. Select your medium by evaluating: audience, purpose, available equipment, room, time of day.
3. Plan the general layout of your visuals by doing some thumbnail sketches.
4. Keep your visual simple, clean (lots of white space), organized and logical.
5. Have a headline for every visual
6. Limit yourself to one idea per visual.
7. Add some color.
8. Follow the rule of six –no more than six words per line, six lines per visual.
9. Use the fewest words possible.
10. Keep items in lists grammatically parallel.
11. Use a simple typeface.
12. Use upper and lower case.
13. Include only items you will talk about.

14. Stick to one or two typefaces
15. Label every element of charts and graphs.
16. Design visuals for the back row.
17. If you're not sure a visual is necessary, don't use it.
18. At the presentation, set up the room so everyone can see the screen, the image is the right size for the audience, you won't block the audience's view
19. Don't read the slide
20. Change slides when you are finished talking about it.
21. Do block the LCD projector (with a tent card) if you don't want the participants to look at the screen.
22. Face your audience and maintain eye contact.
23. Do not put your back to the audience
24. Remember that you are the presentation; the visuals are aids.
25. Know your equipment.
26. Don't read aloud from your visuals.
27. If you use the flipchart, use bold colors and write with the fattest part of the marker.