Advantages of Visual Aids

Visual Aids:
- Strengthen the clarity of the speaker’s message
- Increase the interest of the speaker’s information
- Make a speaker’s message easier for listeners to retain
- Enhance the speaker’s credibility
- Can improve the speaker’s persuasion
- Helps combat stage fright

Types of Visual Aids:
- Objects
- Models
  - Small-scale of large object
  - Large-scale of small object
  - Life-sized model
- Photographs- enlarged
- Drawings
  - Diagrams, sketches, maps
  - Can be specifically designed for particular speech
- Graphs
  - Line- best for statistical trends
  - Pie- effective for distribution patterns
  - Bar- well suited for showing comparisons
- Charts
  - Summaries of large blocks of information
- Speaker’s body
  - Demonstration showing how to do something
  - Requires practice to coordinate body with words
- Transparencies
  - Inexpensive and easy
  - Writing must be large enough
  - Use appropriate font
  - Speaker should rehearse with overhead projector
  - Can use multiple layers for overhead
- Power Point- quick, easy, and effective
- Slides and Video footage
  - Slides best if you have many
  - Video is effective IF it is edited skillfully and integrated smoothly into speech
  - Speaker should practice with equipment in room before presenting
Guidelines for VA Preparation

• Prepare in advance!
• Keep them simple – should be straightforward, clear, and uncluttered
• Make sure visual aids are large enough
• Use Fonts that are easy to read
• Font size – should be 36 pt for titles 24 pt for subtitles
• Use color effectively

Tips for presenting Visual Aids

• Avoid using the chalkboard – back often faces the audience
• Display VA’s where they can be seen
• Avoid passing out VA’s among audience
• **Talk to audience NOT visual aid!!!!!**
• Explain visual aids clearly and concisely
• Practice with visual aid when rehearsing speech