

## 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

## Advantages of Visual Aids

### Visual Aids:

- 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

## Types of Visual Aids

- 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

## Types of Visual Aids

- Transparencies
  - Inexpensive and easy
  - Writing must be large enough
  - Use appropriate font
  - Speaker should rehearse with overhead projector
  - Can use multiple layers for overhead

## Types of Visual Aids

- Computer graphics can be converted into overhead transparencies
- Power Point slides can be converted into transparencies as long as a they can be integrated smoothly into speech without being distracting

## Types of Visual Aids

- Available to Use in the Group Presentation
- 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
- 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