

VISUAL AIDS IN ORAL PRESENTATIONS

COMMON VISUAL AIDS

Interactive Whiteboards



Overhead Projector



Videos



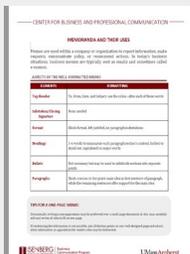
Flip Chart



Presentation Software



Handouts



VISUAL AIDS IN ORAL PRESENTATIONS

Visual aids are powerful tools to use in your oral presentation to support your ideas and convey content visually to your audience.

WRITING FOR GREATER VISIBILITY

General rules of thumb for writing and font sizes:

	Titles	Subtitles	Other
Charts	3"	2"	1.5 pt
Slides	24–40 pt	18–24 pt	14–18 pt
Handouts	16–18 pt	14 pt	11–12 pt

Make the wording easy to read by avoiding sentences or lines that are too long and wording that is written in too small font size. The more words you use, the smaller the words are and the harder they are to see.

Use good spacing to draw attention to points by adding spacing before and after sections, paragraphs, key content areas, etc.

Use professional word choices and language to enhance your credibility and demonstrate your knowledge of the subject matter.

Write clearly, concisely, and succinctly to convey your message effectively.

Choose headlines that are connected to the content written about below the headline.

Use a company logo, either yours or your customer's, as an effective design element on slides.

Complement the text with photos from an organization's website when designing slides about that organization.



STRATEGIES FOR USING VISUAL AIDS IN POWERPOINT OR PREZI

STRATEGY	WHY IT WORKS
Write in large print	Makes information easy for audiences to read and follow in bulleted format or short phrases.
Do not show too much information at once	Prevents the audience “anticipating” the speaker’s next remarks, jumping or reading ahead, and/or concentrating on points not yet introduced.
Used to clarify, illustrate, or support the presentation	Enhances the effectiveness of the presentation by referencing key aspects of the presentation.
Use effective visual aid strategies	Makes text easy to read, prevents repeat speech text, and keeps the presenter in control of content by allowing the speaker to add in detail, facts, etc. Use 6 to 12 lines per visual, preferably 6, using only keywords.
If more than one visual, number and label each one	Prevents visual aids from being shown out of order.
Turn off and/or remove when finished	Allows the audience to concentrate on the speaker, instead of the aid, which is important during Q&A.
Practice and rehearse with visuals	Eliminates poor timing or coordination of presenting aids with the speech and de-emphasizes the speaker’s lack of experience.

ABOUT THE BUSINESS COMMUNICATION CENTER:

The BCC provides one-on-one and small group coaching to undergraduate and graduate students, supports the instruction of communication content in other courses, and offers Isenberg faculty and staff expert communications-related resources and assistance. The BCC works with other Isenberg faculty, the Chase Career Center, and student groups to customize our services and meet the needs of the Isenberg community.