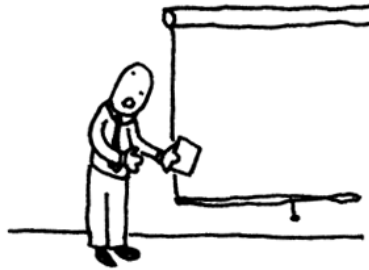


Audio-visual Aids

Audio-visual aids are used to enhance the presentation. They can be handouts, photos, whiteboard, flip chart, OHT, powerpoint slide show, microphone, music. Be sure to focus your preparation on the speech more than the audio-visual aids.



and now, let's dim the lights, so i can show you computer slides and read the exact text of the slides to you

Select and Use Visual Aids Effectively

Because we live in a time when communication is visual and verbal, visual aids that reinforce your meaning can enhance any oral presentation. Research has shown that oral presentations that use visuals are more persuasive, more interesting, more credible, and more professional--i.e., more effective--than presentations without such aids. Particularly if your presentation is long--20 minutes or more--visual aids can help your audience follow your ideas easily and with fewer lapses in attention.

The benefits of using visual aids include:

- They help your audience understand your ideas. You can use visual aids to announce each main point as you begin discussion of that point. You can also use visual aids to accentuate and illuminate important ideas. However, the message that the visual carries should be immediately apparent. If audience members have to study the visual to interpret its meaning, they will not be listening to you.
- They help the audience follow your argument, your "train" of thought. In both oral and written presentations, readers/listeners must perceive the pattern of organization to comprehend effectively. Even if you don't use formal visual aids,

you may want to write the outline for the main body of your presentation on a board or use a transparency to let your audience see your plan and trace your movement from one section of your presentation to another. . Powerpoint is an effective tool for developing and presenting outlines to aid listeners

- They make your presentation more memorable and thus increase the chances that what you said will be remembered.

Guidelines for using visual aids:

Many of the guidelines for using visual aids in oral presentations mirror those for written documents: they need to fit the needs of the audience; they must be simple; they must be clear and easy to understand.

How many visual aids should I use?

Some kinds of oral presentations will require one kind of visual aid; presentations conveying complex information may require several kinds of visual aids.

What type of visual aids should I use?

You can use drawings, graphs, props and objects, a blackboard with an outline, charts, demonstrations, pictures, statistics, cartoons, photographs, maps, etc. Use anything that will help people SEE what you MEAN!

How do I design effective visual aids?

Because your visual aids will be seen while the audience is listening to you, you will need to be sure that all visuals are as simple as possible and as easy to read:

- Avoid too much information on any single visual.
- Use boldface type in a font size that can be easily read.
- Use sans serif type because it produces a sharper image for slides and transparencies.
- Limit the fonts you use to two per visual.
- Avoid all caps.
- Use a type--size and font--that contrasts distinctly with the background.
- Avoid visuals that use too many colors--more than four on any one aid.
- If you are preparing slides or transparencies for video conferencing, use the plain background and a color--such as yellow or light green--and black text. Color can enhance a visual, but it can also reduce the effectiveness of the message. The point is to use good judgment in visual design. Use visual aids, but don't overdo color or text.

- Templates available in programs such as Powerpoint are tempting, but they may not be readable when text is placed on them!
- Avoid making your audience study your aids. If they are busy trying to decipher your visual aid, they will not be listening to you.
- Bar graphs, circle graphs, simple diagrams, pictures, and lists are standard types of visual aids. Whatever aid you decide to use, limit the aid to only the concept, data, or point you are trying to make. Use bar graphs, line graphs, or circle graphs rather than tables, particularly if the table has more than one column.. Tables are harder to interpret than a graphic presentation of the content. Also, tables can easily contain too much information and are more acceptable in written reports, where the reader has time to study them.
- Be sure that what the visual says is immediately evident.
- Computer graphics and programs such as Harvard Graphics, Powerpoint, and Excel in combination with color printers and slide projection equipment give you the opportunity to experiment with graphic design. Try developing visual aids that are visually pleasing as well as clear.
- Use technology whenever possible. Some web sites have visuals that you can use for presentations about that topic.
- Technology allows speakers to download graphs, drawings, and figures from the World Wide Web. The Web is perhaps one of the richest, newest, most colorful sources of visual aids.

Many presentation rooms now have ethernet connections and even computers that have the appropriate software to run a browser such as Netscape. When the computer is connected to an overhead projector, Web images can be shown on a screen. Because of the increasingly rich range of materials available on the World Wide Web, resources available to enhance any oral presentations are almost limitless. Even if the room in which you will give a presentation does not have ethernet connections, you can still print Web materials via a color copier onto paper or transparency masters.

How do I use my visual aids effectively?

The key to using graphics and visual aids effectively requires using them so that they make the maximum impact. Begin your presentation with no aids, as you want your audience to be listening to you, not looking at props, specimens, or other visual aids. Present the aid at the appropriate point in your presentation, then remove it immediately. Present the aid; give your audience a few seconds to comprehend it, and then comment on the aid. Use a pointer, such as a laser pointer, to focus your audience on the part of the graphic you are discussing.

- Be sure to speak slowly and deliberately as you explain or use a graphic to avoid confusing your audience. In addition, remember to talk to your audience members,

keeping eye contact with them, not your visual aid.

- When you use slides, tell the audience what they will see, show them the slide; give them time to digest what they are seeing; then comment on the slide.
- Turn off the projector lamp between slides. Do not begin talking about another topic while a slide, depicting a past topic, is still showing. Remember: people cannot see and listen at the same time.

Use color to influence mood and emotion. The colors for type, illustrations and backgrounds influence the way they are perceived. Here is a basic guide to using color in your presentations:

Red – excitement, alert
Green – growth
Yellow – confidence, warmth, wisdom
Purple – dignity, sophistication
White – professionalism, new, innocence
Blue – truth, trust, justice
Black – authority, strength
Orange – action, optimism
Brown – friendliness, warmth
Grey – integrity, maturity

Powerpoint Presentations

PowerPoint uses slides with a horizontal or "Landscape" orientation. The software was designed as a convenient way to display graphical information that would support the speaker and supplement the presentation. The slides themselves were never meant to be the "star of the show". People came to hear you and be moved or informed (or both) by you and your message. Don't let your message and your ability to tell a story get derailed by slides that are unnecessarily complicated, busy, or full of junk.

Remember – ***Keep the powerpoint simple!***

Limit bullet points and text.

Your presentation is for the benefit of the audience. But boring an audience with bullet point after bullet point is of little benefit to them. Which brings us to the issue of text. The best slides may have no text at all. This may sound insane given the dependency of text slides today, but the best PowerPoint slides will be virtually meaningless without the narration (that is you). Remember, the slides are meant to support the narration of the speaker.

Examples of Powerpoint slides:



This slide has too much text, it will be difficult to read and does not get the message across.



This slide is simpler, and contains the message. The audience can get the information in a few seconds.



This slide is even better. Remember you should be telling the audience the information at the same time.

Also notice that the first slide has a distracting background and cartoon clip art. The last two slides have a solid colour and a more professional image.



Which looks better? Why?

Animation and Sound effects

Powerpoint will allow you to animate text (make it move around) and does fancy transitions (as the slides change). It can also have sound effects.

My personal opinion is **DON'T use them.**

These are distracting from what you are saying.

Never be afraid to turn the slide show off during your presentation, or even put some blank slides in so the audience has to look at you.

Practice

If you are using slides, OHT or any other visual aid, remember to practice using it with your speech.

**Microphones**

With a good microphone, used properly, you can speak softly and personably, and then emphasize your points with more force. The variations are limitless.

The problems with microphones are that you are either limited to one place, or that you have a cord on the floor.

Check the microphone ahead of time.

It is important to arrive early for every presentation, so you have time to check the room setup and the equipment. And, of course, the microphone is part of that equipment.

To test the mike, never tap or blow into it. Both are hard on the equipment and signs of an amateur. Say something friendly and conversational like, “Good afternoon. Am I being heard clearly?” Most people will be happy to help. It is wise to check both sides of the room and moving to both sides of the platform or stage. Also you can find out with a stationary mike how far away you can be and still be heard. Try speaking both loudly and softly to get a feel for the balance.

Know how to turn the microphone on and off. If the sound system starts acting up by distorting, squealing, producing a lot of static, howling, clicking, cutting-in-and-out, going from loud to soft — this can happen more often than you can imagine — you must turn it off immediately. If you suddenly start coughing or sneezing, either turn off the mike or step away from it.