

# Visual aids





# Advantages of Visual Aids

- Clarity
- Interest
- Retention
- Credibility
- Persuasiveness



# Kinds of Visual Aids

- Objects
- Models
- Photographs
- Drawings
- Graphs





# Kinds of Visual Aids

- Charts
- Video
- Transparencies
- Multimedia presentations
- The speaker





# Models

**Objects, usually built to scale, that represent other objects in detail.**





# Kinds of Models

- Full-scale model
- Small-scale model of a large object
- Large-scale model of a small object





# Photographs

- ➔ **Must be large enough to be seen easily by all listeners**
- ➔ **Convert photographs to transparencies and show them with an overhead projector**
- ➔ **Show photographs with PowerPoint or another multimedia program**





# Drawings

- Can be a useful alternative to photographs
- Must be large enough to be seen easily by all listeners







This is what a  
person with dyslexia  
might see when  
reading this sentence.







# Graphs

**Visual aids used to show statistical trends and patterns.**





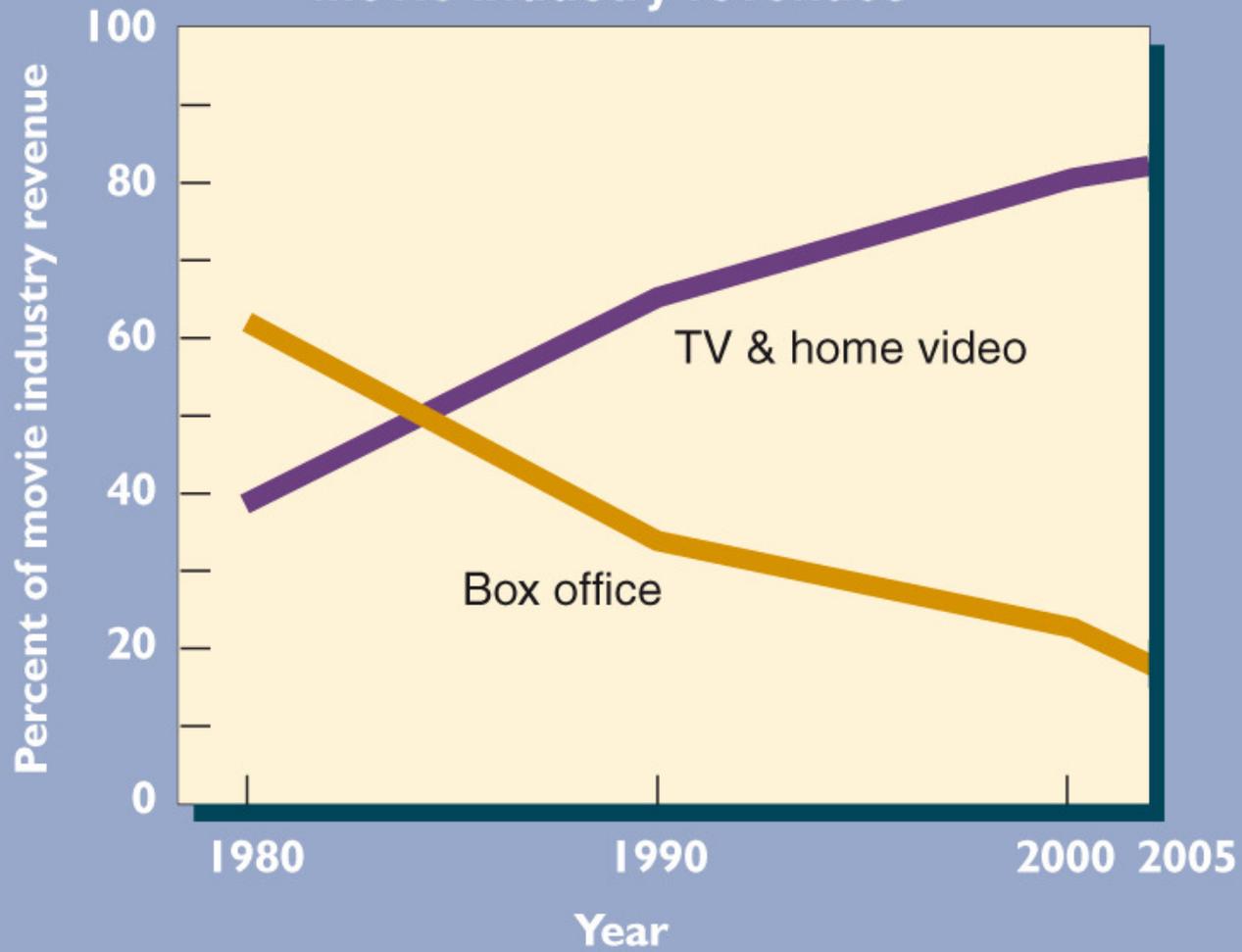
# Line Graph

**A graph that uses one or more lines to show changes in statistics over time or space.**





## Movie industry revenues





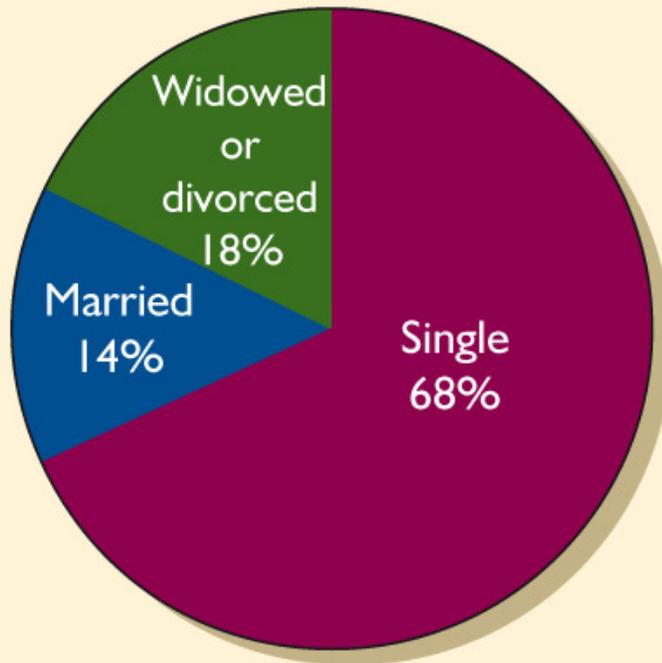
# Pie Chart

**A graph that highlights segments of a circle to show simple distribution patterns.**

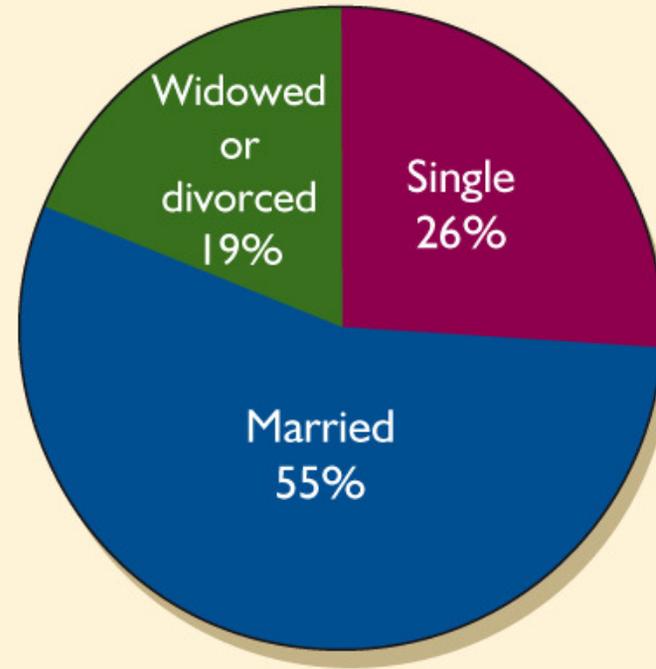




**1900**



**2005**

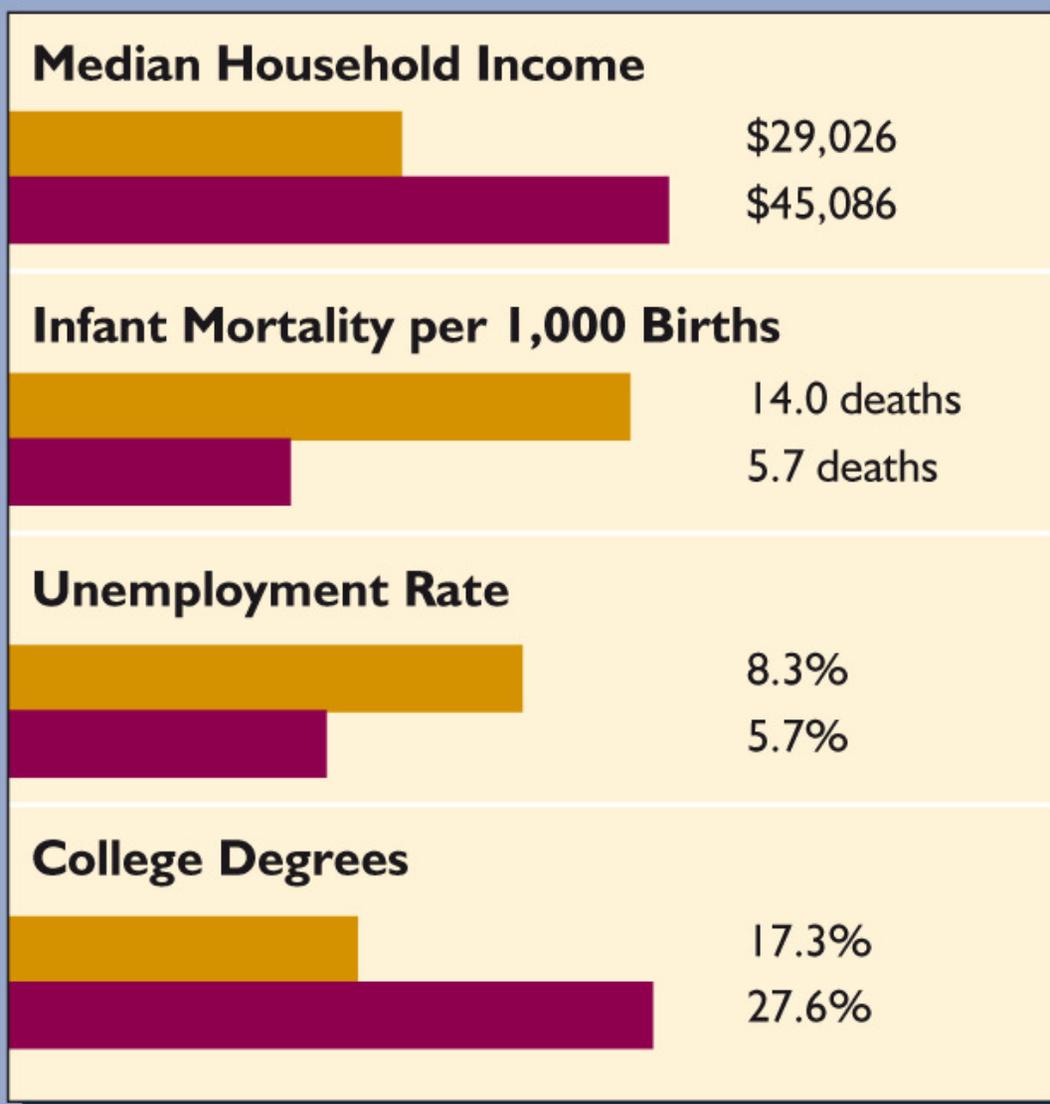




# Bar Graph

**A graph that uses vertical or horizontal bars to show comparisons among two or more items.**







# Chart

**A visual aid that summarizes a large block of information, usually in list form.**



<b>Region of Birth</b>	<b>Percent of U.S. Immigrants</b>
<b>Asia</b>	<b>33 percent</b>
<b>Mexico</b>	<b>19 percent</b>
<b>Europe</b>	<b>15 percent</b>
<b>Caribbean</b>	<b>10 percent</b>
<b>Central America</b>	<b>7 percent</b>
<b>South America</b>	<b>7 percent</b>
<b>Africa</b>	<b>6 percent</b>
<b>Other</b>	<b>3 percent</b>





# Transparencies

**Visual aids drawn, written, or printed on sheets of clear acetate and shown with an overhead projector.**





# Video

- Use video only when it is essential to communicate your message
- Edit video so it is smoothly integrated into your speech
- Make sure you can run the video equipment properly





**Multimedia Presentation**  
**A speech that combines several kinds of visual and/or audio aids in the same talk.**





## The Speaker as a Visual Aid

- The speaker's body can be used as a visual aid when demonstrating a procedure
- Doing a demonstration requires special practice to coordinate the speaker's words and actions



# Guidelines for Preparing Visual Aids

- Prepare visual aids in advance
- Keep visual aids simple
- Make sure visual aids are large enough
- Use fonts that are easy to read
- Use a limited number of fonts
- Use color effectively





# Guidelines for Presenting Visual Aids

- ➔ **Avoid using the chalkboard for visual aids**
- ➔ **Display visual aids where listeners can see them**
- ➔ **Avoid passing visual aids among the audience**



# Guidelines for Presenting Visual Aids



- Display visual aids only while discussing them
- Talk to the audience, not to your visual aid
- Explain visual aids clearly and concisely
- Practice with your visual aids

