

# Using Visual Aids

## Public Speaking

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*“A picture is worth a thousand words”*

### Purpose

- Presentational (or visual) aids are used to help the speaker clarify, enhance, or impact their audience. They can also be used to obtain credibility.
- Make complex information (such as statistics) easy to follow
- Keep main points in front of the audience
- Showing lists of important information that might otherwise be boring just to state. (e.g. Jonathan Edwards verses atheist)
- To help the audience remember more of your presentation
  - The average person will forget \_\_\_\_\_% of an audio presentation within \_\_\_\_\_ hours⊗
  - The more \_\_\_\_\_ that are involved, the more one will remember

### Types of Visual Aids

- **Flip charts, poster boards, or blackboards**
  - These can be used to display sketches, charts, graphs, diagrams, photographs, artwork, or computer generated images.
    - Make sure all of your visual aids are similar in size so you can handle them easier and you won't lose small pieces. You'll look better prepared and more professional.
    - Make sure you use colors well. Don't make the color scheme boring or too blended.
- **Hand-outs**
  - This will help the audience follow your presentation better and it will give them something that they can take home with them and still remember your speech at a later time.
  - Having \_\_\_\_\_ for them to fill in will also cause for them to \_\_\_\_\_ in your speech and \_\_\_\_\_ more attentively.
- **Physical Objects (Models)**
  - Actual objects to show the audience will also leave a memorable impression

- Large enough to be seen by everyone
- **Audio and Video clips**
  - Don't make the clips too long, otherwise you will bore your audience
  - Make sure you have the clip cued so you can get to it right away
    - Having to fast forward or rewind will make you look ill prepared and you will lose audience receptivity
- **Projected Images or Slides**
  - Overhead transparencies (OHP)
  - Computer generated images and programs will greatly enhance your presentation
    - Using a Liquid Crystal Display (LCD) can help you project your computer images at various ranges and sizes
    - Power Point

## **Benefits of Using Visual Aids**

### **For the audience**

- Makes it easier to grasp the information
- Makes it easier to remember
- Frequently is more impressive than a verbal only message

### **For the speaker**

- Requires you to memorize less
- Helps you relax while you present your speech

## **Other Suggestions**

- Design your visual aids so that they have a purpose and support your important information
- Make everything readable to the audience and make sure it can be read easily as well
- They should be LARGE, CLEAR, and UNCLUTTERED!
- Consider "add-on's" and "pull-offs" so that you can display information at the appropriate times
  - Timing is important concerning when to show the right amount of information
- Try to find more interesting ways to present information
- Prepare ahead of time by having the needed tape or other items to hold your visual aid up
  - Ask someone ahead of time if you are going to need an assistant
- Practice using your aids so that you are comfortable with it when you are in front of other people
  - You should be comfortable enough with it so that you can still look at the audience while you use your aid as well