VISUALS

What are visuals?
- graphs charts
- maps photos
- drawings images
- models video/film
- objects

What media are used?
- transparencies/slides
- Power Point slides
- video projection/projector
- handouts

It is often a good idea to give out a paper copy, called a handout, an outline, a glossary of key words, sources, any other visuals you plan to use, so people can take them away, not waste time in taking notes on key concepts.

What is the vocabulary of the equipment used?
- blackboard, whiteboard, paperboard
- chalk, felt tip pen or marker, eraser
- podium, lectern, overhead, overhead projector system (OHP)
- screen
- pointer
- microphone, mike
- projector

Vocabulary of graphs/chart
- line graph (algorithmic, linear curve, line)
- bar chart
- flip chart
- diagram
- pie chart (segment, slice of the pie)
- flow chart
- organization chart

What should you put on a visual?
- key words
- technical words
- lists
- examples
- diagrams
- charts

Why use visuals?
- to focus the audience's attention
- to illustrate points easier to understand in visual form but difficult in a verbal form (e.g. statistics)
- to reinforce ideas
- to change focus from aural/oral to visual
- to involve and motivate the audience
- to involve all the senses
- to serve as logical proof
- to save time and avoid putting information on a board
- to avoid turning your back to the audience when writing on a board
- to help the speaker
Text to put on a visual

- name, conference/company and company logo, date, title of presentation. Try to do this consistently
- full sentences are not to be used, unless a quote is given, give round figures
- keep text to a minimum

Size, layout, font (typeface) and size, colors.

- Size - A4
- Layout should be pleasant and easy to read: horizontal/landscape layout is preferable.
- Fonts: Arial, Helvetica, Times New Roman, Futura, Optima, Verdana, New Century, Schoolbook and Courier. Some companies impose a particular style.
- Font size - maybe 20 or more depending on the size of the room you will be speaking in. A good idea is to use different sizes for different types of text: i.e. 20 for main headings, 16 for subheadings, 14 for other text.
- Use CAPITAL LETTERS, bold face, italics, underlining, shading or highlight.
- If possible, use color transparencies (unless you are just showing text).

How many?
One every two minutes is sufficient. To show too many slides is worse than none at all.

General tips.

- Have the slides ready and in order.
- Check to see if the OHP is plugged in, in working order and in focus.
- Test the visual to see if people at the back of the room can see it.
- Stand to the side of the screen and face the audience.
- Mask to reveal only what you want the audience to see.
- Use a pointer or a pen to draw attention to a specific point.
- Visuals should be adjusted to the audience.
- Visuals should supplement the spoken message.
- Large enough for everyone to see. (Good idea to give out a paper copy, i.e. a handout, not at the same time though, as the audience may not look at you)
- Don't display too much information, too many colors or typefaces.
- Does the layout work?
- Are there any spelling mistakes or grammatical errors? Remember they are going to be in plain view all the time of your visual.

How should you present a visual in a presentation?
It is not sufficient just to put up a transparency on the screen and expect the audience to turn its attention to it, to understand it and make the link with what you are saying. We would suggest the following strategy: It is important to prepare your audience for what they are going to see. This keeps the audience on their toes and gives you the opportunity to position your visual correctly.

- Let's look at the current distribution of the market, as you can see...
- I'm going to show you now the most recent figures available...
- My next slide concerns the method by which...
Remember to draw the attention of the audience to the points that you wish to highlight but avoid redundancy by describing everything that is in the visual!

- As you can see....
- The first line of figures is the most revealing...
- Notice/observe how the increase has had an effect on the...
- What is important here is the way that...

You can also try to rephrase your point to give it emphasis, giving the audience time to absorb the information.

- In other words the number of employees has a direct effect on the...
- Or to look at it in another way every time you...
- That is to say no matter what technique is used, the results remain