

Advantages of Visual Aids

Visual Aids:

- Strengthen the clarity of the speaker's message
- Increase the interest of the speaker's information
- Make a speaker's message easier for listeners to retain
- Enhance the speaker's credibility
- Can improve the speaker's persuasion
- Helps combat stage fright

Types of Visual Aids:

- Objects
 - Models
 - Small-scale of large object
 - Large-scale of small object
 - Life-sized model
- Photographs- enlarged
- Drawings
 - Diagrams, sketches, maps
 - Can be specifically designed for particular speech
- Graphs
 - Line- best for statistical trends
 - Pie- effective for distribution patterns
 - Bar- well suited for showing comparisons
- Charts
 - Summaries of large blocks of information
- Speaker's body
 - Demonstration showing how to do something
 - Requires practice to coordinate body with words
- Transparencies
 - Inexpensive and easy
 - Writing must be large enough
 - Use appropriate font
 - Speaker should rehearse with overhead projector
 - Can use multiple layers for overhead
- Power Point- quick, easy, and effective
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- Slides and Video footage
 - Slides best if you have many
 - Video is effective IF it is edited skillfully and integrated smoothly into speech
 - Speaker should practice with equipment in room before presenting

Guidelines for VA Preparation

- Prepare in advance!
- Keep them simple- should be straightforward, clear, and uncluttered
- Make sure visual aids are large enough
- Use Fonts that are easy to read
- Font size – should be 36 pt for titles 24 pt for subtitles
- Use color effectively

Tips for presenting Visual Aids

- Avoid using the chalkboard – back often faces the audience
- Display VA's where they can be seen
- Avoid passing out VA's among audience
- **Talk to audience NOT visual aid!!!!!!**
- Explain visual aids clearly and concisely
- Practice with visual aid when rehearsing speech

Adapted from: Damon Hall's COM 114 Class Lecture Notes, Purdue University.
Morgan, Melanie (2003). Presentational speaking: Theory and practice. McGraw Hill.
Smith, R. E. (2001). Principles of human communication. 5th Ed. Dubuque, Iowa:
Kendall/Hunt Publishing Company.