UWL Public Speaking Center: Strategies for Visual Aids

Visual aids are like first impressions, they give the audience insight on how well prepared and credible you are on the subject.

We use visual aids when presenting to...
- **Strengthen** the clarity of the message you are delivering to your audience
- **Increases the interest** of the information
- **Enhances** your credibility of the subject
- Helps **combat stage fright**
- Easier for the listeners to **retain** the information
  - Pictures reinforce the verbal message being communicated

Common student problems with visual aids:
- Videos not loading properly
- Using platforms that require a password to access (Google Slides)
- Distracting visuals (GIFs)
- Inconsistent design, text, size of the information
- Information overload regarding statistical evidence

Best practices on creating and delivering an effective visual aid:
- **PowerPoint** is a great option for a variety of presentations
- Make sure if a video doesn’t load, you know how to properly summarize the content
- Always have a backup plan in case visual aid fail
- Submit presentations in a timely manner or follow the instructions from your course instructor
  - Keeps the class on track to finish speeches for the day
- Stick to one consistent design or theme with appropriate color and text size
- Know how to discuss any charts/tables that are used to explain your main points
  - Round numbers/percentages
  - For example, “nearly 10,000” instead of saying 9,874
- Do not keep an image on the screen too long
  - 1 minute maximum
  - Switch to a blank slide if no longer discussing the information being presented

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