Using Visual Aids Effectively

• Visual Aids can be an addition to your speech or they can be a distraction. If prepared and used correctly, they will be an asset to your speech.
• Types of Visual Aids include electronic and traditional (poster boards, flip charts, objects) visual aids
• When selecting a visual aid, make sure it has a professional appearance. Prepare the visual aid ahead of time.
• Make the words large enough to read – if an audience member has to squint to see, he/she will stop trying to see it.
• Use easy-to-read fonts and white space
• During the speech:
  1. Practice your presentation with your visual aids
  2. Make sure to have visual aids prepared ahead of time
  3. If you show a visual aid, you must refer to it and explain it.
  4. Once you are done explaining the visual aid, put it away or go to a blank slide. If the visual remains visible, your audience will continue to look at it and ignore you.
  5. Be sure to speak to the audience and not the visual aid
  6. Don’t read off of your visual aid. The less writing on a visual aid, the better it is. You supply the information. The visual is a supplement only.
  7. Keep visuals to a minimum.
  8. Don’t fall for power point poisoning — too many slides, all of your speech on the slides, you reading the slides.
  9. Use a variety of visual aids — people respond to visual aids differently