

## **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