



Suggestions for Improved Communication with Visual Aids

1. Prepare visuals and other aids early enough
2. Practice the presentation with all visuals and other aids
3. Know the visual well enough to talk about it without reading it
4. Talk about the visual aid

Some presenters might be helped by following this format:

- ALERT the audience that the aid is coming
- DISPLAY and DISCUSS the aid
- RELATE the aid to your point

5. Direct attention to important parts of the visual

- Consider using a pointer
- Stand next to the projection screen if you are pointing to it
- Use a small pen (or similar object) to point on the overhead

6. Check the audience's perspective before speaking

7. Time the use of all visuals

- Cover visuals until you're ready to refer to them
- Progressively reveal information (using "overlays" or "builds")
- Leave one side posters blank
- Leave blank pages between sheets of a flip chart
- Remove visuals when you're through with them

Suggestions for Improved Communication with Visual Aids (cont'd)

7. Plan the introduction of handouts

- Distribute **at the beginning** if you'll refer to them early
- Distribute **during the talk** if you can get the materials out relatively quickly
- Distribute **at the end** if the handout is complicated, contains material you won't refer to, or is a summary your points

8. Use visual aids to supplement (not replace) the presenter

- Consider beginning and ending without visuals
- Don't commit an excessive amount of time to visual materials

9. Plan for emergencies!

- Check all equipment on the day of the presentation
- Be ready to talk without your aides and without having to apologize excessively for "technical Difficulties"
- Have duplicate aids in reserve (handouts of the transparencies)

