

Unit C: Communication

Lesson 7: Presentation Tips— Visual Aids

Why Use Visual Aids?

- Increase audience members' understanding and retention
- Save time by not having to explain yourself several times
- Promote attentiveness
- Help control your nervousness

Common Types of Visual Aids

- ***Handouts***—key points from the presentation printed and distributed to the audience.
- ***Flip charts***—large pads of paper on easels.
- ***Presentation software***—computer-generated “slides” projected onto laptop or large screen.
- ***Props***—objects displayed or passed around to illustrate a point.

Selecting Visual Aids

Consider this:

- Information to convey
- Physical environment
- Available equipment
- Time available to prepare
- Amount of money to spend

Review/Summary

- What are the benefits of using visual aids?
- How do you utilize visual aids to enhance a presentation?
- Which visual aid will meet the needs of the situation?