Unit C: Communication

Lesson 7: Presentation Tips—Visual Aids

Student Learning Objectives:
Instruction in this lesson should result in students achieving the following objectives:
1. Identify the benefits of using visual aids.
2. Utilize visual aids to enhance a presentation.
3. Select visual aids that meet the needs of the situation.

Recommended Teaching Time: 1 hour

List of Equipment, Tools, Supplies, and Facilities:
- Writing surface
- PowerPoint Projector
- PowerPoint Slides
- Transparency Masters
- Copies of student worksheets

Terms: The following terms are presented in this lesson (shown in bold italics):

- Flip charts
- Handouts
- Presentation software
- Props

Interest Approach:

Set the context for today's learning by asking the following questions:

Script for Teacher: *When you are presenting, how many of you want to confuse your audience? How many of you don't want your audience to remember anything that you said or did? How many of you want your audience to fall asleep?*

Script for Teacher: *Obviously, we do not want these things to happen, and today's lesson will help us to prepare professional presentations using visual aids to keep these things from occurring. We will need your desire to become the best presenter you can be, and your willingness to discover new ways of bringing your presentations to life.*

SUMMARY OF CONTENT AND TEACHING STRATEGIES

Objective 1: Identify the benefits of using visual aids.
Anticipated Problem: What are the benefits of using visual aids?

Have the students work in small groups of two to three to create a list of benefits of using visual aids.

Script for Teacher: *First things first, why in the world would we want to take the time to develop and use visual aids? Brainstorm a list of at least three answers to the question: Why should a presenter use visual aids? You may work in pairs or trios to develop your list. Make sure one person in your group is capturing your thoughts on paper.*

Capture the students' best ideas on the writing surface.

(TM: 7-1 or PowerPoint Slide 2)
    I. Why use visual aids?
        A. Increase audience members' understanding and retention.
        B. Save time by not having to explain yourself several times.
        C. Promote attentiveness.
        D. Help control your nervousness.

Compare the notes on the Power Point projector to the student-created list.

Transition into the next objective.

Script for Teacher: *Now that we are sold on the benefits of using visual aids, let's take a look at five common types of visual aids.*

Objective 2: Utilize visual aids to enhance a presentation.

Anticipated Problem: How do you utilize visual aids to enhance a presentation?

Use WS: 7-1 for this objective's notes. Students simply need to figure out which term goes with which definition.

Script for Teacher: *Using the activity sheet, match the correct visual aid with the correct definition. When you are finished, compare your paper to a neighbor.*

(PowerPoint Slide 3)
    II. Common types of visual aids
        A. ***Handouts***—key points from the presentation printed and distributed to the audience.
        B. ***Flip charts***—large pads of paper on easels.
        C. ***Presentation software***—computer-generated "slides" projected onto laptop or large screen.
        D. ***Props***—objects displayed or passed around to illustrate a point.

If resources allow, show an example of each type of visual aid.

Provide students with a copy of WS: 7-2. This worksheet provides five tips for using each of the types of visual aids. If time permits, give them five to ten minutes to read over the tips for each type of visual aid, and star the one tip they think is most important for each type.

Transition into the third objective.

Script for Teacher: *Obviously, we wouldn't use all five types in one presentation, and different situations call for different types of visual aids. Let's answer the question, "How do I select type to use?"*

Objective 3: Select visual aids that meet the needs of the situation.

Anticipated Problem: Which visual aid will meet the needs of the situation?

Provide the following notes on TM: 7-2 or PowerPoint Slide 4. As you present each item, discuss with the class how it relates to the five types of visual aids.

(PowerPoint Slide 4)

    III. Selecting Visual Aids
        A. Consider this:
            1. Information to convey.

Ask the class the following discussion questions. The possible responses are included.

Script for Teacher: *Which visual aids would you use if you had a lot of information to provide?*

Handouts

Script for Teacher: *How about if you just wanted to peak their curiosity or spark their interest?*

Props

Script for Teacher: *What if you needed to show colorful charts or graphs?*

Presentation software, handouts

Script for Teacher: *Pretend that you want to brainstorm a quick list for the audience. What would work well?*

Flip charts

            2. Physical environment.

Ask the class the following discussion questions. The possible responses are included.

Script for Teacher: *Which visual aids would work best in a large room with a lot of people?*

Presentation software, handouts

Script for Teacher: *Which types would you use in a smaller setting with less than fifty people?*

They all would work well.

Script for Teacher: *What would you need to think about if the room cannot be darkened?*

It would be difficult to use presentation software.

      3. Available equipment.

Ask the class the following discussion questions. The possible responses are included.

Script for Teacher: *What equipment would you need for presentation software?*

Computer, software program, projector, screen or bare wall, extension cords

Script for Teacher: *If you are using a flip chart, what will you need?*

An easel, markers

      4. Time available to prepare.

Ask the class the following discussion question. The possible responses are included.

Script for Teacher: *Which types of visual aids would require a lot of time to develop?*

Presentation software, possibly handouts

      5. Amount of money to spend.

Ask the class the following discussion question. The possible responses are included.

Script for Teacher: *Which types are expensive?*

Presentation software, if computer-generated and in color, color handouts, flip chart pads

Ask the students if there is anything further to consider.

Script for Teacher: *What else could we add to our list?*

Review/Summary: Use the questions on **PowerPoint Slide 5** to review the objectives of this lesson.

Divide the students into groups of three. Have the students in each group decide if they are a one, two, or three. Ones are to draw pictures representing Objective 1: Benefits of Using Visual Aids. Twos are to draw pictures representing Objective 2: Types of Visual Aids. Threes are to draw pictures representing Objective 3: Selecting Visual Aids.

Application: Have students create and use at least two of the visual aids in the lesson for an informative speech. Also, have students use an internet search engine such as www.google.com to locate related information. Try searching for "using flip charts" or "creating handouts." Have the students report back with their findings.

Evaluation: Evaluation should focus on student achievement of the objectives for the lesson. A sample test is included.

Answers to Sample Test:

Part One: Short Answer

1. Three of the following:
    - Increase audience members' understanding and retention.
    - Save time by not having to explain yourself several times.
    - Promote attentiveness.
    - Help control your nervousness.

Part Two: Fill-in-the-blank

2. Flip charts
3. Props
4. Presentation software
5. Handouts

Part Three: Essay

Answers will vary; but should include information such as:
- Information to convey
- Physical environment
- Available equipment
- Time available to prepare
- Amount of money to spend

Presentation Tips—Visual Aids

Part One: Short Answer.

1. List three benefits of using visual aids discussed in class.

Part Two: Fill-in-the-blank.

Instructions: Write the correct visual aid in the blank.

2. Large pads of paper on easels--_____

3. Objects displayed or passed around to illustrate a point--_____

4. Computer-generated "slides" projected onto laptop or large screen--
   _____

5. Key points from the presentation printed and distributed to the audience--
   _____

Part Three: Essay.

Instructions: Answer completely using proper grammar and spelling.

How would you select which type(s) of visual aids to use in a presentation?

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

SELECTING VISUAL AIDS

Consider this:

➤Information to convey

➤Physical environment

➤Available equipment

➤Time available to prepare

➤Amount of money to spend

WS: 7-1

Directions:

Write the name of the correct visual aid in the blank. When you are finished, compare with a neighbor. Include this handout as a part of your notes.

    II. Common types of visual aids

        A. Key points from the presentation printed and distributed to the audience--

            _____

        B. Large pads of paper on easels--_____

        C. Computer-generated "slides" projected onto laptop or large screen--

            _____

        D. Objects displayed or passed around to illustrate a point--_____

Handouts

Flip charts

Props

Presentation software

SUPER TIPS FOR USING VISUAL AIDS

A. Flip charts

1. Consider the size of your audience. They work best in smaller rooms with less than fifty people.
2. Use lots of color alternated between headings and separate lines. Use special flip chart markers to prevent bleed-through. Black, blue, and green have the best visibility. Red, yellow, and orange are difficult to read, so don't use them for lettering.
3. Buy flip charts with grids on them to assist you in writing level and drawing straight lines.
4. Consider using two flip charts. One can be prepared ahead of time and used for predetermined points; the other can have blank pages for group brainstorming.
5. Make your lettering large enough for everyone to see. Here are some guidelines: heading should be 7.5 cm high, subheadings 5 cm, and body text at least 2.5 cm.

B. Handouts

1. Provide space for the audience to make notes and to write their own thoughts and questions. Use fill-in-the-blanks to encourage audience to follow along.
2. Use headers and page numbers to assist with referencing specific pages in multiple-page handouts.
3. Include pictures, drawings, graphs, and/or diagrams to add visual impact and clarity. Use color if your budget allows.
4. Use at least a 12 point font.
5. If you distribute copies of your visual aids (overheads, slides) as handouts, do so before your speech so people can follow along and take notes. If you distribute copies of your speech or an outline of it, do so after the presentation has concluded. This will keep audience members from "reading ahead."

C. Presentation Software

1. Select your color scheme carefully. Use dark colors for the background and light colors for text. Choose two to three colors, and use them consistently throughout the entire presentation.
2. Use a large, easily read font such as Arial. Keep text to a minimum. A good rule of thumb is five to seven words per line, and five to seven lines per slide.

3. Incorporate charts, graphics, and photographs; however, be careful when stretching or shrinking images, as distortion may occur. Use transitions and animations, but be careful. They can make a presentation look unprofessional if overdone.
4. Don't just read what is on your slides; blend the projected text naturally into your speech. Introduce each slide with an overview comment, then project the slide.
5. Be prepared for technical difficulties. Have a copy of your slides formatted as overhead transparencies. Bring an extra disk with your presentation on it. Check to make sure your connecting cables are compatible with the computer and projector.

D. Props

1. Create a "bag of tricks," which contains various items that could come in handy for props. Choose things that might be humorous, interesting, unique, etc.
2. If you plan to pass the prop around, do so with caution. If an item is being passed around while you are talking, the audience members may be distracted.
3. The size of your prop should be proportionate to the size of your audience: the bigger the audience, the bigger the prop, and vice versa.
4. Normally, you should keep "special" props hidden until you are ready to use them.
5. Make sure the prop can be seen from all parts of the room.