

Choosing the Right Visual Aid

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WHAT'S COVERED

In this lesson, you will learn how to determine which type of visual aid is best for your speech. Specifically, this lesson will cover:

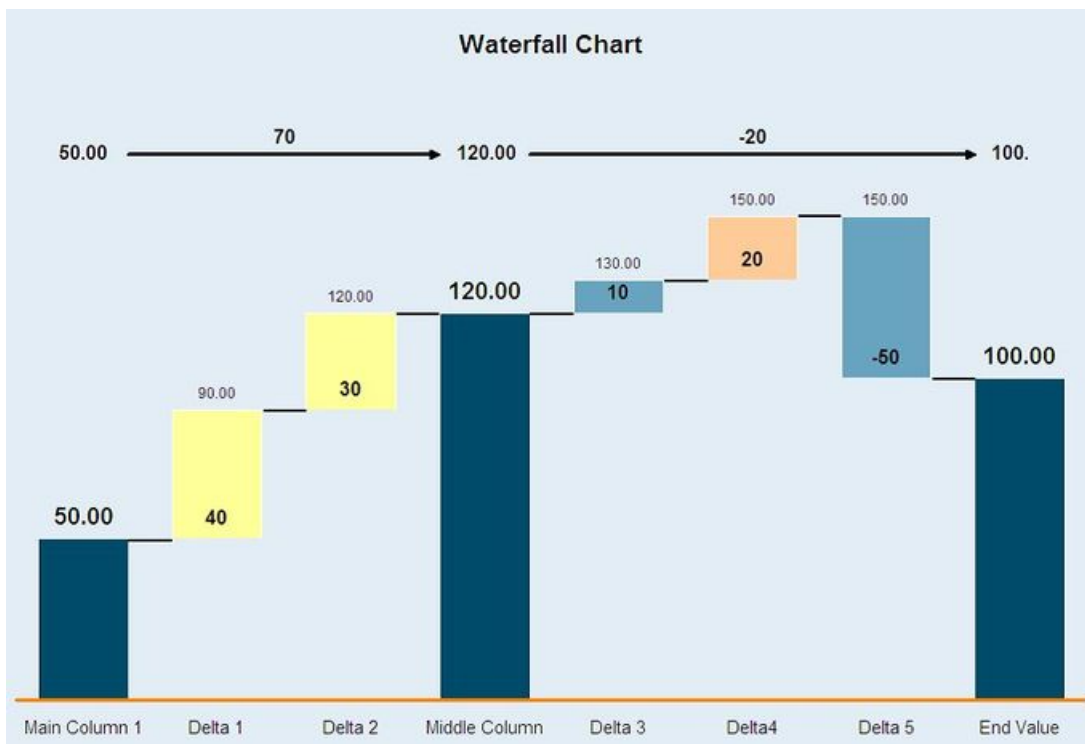
1. Choosing the Right Visual Aid

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Visual communication relies on vision, and is primarily presented or expressed with two dimensional images.

These may include the following:

- Typography
- Drawing
- Graphic design
- Illustration
- Color
- Electronic resources



It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience. One way to make your presentation vivid and memorable is through the use of visual aids. Although computer generated and projected visual - and presentation - aids are commonly used, it is still important to understand how to use them or any other type of visual aids in your presentation.

There are many different types of visual aids. The type of visual aid a speaker uses depends on his preference and the information he is trying to present. In order to determine the type of visual aid to use, begin by writing your outline first, focusing on the main points of your presentation and taking into consideration your audience and any cultural contexts.

Select visual aids that are appropriate to the point that you wish to illustrate or clarify. Visual aids should support, clarify, and amplify, not repeat what you are saying. In order to make sure that the intent of your visual aid is clear, try to use only important or memorable words or phrases. For example, eliminate any unnecessary word slides or overcrowding of visual aids. Pictorial slides and appropriate color usage have the biggest impact.

It is important to consider if your visual aid can be seen and understood by the member of your audience who is farthest from the screen when choosing to use it. In order to do this, test out your visual aids in different environments. Practice with your visual aid when going through your presentation for timing and familiarity.

Try to avoid beginning or ending your presentation with a visual aid unless it is key in opening your presentation or making a significant point. Introduce visual aids so that they blend smoothly with your speech and highlight your main points or provide clarity to examples. It is important to maintain eye contact; talk to your audience, not the visual aid throughout your presentation.

Practice going through your presentation and coordinating your points with your visual aids when discussing them. Avoid passing hard copies of your visual aids around to the audience as it is often a distraction. Do try to provide interactive aspects into your visual aids that involve the audience such as polls, feedback requests, and interactive activities.

Here are some examples of visual aids:

- Photographs
- Drawings or diagrams
- Graphs
- Display charts
- Video excerpts



TERM TO KNOW

Visual Communication

The communication through visual aid and the conveyance of ideas and information in forms that can be read or looked upon.



SUMMARY

In this lesson, you learned that **visual aids** should support, clarify, and amplify, not repeat what you are saying. In order to make sure that the intent of your visual aid is clear try to use only important or memorable words or phrases. It is important to consider if your visual can be seen and understood by the member of your audience who is farthest from the screen when choosing to use it. Visual communication relies on vision, and is primarily presented or expressed with two dimensional images. A visual message accompanying text has a greater power to inform, educate, or persuade a person or audience.

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