

# Static Representations: Images, Drawings, and Graphs

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## WHAT'S COVERED

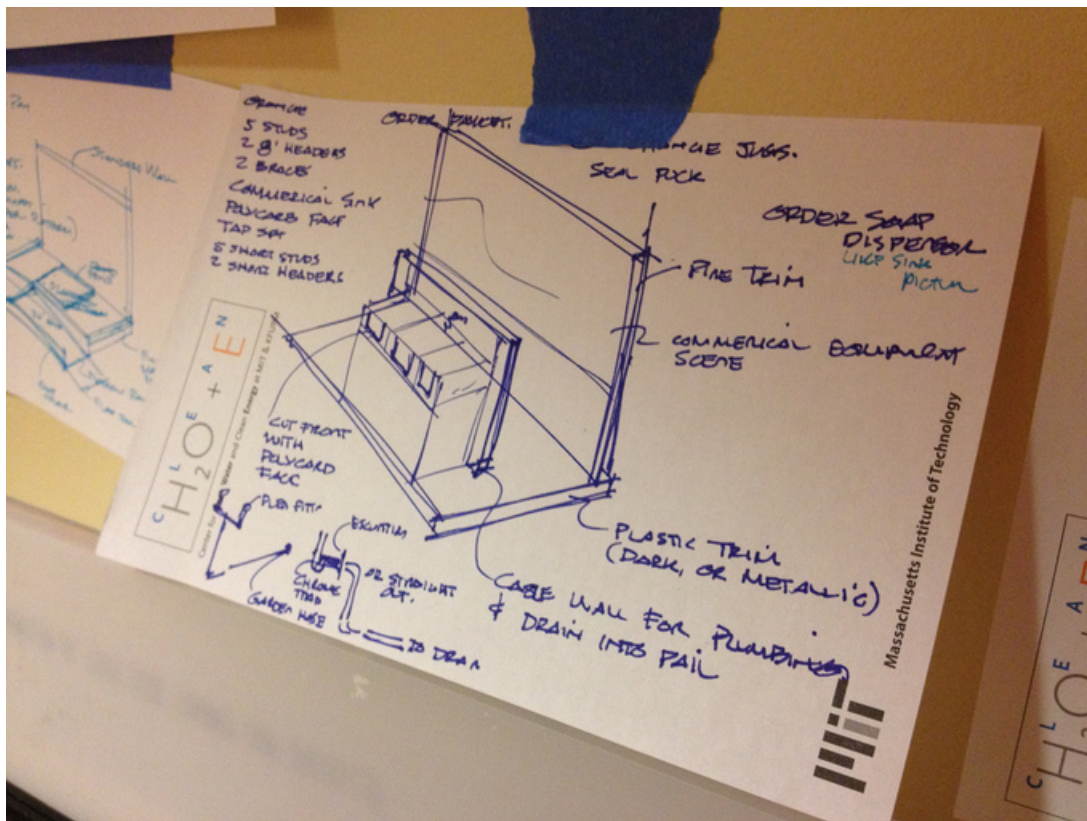
In this lesson, you will learn about additional types of visual aids that you can use in your speech. Specifically, this lesson will cover:

1. Static Presentations: Images, Drawings, and Graphs
  - a. The Many Uses of Images in Presentations
  - b. Graphs and Data
  - c. Drawings in Presentations

## 1. Static Presentations: Images, Drawings, and Graphs

Visual communication, as the name suggests, conveys ideas and information in forms that can be read or looked upon. Audiences partially rely on vision to receive a speaker's message, using physical cues, signs, **typography**, drawing, graphic design, illustration, color, and electronic resources.

Public speakers often employ a variety of presentation tools - including drawings, paintings, and graphs - to inform, educate or persuade a person or audience. Although static in nature, non-electronic imagery has both advantages and disadvantages when used as visual aids in presentations.



## TERM TO KNOW

### Typography

The appearance and style of typeset matter.

#### 1a. The Many Uses of Images in Presentations

Images can be any two-dimensional figure such as a map, a graph, a pie chart, or an abstract painting. In this wider sense, images can also be rendered manually (e.g., by drawing, painting, carving) or automatically (e.g., by printing, computer graphics technology).

Static images such as photographs, paintings, and illustrations can serve as useful visual tools to further emphasize or support a speaker's point. However, if the images appear unrealistic, too small, or confusing, they can hinder the presentation and dilute the speaker's message.

For example, static images used in presentations include:

**Photographs:** Photographs are helpful tools to make or emphasize a point, or to explain a topic when the actual object cannot be viewed. For example, photographs are particularly useful for displaying historical places and sites that no longer exist.

**Maps:** Maps show geographical areas of interest. They are often used as aids when speaking of differences between geographical areas or showing the location of something.

**Handouts:** Charts, graphs, pictures, illustrations, and other images can be printed on handouts for distribution before, during, or after a presentation. An important aspect of the use of a handout is that a person can keep the handout long after the presentation is over. This helps the person better remember what was discussed.

#### 1b. Graphs and Data

Graphs are used in both static and electronic presentations to visualize relationships between different quantities.

Various types of graphs are used as visual aids, including:

- Bar graphs
- Line graphs
- Pie graphs
- Scatter plots

Graphs are particularly helpful for visualizing statistics that might be overlooked if just presented verbally.

However, it is graphs' complexity - detailed calculations, complex data and large figures - that cause them to become cluttered during use in a speech. Graphs often include too much detail, overwhelming the audience and making the graph ineffective.

### 1c. Drawings in Presentations

Drawings or diagrams can be used when photographs do not show exactly what the speaker wants to show or explain. It could also be used when a photograph is too detailed.

🔗 **EXAMPLE** A drawing or diagram of the circulatory system throughout the body is a lot more effective than a picture of a cadaver showing the circulatory system.

Nevertheless, talent and skills are usually needed for professional drawings that require significant detail or realism. If not done correctly, drawings can look sloppy, be ineffective, and appear unprofessional.



#### SUMMARY

In this lesson, you learned that **static imagery** can either serve as a useful visual tool to further emphasize or support a speaker's point, or confuse audiences and detract from the speaker's message. Photographs, maps, and handouts are all examples of visual aids that employ static imagery. Bar graphs, line graphs, and other types of **graphs and data** are used in both static and electronic presentations to visualize relationships between different quantities. **Drawings** or diagrams can be used when photographs do not show exactly what the speaker wants to show or explain.

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