

chapter **13**  
**Using Visual Aids**

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### Advantages of Visual Aids

- Clarity
- Interest
- Retention
- Credibility
- Persuasiveness

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### Kinds of Visual Aids

- Objects
- Models
- Photos
- Drawings
- Graphs

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## Kinds of Visual Aids

- Charts
- Transparencies
- Video
- Multimedia presentations
- Speaker

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## Models

Represent  
other objects  
in detail



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## Using a Model



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## Tips for Photographs

- Enlarge to be seen clearly
- Convert to transparencies for projection
- Show with multimedia program

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## Using a Photo



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## Tips for Drawings

- Alternatives to photos
- Must be large enough

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**Drawing**



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**Drawing**

This si wlat a  
qerson with dylexia  
mihgt æ wlem  
reding this zentnce.

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**Graphs**

**Show statistical trends  
& patterns**

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# Line Graph

Uses one or more lines to show changes in statistics over time or space

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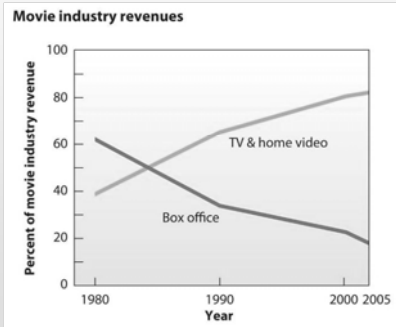
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# Line Graph



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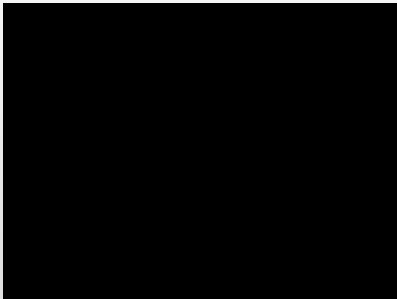
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# Presenting a Graph



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## Pie Graph

Highlights segments of circle to show distribution patterns

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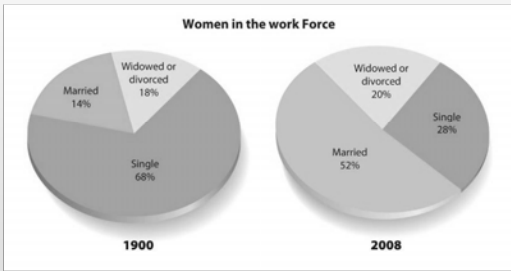
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## Pie Graph



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## Bar Graph

Uses vertical or horizontal bars to show comparisons among items

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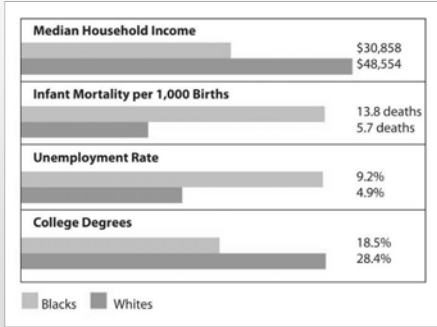
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### Bar Graph



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### Chart

Summarizes large block of information, usually in list form

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### Chart

Region of Birth	Percent of U.S. Immigrants
Asia	36 percent
Mexico	14 percent
Europe	11 percent
Caribbean	11 percent
South America	10 percent
Africa	9 percent
Central America	5 percent
Other	4 percent

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### Tips for Charts

- Help listeners visualize information
- Show steps of process
- Keep simple & clear

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### Presenting a Chart



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### Tips for Transparencies

- Prepare in advance
- Make large enough
- Check projector ahead of time

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## Tips for Video

- Use only when essential
- Keep short
- Integrate into speech
- Avoid low-resolution

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## Multimedia Presentation



Combines several kinds of audio-visual materials

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## Speaker as a Visual Aid

- Use body to demonstrate procedure
- Practice to coordinate words & actions

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**Using Speaker's Body**



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**Preparing Visual Aids**

- Prepare in advance
- Keep simple
- Make large enough



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**Preparing Visual Aids**

- Use easy-to-read fonts
- Use limited number of fonts
- Use color effectively

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## Presenting Visual Aids

Impact depends on presentation as well as preparation



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## Presenting Visual Aids

- Avoid using chalkboard
- Display where listeners can see
- Avoid passing visual aids during speech



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## Presenting Visual Aids

- Display only while discussing
- Talk to audience, not to visual aid
- Explain clearly, concisely
- Practice with visual aids

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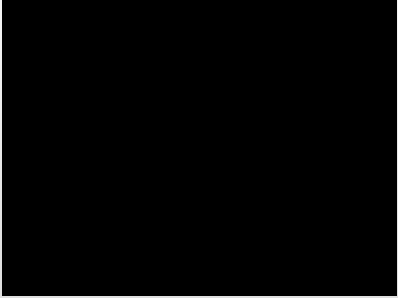
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**Explaining Visual Aids**



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