

Presentation Perfection: Selecting and Using Visual Aids

The outline:

I. Introduction

- Why Visual Aids?
- The Power of Visuals
- Choosing Your Presentation Style

II. Presentation Principles: KISS & Color Care

- Inconspicuous Backgrounds: Choose Wisely
- Legible Fonts: Choose with Care
- Slide Titles: Make a Point
- Optimizing Visual Elements on Slides

III. Audience Engagement

- Audience-Centric Design
- Audience Expectations: Design and Delivery
- Effective Slides: Communication, Not Convenience

Why Visual Aids?

- **"We Remember What We See:"**
 - Visual learning contributes to about 90% of our knowledge.
 - Only 7–11% comes from hearing alone.
- **"Retaining Information:"**
 - After a verbal presentation, people recall roughly 70% three hours later.
 - This drops to as little as 10% after three days.

The Power of Visuals

- **Purely Visual Presentation:**
 - About 75% retained after three hours, dropping to 20% after three days.
- **Mixed Verbal/Visual Presentation:**
 - Approximately 85% recalled after three hours, maintaining 66% after three days.
- **Perception of Presenters:**
 - Those using visual aids are perceived as more professional and persuasive than those relying on speech alone.

Selecting and using visual aids

1. Slides:

- Slides work well for audiences of **all sizes**, depending on screen size and projector power.
- When used correctly, slides make your presentation look **professional**.

2. Latex:

- LaTeX, a tool for formatting documents, is great for **precise, technical content**.
- Consider LaTeX when you need **detailed control** over document structure and appearance.

UK Sales 2000

😊	1st Qtr	10%
☹️	2nd Qtr	(2.1%)
😊	3rd Qtr	12.3%
😊	4th Qtr	15.8%

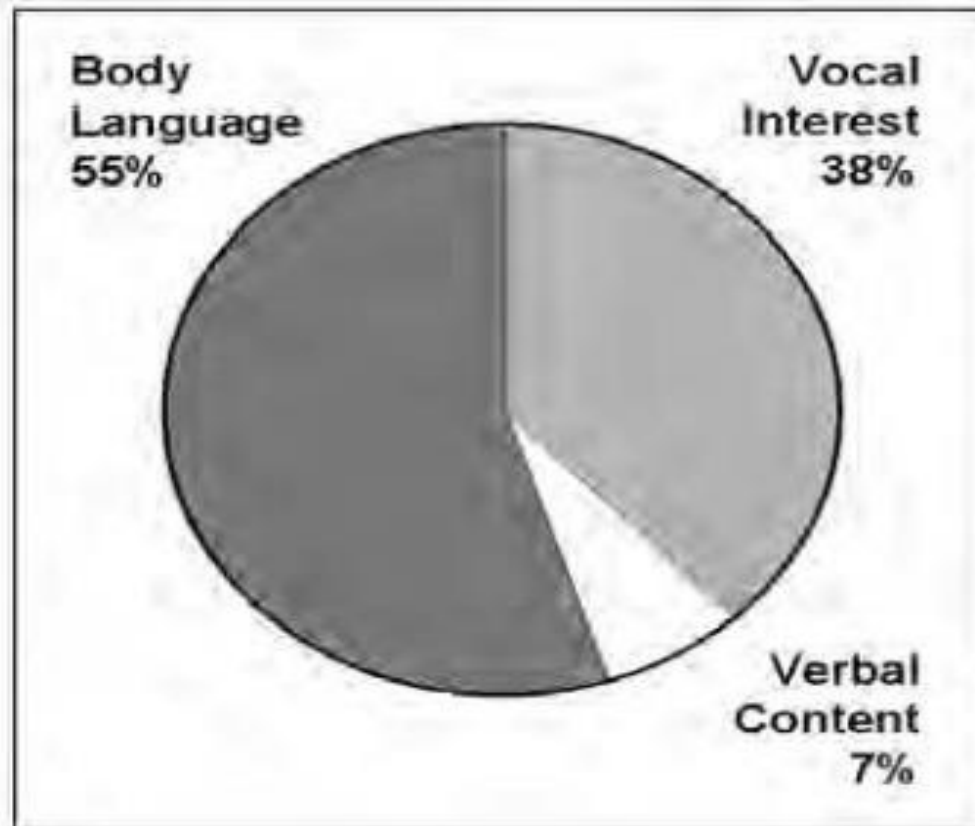
Going for it The Three Ps

- 👉 **Perseverance**
- 👉 **Penetration**
- 👉 **Profits**

Selecting and using visual aids

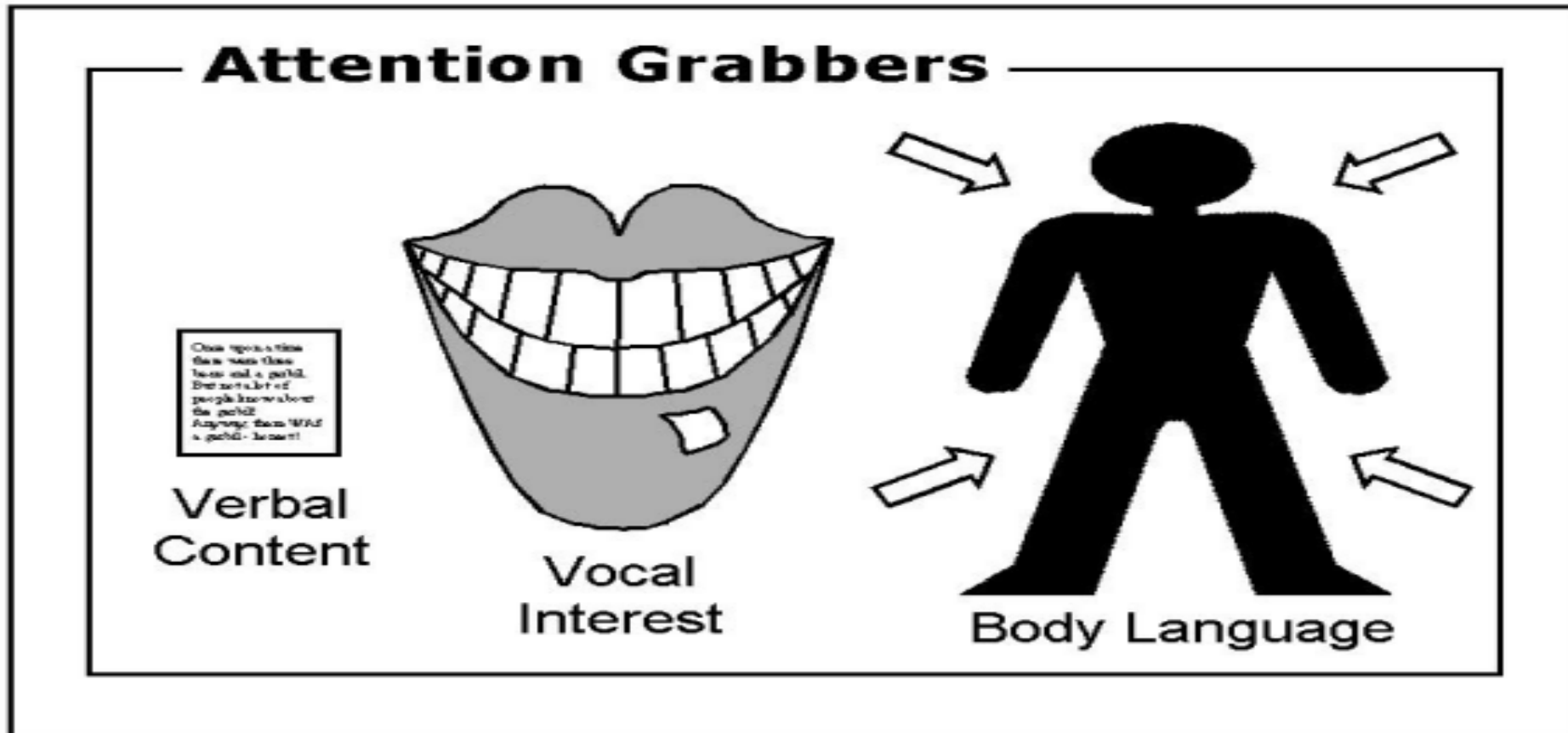
Choosing Your Presentation Style:

We could present the same information in more scientific manner using a pie chart:



Choosing Your Presentation Style:

Or we can make it more eye-catching by using a touch of humour:



Presentation Principles: KISS & Color Care



- **KISS (Keep It Short and Simple):**
 - Four lines max.
 - Audience understanding.
- **Careful Use of Colors:**
 - Avoid distraction.
 - Enhance focus.
- **Rule of Six:**
 - Six lines, six words max.
 - A concise, clear message wins.
- **Not Crowded:**
 - Comprehension.
 - Avoid clutter .
- **Consistency is Key:**
 - Color palette.
 - Unified presentation.

Optimizing visual elements on slides

Because a slide has only a few parts, how you design each one really matters. It impacts how clear your info is and sets the vibe for your presentation.



Background



Color

Century Gothic

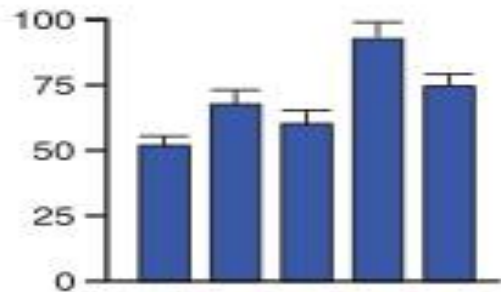
Helvetica

Myriad Pro

Text

	X	Y	Z
A	15.4	12.3	11.1
B	14.8	15.8	19.9
C	10.4	10.6	14.7
D	10.9	41.2	14.1
E	14.2	16.3	12.1

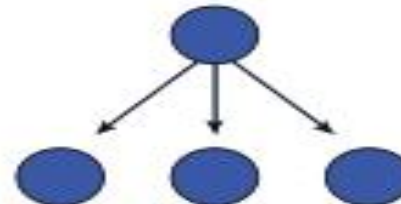
Tables



Graphs



Photographs



Shapes and diagrams



Video

Choose inconspicuous backgrounds

Good slide backgrounds are like blank canvases. They don't have visuals on their own

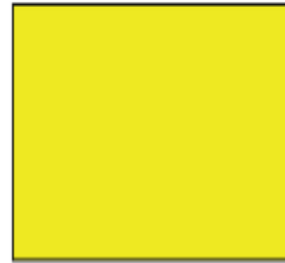
Before



After



Before



After



Choose fonts that are most legible

Before

Can you read this in the back of the room?

Carter (2020)

After

Can you read this
in the back of the room?

Carter (2020)

**Serif fonts are more difficult
to read from a distance**

*Overly complex fonts
are nearly impossible
to read from a distance*

**Sans serif fonts are easy
to read from a distance**

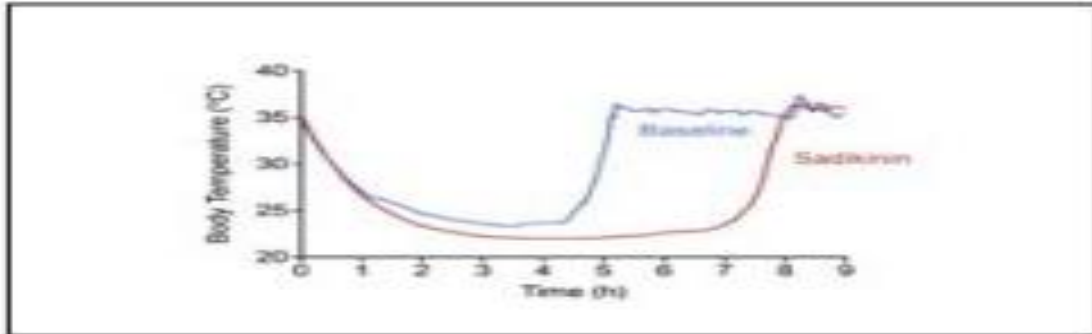
Helvetica
Myriad Pro
Century Gothic
Tahoma

On a slide, it is more
difficult to read
underlined words
or words in ALL CAPS

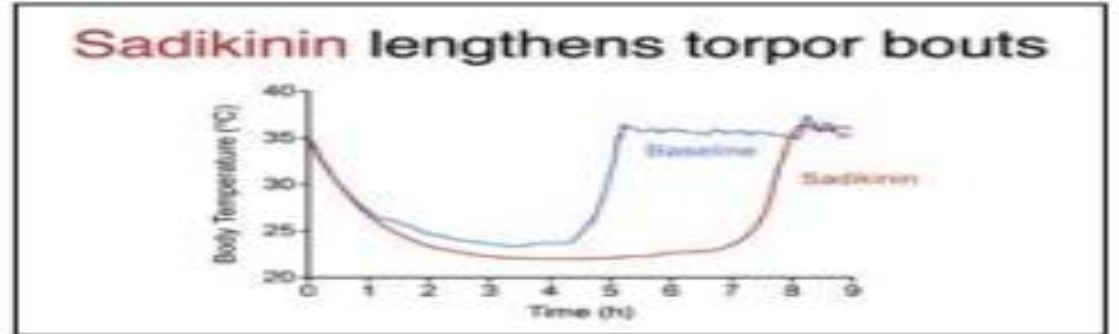
If you want to
emphasize a word,
use **bold letters**, *italics*,
or a **different color**

Use slide titles to make a point

Before



After



Background

Infants with more experiences of stroking or cuddling:

- Cry less often
- Vocalize more
- Smile more



Infants benefit from positive touch

Infants with more experiences of stroking or cuddling:

- Cry less often
- Vocalize more
- Smile more



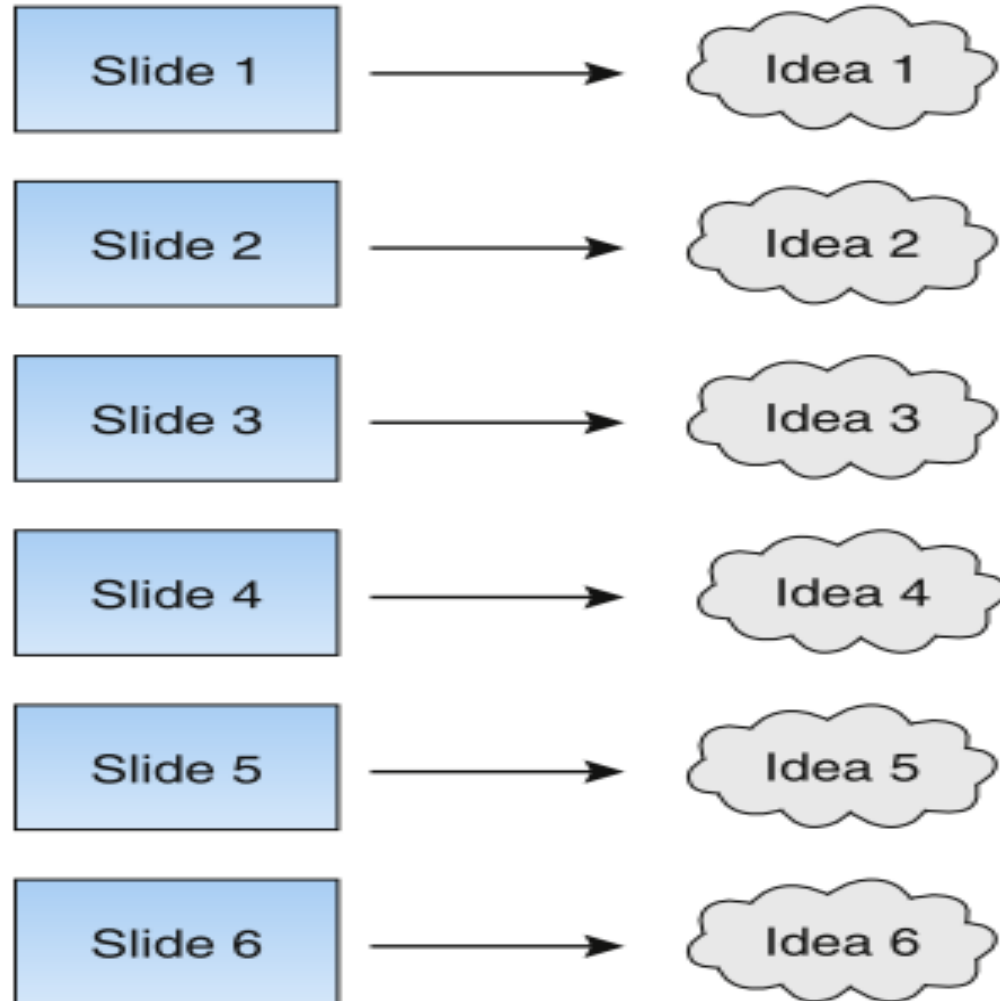
The Giraffe



Compose ideas before you compose slides

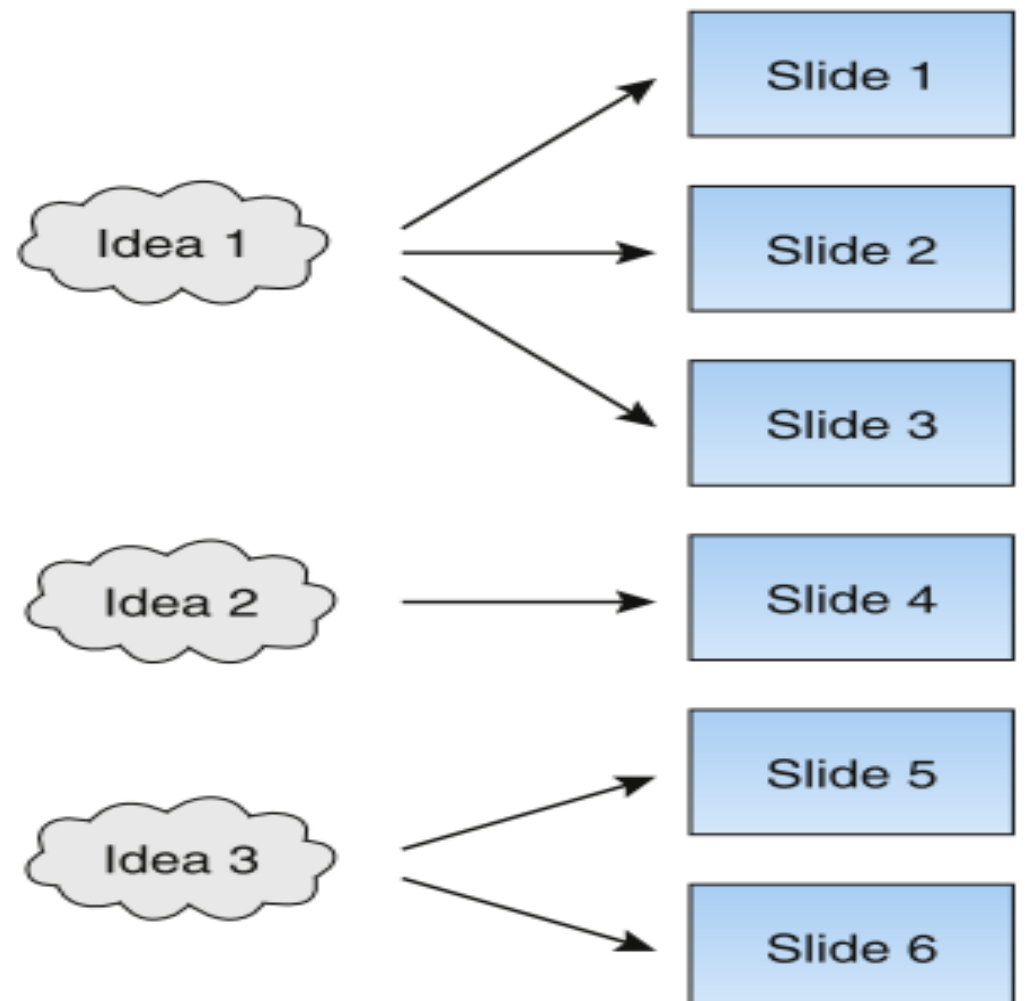
Slide-centric

Focus on filling individual slides with content



Idea-centric

Focus on ideas first and then apply them to slides



Effective Slides: Communication, Not Convenience

- **Slide Purpose:**

- Use slides to communicate info, ideas.
- Not for presenter's convenience alone.

- **Misuse Alert:**

- Relying on slides just for ease?
- Remember, slides enhance, not replace.



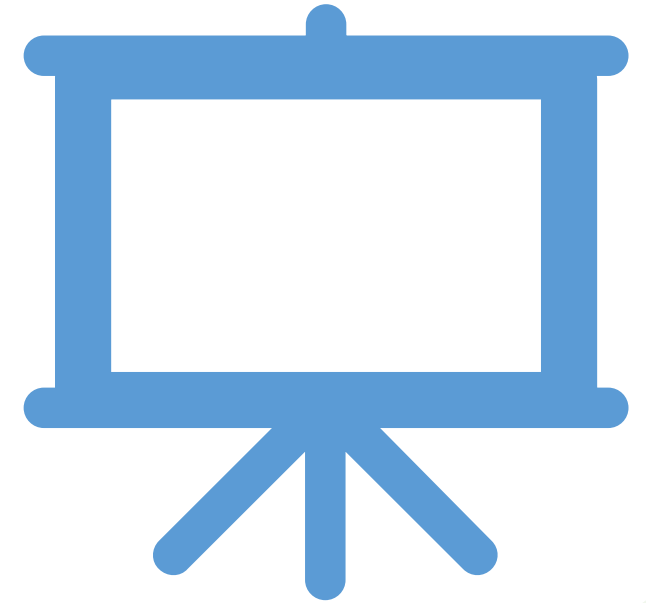
Audience Expectations: Design and Delivery

- **Design:**

1. Visual Clarity .
2. Engaging Content - Interactive and relevant.
3. Consistency - Uniform design elements.
4. Relevance - Content supports key points.

- **Delivery:**

1. Engagement - Dynamic, varied content.
2. Clarity - Clear fonts, coherent speech.
3. Interaction - Encourage questions and polls.
4. Understanding - Simple language, provide context



Audience-Centric Design:

- **Diverse Needs:**
 - Different backgrounds and interests.
 - Various expertise levels.
- **Varied Expectations:**
 - Differing audience expectations.
 - Tailor the presentation to suit their preferences.
- **Attune to Attitudes:**
 - Understand audience perspectives and attitudes.
 - Adjust content and tone accordingly.
- **Simple Rule:**
 - Design with the audience in mind.
 - Meets their specific needs

