

USE OF VISUAL AIDS

BENEFITS

- Increase understanding
- Enhance retention
- Save time
- Promote attentiveness
- Help control nervousness

PITFALLS

- Can be a crutch
- Can create a barrier between speaker and audience
- Can become a distraction or embarrassment

TYPES OF VISUAL AIDS

- Physical object, prop or model
- Chalkboard or whiteboard
- Flip chart
- Overhead transparency
- Slides
- Body language

GUIDELINES FOR USE

- Show visual aids while you talk about them. Cover it or remove it when you have finished talking about it.
- Explain the content of the visual aid when first shown.
- Ensure the whole audience can see it.
- Limit amount of material on any one transparency/slide/chart.
- Talk to the audience, not the visual aid.
- Do not overdo it - do not illustrate every point with a visual.
- REHEARSE - with your visual aids. Know how to work them.
- Be prepared for problems - have spare bulb for slide projector.
- Checking lighting, light switch position, power points, leads.
- Nominate an assistant to turn off the lights etc.
- Do not turn your back on the audience, or if unavoidable, do not talk with your back to the audience.
- Have an assistant to write on the whiteboard or blackboard for you.
- Do not stand between the audience and the visual aid.
- Give the audience time to read the visual aid.
- Do not hand it around the audience - they will look at the aid and not listen to your talk.