






Guidelines for Visual Aids

TYPE	ADVANTAGES	DISADVANTAGES	WHEN TO USE
Handouts	<ul style="list-style-type: none"> • Quick to prepare & inexpensive • Excellent for groups of any size • Audience focus on presentation instead of note-taking • Capture complex information or visuals • Provide space for kinesthetic learners to take notes • Ensure information is received as presenter desires • Provide written summary of key points 	<ul style="list-style-type: none"> • Can distract audience by allowing them to read during presentation • Process of distributing them during a presentation can be a distraction 	<ul style="list-style-type: none"> • Any size group & any presentation • Complex visuals that are hard to view on a screen • Additional information or supporting data is needed for participants to grasp concepts or main points • Attendees want or need supplemental reading for after the presentation
Flip Charts 	<ul style="list-style-type: none"> • Spontaneous • Advance preparation • Better contrast • Permanent • Easy to use • Portable • Allows ideas to be presented in sequence • Inexpensive 	<ul style="list-style-type: none"> • Bulky • Limited to writing • No flexibility in size or sequence • Expensive if prepared • Paper tears easily • Sometimes can't be seen by entire audience • Good handwriting a must! • 	<ul style="list-style-type: none"> • Small groups • Lectures with spontaneous highlighting • Brainstorming • Lists, procedural steps
White Boards 	<ul style="list-style-type: none"> • Spontaneous • Easy to use • Inexpensive • Erasable • Attention grabber • Breaks lecture monotony 	<ul style="list-style-type: none"> • Slow • Temporary • Poor readability • Limited to markers • Back turned to audience • Associated with school days • Messy 	<ul style="list-style-type: none"> • Small, informal meetings • Spontaneous ideas & development • Brainstorming sessions

Guidelines for Visual Aids, *continued*

TYPE	ADVANTAGES	DISADVANTAGES	WHEN TO USE
<p>PowerPoint</p> 	<ul style="list-style-type: none"> • High quality • Graphic detail • Very portable • Easy to operate • Can accommodate any size group • Sound can be integrated • Instructor can use remote & move around 	<ul style="list-style-type: none"> • Lighting can sometimes be difficult • Can appear “canned” • Slides become focal point (versus speaker) • Long sequences encourage mental absenteeism 	<ul style="list-style-type: none"> • Repetitive programs • Professional look is important • Training programs with sound & music added •
<p>Overhead Projector & Transparencies</p> 	<ul style="list-style-type: none"> • Easy to prepare • Speaker faces audience • Any size group • Flexible • Inexpensive • Easily updated 	<ul style="list-style-type: none"> • Projector can block view • Less portable than PowerPoint • Tendency to overuse • Focus can be difficult to control 	<ul style="list-style-type: none"> • Financial, sales, or technical presentations • Classes or workshops where instructor wants to maintain rapport
<p>Videos</p> 	<ul style="list-style-type: none"> • Professional • Good discussion generator • Immediate feedback • Any size group • Effective for showing how not to act • Both sight & hearing are utilized • “Expert” on tape reinforces message 	<ul style="list-style-type: none"> • Lighting can sometimes be difficult • Expensive • May be substitute for materials or presentation 	<ul style="list-style-type: none"> • Supplement to a training program • Visual feedback of trainee performance • Create mood or feeling as prelude or conclusion to instructor’s presentation

Flipchart Tips

Tips for Writing on a Flipchart

- Print legibly.
- Don't print in all caps. It's harder to read.
- Make letters 1–2 inches tall so the audience can read them. Use the pages with grid lines on them if you need help in sizing and printing in a straight line.
- Use dark colors for writing and lighter colors for highlighting.
- Use bullets to make points stand out.
- Make light notes in pencil on the side of flipchart pages for your own cheat sheets (the audience can't see these).
- When noting audience responses, print their exact words unless you get permission to paraphrase.
- Use extra colors to keep it interesting, but don't print text in more than three colors on one page.
- Use key words and phrases rather than long sentences.
- Practice drawing a few cartoon faces or icons for fun emphasis of points. You can even pencil these in ahead of time.
- Rule of Sevens: No more than seven lines of text per page; no more than seven words per line.

Tips for Using a Flipchart while Speaking

- Stand to the side as you write or speak.
- Never talk to your chart. Touch, turn, and tell.
- If you have a lot of information, prepare flipcharts ahead of time.
- If you have prepared flipchart pages in advance, leave two blank pages between them so your audience doesn't see through to the next page.
- If you plan to refer to the pages later, tape them up on the walls.
- Keep pre-torn pieces of masking or printer's tape on the back of your easel for quick posting of pages.
- Use tape tabs to mark the pages for easy page turning.
- Turn pages in one motion to keep them from creasing at the top.
- Tear with confidence. Tear pages in one motion and they'll come off more cleanly than if you try to tear a little at a time.

To Use or Not to Use

- Don't use flipcharts for large audiences. They're too hard to see. Test by sitting in the back row to see if you can read the page.
- You can solicit a volunteer to be your scribe and keep notes if you want to move around during the discussion.
- If your handwriting is illegible, use a scribe at all times or don't use flipcharts.

Microsoft PowerPoint Guidelines

- Don't type your presentation word-for-word on the slides.
- Use color and designs to add interest.
- Don't read your presentation from the slides.
- Don't overdo the special effects.
- Use a consistent design.
- Use consistent graphics that are similar in appearance.
- Include only essential information.
- Use contrasting colors.
- Use the Rule of Sevens: no more than seven lines per slide, and no more than seven words per line.
- Use only one idea per slide.
- Use simple font styles for readability.
- Don't use more than two fonts per slide.
- Don't use all CAPS.
- Use fonts in sizes ranging from 18 to 48 points.
- Follow bullets with a capital letter.
- Make graphics face the middle of the slide.
- Use no more than three graphics per slide.
- Proofread carefully.



Formulate a backup plan in case of equipment failure.

