

# Guidelines for Visual Aids

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

## Guidelines for Visual Aids, *continued*

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

## **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.***

