

Day 32 + Day 33

Vocab Review

Fill in the blanks.

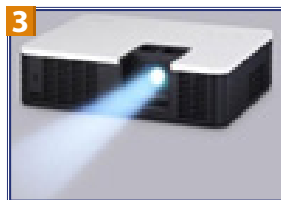
1. Universities have been asked to make their courses more attractive and s\_\_\_\_\_ting.
2. The stream was quite s\_\_\_\_\_w so we were able to walk across it.
3. Many parents feel r\_\_\_\_\_ant to talk openly with their children.
4. There is a growing sense of a\_\_\_\_\_y among teens.
5. The team may not be able to s\_\_\_\_\_n this level of performance.

3 Presentations

Module 3.4 Using visual aids



LEAD-IN Look at the pictures below. Label the tools used to present visual information.



- Advantages of using visual aids  
Elicit some advantages of using visual aids

➤ Why do we use visual aids?

Look at the graph and complete the sentences with words from the box.

break / illustrate / thousand / 50% / 10% / comprehension / retained

One of the most powerful things that you can do to your presentation is to use visual aids. Research shows that if you use visual aids you are twice as likely to achieve your objectives. During a presentation, 55% of the information we take in is visual and only 7% is text, and 38% is vocal. And while only ..... of information gained through text is ..... after 3 days, the visual slides have a dramatic effect on message retention, namely .....! The old adage that “a picture is worth a ..... words” is as true today as it has always been.

- Visual aids can support your ideas and improve audience ..... of your presentation.
- Visual aids can add variety to your presentation by giving the audience a ..... from listening and letting them see something.
- Visual aids can help ..... complex ideas or concepts.



➤ When to use visual aids

Visual aids can be a very powerful tool to enhance the impact of your presentations. However, use visuals only when they will help your audience. Remember to restrict their use to key moments in your presentation; an overuse of visual aids can be hard for your audience to follow. Do not use visual aids just to demonstrate your technological competence.

Most business presentations have three main parts: Introduction, Main part, and Conclusion.

**Match the phrases (1 – 6) with each part of the presentation (A – C).**

1. summarize your main points on a slide
2. indicate a structure to your presentation by listing your main points
3. support technical information with clearly displayed data
4. display the title of your presentation
5. present your conclusion in a succinct phrase or image
6. offer evidence to support your argument

- A. Introduction
- B. Main points
- C. Conclusion

## ★ Tips

 Listening

Listen and fill in the blanks.

- ✓ Your visuals should be directly ..... to your presentation topic and support it.
- ✓ Each element of a visual must be simple and contain only ..... message. Keep visual aids BRIEF.
- ✓ Use charts and graphs to support the presentation of ..... information.
- ✓ Your visual material should not ..... grammar and spelling mistakes.
- ✓ ..... eye contact. Speak to the audience, not the visual aid.
- ✓ Avoid using visuals to present simple ideas that are easily stated .....
- ✓ If you have handouts, don't let them become a ..... during the presentation.
- ✓ Select simple, clear ..... – e.g., Arial, Times New Roman
- ✓ When presenting text on overheads or PowerPoint slides, use the rule of ..... which means: a maximum of six lines per slide and a maximum of six words per line.
- ✓ For ..... use bold font.
- ✓ Use ..... – give audience time to comprehend picture before you start explaining the details.
- ✓ ..... show a visual until you want to talk about it and ..... visual once you finished talking about it.

## ➤ Different types of visual aids

There are various visual aids you can use. If you use visual aids, keep them simple and make sure that they support and add emphasis to your argument – not distract the audience from what you are saying.

The following advice will help you make the most of different types of visual aids.

Read the text, then mark the sentences that follow (a. to g.) as True or False.

## ● PowerPoint (or equivalent)

Microsoft PowerPoint is probably now the most commonly used form of visual aid.

- Do use a big enough font (minimum 20pt)
- Do keep the background simple.
- Don't use endless slides of bulleted lists that all look the same.
- Avoid using red; it is difficult to read.

## ● Overhead Transparencies

Overhead projector transparencies are displayed on the overhead projector (OHP) — a very useful tool found in most lecture and seminar rooms. The OHP projects and enlarges your slides onto a screen or wall without requiring the lights to be dimmed. Make sure that the text on your slides is large enough to be read from the back of the room. Number your overheads in case you accidentally drop them. Overhead Transparencies allow the presenter to face the audience and do not require constant erasing. Turn the projector off when you are no longer referring to a transparency. The bright light distracts from the task at hand.

- Whiteboards

Whiteboards are good for developing an explanation, diagrams and simple headings, and for recording interaction with the audience during brainstorming sessions. However, remember that writing on a whiteboard takes time and that you will have to turn your back to the audience to do so. If using a whiteboard, you should ensure that your handwriting is legible, aligned horizontally, and is sufficiently large to be seen by all the audience. Once you have written something on the board you will either have to leave it there or rub it off - both can be distracting to your audience. Check to make sure your audience has taken down a reference before rubbing it off.

- Flip charts

One of the oldest visual aids around, before the days of fancy electronics, the flipchart can still be a highly effective way to convey points during a presentation, especially when presenting to groups of up to 25. It requires no power source and no technical expertise. Title each page with a short topic or heading. Do not use pastel colors. Black, blue are preferable and dark green and brown are acceptable. The color red should be used only for emphasis. Don't talk to the board while writing on it.

- Microphone

Keep proper distance from the microphone. When using a standard podium microphone, talk about six inches from the microphone. Speak clearly into the microphone. Repeat questions from the audience into the microphone. This helps everyone hear the question that was asked.

- Handouts

Handouts are very useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have a full record of your findings. However, think carefully about when to distribute your handouts. Giving out handouts at the start of a talk will take time and the audience may start to read these rather than listen to what the speaker is saying. Given too early and they may prove a distraction. Given too late and your audience may have taken too many unnecessary notes. Given out in the middle and your audience will inevitably read rather than listen. One way of avoiding these pitfalls is to give out incomplete handouts at key stages during your presentation. You can then highlight the missing details vocally, encouraging your audience to fill in the gaps. Have extra handouts for unexpected participants.

- Slides

- Make sure the slide text is legible and large so that everyone can read the information from the back of the room.
- Frame and number the slides.
- Choose colors carefully. Avoid dark blue and dark red lettering. Instead use bright yellow, orange or pink.
- Practice with the equipment before actually using it. Position it so that everyone can see the projected image.
- Turn off the machine when not using or use a slide projector that converts to a black screen when there is no slide being shown.

\* \* \* \* \*

- |  |             |
|--|-------------|
| a) Don't use black when using flip charts.   | True/ False |
| b) Distribute your handouts at the beginning of your talk.                                 | True/ False |
| c) Keep your slide projector on all the time.  | True/ False |
| d) Avoid repeating questions from the audience into the microphone.                        | True/ False |
| e) One of the pitfalls of using a whiteboard is that it does not require constant erasing. | True/ False |
| f) There is no need to number your overheads.  | True/ False |
| g) Keep the background simple and use red when using PowerPoint.                           | True/ False |

**Match each definition (A – O) with today's vocabulary word (1 – 15)**

**DEFINITIONS**

- A. a raised area on which a person stands to speak to a large number of people, to conduct music, or to receive a prize in a sports competition
- B. a likely problem
- C. to show the meaning of something more clearly
- D. to put two or more things into a straight line
- E. continuing to keep something
- F. able to be read easily
- G. the ability to understand completely
- H. a color that is pale and soft
- I. a wise saying or proverb
- J. to limit something
- K. related to something being discussed
- L. the ability to do something well
- M. to become less bright
- N. a high level of knowledge or skill
- O. involving numbers

- 1. illustrate
- 2. retention
- 3. adage
- 4. comprehension
- 5. restrict
- 6. competence
- 7. relevant
- 8. numerical
- 9. dim (v)
- 10. align
- 11. expertise
- 12. pastel
- 13. podium
- 14. pitfall
- 15. legible

**Fill in the blanks.**

1. He took financial advice on how to avoid the p\_\_\_\_\_s of setting up your own business.
2. The lecturer i\_\_\_\_\_ated his point with a diagram on the board.
3. You need to a\_\_\_n the numbers properly in a column.
4. The letter was faded and barely l\_\_\_\_\_e.
5. He has no c\_\_\_\_\_nsion of the size of the problem.