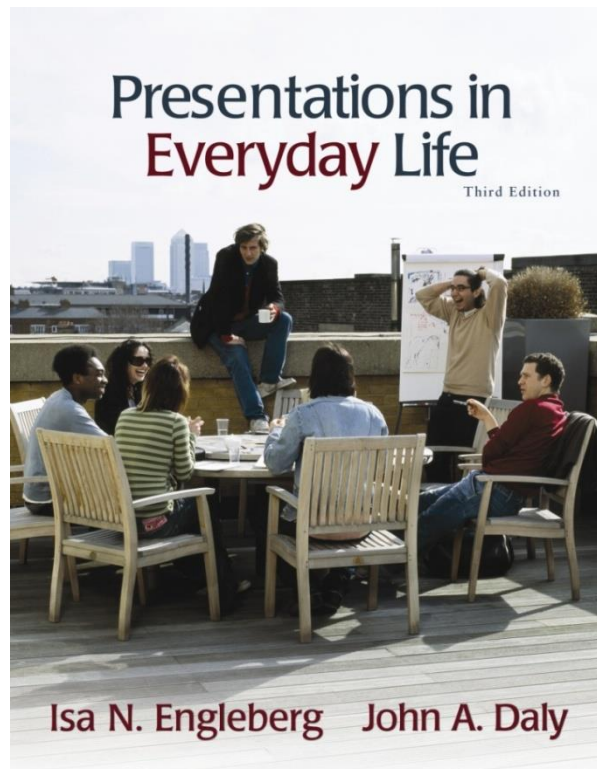


# Chapter 14: Presentation Aids and Speaking Technology



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# Chapter 14: Presentation Aids and Speaking Technology



Benefits and Types of Presentation Aids  
Choosing the Media  
Visual Design Principles  
Handling Presentation Aids  
Mediated Presentations

# Benefits of Presentation Aids



Gain audience attention and interest



Enhance clarity and comprehension



Improve efficiency

# The Basic Principles

## Presentation Aids Are Only Aids

- They are *not* the presentation
- Razzle-dazzle aids should *not* steal the show
- In most cases, you can make your presentation without aids

# Alternatives to Presentation Aids

Presentation Aids	OR	Alternative Options
Will your presentation aids help you gain audience attention?	Or	Can you achieve the same goal more effectively by telling a story, describing a significant, relevant event, sharing dramatic evidence, or asking questions?
Will your presentation aids clarify and reinforce your ideas?	Or	Would more examples, analogies, and up-to-date evidence provide a more comprehensive and thoughtful explanation?
Will your presentation aids enhance your audience's message comprehension?	Or	Can you test listeners' comprehension during a presentation and, if appropriate, modify the content of your message?
Will your presentation aids improve your communication efficiency?	Or	Will it take too much time, effort, and money to prepare and present your presentaton aids?

# Matching Question

## Presentation Aids

- A. Pie Chart
- B. Graph
- C. Text Chart
- D. Table
- E. Diagram & Illustration
- F. Map
- G. Photograph

(More than one aid may match a purpose.)

## Presentation Aid's Function

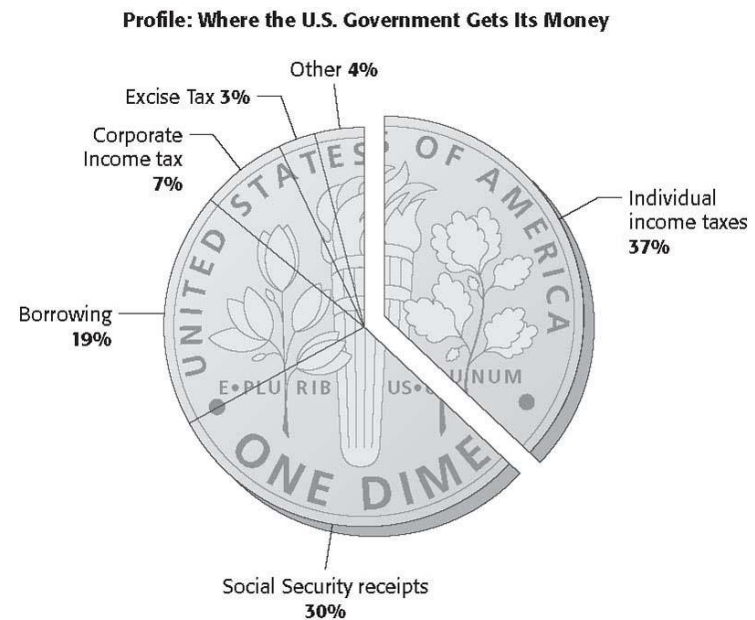
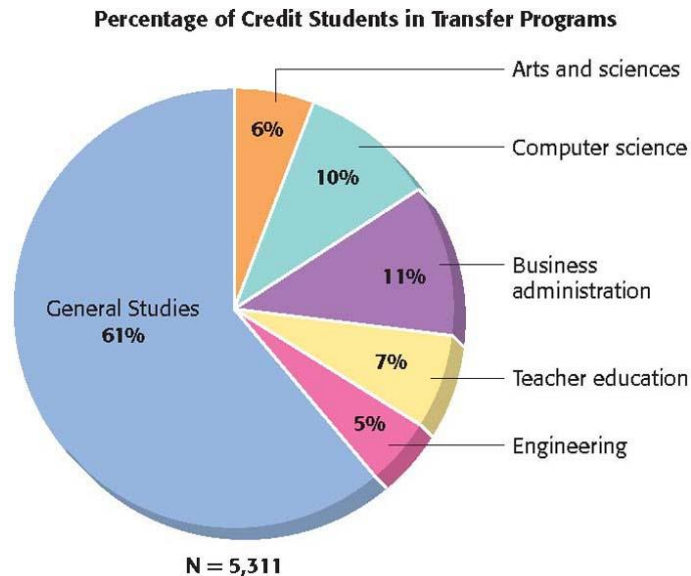
- \_\_\_ Show how things work
- \_\_\_ Demonstrate comparisons
- \_\_\_ Show where
- \_\_\_ Show how much
- \_\_\_ Portray reality
- \_\_\_ Summarize and compare data
- \_\_\_ Summarize, list, compare ideas, principles, skills, etc.

# Essay Question

- Why does Gene Zelazny recommend that pie charts should:
  - (1) not have more than six components or slices, and
  - (2) always have a headline?
- Do you agree or disagree with Mr. Zelazny? If you disagree, what kinds of pie charts should “break the rules?”

# Pie Charts

Compare and contrast the design and uses of the following presentation aids:



Source: Office of Management and Budget.



# Critique the Text Chart

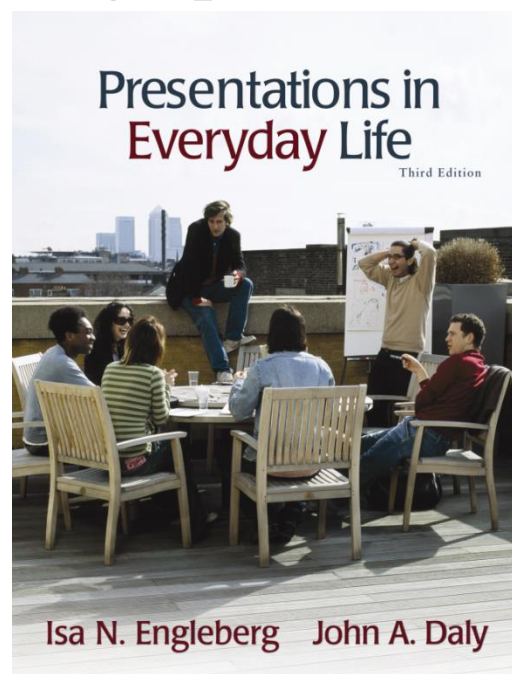
## Basic Facts About The Sun

Mean distance from Earth	92,955,600 mi. (150 million km)
Period of rotation	27 days on average
Diameter relative to Earth	109 times
Temperature at core	27,000,000°F (15,000,000°C)
Temperature at surface	8,700°F (4,811°C)
Expected life of hydrogen fuel supply	6.4 billion years

# Photographs

What are the pros and cons of using photographs rather than other types of presentation aids?

Critique this photograph:



# Criteria for Media Selection

- Ease of use
- Audience expectations
- Availability
- Adaptability

# Match the Aid to Your Purpose

## Purpose

To help audience members learn about the causes and symptoms of sickle cell anemia

## Presentation Aids

- One text chart of listing causes; a second chart listing major symptoms
- Pie chart of sickle cell anemia patients by race
- Family tree tracing inheritance of the disease in your family

# Match the Aid to Your Purpose

## Purpose

To persuade audience members to donate blood

## Presentation Aid

- Graph charting the diminishing local blood supply
- Pie chart of blood types in the population
- Illustration of the blood donation process

# Three Popular Media

- **Computer-Generated Slides**

Most speakers use PowerPoint; the most effective create visual narratives.

- **Overhead Projectors & Transparencies**

A simpler, flexible technology; older models may be noisy.

- **Flip Charts**

Effective with small audiences and groups; allow audience participation.

# PowerPoint: Power and Pitfalls

## Power of PowerPoint

1. Gain attention and interest
2. Summarizes data efficiently
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

## Pitfalls of PowerPoint

1. Are boring or unnecessary
2. Use too many slides and too many words
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# Selecting Appropriate Aids

Purpose	Presentation Aids
<i>Purpose:</i> To explain the parts of an internal combustion engine	<ul style="list-style-type: none"><li>• Drawing of an engine</li><li>• Pieces of an engine</li><li>• Animated cartoon of engine operation</li></ul>
<i>Purpose:</i> To compare rap music and talking blues	<ul style="list-style-type: none"><li>• Audio excerpts of each musical form</li><li>• Live performances</li><li>• Chart listing music's characteristics</li></ul>
<i>Purpose:</i> To demonstrate how to separate egg whites from egg yolks	<ul style="list-style-type: none"><li>• Live demonstration</li><li>• Still photos or slides</li><li>• Audience participation</li></ul>
<i>Purpose:</i> To learn the causes and symptoms of sickle cell anemia	<ul style="list-style-type: none"><li>• Chart listing symptoms</li><li>• Drawing of blood-cell action</li><li>• Family tree tracing inheritance of the disease</li></ul>



# Visual Design Principles

- Preview and highlight
- Headline your visuals
- Exercise restraint
- Create an overall look
  - Readable fonts and type sizes
  - Suitable colors and templates
  - Appropriate graphics
  - Appropriate sounds

# Exercise Restraint

- Put a short title on the slide or chart
  - Make only one point per slide
  - Follow the **six-by-six rule**\*
    - No more than six lines of text
    - No more than six words per line
  - Limit the total number of slides
- \* The **six-by-six rule** is a general rule that, when necessary, should be bent or broken.

# Choose Type Wisely

- Use UPPERCASE sparingly.
- Avoid more than 2 fonts.
- Use common typefaces (Arial, Times Roman, Helvetica).
- Use roman type style rather than italics and serif (k, m) rather than sans serif (k, m).
- Use 24 point size or larger.
- Avoid type printed in reverse.

# Choose Colors Wisely

- Choose legible colors
- Use bright colors to highlight
- Sharply contrast backgrounds and texts
- Avoid red/green combinations
- Use warm colors (oranges/reds) to excite
- Use cool colors (greens/blues) to calm

# Beware of Seductive Details

**Emotionally interesting but irrelevant visuals reduce learning and comprehension**

- All images should be relevant.
- Use only a few words with vivid visuals.
- Explain vivid visuals on a following slide.
- Avoid using background sound effects or music—they distract audiences.
- Encourage audiences to visualize beyond the visual aid.

# Tips for Flip Charts

- Best for small audiences
- Leave the flip chart covered before use.
- Use black or dark blue markers and a color like red for emphasis.
- Write large enough for those farthest away.
- Pre-write the page with light pencil before filling in with markers.
- Write yourself notes in pencil on the chart.

# Pointer Quiz

- In general, avoid using the laser pointers that flash a small beam of light on the screen because \_\_\_\_\_.
- True or False: If using a rigid pointer, rest the tip gently on the screen or flip chart where you want your audience to focus.
- Explain the “Touch, turn, talk” technique for using a pointer.

# Handling Your Presentation Aid

- Focus on your audience, not on your aids.
- Decide when you will display and remove your aids.
- Begin with *you*, not your visual.
- Be prepared to do without your aid.



# Displaying Slides

- Display charts and slides for at least the length of time it takes the average reader to read it twice.
- Let the audience read it themselves; don't read every slide word for word.
- Avoid long silent pauses between slides.
- When you're finished talking about a slide, get rid of it!

# Handing Out Handouts

## Before You Speak

- In general, distribute handouts *before* you speak.
- Do not hand out the manuscript of your presentation or audience members may leave.

## After You Speak:

- Distribute handouts at the *end* of your presentation if the information is not part of your presentation (a bibliography, more detailed procedures).
- Hand out manuscripts of your presentation if necessary or required.

# Mediated Presentations

- **Radio**

- Speak clearly in a conversational tone.
- Use the microphone as instructed.
- Listeners cannot see you or your physical delivery.

- **Audioconferences**

- Are quick and relatively easy to set up
- Adjust to the lack of visual cues.

# Mediated Presentations

- **Television**

- Make smaller gestures closer to your face.
- Ask for advice about how to dress.
- Look at the camera if talking to the viewers; look at others on the set when speaking to them.

- **Videoconferences**

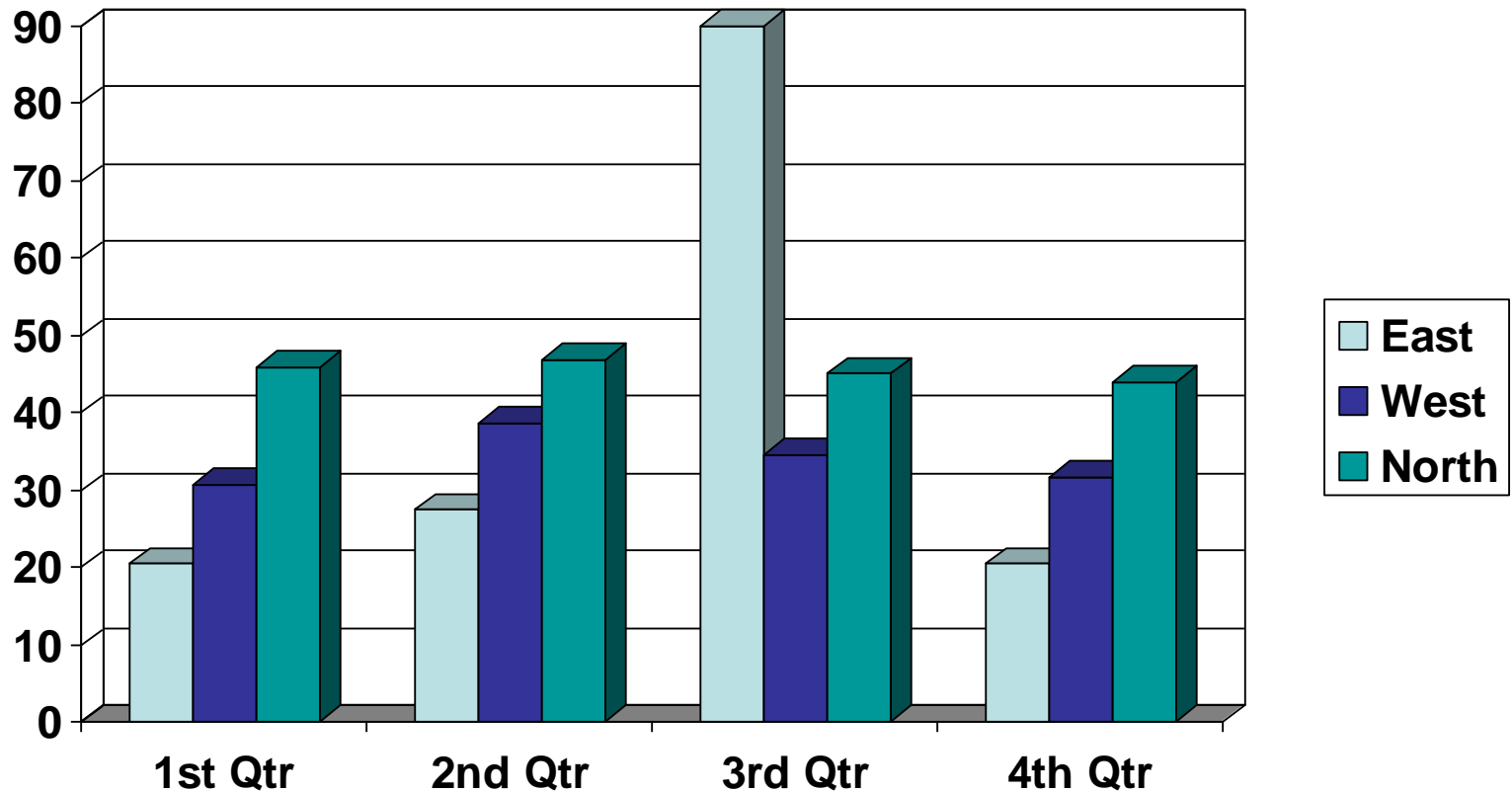
- Ignore the camera unless you are speaking directly to an audience at another site.
- Expensive and fairly difficult to set up

# Multiple Choice Question

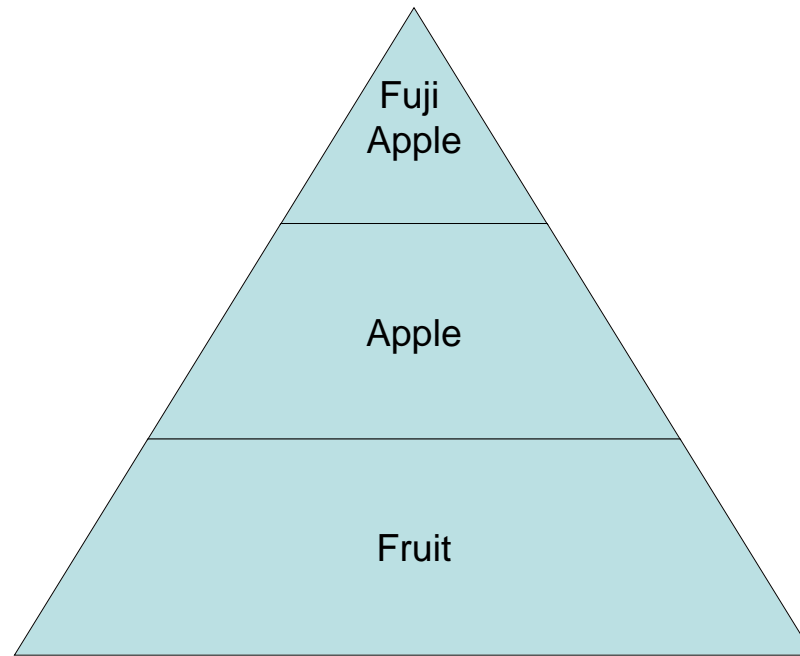
## **Web-Based Presentations include:**

- a. personal presentations on YouTube.
- b. interactive, online university and corporate training courses.
- c. presentations in telepresence studios.
- d. second-life discussions with other “inhabitants.”
- e. all of the above.

# Critique the Visual Aid



# Critique the Visual Aid



# Critique the Visual Aid

## Challenges We Face



We lost 3% of our market share last year



*Our stock price is down by 7%*



Customer complaints are up by 14%



Retention of key people is down 5%



**WHAT SHOULD WE DO??**