Audio- Visual aids

- **Audio- Visual aids: -** Visual aids help your presentation make effective, and reach your objective. Visual aids add impact and interest to a presentation. They enable you to appeal to more than one sense at the same time, thereby increasing the understanding and retention level of the audience.

AUDIO VISUAL AIDS

- Audio Visual aids make the presentation
  more effective
  It has been estimated that:-
  11% of what we learn is through hearing,
  83% through sights
  the rest through the other senses

PURPOSE OF VISUAL AIDS

- They serve as speech notes
- They give confidence
- They help focus on the theme of the presentation
- They increase audience interest
- They give clarity and precision

Visual aids

Visual aids help to make a presentation more lively.

The most common forms of visual aid
1. Overhead transparencies (OHTs)
2. Computer slide shows (e.g. PowerPoint).
3. Printed handouts

Purpose of transparencies:

The aim of using transparencies is to support the points you want to make in speech. The audience will be able to follow better if they can see your key points and examples as well as hearing them. OHTs can
•Reinforce a point you have made
• Show what something looks like
• Illustrate relationships
• Show information patterns
• Present figures or graphs
• Summarize key points
• Help the audience follow passages or quotations you read aloud

Design

To be effective, OHTs must be attractive and easy to read. Some basic rules are:
- Use large fonts and images
- Present one key point or example per OHT
- Use headings and bullet points in preference to lines of text
- Use strong colours and don't use too many
- Use simple graphs in preference to tables of figures
- Pay attention to layout. Use the centre of the OHT rather than   the edges

Using overhead projectors

•Make sure the image can be seen. Check in advance that everything on your OHTs can be read easily from the back of the room.

•If possible, make sure the projector is in a convenient position and adjust your position accordingly.

•Keep your slides in order in a pile next to the projector.

•If possible, control the lighting in the room yourself so that there is always a light shining on you. If your OHTs are easy to read, you will not need to turn off the lights.

•When you are presenting, avoid looking at the projected image and the transparency on the projector. It is a good idea to print out your slides on paper and refer them while speaking.

•If you want to draw attention to a point on an OHT, use pointer instead of finger.

•If you want the audience to read longer texts on OHTs (e.g. quotations or tables of figures) give them time to do so.

OHTs and handouts

Some speakers give handouts for the audience to read while they are talking. The advantage of OHTs over handouts is that they focus attention on you and your talk. If you want to give a handout, it is often a good idea to wait until the end of the presentation before distributing it. Often members of the audience want to note down points from your OHTs. This can distract them from following the presentation, so it is a good idea to distribute information that the audience will want to note down on handout. As soon as someone starts taking notes, tell the audience that they do not need to do so because they will get the information on the handout.

TWO DIMENSIONAL VISUAL AIDS

- Drawings
- Photographs
- Slides
- Maps
- Graphs
- Charts
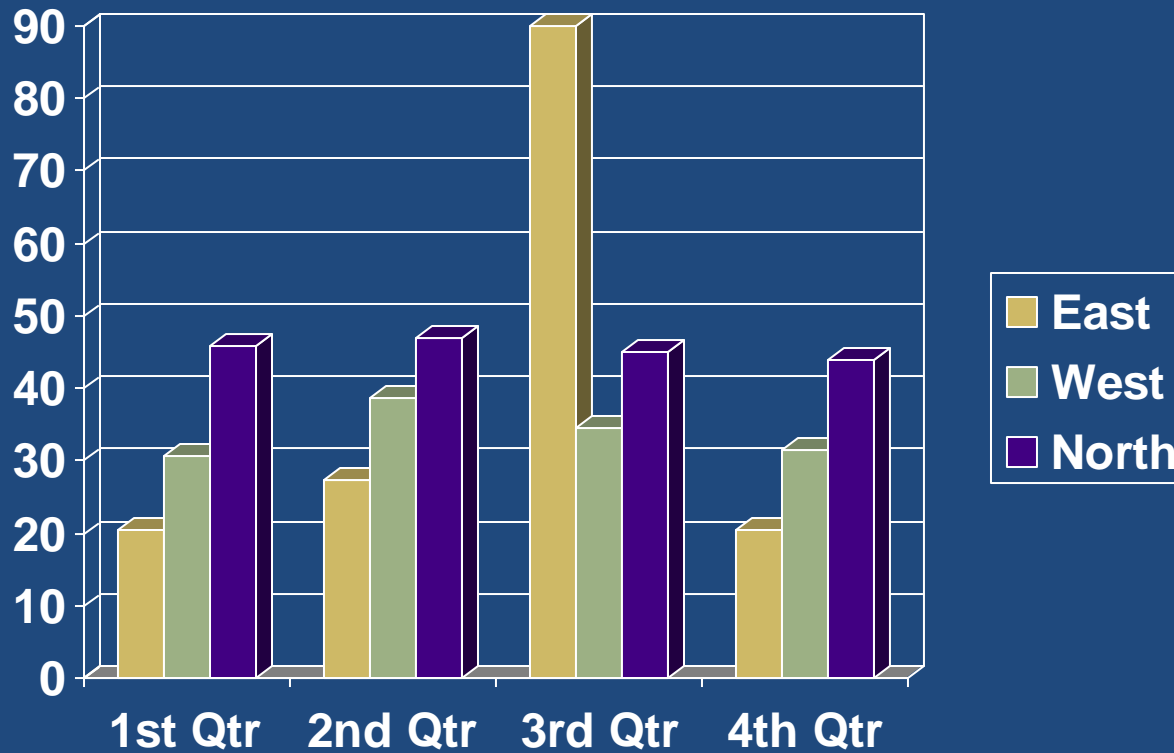- Chalk board
- Computer generated presentations

THREE DIMENSIONAL AIDS

- OBJECTS
- MODELS

SELECTING THE RIGHT VISUAL

- To present detailed, exact values, use table
- To show frequency distribution, use pie chart
- To compare one item with another, use a bar chart
- To compare one part with the whole, use a pie chart
- To show geographic relations, use a map

Bar Chart

Few Points to be Remembered while delivering presentation

- Do not hurry
- Be Enthusiastic
- Give time on visuals
- Maintain eye contact
- Modulate your voice
- Look friendly
- Keep to your structure
- Use your notes
- Signpost throughout
- Remain polite when dealing with difficult questions