

USING VISUAL AIDS

Using visual aids provides your speech with three major advantages:

1. *Clarity*: the use of visual aids allows your messages to be more easily understood due to the information coming through in more than one manner.
2. *Retention*: providing your audience with a visual image has been proven to improve the individual's ability to recognize and recall the information you are providing them with.
3. *Interest*: generate audience members' attentiveness through visual images which can grab and keep the focus where it should be.

Some varieties of visual aids that can be used for your next speech:

- Personal Appearance: consider the venue and audience when getting dressed
- Objects/Props: think about how they will be seen by your entire audience
- Demonstration: used to catch/maintain the audience's attention or to show a process; they need to enhance and add value to the presentation
- Posters/Flip Charts: should contain important points or the overall focus of the presentation
- Audio/Video: can reinforce your information, but should be only a small percentage of your presentation (10-20 seconds typically works)
- Handouts: these can contain detailed fact, figures, and explanations which will help relieve the desire to overfill slides
- Slides: remember is too avoid distractors and keep these minimal in content; see other tip sheets for more information regarding this type of visual aid

Lucas, Stephen. (1995). *The Art of Public Speaking*. (5th ed.). NY: McGraw Hill.

Zarefsky, D. (2009). *Public speaking: Strategies for success* (pp.339). Place of publication not identified: Prentice Hall.