

Guide to Developing and Presenting Visual Aids

Presenters are required to prepare slides for use during their presentation. The visual impact of slides help attendees follow the presentation, and slides allow the speaker to present data in a visually stimulating manner. Below are general guidelines to assist you in preparing your slide presentation.

1. Visual aids should complement your presentation, not be your presentation.
2. Don't overwhelm your audience with too many visual aids and remember never to present simply by reading your own visual aids.
3. Use visual aids only to support your most important points.
4. The effective aid has four characteristics: it simplifies concepts, it illuminates specific points, it holds audience attention and it reinforces the spoken word with an image.
5. Think in pictures. A few good visual aids show rather than tell the audience your point.
6. Present one point at a time.
7. Utilize 18- to 24-point font size for slide or PowerPoint® presentation text.
8. Don't leave the visual aids in view for too long.
9. Make sure that your comments match your visuals and that your visuals support your comments.
10. Color is important, but it should be applied in flat areas rather than in graduated tones or shading. Clashing colors tend to annoy the viewer. Don't use noncontrasting font colors.
11. Don't get fancy—select a good typestyle in which all letters are easily recognizable. Space lettering for readability and make sure it is large enough for everyone to see.
12. Plan slides so that their longest dimension will be horizontal. It is difficult to view vertically oriented materials in many meeting rooms.
13. Capitalize only when necessary. It is difficult to read and looks like you are “shouting.”