Visuals for a speech

What to include
How to organize
What not to include
Options for visuals

• Prezi
• Website
• Facebook/Fakebook
• Power point or other slide presentation
• Poster
• Document camera
Why use visuals?
Left Brain
= Words
  Ideas
  Facts
Right Brain
= Images
  Feelings
  Emotions
Use Visuals Productively – Plan!

1. Determine Audience
2. Determine purpose / key message
3. Brainstorms main ideas
4. Organize ideas – what needs visuals
5. Plan/draft
6. Collect visuals
4 Guidelines for Speech Visuals

1. Significance
2. Structure
3. Simplicity
4. Rehearsal
Examples of Visuals:
Pictures/photos

Do NOT use clipart
Graphic Representations
Pictures with text.
How do the words alter this picture’s effect?
Double Line Chart Example

Profit ACME
Important Quote

• Visuals are “a useful tool for showing audiences things that enhance what the speaker is saying.”
Kaptev explains Significance, Structure, Simplicity, Rehearsal
depth by power point

DEATH BY POWER POINT,
ALEXEI KAPTEREVE
Recap
SIGNIFICANCE
STRUCTURE
SIMPLICITY
REHEARSAL
Types of images

• Pictures
• Graphic representations of data
• Combinations: picture + text
• Charts
• Maps
Why Use Images:

• Highlighting/emphasizing quotes
• Major ideas
Slides should be spare

- Words: less is more
- Use handouts for more information
Font

- Easy to read
- High contrast color
- Size 28 minimum
Don’t use:

- Transition sounds
- Animation
Colors

- High color contrast schemes
- High quality
Rehearse

• More than once!!
• Make sure you can deliver presentation even w/o visuals
Use Black Slides

• DURING THE SPEECH:
  – When you don’t *need* anything on the screen
  – Audience will re-focus on you

• AT THE END OF THE PRESENTATION:
  – Audience will refocus on you to ask questions
Keep Audience Focused on You!
Stand in front of audience

Do not stand behind desk
Do not sit during your presentation
Interact with visuals
Use clicker or smartboard

Have a friend change images for you
Don’t let visuals “drive” your speech
Only use visuals when necessary