

# 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

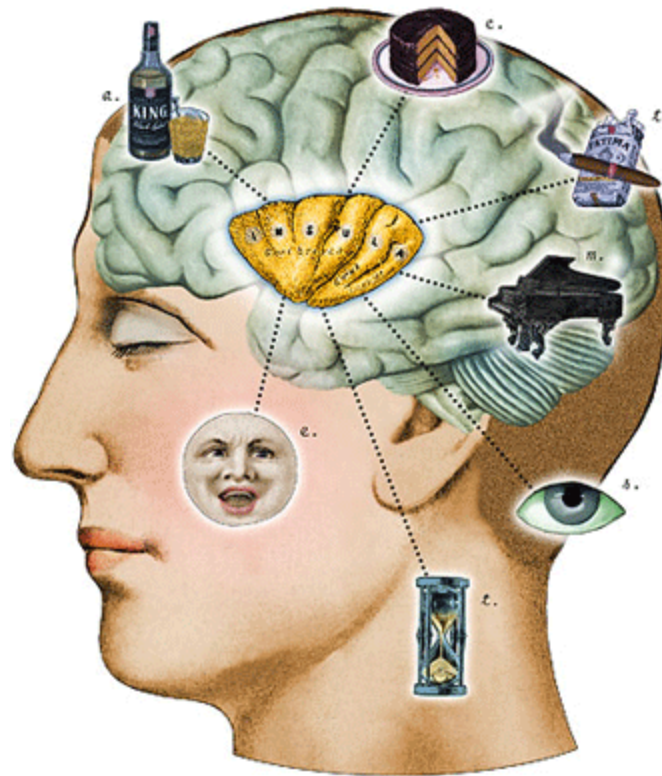
2. Structure

3. Simplicity

4. Rehearsal

**Examples of Visuals:**

# Pictures/photos



Do NOT  
use clipart

**1 Graph Position Title Slide**

Graph Position Title Slide

Graph Position Title Slide

**2 Bullet List**

- To use the bullet list, first click the bullet list icon
  - The slide will...
  - Then you can add text
- To use a copy and paste page that you want to use
  - Click on the "Copy" icon
  - Click on the "Paste" icon
- To use a copy and paste page that you want to use
  - Click on the "Copy" icon
  - Click on the "Paste" icon
- To use a copy and paste page that you want to use
  - Click on the "Copy" icon
  - Click on the "Paste" icon

**3 Bar Graph**

Bar Graph

Category	Value 1	Value 2	Value 3
Category 1	10	20	30
Category 2	15	25	35
Category 3	20	30	40

**4 Line Graph**

Line Graph

Year	Value 1	Value 2	Value 3
2000	10	20	30
2001	15	25	35
2002	20	30	40

**5 Pie Chart**

Pie Chart

Category	Percentage
Category 1	33%
Category 2	33%
Category 3	33%

**Diagram**

```

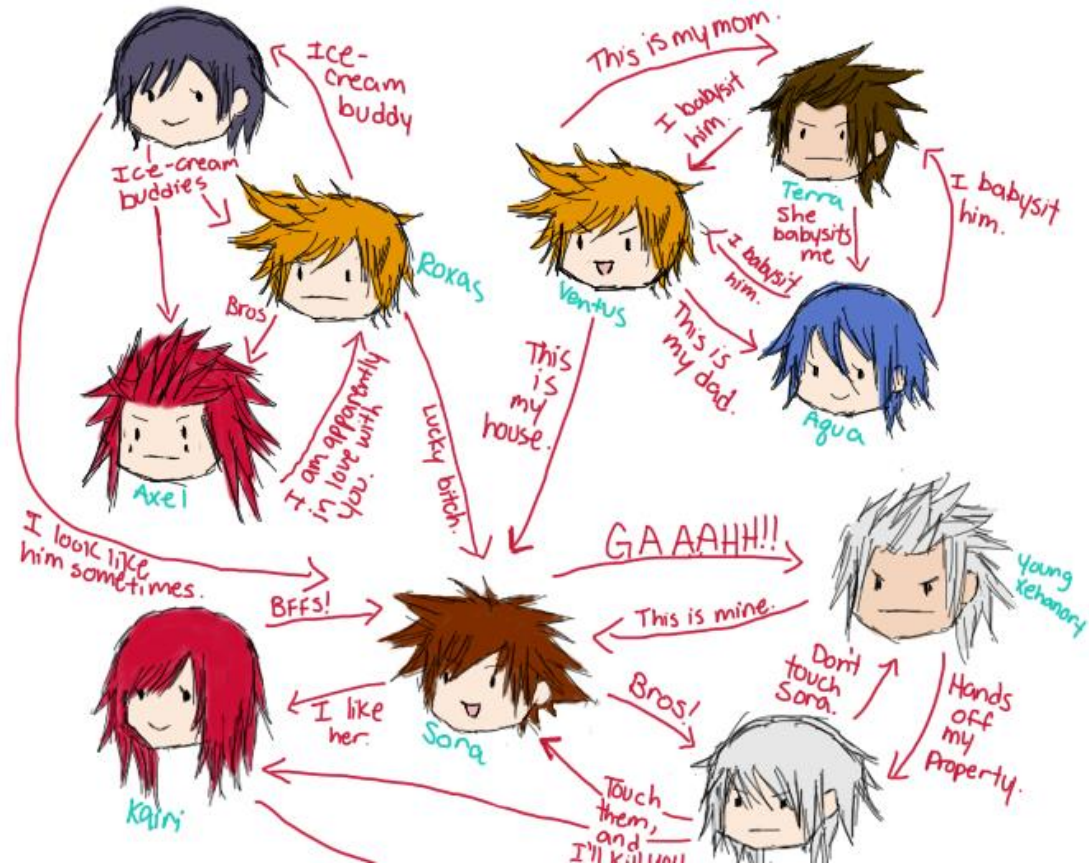
graph TD
    A[Business Process Flow] --> B[Sales Process]
    A --> C[Marketing Process]
  
```

## Graphic Representations



**Pictures with text.**

**How do the words alter this picture's effect?**



Chart

## Double Line Chart Examp



## Important Quote

- Visuals are “a useful tool for showing audiences things that *enhance* what the speaker is saying.”

[Kapterev explains Significance, Structure, Simplicity, Rehearsal  
death by power point](#)

# **DEATH BY POWER POINT, ALEXEI KAPTEREV**

Recap

# Types of images

- Pictures
- Graphic representations of data
- Combinations: picture + text
- Charts
- Maps
- 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

- When you don't *need* anything on the screen
  - Audience will re-focus on you
- At end of presentation.

Keep Audience Focused on You!

Stand in front of audience

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**

