SECTION 2
Visual Aids

Simple, well-prepared visuals or posters enhance a presentation, help the audience learn faster, understand better, and remember longer. Visuals may be used to introduce the presentation, to present the main points, and/or to give the summary.

DESIGNING POSTERS AND DIGITAL SLIDES

Keep It Simple

Remember that when it comes to presentations it is better to have less information on posters or slides than too much. This keeps the focus on you, not the slides or posters.

Lettering for Visual Aids

- **Use bold letters for headings to make a point.**
- **The use of plain lowercase text makes charts easier to read.** It should also be used for sub-items in a list and additional information. The eye moves quicker through it with a minimum delay in reading.
- **Use a font and large size letters that are easy to read from the back of the room.** Stick to basic fonts like Arial and Times New Roman. Basic fonts are easier to read and can be found on most computers.

- **Words should be easy to read.** People find it easier to read words running horizontally than vertically. Be consistent in style.
- **Limit font types and sizes.** Limit font types and sizes to two or three in a presentation. For instance, one font might be used for titles and another for the rest of the slide text. Font size should be consistent throughout: all titles on each slide/poster should be the same size, and the body text should be the same size.
- **Proofread slides and posters.** Have someone read the presentation to help find misspelled words.

Color Combinations

Color can be a key element in a presentation. The color used can create a mood or feeling. Color attracts attention. That makes it great for highlighting points. Using different colors is useful to compare several different items. The colors allow the audience to easily see differences. Use a basic set of colors for your presentation. Use one or two vivid colors and then the tints or shades (lighter and darker versions) of those colors.

When using color it is important to understand the color itself is not as important as the relationship it has with other colors. On the following page are some basic tips to remember when using color.

- Use bullet points.
- Use CAPITAL letters, *italics,* and/or color to provide emphasis.
- Proofread

GOOD CONTRAST	POOR CONTRAST
KEEP LETTERS LARGE	Letters too small
Good Readability	Poor Readability
Bold Letters	Thin Letters
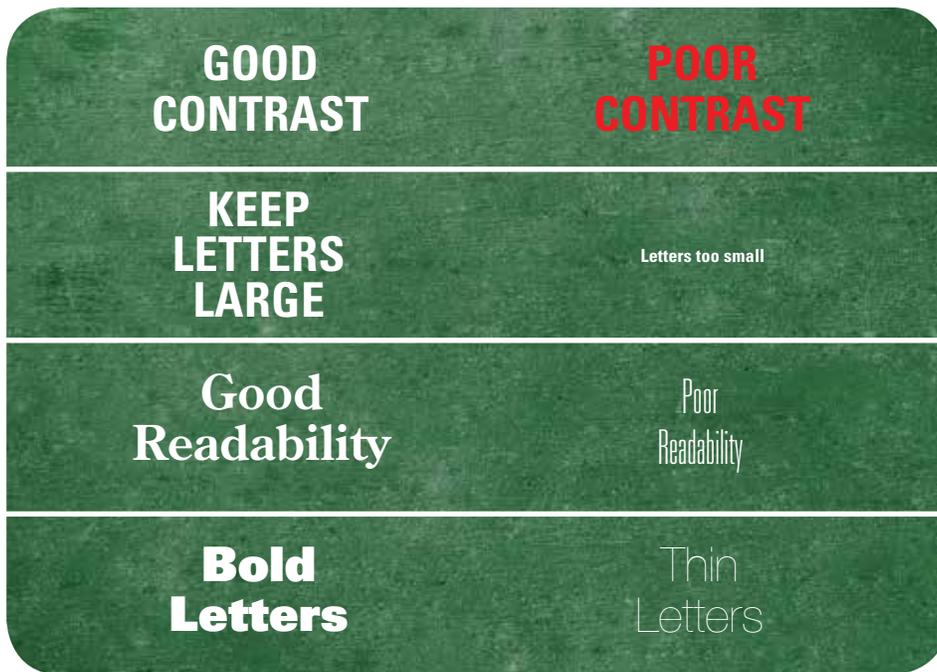
Remember to provide contrast – Be sure there is contrast in the colors used. This could mean light colored text on a dark background or vice versa. Colors with little contrast will tend to blend together and be hard to read. Look to see how colors interact.

Also, remember that some of your audience may be color blind, so be careful using reds and greens.

Use a color wheel – If you are having a hard time deciding on colors, look at a color wheel. Colors directly opposite of each other are can be complementary. Use dark and light colors to achieve contrast.
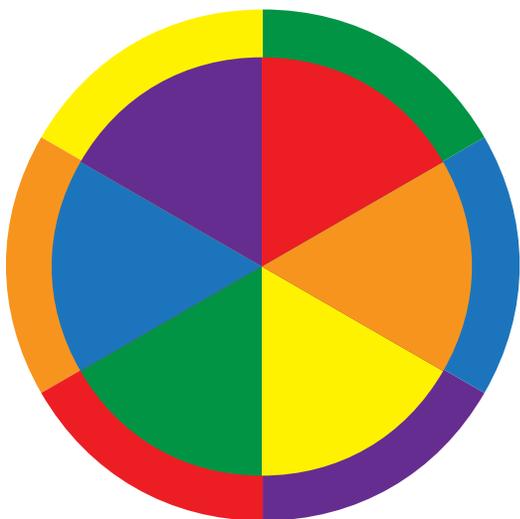
Backgrounds and Templates

You usually will have the option of using a template or a background color scheme for slides. There are many different template designs; most have some sort of design border with a background in a solid color. Another option is to design a border for the presentation. Here are some tips on choosing backgrounds or templates.

Select backgrounds or templates to enhance the presentation – Find a background or template that will evoke a mood or feeling in a presentation. A presentation showing how to make a Thanksgiving turkey craft would look good with a background with fall colors and leaves.

Avoid clutter – Many templates have some sort of border or image in the design. If you are adding lots of pictures or illustrations, the template design may distract. It may be better to choose a solid color background.

Be sure text contrasts with the background – A template or background has a color scheme, the text colors may already provide enough contrast. However, you may choose to customize the template by making the title and text bold, changing the size, or even choosing a font that contrasts better with the template or background.

Graphics

Graphics are photos, illustrations, or clip art. Graphics can be used to support a point or add humor. When using graphics, remember the following:

Be consistent – It is a good idea to stick with similar types of graphics. If using clipart, try not to combine a simple line drawing with a very intricate illustration. Notice that the horse on the left is very simple and almost cartoon-like while the picture on the right is much more detailed. These two graphics would not look good in the same presentation.
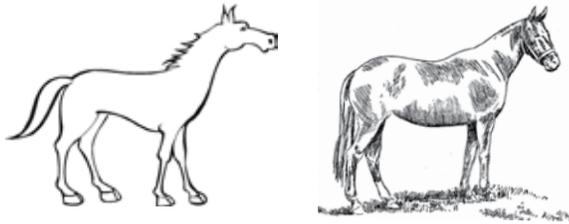
Be creative – To use hand-drawn draw pictures, take photos of them for slides or posters.

Use graphics to make the message clearer – If you are adding a graphic just because you can, don't use it. Graphics need to support the message.

USE THE 6 X 6 RULE:
Use no more than six lines on a slide and no more than six words in a line. Using this rule prevents putting too much information on the slide. A common mistake is putting too many words on a slide. This takes the attention off the presenter because the audience reads the information themselves and stops listening.

Poster Guidelines

Posters can be made with tri-fold boards, covered boxes, stencils, computer printers, markers, flip charts or using computer software to make an image for poster printing.

Electronically-produced Posters – Create the poster in any software at the size it will be printed at a copy center or photo processor. It is best to start with a document size that proportionally scales up to standard photo enlargements: 16x20, 20x24, 20x30. In many software programs, this can be achieved by creating a custom size before starting. (An 8½x11 will not enlarge to these standard sizes without some loss of top or side margins, or the poster 'floating' within the larger space.) Be aware of the quality of images as they enlarge to the printed piece, they can become more pixelated.

- Mount posters on a hard surface such as foam board or cardboard to prevent them from folding over.
- Keep posters the same size so they are easy to handle and appear more organized and professional.
- Enlarged pictures of supplies or tools are helpful if working with something small.
- Use an "enlarged" prop. For instance, if showing different types of buttons, perhaps make a large button out of wood or cardboard to aid in teaching.

BANK ON IT

- Track Spending
- Make Goals
- Make a Spending Plan
- Make a Saving Plan
- Review in One Month
- Make Adjustments

BANK ON IT

- In order to get started saving and investing money, a person first needs to understand exactly where their money is going in the first place.
- Once the tracking is thoroughly completed and analyzed, the next step is to make goals based on your needs, wishes, wants and desires.
- After considering the normal and unexpected expenses and then trying to match those up with the goals, it is necessary to build a budget.
- Once the budget is established, look for ways to trim the budget so that a savings plan can be established.
- After one month of applying the budget, it is necessary to analyze progress and make adjustments.
- Analyze the spending and saving before making adjustments. Remember the occasional or non-monthly expenses.

Digital Slides

Digital slides may be used to show photos of intricate details in the presentation by using close-ups and enlarging photos. Some of the software available includes Microsoft PowerPoint, Prezi, Apple Keynote, Google Slides, Haiku and Apache Impress. Watch slide presentations online to see what type of visuals you like. Watch some Pecha Kucha or Ignite-style presentations online to get a sense of how to make slides simple. The point of any visual aid is to enhance the presentation and keep the focus on the main points and presenter.

The way visual aids are used can make the difference between an effective presentation and one that's distracting and difficult to understand. Have you seen a presentation where it felt like the presenter used every font style and animation available? It can be overwhelming and detract from the message.

Sound

Sounds and audio clips can distract. To keep the audience listening, avoid using sounds unless they are teaching a concept. Test your sound equipment prior to presentation

Transitions and Animations

Transitions are how each slide comes onto the screen. Animations are how the text and graphics come onto and leave the screen. There are many transitions and animations. Words and graphics can fly in from almost anywhere. In general, the best slide transition is one the audience does not even know happened. Other tips for transitions and animations are:

Be consistent – Use the same transitions throughout the presentation. Be consistent on how text comes onto the slide.

Make them simple – It is a good idea to use basic animations such as:

- Wipes
- Fades

Make them natural – An animation that feels natural will keep the audience listening rather than trying to figure out where the next set of words will come from. Natural animations are:

- Drop from above
- Appear from left

Use for emphasis – If you really want to emphasize a point, this is when it is appropriate to add a different animation.