

Visual Aide Tips:

1. Purpose

Before you start, ask yourself: What is the purpose of the visual aid?

- To clarify a key point?
 - To provide an illustrative example?
 - To clarify or simplify a model?
 - To summarise?
 - To entertain?
- ### 2. Readability
- Use 36-44 point font for Titles
 - 28-32 point font for everything else
 - No smaller than 24
 - Use contrasting font and background colors (Black font on purple background is difficult to read)
 - Use Serif font (fonts with tails)
- ### 3. A-ha! Use visuals as a trigger to make an impression
- Recommended that you use images rather than text
 - Bold points, if you have to. Never full sentences!
- ### 4. Clean of typos--
- Spell Check
 - Grammar Check
- ### 5. Consistency and simplicity
- Use no more than TWO fonts for the whole presentation
 - If Slide #1 has Times New Roman as the font, the all titles thereafter should be Times New Roman
 - Use contrasting font and background colors (Black font on purple background is difficult to read)
 - No animated text; Video clips are one thing, but no marching text, please !
- ### 6. Audience- Driven
- Think about the images or text that are relevant to that particular audience
 - i) A reference to *Shazam* will be lost on most everyone under the age of 40.
- ### 7. You are a visual aide
- Remember to offer good eye contact, be poised, and use your voice effectively.
- ### 8. Give a clear introduction, main argument, and conclusion
- Your introduction should include your name, signposting
 - Do not overwhelm your audience; rule of thumb: no more than 3 ideas for 10 min speech.
 - Conclude decisively; No “ummm, I think I’m done” nor “Okay, that’s it.”

