

presents **TEN tips**

on **Visual Aids**



1

YOU ARE THE FOCUS! PowerPoint, overhead projector, flipchart, whiteboard - whatever you use it should complement the spoken message, not replace it.

2

Don't use show-stopping exciting transitions.

3

Ensure the text or pictures are big enough to be read by the entire audience.

4

Do not put too much information on one visual. No more than 5-6 words per line, and 5-7 lines per page.

5

Give the audience time to absorb the information on the visual before you move on to the next one.

6

Don't turn your back on the audience to read from the screen or visual. Have separate notes that you can refer to.

7

Keep it simple - do not use too many colours or fonts.

8

Break up the presentation with different types of chart (eg pie instead of graph) where possible.

9

Do not simply repeat what is written on the visual - the audience can do that. Have bullet points only and expand on them, or use quotes and images to support your text.

10

DON'T BE TOO CLEVER WITH COLOURS. Some colours, such as green and yellow, or green and red, are difficult to read from a distance. Dark type on a light background is preferable.