Visual Aids Cheat Sheet

*A* **visual aid** *is anything the speaker uses for the audience to see which is related
to the subject matter in order for the speaker to present their speech with
greater* ***interest****,* ***clarity****,* ***retention****, and/or* ***persuasion****.*

***When should you use a visual aid?***

When words alone would take considerably more time to achieve the same purpose; also called the “principle of efficiency”

***Visual aids enhance almost every aspect of your speech!***

* Speakers are generally viewed as *more prepared, more dynamic, and more professional* when using visual aids!
* They also help with **stage fright!** *Woo hoo!*

***What to keep in mind when using a visual aid:***

* Prepare visual aids *in advance*
* Images should be LARGE enough for everyone in your audience to see
* Keep your visual aid simple & uncluttered
* Words alone are **not** a visual!
* Don’t talk to your visual aid (talk to the audience!)
* When finished using the visual aid, put it away
	+ In the case of PowerPoint, use a *blank slide*
* *Do not* circulate a handout
* Avoid complicated diagrams
* Do not assume the audience sees what you see – explain!
* If using audio or video, it’s likely best to embed it into the Powerpoint
* Do not elaborate on the obvious just to meet the visual aid requirement (don’t bring a pineapple and say “*Pineapples are a yummy fruit. Here’s one!”*)
* When using a visual aid, always be sensitive to the social norms of the audience!
* ***Practice*** your speech WITH your visual aid!