

Chapter 9

Exploring Public Speaking, 4th edition

Open Resource Textbook for Basic Public
Speaking Course

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Overview

- What are presentation aids?
- The functions of presentation aids
- Types of presentation aids
- Using presentation slides
- Low-tech presentation aids

Presentation aids are

- “the resources beyond the speech itself that a speaker uses to enhance the message conveyed to the audience”
- They can appeal to all the senses—smell, taste, touch, hearing, as well as sight
- Range of possibilities is wide

Some basic concepts about presentation aids

- Aids must be relevant
- Aids must add something
- Aids must be used at the time they are spoke about
- Aids must be easy to use
- Aids must be easily visible, audible, and understandable for audience

Functions of presentation aids

- Improve audience understanding, through
 - Clarifying
 - Emphasizing
- Aiding retention and recall
- Adding variety and interest
- Enhancing speaker credibility (if done well)

Common problems with presentation aids

- Overkill – too many aids or too much technological sophistication with the aid
- Things happen—technology doesn't work, furniture is moved
- Aids don't always speak for themselves; some will need explanation and interpretation

Types of presentation aids: Charts

- Statistical (can be too complicated and not speak for itself)
- Sequence of steps
- Decision trees (for a type of logical process and showing relationships between ideas)

Types of Presentation Aids: Graphs

- Line – for progression of time
- Bar – for comparing differing amounts
- Pie – for parts of whole, like dollar, budget, population
- Pictograph – like bar, can be clever but confusing

Types of Presentation Aids: Graphs

- Thoughts on Graphs
 - Keep number of categories/divisions low
 - Color, clarity, distinctions very important
 - Ethical considerations
 - Know what the statistics/figures actually mean
 - Use 0 as baseline, for example

Types of Presentation Aids: Other

- Diagrams
- Photographs/Artwork
- Maps
- Video or Audio Recording
 - Use with care and preparation, have cued
 - Do not take up extra time with them
- Objects or Model

Types of Presentation Aids: Living things

- Animals -
 - High distraction potential
 - Allergies and fears
 - Regulations
- Self
- People
 - Ask ahead of time
 - They should know what will happen and be prepared (touch, clothing)

Using presentation slides

- ▣ There are various products, some free, some “freemium”
- ▣ Not all created equal or accessible to technology
- ▣ Follow instructor’s directions

Using presentation slides

▣ Advantages

- ▣ In many cases expected
- ▣ Portable, embedded video, robust potential for visualizing concepts

▣ Disadvantages

- ▣ Clichéd, boring, “Death by PowerPoint”
- ▣ Linear design hurts critical thinking
- ▣ Poor design of slides—for example, too much text, text too small, too busy with irrelevant photos

Principles for creating quality slide shows

- ▣ Unity/Consistency
- ▣ Emphasis, focal point, visibility
- ▣ Tone
- ▣ Scale and proportion
- ▣ Balance
- ▣ Rhythm in presenting

Principles for creating quality slide shows

- Unity and consistency
 - Fonts
 - Colors
 - Backgrounds/themes
 - Animations
 - Dancing characters (limit)
 - Words coming on screen
 - Slide transitions/changes

Principles for creating quality slide shows

- Emphasis/focal point/visibility
 - Size of font and image. 22 point or better is preferable.
 - Projected slide might look different from computer
 - 7 X 7 rule (or 6 X 6)
 - Not all templates/designs have readable text size
 - High contrast between font and background
 - Serif font is preferable: This is serif. Rest of slide is sans serif.

Tone

- Tone means attitude, feeling conveyed
- Color and images should match content and purpose of presentation

Scale/Proportion/Balance

- Understand bullet points vs. numbering
- Symmetry; use of white or empty space
- Limited images per slide; audiences can only look at one thing at a time

Delivery

□ Rhythm

- Avoid zipping through some slides and leaving others up for minutes
- Use b key or remote mouse to blacken screen
- Be sure computer used for presenting and file "match"
- Cite all borrowed graphics or text on slide
- Maintain eye contact with audience, not screen

Low-tech presentation aids

- Dry-erase or chalk board
 - Only really good for interaction situations
 - Have a marker that works
 - Print large and legibly, short phrases
- Flipcharts – be sure stable; see dry-erase guidelines
- Handouts – only if needed, timing important
- Posters – good in certain settings (conference poster sessions)

Conclusion

- Must be easily seen/heard, handled
- Show only when discussed in speech
- Avoid shock value and bad taste
- Consider psychological effects of color and the template designs; not all created equal
- Relevance and support of speech content are key