

### U4Ch5. Using visual aids effectively, including slides, charts, and videos

**PAPER 01 — Communicative Skills** 

Unit 4 · Public Speaking & Presentation Skills

Chapter 5 · Using Visual Aids Effectively: Slides, Charts, and Videos

# 1 Why Visual Aids Matter

BenefitAudience ExperienceSpeaker AdvantageCognitive ClarityComplex ideas become instantly graspable.Explains in 20 s what words need 2 min.Memory RetentionDoubling "dual-coding" pathways (visual + verbal) raises recall up to 65 % after 3 days.Your key message sticks beyond the room.EngagementBreaks monotony; eyes track motion/colour.Attention peaks every time a slide advances or video rolls.

**Authority** Well-designed visuals signal professionalism.

Builds trust; data looks credible, not anecdotal.

**Guiding Premise** Visual aids must be aids—**supporting actors** that highlight your narrative, never the star that upstages it.

# 2 The Golden Rule Trio (SIR)

- 1. **Simplicity** one idea per visual; reduce cognitive load.
- 2. Integrity data accurate, sources cited, no misleading axes or edits.
- 3. Relevance every element answers the question, "How does this help the audience achieve the talk's purpose?"

Tape this trio to your monitor; reject any graphic that fails any letter.

# 3 Designing Impactful Slides

#### 3.1 Layout & Typography

GuidelineRationaleQuick Test30-30 Rule≥ 30 pt text & ≤ 30 words per slideReadable from back rowVisual HierarchyTitle > Key number > ExplanationGuides eye pathWhitespace40-50 % empty spaceLowers visual noiseBrand Colour Palette (≤ 3 hues)Consistency, recognitionPrevents rainbow chaos

### 3.2 Slide Types & Templates

Type	Best Use	Design Tip
Title Slide	Start, agenda resets	Hero image + 6-word headline
<b>Section Divider</b>	Signal transitions	Large number "2." + short phrase
<b>Key Data Slide</b>	Single statistic	Giant numeral (120 pt) + micro-label

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Type Best Use Design Tip

**Process Slide** Step-by-step method Horizontal or circular icons; numbered

Quote Slide Credibility, emotional pause 24-word max; portrait of author faint watermark

### 3.3 Slide Hygiene Checklist

- Avoid full sentences; aim for phrases.
- Use icons, not clip-art.
- Animate sparingly: **appear** or **fade**; no spins or fly-ins.
- Dark room → light background; bright room → dark background.
- Include slide number + logo in footer for hand-outs.

# 4 Crafting Clear Charts

#### 4.1 Chart-Choice Matrix

Data Relationship	Chart Type	Rule of Thumb
Trend over time	Line	≤ 6 lines; colour-blind-safe palette
Part to whole	Pie (<5 slices) or Stacked bar	Avoid 3-D pies; labels outside segments
Comparison at single point	Column/Bar	Bars start at zero; 50 % bar/space ratio
Correlation	Scatter	Add trend line + R <sup>2</sup> if needed
Ranking with many items	Horizontal bar	Sorting helps rapid reading

#### 4.2 Visual Integrity Steps

- 1. Label Axes & Units "Revenue (₹ crore), FY 2022-25"
- 2. **Include Source** tiny 8 pt gray footnote ("Source: RBI Bulletin, Jul 2025").
- 3. **Maintain Proportions** never crop y-axis above zero to exaggerate growth.
- 4. **Highlight Key Point** use one accent colour for the takeaway bar/line.

# 5 Integrating Videos & Animations

Aspect	Best Practice	Possible Pitfall
Length	30 - 90 seconds	Long clips shift focus from you
Resolution	720p saves file weight; 1080p if dark venue	4k may stutter on older PCs
<b>Embedding</b>	Insert into slide; test playback offline	Relying on internet streaming
Captioning	Add subtitles for noisy rooms or ESL listeners	None -> accessibility issues
<b>Setup Line</b>	Verbally frame clip's purpose: "Watch how the rotor self-aligns"	Hitting play without context

#### Video Cue Card Formula

Why watch? — "This demonstrates..."

Watch for — "Notice the heat map turning red..."

So what? — After clip, link to thesis in 1 sentence.

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### **6 Technical Readiness**

Item Check

Laptop-to-projector cable & adapters (HDMI/USB-C) Carry spares

Fonts

Use system defaults or embed subset in PPT/PDF

File backup

Slide deck on cloud + USB + email to organiser

Clicker & batteries

Test range; allocate slide-advance pauses

Video sound External speakers or venue's AV patch; test volume

Run a complete rehearsal with equipment at least 2 hours before event.

# 7 Accessibility & Inclusivity

- Colour Contrast ≥ 4.5 : 1 for text/background.
- Alt-Text for images in shared PDFs.
- Descriptive narration for critical visuals: "The blue line representing rural areas rises sharply."
- Captioned videos for D/deaf audience; avoids relying solely on speaker commentary.

### 8 Sequencing Visuals with Speech (TIE Method)

- 1. Tell introduce concept verbally.
- 2. Illustrate show visual aid, remain mostly silent for 5-7 seconds.
- 3. Elaborate interpret visual, connect back to argument.

This prevents "visual-verbal split" where listeners juggle reading slides and hearing you simultaneously.

### 9 Common Pitfalls & Quick Fixes

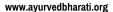
Pitfall	Symptom	Fix
Slideument (slide + document)	Dense paragraphs	Cut to phrases; give detailed hand-out instead
Text avalanche	> 30 words; bullet zoo	Convert bullets to visuals, or progressive reveal
Image-only slide without contex	t Blank stares	Add descriptive caption or speaking note
Spam chart colours	Rainbow bars, legend hunt	Limit to 2-3 colours; directly label series
Autoplay video w/ sound blast	Startles audience	Mute default; click to play with volume set

#### 10 Self-Practice Corner

- 1. **Slide Surgeon** Take a cluttered slide, redesign to 15 words max + one graphic.
- 2. **Chart Detective** Choose any misleading graph online; redraw it with correct scale.
- 3. **90-Second Clip Test** Trim a 3-min video to 60-90 s; add captions; script setup & debrief lines.
- 4. Accessibility Audit Run Colour Contrast Analyzer on top three slides; adjust failing elements.
- 5. TIE Rehearsal Practise one point using TIE: tell (10 s), illustrate (slide), elaborate (20 s). Record and review flow.

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### **Chapter Takeaways**

- Slides: one idea, large text, generous whitespace; design for eyes in the back row.
- **Charts**: choose the right type, label clearly, highlight the single insight you want remembered.
- Videos: short, embedded, contextualised before and after; captions on.
- **SIR rule** (Simplicity · Integrity · Relevance) filters every visual—if it fails, delete it.
- Marry visuals to spoken narrative with the **TIE method** for seamless comprehension.

Master these visual-aid principles and your presentations will *show, not just tell,* persuading minds and captivating eyes in equal measure.

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