



## 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

Benefit	Audience Experience	Speaker Advantage
<b>Cognitive Clarity</b>	Complex ideas become instantly graspable.	Explains in 20 s what words need 2 min.
<b>Memory Retention</b>	Doubling “dual-coding” pathways (visual + verbal) raises recall up to 65 % after 3 days.	Your key message sticks beyond the room.
<b>Engagement</b>	Breaks monotony; eyes track motion/colour.	Attention peaks every time a slide advances or video rolls.
<b>Authority</b>	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

Guideline	Rationale	Quick Test
<b>30-30 Rule</b>	≥ 30 pt text & ≤ 30 words per slide	Readable from back row
<b>Visual Hierarchy</b>	Title > Key number > Explanation	Guides eye path
<b>Whitespace</b>	40–50 % empty space	Lowers visual noise
<b>Brand Colour Palette (≤ 3 hues)</b>	Consistency, recognition	Prevents rainbow chaos

### 3.2 Slide Types & Templates

Type	Best Use	Design Tip
<b>Title Slide</b>	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

Type	Best Use	Design Tip
<b>Process Slide</b>	Step-by-step method	Horizontal or circular icons; numbered
<b>Quote Slide</b>	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	<b>Line</b>	≤ 6 lines; colour-blind-safe palette
Part to whole	<b>Pie</b> (<5 slices) or <b>Stacked bar</b>	Avoid 3-D pies; labels outside segments
Comparison at single point	<b>Column/Bar</b>	Bars start at zero; 50 % bar/space ratio
Correlation	<b>Scatter</b>	Add trend line + R <sup>2</sup> if needed
Ranking with many items	<b>Horizontal bar</b>	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
<b>Length</b>	30 - 90 seconds	Long clips shift focus from you
<b>Resolution</b>	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
<b>Captioning</b>	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.

## 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**  $\geq 4.5 : 1$  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 context	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.



## 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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