

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.

anecuota

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

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

[©] Ayurvite Wellness Pvt Ltd. All rights reserved. This PDF is for personal use only Unauthorized reproduction, distribution, or commercial use is strictly prohibited.



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 RelationshipChart TypeRule of ThumbTrend over timeLine≤ 6 lines; colour-blind-safe palettePart to wholePie (<5 slices) or Stacked bar Avoid 3-D pies; labels outside segments</td>Comparison at single pointColumn/BarBars start at zero; 50 % bar/space ratioCorrelationScatterAdd trend line + R² if neededRanking with many itemsHorizontal barSorting 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
Embedding Insert into slide; test playback offline Relying on internet streaming
Captioning Add subtitles for noisy rooms or ESL listeners None -> accessibility issues
Setup Line 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.

[©] Ayurvite Wellness Pvt Ltd. All rights reserved. This PDF is for personal use only Unauthorized reproduction, distribution, or commercial use is strictly prohibited.



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.

[©] Ayurvite Wellness Pvt Ltd. All rights reserved. This PDF is for personal use only Unauthorized reproduction, distribution, or commercial use is strictly prohibited.







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.

[©] Ayurvite Wellness Pvt Ltd. All rights reserved. This PDF is for personal use only. Unauthorized reproduction, distribution, or commercial use is strictly prohibited.