



# CREATING EFFECTIVE VISUAL AIDS

LEVEL 3 PROJECT



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Rev. 11/2016 Item 8301

# INTRODUCTION



Humans are visual thinkers. Information that includes visual elements is retained better than written or spoken material alone. Adding visual elements to your speech can boost retention and heighten emotional impact.

In this project, you will learn how to choose the correct visual aid for your presentation, how to create effective visual aids, and the best use of each type.

## YOUR ASSIGNMENT



**For all assignment details and requirements, review the Project Checklist on page 14.**

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**Purpose:** The purpose of this project is to practice selecting and using a variety of visual aids during a speech.

**Overview:** Choose a speech topic that lends itself well to using visual aids. Create at least one but no more than three visual aids to enhance your presentation. Deliver your 5- to 7-minute presentation at a club meeting.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



**Video:** Sign in to Base Camp to watch a video that supports this project.



**Interactive Activity:** Sign in to Base Camp to complete an interactive activity.



**Resource:** Sign in to Base Camp to view this resource online.

# ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.



Select the appropriate number based on your skills today:

**5**  
EXEMPLARY

**4**  
EXCEL

**3**  
ACCOMPLISHED

**2**  
EMERGING

**1**  
DEVELOPING

Pre-Project					Statement	Post-Project				
5	4	3	2	1	I am confident when using media and visual aids to support my presentation.	5	4	3	2	1
5	4	3	2	1	I have the skills necessary to create effective visual aids.	5	4	3	2	1
5	4	3	2	1	I am able to decide on the proper application of media and visual aids.	5	4	3	2	1
5	4	3	2	1	I recognize how this project applies to my life outside of Toastmasters.	5	4	3	2	1



# COMPETENCIES



**The following is a list of competencies that you will learn and practice in this project.**

- Demonstrate effective application of media and visual aids.
- Create effective visual aids to enhance presentations.
- Determine how to best present visual aids to benefit the audience.

# CHOOSE YOUR VISUAL AID

## Flip charts

Flip charts show the progression of an idea and work best with a small audience. Use a flip chart during an informative speech.

## Whiteboards

Whiteboards have a large working area and are easy to use. Whiteboards are most effective with a small-to-medium audience. Use a whiteboard during any type of speech when you need to track input from the audience or share simple graphics.

## Presentation software

Presentation software creates slideshow-style visual aids and works well for any size audience. Use presentation software during any type of speech when you need to share complex information, photographs, or more complicated graphics.

## Video

Video presentations may be effective if you wish to elicit an emotional response from the audience. Videos can be used with any size audience and any type of speech.

## Posters

Posters emphasize main points with meaningful text or images. Posters work best with smaller audiences. Posters can be used during any type of speech when you would like to share a limited amount of visual information.

## Props

Props can help you focus attention on your topic. Props need to be relevant to your speech and visible to everyone in the audience.

## Handouts

Handouts give your audience a tangible reminder of your presentation and are effective for any size group. Use handouts during any type of speech when you want your audience to have material to take with them for review. They are especially helpful when you are presenting complex information in a short period of time.

For the following questions, select the best answer for each question.

1. Ken's speech is about the positive effects of sunlight on plants. He wants to show his audience of 15 people a picture of a plant exposed to the sun next to a plant that has had no sun exposure. The best medium to do this with would be:

- Flip chart
- Whiteboard
- Handouts
- Poster

2. Anita's speech is about her job as a marketing coordinator. She has many different types of information—pictures, statistics, graphs, etc. She has an audience of 48 people. The best medium for Anita to use is:

- Flip chart
- Whiteboard
- Presentation software
- Poster

3. Colleen wants to show her small audience the evolution of a tadpole to a frog and talk about each stage in its life cycle. The best medium to show this would be:

- Handouts
- Flip chart
- Whiteboard
- Poster



Answers: 1. Poster; 2. Presentation software; 3. Flip chart



## CREATING VISUAL AIDS



Create visual aids that are supplementary instead of necessary. This way, instead of trying to understand the graphic, your audience can be attentive to what you are saying. Think of a visual aid as an exclamation point at the end of a sentence, adding emphasis to an important idea.

### **EFFECTIVE VISUAL AIDS:**

- Are simple and uniform with a consistent color scheme.
- Utilize a clear, large font.
- Break down data into manageable and necessary pieces.
- Are appropriate for your audience.

## GUIDELINES

Give your presentation visual impact by following the guidelines for the areas described here.

### Font

Use text large enough to ensure all audience members can comfortably read it. For visuals that are projected, use at least a 20-point font. For handwritten presentations, such as posters or whiteboards, use a larger typeface. Fonts that are easy to read with bold lines tend to be the most successful.

### White Space

White space, or neutral, open space, is proven to increase legibility and viewer comprehension. Incorporate white space in the layout of your visual aid.

### Consistency

Use the same font, titles, layout, and image style throughout your presentation. Too many colors and fonts can divert attention away from your presentation.

### Quality

Ensure any photographs or graphics are easy to see and not distorted in the process of enlarging them. Choose colors and images that enhance the tone of your presentation.

### Proofreading

Double-check for spelling and other grammatical errors. Ask another person to review your visual aids before creating multiple copies or using them in presentations.

### Simplicity

Keep your visual aids simple to help ensure that your message is retained by the audience.

# APPLYING YOUR VISUAL AIDS



## FLIP CHARTS

- Develop a plan for what you will draw or write on each page.
- Prepare your charts before your presentation.
- Show one main idea per page.

## WHITEBOARDS

- Draw a simple picture and make changes or additions as you speak.
- Track text and notes in brainstorming sessions or speeches where input from the audience is a part of the presentation.

## PRESENTATION SOFTWARE

- Include one main idea with three to four supporting bullet points on each slide.
- Add pictures, video, or flowcharts as content allows.

## VIDEO PRESENTATIONS

- Add music to a video to heighten emotional impact.
- Explain to the audience why you selected a certain video and how it relates to your speech.
- Capture moments that show emotion, such as telling a personal story.

## POSTERS

- Keep the text or pictures simple to support your message.
- Use as an ongoing reminder for your audience.

## PROPS

- Practice until you are comfortable and confident the prop will function as planned.
- Hide the prop until you are ready to use it.

## HANDOUTS

- Summarize main points.
- Provide supplementary materials such as the sources you used and your contact information.

## BEFORE USING VISUAL AIDS

### STEPS TO ENSURE SUCCESS

- Know how your visuals function by practicing them.
- Survey the presentation space in advance.
- Bring all required equipment (markers for a whiteboard, easel for a flip chart, and laptop and power cords for a projector).
- Set up and account for visual aids before the presentation.
- Rehearse your speech with the visual aids.
- Set up your poster (or other visual aid) and refer to it while you rehearse.
- Choose when you'll display and/or advance (such as a slideshow) your visual aids.

By preparing before your audience arrives, you ensure that you're ready to begin on time and deliver your presentation with confidence.



## REVIEW AND APPLY



Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What strategies will you use to choose the best visual aid for your presentation?
- List some of the best practices for designing the visual aid you will use in your presentation.
- What will you take into account when you choose the visual aid for your presentation?

## COMPLETE YOUR ASSIGNMENT

Now that you have read through the project, plan and prepare your speech or report.

**Review:** Return to page 3 to review your assignment.

**Organize:** Use the Project Checklist on page 14 to review the steps and add your own. This will help you organize and prepare your assignment.

**Schedule:** Work with the vice president education to schedule your speech.

**Prepare:** Prepare for your evaluation. Review the evaluation resources on pages 16–18 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.





# PROJECT CHECKLIST

## Creating Effective Visual Aids

**Purpose:** The purpose of this project is to practice selecting and using a variety of visual aids during a speech.

**Overview:** Choose a speech topic that lends itself well to using visual aids. Create at least one but no more than three visual aids to enhance your presentation. Deliver your 5- to 7-minute presentation at a club meeting.

**This project includes:**

- Creating one to three visual aids
- A 5- to 7-minute speech

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

Select a speech topic that lends itself to using a visual aid.

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Schedule your speech with the vice president education.

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Write your speech.

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Develop a visual aid to use when you present your speech.

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# EVALUATION FORM

## Creating Effective Visual Aids

Member Name \_\_\_\_\_ Date \_\_\_\_\_

Evaluator \_\_\_\_\_ Speech Length: 5 – 7 minutes

**Speech Title** \_\_\_\_\_

### Purpose Statement

The purpose of this project is for the member to practice selecting and using a variety of visual aids during a speech.

### Notes for the Evaluator

The member completing this project is practicing the skills needed to use visual aids effectively during a speech. The member may choose any type of visual aid(s). He or she may use a minimum of one but no more than three visual aids.

**Listen for:** A well-organized speech that lends well to the visual aid(s) the member selected.

**Watch for:** The effective use of any and all visual aids. The use of the aid should be seamless and enhance the content of the speech. This speech should not be a report on the content of the “Creating Effective Visual Aids” project.

### General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING	
<b>Clarity:</b> Spoken language is clear and is easily understood					Comment:
5	4	3	2	1	
<b>Vocal Variety:</b> Uses tone, speed, and volume as tools					Comment:
5	4	3	2	1	
<b>Eye Contact:</b> Effectively uses eye contact to engage audience					Comment:
5	4	3	2	1	
<b>Gestures:</b> Uses physical gestures effectively					Comment:
5	4	3	2	1	
<b>Audience Awareness:</b> Demonstrates awareness of audience engagement and needs					Comment:
5	4	3	2	1	
<b>Comfort Level:</b> Appears comfortable with the audience					Comment:
5	4	3	2	1	
<b>Interest:</b> Engages audience with interesting, well-constructed content					Comment:
5	4	3	2	1	
<b>Visual Aid:</b> Visual aid effectively supports the topic and speech					Comment:
5	4	3	2	1	
<b>Topic:</b> Topic is well-selected for making the most of visual aids					Comment:
5	4	3	2	1	

# EVALUATION CRITERIA

## Creating Effective Visual Aids

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

### Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

### Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

### Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

### Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

### Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs

- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

### Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

### Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

### Visual Aid

- 5 – Use of visual aid is exemplary, raising the level of topic and speech
- 4 – Visual aid enhances the topic and the speech
- 3 – Visual aid effectively supports the topic and speech
- 2 – Visual aid contributes somewhat to topic or speech, but could be improved
- 1 – Visual aid does little to support the topic of the speech

### Topic

- 5 – Topic and visual aids connect perfectly to create an exemplary presentation
- 4 – Topic is highly conducive to the use of visual aids
- 3 – Topic is well-selected for making the most of visual aids
- 2 – Topic is somewhat conducive to using visual aids
- 1 – Topic does not lend itself well to using visual aids



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