

Think visually

Keep it clean. Keep it smart. Keep it **visual**.

Presentation tools are visual aides, not a replacement for the speaker. Therefore, slides should show what the presenter is telling. Think like television. The person is speaking, while the visual is illustrating. This will make presentations much more effective.

1. Keep it simple

The fewer bells and whistles, the better. Don't let your visual replace you. You have the words, the presentation tool has the pictures



2. Restrictions are good

Remember these three words: simplicity, clarity, brevity. The presentation should accent the lesson, not give it entirely. Just because you can do a fade, drop shadow, and make it move and blink in rainbow colors doesn't mean you should.

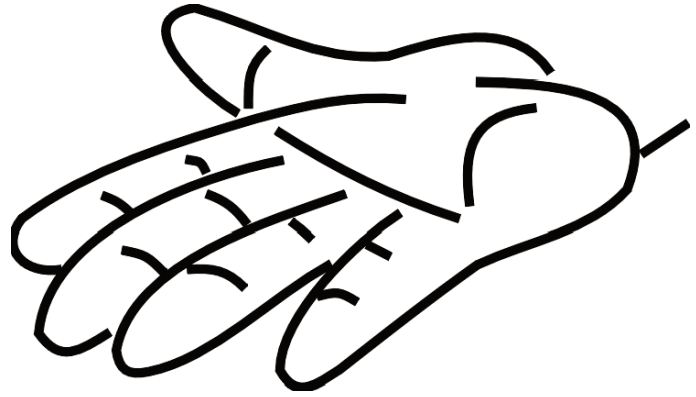
3. Ask yourself some questions

In his book *Presentation Zen*, Garr Reynolds lists the following questions a person should ask before presenting: How much time do I have? What is the venue like? What time of the day? Who is the audience? What is their background? What do they expect of me? Why was I asked to speak? What do I want them to do? What visual medium is most appropriate for this situation? What is the purpose of my talk? What's the story? And most importantly: **What is my absolute central point?**



4. Make a handout

There should be three components to a presentation. The verbal of the speaker, the visual of the aide, and a list of the important facts for the audience to take home. Handouts are places to write the key points that need to be explained with words. Just be sure to give it out at the end.



5. Connect to the people

Use examples and tap into people's emotions. A presentation is not just about the facts; tell the story of the research or lesson. People can read the facts on their own time.

6. Find images

Here are some free image websites:

www.morguefile.com

www.flickr.com/creativecommons

www.imageafter.com

www.scx.hu

www.everystockphoto.com

stock.xchng[®] *vn*
version 6.00

morgueFile
WHERE PHOTO REFERENCE LIVES. PUBLIC IMAGE ARCHIVE FOR CREATIVES BY CREATIVES

flickr[®] from **YAHOO!**



7. Leave them wanting more

Just because a horse comes to the trough doesn't mean you have to feed him the entire barn of hay. Get them interested, and stop before they get bored.