

Visual Aids



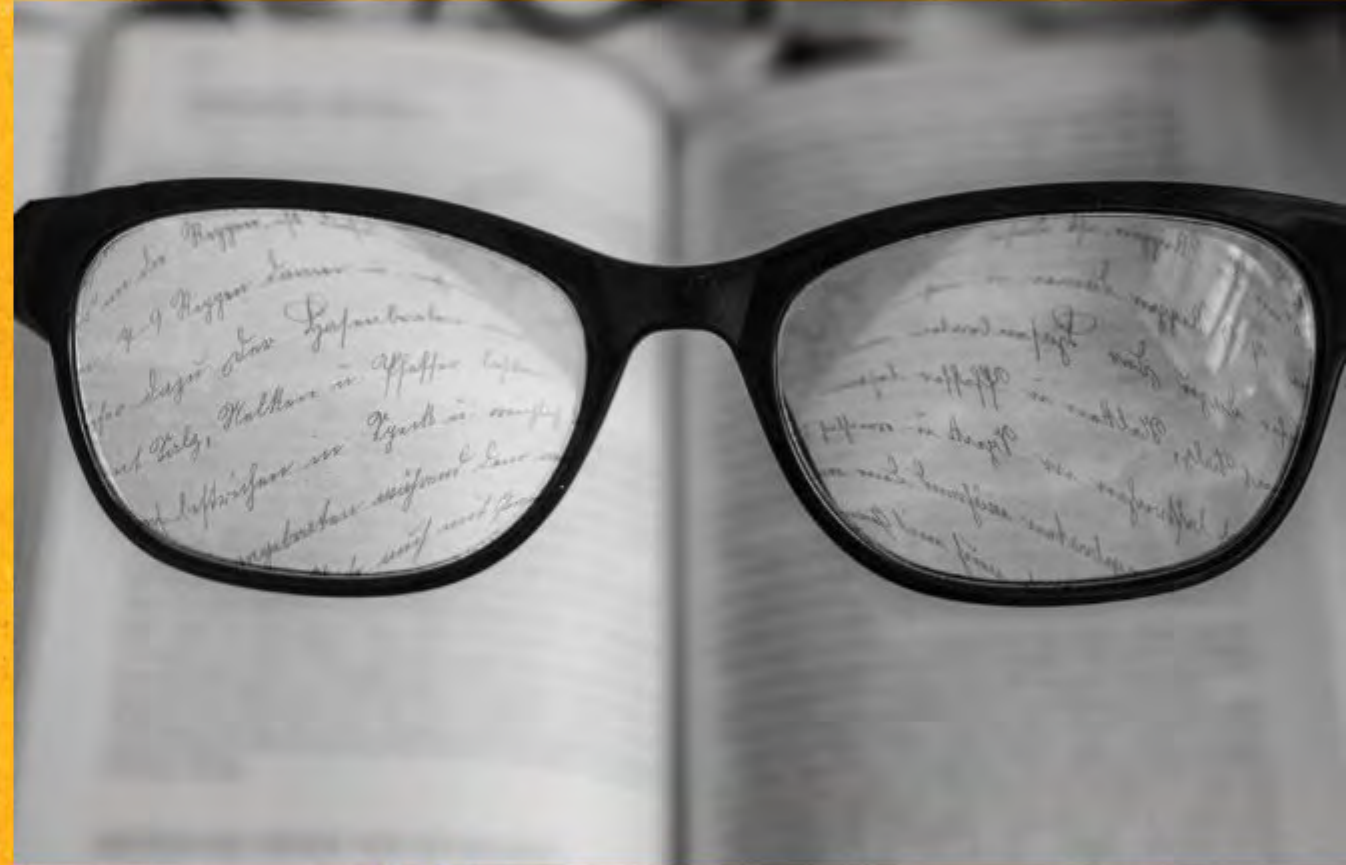
IMAGES

Why use images

Most people are visual learners.

Images can help illustrate or emphasise what you are saying, or can help the audience to remember what you are saying.

Images can also be a disaster and major distraction.



IMAGES

Why NOT use images

Images can also be a distraction.

They can create confusion. They can draw the audiences attention away from you.

Too many images can bore an audience.



IMAGES

Dos and Don'ts

- Make slides ONLY after you make a storyboard
- Edit ruthlessly
- Use minimal words
- Remember the rule of three
- Don't use jargon or acronyms
- One message for each slide

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How to use images

Create a theme.

Abstract backgrounds can create a mood. Or they can be a distraction.

Real life images can give an illustration or example.

Humorous or evocative images can help captivate the audience.

Humorous images

Renowned public speaker [Seth Godin](#) uses humorous images to engage his audience. For example, he used this image of bats turned upside down to make the point that a problem can look very different from an alternative perspective. A simple change in angle makes the bats look like they're having a good time at a party.



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Dos and Don'ts

See [Visme A Non-Designer's Guide](#) for some good Dos and Don'ts for colours, fonts, scaling images and graphics

