To Visual Aid or Not?

1. In making decisions about visual aids, ask yourself these questions:

   * Does the audience expect me to use visual aids, making their absence distracting?
   * Would my speech be clearer if I illustrated important points?
   * Can visual aids make it easier for listeners to remember and understand my important points?
   * Can I prevent visual aids from distracting from my message?

2. If any answer is "Yes," then proceed to:

   * Decide which type of visual aid would best serve your purposes.
   * Determine the appropriate size and material for the visual aid, based on the audience and the circumstances.
   * Design the visual aid.
   * Practice the speech including the use of the visual aid.