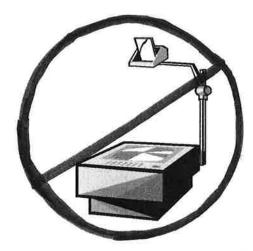
## To Visual Aid or Not?





## 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.

From David Zarefsky's Public Speaking: Strategies for Success, 3<sup>rd</sup> Edition, 314.