

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.