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# Creating Effective Visual Aids

Level 3 Project



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# Creating Effective Visual Aids

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## About Creating Effective Visual Aids

Information that includes visual elements is retained better than written or spoken material alone. Adding visual elements to your speech can boost retention and heighten emotional impact.

In this project, you will learn how to choose the correct visual aid for your presentation, how to create effective visual aids, and the best use of each type.

## Resources

The following is a list of resources available in your digital project on Base Camp. Some of these resources, such as evaluations, are also available on the Resources section on Base Camp.

**Project Checklist**

**Evaluation Resource**

# Introduction and Assignment

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## Introduction

Humans are visual thinkers. Because of this, most people learn best through visual representation. Visual aids support the processing and retention of information.

## Your Assignment

**Purpose:** The purpose of this project is to practice selecting and using a variety of visual aids during a speech.

**Overview:** Choose a speech topic that lends itself well to using visual aids. Create at least one but no more than three visual aids to enhance your presentation. Deliver your 5- to 7-minute presentation at a club meeting.

Your speech can be persuasive, humorous, informational, or crafted in any style that appeals to you and supports your speech content.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



**Video:** Sign in to Base Camp to watch a video that supports this project.



**Interactive Activity:** Sign in to Base Camp to complete an interactive activity.



**Resource:** Sign in to Base Camp to view this resource online.



**Weblink:** Return to your digital project when you see this icon to link to a website or Base Camp location.

For all assignment details and requirements, review the [Project Checklist](#).

# Learning in Creating Effective Visual Aids

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## Assess and Reflect

To assess and track your knowledge, complete the activity below by listing what you already know and what you wonder about the topic today. Add up to five items to each list. After you complete your project, you will have an opportunity to review your answers and add what you have learned.

## Know

**For example:** I know I have the skills necessary to create effective visual aids.

## Wonder

**For example:** I wonder how to select the proper application of media and visual aids.

## Competencies

The following is a list of competencies that you will learn and practice in this project.

- Demonstrate effective application of media and visual aids.
- Create effective visual aids to enhance presentations.
- Determine how to best present visual aids to benefit the audience.

## Choose Your Visual Aid

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### Flip Charts

Flip charts show the progression of an idea and work best with a small in-person audience. Use a flip chart during an informative speech.

### Whiteboards

Whiteboards, either online or in-person, have a large working area and are easy to use. Whiteboards are most effective with a small-to-medium audience. Use a whiteboard during any type of speech when you need to track input from the audience or share simple graphics. Select the type of whiteboard you use based on whether your meeting is in-person, online, or hybrid.

### Presentation Software

Presentation software creates slideshow-style visual aids and works well for any size audience. Use presentation software during any type of speech when you need to share complex information, photographs, or more complicated graphics. This type of visual aid can be used effectively with any meeting type as long as you confirm in advance that the meeting space for an in-person gathering has the required technology and that it is available to you.

### Video

Video presentations may be effective if you wish to elicit an emotional response from the audience. Videos can be used with any size audience and any type of speech. Like visual aids created with presentation software, you need to confirm that the meeting space for an in-person gathering has the required technology and that it is available to you.

## Posters

Posters emphasize main points with meaningful text or images. Posters work best with smaller, in-person audiences. Posters can be used during any type of speech when you would like to share a limited amount of visual information.

## Props

Props can help you focus attention on your topic. Props need to be relevant to your speech and visible to everyone in the audience. Props can be effective during online and hybrid meetings as long as you confirm that they fit in the visual field of your camera.

## Handouts

Handouts give your audience a tangible reminder of your presentation and are effective for any size group. Use handouts during any type of speech when you want your audience to have material to take with them for review. They are especially helpful when you are presenting complex information in a short period of time. Be sure to provide handouts to all members of your audience, including those who attend via a remote link for online or hybrid meetings, by emailing in advance or sharing through the chat feature during the meeting.

For the following questions, select the best answer for each question.

1. Colleen wants to show her in-person audience the evolution of a tadpole to a frog and talk about each stage in its life cycle. The best medium to show this would be:
  - Handouts
  - Flip chart
  - Whiteboard
  - Poster
2. Ken's speech is about his plans for organizing the club's upcoming Speechcraft event. He wants to share his process with his hybrid audience of 15 by creating a flowchart of steps and adding the names of volunteers for each step. The best medium to do this with would be:
  - Presentation Software
  - Online whiteboard
  - Flip Charts
  - Handouts
3. Anita's speech is about her job as a marketing coordinator. She has many different types of information—pictures, statistics, graphs, etc. She has an audience of 48 people online. The best medium for Anita to use is:
  - Flip Chart
  - Whiteboard
  - Presentation Software
  - Poster

Answers: 1: Flip chart, 2. Online whiteboard, 3. Presentation software

# Creating Visual Aids

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Create visual aids that are supplementary instead of necessary. This way, instead of trying to understand the graphic, your audience can be attentive to what you are saying. Think of a visual aid as an exclamation point at the end of a sentence, adding emphasis to an important idea.

## Effective Visual Aids:

- Are simple and uniform with a consistent color scheme.
- Utilize a clear, large font.
- Break down data into manageable and necessary pieces.
- Are appropriate for your audience.
- Use the most effective technology.
- Engage team members and audience members when possible and necessary.

## Guidelines

Give your presentation visual impact by following the guidelines for the areas described here.

### Font

Use text large enough to ensure all audience members can comfortably read it. For visuals that are projected, use at least a 20-point font. For in-person handwritten presentations, such as posters or in-room whiteboards, use a larger typeface. Fonts that are easy to read with bold lines tend to be the most successful for all use types whether in-person or online.

### White Space

White space, or neutral, open space, is proven to increase legibility and viewer comprehension. Incorporate white space in the layout of any visual aid.

### Consistency

Use the same font, titles, layout, and image style throughout your presentation. Too many colors and fonts can divert attention away from your presentation.

### **Quality**

Ensure that any photographs or graphics are easy to see and not distorted in the process of enlarging them. Choose colors and images that enhance the tone of your presentation.

### **Proofreading**

Double-check for spelling and other grammatical errors. Ask another person to review your visual aids before creating multiple copies or using them in presentations.

### **Simplicity**

Keep your visual aids simple to help ensure that your message is retained by the audience.

## **Applying Your Visual Aids**

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### **Flip Charts**

- Develop a plan for what you will draw or write on each page.
- Prepare your charts before your presentation.
- Show one main idea per page.

### **Whiteboards**

- Draw a simple picture and make changes or additions as you speak.
- Track text and notes in brainstorming sessions or speeches where input from the audience is a part of the presentation.

### **Presentation Software**

- Include one main idea with three to four supporting bullet points on each slide.
- Add pictures, video, or flowcharts as content allows.

### **Video Presentations**

- Add music to a video to heighten emotional impact.
- Explain to the audience why you selected a certain video and how it relates to your speech.
- Capture moments that show emotion, such as telling a personal story.

## Posters

- Keep the text or pictures simple to support your message.
- Use as an ongoing reminder for your audience.

## Props and Handouts

- Practice with props until you are completely comfortable and confident the prop will function as planned.
- Hide the prop until you are ready to use it.
- Well-designed handouts summarize main points.
- Provide supplementary materials, such as the sources you used and your contact information.

## Steps to Ensure Success

Take these steps to ensure the success of your presentation with visual aids.

- Know how your visuals function by practicing with them.
- Survey the presentation space in advance.
- Bring all required equipment (markers for an in-person whiteboard, easel for a flip chart, and laptop and power cords for a projector).
- Set up and account for visual aids before the presentation.
- Confirm internet connection and log in before the start of a hybrid meeting. Be sure your camera is ready and angled so you are visible to your remote attendees.
- Rehearse your speech with the visual aids.
- Set up your poster (or other visual aid) and refer to it while you rehearse.
- Choose when you'll display and/or advance (such as a slideshow) your visual aids.

By preparing before your audience arrives, you ensure that you are ready to begin on time and deliver your presentation with confidence.

# Review and Apply

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Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What strategies will you use to choose the best visual aid for your presentation?
- List some of the best practices for designing the visual aid you will use in your presentation.
- What will you take into account when you choose the visual aid for your presentation?

# Complete Your Assignment

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## Project Checklist

Now that you have read through the project, plan and prepare your speech or report. First, review your assignment.

### This project includes:

- A 5- to 7-minute speech

The following list includes tasks for this project. Please remember, your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Select a speech topic that lends itself to using a visual aid.

Schedule your speech with the Vice President Education.

Write your speech.

Develop a visual aid to use when you present your speech.

Rehearse your speech with your visual aid.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

# Evaluation Criteria



Review the criteria for the evaluation in this project. Your evaluator will use the following scale:

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

## Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

## Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

## Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

## Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

## Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

## Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

## Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

### Visual Aid

- 5 – Use of visual aid is exemplary, raising the level of topic and speech
- 4 – Visual aid enhances the topic and the speech
- 3 – Visual aid effectively supports the topic and speech
- 2 – Visual aid contributes somewhat to topic or speech, but could be improved
- 1 – Visual aid does little to support the topic or speech

### Topic

- 5 – Topic and visual aids connect perfectly to create an exemplary presentation
- 4 – Topic is highly conducive to the use of visual aids
- 3 – Topic is well-selected for making the most of visual aids
- 2 – Topic is somewhat conducive to using visual aids
- 1 – Topic does not lend itself well to using visual aids

## Complete Your Project

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Once you have delivered your speech and received your evaluation, take a minute to review what you recorded under “Know” and “Wonder” in the Assess and Reflect section at the start of this project. Then add what you have learned while working through this project. Add up to five items.

### Learned

**For example:** I learned confidence when using media and visual aids to support my presentation.

# Before You Move On

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## **Review Your Learning**

Review all the material in this project.

## **Deliver Your Speech**

Plan, practice, and deliver your speech.

## **Receive Your Evaluation**

Receive your evaluation and complete any other tasks required by your club.

## **Assess and Reflect**

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

## **Congratulations!**

If you have completed every task, CONGRATULATIONS! You have completed your Creating Effective Visual Aids project and you are ready to move on to your next project.



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