



**Subject Name: Presentation Skills**

**1<sup>st</sup> Class, First Semester**

**Subject Code: UOMU011017**

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**Lecture No.: 3**

**Lecture Title: Designing Visual Aids.**



<https://eng.uomus.edu.iq/DefaultDep.aspx?depid=13>



## Principles of Effective Visual Communication

- **Clarity:**

Ensure that the message of each slide is clear and easily understood. Avoid clutter and focus on one main idea per slide to prevent overwhelming the audience.

- **Consistency:**

Maintain a consistent layout, colour scheme, and font style throughout the presentation. This helps create a cohesive look and makes it easier for the audience to follow.



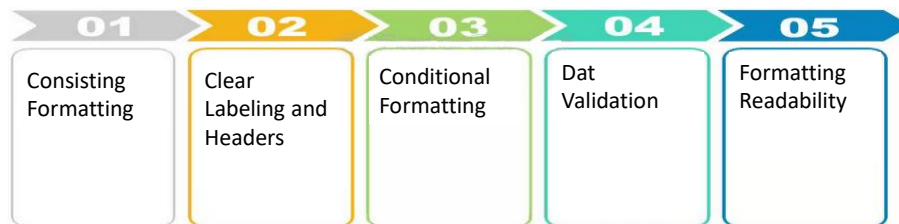
## Principles of Effective Visual Communication

- **Hierarchy:**

Use visual hierarchy to guide the audience's attention. Emphasize key points using size, color, or placement to indicate what is most important.

- **Engagement:**

Use visuals that engage the audience's interest. Incorporate relevant images, graphs, or charts that complement the spoken content and enhance understanding.



## Creating Clear and Concise Slides

- **Brevity:**

Limit the amount of text on each slide. Aim for bullet points or short phrases that summarize key ideas, allowing you to elaborate verbally during your presentation.

- **Focus:**

Each slide should focus on a single concept or idea. This keeps the audience's attention and helps reinforce your message without distractions.



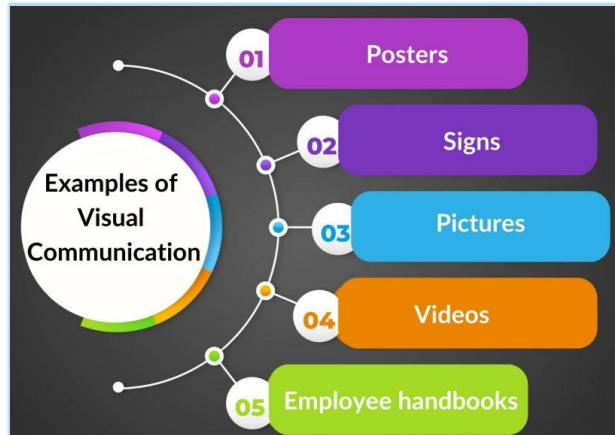
## Creating Clear and Concise Slides

- **Visual Aids:**

Use diagrams or infographics to represent complex information visually. This can make it easier for the audience to grasp difficult concepts quickly.

- **Practice Editing:**

Review your slides critically. Ask yourself if each element adds value; if not, consider removing it to enhance clarity.



## Creating Clear and Concise Slides

### 5 types of application for Visual Aids



- 01 **Crystallize ideas**
- 02 **Keep speaker on track**
- 03 **Generate information**
- 04 **Help information retention**
- 05 **Maximize effectiveness in presentation**



## Using Appropriate Fonts, Colors, and Images

- **Fonts:**

Choose legible fonts that are easy to read from a distance. Sans-serif fonts like Arial or Helvetica are often recommended for presentations due to their clarity. (Font: Calibri (Body))

- **Colours:**

Use contrasting colours for text and background to ensure readability. Stick to a limited colour palette that aligns with your topic and maintains visual harmony. (Font: Arial)



## Using Appropriate Fonts, Colors, and Images

- **Images:**

Select high-quality images that are relevant to your content. Avoid using overly complex images that can distract from your message.

- **Font Size:**

Ensure font sizes are large enough to be read easily by all audience members. A general rule is to use at least 24-point font for body text. (24, Arial)



## Incorporating Multimedia Elements

- **Videos and Audio Clips:**

Integrate short videos or audio clips that enhance your presentation and provide additional context or examples related to your topic.

- **Animations:**

Use animations sparingly to emphasize key points without overwhelming the audience. Simple transitions can help maintain flow while keeping attention focused.



## Incorporating Multimedia Elements

- **Relevance:**

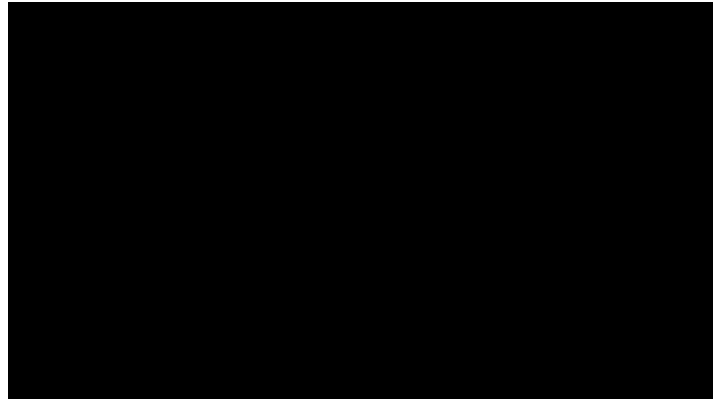
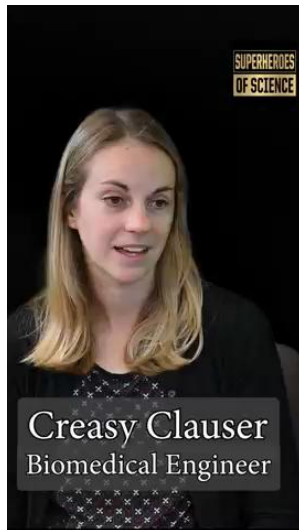
Ensure all multimedia elements directly support your content. Avoid including them just for decoration; they should add value to your presentation.

- **Testing:**

Always test multimedia elements before your presentation to ensure they work smoothly. Technical issues can disrupt flow and distract from your message.



## Incorporating Multimedia Elements



[https://www.youtube.com/shorts/-c\\_TAT2efmQ?feature=share](https://www.youtube.com/shorts/-c_TAT2efmQ?feature=share)

<https://youtu.be/leHupBe0H8s>



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THANK YOU

