



English Presentation Skills

Lecture 6
Visual aids: Principles and Techniques.

Dr. Suyong Eum



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Prepared by Dr. Suyong Eum

Comments on the last assignments

- ❖ Which problem do you (we) have?
 - ❖ Why do you do the research? -> motivation
- ❖ Which research problem do you have?
 - ❖ A specific research question
- ❖ Be punctual.



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Slide 2

Presentation Outline

- ❖ Why visual aids?
- ❖ Tips on preparing visual aids
- ❖ Poster presentation
- ❖ Murphy's law



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Why visual aids? (1)

- ❖ Visual aids work much more effectively than spoken words in terms of time and energy.



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Example



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Why visual aids? (2)

- ❖ Visual aids can maintain the focus and attention of audience.



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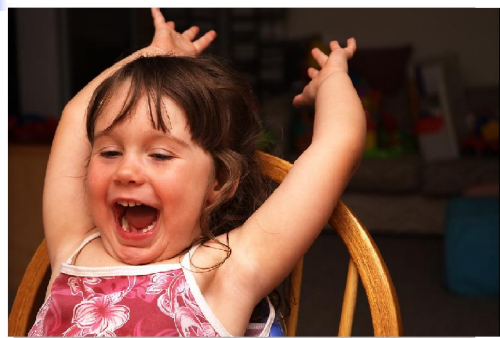
Bad (?) example



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Good (?) example



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Why visual aids? (3)

- ❖ Showing key Images is one way to make slides engaging.



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Example

- ❖ DESIGN
- ❖ STORY
- ❖ SYMPHONY
- ❖ EMPATHY
- ❖ PLAY
- ❖ MEANING

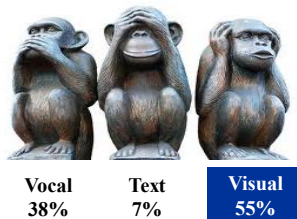


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Why visual aids? (4)

- 55% of the information we take during a presentation is visual and only 7% is text.



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Example



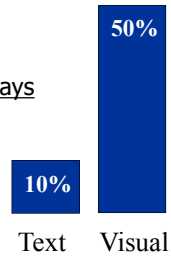
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Why visual aids? (5)

- ❖ Visual slides had a dramatic effect on message retention.

Message retention after 3 days



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Example



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Tips on preparing visual aids? (1)

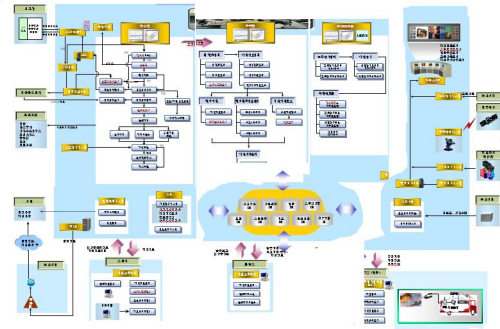
- ❖ Keep it simple & avoid unnecessary detail.



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Example



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Tips on preparing visual aids? (2)

- ❖ Balancing what you say and what you show.



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Example



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Tips on preparing visual aids? (3)

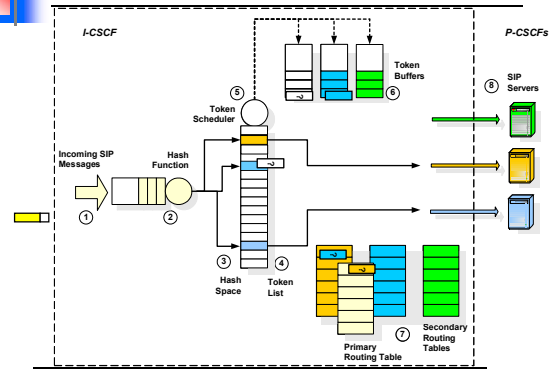
- ❖ Use video or audio or animation when appropriate.



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Example

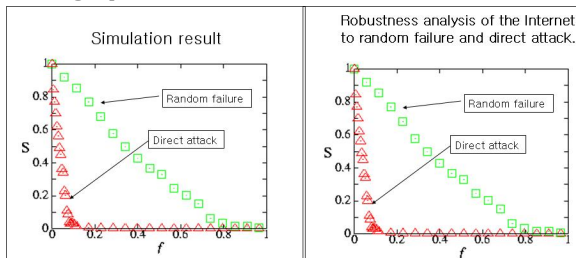


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Tips on preparing visual aids? (4)

- ❖ Use a sentence headline to state the graph.



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Poster presentation (1)

- ❖ Tell your story with graphic.
- ❖ Include only material relevant to the story line.



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Example

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Example

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Murphy's law.

- ❖ What can go wrong will go wrong, and at the worst possible time.



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Assignment

- ❖ We have two sessions.
 - ❖ 2:40pm to 4:40pm: technical session.
 - ❖ 4:50pm to 5:50pm: non-technical session.
- ❖ For the technical session, you give a talk about your research (8+ 2).
 - ❖ PT that you have prepared during this semester.
- ❖ For the non-technical session, you introduce one of video clips in which you are interested (e.g., TED, Steve Jobs, Michael Sandal..., etc..) (5).
 - ❖ Free style

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