4-H Communications Series

Nebraska Lincoln EXTENSION

Presentation Visuals

Visuals help to reinforce and enhance your presentation. Visuals may be used to introduce the demonstration, to present the main points, and/or to give the summary. Visuals are important because they help the audience:

- learn faster
- understand better
- remember important facts or steps longer

Types of Presentation Visuals

- Flipchart
- Slides
- Posters
- Video
- Handouts
- Computer-based visuals
- Overheads
- Props

Only use posters or slides if they make the presentation more effective.
Use visuals to:

- Serve as a guide
- Add interest to the title, topic and ideas presented
- Focus and hold the audience's attention
- Emphasize key points
- Clarify a complicated process or procedure
- Show comparisons
- Summarize main points

Preparation of Visuals

- Keep them simple.
- Posters should usually be 22" x 28".
- Do keep posters the same size. Don't have small and large posters as part of the same demonstration.
- Create a theme throughout the presentation.
    - Consider your audience.
    - What will appeal to them?
- Only place vital information on posters (the less the better).
- Use a heavy board. Regular poster board is too flimsy and tends to fall off of easels. Mat board provides a well-weighted surface. Purchase the least expensive colors and simply adhere regular poster board in your desired color using a spray adhesive. This way all the posters will be uniform and can be reused at a later date.

IANR

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.

Color

- Limit the number of colors on a poster to make it less distracting.
- Consider what colors will be most visible to the judge and audience.
- Avoid using yellow, pink, and other light colors, unless you are using a black poster.
- Use dark colors on light backgrounds and light colors on dark backgrounds.
- Do not mix letters of various colors within words.
- Use points or areas of color to help lead the viewer's eye through your visuals.
- Avoid using red and green together. It is difficult for people who are color blind to see the difference.

Lettering/Font

- Use large lettering so that people in the back of the room can read them.
- Follow the rule of "6".
    - 6 lines per poster/slide
    - 6 words per line
- Feel free to use fun fonts, but only for titles and if they are easily readable from a distance.
- Use the same font throughout the presentation. A bold font, like Poster is recommended.
- Do not print font onto colored computer paper. Instead, use colored paper as a border or in the form of relevant shapes.
- Don't stack type vertically or place it at odd angles unless you really need to for a special effect.

Using Visuals

When using visuals, keep these points in mind:

- Remove posters/slides as soon as you have made your point. Don't spend too much time on one visual.
- Blend the posters in with your demonstration.
- Practice changing the posters. Number the posters on the back or the bottom corner so that you can check the order before you begin.
- Information can also be "slid" into view. For example, if you are talking about vaccinations, the name could be shown in a syringe as the pump is pulled out. These take more time but can be very effective.
- When beginning your presentation or when appropriate show a title poster; don't start with title poster showing.
- Handle your posters from the back to the front. It's easier.
- Keep them clean and flat, don't roll them!
- Remember to be creative! And use these things minimally. Let them add to your presentation, but not distract from it.
- It is ok to talk about a poster and do something at the same time. For example, if you are baking something, go through the recipe as you add each ingredient. Many presenters go through the recipe first, but the action helps the audience remember the steps.

- If you have posters or trays, work the pauses into your speech. Know when the transition moments are and try to make them brief and smooth.

Additional 4-H Communications resources include:

- The Versatile 4-H Presentation
- The Four P's of Planning A Presentation
- Getting Ready to Give a 4-H Presentation
- Presentation Visuals
- Using PowerPoint® in 4-H Presentations
- Evaluating a 4-H Presentation
- How to Prepare a Multimedia Presentation
- How to Prepare a 4-H Radio Public Service Announcement

Visit the Nebraska 4-H Web site for additional resources (http:4h.unl.edu).

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