

Using Visuals in Presentations

Before you watch

A

Read the text. Draw a line graph based on the information. Make the x-axis show the years 2010-2022. Make the y-axis show the number of total residents of Greenville.

The population of Greenville has been increasing since 2010. At that time, the suburb had 10,000 residents, most in single-family homes. The population grew steadily, adding about 500 residents each year for five years. In 2015, new apartment buildings were built next to a new school. The population jumped to 16,000. People continue to move to Greenville at a rate of about 200 per year.

B

How often do you use graphs and charts when giving presentations? What is the advantage of using them?

Video

A

Watch the video and select True or False.

1. A visual is a chart, graph, or picture that explains an idea or conveys emotion. T F
2. Use as many visuals as possible to keep the audience's attention. T F
3. A simple, clear design will make your visuals effective. T F
4. If you have a clear visual, you won't have to explain your idea during your talk. T F
5. Visuals are very effective when they are part of the story you are presenting. T F
6. The audience must be able to read any texts on a visual easily. T F

B

Match the comments (1-5) to the tips (a-e).

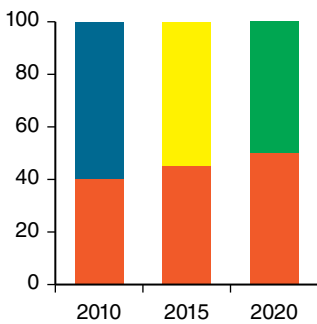
1. "The title on the slide is too small and the yellow font is hard to read."
 2. "We don't need three pictures of the school on one slide. One good photo is enough."
 3. "The rising line shows that the population is increasing slowly."
 4. "Let's include pictures of the new school, the new park, and the new supermarket. That's what people want when they move to a new town."
 5. "Let's show photos from 2010 through 2022 and show how the town has grown."
- a. Don't overload a slide.
 - b. Tell a story with the visuals.
 - c. Make sure all images and texts can be seen by your audience.
 - d. Highlight elements for your audience.
 - e. Choose relevant visuals.

C

Choose the correct option.

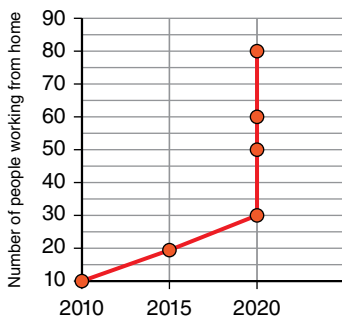
1. What is wrong with this bar graph?
 - a. It uses too many colours. Each bar should use the same colour.
 - b. There should be pictures on the graph to make it look more interesting.

Renting vs home ownership



2. What is wrong with the line graph?
 - a. It should not have pictures on it.
 - b. The font is too small to read easily.

Pet Owners Working from Home



Digital skills focus

A

Complete the tips for using visuals for presentations with words from the box.

font insert layouts share slides template title

1. Select a specific style for your presentation by using a _____. This will make your presentation look professional and consistent. Choose a style that is attractive but doesn't overpower your visuals.
2. Choose a clear, easy-to-read _____ for the texts in your visuals. Make sure the size of the letters are big enough to read.
3. A presentation contains individual _____ and _____. Put your _____ on the first one.
4. Create variety by using different ways to display your information. Use different _____ to keep the audience interested.
5. Create charts, graphs, and other visuals in software that allows you to create images. Then, _____ your images into your presentation software.
6. Before your presentation, practice online with a friend or co-worker. Be sure you know how to _____ your screen with attendees at an online conference call.

Language focus

A

Complete the conversation with the words in the box.

complex	convey	distraction	graph	highlight	memorable
overload	spark interest	story	trends	visuals	

Jill: The city has to decide whether to build affordable housing or a shopping district on the land east of downtown. We've got 15 minutes to explain some very **1** _____ ideas. We need to **2** _____ in affordable housing.

Tim: With such a short time to present, we'll need strong **3** _____. Let's outline a **4** _____ – maybe **5** _____ how housing creates jobs and stability in the city.

Jill: Great! We can make a **6** _____ showing the increase in population and the number of apartments available. Then we can show the number of people waiting for affordable homes, a map of where people want to rent, and **7** _____ in the housing market.

Tim: Let's not **8** _____ the visuals. How about a graph for the population increase and one for the number of affordable units? I think the housing market trends might be a **9** _____ in such a short talk.

Jill: That's fine, but I'd really like to **10** _____ the importance of this issue with photos of families in the community who would benefit from the housing.

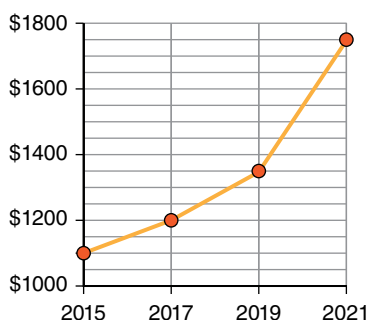
Tim: I totally agree. That will make the presentation **11** _____. We can end with a slide on the economic benefits of stable housing.

B

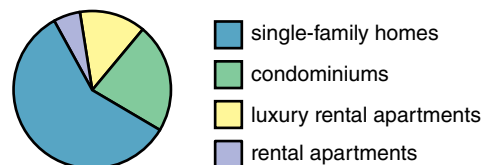
Complete the sentence.

- The x-axis shows rental home prices were \$1200 in _____.
- The y-axis shows rental home prices were _____ in 2021.
- The smallest purple-shaded area represents _____.
- The largest shaded area represents _____.

Rental Home Prices: 2-bedroom



Types of housing in Greenville



C

Discuss in pairs or groups what kind of pictures you might show the city council to convey how important affordable homes are to the community. Prepare three or four sentences that describe the meaning of “home” for people in your community. What story can you tell about affordable housing through pictures?

Digital communicative task**A**

Prepare a talk that requires the use of visuals.

- Select a topic for a persuasive talk.
- Research facts and figures relevant to the topic and your point of view.
- Create a line graph, bar graph, or pie chart to represent the data you have researched.
- Find several images that convey the emotional importance of the topic.
- Write an outline of the talk and insert the visuals where they support your arguments or convey emotion.
- Practice giving the talk out loud, either by yourself or with a friend or classmate.
- Decide if your visuals are clear and readable. Decide if the pictures are appropriate and persuasive. Adjust your presentation as needed.

B

Give your talk using the visuals you created. Get feedback on your talk from your audience and reflect on how well you were able to present highlight your arguments with visuals.