

# Using Visuals

Education activities can be enhanced by using visuals to aid in the delivery of content because they can stimulate the learner's interest and help educators explain concepts more easily. There are several different types of visuals that can be useful, including:



**PowerPoint**



**Handout**



**Video**



**Poster**

The different types of visuals can be used on their own in conjunction with each other to support the learning objectives of an education session. Below are some basic tips for creating and using each type of visual aid.



## **PowerPoint**

PowerPoints, or any type of slide show presentation, are useful when conducting classroom-based learning because they provide the presenter with cues for discussion and can display content in a creative way. PowerPoint presentations allow educators to easily produce colorful, creative designs using built-in templates and a variety of features.

When building a PowerPoint, there are some key strategies that can be used to create an engaging presentation. Below are some of the "Do's" and "Don'ts" of developing any type of slideshow presentation.

### **Keep it Simple**

Effective PowerPoints help guide the presenter through their presentation without displaying all the content that is to be delivered.

### **Tips**

- Follow the "7 x 7" Rule which states that on each slide, there should be no more than seven lines of text and no more than seven words in each line.
- Use words as cues for discussion and interaction rather than to display information.



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## Utilize Images

Images can be a great way to represent information without text to prevent a crowded slide. You can display a single image as a talking point or use multiple images to support the information on the slide.

### Tips

- Ensure that you are using high-quality graphics and the appropriate image size.
  - For a full-screen image, find pictures that have a resolution of at least 1280 x 720 pixels.
  - Avoid “stretching” images when possible to avoid a grainy or pixelated appearance
- When searching for images on google, use the “Tools” feature to filter your search based on size, color, usage rights, or type.
- Consider placement of images on slides with backgrounds or themes.
  - Avoid placing images with white backgrounds on slides with colored backgrounds
  - Avoid covering slide accents with images (i.e. Do not place an image over a title line or block).

## Apply Available Software Tools

Programs like PowerPoint have various features that can easily improve the look of your presentation. These features can be applied to existing presentations or used during the development of new presentations.

### Tips

- Use a slide design for a ready-made template that you can fill in with information and images as you develop the presentation.
  - The “Design Ideas” function can help add images or creative layouts to any presentation.
- Animations are beneficial to highlight key information or develop natural pauses.

## Stay Consistent

Each slide in your presentation does not have to look the same but they should have similar key features such as designs, themes, and fonts.

### Tips

- Font size and type should be consistent throughout the entire presentation.
  - Larger fonts can be used for page or paragraph titles, but no font should be less than 28-pt font.
  - Use bold, italics, or underline to highlight different points
- Different colors can be used on different slides if design and theme are consistent.

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## Handouts

Handouts can be utilized in a variety of ways to facilitate and support educational activities. Providing handouts to learners in conjunction with classroom learning can allow educators to highlight key points of a presentation. Handouts can also be useful to guide small-group huddles or station-based learning.

When creating a handout, there are some key principles that you can follow to develop a creative, colorful design. Below are some tips to create high-quality, engaging handouts.

### Keep it Simple & Focused

Effective handouts highlight key information and use visuals to enhance understanding of complex topics. Handouts that are simple and focused can provide information in a more manageable way.

#### Tips

- Keep each handout focused on a single topic or idea to avoid overloading information.
- Multiple handouts can be used if a large amount of information needs to be conveyed.
- Utilize white space to help draw learners' attention to information that you would like to highlight.
- Ensure consistency by choosing similar fonts, colors, shapes, and alignment throughout handout.

### Make it Visual

Using images and charts can enable educators to display a large amount of information to be displayed on handouts.

#### Tips

- Use high-quality graphics and the appropriate image size.
  - Avoid "stretching" images when possible to avoid a grainy or pixelated appearance.
- Infographics with limited text are useful to display statistics or research information.
- Ensure all charts or graphs can be read easily with fonts at least 10-pt or greater.

### Get Creative

Effective handouts find ways to draw in a learner's attention and help them to remember the information that they have read.

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## Tips

- Choose a creative title or headline to get learner's attention.
- Different sizes or folds can help make handouts more memorable.
- Include a call to action to continue learner engagement after education session.  
This may include:
  - Visiting a helpful website



## Videos

Videos offer a unique opportunity to increase audience engagement and understanding because they can help build background on a topic or enhance understanding about the content. Videos can be effective both when used alone or to support a presentation.

When integrating videos into an education session, it is important to choose the right video and incorporate it into the discussion. Below are some for effectively using videos in your presentations.

## Be Selective

It is important to choose high-quality videos to include in your presentation that enhance learner's engagement during educational activity.

## Tips

- Only use videos that originate from a credible source such as government agencies or professional organizations.
- Avoid outdated videos to ensure that the information provided is accurate and relatable for the audience.
- Choose videos that are short and engaging to keep learners' attention.

## Incorporate Appropriately

Videos should be used to add context or further discussion so how you incorporate them into your presentation is important.

## Tips

- Use videos to promote discussion amongst audience.
  - Pause video or split into clips and elicit reaction from learners as they watch.
  - Ask audience to write down items that stood out and have them share with each other afterwards.
- Choose videos that amplify the key points from your presentation and insert them after discussing topics that you want the learner to remember.
- Use as part of online education or self-paced learning during station-based education.

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## Posters

A poster can be a useful visual tool when conducting huddles or education stations because they provide a quick, interactive way to display content. An engaging poster can be a fun, creative way to get all learners to actively participate in the education.

When incorporating posters into education sessions, it is important to follow key strategies to enhance the impact for the learner. Below are some tips you can use to develop and incorporate a poster into your education session.

### Make it Visual

Including a combination of pictures and text can make your poster a more effective delivery tool.

#### Tips

- Ensure all the text is consistent and readable.
  - Text should be no less than 24-pt font
- Use a ruler or paper cutter to guarantee clean lines that make the poster look more professional.
- Use lamination to prevent warping or tearing of content when using a physical poster board.

### Get Interactive

Using a poster is a great way to facilitate an interactive learning session when you have a short session time.

#### Tips

- Use the poster as a quiz to gauge knowledge.
  - You can use Velcro to have learners put information or descriptions into different categories.
- Adhere materials that can be flipped up to allow for self-guided learning about different topics.
- Involve staff when developing posters and host a “poster fair” to share their work.