
Communication Skills Building: Visual Aids

— Global Tourism & Communication —
Day 4

Activity: Review

In the chat, give me one example of “good” body language while giving a speech.

Agenda

- Warm-Up Discussion
- Visual Aids
 - Types
 - Comparing Visuals
 - Tips
 - Useful Language
- Activity



Lesson Goals

By the end of this presentation, you will be able to:

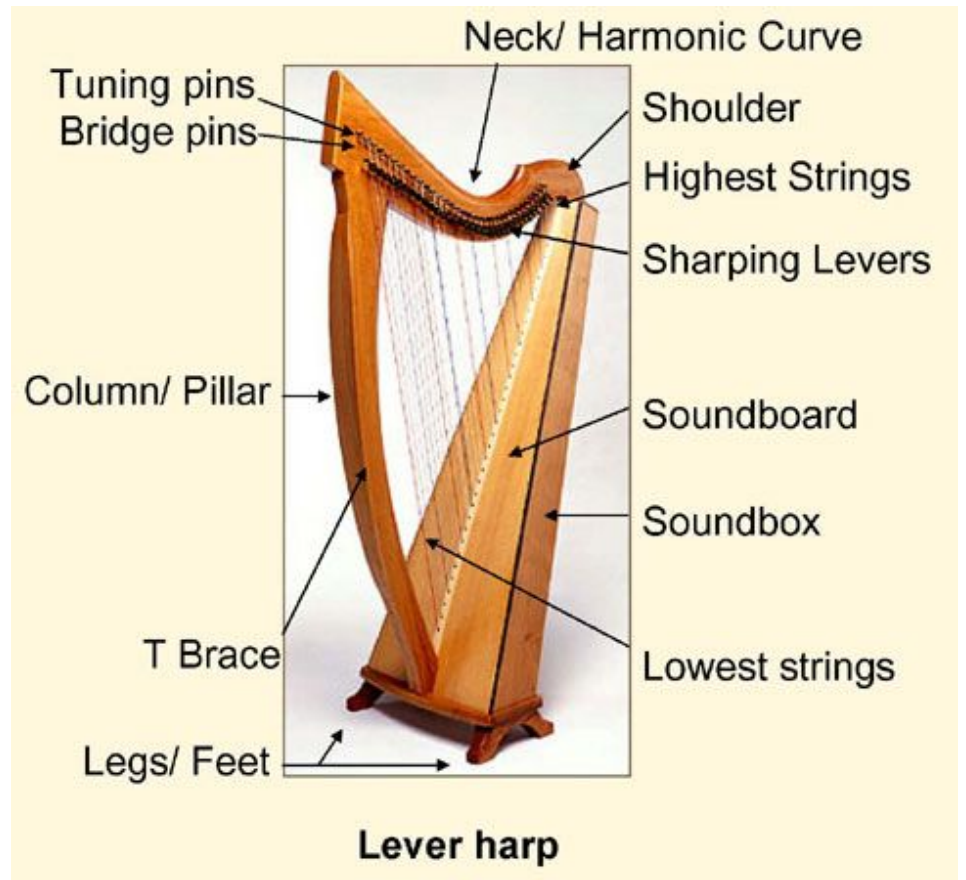
- **Evaluate how effective a visual aid is**
- **Use language for visual aids**
- **Understand the benefits of using visual aids**

Activity: Visual Aid analysis

Look at the **next three slides** and discuss the questions on each slide:

- (Harp) Compare the two visuals. Which would be more effective for a presentation? Why?
- (Route Map) Would this make a good visual for your presentation? Why or why not? How could it be improved?
- (Budget) Compare the two visuals. Which would be more effective for a presentation? Why?

1 person from your group will present.



Compare the two visuals. Which would be more effective for a presentation? Why?

Route map of London Underground, London Overground, Docklands Light Railway and Elizabeth line

Fare zone 1. Journey via this zone charges significantly more.



*Passengers can travel between all rail stations within the Greater London area using the London Underground, TfL Rail or National Rail. Passengers may also use Heathrow Express for sleeping when back to Heathrow Airport without using the DLR.

Key to lines

London Underground:

- Bakerloo line
- Central line
- Circle line
- District line
- Hammersmith & City line
- Jubilee line
- Metropolitan line
- Northern line
- Piccadilly line
- Victoria line
- Waterloo & City line

London Overground:

- Watford Junction - Euston
- Richmond/Clapham Junction - Stratford
- Gospel Oak - Barking
- Dalston/Highbury & Islington - Clapham Junction/ West Croydon/Crystal Palace/ New Cross
- Liverpool Street - Enfield Town/Chesham/Chingford
- Romford - Upminster

Docklands Light Railway (DLR):

- Canary Wharf - Stratford

Elizabeth line (to be open):

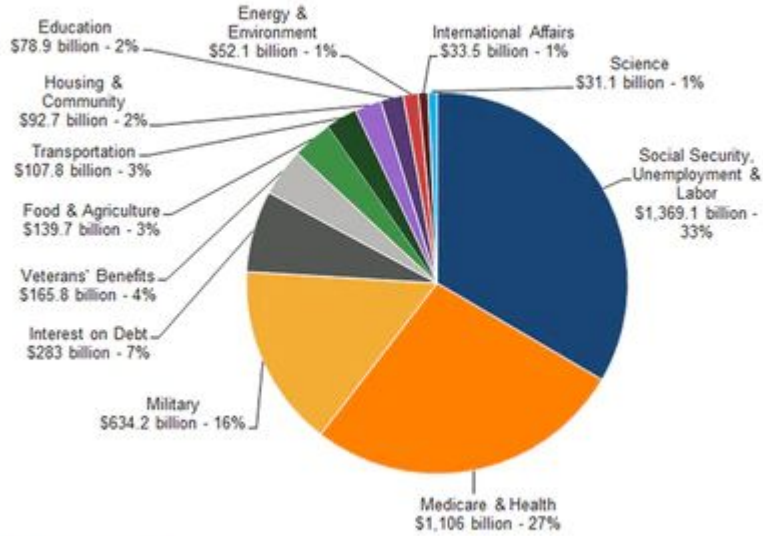
- TfL Rail

Key to symbols:

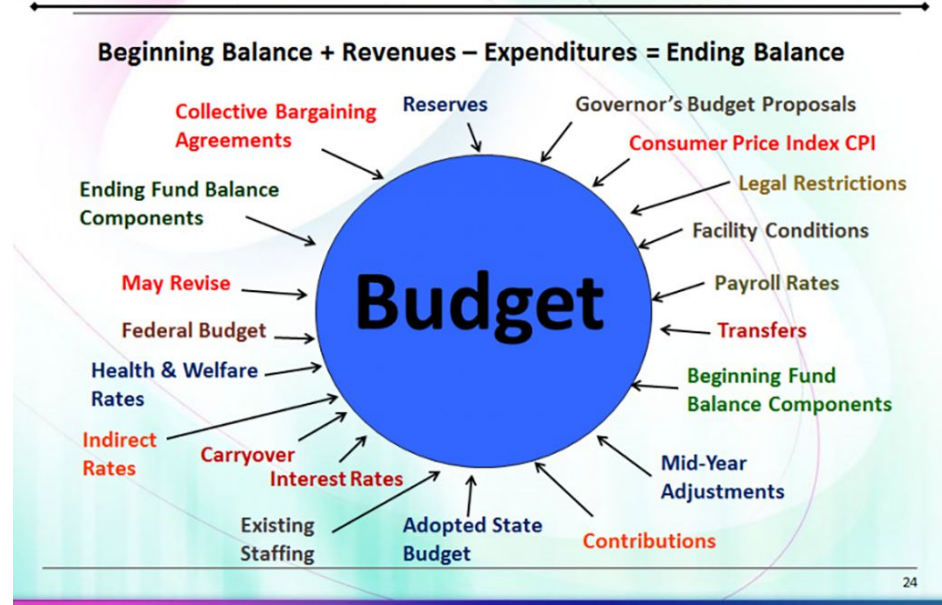
- Interchange stations
- National Rail
- Out-of-station interchanges
- Branch line of limited service
- Airport

Would this make a good visual for your presentation?
 Why or why not? How could it be improved?

President's Proposed \$4.1 Trillion Total Spending Budget (FY 2016)



Budget Development Process



Compare the two visuals. Which would be more effective for a presentation? Why?

Activity: Visual Aid analysis - Share

Share your responses for the questions below:

- (Harp) Compare the two visuals. Which would be more effective for a presentation? Why?
- (Route Map) Would this make a good visual for your presentation? Why or why not? How could it be improved?
- (Budget) Compare the two visuals. Which would be more effective for a presentation? Why?

Types of Visual Aids

- PowerPoint or Google Slides
- Whiteboards
- Video clips
- Charts and graphs
- Handouts
- Props

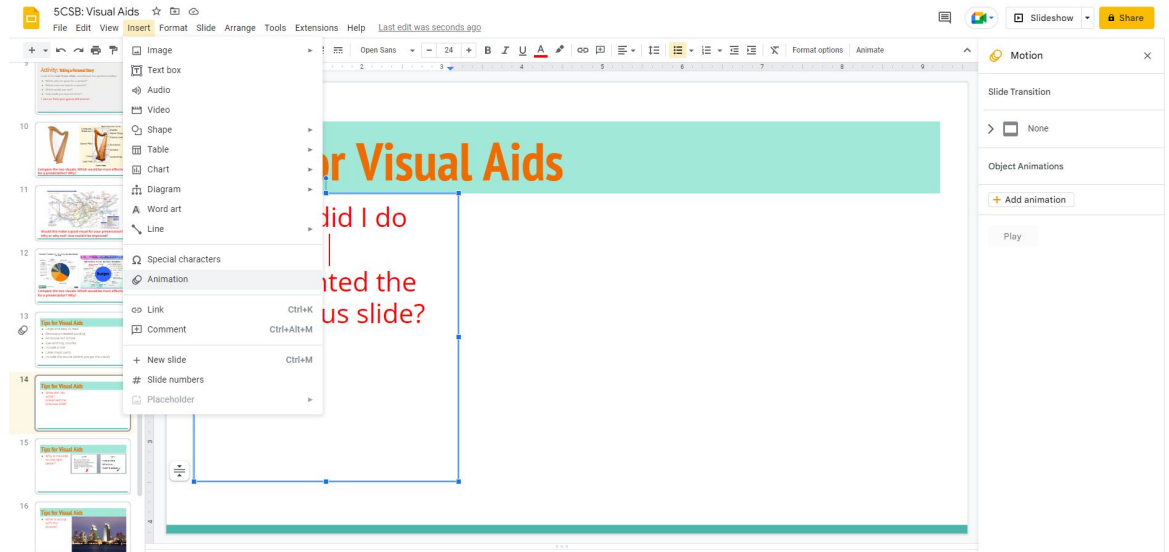
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Tips for Visual Aids

- Large and easy to read
- Remove unneeded wording
- Attractive but simple
- Eye-catching, colorful
- Include a title
- Label major parts
- Include the source (where you got the visual)

Tips for Visual Aids

- What did I do while I presented the previous slide?



Tips for Visual Aids

- Why is the slide on the right better?

Agenda

- Basic preparation of presentations (brainstorming and selection etc.)
- Standard structure of a presentation (such as opening, main body and ending)
- Useful body language in a presentation (including use of posture, gesture and eye contact)



Agenda

- preparation
- structure
- body language



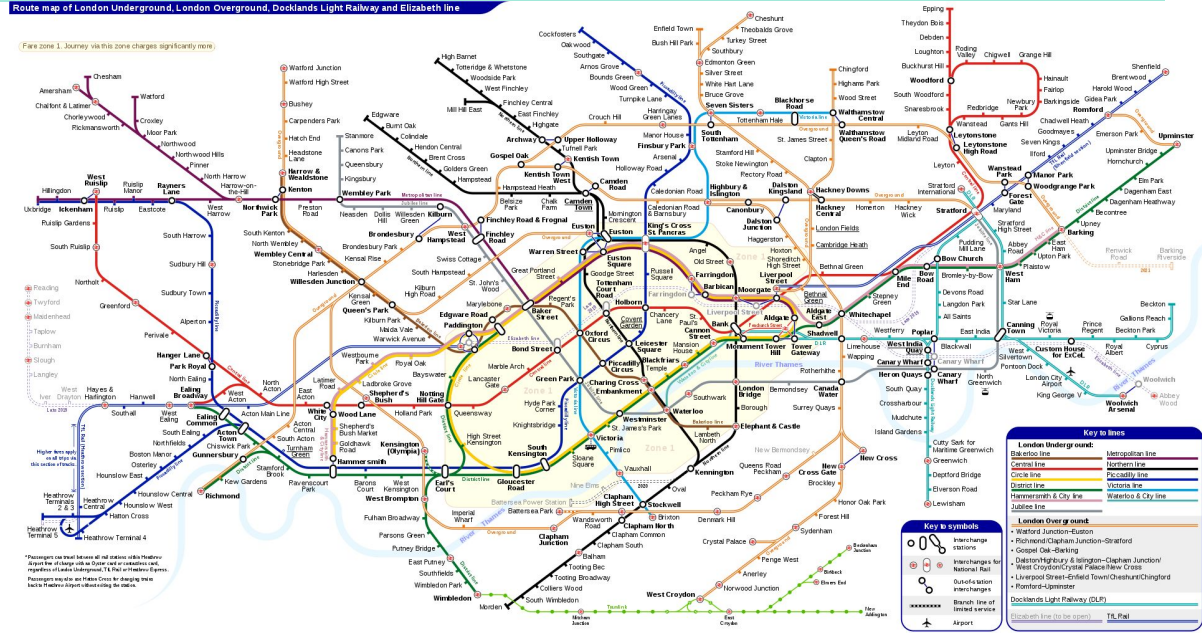
Tips for Visual Aids

- What is wrong with this picture?



Tips for Visual Aids

- Does this visual aid follow any of the tips?
- How can we improve this visual aid?



Useful Language

- This is a lever harp.
- These are the strings.
- Here you have the tuning pins.
- If you look at the top right, you'll see...
- Prepositions show location:
Next, after that, behind,
underneath, above, next to,
inside of, on the opposite side ...

