

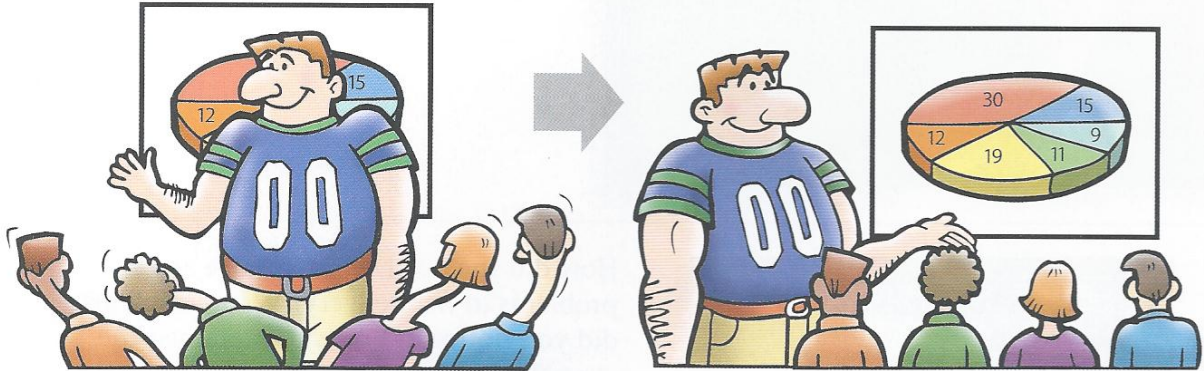
How to Use Visuals

Look at these common problems of presenting visuals. Have you seen presenters make these mistakes?

Glossary of Presenting Visuals

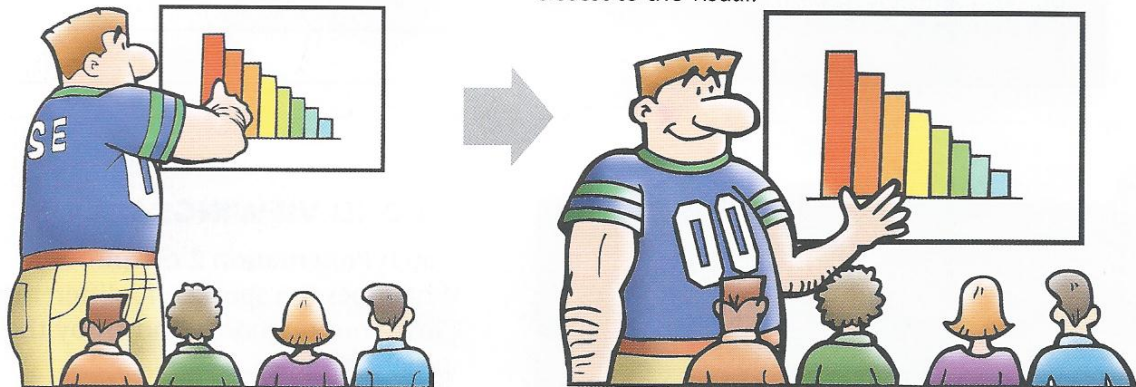
Problem 1: Standing in front of visual and blocking the audience's view.

Solution: Stand off to the side.



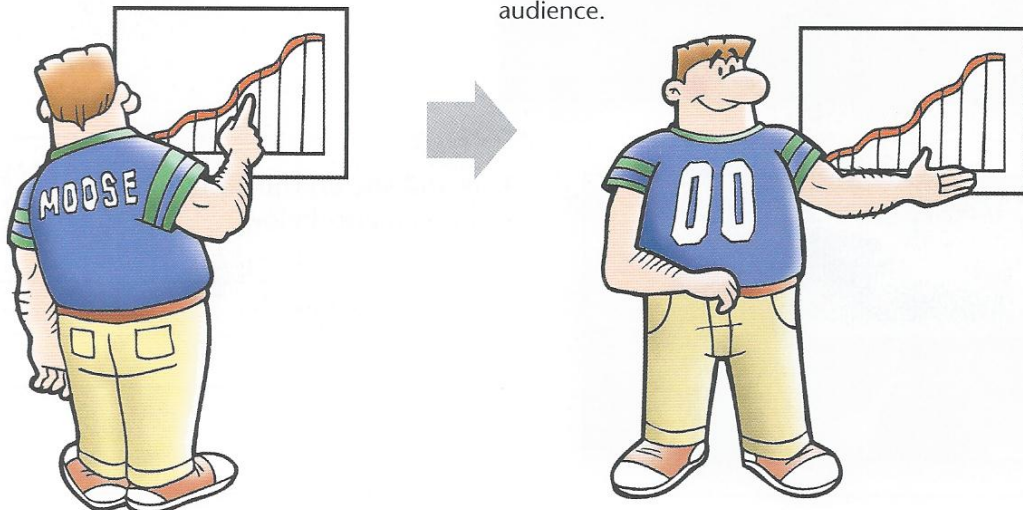
Problem 2: Pointing with the wrong hand.

Solution: Point with the hand closest to the visual.

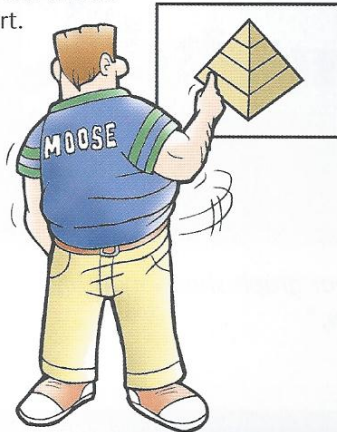


Problem 3: Not facing the audience.

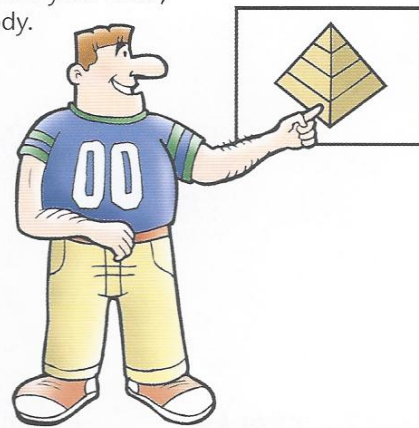
Solution: Point your toes towards the audience.



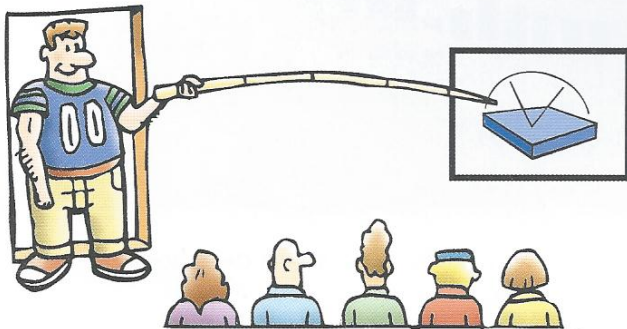
Problem 4: Twisting the whole body towards the chart.



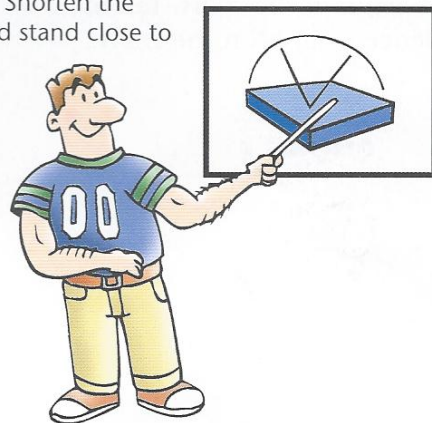
Solution: Turn your head, not your body.



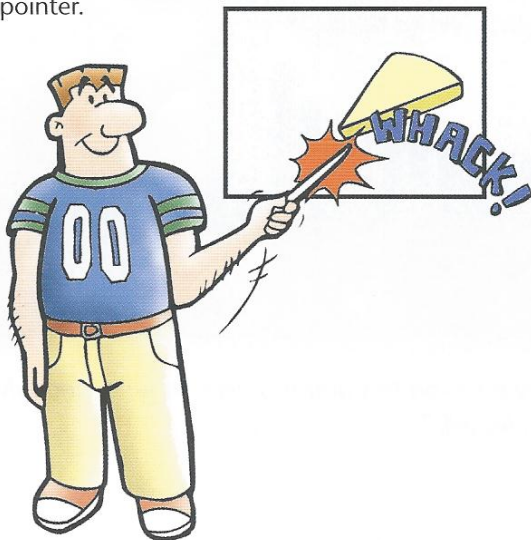
Problem 5: Using the full extent of the pointer.



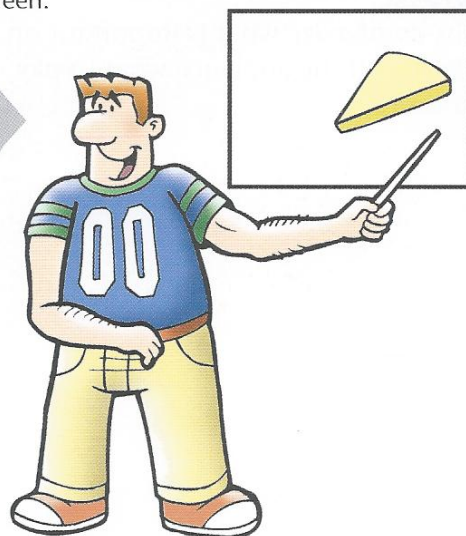
Solution: Shorten the pointer and stand close to the visual.



Problem 6: Hitting the screen with the pointer.



Solution: Avoid touching the screen.

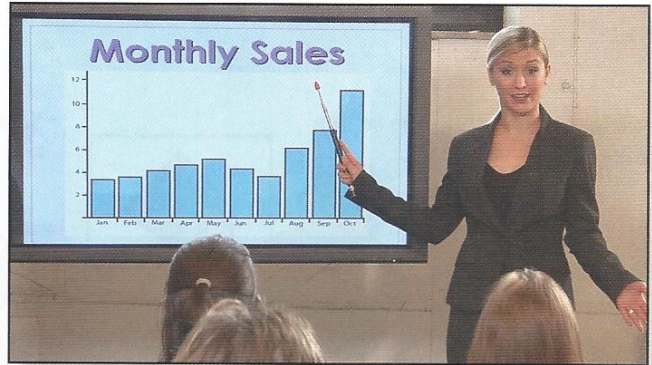


How to Explain a Chart

Use I.E.E. (Introduce, Explain and Emphasize) to explain your data charts.

Step 1 INTRODUCE:

First, *introduce* the chart. Tell the audience what kind of chart it is.



"This bar graph shows monthly sales from January to October."

Step 2 EXPLAIN:

Next, *explain* the chart. Tell the audience what is on the chart.



"This axis shows months . . . and this axis shows money in millions."

Step 3 EMPHASIZE:

Finally, *emphasize* what is important on the chart. Tell the audience what to pay attention to.



"The key point on this graph is here, in June, and July, where sales fell."

Glossary of Phrases to Explain a Chart

Step 1 INTRODUCE: Phrases to Introduce the chart

This

Visual	Verb	Indirect Question
pie graph photograph flow chart bullet chart map illustration diagram line graph	shows describes explains	which automobile is faster. where my house is. why product Z is better. who the managers are. what the functions are. what this piece does. when production begins. how to eat sushi.

Step 2 EXPLAIN: Phrases to Explain the chart

The

Adjective-Noun	Verb	Chart Feature
dotted line solid line horizontal axis vertical axis upper box lower box	shows describes represents stands for	autumn sales. population by country. printer speed. car sales in the U.S. numbers of models produced. people who traveled abroad. speed in miles per hour.

These

Plural Noun	Verb	Chart Feature
dots lines boxes colors figures triangles	show describe represent stand for	spring sales. population by country. printer speed. sales of products. different cities. new buildings. the new features.

Step 3 EMPHASIZE: Phrases to Emphasize key points of the chart

<p>The key point is (that)</p> <p>The point I want you to remember is (that)</p> <p>Please note (that)</p>	<ul style="list-style-type: none"> • December's sales are the highest, due to Christmas shopping. • all these new features increase the train's speed. • too much salt causes health problems. • air conditioner sales and beer sales increased. • the number of accidents is falling.
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