**Tips for Creating Great Visual Aids**

**How to make engaging slides:**

1. Do the slides last: gather all your information and know what you want your peers to know. Otherwise, your presentation might be too long and boring.
2. Edit ruthlessly: no clutter or errors!
3. Use minimal words: use pictures, charts, diagrams, etc.
4. Remember the Rule of 3: 3 words per bullet, 3 bullet-points per slide.
5. Explain jargon: explain acronyms or uncommon language.
6. Use muted colors: super bright colors can be hard to see and distracting. Make sure to test your slides before you present.
7. Follow a strict slide format: every page is organized the same, making it look consistent.
8. Give each slide a single message: 1 idea/theme per slide and it should be the title of that slide.
9. Use occasional theoretical models: theoretical models can be things like pro/con lists, strengths vs weaknesses, images that show the audience positives and negatives, etc.
10. Look for inspiration all around: Pay attention to newspapers and TV bulletins. They tell a story using graphics, video and text; and they are free to watch for presenting tips!!

These visual aids tips have been adapted from: [10 Tips...Creating Great Visual Aids](https://www.presentation-guru.com/10-tips-for-creating-great-visual-aids/)

How to use videos:

* [PowerPoint](https://www.youtube.com/watch?v=XF34-Wu6qWU)
* [Google Slides](https://www.youtube.com/watch?v=OhshNXJtpkE)

**How to make an effective poster:**

* Make sure your writing is clear and large enough for the audience to read.
  + The title/name of the agency should be the largest text.
* Use pictures, graphs, charts, etc.
* Double check that all important information is on your poster!

**What Agency are you going to research for your presentation and visual aid?**