Effective Presentations: visual aids and delivery

ANU Academic Skills
Visual aids need to support your key message

The following slides are examples of common problems with visual aids:

• Too much text
• Poor quality images
• No charts / graphs / tables
• Inconsistent / sloppy design
Is there a place for a Koori Court?

A better title would be one that signals the key message of the presentation, rather than a question.
Introduction

The Koori Court is a Victorian initiative that seeks more appropriate legal processes and outcomes for Indigenous people. Since Aboriginal people are overrepresented in poor legal outcomes, the Koori Court aims to improve this reality. This is possible through the Koori Court’s more culturally sensitive approach to sentencing.
There is a place for Koori court because:

Indigenous Australians are the most disadvantaged group

Urgent need to address imbalance

Numerous precedents for special courts exist

Its successes provide a model for the broader legal system
The most disadvantaged group

- Royal Commission into Aboriginal Deaths in Custody
- Bringing them Home report
- Need to address the power imbalance between the legal system and Indigenous Australians
- Reports listed above; Smith and Crowe (2012)

Random / messy image formatting, unclear direction (where should viewers focus?), random different coloured text and bolding. There are other ways to express this point—perhaps a chart?
“Grief and loss are the predominant themes of this report. Tenacity and survival are also acknowledged. It is no ordinary report. Much of its subject matter is so personal and intimate that ordinarily it would not be discussed. These matters have only been discussed with the Inquiry with great difficulty and much personal distress. The suffering and the courage of those who have told their stories inspire sensitivity and respect.”
Other specialist courts provide precedent for the Koori Court model.

Family Court: jurisdiction on basis of kin relations

Industrial Relations Commission: on basis of common interest

Even though Koori Court selects on race, it does not undermine the impartiality of justice as the legal system already discriminates.

Legal system discriminates against low education and income.
Provides better outcomes as it addresses underlying problems

Lower rates of recidivism

Shaming offenders by Elders is more effective than prison

Encourages the offender to deal with underlying problems through rehabilitation

Greater acceptance by the Aboriginal community

Constant review is needed to ensure that offenders are not disenfranchised

Limit the marginalisation of the offender’s solicitor

Be careful that the move from formal processes does not threaten impartiality of outcomes
Justice for all Australians

It can be extended to other disadvantaged groups who are suffering from imbalance of power.

For example, other groups facing social or cultural disadvantage.
Conclusion

Specialist courts have long been accepted in this country. The Koori Court’s successes demonstrate the gains that could be made if its practices were to be extended. The Koori Court has created real benefits for Aboriginal people without undermining any legal principles. It has led to a greater level of justice through being more culturally sensitive during sentencing. Improved legal outcomes result for this highly disadvantaged group.
Visual aids
PowerPoint

• A clear message is vital and will give you confidence
• Visual aids exist to support YOUR message
• 55% of information taken in is visual
• Good slides:
  • Ensure organization (viewer knows where to focus)
  • Allow eye contact
  • Allow improvising
  • Are worth a thousand words

Bullets provide a roadmap for you and your audience
Each slide should have a key message that is apparent to your audience

So, what are your options? What are the pros and cons?

- Bullets
- Small images
- Charts / graphs / tables
- Large images
How do you avoid the pitfalls of bulleted slides?

What strategies can you adopt?

- Identify the main message and use the points to support
- Use as few words as possible
- Use them to SUPPORT what you are saying – don’t just repeat them
Simple visuals aid memory retention

Simplified slides provide emphasis of key findings or arguments
• How can you simplify your points/arguments?
• What strategies can you adopt?

✓ Include just the key message of that slide
✓ Look for data that you can highlight
✓ Find images that match
Things that annoy the audience

- Speaker read slides
- Text too small to read
- Full sentences not bullets
- Colour too hard to read
- Moving text or graphics
- Overly complex diagrams
- Annoying sounds

Charts help explain complex ideas or data
Message retention after 3 days

- Bullet points: 10%
- Visual slides: 50%

Figures from http://www.presentationmagazine.com/presentation-skills-1-use-visual-aids-7320.htm
• How to make good charts/graphs?
• What strategies can you adopt?

• Use different software (Excel, Word, other?)
• Choose the most appropriate chart for the data
• Simple representation – don’t use overly complex charts
• Take care with colour (make contrast as strong as possible)
No. 1 in Australia
Top 4% OECD
How do you find good images?
What strategies can you adopt?

- Take care with attribution and licensing
- Google images – use tools to filter (country, size, usage rights)
- Flickr, Stock images (if you have access), Canva, Unsplash
- Take your own!
- Use high quality with good contrast
Consider your audience
Engage them – keep them interested
Keep things simple - the one message rule
Help them to understand your material
Choose the visual aid which best supports your message

SmartArt and shapes can add interest and meaning for textual information
Other considerations

• Themes (fonts, colours, headers etc)
• Animations
• Transitions
• Videos
• Variation
• Accessibility (universal design principle)
Delivery
Confident in your message, confident in your delivery
Sound natural and knowledgeable

- Avoid scripting - know your content
- Don’t read from your slides, but refer to its content so there is a clear connection between what you say and your visual aid
- Explain the significance of any quotes or charts or important images you include

- Make eye contact
- Speak (particularly if English is your second language):
  - Loudly
  - Slowly
  - Clearly
How will your practice for your presentation?
“When you remove the unknown and reduce anxiety and nervousness, then confidence is something that will naturally take the place of your anxiety.”

Garr Reynolds
FAQ

Should I reference my PowerPoint slides?

• Yes!
  • Use a referencing system that is easy to read
  • Have a reference list as a final slide or as a handout
  • Check the copyright of the images that you use

Will I have to present remotely?

• Potentially—the same principles apply!
Remember

• a clear message will give you confidence

• practice

• get the timing right

• if you don’t want to be there, why would your audience?

• If you feel nervous and anxious, your audience will too
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