**Visual Aids – The art of designing a successful talk**

**Organization and main parts: The MAP slide (5 minutes)**

Look again at the main parts of your talk and the list of short titles you wrote down in “Content and Organization”:

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Make your introduction slide with a map that includes the three (or four) points that you will cover in your talk. It is ok to not *exactly* follow the MAP slide style, but you must make sure the audience always knows where you are at in your talk and has a visual as an aid. For each part have one visual evidence (find an image) and use the short title. *If you do not find all the images you want, right down comments about the ideal images you are looking for…*

**Entry point (5 minutes)**

Look back at your notes in “Content and Organization”. Start designing a title slide. Imagine you are the audience and critique your title slide. What do you think they will say? Work on your first slide….

**Ending of your talk (5 minutes)**

Look back at your notes in “Content and Organization”. Start designing a slide that contains the summary of your talk and that will leave the audience with something to remember about your talk. Use the assertion evidence.

**Slide Design (10 minutes) – repeat for each slide…**

Pick one main slide of your presentation. What is the message of your slide?

Write a corresponding assertion below:

**Write the assertion on your slide**. Left justified, on two lines maximum.

*Note that you should make a list of all you wish to say for that slide, for yourself. Write your list in the “notes” section for the slide.*

**Find a strong visual evidence that supports the assertion for your slide**. Then complete the design of your slide. *If you do not find the image you want, right down comments about the ideal image you are looking for…Keep track of where you found the image from for referencing in your slide.*

**Visual Aids Guidelines (summary)**

* *Design each slide carefully*
* Use Assertion-Evidence for each slide. See “The Craft of Scientific Presentations”
* References: <http://www.assertion-evidence.com/special-templates.html> and <http://writing.engr.psu.edu/slides.html>
* Be consistent on design throughout slides (fonts, shape, color, etc)
* Polish the use of images (be consistent). Black strokes around images-Drop Shadow