Visual Aids

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ENG 198 Technical Communication
This class will discuss strategies for how to be successful in three critical areas of your presentations.
Take notes and reflect on how you will use the material presented today to include in your second presentation
The goal of the assertion-evidence technique is to convey a message in each slide by first avoiding meaningless titles.
The first step is to write a sentence headline that states the main message of the slide

**Atmosphere re-entry**

- Blabla bla bla bla bla bla
- Blabla bla bla bla bla bla
- bla Blabla bla bla bla
- Blabla bla bla bla
- Blabla bla bla bla

*When an object in space re-enters Earth, friction from the atmosphere causes the object to heat to 3000°F*
Research shows that there are fonts and font sizes that will increase audience comprehension

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RESEARCH SHOWS THAT THERE ARE FONTS AND FONT SIZES THAT WILL INCREASE AUDIENCE COMPREHENSION
Choosing the right assertion is essential for effective messaging

Assertion?  ➔  Newton’s third law is a fundamental principle

For every action, there is an equal and opposite reaction.

- The statement means that in every interaction, there is a pair of forces acting on the two interacting objects.
- The size of the forces on the first object equals the size of the force on the second object.
Exercise: how effective is the title in the following slide?

Assertion! → Trabeculae reduce a bone’s weight while giving it maximum strength against multiple forces
The first step is to create an assertion that summarizes and conveys the message of your slide

Assertion!  

In your speech, you have to decide which details to reveal and which to keep beneath the surface
The second step is to find or create visual evidence that supports the sentence headline.

When an object in space re-enters Earth, friction from the atmosphere causes the object to heat to 3000°F.
The second step is to find or create visual evidence that supports the sentence headline.

Shuttles are designed to re-enter Earth with their blunt side facing down.

[www.airports-worldwide.com]
Choosing the right assertion and the right visual evidence is essential for effective messaging

Newton’s third law is a fundamental principle

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- The statement means that in every interaction, there is a pair of forces acting on the two interacting objects.
- The size of the forces on the first object equals the size of the force on the second object.

Newton’s Third Law describes the fundamental principle behind how rocket engines work

[www.grc.nasa.gov]

Traditional

Assertion-Evidence

[www.pw.utc.com]
Exercise: it is now your turn to practice and write a sentence headline with an effective assertion— you have 4 minutes

1. Write a sentence headline with an effective assertion to explain “inertia” (be creative)
2. If time, describe a visual evidence you would include on your slide, that would help and support the assertion you made

The Traditional slide would look like this:

The principle of Inertia is Newton’s first law of motion

- **Inertia is the resistance of any physical object to any change in its state of motion including changes to its speed and direction or the state of rest.**
- **An object not subject to any net external forces moves at a constant velocity.**
- **On Earth, inertia is masked by the effects of friction, air resistance and gravity.**  [www.wikipedia.org](http://www.wikipedia.org)
Thinking about the right assertion and messaging for each slide will be time well spent.

Trabeculae reduce a bone’s weight while giving it maximum strength against multiple forces.

Gustav Eiffel, 1889
Trabeculae reduce a bone’s weight while giving it maximum strength against multiple forces

Gustav Eiffel, 1889
Materials used to reconstruct damaged bones must have similar structural characteristics as healthy bone.
Materials used to reconstruct damaged bones must have similar structural characteristics as healthy bone.
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Newton’s third law is a fundamental principle

Newton’s Third Law describes the fundamental principle behind how rocket engines work

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Traditional

Assertion-Evidence
Research shows comprehension and retention is much higher with assertion-evidence slides

Newton’s third law is a fundamental principle

Newton’s Third Law describes the fundamental principle behind how rocket engines work

For every action, there is an equal and opposite reaction.

- The statement means that in every interaction, there is a pair of forces acting on the two interacting objects.
- The size of the forces on the first object equals the size of the force on the second object.

Traditional

Assertion-Evidence
Our lectures have dramatically improved and led to better understanding and information retention from our students.
### Before we go.....

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Before we go.....

Reflect on how you will use the material presented today

Presentation 2
1. Read the Guidelines posted at course website
2. Work on your slides: prepare for Wednesday evening
3. Bring a Draft of your slides Wednesday evening
   • Content and Organization
   • A few slides with assertion-evidence
References: Week9-1
11. http://writing.engr.psu.edu/models.html Nicole Gallegor (EA at PSU)'s presentation.
12. ENG 101 slides (Dr. Amos “Bioengineering” and Dr. Brunet “Engineering at Illinois”).