MSW, Sem-IV

Paper-II
Unit-III, (3.1 & 3.2)
Topic: Visual Media

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3.1 Visual Media:

Visual Media can be a very powerful tool to enhance the impact of your presentations. Words and images presented in different formats can appeal directly to your audience's imagination, adding power to your spoken words.

Think of using visual media for the following reasons:

- If they will save words - don't describe your results - show them;
- If their impact would be greater than the spoken word - don't describe an image - show it.

Think about using a variety of different visual images. Try using photographs, tables, diagrams, charts, drawings, key words, or video sequences. Be creative and deliberate in your choice of images to achieve the most impact.

Think of your next presentation. How can you display your material visually? What techniques might help you present your argument or results in a stimulating way? What might add emphasis to your spoken words.
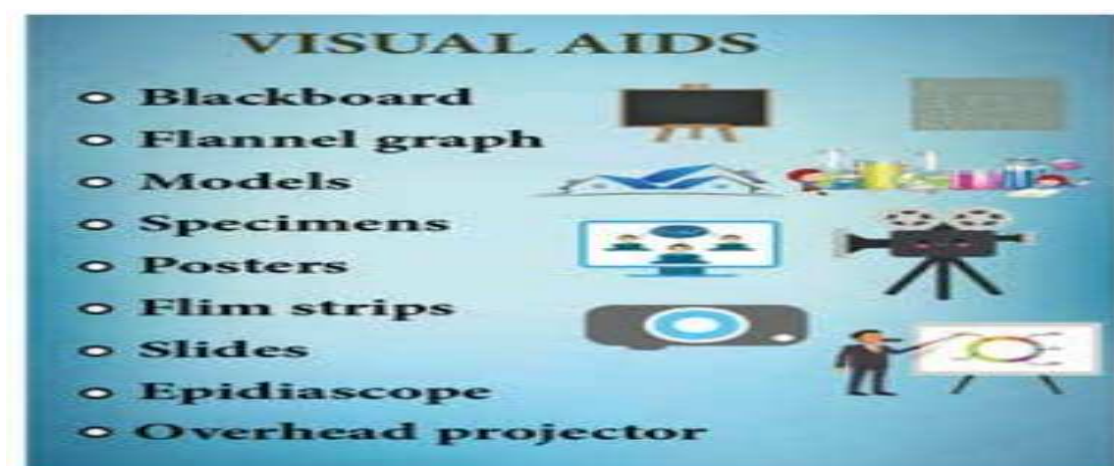
Types of Visual Media:

1. Posters:
2. Charts
3. Photos
4. Bulletin Board
5. Transparencies
6. Power Point Slides
7. Graphs
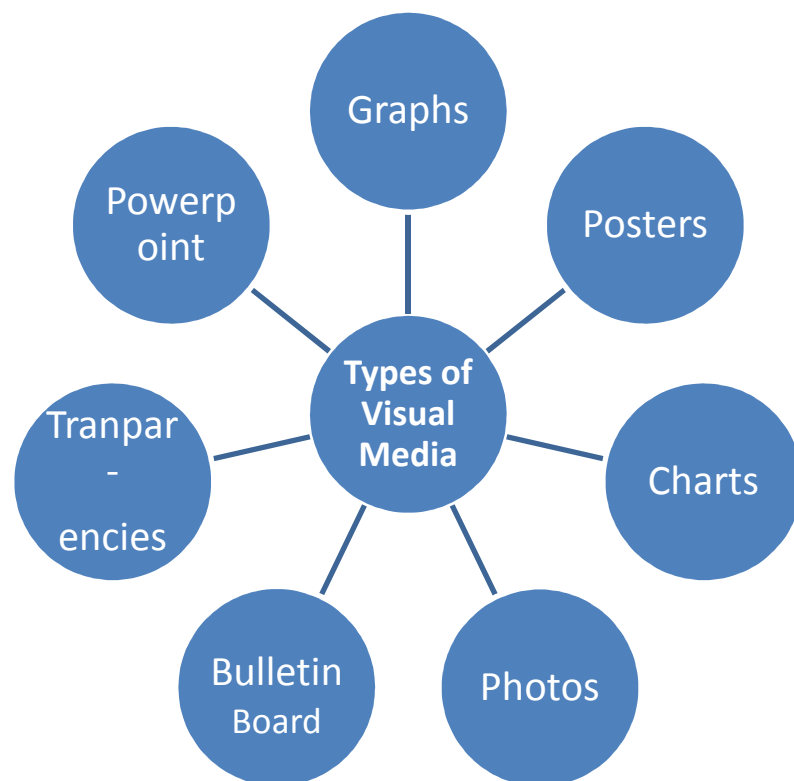
1. Posters:

This guide presents a strategy for producing poster presentations that encourages clarity as well as creativity, helping you to make the most of your poster design.

- Poster presenters are usually offered a large area to display their material

- Posters are usually read at a viewing distance of more than one metre. You will need to make sure that your poster is legible and easy to scan at this distance so that your information is understood quickly.

- The temptation to fill the space with as much material as possible should be avoided; poster presentations should never be as dense as a printed page.

- Many seminar or workshops organisers supply guidelines suggesting suitable typeface styles and sizes, along with conventions for titles and subheadings. Use these to guide your basic poster design.

- When making posters it is essential that you give careful consideration to their visual appearance as well as their content.
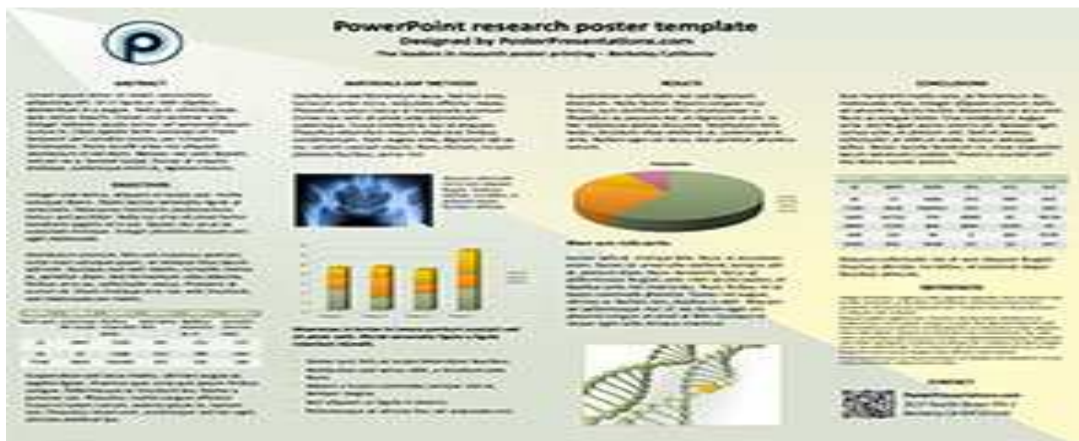

*Poster Presentation

2. Charts:

A chart is a graphical representation of data, in which "the data is represented by symbols, such as bars in a bar chart, lines in a

line chart, or slices in a pie chart". A chart can represent tabular numeric data, functions or some kinds of qualitative structure and provides different info.

Normally the most popular types of charts are: column charts, bar charts, pie charts, doughnut charts, line charts, area charts, scatter charts, spider and radar charts, gauges and finally comparison charts. Here is a quick view of all of these types. The biggest challenge is how to select the best and the most effective type of chart for your task.

| Column | Bar | Pie | Doughnut | Line |

| Area | Scatter | Spider and Radar | Gauges | Comparison |
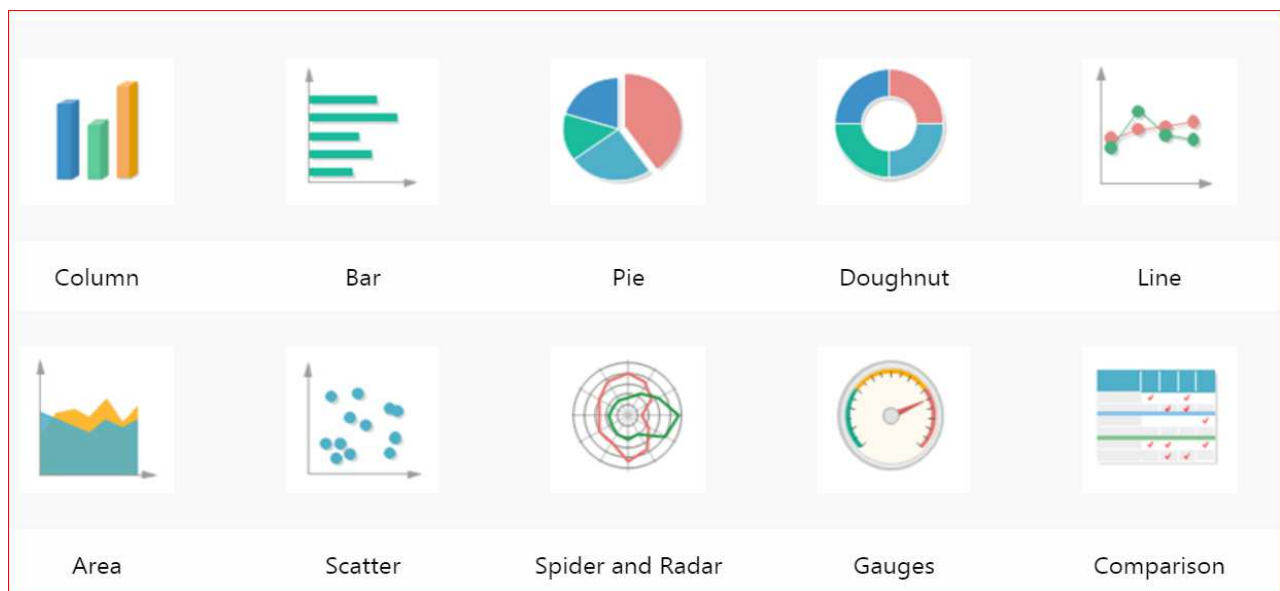
If you want to choose the most suitable chart type, generally, you should consider the total number of variables, data points, and the time period of your data. Basically, each type of chart has specific advantages. For example, scatter charts are good for indicating relations between different factors or topics, while line types are good for showing trends.

3. Photos:
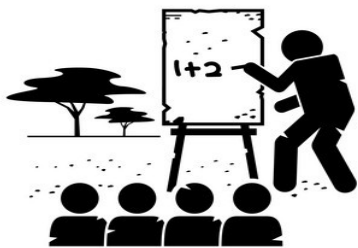
Lack of education

Poverty

Climate Change

Public Health

Homelessness

Water and Food Security

Unemployment

High Morbidity

Pollution

4. Bulletin Board:

A bulletin board (pin board, pin board, notice board, or notice board in British English) is a surface intended for the posting of public messages, for example, to advertise items wanted or for sale, announce events, or provide information. Bulletin boards are often made of a material such as cork to facilitate addition and removal of messages, as well as a writing surface such as blackboard or whiteboard. A bulletin board which combines a pin board (corkboard) and writing surface is known as a combination bulletin board. Bulletin boards can also be entirely in the digital domain and placed on computer networks so people can leave and

erase messages for other people to read and see, as in a bulletin board system.

Bulletin Board

5. Transparencies:

Transparencies are acetate or plastic sheets, normally about letter size (A4), on which you can write your information. The transparency is then used with an overhead projector to show the written material on a screen or wall (Figure 6.8). This instructional medium is probably next to the chalkboard and handouts in frequency of use. Unlike chalkboards, which are restricted to small classes, the OHP can be used with medium or large classes. Use it to demonstrate visually important points, show diagrams, highlight issues, build up information as you teach, and to support other methods of communication visually.

Before you make transparencies, you should plan them carefully just as you planned your printed media.
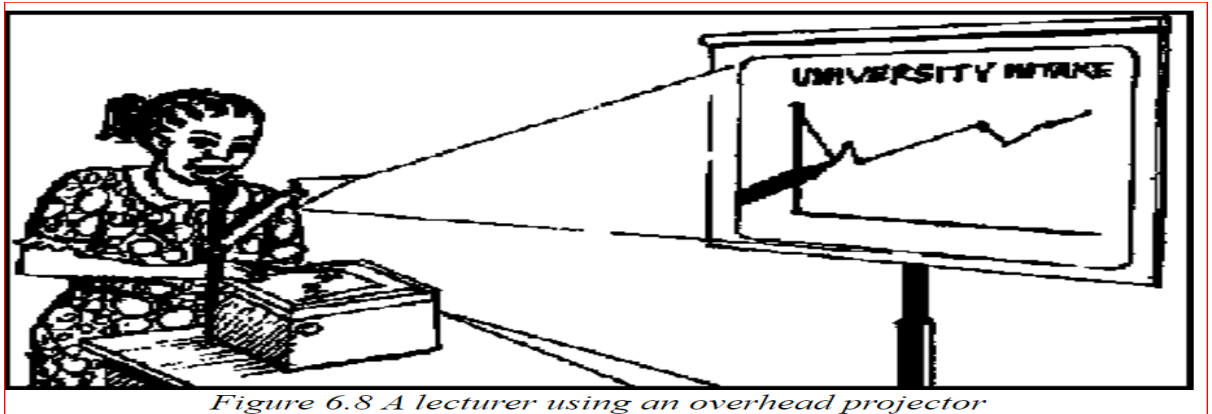
Figure 6.8 A lecturer using an overhead projector

Preparing an Overhead Transparency:

Here are some useful steps in preparing overhead transparencies.

➢ Select the material that you will use for your transparencies. If there is no acetate paper, then clear plastic sheets, or old but well cleaned x-ray plates will do.

➢ Measure your page according to the size of the OHP screen. Leave a margin at the sides, top and bottom. This will ensure that all your information can be displayed at once if necessary.

- Plan your text and diagrams carefully. Try to summarize the main points. You should not attempt to convey your entire talk on the OHP,

- Remember that you can also add information to your original transparency as you talk. This can be done by using special pens.

- Choose your colour pens. There are basically two kinds of pens which you can use for writing or drawing on transparencies: (a) spirit-based pens whose images are permanent, meaning that the writing or drawing can only be erased using special solvents such as methylated spirits, and (b) water based pens whose images can be erased with plain water.

- Use large bold lettering and clear simple drawings with as few lines and labels as possible (Laver, 1990).

6. Power Point Slides:

A PowerPoint presentation is a presentation created using Microsoft PowerPoint software. The presentation is a collection of individual slides that contain information on a topic. PowerPoint presentations are commonly used in business meetings and for training and educational purposes.

A slide is a single page of a presentation. Collectively, a group of slides may be known as a slide deck. A slide show is an exposition of a series of slides or images in an electronic device or in a projection screen.

Before the advent of the personal computer, a presentation slide could be a 35 mm slide viewed with a slide projector or a transparency viewed with an overhead projector.

7. Graphs:

Graphs are mathematical structures that represent pairwise relationships between objects. A graph is a flow structure that represents the relationship between various objects. It can be visualized by using the following two basic components:

Nodes: These are the most important components in any graph. Nodes are entities whose relationships are expressed using edges. If a graph comprises 2 nodes A and B and an undirected edge between them, then it expresses a bi-directional relationship between the nodes and edge.

Edges: Edges are the components that are used to represent the relationships between various nodes in a graph. An edge between two nodes expresses a one-way or two-way relationship between the nodes.

Types of graphs

Bar Grap:

Bar graph is a way to visually represent qualitative data. information is displayed either horizontally or vertically and allows viewers to compare items. The bars are arranged in order of frequency, so more important categories are emphasized.
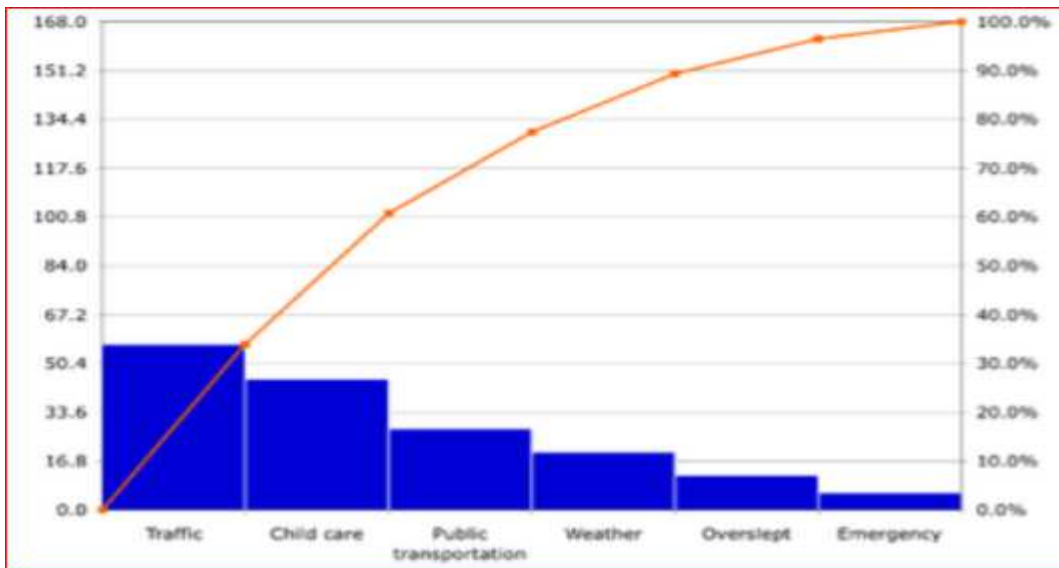
Histogram:

A histogram is a type of graph that has wide applications in statistics. Histograms provide a visual interpretation of numerical data by indicating the number of data points that lie within a range of values. These ranges of values are called classes or bins. The frequency of the data that falls in each class is depicted by the use of a bar. The higher that the bar is, the greater the frequency of data values in that bin.
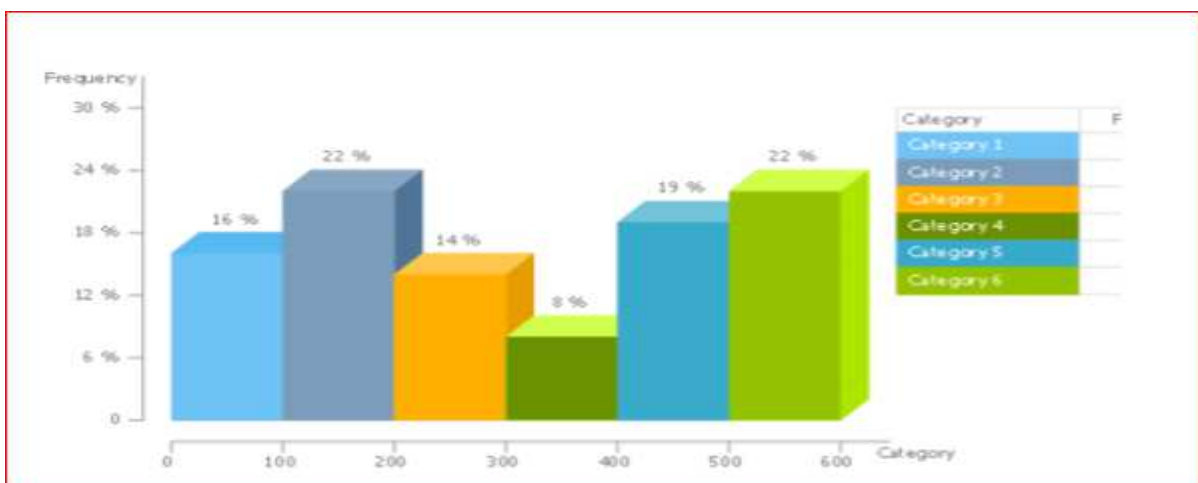
Line Graphs:

A line graph shows how values change. For example, you could plot how your child grows over time. Line graphs can also be used to show how functions change. A function is just an equation that gives you a unique output for every input. For example, $y = -4/5x + 3$ is a function because you'll get a unique value for y when you put in any number for x.
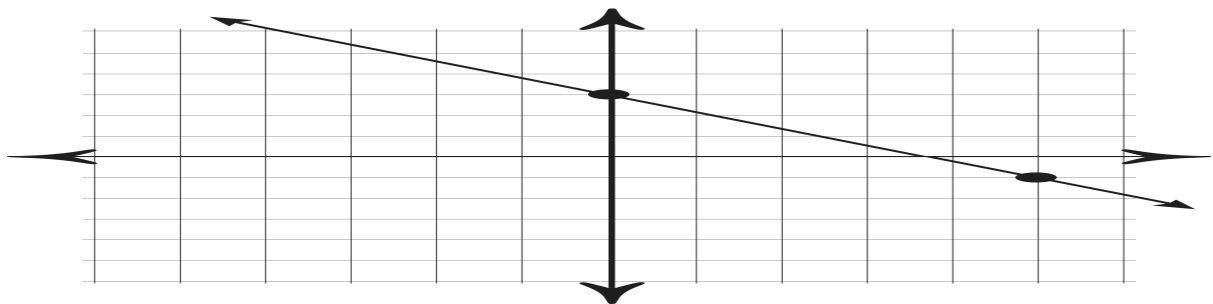
Time Plot Gropes:

A timeplot (sometimes called a time series graph) displays values against time. They are similar to x-y graphs, but while an x-y graph can plot a variety of "x" variables (for example, height, weight, age), timeplots can only display time on the x-axis. Unlike pie charts and bar charts, these plots do not have categories. Timeplots are good for showing how data changes over time. For example, this type of chart would work well if you were sampling data at random times.
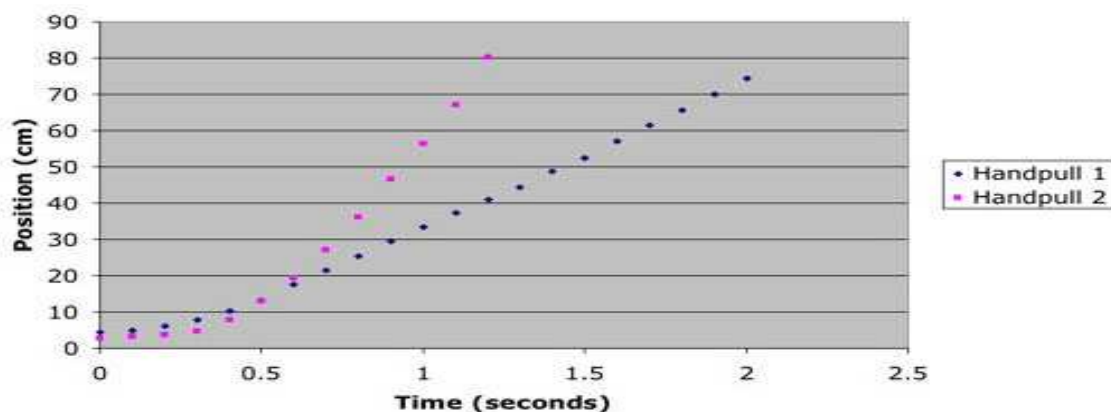
Time Series Grapes :

   To construct a time series graph, you must look at both pieces of the paired data set. Start with a standard Cartesian coordinate system. The horizontal axis is used to plot the date or time increments, and the vertical axis is used to plot the values variable that you are measuring. By doing this each point on the graph corresponds to a date and a measured quantity. The points on the graph are typically connected by straight lines in the order in which they occur**.**
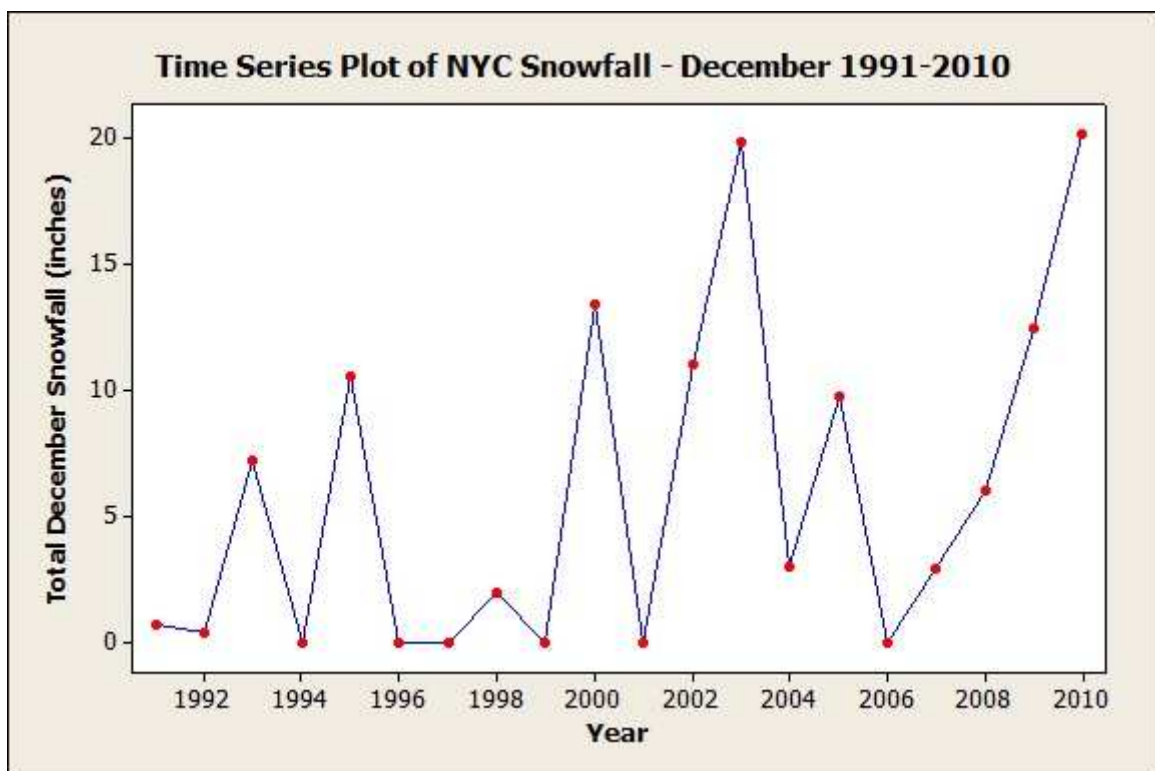
3.2 Steps for Making and Presenting Visual Data:

Steps & Skills in Developing Visual Media:

Well constructed visuals can make your presentation more exciting, effective and memorable. However, in order for the visuals to accomplish this, it is critical that they be properly planned and prepared or they can become a liability rather than an asset. The guidelines on these pages are designed to help you make the most of your visual presentation.

Text Pointers:

The text (or word) portion of presentations is used to state facts or objectives. When lines of text alone do not illustrate your point, a chart, graph or graphic might be more appropriate.

- ➢ Avoid using more than six or seven words (30–40 characters) per line, six or seven lines per visual. Make sure type is well spaced and not crowded.
- ➢ Eliminate words that do not add meaning, for example: the, an, etc.
- ➢ Avoid complete sentences. Use bulleted phrases.
- ➢ Be consistent in grammatical construction of lists; for example, use all verbs or use all noun phrases.
- ➢ Use 36 point type for all titles, and for the text of visual aids to be used in very large rooms.
- ➢ Use at least 18 point type for the main text in other than the largest rooms.
- ➢ Use bullets at beginning of lines to separate ideas.

➢ Use functions in PowerPoint that allow you to build information, bullet by bullet, on a slide, to keep the audience from reading ahead.

Title Pages:

Use title pages to introduce new topics or add special emphasis to a very important point. The best titles are a few simple lines in large type.

Graphs, Charts and Diagrams:

Tabular Charts

Tabular charts are used to show raw data and numerical relationships. Use only a few key examples on the visual to illustrate your point.

Bar Graphs

Bar graphs are used to show absolute data or relationships and comparisons. Be sure to include scales and values. Be sure the type is legible.

Pie Charts

Pie charts are good for illustrating percentage relationships or parts of a whole. No more than eight segments are recommended.

Line Graphs

Line graphs are ideal for illustrating trends or performance over time. Your scale should include significant dates and milestones. Graphs should include no more than three lines. In black and white visuals, the lines should be distinctly different, e.g., dashed, solid, dots, etc. In color

visuals, the lines should be easily differentiated colors which contrast well with the background.

Block or Process Diagrams

Block or process diagrams are good for illustrating structural relationships and designs. Graphics of this type show how each piece contributes to the whole. Avoid overcrowding. Limit your chart to no more than 10 simple geometric shapes and titles connected by lines and arrows.

One-Line Diagrams

Papers often contain electrical one-line diagrams which are an integral part of a technical discussion. You should limit applying these to needed segments of a system to make them legible to the audience.

Photographs

Good quality photographic visuals can make a major contribution to your presentation. Be extra careful with photographs: they must be very crisp and clear, with high contrast between light and dark areas. Do not superimpose text over the image. If text is needed on the visual, it should be placed in areas that have been cleared of the image. Be sure to test your photos, projecting them to the size they will be when used to ensure that they are clear and easily recognizable.

Presenting Visual Data:

Your visual presentation should emphasize the most important points and ideas of your oral presentation. Use the visuals to reinforce, clarify, illustrate or highlight individual points. Visuals are illustrating, not repeating, your presentation. Their purpose is to add interest and emphasis, not to compete with what you are saying.

Some key points to remember when preparing your visuals:

- Simplicity is a key to gaining your audience's attention and retaining their interest.
- Focus on one idea at a time. To include three or four ideas in a single visual usually detracts from your presentation and is apt to confuse your audience.
- Do not repeat the text of your presentation word-for-word on the visual.
- Keep statements simple and to the point, using key words and phrases.
- Use only essential information which supports your statements; for example, do not project all the statistics you are using. Pick only the key ones.
- Experiment with a variety of layouts to determine the most effective ones. Remember that people retain information best through a picture or a chart rather than words.
- Consider audience size. Visuals must be prepared properly so that they are clear to even those at the back of a large room.
- Consider handing out copies of your visual presentation. Be sure to have sufficient quantity available for your audience.

General Guidelines:

- **Keep it simple**. It is easier for the audience if you use three simple visuals than a single complex one.

- **Keep your audience in mind** when designing your visual aids. What terminology will they understand? What examples have meaning for them?

- **Proofread very carefully**. Try to have someone else proof in addition to yourself. It is hard to overlook errors when they are magnified in front of an audience. Remember, even a small error in such a focal part of your program can undermine the credibility of your entire presentation.

- **Fonts should be clear and easy to read**. Use Helvetica or similar sans serif fonts. Decorative fonts are not recommended. Use only one typeface per visual. Add variety by using different sizes and bolding title lines.

- **Colored fonts should have a dark background** (dark blue is best) with primary titles in either yellow or white and secondary titles in the remaining color. Details should be shown in clear bright, light contrasting colors. Use no more than three colors per visual.

- **Avoid using shades of the background color for titles or details**.

- **Avoid commercial endorsements**. A photograph of apparatus which incidentally includes a trade name is allowed, but a table comparing attributes of identified vendor's products will not be allowed. There is much gray area in between these two examples; discuss any concerns you may have with your session chair. The

display of the logo of the company with which you are associated is restricted for use to the first and last PowerPoint slides or visuals (usually the title slide). This restriction applies to logos of educational institutions as well.

- **Test your presentation ahead of time**. Make sure it is easy to read from an appropriate distance, and that everything is in the proper order.