



# Dynamic Design



“A picture is worth a thousand words.” Everyone knows the phrase. But have you thought about what it means? It means pictures are powerful. Pictures inspire emotion faster and more strongly than words. Pictures also clarify ideas and improve communication. That’s why you should prepare effective visual aids.

In the last step, you researched supporting details for your presentation. Then you added these supporting details to your outline. You know what you’re going to say. Now you’re ready to create your visual aids.

---

**In this step, you will learn about:**

**Current Trends  
in Visual Aids**

**Using  
Visual Aids**

**Designing  
Visual Aids**





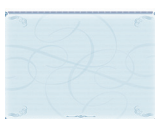
# Guiding Questions

How did presenters make visual aids in the past?

How are presenters making visual aids now?

How do I make my own visual aids?

## Key Terms



**Template** A “template” is a layout for visual aids that includes a matching color scheme.

*PowerPoint has a lot of templates to choose from, but audiences tend to prefer original designs that they’ve never seen.*



**Passive** “Passive” means not active or engaged.

*A passive audience doesn’t make eye contact and looks bored.*



**Blank Slide** A “blank slide” is a black slide with no pictures or text.

*When you don’t want the audience to be distracted by your visuals, use a blank slide.*



**Slide Transition** “Slide transition” means changing to a new slide.

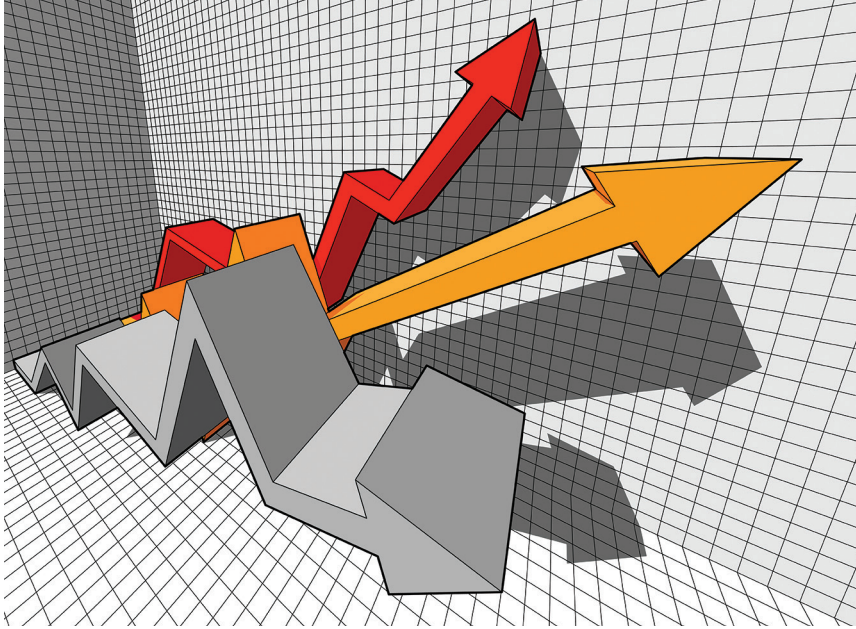
*For smooth slide transitions, use a presentation clicker. This way, you won’t have to walk to the computer to change slides.*



**Trend** A “trend” is a pattern.

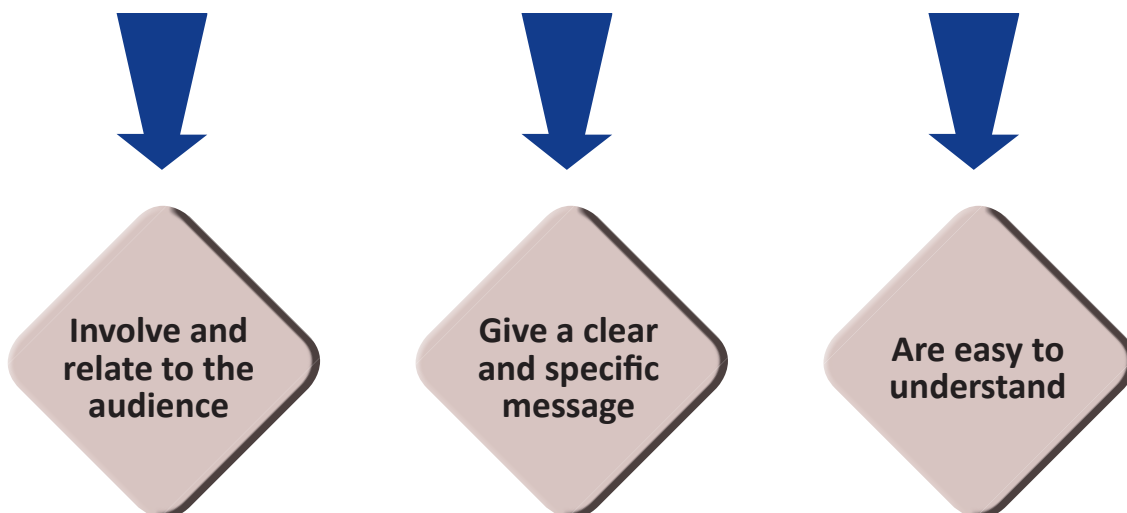
*Audience participation is a growing trend in presentations.*

## Section 1 Trends







### Modern Presentations

In the past, presentations were formal and one-sided. The presenter acted as an expert. This is changing. Presentations today are more relatable, interactive, and simplistic. This reflects the changing times. In the past, only top executives could afford company computers. Thus, people were easily impressed by PowerPoint. Today, however, most people are familiar with PowerPoint. That's why today's audiences are impressed by presentations that:



## EXAMPLE

One of the most important presentations of the 21st century was Steve Jobs's unveiling of the iPhone. His visual aids masterfully connected to and involved the audience, focused on a clear message, and were easy to understand. Look at the images of his presentation below and the following explanations to see why.

	"We are releasing three revolutionary products at this time... an iPod."	This single statement and picture communicate a simple message. This keeps the presentation focused on the product.
	"A phone."	As the presentation continues, Steve Jobs shows three devices that people care about. This means that he understands what the audience wants.
	"An Internet communicator."	Each slide only has a single picture, so the visuals are easy to understand.
	"Are you getting it? These are not three separate devices. This is one device."	The question, "Are you getting it?" involves the audience, inviting them to guess what will come next in the presentation. Also, the images repeat from before, so the visual aids remain easy to understand.

### Activity 4.01 Modern or Outdated

Which trends are popular today, and which are outdated? Draw a line from each trend to the correct column.

Outdated	Trends	Modern
←	Text that flies onto a slide	
	Simple color scheme	
	The sound of an audience clapping as you change slides	
	10 pictures on a single slide	
	Few words on a slide	
	Question for the audience to think about	