

Kansas 4-H 2020-2021 State-wide Communication Project Activities Sunflower Extension District

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Activities do not need to be completed in order.

Activity 1: Communication and Me

Activity 2: Follow My Lead

Activity 3: Jumping In

Activity 4: Let's Write

Activity 5: Illustrated Talks

Activity 6: Do-able Demo

*Each activity contains a handout and closing questions for you to ask your group.



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Illustrated Talks (Activity 5)

Supplies: Handout, pencils/pens, additional paper optional, copies of 4-H Publications

Presenting what you have learned is a great way to improve your communication skills. Illustrated talks are presentations that include visual aids that help an audience better understand a subject. The use of visual aids makes your presentation more entertaining and lets you stretch your creativity.

Certain parts of a presentation work best for the use of visual aids.

- Statistics (graphs, charts)
- Descriptions and examples
- Results and evidence
- Sharing the steps of a process

- (1) Think about a topic you would like to present.**
- (2) Create a plan.**
- (3) You will need an introduction, body and summary. (Start with the body and then go back to the introduction to make sure you introduce all the things you will discuss.)**
- (4) Where can you use a visual aid? (PowerPoint, video, photo slide show)**
- (5) Create a plan for your visual aids and create them. (This would be a great way to get ready for a club presentation or County Club Day!)**

Topic _____

Title _____

Introduction _____

Body _____

Conclusion/Summary _____



Kansas 4-H Illustrated Talks

Kansas 4-H members have been learning to speak skillfully before an audience for more than 100 years. It is often one of the things people say they most remember about their 4-H experiences — before participating in 4-H, they could not speak comfortably in front of an audience. Thousands of youth have learned, through 4-H, the skills necessary to clearly organize and present ideas and instructions through project talks, demonstrations, illustrated talks, and public speaking. This fact sheet focuses on the 4-H illustrated talk.

What is an illustrated talk?

Have you ever told someone how to overhaul an engine, can peach preserves, or harvest or process a market animal? If so, you've given the talking part of an illustrated talk.

The demonstration and illustrated talk are both effective teaching methods. However, you need to understand the difference between the two to best present your idea. One type of talk is of no greater value than the other.

Decide which method will be the most effective for teaching what you want to teach. Members occasionally confuse an illustrated talk with a demonstration. An illustrated talk tells how, but a demonstration shows how. At the end of an illustrated talk there will not be a finished product that was made during the presentation. You will likely show listeners a product you made earlier.

If the topic you're thinking about doesn't lend itself to showing (demonstration), perhaps you could tell how (illustrated talk). The following summary may be used in aiding members to understand illustrated talks.

Illustrated talks:

- tell how,
- have a purpose to teach, and
- are for any age 4-H member.

Illustrated talks at a glance

Tell (not show) how.

Are for any 4-H member.

Tell about doing something, with no end product.

Visuals are encouraged, when they complement.

Questions are asked of the presenter.

Are generally from 5 to 15 minutes long.

Illustrated talks may be 10 minutes for 7- to 13-year-olds and 15 minutes for 14- to 18-year-olds.

Team illustrated talks

Illustrated talks may be done individually or in a team, usually with two persons in the same age division.

A team illustrated talk might be desirable when:

- more than two hands are needed to illustrate the idea;
- friends or first-time presenters can work together; or
- talking and illustrating are difficult to do at the same time.

Team illustrated talks require teamwork and cooperation. They also require practice to do well. Some topics are a natural for a team illustrated talk, but other topics are difficult for a team to do well. If that's the case, it may be better to present the illustrated talk as an individual.

When giving a team illustrated talk, it's important that both individuals talk frequently in a balanced approach. One person should not talk and illustrate for long periods while the other person stands and listens. There should be a smooth ebb and flow of talking and illustrating between team members. The presentation should seem natural, like a conversation between two friends. If questions are asked at the end, presenters should alternate in

answering them. The other presenter may add more information at the conclusion of the answer.

Purpose of an illustrated talk

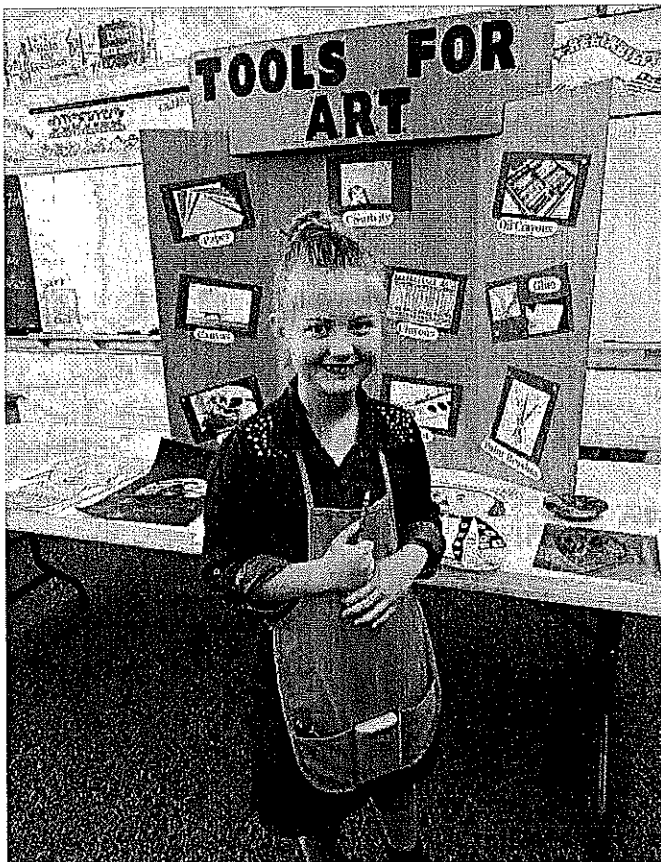
An effective, successful illustrated talk should:

- present to an audience the importance of a practice or procedure;
- convince an audience of its value or importance;
- create in the audience the desire to put the same practice or procedure to use.

Plan your illustrated talk

The most successful presentations reflect your own ideas and are expressed in your own words. The following items should be considered when planning and presenting an illustrated talk:

1. Select a subject or topic.
2. Gather information.
3. Choose a title.
4. Develop an outline.
5. Choose visuals, if appropriate.
6. Practice delivery.



I. Select a topic

The topic should fit your interest, experience, knowledge and skill. 4-H projects are excellent sources of topics for presentations. You will be most successful if you select a topic from your own project experience. When selecting a topic, ask yourself:

- Is the subject learned as part of my 4-H experiences?
- Is it of interest to others?
- Does it have enough steps to describe?
- Can an audience see it easily?
- Can it be given in the time allowed?
- Is it within my ability (not too simple, but not too difficult)?

If “yes” is the answer to each of these questions, you are ready for the next step.

2. Gather information

Be selective when choosing resources. Make every effort to ensure the information is accurate, up to date and complete. Some sources for information are:

- 4-H project manuals
- K-State Research and Extension publications
- Textbooks
- Websites and libraries
- Newspapers and magazines
- Local experts in their fields
- Manufacturers

3. Choose a title

Spend time thinking about a title. This is your first opportunity to capture the audience’s attention. Once this is accomplished, you will find public speaking easier. Think of the books you have read or movies you’ve watched because the titles were interesting.

Effective titles are short, descriptive, and engaging. A title should suggest the presentation subject without telling the whole story.

4. Develop an outline

After determining the topic, gathering all necessary information, and selecting a title, you are ready to put it down in writing — in outline form.

Organization is essential for developing a good

presentation with a clear, concise message. The outline serves as a guide to:

- present material in a logical sequence;
- determine the balance between talking and doing;
- relate the visuals, equipment, and supplies with the information given;
- emphasize the essential; delete the unimportant.

One simple method for writing an outline is shown in the 4-H Demonstration and Illustrated Talk Outline Planning Form (4H981). This form helps you outline each step in the process or procedure. There are many other types of outlines. The important thing is to find an outline form that has meaning to you and you will use. The outline method of planning illustrated talks teaches organization.

Parts of an illustrated talk

All talks have three parts: an opening or introduction, the body that presents the information, and a summary or conclusion that highlights the main points of the illustrated talk.

1. The **introduction** to an illustrated talk is your second opportunity (after the title) to capture the audience's attention. A good introduction is relatively short and has ingenuity and

variety. To get attention, do one of the following:

- Ask a question.
- State a problem.
- Show a unique object or picture.
- Tell a startling fact or statistic.
- Make a challenging statement.
- Show a finished product.
- Use a quote or headline.
- Tell a short story.

2. The **body** is the main part of the illustrated talk and should be about 80 percent of your talk. First, tell what it is you will be presenting. Perhaps it's telling how to build a birdhouse or make three kinds of salsa. Then, following your outline, describe the process.
3. The **summary** or conclusion is concise and pertinent. A summary should not restate each step, but should highlight a few important ideas for the audience to remember. You can do this by motivation — appealing to the values and interest of the audience. The motivation may include such things as saving money, time, or energy.

Prepare for questions

Allow time for questions after an illustrated talk. Think about questions you could be asked, and prepare answers ahead of time. Avoid overusing the phrase "The question has been asked . . ." (However, you may need to restate a question if some audience members are unable to hear it.) Questions are asked for two reasons:

- to clarify some point or points that were not covered, or judges failed to hear.
- to check your knowledge.
- When answering questions:
- Give only correct answers.
- Don't bluff. If you don't know the answer, admit it.
- If you are unable to answer a question, refer the questioner to a possible source.
- Use variety in replying to questions.

Other resources to help you

4-H Communication Fact Sheets:

- 4H1105, Kansas 4-H Project Talk Scoresheet
- 4H1104, Kansas 4-H Demonstration and Illustrated Talk Scoresheet
- 4H1103, Kansas 4-H Public Speaking Scoresheet
- 4H978, Kansas 4-H Presentation Overview
- 4H979, Kansas 4-H Project Talks
- 4H980, Kansas 4-H Demonstrations
- 4H981, Kansas 4-H Demonstration or Illustrated Talk Outline Planning Form
- 4H983, Kansas 4-H Public Speaking
- 4H984, Effective Presentation Tips
- 4H985, Preparing and Using Visual Aids
- 4H986, Presentation Brainstorming Activity

5. Choose visuals

Visual aids — either a poster or electronic medium — can help the audience better understand and remember what you are telling them. Visuals should be used only if they make the presentation more effective and should not distract from it. They can also help you remember what to do and say next and are preferred to note cards.

6. Practice delivery

Practice is important if you want to become a skilled presenter. Only through practice can improvement be made and presentations polished. Try making a video of your presentation. It will help you see ways to improve your posture, eye contact, delivery speed, voice, enunciation, mannerisms and gestures, general appearance, demeanor (smile and other facial expressions) and organization.

Written and revised by

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Photo courtesy of Lily Dickman, Ellis County

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Kansas 4-H Effective Presentation Tips

Besides writing a good project talk, demonstration, illustrated talk, or public speech, there are a number of other criteria to consider when polishing your presentation. By using these criteria, your presentation will shine, and you will be effective in getting your points across to your audience.

Appearance

Attire should be appropriate for the occasion. That will change for every presentation that you give.

Smile

Begin with a smile. A smile can do more for the presentation than any other single item. A smile will relax you, the audience, and the judges and make it easier to present. A smile indicates your interest and enthusiasm for the subject.

Talk positively

Don't apologize for your appearance, your limited knowledge of the subject, the amount of time you had to prepare your presentation, or taking up the audience's time. Simply put, do not apologize for anything.

Practice the presentation

Practice is essential. Each time you review the presentation, see if the ideas are in order and supported with facts, examples, and illustrations. Through practice, you can:

- coordinate action with explanation,
- do things in logical sequence,
- stay within the time limit,
- determine whether the presentation contains sufficient information,
- become skillful in using the equipment, and
- ensure equipment functions properly.

Practice before an audience of other members, leaders, and parents. Try making a video of the presentation to see ways to improve.

Don't memorize

It is best not to write your presentation word for word or memorize it, but you may want to note on index cards certain statements or phrases you don't want to forget. You will need only a word or a short sentence at the most — just enough to bring the thought into focus. Remember to:

- use one major idea on each note card,
- use only one side of the card,
- number your cards in order,
- use separate cards for the introduction and summary,
- put the three or four main points of the body of your talk on separate cards,
- print neatly so that the cards will be easy to read, and
- use ink that won't smear. (Try using different colored highlighters to emphasize major points.)

After your talk has been transferred to note cards, you are ready to practice. Carry your note cards with you and practice every chance you get. After practicing, try to reduce the number of cards you have to use. At first you may feel more at ease practicing in private. Later you will want someone to listen as you practice.

Remember to learn your presentation in parts. You want it to sound like a conversation, not a recitation. After you have practiced the talk in parts, put it all together and rehearse it just the way you will give it. This involves going through all the steps you will follow in your presentation. Practice in front of a mirror or make a video of your presentation so you can see yourself as the audience will see you. A good rule of thumb is to practice your presentation one time for each minute of your speech.

Rehearse gestures so they will look natural. If you plan to use visual aids, they should be part of

your rehearsal. Note: Visual aids are not used in 4-H public speaking competition.

Voice

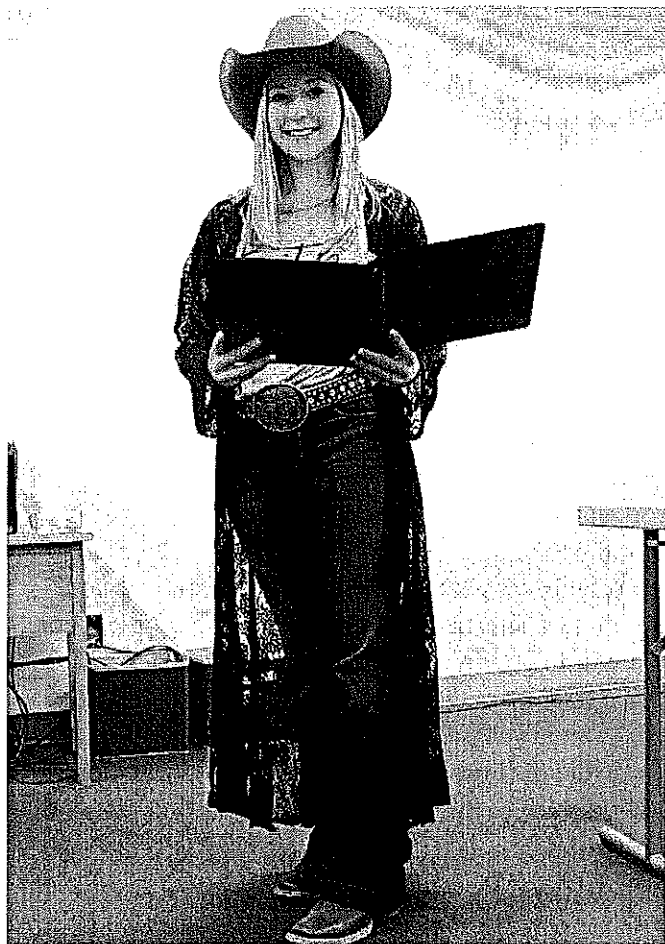
Speak clearly and distinctly to make sure you are being heard. Be careful not to speak too fast or drop your voice at the end of sentences. Do not run your words together or speak too softly.

Make eye contact

Remember to maintain eye contact. You should be looking at your audience about 75 percent of the time. If you notice that people in the back of the room have lost interest, think about what you're saying, and adjust your delivery accordingly. By the way, you'll never know if this is happening unless you look at the audience you're speaking to — so look.

Watch your posture

Stand up straight, and even if you are nervous, your audience will never guess it. Maintain good posture by standing erect with your feet comfortably balanced. Your weight should be evenly distributed between both feet. Keep your knees flexed to ease



nervousness. Don't sway back and forth. Remember that ease and freedom of movement are essential.

Select appropriate gestures

Hand gestures are the outward indication of your inner feeling and enthusiasm. They need to be natural, not forced. A gesture is appropriate if it is one you would make during an ordinary conversation with friends. Avoid meaningless gestures. Gestures should be used only when they will help clarify or emphasize a point. Speak with energy and enthusiasm.

Choose words wisely

Simple analogies, stories, illustrations, metaphors, and personal examples can help your audience understand you.

- Be smooth. Avoid long clauses. Use contractions.
- Be vivid; appeal to the senses.
- Keep your audience in step with you. Use transitions, list points, enumerate, summarize.
- Be at ease with a moment's silence. Don't fill in with um, you know, okay, let's see, or like.
- Don't tell jokes. In most cases, they are best left to professional entertainers.
- Be convincing. Show your audience that what you have to say is important to them.

Language tips

Here are some ideas on how to keep your language simple, yet clear.

- Use simple everyday words.
- Keep your sentences short. Avoid long, run-on sentences that can confuse your audience.
- It's OK to use everyday contractions — for example, don't instead of do not.
- Use descriptive words to help your audience see, feel, taste, touch, and smell what you're talking about.
- Avoid slang. Never use profanity or words that will offend or insult others, or language that puts people down or makes fun of groups of people.
- Feel free to use personal pronouns such as I, me, you, us, we, our, and them to make your presentation sound more personal.

Pronunciation

If you're not sure how to say a word, look it up in a dictionary so you pronounce it correctly. If you just can't seem to say the word correctly, pick a different one that you can say easily.

Enunciation

Many times speakers get in a hurry and don't clearly enunciate key words. Here are a few tips on how to pronounce endings of words:

Avoid	Say
Hunerd	Hundred
Gonna	Going to
Hafta	Have to
Dint	Didn't

Habits to avoid

You may be nervous, but it is important to avoid behavior that will distract your audience, such as:

- Playing with change in your pocket.
- Jangling jewelry.
- Playing with your hair.
- Rocking back and forth.
- Chewing gum.
- Wearing sunglasses.
- Wearing a baseball cap, unless it is part of your presentation.

Demonstration tips

Encourage the use of different showmanship techniques for effective demonstrations, including these:

- A slanted table is an effective tool for some demonstrations. Raise the back legs of the table slightly and tilt the table toward the audience. This permits the audience to follow the demonstration more closely.
- Keep a supply table in back for assembling materials for demonstrations. Bring needed supplies from the back table to the demonstration table to avoid a cluttered appearance on the main table.
- Trays filled with equipment and materials may be brought to the demonstration table and returned to the supply table as needed.

- Use towels to cover trays with equipment and food.
- A mirror used to display a finished product to the audience improves the overall appearance of a demonstration. Practice using a mirror for maximum effectiveness.
- Display garments on a rack.
- If you are working with foods, practice safe food handling techniques. Keep hot foods hot and cold foods cold. Use an ice chest to keep your foods cold. Refer to K-State Research and Extension food safety fact sheets for more information, or contact your local extension office.
- Wash hands before starting. Assume that the table is dirty. You may want to keep antibacterial wipes handy. A tablecloth helps with cleanliness and makes a more attractive presentation.
- Use paper towels and sponges to wipe up spills. Tape a sack to the table for stashing trash during the presentation.
- If you don't have a mirror overhead to show the demonstration, try tilting the materials so the audience can see better.
- If you run noisy equipment (such as food processors or saws) during the presentation, talk when the equipment is not running. You don't want to have to shout over the noise. You can explain procedures before and after using the equipment.
- For foods demonstrations, wear an apron and cover hair or tie it back.
- Distribute handouts for the audience at the end so it won't disrupt your talk.
- Be sure to have a poster or electronic slide of any recipes or other instructions so the audience can see what's involved.

Make your entrance

You are about to go on. You are seated on the stage, on the platform, or at a table. The toastmaster or emcee has just finished introducing you. Take a deep breath and exhale slowly. Look as relaxed as you can. Smile. Establish eye contact with your audience and start speaking.

Relaxed hands

The best place for hands is at the sides of your body, creating a casual appearance. Don't clench your hands. Don't grip the speaker's stand or lean on it. Don't fold your hands across your chest. Don't stroke your ear or throat. Don't hold the microphone.

Summary

Being able to give effective public presentations is a valuable skill, and one that will help you as you go through life. With practice, you can master the process and become an effective speaker.

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Photo courtesy of Anna Kubn, Ellis County

Other resources to help you

4-H Communication Fact Sheets:

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- 4H1103, *Kansas 4-H Public Speaking Scoresheet*
- 4H978, *Kansas 4-H Presentation Overview*
- 4H979, *Kansas 4-H Project Talks*
- 4H980, *Kansas 4-H Demonstrations*
- 4H981, *Kansas 4-H Demonstration or Illustrated Talk Outline Form*
- 4H982, *Kansas 4-H Illustrated Talks*
- 4H983, *Public Speaking*
- 4H985, *Preparing and Using Visual Aids*
- 4H986, *Presentation Brainstorming Activity*

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Kansas 4-H Preparing and Using Visual Aids

Visual aids such as posters, electronic slides, charts, models, and photos can help an audience understand and remember what a presenter is telling them. Visuals should have a definite purpose and be used only if they make the presentation more effective. They can help you remember what to do and say next and are preferred to notes.

There are many types of visuals: posters, models, illustrations, scale drawings, photographs, electronic slides (such as PowerPoint), flannel boards, and flip charts.

Visuals should:

- serve as a guide in the presentation;
- add interest to the title, topic, or ideas presented;
- focus and hold audience attention;
- emphasize key points;
- clarify a complicated process or procedure;
- show comparisons;
- summarize main thoughts.

Visuals may frustrate as well as educate. Before you decide to use a visual, ask if it:

- serves a purpose in the presentation,
- attracts attention,
- is simple and neat,
- is easy to use,
- fits smoothly into the presentation, and
- gives only one main idea.

Practice is essential to using visual aids effectively. It is the only way to develop the necessary skills for handling visuals. You'll soon discover it's easier to give a public presentation with them than without them.

Guidelines for lettering

1. Letters $1\frac{3}{4}$ inch high can be read from 25 feet.
2. Letters $2\frac{1}{2}$ inches high can be read from 30 to 50 feet.

3. Title letters should be about 4 inches tall.
4. Use a combination of capital and lower-case letters for ease of reading.
5. Simple block letters are the easiest to read.
6. Tall, skinny letters and short, squatty, heavy letters are hard to read.
7. Bold or heavy-lined letters are preferred to letters with thin, light lines.
8. A different color may be used to emphasize a special word or phrase.
9. Colors of letters should **not** be mixed within the same word or phrase.
10. Vary letter style to emphasize a word, but don't use more than two different types of letters or fonts per poster or electronic presentation.
11. A high degree of contrast between background and message is important. Use dark colors on light backgrounds and light colors on dark backgrounds.
12. Display electronic presentations on a screen or light-colored wall. Make sure the projector is far enough back to project to a large enough size for everyone to easily read the slides.

Guidelines for posters

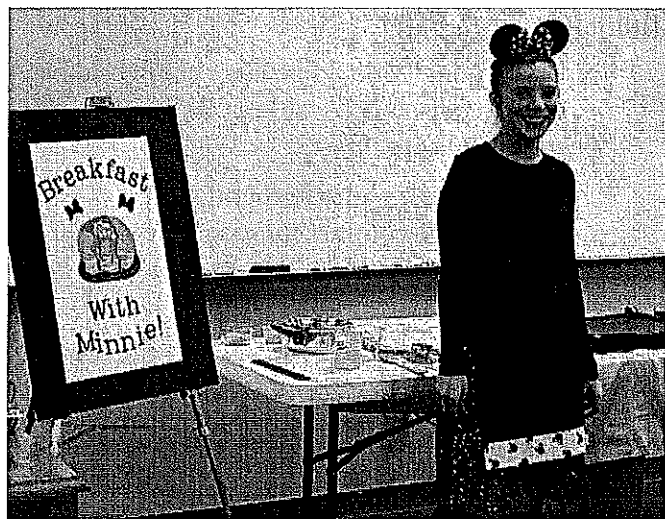
1. Poster boards should be large enough to be seen at a distance — at least 22" x 28" in size and legible at 30 feet.
2. Print letters on a background with considerable contrast for ease in reading. Keep letters simple and large enough to be easily read.
3. Space letters on poster boards by the "eye" and not by ruler.
4. If using stencils, fill in stencils so lettering does not appear spotty.

5. Allow 3 or more inches for a margin on the top and sides and slightly more on the bottom.
6. When posters contain both illustrations and lettering, one should dominate.
7. Do not crowd or clutter a poster with too many ideas. The most effective poster is one that has a minimum of text, but yet has meaning.
8. Display posters high enough so that everyone can see them. They may be held up or supported on an easel. Do not let the poster hide what you are doing.
9. Posters may be made with paint, markers, drawing ink, or any other medium that will not smudge easily.
10. When using several posters of identical size and color, a small identification number on the back of each will serve as a guide as you organize ahead of time.

Posters serve little purpose if they are improperly used or are forgotten during the presentation. Presenters must practice to develop skills in handling and turning poster boards.

Stack poster boards in order on the easel. You may need to practice sliding the posters that are finished behind the last poster on the easel, or perhaps you can place them on a back table out of the way when you are finished with them. Keep your posters in order in case you need to refer to them during questions. Practice this ahead of time.

Using colors



Good use of color can enhance posters or electronic slides. Improperly used color will detract from your presentation. Choose colors with care. Use color in small amounts to attract attention. Colors must contrast — a high degree of contrast between the background and copy is important for legibility. Use dark colors on a light background or light colors on a dark background. Please note that light colors may not show up well on a light or medium background.

Some of the best combinations are:

- Black on yellow
- Dark green on white
- Dark blue on white
- Black on white
- White on dark blue
- White on red

Do not mix colors within words in a rainbow effect — it is difficult to read. Remember, you want color to work for you by attracting attention and creating a pleasing effect. Experiment to see what looks good and is easily seen.

Using presentation notes

Most people use notes when giving presentations. Notes often strengthen confidence, even when used very little during the talk. Notes should not be used as a crutch. Creating an outline is best.

Suggestions for using notes:

1. Put them on uniform cards, using only one side. Write or print large enough so you can see the item with a quick glance.
2. Put main points, sub-points and supporting materials on the cards, but do not write the speech on them or crowd the material so you cannot easily read it.
3. Become thoroughly familiar with what is on the card so a quick glance will not disrupt your eye contact with the audience.
4. Put notes on the podium or hold them in your hand. Do not try to hide the fact that you have notes.

Using visual aids

Once your visual aids are finished, you'll need to practice using them so they enhance your presentation, rather than weaken or overpower it.

Look at the audience as you talk. Do not focus on your poster or the screen showing your electronic slide. You'll have to practice striking a balance between looking at the audience and at what's on the screen or poster.

Position your visual aids so you do not block the poster or the screen. You may have to rearrange the room to find the best arrangement. Another option is to use a universal remote with the projector to advance the slides. This will allow you to move around the room instead of standing by the computer.

Electronic slide tips

Many 4-H members will choose to use a computer to create electronic slides, perhaps with PowerPoint. These skills are taught in school, and 4-H members often want to apply them to their 4-H presentations.

Remember that electronic slides are nothing more than digital posters. How you create them will determine how much they complement or weaken your presentation.

- As with posters, keep electronic slides simple. Don't put too much information or too many images on one slide.
- Use key words, phrases, and concepts — not complete sentences. Using bullets is one way to accomplish this.
- Maintain eye contact with the audience. Audiences are easily bored if you just read your slides.
- Quotes may be written and read in their entirety.
- Blend a photo, chart, or graph with minimal text.
- Leave ample borders all around the slide, especially at the bottom, which can be hard for the audience to see.
- Try not to use white for the background color. It is harsh on the eye. When projected, colors tend to lighten in appearance.
- Choose colors that can be seen with the lights on during the presentation. You want

the audience to be able to see you during the presentation.

- Test contrasting colors by projecting them on a screen or wall to see if the colors complement each other and you can easily read the text. If not, change the background or text color.
- Stick with one background color during the presentation for consistency and to minimize distractions.
- Make sure the text on the slide is large enough to read from the back of the room — generally a 28- to 34-point font. Bold letters aid visibility.
- Don't mix more than two fonts in a slide, and pick a font that can be easily read. An ornate script font is not easy for the audience to read.
- Try using upper and lower case lettering. All CAPITALS tend to shout at the audience and are more difficult to read. Use italics and underlining sparingly — only for special emphasis.
- Limit photos or other images to two or three per slide. Otherwise, they are too small to be seen.
- Resist the temptation to use PowerPoint's many special effects and transition features. They can distract the audience.
- If you use special effects and transitions, keep them simple, to a minimum, and consistent. Don't use multiple special effects in your slides.
- Slides should be shown for about 30 to 60 seconds.
- Avoid spending a long time on the same slide (2 to 3 minutes).
- Check all slides for spelling and formatting errors.
- Electronic slides are an alternative to posters. As with posters, slides are meant to complement your presentation, not overpower it. Remember, less is more with PowerPoint.

Using electronic equipment

If you are using a laptop and a projector, make sure the computer and projector will synchronize. Don't forget an extension cord, two-prong grounding adapter and power strip. Do not assume that the

extension office will provide a computer, projector and screen for your presentation.

If you want to use electronic slides (such as a PowerPoint presentation), prepare in advance so you have the right equipment and that all the equipment works together. Otherwise, you may not have any visuals for your presentation.

If you are planning to show a DVD or video clip, make sure it will play on the computer you will be using. If you won't be using your own computer, don't forget to copy your electronic slides, video clips, and other material onto a flash drive. It's a good idea to have the presentation backed up on a flash drive in case you have technical problems. In addition, if you plan to use a website during your presentation, make sure the room is wired for the Internet or the facility has wireless access to the Internet. This requires planning and prior communication — don't wait until the day of the presentation. If you plan to use a wireless account during your presentation, make sure the facility will allow that and share the password with you. Another option may be to use a personal hotspot account to get connectivity. Make screenshots of important URLs in case of technical problems.

In the event you are planning to use a TV or a monitor with a DVD player, make sure the TV or monitor is big enough for everyone to see. A rule of thumb is to have a 25-inch screen for an audience of 25 people. If the screen is not large enough, consider using a computer and projector so the images can be made large enough for everyone to easily see.

Equipment success

The success of your presentation depends on:

1. Bringing the right equipment for the presentation.
2. Your skill in using this equipment.

Check your planning outline for equipment you will need. For example, you might need a blender for a cooking demonstration. Choose equipment that is best for the job. Some locations may not work well for all types of presentations. Therefore, you may have to adjust your presentation. Have equipment in good working condition. Practice so you will show skill in using the equipment. Above all, plan for the unexpected.

Other resources to help you

4-H Communication Fact Sheets:

- 4H1105, Kansas 4-H Project Talk Scoresheet
- 4H1104, Kansas 4-H Demonstration and Illustrated Talk Scoresheet
- 4H1103, Kansas 4-H Public Speaking Scoresheet
- 4H978, Kansas 4-H Presentation Overview
- 4H979, Kansas 4-H Project Talks
- 4H980, Kansas 4-H Demonstrations
- 4H981, Kansas 4-H Demonstration or Illustrated Talk Outline Form
- 4H982, Kansas 4-H Illustrated Talks
- 4H983, Public Speaking
- 4H984, Effective Presentation Tips
- 4H986, Presentation Brainstorming Activity

Font and Color Examples

Fonts that work for your presentation

- **Pick a bold font — from the hundreds available — that is easy to read from a distance.** ✓
- *Avoid script fonts and others that are hard to read.* ✗

Examples of readable fonts:

- Myriad Pro
- Arial
- Times Roman
- Minion Pro
- Caslon Pro

Avoid lettering using the rainbow effect

- **Avoid using the rainbow effect for titles and special emphasis. It is very distracting to the reader. Try using one color for special emphasis, but preferably not red.** ✗

Background color combinations that work for your presentation

- **Lighter colored lettering on a darker background is a good combination for easy reading, especially from a distance.** ✓
- **Darker colored lettering on a lighter background is a good combination for easy reading, especially from a distance.** ✓

Avoid color combinations that don't work for your presentation

- **Some color backgrounds and color lettering combinations are not easy to read from a distance. Before making your final color selections, try different combinations to see how easily the text can be read.** ✗

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Photo courtesy of Kiera Eck, Russell County

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Time Needed
30-45 minutes plus
time at next meeting to present

Illustrated Talks

Materials List
Paper, pencils, computer and
Internet access (optional)

Have you ever watched someone give a presentation?
What types of visual aids did they use?

Introduction

Presenting what you have learned is a great way to improve your communication skills. Illustrated talks are presentations that include visual aids that help an audience better understand a subject.

When putting together a presentation, creating an outline is a very important step. It allows you to organize your thoughts and make sure all necessary information is included.

*If you need help on how to develop an outline see the activity "Do-Able Demo" on page 37.

There are certain parts of a presentation that work best for the use of visual aids. Parts where visual aids may be helpful include:

- Statistics (using graphs, charts etc.)
- Descriptions and examples
- Results and evidence
- Sharing the steps of a process

Learn More

If you choose to accessorize a presentation with a poster board, this website has some tips for creating an effective visual aid: <http://aces.nmsu.edu/documents/making204-h20posters.pdf>
New Mexico State University

Experience / What to Do

1. Have youth think about a topic they would like to present. This could be something new they want to explore or a topic they already know about and want to look into further.
2. Create a plan! Youth should decide the amount of information and the amount of time it will take to present the information.
3. Youth should then assemble the introduction, body and summary for their presentation. *TIP: start with the body then go back to the introduction to make sure you introduce all of the things you will discuss.
4. After youth have gone through the work and organization of creating a presentation, think about the places that would be best suited to include a visual aid.
5. Next, youth should create their visual aids. This can be done outside of meeting time. Encourage the usage of traditional aids (posters) as well as electronic methods. A few electronic examples are:
 - a. PowerPoint
 - b. Video
 - c. Photo slideshow
6. Have youth present at the next meeting and explain why they chose the visual aids they used.

Did You Know?

The use of visual aids makes your presentation more entertaining and allows you to stretch your creativity.

Glossary Words

Illustrated talks, visual aids

Related Activities

Speeching Up Communications
Do-Able Demo
Step Up to the Plate

References

Activity adapted by: Sara Goemaat and Rachael Emig, Iowa 4-H Youth Development Interns;
Reviewed by Judith Levings, Associate Director, Iowa 4-H Youth Development and Mitchell Hoyer, Iowa 4-H Youth Development Program Specialist

From the activity "Illustrated Talks" in *Picking Up The Pieces: Communications Activities for Youth* produced by the National 4-H Cooperative Curriculum System, Inc. (2005)

Talk It Over...

Share....

What new information did you learn about your topic?
What challenged you as you presented your illustrated talk?

Reflect...
What new skills did you learn as a result of completing this activity?
What did you learn about communicating information with others?

Generalize...
How do illustrations improve audience understanding of your talks?
How will the skills you developed help you improve your writing, speeches, demonstrations, posters, etc.?

Apply...
How can the choice of visual aid in a presentation/talk impact the message communicated positively or negatively?
How do you plan on using visual aids in the future?

