

# Designing Effective Visual Aids

## Objectives

- Understand the importance and best practices of using visual aids in presentations
- Learn how to effectively incorporate different types of visual aids (images, diagrams, charts, etc.) to support key points
- Explore the use of generative AI tools such as text-to-image and Canvas to create engaging visual aids
- Practice integrating visual aids seamlessly into an existing presentation outline

## Activity / Idea

### Planning

1. Students review their presentation outlines and identify key points or concepts that could benefit from visual aids.
2. Students use ChatGPT to generate ideas for relevant visual aids (e.g., charts, diagrams, images) to support their presentation content.

#### *Example prompts*

- Generating chart/graph ideas:  
"I'm giving a presentation on [topic]. What types of charts or graphs would be effective for visualising [specific data points]?"
- Generating diagram/process flow ideas:  
"I need to explain [process/concept] in my presentation. Can you suggest some visual aids such as diagrams or flowcharts that could help illustrate the steps or components involved?"
- Generating image/illustration ideas:  
"My presentation is about [topic]. Can you recommend some relevant images, icons, or illustrations that could visually represent key concepts like [specific concepts]?"
- Generating infographic ideas:  
"I'm presenting on [topic]. Can you provide ideas for an infographic layout or design that could effectively convey [specific data points or statistics]?"
- Generating visual metaphor ideas:  
"I need a visual metaphor or analogy to help explain [complex concept] in my presentation. Can you suggest some ideas for images or diagrams that could represent this concept in a simple, relatable way?"
- Generating visual aid ideas based on presentation structure:  
"My presentation has the following sections: [list sections]. Can you recommend appropriate visual aids (charts, diagrams, images) that could support the content in each section?"

3. Students evaluate and select the most appropriate AI-generated suggestions for their presentation.

#### *Visual Aid Creation with GenAI*

4. Introduce students to generative text-to-image AI -tools e.g. [PolyU GenAI Text to Image](#), [Microsoft Bing](#), [Microsoft Designer](#) or [Canva](#) (AI-powered design tool).
5. Students use these tools to generate images, diagrams, or visual elements based on their chosen text prompts or descriptions in (3).

#### *Presentation Integration*

6. Students incorporate their newly created visual aids into their existing presentation outlines or slides.
7. Students plan the placement, timing, and flow of the visual aids to support their verbal delivery effectively.

#### *Peer Feedback and Refinement*

8. Students work in small groups (e.g. 3-4) to share their presentations with visual aids and receive peer feedback. Students' feedback could make reference to the following questions:

##### *Effectiveness of Visual Aids*

- Do the visual aids clearly support and reinforce the key points or concepts being presented?
- Are the visual aids easy to understand and interpret, or do they seem confusing?
- Do the visual aids effectively illustrate processes, data, or concepts that might be difficult to explain with words alone?
- Are the visual aids appropriately sized and visible for the audience?

##### *Alignment with Content*

- Do the visual aids directly relate to the content being discussed?
- Are the visual aids well-timed and introduced at the appropriate points during the presentation?
- Do the visual aids help to clarify or provide additional context to the verbal explanations?
- Are there any instances where the visual aids seem disconnected or unrelated to the content being presented?

##### *Overall Visual Appeal*

- Are the visual aids visually appealing and engaging, or do they appear dull or unattractive?
- Are the visual aids well-organised and easy to follow, or do they seem cluttered or overwhelming?
- Do the visual aids incorporate appropriate use of typography, imagery, and white space?

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