



SOME PRINCIPLES OF VISUAL PRESENTATION

An effective visual aid meets several important criteria:

- It's **unified**. It makes one important point, and only contains information that is relevant to the learning for which it is designed.
- It's **simple**. Less is more, as far as uncluttered symbols, pictures or words are concerned.
- It's **accurate**. It clearly displays relationships between concepts, and does not distort data. Someone who has never seen the information displayed should be able to interpret it correctly.
- It's **colourful**. Colours are used consistently and economically. Here are some options to consider when selecting colours:

Red	Warm and stimulating
Blue	Cool, sedative and depressing
Yellow	Warm, capricious and sunny
Green	Pleasant, healthy, growthful
Orange	Stimulation
Purple	Dignity and reserve

(Keith Craven – New Dimensions, No. 2, 1974)

- It's **legible**. Type is readable, and images are visible. Here are some rules of thumb for lettering and artwork height:

VIEWING DISTANCE (IN FEET)	HEIGHT OF LETTERING (MINIMUM)
8	1/4 in.
16	1/2 in.
32	1 in.
64	2 in.
128	4 in.

(Robinson P Rigg – Audiovisual Aids and Techniques)

Good colour combinations for legibility include the following, ranked from best to worst (left column top to right column bottom):

Black on yellow	White on bottle green
Black on orange	White on scarlet red
Orange on navy blue	White on purple
Green on white	Purple on white
Scarlet red on white	Navy blue on yellow
Black on white	Navy blue on orange
Navy blue on white	Yellow on black
White on navy blue	Scarlet red on yellow
Orange on black	Yellow on navy blue
White on black	Purple on yellow

(Bustanoby's Principles of Colour and Colour mixing)

Other factors to consider when using colour include:

- Warm colours – red, yellow, and orange, appear larger than cooler blues or greens
 - Light colours appear brighter against dark colours than against white
 - Strongly saturated colours (scarlet, black, purple, for example) appear to have more weight than pastels
- Effective visual aids are **portable**. This is particularly important if you are taking your show on the road. They need to conform to the appropriate shipping and airline criteria, as well as being luggable.
 - They're **visual!** Research indicates that peoples' retention of an idea is more effectively reinforced by a visual that includes text and images than when either is displayed separately. An example would be showing a child who had never seen a skyscraper the text "skyscraper" without a picture, or vice versa. Without a frame of reference, or all the information needed, it's unlikely learning will be facilitated as effectively.

Source – Dugan Laird, Approaches to Training and Development, Second Edition, Addison-Wesley, 1985