

Visual Aid Tips

You yourselves are our letter, written on our hearts, known and read by everyone. You show that you are a letter from Christ, the result of our ministry, written not with ink but with the Spirit of the living God, not on tablets of stone but on tablets of human hearts. 2 Corinthians 3:2-3

Perhaps one reason God uses the “foolishness of preaching” (1 Cor. 1:21) is that the best visual aid is always the *human heart stirred by the Spirit of the living God*. YOU are the most important visual aid while preaching a sermon –“known and read by everyone.”

PowerPoint type visual aids can be a helpful tool when preaching and teaching. *But they cannot replace the unction of the Holy Spirit. Remember: eye-to-eye has more impact than eye-to-screen.*

Here are some general tips.

Visuals matter. Studies show that if you hear information only, you are likely to remember about 10 percent of that information three days later. Add a picture, however, and your recall rate will soar to 65 percent. A picture will help you remember six times more information than words alone. The right graphics can help serve as a visual backdrop when you elaborate an abstract idea. They tend to evoke emotion along with the content.

As a general rule, use visuals to enhance words, not duplicate them. Don't read your presentation straight from the slides. The exception may be showing scripture references or quotes.

It's usually a waste of time and boring for you to simply read your slides aloud to your audience. In the world of business and academic presentations, this has a nickname: Death by PowerPoint. Your audience will zone out and stop listening to what you're saying, which means they won't hear any extra information you include. Instead of typing out your entire presentation, include only main ideas, keywords, and talking points in your slide-show text. *Engage your audience by sharing the details out loud.*

To keep your audience from feeling overwhelmed, you should keep the text on each slide short and to the point.

Some experts suggest using the 5/5/5 rule:

The 5/5/5 Rule

No more than:

- 5) five words per line of text,
- 5) five lines of text per slide,
- 5) five text-heavy slides in a row.

Sources: presentation-process.com

Fearlesspresentations.com

