


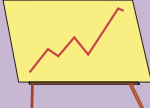
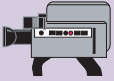



Pros and Cons of Visual Aid Options

CAICAP.WEEBLY.COM

Medium	Pros	Cons
Multimedia slides 	Create professional appearance with many color, art, graphic, and font options. Easy to use and transport via removable storage media, Web download, or e-mail attachment. Inexpensive to update.	Present potential incompatibility issues. Require costly projection equipment and practice for smooth delivery. Tempt user to include razzle-dazzle features that may fail to add value.
Transparencies 	Give professional appearance with little practice. Easy to (a) prepare, (b) update and maintain, (c) locate reliable equipment, and (d) limit information shown at one time.	Appear to some as an outdated presentation method. Hold speaker captive to the machine. Provide poor reproduction of photos and some graphics.
Handouts or speaker's notes 	Encourage audience participation. Easy to maintain and update. Enhance recall because audience keeps reference material.	Increase risk of unauthorized duplication of speaker's material. Can be difficult to transport. May cause speaker to lose audience's attention.
Flipcharts or whiteboards 	Provide inexpensive option available at most sites. Easy to (a) create, (b) modify or customize on the spot, (c) record comments from the audience, and (d) combine with more high-tech visuals in the same presentation.	Require graphics talent. Difficult for larger audiences to see. Prepared flipcharts are cumbersome to transport and easily worn with use.
Video 	Gives an accurate representation of the content; strong indication of forethought and preparation.	Creates potential for compatibility issues related to computer video formats. Expensive to create and update.
Props 	Offer a realistic reinforcement of message content. Increase audience participation with close observation.	Lead to extra work and expense in transporting and replacing worn objects. Limited use with larger audiences.