



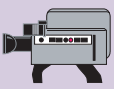



**Pros and Cons of Visual Aid Options**

Medium	Pros	Cons
<p>Multimedia slides</p> 	<p>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.</p>	<p>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.</p>
<p>Transparencies</p> 	<p>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.</p>	<p>Appear to some as an outdated presentation method. Hold speaker captive to the machine. Provide poor reproduction of photos and some graphics.</p>
<p>Handouts or speaker's notes</p> 	<p>Encourage audience participation. Easy to maintain and update. Enhance recall because audience keeps reference material.</p>	<p>Increase risk of unauthorized duplication of speaker's material. Can be difficult to transport. May cause speaker to lose audience's attention.</p>
<p>Flipcharts or whiteboards</p> 	<p>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.</p>	<p>Require graphics talent. Difficult for larger audiences to see. Prepared flipcharts are cumbersome to transport and easily worn with use.</p>
<p>Video</p> 	<p>Gives an accurate representation of the content; strong indication of forethought and preparation.</p>	<p>Creates potential for compatibility issues related to computer video formats. Expensive to create and update.</p>
<p>Props</p> 	<p>Offer a realistic reinforcement of message content. Increase audience participation with close observation.</p>	<p>Lead to extra work and expense in transporting and replacing worn objects. Limited use with larger audiences.</p>