

## Images

### Audio Descriptive Text

Title: Professional Development 201: From Basic to Dynamic. Before the Webinar - Visuals; Images.  
Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. CDC logo.

### Video Summary

Images can add interest to slides but should only be used when appropriate, such as to clearly illustrate or underscore a point.

### Audio Script

The old axiom "a picture is worth a thousand words" is true for presentation slides as well. That said, sometimes it's great to combine the two. A simple finding, such as "*Students with better fitness are linked to higher achievement scores*" can have a bigger impact on your audience when it's paired with an appealing image. For instance: one with a smiling student in a physical education class.

Something else to consider is using video, audio, or animated clips. These can add interest to slides that would otherwise display only text, but is important to use them only when appropriate, such as to clearly illustrate or underscore your point. Using clips because they are funny or cute can be distracting.

One quick way to improve visual appeal is to utilize **visual lists**, instead of bullets.

The use of charts to display data in a graphic form is also useful, especially when the information contains many details. Selecting the correct type of chart for the data you are presenting is important.

Different charts include:

- Pie charts
- Vertical bar charts
- Horizontal bar charts, and
- Line charts

**Pie charts** are most often used to show percentages. Remember to use contrasting colors and keep the data labels visible.

**Vertical bar charts** show variation in quantity over time. Be sure to limit the number of bars and use contrasting colors.

**Horizontal bar charts** show comparison between quantities. These differ from vertical bar charts in that they compare quantities over a different variable than time, such as a region.

**Line charts** are used to demonstrate trends. Typically, line charts are used to show a trend moving upward to indicate a positive. However, it can also be useful to indicate a negative trend with an upward line chart. More than one line can be used to compare and contrast trends.

Images can tell a more detailed story than text, but make sure you are using purposeful visuals. Otherwise, they can distract the audience from what you are trying to get across.