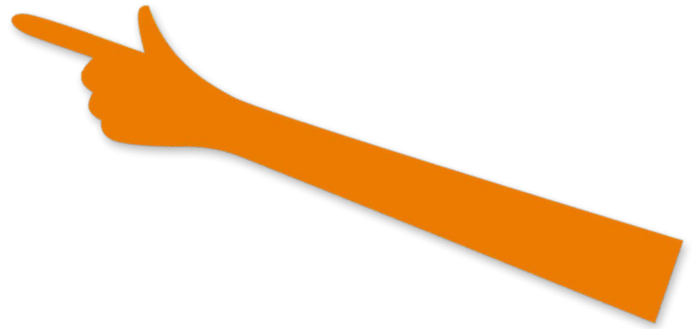


Hand' pointer for OHP presentation

The attention alarm clock - Tips for use - Tips for foil design

Congratulations on your purchase of this creative overhead pointing stick. With this you can:

- ➡ Attract the attention of your students/participants
- ➡ Turn your presentation into a special event
- ➡ Point out important points in your slide
- ➡ Show and explain details
- ➡ Draw attention to special points



Possible applications

How to use the overhead pointing stick optimally: Place the pointer on the film. This avoids blurring and out of focus. There is also no risk of obscuring parts of the presentation with your hand. The advantage of putting the pointer down is that you can stand back from the overhead projector (OHP). This gives your students/participants a clear view of the presentation. Now you can support your explanations with open gestures.

Correct use

Don't just briefly point to the point you want to make, along the lines of: 'Bang and gone. If you weren't paying attention, you're out of luck.' Use the overhead pointing stick to draw your participants' attention to important points. Always point to the point or detail that your presentation is about.

Summary

- ➡ Place the overhead pointer on the slide
- ➡ Step back from the OHP, open your eyes to your presentation, use open gestures
- ➡ Don't just point to the point
- ➡ Always point to the 'current' point

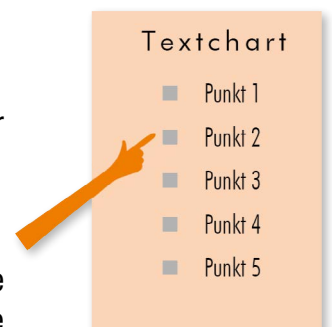


What to avoid in future

You no longer need to point directly at the screen, obscure your illustrations with unfortunate shadow play acrobatics and twist your arms. You also no longer need to point your finger at the slide. Your students/participants will only see a shadow flitting across the presentation. This is also known as the Batman effect 'The shadow flits past and nobody knows where it has landed'.

Text charts

For text charts, always point to the current bullet point with the overhead pointer. This way, your students/participants know exactly what is being discussed.



The overhead pointing stick

In the example opposite, you are currently at point 2 in your presentation. Provide appropriate explanations for this section of your presentation. When you come to the next section, place the overhead pointer on the slide one bullet point further on.

Graphic charts

If you are presenting graphics, you can use the overhead pointer to emphasise particular curves, bars or data points. In the example, you can see the progression of your presentation success. Your attention is focussed on a specific point. You have been using the overhead pointer since this point. Your success increases inexorably.



Film drain

The following procedure has proven to be effective for presentations with slides:

- ➡ **Apply the film at rest**
Place your foil in a quiet position with the projector switched off.

➡ **Announce the slide**

'You are about to see a slide that ...' Announce your slides. This will increase attention and make it easier for your students/participants to grasp the presentation.

➡ **Switch on the projector**

Switch on the projector first.

➡ **Control view of the screen**

Turn round briefly and check the projection. Correct the position and sharpness if necessary. Everything is OK! You can now resume eye contact with your students/participants.

➡ **Pause, let the film take effect**

Leave the film to work in peace. The moment you put on a new slide, attention is focussed on the screen. Your students/participants want to look and read first. Probably no one is listening to you now.

➡ **Explain slide, show on slide**

Now explain the slide. The whole slide. Not just parts of it. You can also leave out what you don't explain. By placing an overhead pointer on the slide, you direct the attention of your students/participants to important points in your presentation. If you come to a new train of thought, move the pointer one point further.

➡ **Switch off the projector**

Only put on films that are relevant at the moment.

Two design rules

➡ Everything you visualise must be easily recognised by all your participants! The emphasis is on the fact that 'everything' must be recognised 'well' by 'everyone'. Do an 'eye test' before your presentation! Put down your slide and then go to the far corner of your presentation room. Is everything easy to recognise? Okay! Can you just about recognise your presentation or can you not see parts of it at all? Then it's time to redesign!

➡ Reduce to the essentials! The question here is not 'Ah, there's still some space on my film. What else could I put there?' but 'What can I leave out?' The better slide is not the full one, but the one that is 'clear' in the truest sense of the word. The 'one-hand rule' applies here as a mental aid. Everything I can count on one hand is okay. More is too much. A maximum of five keywords or half sentences per chart, a maximum of five lines or bars in a diagram. A rule is a rule and not a law. However, the more complicated a chart, the longer you have to go into it. All elements in a chart must also be explained.



Further design tips

In addition to the two basic design rules just mentioned, the following design tips apply:

➡ **One statement per chart**

Only one context belongs on a slide.

➡ **Uniformity with multiple charts**

It is nice if your presentations have a recognition value. If all headings have the same font or all important points are marked with the same colour.

➡ **Fill page 'evenly'**

Do not squeeze your presentation into a corner or at the bottom edge. Your film or poster should be utilised as a whole in a pleasant way.

➡ **Designing with open spaces**

Your illustrations must not be 'full'. Design effectively with open spaces.

➡ **Economical with effects**

Avoid bright colours, exaggerated 3D images or garish effects.

➡ **Heading**

Your visual presentation should always have a meaningful, short headline that is clearly separated from the other text.

➡ **Bold lettering and strokes**

If you are drawing on a film, use a thick pen. Even when designing with the computer, do not select 'hairline' as the line width.

➡ **Edge/frame**

Always leave a margin for your illustrations. Never label films right up to the edge.

➡ **Large areas light, small areas dark**

For your graphics, choose light colours for larger areas and darker colours for smaller areas. This also applies to hatching or grey values.

➡ **Images, symbols and pictograms**

Symbols are understood without big words. Use symbols in your presentation as an orientation aid or as an additional element in your graphics. Combine your text with small symbols, so-called pictograms. You can use arrows to give your presentations direction and dynamism.

Use colours discreetly and purposefully. Colours are a good way to draw attention. Colourful does not mean gaudy. To use colours effectively, you should consider the following points:

➡ **Use colours sparingly**

The rule here is a maximum of three colours plus black.

➡ **Develop a colour system**

Use the same colours for the same contexts. This colour code should run through your entire presentation. For example, if you have chosen the colour blue for your data in one chart, you should keep it the same in all other presentations. This will create a recognition effect for your students/participants.

➡ **Note contrasts**

If you also want to design backgrounds in colour, remember: 'Light font - dark background and dark font - light background'. So not like the 'East Frisian national flag' white eagle on a white background.

➡ **Colour insert**

Black	Lettering, contour, graphics, drawing, hatching
White	Background
Red	Emphasis, notes, fill colour for graphics
Green	Positive emphasis, fill colour for graphic
Blue	Font, fill colour for graphic
Yellow	Background, fill colour for graphic
Orange	Fill colour for graphic

➡ **Note the colour effect**

Colours have a symbolic character. Think of road traffic. Red for stop and attention, green for clear road. However, the effect of colours is not standardised. It changes depending on colour intensity and colour composition. It also depends on the interaction with other colours and the individual experience of the viewer with this colour.

Text charts

➡ **Stichworte**

It is not necessary to visualise the entire text you are presenting. Keywords or half sentences are sufficient.

➡ **One font**

It is better to design with one font and vary it.

➡ **Frugal with awards**

If you emphasise a font in bold or italics, this is referred to as highlighting. The rule here is: Always emphasise a font with only one type of highlighting. So either bold or italic or coloured or larger. Not bold and italic and coloured and larger.

➡ **Maximum of three font sizes**

Use the font size change sparingly, just as you do with the labelling.

➡ **Do not 'shout' or 'whisper'**

Make the font size change recognisable but not extreme. In other words, not extremely large letters, 'shouted' in writing, alternating with a 'whispered' mini font.

➡ **Outline character**

Make it easier for your participants to get an overview of your text chart by placing outline symbols in front of each keyword or half-sentence. Leave enough space between each line.

Outline symbols could be ■ ♦ ◆ ◆ ⇒ ➡ ➤