Become a Master

VISUAL Story Teller

Top 10 Tips

To Choose the Perfect Image for Your Presentation

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Images. They are so compelling that we cannot not watch them. They are so seductive that they have revolutionized human social communication. Oral and written communication are in decline because a new form of communication, communication by image, has emerged.

- J. France Davis - Power of Images: Creating the Myths of Our Time

Slide Team

Introduction

Stay relevant or become obsolete! One has to keep pace with the changing times. This is the age of **Visual Communication**. The age was ushered more than 100 years ago when television and advertising ended the dominance of the printed word.

Then came the Internet and the overload of information. Also came the rise of social media and the deluge of photos. There was a great discussion across all media how our attention spans have decreased from 12 seconds in 2012 to 8 seconds now; even lesser than goldfish's attention span of 9 seconds! This myth was soon busted by studies that revealed that attention spans aren't decreasing, they are evolving. Humans are becoming more selective in what they pay attention to. And visual storytelling helps them focus their attention for longer periods.

Here are scientifically proven facts about the power of visuals:

90%

of information transmitted to the brain is visual. (Hyerle, 2000)

65%

of people are visual learners. (Mind Tools, 1998)

50%

of our brain is involved in visual processing. (Merieb, E. N. & Hoehn, K., 2007)

40%

of learners respond to visual information than text alone. (Zabisko, 2014)

... Continued

36,000

Our eyes can register 36,000 visual messages per hour. (Jensen, 1996)

1/10th

One can get the sense of a visual scene in less than 1/10th of a second. (Semetko, H. & Scammell, M. 2012. The SAGE Handbook of Political Communication, SAGE Publications.)

People remember:

10% of what they hear, **20%** of what they read and **80%** of what they see and do. (Lester, P. M. (2006). Syntactic Theory of Visual Communication.)

Even in presentations, visuals dominate over text as proven by these studies:

79%

of professionals said animated visuals in presentations helped them stay focused (State of Attention report by Prezi)

50%

of the audience was persuaded by a purely verbal presentation while **67%** of the audience was persuaded by the verbal presentation that had accompanying visuals (Study by the Wharton School of Business)

Note: Bad images can turn the audience off and ruin your presentation!

Just because an image is an image, it doesn't mean it will always click with the audience. Cliché photos, low quality, and too generic images can destroy the presentation.

Best Practices for

Choosing Images That Audience Will Love!

Choosing the best image is an art. We'll teach you how to perfect it through this eBook. Why settle for an average or even a good image when you can have an AWESOME image to capture the audience attention! Here we go with the best practices for choosing images one by one and show you examples for each: