

Adobe Captivate Module: The Power of Visuals in Presentations

March 2025

Audio Transcript

Slide 1

Narrator: Hello! Welcome to *The Power of Visuals in Presentations*. Please select start to begin.

Slide 2

Narrator: Have you ever struggled to understand a concept until you saw a picture of it? Let's start with a quick example.

Read the text instructions on the left. Then, look at the image on the right. Which one feels easier to follow?

The text instructions explain the process for tying a simple four-in-hand necktie knot, while the diagram shows exactly what the tie should look like at each stage in the process.

This is the power of visuals – they help learners quickly understand and remember the information that may be too complicated or confusing with text alone.

Slide 3

Narrator: Now that you've seen how powerful visuals can be, let's take a look at what you'll learn in this training. By the end of this course, you'll be able to identify the role of visuals in multimedia presentations, differentiate between types of visuals and their purposes, describe the types of context visuals can add to multimedia presentations, and apply best practices for using visuals effectively in multimedia presentations.

Slide 4

Narrator: Think about a terrible presentation you've seen. Maybe it was full of dense text, boring slides, or information that just felt impossible to stay focused on. This is a perfect example of why it is crucial that we engage learners.

To better understand this, let's explore the Rider and Elephant metaphor from *The Happiness Hypothesis*. In this metaphor, there are two parts of the brain, the rider and the elephant. The rider is the voice of reason, while the elephant is emotional and intuitive.

When it comes to learning, the Rider might know what's important but if the Elephant isn't interested, attention drifts and the message gets lost. Visuals are one of the tools you can leverage to attract the elephant's attention.

Select each card to learn more.

Slide 5

Narrator: While visuals can be used to increase engagement and understanding, it is important that they are incorporated intentionally. There are three types of visuals – decoration, progression, and conceptual metaphorical. Select each tab to learn more.

Slide 6

Narrator: Now that you have explored the types of visuals and their purposes, let's see how well you can spot the difference between them.

In this scenario, you have collected five visuals for a presentation on hurricane preparedness. Please drag and drop the image into the appropriate folder on your screen. Select Submit when you have sorted all the visuals.

Slide 7

Narrator: Visuals can also add context to the presentation, providing learners with necessary information about a situation, including where, why, and how something happens. There are three types of contexts we will explore here – scenario context, emotional context, and contextual triggers. Select the left and right arrows in the carousel to learn more about each context.

Slide 8

Narrator: While visuals are powerful, they are not meant to replace verbal or written information in a presentation. Instead, the two should work together.

Our brains process visuals and text differently. When used effectively, visuals help distribute the cognitive load, making complex ideas easier to grasp. However, too many visuals can become distracting.

Text delivers the core message, but large blocks of text can overwhelm learners and make it harder to focus.

The key is balance. Combining clear, purposeful visuals with concise text keeps learners engaged, supports understanding, and gives them multiple ways to find information.

Slide 9

Narrator: As we approach the end of this course, let's take a moment to review the key points.

First, visuals are a powerful tool in any presentation. They grab attention and help make content more memorable.

The most effective visuals are chosen with purpose: to clarify important points, reinforce key concepts, or simplify complex information.

You also learned that visuals serve different purposes. Visuals may be decorative, adding visual interest; others may show progression by breaking down steps in a process; some might be conceptual or metaphorical, helping explain abstract ideas.

Visuals can also provide context by setting the scene, creating emotional impact, or acting as triggers that remind learners of actions or key messages.

Finally, effective presentations strike a balance. Visuals and text should work together to enhance understanding without overwhelming the learner.

With these strategies in mind, you're ready to test your knowledge.

Slide 10

Narrator: When you are ready to begin the assessment, select Start.

Slide 16

Narrator: Congratulations! You have completed this course. Please proceed to the next slide to exit the course.

(End of Module)