

# Creating Effective and Accessible Visuals

Session 6  
Sex Trafficking Train-the-Trainer

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## Our Journey Today

- | Visual Design Basics
- | Value of Visuals
- | Five Steps to Improve Slides



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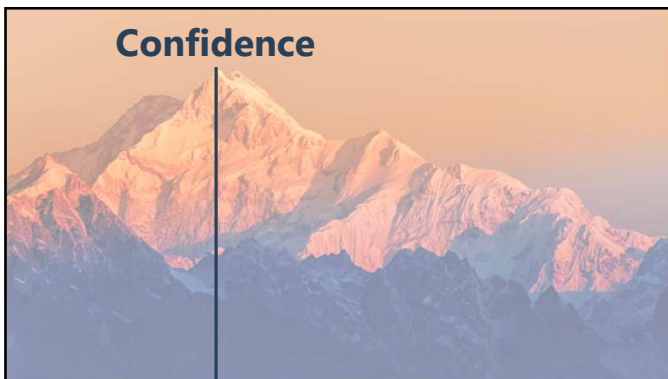
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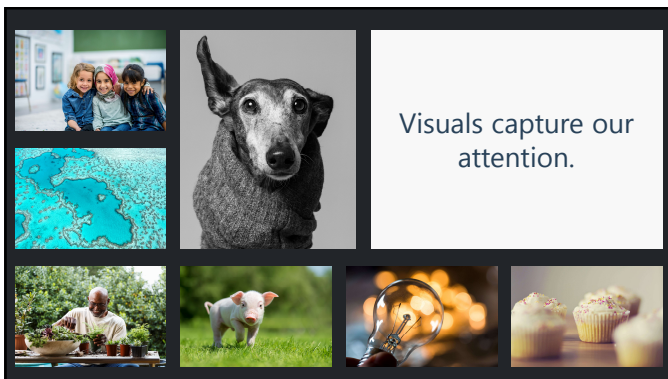
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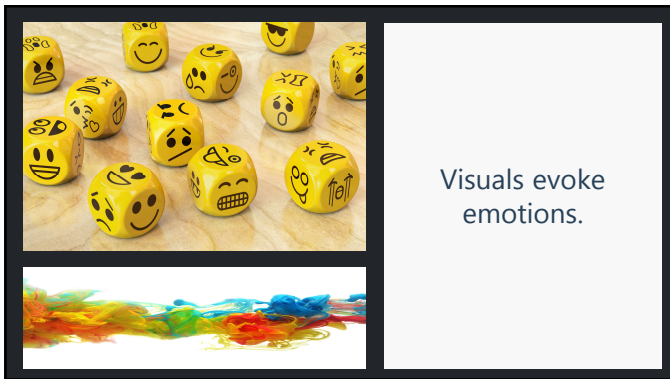
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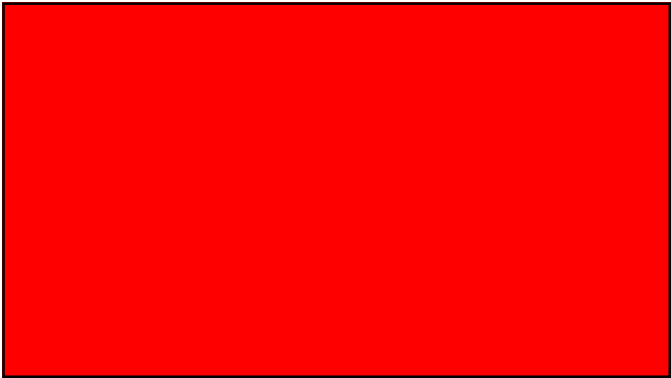
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## Stories are actionable



- Studies of the brain and the body have made the connection between storytelling and the chemical phenomena happening inside of us.
- One of the most fascinating responses is that of mirror neurons, in which the brain activity of the story-listener begins to align with the story.
- These neurons fire not only when you perform an action, but when you observe someone else perform it.
- Fictional things in the story become real in your body.
- As the plot unfolds, you put yourself in the shoes of the characters, living out their experiences in your mind as if they were your own.
- Watching the story prepares you to act.
- Think of the goal of training: to take action on new skills, new knowledge, and new attitudes.
- Stories are the flight simulator that makes this happen.

Greene, Rance. Instructional Story Design: Develop Stories That Train. Alexandria, ATD, 2020

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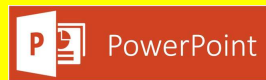
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## 4 Great Sources for Royalty Free Images

 **Unsplash**  **pixabay** 



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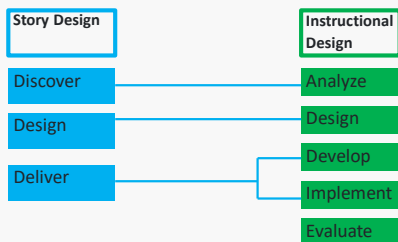
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## ADDIE Model and Story Design Comparison



Greene, Rance. Instructional Story Design: Develop Stories That Train. Alexandria, ATD, 2020

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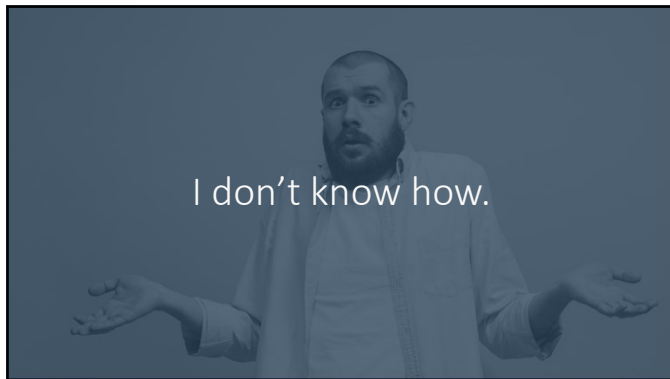
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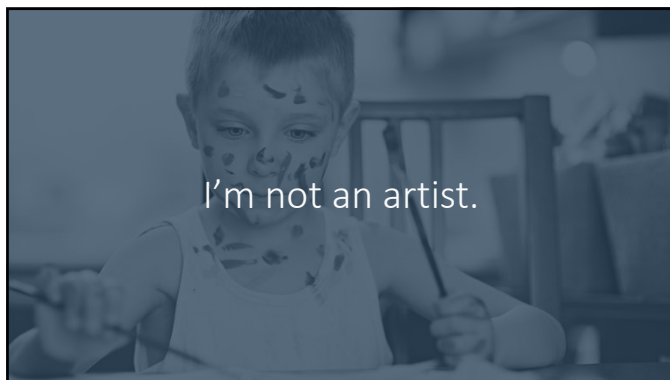
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**Before**

**Socio-Ecological Model for Violence Prevention**

- Examples of Individual Risk Factors
  - Age, including minors and older adults.
  - Lack of education (no high school diploma or higher education).
  - Low income.
  - Substance use.
  - Disability.
  - Experiencing or witnessing physical or psychological abuse.
  - Exposure to other forms of trauma.

3/17/2022 Sex Trafficking Train the Trainer: Session 6 26

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**After**

**Individual Risk Factors:**

- Age
- Lack of education
- Low income
- Substance use
- Disability
- Experiencing or witnessing abuse
- Exposure to trauma

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Tip:  
Lots of words =  
Handout

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Format your  
PowerPoint Notes  
Page into a  
handout.

Pro Tip

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**Step 1: Keep it simple.**  
**Step 2: Chunk text, lose bullets.**  
**Step 3: Balance your elements.**  
**Step 4: Add images.**  
**Step 5: Design for everyone.**


**Step 1: Keep it simple.**  
Keep your text clear, concise, and compelling. Only include what is relevant to your audience. Remove any distractions, such as animations.

**Step 2: Chunk text, lose bullets.**  
The human brain gives more attention to things it views as different. Avoid the standard PowerPoint templates with bullet points. Instead, think about chunking your text and placing it horizontally, vertically, with icons, and/or inside of shapes.

**Step 3: Balance your elements.**  
Don't have 50/50 slides. Scale your objects to be the same. Align and distribute the objects so that white space is consistent.

**Step 4: Add images.**  
Find images that are consistent with the words on the slide (or the words you are saying). Be sure your images are inclusive, trauma-informed, and royalty-free.

**Step 5: Design for everyone.**  
Make sure your slides have the right contrast (4.5:1) and use sans serif fonts that are 32 points or greater and be careful about putting words over images.



Transforming your PowerPoint slide into a handout:

- 1 View > Master Views > Notes Master
- 2 Remove extras (like the header and footer).
- 3 Move your actual slide notes out to the side of the slide.
- 4 Add visual elements (e.g. logo, solid bar along the top, etc.) and/or change the background.
- 5 Add your content to the notes section. If you need more room, change the size of the slide that is displayed in the notes page.
- 6 File > Print > Select PDF for printer, Select "Notes Page", select "current slide".

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**Step 2: Chunk text; lose bullets.**

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**Before**

## Individual Risk Factors:

- Age
- Lack of education
- Low income
- Substance use
- Disability
- Experiencing or witnessing abuse
- Exposure to trauma

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**After**

## Individual Risk Factors:

Age  
Lack of education  
Low income  
Substance use  
Disability  
Experiencing or witnessing abuse  
Exposure to trauma

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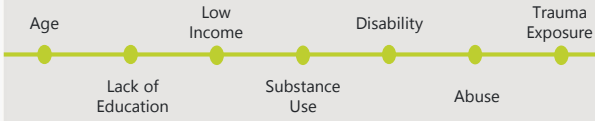
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**After**

### Individual Risk Factors:



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**After**

### Individual Risk Factors:



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**Tip:**  
PowerPoint Stock  
Icons

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Icons

Age

Education

Income

Substance Use

Disability

Witness or Experience Abuse

Exposure to Trauma

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After

Individual Risk Factors:

Age

Lack of Education

Low Income

Substance Use

Disability

Experiencing or witnessing abuse

Exposure to trauma

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After

Individual Risk Factors:

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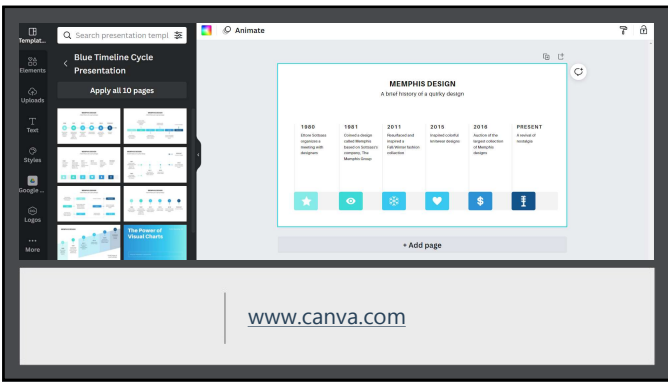
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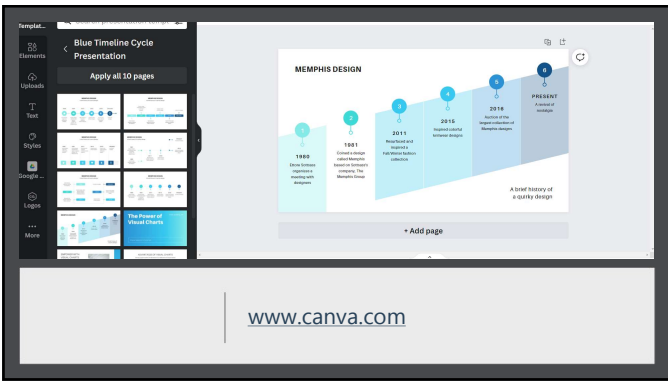
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### Step 3: Balance your elements.



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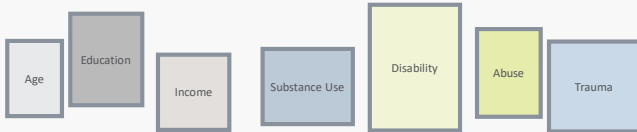
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#### Individual Risk Factors



**Before**

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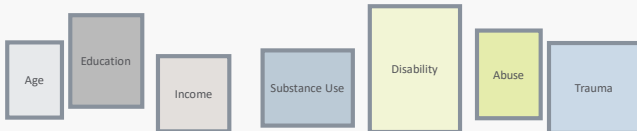
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#### Individual Risk Factors



**Step 1: Scale**

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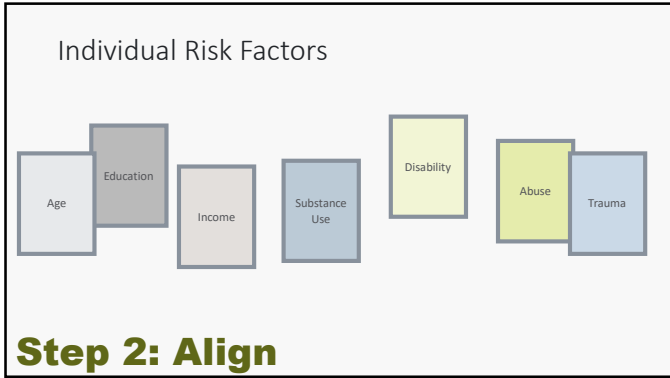
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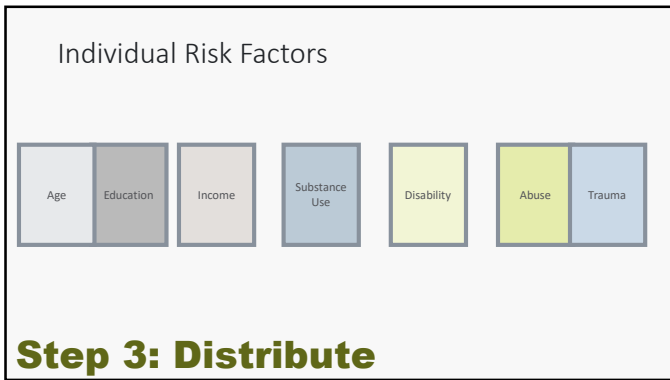
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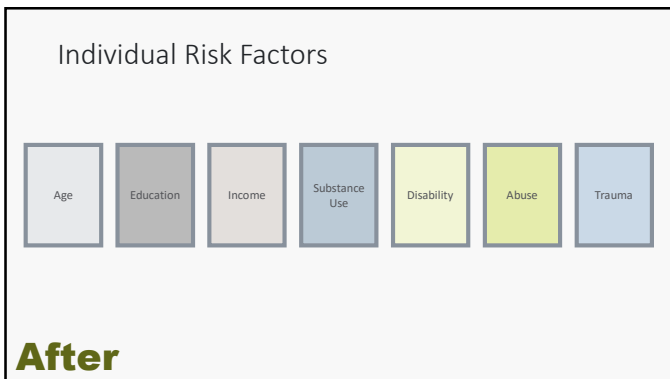
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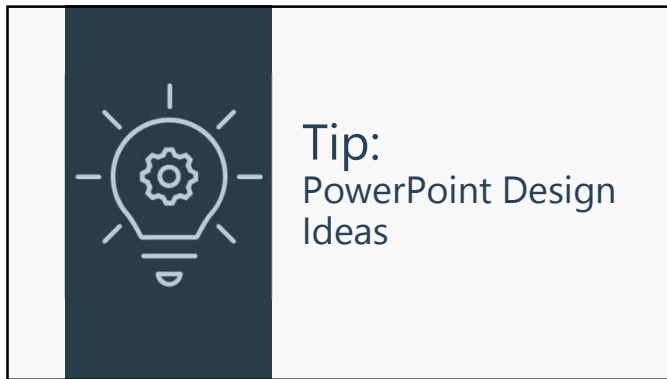
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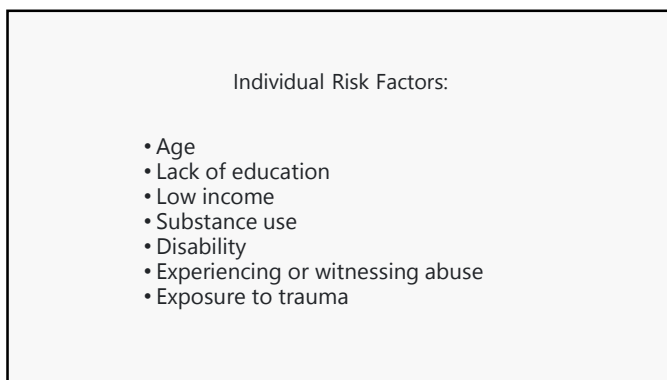
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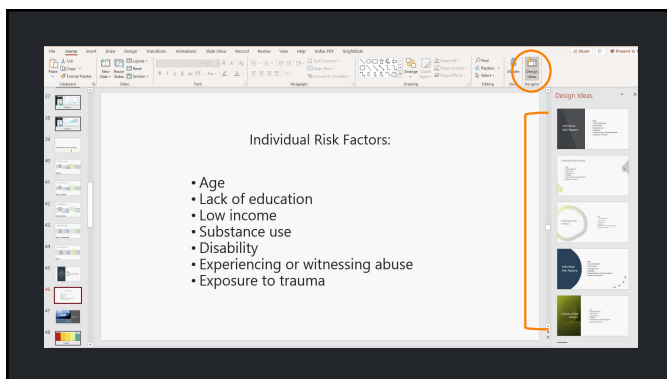
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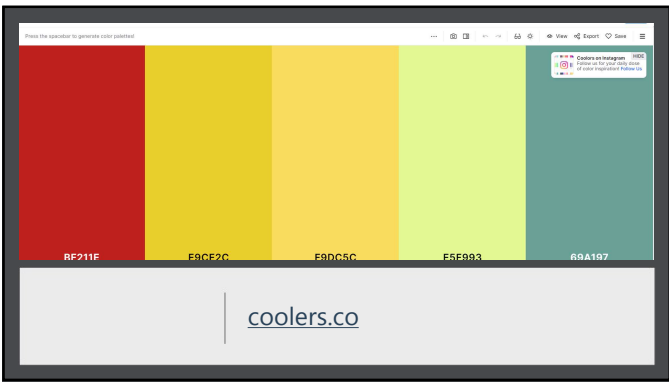
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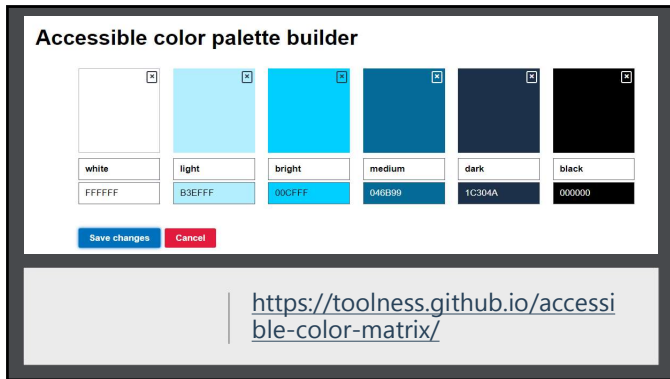
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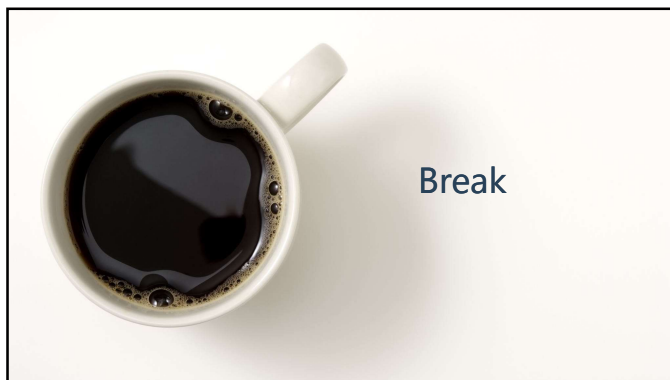
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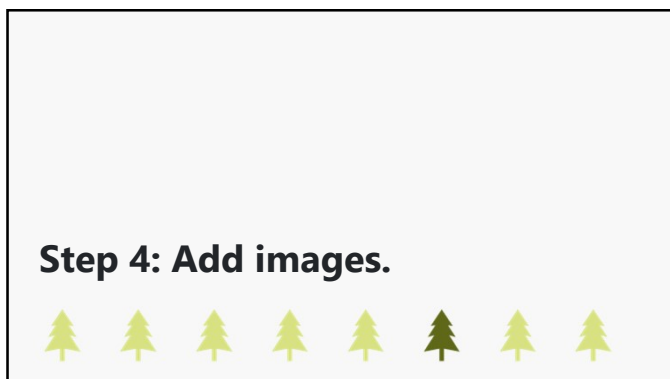
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Individual Risk Factors

Age

Education

Income

Substance Use

Disability

Abuse

Trauma

Before

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After

Risk Factors

Age

Education

Income

Substance Use

Disability

Abuse

Trauma

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Individual Risk Factors

Age

Education

Income

Substance Use

Disability

Abuse

Trauma

Risk Factors

Age

Education

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Abuse

Trauma

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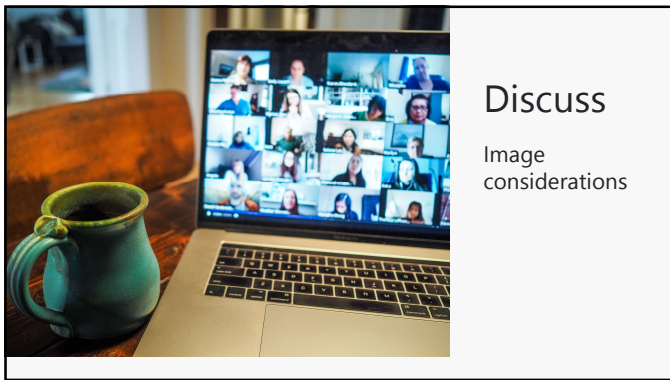
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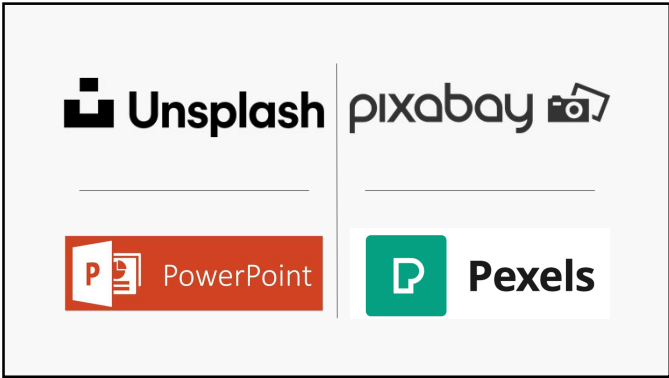
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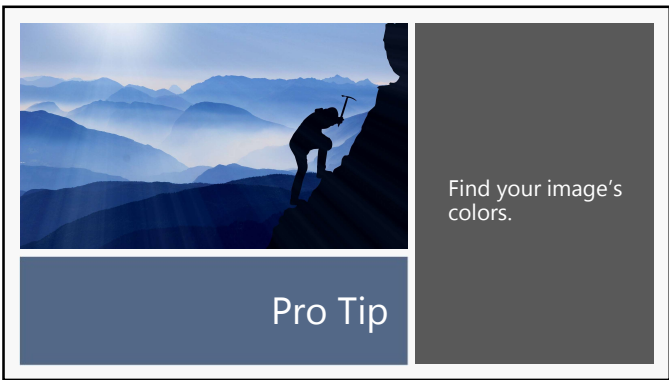
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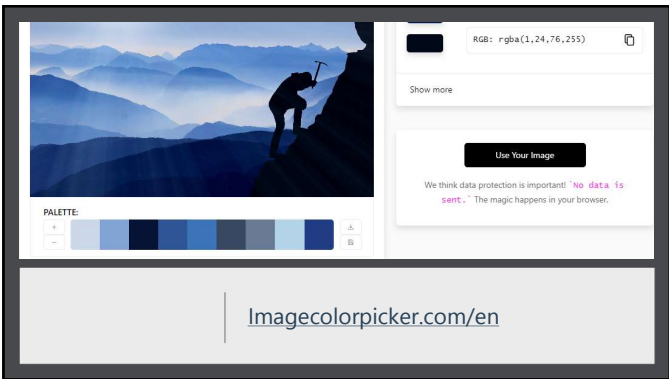
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## Step 5: Design for everyone.



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## RISK FACTORS

Age

Education

Income

Substance Use

Disability

Abuse

Trauma

**Contrast**

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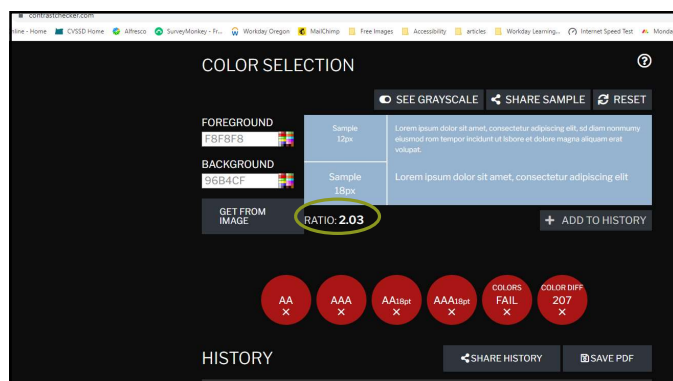
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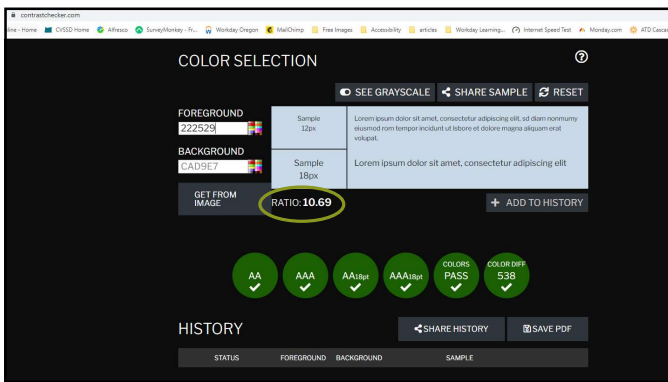
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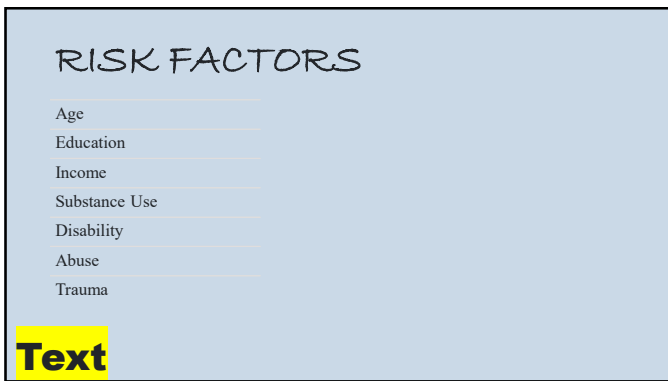
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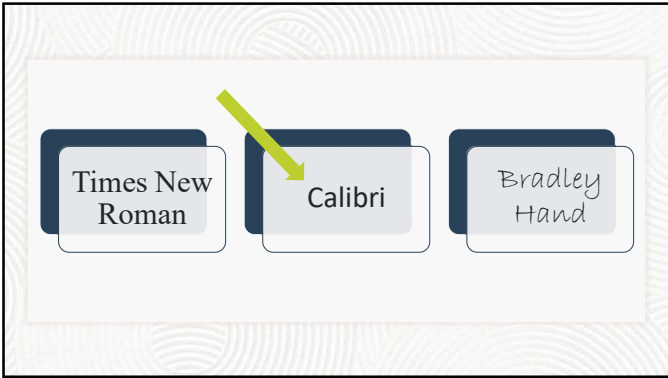
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**RISK FACTORS**

- Age
- Education
- Income
- Substance Use
- Disability
- Abuse
- Trauma

**Text**

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**Risk Factors**

- Age
- Education
- Income
- Substance Use
- Disability
- Abuse
- Trauma

**Text**

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### Risk Factors

- Age
- Education
- Income
- Substance Use
- Disability
- Abuse
- Trauma

Images



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### Risk Factors

- Age
- Education
- Income
- Substance Use
- Disability
- Abuse
- Trauma

Fix #1



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### Risk Factors

- Age
- Education
- Income
- Substance Use
- Disability
- Abuse
- Trauma

Fix #2



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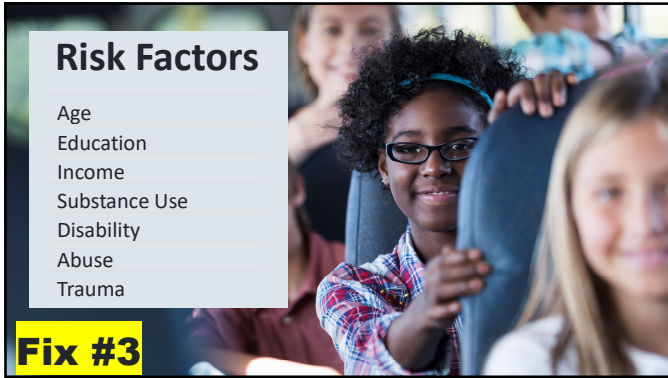
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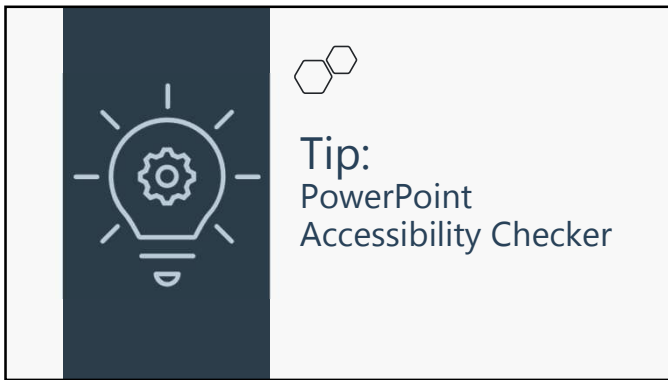
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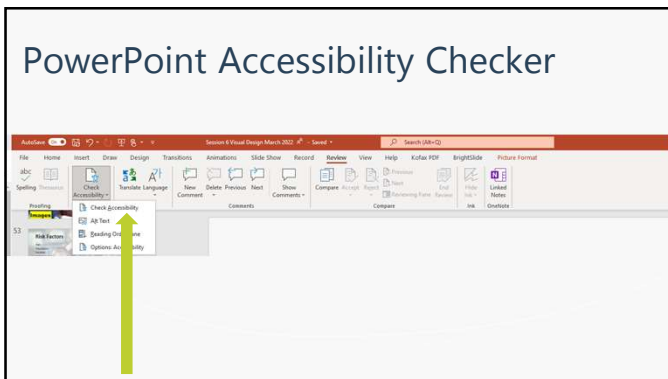
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Dig into Universal Design for Learning.

Pro Tip

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# Navigating Difficult Questions



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## Sex Trafficking vs. Sex Work

Sex Trafficking		Sex Work
<i>Involuntary or Forced</i>	Entry	<i>Voluntary by Choice or Circumstance</i>
No	Control Over Working	Yes
No	Control Over Profits	Yes
Yes	Control By Buyer	No
No	Option to Exit	Yes

Adapted from: <https://www.kristenfrenchcarr.org/human-trafficking/types-of-exploitation/>

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## Responses to Consider

Pause (take a sip of tea).  
Keep calm.  
Redirect.  
Counter with experience.  
Promote learning.  
Prepare.  
Follow-up.  
Be clear about minors.

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## Confidence



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## Discuss

Today's  
Takeaway

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Questions

Drawing

Evaluation

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