

Visual Storytelling for the Realizing Equity Symposium

Inspired by the PechaKucha style of visual storytelling, the Realizing Equity Symposium at CGU encourages student submissions from across all university departments with this adapted presentation format. [PechaKucha](#) style presentations contain 20 slides that each appear for 20 seconds. The philosophy behind the format is to represent ideas visually and put the onus on the speaker to verbally express these ideas concisely with an upbeat tempo. The format for the Realizing Equity Symposium embraces this philosophy while adapting it facilitate showcasing graduate student work. Students are asked to develop 5 slides for a 7-minute presentation.

Visual Storytelling presentations are encouraged to use images on the 5 slides to engage the audience as much as possible. This often means choosing representative images as much as possible instead of only presenting data, quotes, or other typically academic slides. Think: what image expresses the essence of the idea that will be discussed when this slide is shown? Presenting data, artwork, quotes, or other text, of course, still fits great into visual storytelling presentations, but they should only be one element of the approach. This style of presentation does a great job of meeting an audience where they are, even if they have no background knowledge of a topic. At a transdisciplinary symposium with presenters and audience members from across a range of disciplines, this format helps engage everyone's shared interest in equity while facilitating the free exchange of ideas.

The best way to develop your visual storytelling presentation is to clarify your topic and what aspect of it you are going to present as you would for other presentations, watch examples of PechaKucha presentations to familiarize and inspire yourself, and then refine and practice!

Development Process

- Begin by sketching a rough outline of the flow of ideas and collecting as many potential images as possible.
- Create a PPT, Keynote, or Google Slide template with 5 slides and work through various combinations while continuing to develop and solidify your flow of ideas.
- Draft an outline of the verbal presentation. See [this CWR handout for more on outlines](#).
- Visit the PechaKucha website and watch example presentations on topics that interest you. There are thousands there! This is meant to help you get a feel for the style and culture of the presentation format. www.pechakucha.com
- Finalize the script of your presentation and the corresponding presentation deck.
- Practice and present for friends, peers, and/or make an appointment at the Center for Writing & Rhetoric (www.cgu.edu/write).
- Any questions? Reach out to cwr@cgu.edu.