Effective Design of Visual Aids

A Case Study: Small Projects

By: Mr. Hassan Moussa Abdo
A Great Presentation
Objectives

- Practice-oriented guidelines and key rules to design effective visual aids
- Teaching and training purposes
- Focuses on designing PowerPoint presentations
Today’s Topics

- Importance of Visual Aids
- Types and occasions for visual aids
- Designing Visual Aids
  - Key Rules for an Effective Design
- Using Visual Aids
- Avoiding Problems during the Presentation
- A Case Study
The Importance of Visual Aids

We use visual aids because they:

- Clarify and simplify material
- Emphasize some points
- Illustrate some complicated passages: by pictures, sound or animation.
The Importance of Visual Aids
(continued)

- Help visual learners
- Add audience's participation and engagement
- Save time
- Serve as an outline for the trainees
Occasions for Visual Aids

Occasions for presentations include:

- Teaching & Training
- Business Meetings
- Academic conferences and seminars
- Presenting a Project or Research
- Telling a Story, drawing a slide (for kids)
Other Purpose of Using Visual Aids

- Visual aids support your ideas and improve audience engagement.
- Visual aids add variety to your presentation.
Types of Visual Aids
Types of Visual Aids

There are numerous ways, which include:

- Black- or white boards and pens
- Projector and transparencies
- Flip charts
- Colored paper and glue and pens, to create flow charts
Types of Visual Aids

There are numerous ways, which include: (continued)

- PowerPoint Presentations
- Video tapes about certain topics
- Video recording
Flip Charts/Posters

**Advantages:**
- easy and inexpensive to make and update
- portable and transportable
- left in view of the audience
- good for interaction with the audience

**Disadvantages:**
- unsuitable for large groups
- anxiety-provoking for facilitator with poor handwriting or poor spelling
Sample

Good and bad use of the board

Fig. 1 Untidy and badly organised board

- not busy enough
- too quiet
- overcrowded

Where did you go for your holidays last year?

Spain the coast has what was the weather like?

What were the beaches like?

- disappointing
- the climate?
- the weather?

Better than expected

- tropical
- rainy
- unsettled
### Fig. 2 Well presented and organised board

<table>
<thead>
<tr>
<th>Monday 10th February</th>
<th>Holiday impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What</strong></td>
<td><strong>Holiday impressions</strong></td>
</tr>
<tr>
<td><strong>was</strong></td>
<td>new words</td>
</tr>
<tr>
<td>the food</td>
<td>unspoilt</td>
</tr>
<tr>
<td>the climate</td>
<td>overcrowded</td>
</tr>
<tr>
<td><strong>were</strong></td>
<td>tropical</td>
</tr>
<tr>
<td>the people</td>
<td>disappointing</td>
</tr>
<tr>
<td>the facilities</td>
<td>unsettled</td>
</tr>
<tr>
<td><strong>like?</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Practice**

Ask about last year's holiday
the place/the accommodation ...
Slides

- **Advantages:**
  - professional in appearance
  - good for large groups

- **Disadvantages:**
  - formal and impersonal
  - shown in the dark
  - not good for discussion and interaction
  - more difficult to update than other visual aids
  - require special equipment
Videos

Advantages:
- professional in appearance
- good for large or small groups

Disadvantages:
- more expansive than other visual aids
- requires special equipment
- not good for discussion and interaction
- require accurate cueing
Overhead Transparencies

**Advantages:**
- good for large groups
- easy to create
- easy to transport
- open to interaction with groups
- easy to update

**Disadvantages:**
- Black and white
- Loss the quality slides with time
Using a data projector

😊 **Advantages**
- offers additional possibilities (animations etc.)
- good for large or small groups
- easy to get carried away with technology

😢 **Disadvantages**
- setting-up time (audience fidgets)
- hard to do real-time editing (e.g. skip slides) smoothly
- resolution can be a problem if projector only 800x600
Computer Projections (e.g., PowerPoint™)

Advantages:

- professional in appearance
- good for large or small group
- easy to integrate with classroom discussion
- animated
- up-to-date technology
- easy to update
Computer Projections (e.g., PowerPoint™)

Disadvantages:

- require special equipment/facilities
- require initial training to create
- require time to create
- require basic graphics/composition skills
Guidelines for Using Visual Aids

- Make It Easy to See
- Keep It Simple
- Make It Consistent with Objective
- Maintain Eye Contact
More Guidelines for Using Visual Aids

- Don’t Pass Items Around
- No Dangerous or Illegal Aids
- Avoid Using Live Animals
- Prepare for Problems (Have Backups)
Using Visual Aids
1) Use visuals to help your audience

USE THEM TO

- Focus the audience’s attention
- Reinforce key components
- Maintain interest
- Visualize complex concepts
- Aid the audience’s comprehension
- Increase retention
1) Use visuals to help your audience

DON’T USE THEM TO

- Bad Impress your audience
- Limit interaction with your audience
- Present simple ideas that are easily stated verbally
- Information overload
2) Interact with your audience

- Do not get "Slide wiped"
- Do not directly read from visual aids
- Visual aids are for your audience
- Position screens diagonally of the class, you remain the center
- Don’t stand in front of the projector's light (glare, heat, distraction)
Using visual aids

😊  **DO**

- use layout to emphasize main points
- present graphs, diagrams and pictures
- check for Font legibility
- use a pointer to help audience navigate around slide
Using visual aids

⚠️ DON’T

- copy your script on to transparencies!
- present large tables of data (impossible to assimilate)
- expect audience to read 12-pt type or graphs with 20 lines on
- spend all your time looking at screen instead of audience
- stand in front of screen, or between OHP and screen
This speaker is competing with the visual aid
Screen at 45º angle to audience gives speaker center stage
Variety of Audiovisual Aids

- Most often you will be using PowerPoint
- But there is a danger ...
Creating Effective Visual Aids
Constructing Effective Visual Aids

- Never use confusing abbreviations
- The use of periods at the end of the bullets is not necessary
- Select complimentary colors; avoid color clashes
- Use fonts like “Sans Serif” or “Times New Roman”
## Constructing Effective Visual Aids

<table>
<thead>
<tr>
<th></th>
<th>Transparencies</th>
<th>Slides</th>
<th>Handouts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>36 pt</td>
<td>48 pt</td>
<td>24 pt</td>
</tr>
<tr>
<td><strong>Subtitles</strong></td>
<td>28 pt</td>
<td>36 pt</td>
<td>20 pt</td>
</tr>
<tr>
<td><strong>Body</strong></td>
<td>24 pt</td>
<td>28 pt</td>
<td>16-18 pt</td>
</tr>
</tbody>
</table>
Additional Guidelines for Text

- Use only 4-6 lines of text per VA
- Use phrases, not full sentences
- Use Upper Case and Lower Case for ease of reading
- Limit lines to no more than 40 characters
Construction of Graphs

- Present one graph per slide
- Limit the amount of numbers or figures
- No more than 3 curves or horizontal bar lines per graph
Memory and Visual Aids

Percent of Speech Remembered After...

- Verbal Only
- Visual Only
- Verbal & Visual

Zayas-Baya, 1977
Select and Develop Visual Aids

- Assess Resources
- Assess Skills
- Assess Audience
The font size of the word below is written in 48 pt.
Design Rules for Visual Aids - Color

Blue and Yellow
Are Contrasting but Harmonious Colors

Effective and Ineffective Color Combinations

Blue and Purple
Are Neither Contrasting nor Harmonious Colors
## Design Rules for Visual Aids - Typeface

### Font Types

<table>
<thead>
<tr>
<th>Serif</th>
<th>Sans Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster</td>
<td>Abadi</td>
</tr>
<tr>
<td>Bodoni</td>
<td>Herald</td>
</tr>
<tr>
<td>Garamond</td>
<td>Denmark</td>
</tr>
<tr>
<td>Americana</td>
<td>Garrison Sans</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Script</th>
<th>Decorative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quill</td>
<td>Pablo</td>
</tr>
<tr>
<td>Kaufmann</td>
<td>Curlz</td>
</tr>
<tr>
<td>Mariah</td>
<td><strong>PAPER CLIP</strong></td>
</tr>
<tr>
<td>Küstler Script</td>
<td><strong>Stars and Stripes</strong></td>
</tr>
</tbody>
</table>
**Design Rules for Visual Aids**

- **Contrast**

**Wedding...**

is a formal serif typeface which commonly used for weddings, diplomas, and certificates. It can be used sparingly to provide a flourish.

**Boulder...**

is a dense and heavy san serif typeface which can be used to get attention and make a dramatic point.

**Curlz...**

is whimsical and lighthearted. It is a decorative typeface which could be used to make a humorous point.
Searching the Internet

- **Why go online?**
  - What’s there?
  - How do you find it?
- **How do you get online?**
  - Choosing an ISP.
  - Local or national providers?
Design Rules for Visual Aids
- Information

Too Little Graphics Programs
- Begin
- Develop
- Enter
- Design
How to Use Microsoft’s PowerPoint™ Graphics Program

- Begin with an idea which will form the basis of your presentation
- Develop an outline of all the main points and subpoints
- Enter the outline in the program’s outlining feature
- Design “slides” with either custom or stock backgrounds, clip art, and text color
Design Rules for Visual Aids
- Information

Using Microsoft’s PowerPoint™

- Begin with an idea
- Develop an outline
- Enter outline in the program
- Design “slides”
Design Rules for Graphs

Price of Stock A

Effective Dollars


49
Design Rules for Graphs

Ineffective

Price of Stock A

Dollars

- 0
- 10
- 20
- 30
- 40
Design Rules for Graphs

Effective

Ideal Portfolio - New Investor

- Large Stock Funds: 30%
- Small Stock Funds: 25%
- Bond Funds: 25%
- Overseas Funds: 20%
Design Rules for Graphs

Ineffective

Ideal Portfolio - New Investor
Tips for Presenting Visual Aids

- Avoid using the chalkboard
- Display VA’s where listeners can see them
- Avoid passing VA’s among the audience
- **Talk to your audience, not to your visual aid!!!**
- Explain visual aids clearly and concisely
- Practice with visual aid when rehearsing speech
Before proceeding to design

MATERIAL

- Prepare the material into a logical sequence
- Break the flowing text into small units
- Skip some passages or phrase
Before proceeding to design

ROOM

- Check the room, computer & screen that will be used
- Check lines of sight to your visual aids from all parts of the seating area
- Check PowerPoint versions
Creating the Presentation

- Make it BIG
  - If it looks too big on the computer, it’s the perfect size

- Keep it SIMPLE
  - Present the main idea of each concept
Creating the Presentation

Make it CLEAR

- Choose an appropriate font, font size, and color

Be CONSISTENT

- Use a logical sequence and one format
Preparing Effective PowerPoint Slides

- Use visuals sparingly

- Rule 7 X 7
  - Use no more than 7 lines of text per slide
  - Use no more than 7 words per line of text

- Restrict the contents of tables and graphs

- Keep uniformity in font style, font size, and bullets
Fonts

• **SIZE DOES MATTER**
  - you are not writing a manuscript...

  But bigger doesn’t always mean better

• **Font style is as important as size**
• Sans serif fonts (such as Arial) are easier to read
Use style

- Some fonts can be difficult to read
- Even when you increase the size
- Test before you commit!
- “Trimmings” can also blur your message
- Instead of changing fonts, change bullets
- DO NOT USE “ALL CAPS”
Bulleted items

- Vary the size, shape and color of the bullets
  - 125% larger than text, complimentary color
  - 150% larger than text, complimentary color
  - Variation on a theme!

- Bullets can make your slides personal

- Choose bullets that fit your topic
Tabular formats

- Tables are best when precise numbers are needed
- Use a maximum of six lines or columns
- Use abbreviations
- Column titles should be horizontal
- Encase the table in a box
- Only have one number per cell
- Use percentages instead of a number or count, unless % is misleading (such as small sample size)
Color suggestions

- PowerPoint looks best with:
  - medium colored backgrounds
  - light text

- Overheads look best with:
  - Light background
  - Dark text

Consider the fact of COLORBLINDNESS

- Use blue, orange or yellow
- Do not use red and green together

Consider the fact of COLORBLINDNESS
CAUTION!

- Do not use busy backgrounds
- Color becomes more critical
- You can be creative and still be clear
- Experiment!!!
Creating Effective PowerPoint Presentations
Selecting the Visual Aid Medium

- Handouts
- Computer Presentations
- Multimedia
Selecting the Visual Aid Medium

- **Handouts** - an easy and inexpensive way to create visuals.

- **Computer Presentations** - easy to create and alter. They can be used as transparencies or computer generated onscreen presentations.

- **Multimedia** - combines use of text, graphics, video, and audio.
Creating the Design

Formatting your visuals consider:

- Color
- Format
- Balance
- Readability
Warm & Cool Colors

Reds, oranges, and yellows are warm colors and should be used to indicate strength, energy, and action. Use warm colors for titles and text. Violets, blues, and greens are cool colors and are appropriate for background colors because they generate feelings of relaxation and passiveness.

Cool colors recede and make very good backgrounds.
Format & Balance

- **Format** - the shape and size of your visual.

- **Balance** - the arrangement of elements on your visual.
Readability

44 point font size (bold)
30 point font size (bold)
24 point font size (bold)
18 point font size (bold)
12 point font size (bold)

Larger is Better!
Using Special Effects

Animation or Motion

Sound
Choosing the Appropriate Diagram

- Bar Graphs
- Flow Charts
- Line Graphs
- Maps
- Organization Charts
- Pie Charts
- Tables
Retention Rates

People remember:

- 20% of what they hear
- 30% of what they see
- 50-85% of what they hear & see
Flow Chart

Five Process Steps

Raw Material Input

Process Time

A → B → C → D → E → Finished Goods

Raw Material Input

Process Time

.5 min/u  .75 min/u  .75 min/u  1.0 min/u  .5 min/u
Line Graph

Fruit Sales: 1980-2000

- Fresh
- Frozen
- Canned

Percent

Year

Organizational Chart

President

Production
- Fresh Fruit
- Canned Fruit

Personnel
- Frozen Fruit
- Fruit Pies

Accounting
Pie Chart

2007 Sales

- Apple: 54%
- Cherry: 23%
- Blue berry: 14%
- Lemon: 9%
## 2007 Sales

<table>
<thead>
<tr>
<th>Fruit Flavor</th>
<th>Apple</th>
<th>Cherry</th>
<th>Blue berry</th>
<th>Lemon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5400</td>
<td>2300</td>
<td>1400</td>
<td>900</td>
</tr>
<tr>
<td>Percentage</td>
<td>54</td>
<td>23</td>
<td>14</td>
<td>9</td>
</tr>
</tbody>
</table>
The Art of PowerPoint
Before proceeding to design

MATERIAL

- Prepare the material into a logical sequence
- Break the flowing text into small units
- Skip some passages or phrase
Before proceeding to design

ROOM

- Check the room, computer & screen that will be used
- Check lines of sight to your visual aids from all parts of the seating area
- Check PowerPoint versions
Components of a Presentation

All presentations must have:

- **An introduction**
  - Tell them what you are going to tell them
- **A body**
  - Tell them
- **A conclusion**
  - Tell them what you told them

Often, you will also need to include time for questions and answers at the end.
A possible structure for your presentation

- Title/author/affiliation/logo (1 slide)
- Goals of the material (1 slide)
- Outline (1 slide)
- Body of Material (not less than 5 slides)
- Summary (1 slide)
- Bibliography (Sources) (0-1 slides)
- Acknowledgments (0-1 slides)
- Thank the Audience (1 slide)
Integrate Your Slides

- Place the graphic in an appropriate location.
- Introduce it.
- Explain it.
- Make it visible.
- Make sure people can see what you want them to see.
Integrate Your Slides (2)

- Maintain eye contact.
- Don’t talk to the screen.
- Don’t read slides word by word to the audience.
- Don’t point out mistakes or poorly designed graphics.
- Just get to the point!
Rules of Slide Design

- Keep it short and simple.
- Use graphics.
- Choose appropriate fonts.
- Use a template.
- Use bullets.
- Make Sure You’re Grammar is Correct
Avoid using PowerPoint for small and intricate diagrams

This would be better given as a handout.
Use Clip Art to Keep Interest

The text can be placed here on the left, and the picture on the right
Instructional Technology:
A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising solutions to those problems in situations in which learning is purposive and controlled
Keep It Simple (Text)

Instructional Technology:

A process involving people, procedures, tools for solutions to problems in learning Much Simpler
# Falling Leaves Observed

<table>
<thead>
<tr>
<th>Month</th>
<th>Christchurch</th>
<th>Dunedin</th>
<th>Wellington</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11,532,234</td>
<td>14,123,654</td>
<td>3,034,564</td>
</tr>
<tr>
<td>February</td>
<td>1,078,456</td>
<td>12,345,567</td>
<td>16,128,234</td>
</tr>
<tr>
<td>March</td>
<td>17,234,778</td>
<td>6,567,123</td>
<td>16,034,786</td>
</tr>
<tr>
<td>April</td>
<td>16,098,897</td>
<td>10,870,954</td>
<td>7,940,096</td>
</tr>
<tr>
<td>May</td>
<td>8,674,234</td>
<td>18,107,110</td>
<td>17,230,095</td>
</tr>
<tr>
<td>June</td>
<td>4,032,045</td>
<td>18,923,239</td>
<td>9,950,498</td>
</tr>
<tr>
<td>July</td>
<td>2,608,096</td>
<td>9,945,890</td>
<td>5,596,096</td>
</tr>
<tr>
<td>August</td>
<td>5,864,034</td>
<td>478,023</td>
<td>6,678,125</td>
</tr>
<tr>
<td>September</td>
<td>12,234,123</td>
<td>9,532,111</td>
<td>3,045,654</td>
</tr>
</tbody>
</table>

Too detailed!
## Falling Leaves in Millions

<table>
<thead>
<tr>
<th>In $10^6$</th>
<th>Christchurch</th>
<th>Dunedin</th>
<th>Wellington</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>February</td>
<td>1</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>March</td>
<td>17</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>April</td>
<td>7</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>8</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>August</td>
<td>8</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>September</td>
<td>4</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>October</td>
<td>2</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>November</td>
<td>5</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>December</td>
<td>12</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>

Much Simpler
Falling Leaves

Too detailed!
Falling Leaves

Wellington
Dunedin
Christchurch

Much Simpler
Keep It Simple (Graphics)

- Art work may distract your audience
- Artistry does not substitute for content
Make It Clear (Complement)

- Use contrasting colors
  - Light on dark vs dark on light
  - Use complementary colors

These colors do not complement
Avoid backgrounds that are distracting or difficult to read from.

Always be consistent with the background that you use.
Make It Clear (Complement)

- Use contrasting colors
  - Light on dark vs dark on light
  - Use complementary colors

These colors complement
Small Projects Course

A Case Study
Consistent and balanced layout

- Color scheme:
  - Dark blue on white background
  - Purpose: to keep lights on, maintain eye contact

- Each file covered a chapter

- Three files, which had an identical layout to maintain unity
Make slides easy to read

- **Main Points only**
- **Use colored bullets to indicate order of ideas**

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 تعريف المشاريع الصغيرة

يمكن تعريف المشروع على أنه صغير، إذا توفرته في الخصائص التالية:

- أن يتراوح عدد العمالية به من 5 إلى 15.
- أن يكون المديرون هم أصحاب المشروع "سعة غالية".
- أن تكون الملكية لفرد أو مجموعة صغيرة.
- أن يمارس المشروع عمله في منطقة محلية.
- أن يتسم المشروع بصغر الحجم ومحدودية النشاط.
Make slides easy to read (2)

- Used tables to show information in a concise form
- Used colors to give certain meaning
- **Red** for Title
- **Green** for Subtitle

<table>
<thead>
<tr>
<th>نماذج ناجحة لمشروعات صغيرة</th>
</tr>
</thead>
<tbody>
<tr>
<td>جدول يوضح: أهم العوامل التي تهدد المشروعات الصغيرة</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Harold P. Welsch</th>
<th>W. Glibb Dyer</th>
<th>Sharon Nelton</th>
</tr>
</thead>
<tbody>
<tr>
<td>عدم القدرة على إدارة الاستراتيجي.</td>
<td>عدم القدرة على إدارة الاستثمار.</td>
<td>عدم القدرة على إدارة الاستراتيجي.</td>
</tr>
<tr>
<td>ضعف التخطيط</td>
<td>ضعف التخطيط</td>
<td>ضعف التخطيط</td>
</tr>
<tr>
<td>عدم توفر المعلومات</td>
<td>ضعف وثائق التصميم</td>
<td>ضعف التخطيط والإدارة</td>
</tr>
<tr>
<td>ضعف التدوين والإدارة</td>
<td>عدم القدرة على مواجهة السوق.</td>
<td>إنتهاء الأموال على الإطلاق.</td>
</tr>
<tr>
<td>التمويل السريع بدون تحكم.</td>
<td>عدم القدرة على إدارة الاستراتيجي.</td>
<td>عدم القدرة على إدارة الاستراتيجي.</td>
</tr>
</tbody>
</table>
What pictures can I use?

Emphasize meaning, by related pictures

الإجراءات اللازمة لإنشاء مشروع صغير
What pictures can I use? (2)

Use certain clip arts to indicate Class activities
Should I use animation or not?

- Generally, minimal animation
- Sometimes, in flowcharts to clarify the process
- To focus the audience’s attention
Personal Appearance

- Long sleeves
- 2 - 3 colors
- Avoid bright reds, oranges, blacks and whites
- Avoid jewelry that sparkles or dangles
- Simple makeup
Personal Appearance

- Suits - dark blue, gray or black
- Tie that compliments your eyes and face
- Shoes appropriate and well shined
- Hair, beard well groomed
Top Ten Mistakes

- No preparation
- No presentation objectives
- Mediocre first impression
- Lack good visuals
- Ineffective closing
- No eye contact
- Lack of enthusiasm
- Lack of facial expression
- Staying in one place
- No audience involvement
PowerPoint Summary

- Generally, no more than six (6) **words** per line and no more than six (6) **lines** per slide
- One or two concepts per slide
- Keep text fonts and effects simple, clean
- Avoid background patterns
- Limit use of animation and special effects
- **ALWAYS** include an “end slide”
Remember...

You are the presentation--the visuals are not.
Summary

- **Set level appropriate to your audience**
  - explain motivation, significance, specialist terms
- **Focus on main points**
  - have a clear “take-home message” and emphasise it
- **Have a clear structure**
  - introduction, body, conclusion
- **Maintain eye contact with audience**
  - minimise time spent looking at notes, screen, etc.
- **Use visual aids**
  - graphical wherever possible

(1 picture = 1000 words!)
Any Questions ??..!!

- Your questions are welcome
Contact Information

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- **E-mail:** Hassan1981_98@yahoo.com
- **Or:** Hansmosa@Gmail.com
Thank you for your attention
Questions/Comments
<table>
<thead>
<tr>
<th>Vendor</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell</td>
<td>24%</td>
</tr>
<tr>
<td>Gateway</td>
<td>22%</td>
</tr>
<tr>
<td>HP</td>
<td>13%</td>
</tr>
<tr>
<td>Compaq</td>
<td>10%</td>
</tr>
<tr>
<td>Others</td>
<td>31%</td>
</tr>
<tr>
<td>HP</td>
<td>13%</td>
</tr>
</tbody>
</table>

PC Market Share Pie Chart:

- Dell: 24%
- Gateway: 22%
- HP: 13%
- Compaq: 10%
- Others: 31%