

# Presenting the Evidence



## Demonstrative Evidence

Photos



X-Rays



Maps



Videos

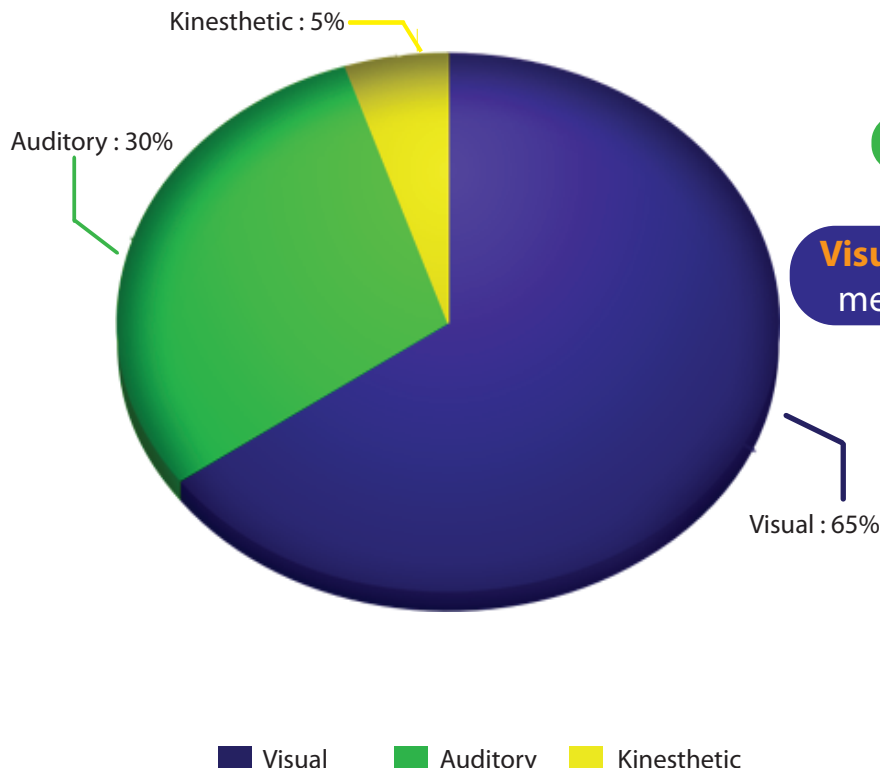


Charts



Graphs

## Learning Styles



**Kinesthetic** types learn best by doing

**Auditory** learners do best by hearing things

**Visual** types learn most effectively through visual media (video, pictures, charts, graphs and maps)

After 72 hours, most people retain:\*

- 20 % of what they see
- 10% of what they hear
- 65% of the facts when they simultaneously see & hear the information.

## Benefits of Visual Aids

1

Added control over the presentation of the evidence

4

Helps the jury see the big picture

2

Jury understands & retains information better

3

Focuses the jury's attention

## The Video Advantage

### Benefits of Video

More Persuasive

Preview & Edit if Necessary

Frequently Includes Narration

Creates Lasting Impression

Holds Attention Longer

### Forensic Video Yields More Favorable Results

Day in My Life Video  
Video Deposition  
Site Inspections

Mediation Documentaries  
IME & CME Evaluations  
Drone Operations

904-716-5149

**Forensic Video Law**  
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\* H. Weiss and J. B. McGrath, *Technically Speaking: Oral Communication for Engineers Scientists and Technical Personnel*, New York: McGraw-Hill 1963.