

Teach Your Students the Power of PowerPoint

NOTE the advances that have taken place in instructional technology and projected media in recent years. In a short period of time, we have progressed from using pens and typewriters to produce black-and-white overheads or photographic techniques to make 35mm color slides to using laptop computers with powerful presentation software to produce colorful visuals that feature motion and sound.

If a picture is “worth a thousand words,” the importance of understanding how visuals affect an audience’s ability to grasp and retain the intended message (e.g., their learning) is obvious. People now have the tools to create presentations that use sophisticated graphics and text with vivid color, interesting animations, detailed charts and personalized templates. Our students should know how to use this new communication technology.

Keys to Effective Presentation

Everyone has sat through a presentation in which the presenter’s

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knowledge of the subject was far greater than their ability to design and produce an effective message. Boring, confusing and sometimes ugly visuals can easily distract from a presentation. But many people’s ability to use technology to design meaningful messages has not necessarily kept pace with the technology. To enhance our presentations, we need to improve our understanding of visual design and use of the technology we have available.

“Graphic design is a skill to be learned, with rules to be followed, principles adhered to and intelligent self-criticism integrated” (Proximity Learning, 2000). This design process includes the use of established guidelines for everything from planning to selecting fonts, font sizes, colors and clip art, along with the layout of basic design elements.

Student Activity

The success or failure of a presentation rests primarily on the thoroughness and care given to planning and designing a message. A clear, well-planned presentation has a better chance of effectively communicating intended concepts (Shenenberger, 1975). In this activity, each student will develop a short

Microsoft PowerPoint presentation on a technological artifact. To enhance the ability to design effective presentations and use PowerPoint, students must meet specific criteria identified in the section titled Producing Effective Projected Media Assignment Sheet.

The activity begins with gaining the information and know-how required to perform the necessary computer and PowerPoint operations.

Definitions

Action buttons—A ready-made button that you can insert into your presentation and define a hyperlink for.

Animations/with dimmed points—Allows users to animate text, graphics, diagrams, charts and other objects on slides to focus on important points, control the flow of information and add interest to a presentation. Dimmed points are located on the Effect tab, under Enhancements. In the After animation list, click a color for a dimming effect.

Clip art—Professionally drawn pictures that can be easily inserted into a document to add visual appeal.

Digital photo—An image from a digital camera.

Draw data—A function that allows users to draw arrows, shapes and so forth. ▶

Equipment and Materials

- Color printer
- Computer with Internet access
- Digital camera
- Microsoft PowerPoint
- Video projector
- Paper
- Pencil
- Scanner

Element labeled—Allows users to label the location of different assignment requirements directly on a copy of a completed document.

Element-labeled handout pages—PowerPoint handout pages that are labeled (e.g., by writing directly on the handout pages) with the location of all required projected media elements/techniques. (In other words, labeling that shows the locations in the presentation slides of the modified clip art, pictures, scanned digital image/picture, etc.)

Handout pages—A handout of a presentation—with one, two, three, four, six or nine slides per page—that your audience can use for future reference. The three-slides-per-page handout includes lined space for note taking by the audience.

Links to the World Wide Web—In PowerPoint, a hyperlink is a connection from a slide to another slide, a web page or a file. The hyperlink itself can be text or an object, such as a graph or shape.

PowerPoint—A Microsoft software program that allows users to create presentations that can be projected on an overhead screen or TV using a computer.

Scanned images—Photographs or drawings that are copied using a scanner and converted into a digital file.

Transition—An animation effect used between one slide and the next.

Technological artifact—Any object

or product that is produced using the resources of technology.

The Challenge

Using the required functions/elements, students will use PowerPoint to develop a presentation that effectively communicates information concerning the topic identified in their Producing Effective Projected Media Assign-

ment Sheet.

Objectives

On completion of this design brief, students will be able to:

1. Use PowerPoint to produce a presentation.
2. Locate and use information from the Internet to support presentation development.
3. Use visual language (e.g., conventions, style, vocabulary) to com-

Resources

- Producing Effective Projected Media Assignment Sheet
- World Wide Web
- Projected media recommendations at <http://rshackelford.iweb.bsu.edu/itedu/projectedmediarecommendations.htm>
- Library

municate effectively with a variety of audiences.

4. Use proper citations to document sources of information, pictures and so forth used in the presentation.

5. Design and produce a presentation that effectively communicates the intended message.

6. Use information accurately and creatively to effectively communicate an identified message.

Limitations and Requirements

1. This is an individual—not a group—assignment. Each student is responsible for creating his or her own presentation.

2. Follow the limitations and requirements noted in the Producing Effective Projected Media Assignment Sheet.

3. Follow and use the Projected Media Recommendations at <http://rshackelford.iweb.bsu.edu/itedu/projectedmediarecommendations.htm>

Procedure

1. Before proceeding, carefully read this design brief and the Producing Effective Projected Media Assignment Sheet.

2. Using the World Wide Web and other available resources locate, gather and assess information about the identified topic or event.

Hint: Make sure you document the citation/location of any information, so it can be referenced in the future.

3. Review and carefully examine the Projected Media Recommendations at <http://rshackelford.iweb.bsu.edu/itedu/projectedmediarecommendations.htm>

4. Create a rough outline of your presentation. Make sure the outline includes a listing of all major topics and subheads.

5. As you prepare your presentation, take into consideration and clearly identify:

- a. The intended audience.
- b. Where you will give the presentation.
- c. The equipment will have available or need.
- d. The purpose of your presentation.

e. The desired effect of the presentation on the audience—in other words, what the audience should learn or gain from the presentation.

6. Create a template or master slide for your presentation using PowerPoint.

7. Develop an effective message that clearly and concisely communicates the best interpretations and summary of the information you want to present.

8. Effectively use the limitations/requirements noted in the Producing Effective Projected Media Assignment Sheet to produce a quality presentation (e.g., pictures, clip art,

text wrapping, animations, transitions, etc.).

9. Check the presentation to insure that it meets the intended purpose(s) and has the necessary content.

10. Edit and revise your presentation for grammar, language and effectiveness in communicating the intended information and to ensure that it meets the standards set forth in the Projected Media Recommendations.

Hint: Save often and include your name in the title of the saved file [(your name) and presentation title].

11. Create an element-labeled

copy of the presentation for the instructor.

12. Print and submit your element-labeled and non-element-labeled copies of the presentation to the instructor for assessment.

13. Give your presentation and assess its effectiveness. ©

References

Microsoft Corporation (2003). *MS PowerPoint*.

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Shenenberger, T. & Benedict, J. A. (1975). *Planning for audiovisual presentations* [Filmstrip]. Tempe, AZ: Media Research and Development, Arizona State University.

School Name

Department Name • Course Number and Name

Producing Effective Projected Media Assignment Sheet

For the Producing Effective Projected Media Assignment you will use Microsoft PowerPoint to produce an effective and dynamic presentation.

The purpose of the presentation is to inform an identified audience about the design and fabrication of a technological artifact. The presentation should (a) describe to others what the technological artifact is, (b) describe the procedures and processes used to design the technological artifact and how the final design and/or product meets any identified needs and (c) inform your audience of how the technological artifact was produced. Your presentation will be supported by the use of projected media (e.g., electronic data projection produced with PowerPoint) and has the following limitations and required elements:

Limitations

The presentation has the following limitations:

1. It can run no longer than 10 minutes.

2. It must be supported by projected media (e.g., electronic data projection produced using PowerPoint).

3. It should effectively and dynamically inform the audience about

the design and fabrication of a technological artifact that you have produced.

4. It is to be completed as an individual activity.

5. It is to be viewed as a formal, technical presentation.

6. It is to be completed in 10 class days.

7. It must be loaded onto the projection system and previewed at least one day before you will give your formal presentation.

8. All projected images must meet the guidelines set forth in the "Projected Media Recommendations" located at <http://rshackelford.iweb.bsu.edu/itedu/projectedmediarecommendations.htm>.

Requirements

The presentation has the following minimum PowerPoint technical requirements or elements:

1. It must include a video from a digital camera or downloaded from the World Wide Web.

2. It must include an external link to at least one appropriate web site.

3. It must include action buttons or internal links to other slides within the presentation.

4. It must include one or more photographs from a digital camera.

5. It must include animations with dimmed points.

6. It must include slide transitions.

7. It must include appropriate sounds from PowerPoint files or downloaded from the World Wide Web.

8. It must include at least one scanned image.

9. It must include information in the form of WordArt.

10. It must include at least one picture downloaded from the World Wide Web.

11. It must include at least one piece of Draw Data.

12. It must include a set of "element labeled" handout pages.

13. All information (e.g., data, pictures, images, videos, sounds, etc.) must be properly cited and footnoted.

14. As a part of the "element-labeled" handout pages, you should indicate that you are the **author and designer** of this presentation by using the Header / Footer function of PowerPoint to place your **name** and appropriate **date** in the bottom right-hand corner.

Note: Appropriate effects may be added in addition to the above minimum requirements.

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