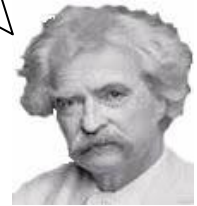**Notes:**

# Presentations

## Objectives

After completing this topic you will be able to design and deliver a 3 minute PowerPoint presentation to your peers, following the prescribed principles and procedures.

> It usually takes more than three weeks to prepare a good impromptu speech.

## Overview

Public speaking in the form of presentations is a large part of communicating effectively because you reach a larger audience. In this module you will take public speaking skills (e.g. body language) and combine it with some PowerPoint and slide design skills in order to give a high-impact presentation.

Original version:

## Design Principles

**Goal: use no bullet points.** Achieve this by using only one main idea per slide. Illustrate your points with images, not words. Put your script in the notes section and use PowerPoint's presenter view mode, if needed. You should be making eye contact with your audience, not turned around reading the overhead screen. If your audience is busy reading the screen, they're not listening to you. The following are recommendations (from Williams & Tollett) for the treatment of several design elements.

Alignment corrected:

### Alignment

If you insist on placing text on your slides, use no more than five bullets per slide and make sure your text is aligned—do not mix alignments. This doesn't mean everything is necessarily aligned on one edge—you might have three columns, but they should all be left-aligned (not two left and one centered, for instance.)

### Simplicity

If you insist on including multiple elements, everything on the slide should have some visual connection with something else on the slide. Can you draw a straight line from the edge of each item, such as a block of text, to the edge of another? Also, to simplify a complex set of information, try using the PowerPoint Smart Art feature to create graphs, diagrams, and process flow charts.
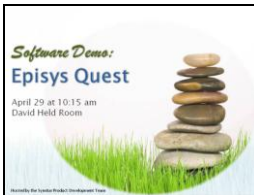
### Font

Generally, use a sans serif typeface. The font size should be large enough to see from the back of the room (point size 20-80, depending on the font

**Notes:**

Font , color, &
proximity modified:
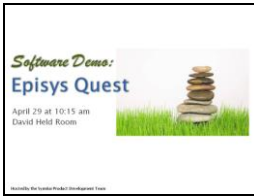


Contrast, repetition
added   :



style). Shorter lines of text are better than longer lines. Use bold, capitals, and italics sparingly.

### Proximity

Group similar elements into close proximity. Make sure headlines are closer to their related body copy than to the text or graphics above them. Make sure there is enough space between elements that are not similar.

### Repetition

Create repetitive elements that carry throughout the slides. This repetition might be as simple as a color scheme, a consistent background pattern, an arrangement of elements, graphic headlines, etc. Every slide should look like it belongs to the same presentation.

### Contrast

Create contrast in appropriate places to create a focal point. Use a background that contrasts with the text and graphics. Pick up a color from your color scheme and use it in headlines and important words.
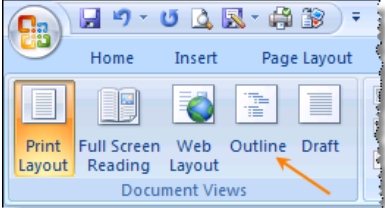
### Content Structure
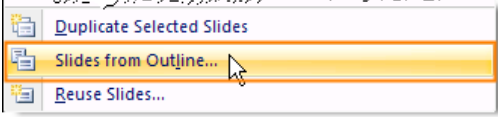
Organize your content logically. Think about what you want to communicate and what the best way is to arrange your content to communicate it. If you're telling a story, you'll want an introduction, main body, and conclusion. If you're explaining a new procedure you'll want to use the process flow. Also consider chronological order, cause and effect, Q&A, or a hierarchical structure.

# Microsoft Office PowerPoint

### Company Policy

For any presentations involving clients, you will:

- Use the company-approved PowerPoint template released by the Marketing department each year (from the company intranet, go to Departments > Marketing > Marketing Library).

- Send your final slide show to Editing before presenting to clients (please allow two weeks turn-around time). You may also use Editing for internal presentations if you wish.

**Notes:**

**Procedure**

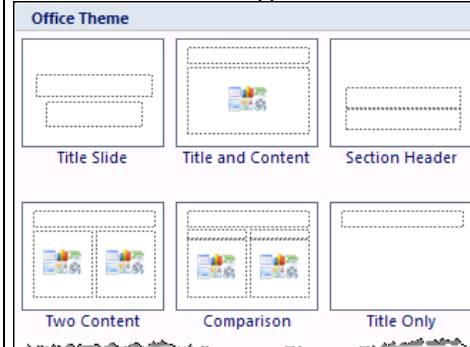| Checklist | Steps |
|---|---|
| ❑ Create an outline in Word 2007 | 1. Open a new document<br>2. Switch to **Outline** view<br><br>3. Type each heading and press ENTER.<br>4. To assign a heading to a different level and apply the corresponding heading style, place the insertion point in the heading, and then click Promote ⬅ or Demote ➡ on the Outlining toolbar.<br>5. To move a heading to a different location, place the insertion point in the heading, and then click **Move Up** ⬆ or **Move Down** ⬇ on the Outlining toolbar.<br>6. Save your outline. |
| ❑ Import your outline to PowerPoint 2007 | 1. Launch PowerPoint 2007<br>2. Open the template<br>3. Save the presentation with its file name<br>4. Click the down arrow next to the **New Slide** button on the **Home** tab.<br><br>5. Select the **Slides from Outline** option<br><br>6. Locate the Word file and select it.<br>7. Save your work. |

**Notes:**

| | |
|---|---|
| ❑ Add new slides or change slide layouts | To add a new slide:<br>1. Click the down arrow next to the **New Slide** button on the **Home** tab.<br>2. Select the slide type from the menu<br><br><br><br>To modify a slide layout:<br>1. Right-click on the thumbnail image of the slide you'd like to modify<br>2. Select the **Layout** option<br>3. Select the slide type from the menu that opens<br><br><br><br>To copy a slide:<br>1. Right-click on the thumbnail image of the slide you'd like to copy<br>2. Select the **Duplicate Slide** option<br><br> |
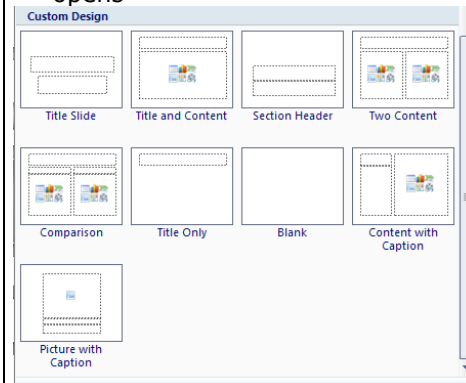
**Notes:**

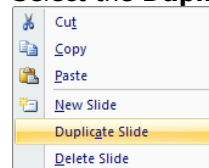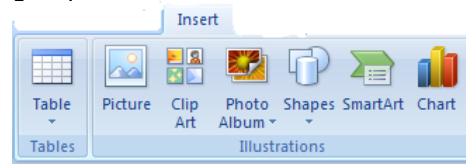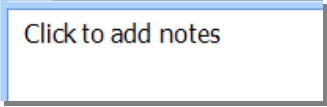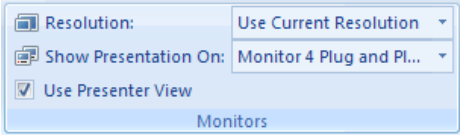| | |
|---|---|
| ❑ Add images to your presentation | To add a graphic: <br> 1. Select the **Insert** tab <br> 2. Click the **Picture** button in the **Illustrations** group <br><br> 3. Locate the desired graphic file, click **Insert** <br><br> To add a clip art: <br> 1. Select the **Insert** tab <br> 2. Click the **Clip Art** button in the **Illustrations** group; The Clip Art window opens <br> 3. Enter the keyword for the clipart you want in the **Search For** field <br> Note: You can filter the results more by filling out the **Search in** and **Results should be** fields <br> 4. Click the **Go** button <br> 5. Select the clip art you want <br><br> To reposition images: <br> 1. Click the image to select it <br> 2. Use the mouse to drag & drop it where you want it <br> 3. For level adjustments, use the arrow keys <br> 4. Press **Ctrl** while using the arrows to make smaller adjustments <br><br> To rotate images: <br> 1. Select the image <br> 2. Click the green dot on top of the image <br><br> 3. Drag to the right or left to rotate <br><br> To place an image behind another image or text (so that the text shows): <br> 1. Select the image <br> 2. Under **Picture Tools** select the **Format** tab <br> 3. In the **Arrange** group, click **Send to Back** <br><br> To recolor images: <br> 1. Select the image <br> 4. Under **Picture Tools** select the **Format** tab <br> 2. In the **Adjust** group, click **Recolor** <br> 3. Select a color variation |

**Notes:**

| | |
|---|---|
| ❑ Add SmartArt graphics to your presentation | To add a SmartArt graphic:<br>1. Select the **Insert** tab<br>2. Click the **SmartArt** button in the **Illustrations** group<br>3. In the Choose a SmartArt Graphic dialog box, select the SmartArt type and layout you want.<br>4. Click in the Text pane to type your text.<br><br>To add or delete shapes in your SmartArt graphic:<br>1. Click the SmartArt graphic you want to modify<br>2. Click the existing shape that is located closest to where you want to add th enew shape<br>3. Under **SmartArt Tools** select the **Design** tab<br>4. In the **Create Graphic** group, click the down arrow next to the **Add Shape** button<br>5. Select either **Add Shape After** or **Add Shape Before**<br><br>To change the colors of a SmartArt graphic:<br>1. Click the SmartArt graphic you want to modify<br>2. Under **SmartArt Tools** select the **Design** tab<br>3. In the **SmartArt Styles** group, click the **Change Colors** button<br>4. Click the color variation you want. |
| ❑ Add notes for your presentation | 1. Click the notes section beneath the slide<br>2. Type or paste your text<br><br>Click to add notes |
| ❑ Run spell check | 1. Select the **Review** tab<br>2. Click **ABC Spelling** in the **Proofing** group |
| ❑ View your presentation | To view your presentation from slide 1, press the **F5** button on your keyboard.<br><br>To view your presentation from the current slide, press **Shift+F5**.<br><br>Tip: If you have more than one monitor, you can run the presentation in **Presenter View**, which allows you to view your notes privately while delivering a presentation:<br>1. Click the **Slide Show** tab<br>2. Go to the **Monitors** group<br>3. Select monitor from the **Show Presentation On** drop- down list<br>4. Check the **Use Presenter View** box<br><br>Resolution: Use Current Resolution<br>Show Presentation On: Monitor 4 Plug and Pl...<br>☑ Use Presenter View<br>Monitors |

**Notes:**

# eLearning Lesson: Vector and Raster Images

The instructor will provide a link to a five-minute eLearning lesson about modifying the pictures in PowerPoint to produce high-impact slides.

| Objective | Steps/Notes |
|---|---|
| What is a **vector** image? | |
| Remove background from vector image | 1.<br><br>2.<br><br>3.<br><br>4.<br><br>5. |
| What is a **raster** image? | |
| Remove background from raster image | 1.<br><br>2.<br><br>3.<br><br>4.<br><br>5.<br><br>6. |

**Notes:**

# Delivery: Effective Preparation & Rehearsal

1. **Study the material.**
   Read your script and make sure your PowerPoint notes are in place. This part of the preparation is very personal and very important. Do not eliminate it.

2. **Read out loud.**
   Read your presentation out loud at a moderate pace. Try this while standing and walking, as you would in the presentation room. Find the most comfortable way to hold your notes or the clicker for the overhead projector. Do you need glasses? Practice with them and without them.

3. **Determine which – if any – materials to memorize.**
   Some professional speakers swear by memorization. Others believe it detracts from the delivery. Some would encourage you to memorize only the "high points." Who's right? Here are some assertions:

| Pros | Cons |
|------|------|
| Allows you to deliver presentation even if materials or equipment fails. | Can make your presentation sound canned, robotic; words lose their meaning and become rote. |
| Allows you to make eye contact with your audience and monitor their reactions. | Takes a lot of time and can be difficult to incorporate new or updated material. |
| When delivered properly, can raise the audience's confidence in you and your expertise. | Fosters the tendency to deliver the same way to every audience, without considering differences. |
| Allows you to circulate around the room more freely. | Questions and interruptions may fluster you. |

4. **Practice presenting.**
   Whether you choose to read or to present from memory, think about the words that you're saying so that they retain their meaning. A rote presentation will not impress the audience.

   **Making practice sessions more productive**

   - Practice in front of a mirror, friends, a video camera, or all three.
   - Ask yourself or your friends these questions:
   - Did I sound confident, convincing, and knowledgeable?
   - Did I stumble over any words? Note: If you have a consistently

**Notes:**

hard time with certain words –all of us do – try substituting a word that means the same. Make sure you mark the correction on your PowerPoint slide notes.
- Did I give meaning to the words, or did I sound like a robot?

5. **Practice answering questions.**
   Go through your notes again. Try to anticipate the questions a student might ask. What would *you* ask if this material were new to you?

   Write the questions on paper or index cards. Read each question out loud, and practice your response out loud. Rehearse your response repeatedly until you are happy with it.

   If you need to research your answer, it's much better to do it now than to be caught short later. While it's not a sin to say "*I don't know the answer to that*," knowing the answer is preferable.

6. **Develop transition statements.**
   A transition statement is a bridge from one topic to another. It's a way to close one topic and introduce a new one.

   Why use transition statements? It's critical that you give adult learners a sense of where you are in the training and where you're going next.

   Transitions also provide you with an opportunity to check learner understanding before you move to a new topic. Transitions can be simple or complex, depending on the subject matter.

   **Sample transition statements**

   - We've finished point A, and we're ready to move on to point B. Before we continue, let's hear your questions.

   - If you remember, our goal this morning was to cover points A, B, C, and D. We completed A, B, and C, but before we can begin D you need to learn about X and Y.

   Why should you write your own transitions? There is room in them for your personal touch. The way you transition from topic to topic is a part of your style as a professional speaker.

7. **Go through a dress rehearsal.**

   A dress rehearsal accomplishes two things. You work the kinks out of your delivery. You also get feedback to incorporate into your presentation.

   While a dress rehearsal should be as much like the real performance as possible, you still have leeway that you don't have later. You could, for example, stop the rehearsal, do a little research, and start it again.

**Notes:**

# Activity: Presentation

You will design and deliver a three-minute presentation.

Modify the poorly-designed PowerPoint slides given to you by the instructor to follow the design guidelines listed above. You only have 10 minutes, so to save time you will also have access to a library of image files you might like to include.

You do not need to memorize your presentation.

# Self-Assessment

Use the chart below to evaluate your delivery.

| Presentation Skill | Self-Assessment |
|---|---|
| **Body Language** | ⇒ How did you feel about your gestures?<br>⇒ Are you happy with the amount of eye contact you made?<br>⇒ Do you think you divided your time well between the podium and the rest of room? Too much pacing? |
| **Involvement** | ⇒ If you fielded questions, do you think you were able to provide good feedback?<br>⇒ Were you able to listen to them actively?<br>⇒ Did you provide enough positive reinforcement? |
| **General Delivery** | ⇒ Did you prepare sufficiently? Any equipment or technology difficulties?<br>⇒ Are you happy with the way you transitioned from one point to another?<br>⇒ How was your time management? Start and end on time?<br>⇒ How do you think your learners would rate your pace of delivery? Fast, slow, just right?<br>⇒ How was your voice? Shaky? Volume OK? Lots of "um"s and "er"s? |

**Bad Design Checklist**

Use the checklist below (from Williams & Tollett, 2006) to make sure your slides looked professional. Remember, the point of eliminating bad features is not just to make the slide prettier, but to communicate more effectively.

**Notes:**

| Slide Show Design | Self-Assessment --Make sure you have none of the following: |
|---|---|
| **Backgrounds** | ☐ Color combinations of text and background that make text hard to read<br>☐ Busy, distracting backgrounds |
| **Text** | ☐ Too many bullet points<br>☐ Text crowding edges<br>☐ Poor or mixed alignment<br>☐ Not enough alignment<br>☐ Font is too small to read<br>☐ Mixed fonts/ styles<br>☐ All italic<br>☐ All caps<br>☐ All bold |
| **Tables** | ☐ Borders turned on in tables<br>☐ Large, heavy borders |
| **Animations & Transitions** | ☐ Anything that blinks, especially text<br>☐ Mixed slide transitions (pick one to use for the whole slide show)<br>☐ Animated pictures for e-mail<br>☐ Excessive flash animation that seems to have no point |
| **General Design** | ☐ Size of .ppt file is too large<br>☐ No focal point<br>☐ Too many focal points<br>☐ Cluttered<br>☐ Lack of contrast (in color, in text, in hierarchy of info, etc.) |

**Notes:**