

I. Uses of Presentation Software

A. Characteristics of Inappropriate Content for Presentation Software

1. Content is trivial or does not have a clear purpose
2. Content is so dissected from its original form when translated into a presentation that its meaning is lost
3. Content is presented in its original form as an emotional speech, an historical declaration, or a memoir and should be preserved
4. Examples:
 - a. The Gettysburg Address
 - b. Martin Luther King's *I have a dream* speech
 - c. The Declaration of Independence
 - d. *The Diary of Ann Frank*



B. Characteristics of Appropriate Content for Presentation Software

1. To **Educate**
 - a. To educate about earthquakes in the Pacific Northwest
 - b. To educate how to use software applications
 - c. To emphasize key points during a presentation or speech
 - d. To explain emergency procedures
2. To **Persuade**
 - a. To advertize and describe the features of a product
 - b. To sell cars with interactive features that allow users to select color combinations, trim, and other options
3. To **Narrate**, Broadcast Messages, or Entertain
 - a. To display the names of the students who placed in FBLA competitions
 - b. To display the words of a song or speech for audience participation
 - c. To broadcast a list of location changes at a conference
 - d. To portray the devastation wreaked by Hurricane Katrina

- II. Methods of Presentation Delivery and Distribution** – Used separately or in combination, depending upon the message and the audience
- A. **Group Delivery with Speaker** - As a supplement and complement to a speaker-delivered presentation
 - 1. Slides support information presented by the speaker
 - 2. Slides display graphic items that enhance communication
 - 3. Slides present key points for added emphasis of content
 - 4. The key word in this method is **supplement**. When delivered with an oral presentation, slide show content should not contain so much information that it can **substitute** for the speaker!
 - B. **Group Delivery without Speaker**
 - 1. Presentation is played one time to an audience
 - 2. Does not require explanation or interpretation by a speaker
 - 3. May be displayed to entertain an audience prior to a speech or event
 - 4. May be used to inform an audience about procedures
 - C. **Continuous Loop**
 - 1. Presentation is played repeatedly until manually stopped
 - 2. Presentation may or may not have a logical beginning and end
 - 3. Often used at trade shows where people rotate through at different times throughout the day
 - 4. May be used to broadcast general information, such as school announcements or changes to room locations
 - D. **Rolling Script**
 - 1. Presentation is played at a moderate pace to allow for user participation
 - 2. Presentation is usually stand-alone content, such as a prop for posting the lyrics of a song or the lines of a poem
 - E. **Self-Serve**
 - 1. May be delivered via a website, such as the Microsoft training presentations that are user-selected and interactive
 - 2. Self-paced and often interactive
 - 3. May be accompanied by a narration embedded within the presentation
 - F. **As hardcopy** – to complement presentations and enable retention of information
 - 1. **To enable comprehension**
 - a. This method is especially effective when the content is foreign to the audience or user, has to be remembered, is procedural, or is presented to a large group

- b. A handout with 3 slides per page allows room for the audience to record notes beside each slide
 - c. The amount of slides per sheet should vary according to the amount of text on each slide and the space needed for taking notes
 - d. There's little point in distributing handouts that are too small to read.
 - e. Handouts can be distributed in color, grayscale, or black and white. If printing on a black and white printer, be sure to select black and white or grayscale format to ensure clear prints.
 - f. A footer should be formatted on handouts that are distributed
2. **To assist the speaker**
- a. A notes page contains one slide per page and any notes that accompany the slide.
 - b. An outline view presents the information in compact form without graphics
 - c. Speaker has the notes or outline in front of her/him while presentation is displayed in the background