

### Procedures for Creating a Multimedia Presentation

- I. **Determine the Purpose:** The **Purpose** of the Presentation was described in Objective 6.01.
- II. **Identify the Target Audience:** The **Target Audience** was described in Objective 3.02.
- III. **Storyboard the Content - Used to organize the slides in the proper sequence on paper**
  - A. **Determine the number of slides** and plan the content **on paper** using a collection of frames, referred to as a storyboard
  - B. **Organize the content in the proper sequence** and ensure a consistent flow of information
  - C. **Align the frames** used on the storyboard to the number of slides required for the presentation
- IV. **Select a Design** - Should be appropriate for the purpose of the presentation; use a template if desired
- V. **Edit the Master Slide**
  - A. **Format the footer** with information pertinent to the presentation
    1. A footer may or may not include the **date and time** information
    2. **Slide numbering** is an important consideration, especially when handouts are distributed to the audience and referenced during the presentation
    3. The **title of the presentation** in the footer is helpful when distinguishing between multiple presentations
  - B. **Make global applications of font sizes and styles, bullets, color scheme, alignment, line spacing or any other formatting** that is desired for the entire presentation
  - C. **Add any logos, or contact information** to the master slide
- VI. **Enter the Content**
  - A. Remember the rule of sevens when entering text: No more than 7 lines of text per slide and not more than 7 words per line.
  - B. Use language and grammar that is appropriate for the target audience
  - C. Correct any spelling or grammar errors
  - D. Adjust the line spacing to insert a consistent and adequate amount of white space between each line of text. This will help the reader focus on each point.
  - E. Select an appropriate font size. Generally 24 pt is the minimum
  - F. Use contrast to an advantage by using a light colored font against a dark background or visa versa



**VII. Add and Format Graphics, Audio, and Video**

- A. Remember that graphic images are used to enhance communication and should be relevant to the content of the slide
- B. Consistency in the type of image is also an important consideration
- C. Timing of audio/video start or stop

**VIII. Add Animation and Transitions**

- A. To add emphasis and appeal. It can be applied to text and graphics.
- B. Do not use animations that distract from the point of the presentation.
  - 1. For example, animation that adds a line of text letter by letter can be very distracting and frustrating to the reader/viewer.
  - 2. Always keep the main goal in mind: to communicate the intended message.

**IX. Practice - Timing and speech patterns (tone, pace, transitions)****X. Revise as Needed - fine-tune the presentation**