

# Overview of Competency 6.02

## 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**
  - 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. **Plan the Design**
  - A. **Select or design a template** that is appropriate for the purpose and target audience.
    - Pay attention to the colors chosen to ensure that they can easily be viewed by the target audience
  - B. **Select** complimentary colors that are appropriate for the purpose and target audience
- 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, alignment, or any other formatting** that is desired for the entire presentation
  - C. **Add any logos, or contact information** to the master slide

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### 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

- A. Make sure they are aligned to the slide content
- B. Remember that graphic images are used to enhance communication and should be relevant to the content of the slide
- C. Consistency in the type of image is also an important consideration
- D. Be careful not to add a file that is too large and slows down the presentation
- E. Adjust the size of the image so that it fits attractively on the slide and is consistent with the theme

### VIII. Add and Format Video and Audio

- A. If appropriate and relevant, add video or audio files to the presentation
  - 1. **Determine how the video or audio will play**
    - a. Continuously throughout the entire presentation (loop)
    - b. On mouse click
    - c. At a preset interval
  - B. **Determine the source of the video or audio**
    - a. File
    - b. CD
    - c. Embedded or linked
      - i. Package the files with the presentation if they are not embedded
      - ii. A packaged file means that the audio or video file is linked to the presentation and that the presentation file only saves the link.
      - iii. The linked file must be accessible consistently. If the presentation is saved to a portable device, make sure that the link's address will be able to find the file.
- C. **Determine the sound's volume.** Remember to adjust the volume so that it will not distract the audience and play too loudly during the speaker's dialog.

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- D. **Determine if the viewer should have access to the video/audio link** by formatting the properties of the icon to view or hide.
- IX. Add Animation**
- A. Animation is used to control how the presentation is viewed and to add visual interest. It can be applied to text and graphics.
  - B. Examples of animations:
    - 1. Sound is played at desired points within the presentation
    - 2. Each bulleted item fades before the next item is emphasized
    - 3. Animated text is emphasized by making it grow in size or change colors
    - 4. Text and graphic items appear and disappear on the screen, such as fly in from left or right, etc.
    - 5. Text and graphic items appear and disappear, such as after the previous item, with the previous item, on mouse click, after 2 seconds, etc.
  - C. 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.
  - D. Animation can be custom designed by the user or applied through preset schemes that are part of the software package.
    - A scheme is a polished sequence of effects that can be applied to several slides or the whole show.