

chapter

10

Presentation Basics



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What Are Presentations? Every day, presentations are shown on overhead screens in classrooms and at meetings. They help people teach ideas, sell products, and share information with others.

Before computers, creating a professional presentation took a lot of time and involved many people. First, an artist would create graphics. Next, the graphics and wording would be organized for logical flow and visual appeal. Then, this information was transferred onto transparencies or slides.

Now, thanks to presentation software, many people create presentations more quickly. Knowing how to use presentation software is an important skill in today's world.

Chapter Outline



Lesson 10-1

Exploring Presentation Software



Lesson 10-2

Designing Presentations



Lesson 10-3

Finalizing Presentations

What's Online

Address

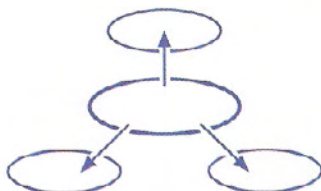
- [Interactive tutorials](#)
- [Vocabulary Preview worksheet](#)
- [Learn More interactivities](#)
- [Check Your Understanding instant feedback assessment](#)
- [Check Your Knowledge instant feedback assessment](#)
- [Interdisciplinary practice activities](#)
- [Interdisciplinary application activities](#)

Objectives

- Identify the benefits of presentation software.
- Identify three options for creating a new presentation.
- Describe six views in PowerPoint.

As You Read

Organize Information Use a concept web to help you organize ways to create and view presentations as you read.



What's Online

In Lesson 10-1 of the iText, you will find more features and information for this lesson, including:

- Interactive tutorials
- As You Read worksheet
- Learn More interactivities
- Check Your Understanding interactive assessments
- Interactive lesson review

Key Terms

- presentation software (p. 140)
- slide (p. 140)
- wizard (p. 140)
- AutoContent wizard (p. 140)
- template (p. 140)
- Outline view (p. 142)
- Normal view (p. 142)
- Slide Sorter view (p. 142)
- Notes Page view (p. 142)
- Slide Show view (p. 142)

Introducing Presentation Software

Presentation software allows you to organize and display information visually so it can be viewed by a group of people. In most cases, this information—called a presentation—consists of both graphics and text. Information in a presentation is organized into separate pages in an order the audience can follow easily. Each page is called a **slide**. Each slide can contain one or more main points. Information about each main point is organized into a list of short, easy-to-read key points. Programs such as Microsoft® PowerPoint® and Corel® Presentations™ are designed specifically to make presentations.

Creating a New Presentation

The most common presentation software is Microsoft® PowerPoint®. It allows three options for creating a new presentation:

- AutoContent wizard
- template
- blank presentation

AutoContent Wizard A **wizard** is a series of dialog boxes that guides you through a step-by-step procedure. The **AutoContent wizard** provides the steps for creating a presentation. It asks questions about the goals and purpose of your presentation. Once its questions are answered, the wizard creates a format for the presentation. To complete the presentation, you enter the words and images into the wizard's format.

Template Work on a presentation also may begin by selecting a **template**, or a preformatted version of a certain type of document. After choosing a template, you type in your information. You can also change the look and feel of the template by adjusting its settings.

Blank Presentation This option starts by providing a plain blank slide. While this option may require more work than the other choices, it does have benefits. For instance, since many schools and businesses use PowerPoint®, the templates included in this program may be familiar to others. You can create a new presentation from scratch to make your work more original by selecting your own color scheme, art, fonts, and other design elements.

Exploring Presentation Views

After you select the format for a presentation, work on the content can begin. One of the differences between a presentation graphics program and other application software is its ability to view a document in a variety of ways. Each view has its own strength. Depending on which version of PowerPoint® you use, you may be able to choose from these views, among others:

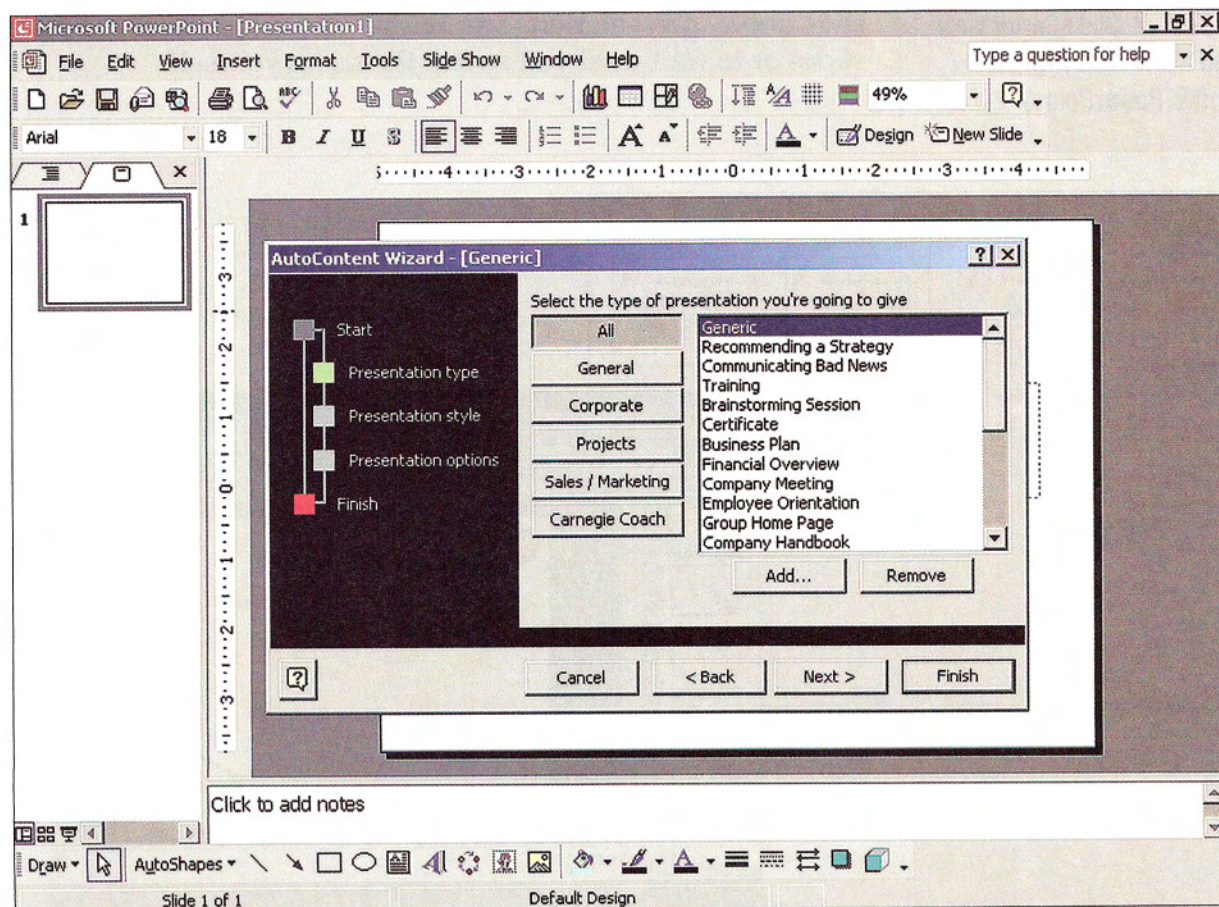
- Outline view
- Slide view
- Normal view
- Slide Sorter view
- Notes Page view
- Slide Show view

Did You Know?

New screen-reading programs can make working on a computer easier for people who are blind or have poor vision.

- Job Access With Speech, or JAWS, uses your computer's sound to read aloud what is displayed on the screen.
- Hal Screen Reader also converts what is on the screen to sound. It can be used with PowerPoint® and even Braille text.

Figure 10.1.1 Creating a PowerPoint® presentation with the AutoContent wizard



At work, employees may be asked to make presentations to inform others about company policies, to show the results of the company's latest research, or to sell a new product.

Think About It!

Using the right view in presentation software can make creating a presentation a little bit easier. Circle the views that would help you organize your slides.

- Outline view
- Slide view
- Normal view
- Slide Sorter view
- Notes Page view
- Slide Show view

Figure 10.1.2 Slide Sorter view (left) and Normal view (right) in Microsoft® PowerPoint® 2002

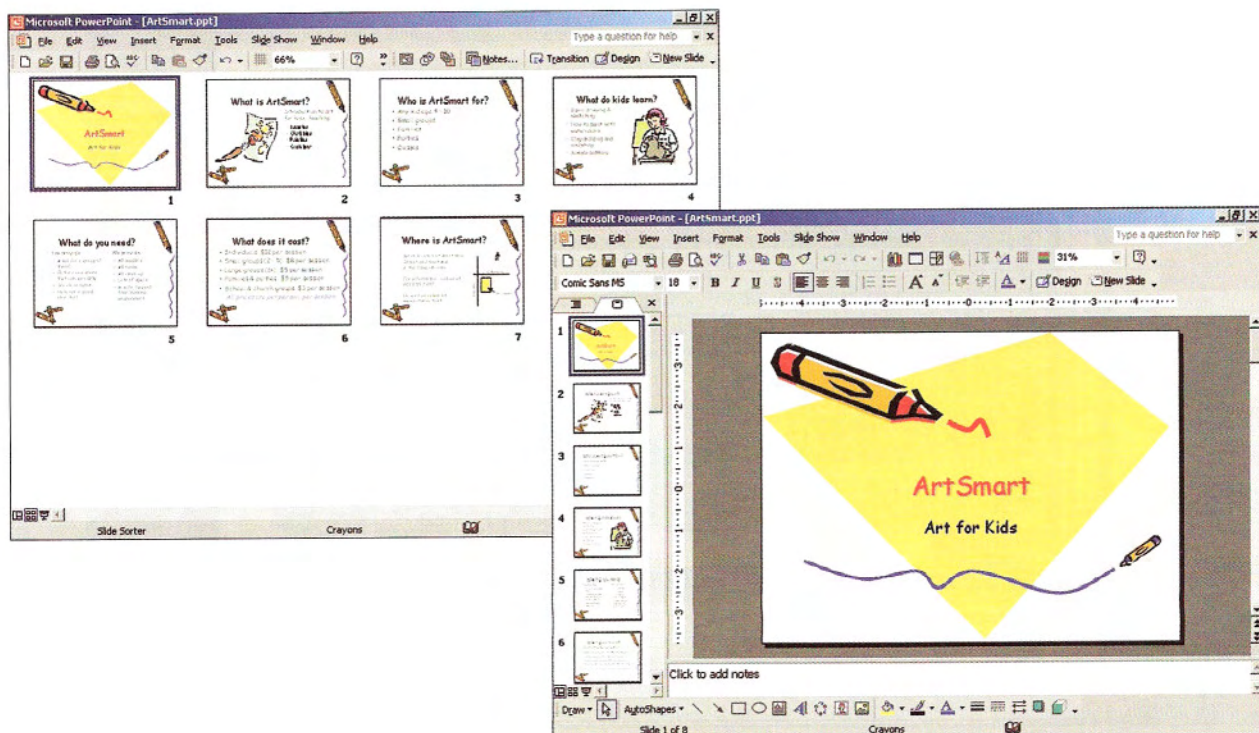
Outline View To display a presentation's text in an outline, use **Outline View**. It is handy for improving the structure of complex presentations. Selecting an item in the outline generally displays the slide for that item. Text can also be edited in this view.

Slide View and Normal View Text and graphics can be added, removed, or edited in **Slide view**, a basic layout in some versions of PowerPoint®, or in **Normal view**. (Different versions of the program provide different views.) **Normal view** splits the screen to show a Slide view and an Outline view.

Slide Sorter View **Slide Sorter view** displays all of the slides in a presentation. In this view, you see thumbnail (miniature) versions of the slides. This view allows you to change the order of the slides by dragging them to different locations.

Notes Page View Another view, known as **Notes Page view**, uses part of the screen to display a slide. The rest of the screen shows a text box. You can jot down notes in the text box to use during a presentation or to print as handouts. Notes do not appear in the presentation that is shown to the audience.

Slide Show View The primary on-screen method of previewing and displaying slides during a presentation is called **Slide Show view**. Slides are displayed one after another, in order. A slide-show presentation can be set to automatically switch slides or to wait until you switch the slides yourself.





Demonstrate Your Knowledge

Critical Thinking

1. What are three ways to create a presentation in PowerPoint®, and how do they differ?

2. What advantage does presentation software have over other application software?

3. Which view do you think is best for organizing and timing a presentation? Explain.

Activities

1. Complete the following cause-and-effect chart to show the effect of applying different PowerPoint® views.

Effects of Views in PowerPoint®

Slide view	→	
Outline view	→	
Slide Sorter view	→	

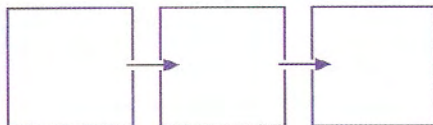
2. Use presentation software to design a presentation about the various views in a software program. Present your slides to the class, and explain which views you found most useful.

Objectives

- Explain how placeholders are used in presentation software.
- Identify five steps in designing presentations.
- Summarize techniques for creating effective presentations.

As You Read

Sequence Information Use a sequence chart to help you order steps for creating presentations as you read.



What's Online

In Lesson 10-2 of the iText, you will find more features and information for this lesson, including:

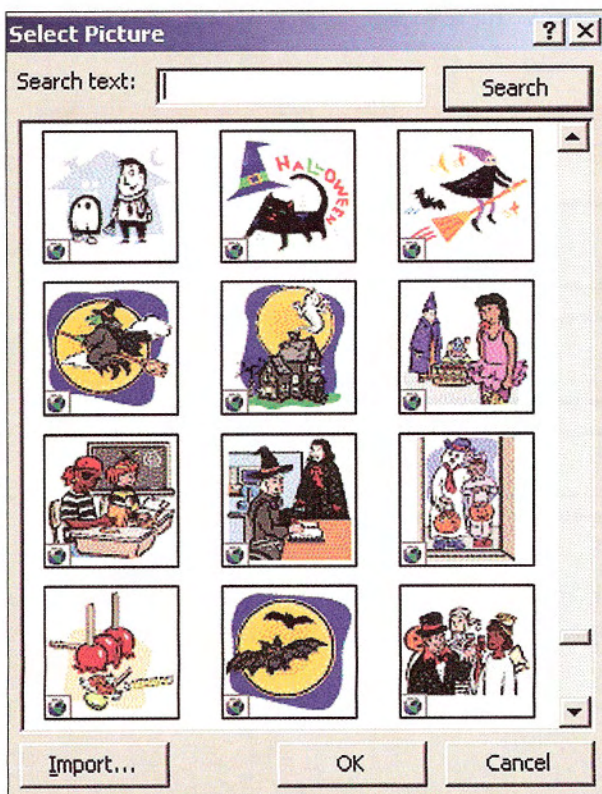
- Interactive tutorials
- As You Read worksheet
- Learn More interactivities
- Check Your Understanding interactive assessments
- Interactive lesson review

Key Terms

- placeholder (p. 144)
- AutoShapes (p. 144)
- animation (p. 144)
- Clip Art Gallery (p. 144)

Adding Data to Presentations

When you create a new slide in a presentation program, you are prompted to choose a slide layout. A **placeholder** is an area within a slide layout designed to hold data such as text or pictures. For instance, a layout might contain a box that asks you to add a title. Click (or, in some programs, double-click) the box and begin typing. The program automatically formats the text to fit the area with a preselected font and alignment.



Adding Drawings Presentation programs often contain a drawing toolbar—a list of basic drawing tools accessed through icons. PowerPoint® drawing tools also include a large list of ready-to-use shapes, called **AutoShapes**. The list includes banners, arrows, borders, frames, and more.

You do not need a placeholder to create a drawing. Select the desired tool and use it in a blank area of the workspace.

Adding Animation and Sound A multimedia presentation combines text and graphics with sound and animation. Both sound and **animation**, or moving images, are inserted by a special menu command. In some versions of PowerPoint, this command is in the **Clip Art Gallery** or **Clip Art Organizer**, a collection of ready-to-use images and sound.

Figure 10.2.1 This dialog box lets you find a piece of clip art, or another kind of image, to add to a PowerPoint® slide.

Designing Presentations

Following these five steps will help you plan and design an effective presentation.

1. Decide How Your Slides Will Be Formatted To begin designing a presentation, choose an option for creating it. Choose either a blank presentation, the AutoContent wizard, or a template. If none of the templates is exactly what you want, select the one that is closest. You can change much of its graphic content, format, and text. Graphics can be resized or deleted. Placeholders can be added, removed, or resized as well.

2. Choose the Slide Layout Every slide in a presentation can be formatted in a preset layout. These layouts already have placeholders in position. This allows text and graphics to be added immediately. Some examples of slide layouts include bulleted lists, tables, grids, and flowcharts. Since each slide in a presentation can have a different layout, select a layout for each new slide you add.

3. Work With Placeholders Each placeholder is designed to be filled with data. The data can be text, such as a bulleted list. It can also be a graphic, such as a pie chart or a photo. Placeholders make work easier because they recognize the type of information to be placed. For instance, selecting a text placeholder will change the cursor to the Text tool. Selecting a picture placeholder will bring up a prompt asking which image to place. Placeholder prompts guide you and are overwritten, or replaced, when you type new text.

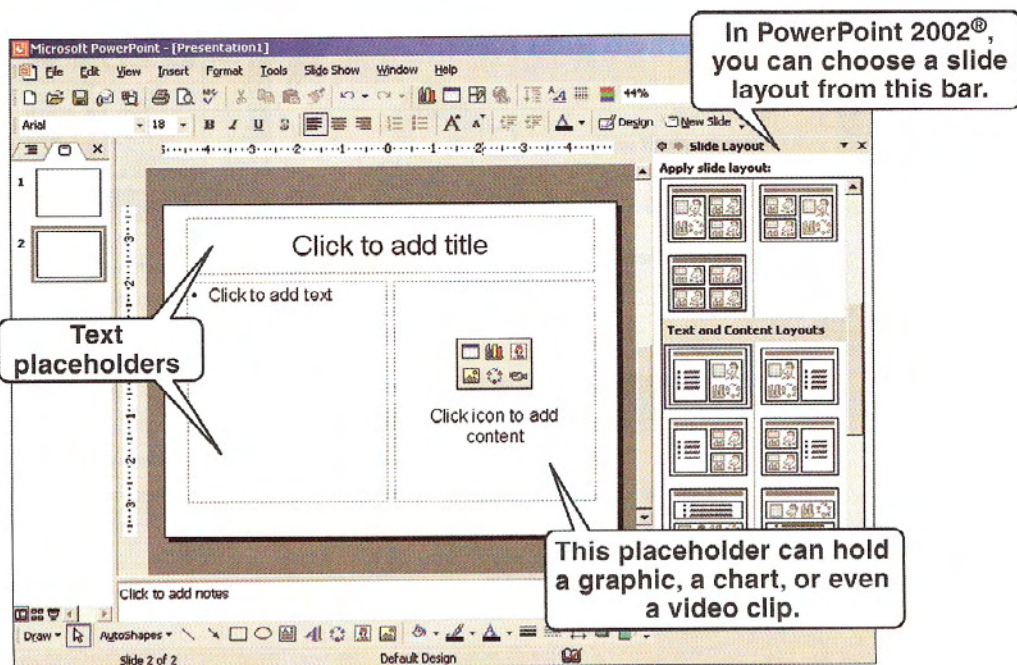
Some teachers use interactive multimedia software to help them teach. This software allows students to control the pace of the instruction.

Think About It!

Using interactive multimedia in the classroom has advantages and disadvantages. Circle each item that could present a disadvantage for schools.

- expensive
- uses images
- uses sounds
- only some subjects available

Figure 10.2.2 Choosing a slide layout in Microsoft® PowerPoint® 2002



Software Production Manager

Have you ever wondered who oversees the process of developing presentation or multimedia software? That is the job of software production managers. These are some of their job responsibilities:

- oversee people working on project
- work with clients to develop features for the software
- oversee testing of the new software

4. Insert Graphics and Sound Make your presentations come to life. Use sound, video, clip art, drawing tools, or imported images to support or illustrate a slide's text.

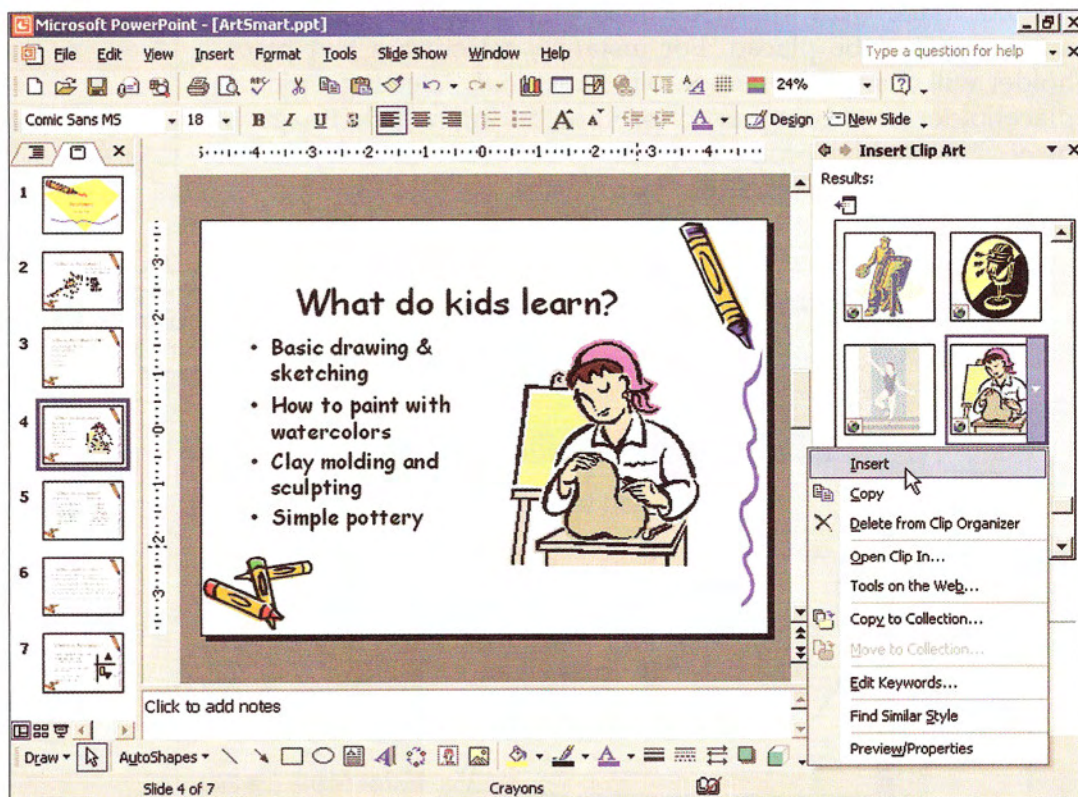
5. View and Organize the Presentation Once information has been added to the slides, preview the entire presentation using the Slide Show view. Make any changes to the order of the slides in Slide Sorter view. Typos and text changes can be handled in Outline view or Normal view.

Creating Effective Presentations

Use the following guidelines to help you create an effective presentation:

- Your slide presentation does not have to include every detail. Just the most important, basic facts should appear.
- Adding too many different media, such as unnecessary graphics, sound, and animation, can distract the audience from your main message. They also take up a lot of file space, which may slow down your presentation.
- Finally, remember to only use features that will help your audience learn what it needs to know.

Figure 10.2.3
Inserting a clip art image into a slide





Demonstrate Your Knowledge

Critical Thinking

1. What is the purpose of placeholders in presentation software?

2. Which best enhances a presentation—text, graphics, sound, or animation? Why?

3. What recommendations might you make for creating an effective slide presentation?

Activities

1. Complete the following chart on the advantages and disadvantages of adding images and sound to presentations.

Advantages	Disadvantages

2. Design and create a multimedia tour of your school. In addition to text, add two of the following to your slides: graphics, sound, video, or animation. Share your presentation with your class. Then analyze the most and least effective elements.

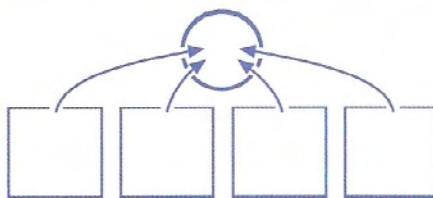
Finalizing Presentations

Objectives

- Summarize seven tips for finalizing effective presentations.
- Identify options for displaying final presentations.

As You Read

Organize Information Use a main idea/detail chart to help you create useful presentations as you read.



What's Online

In Lesson 10–3 of the iText, you will find more features and information for this lesson, including:

- Interactive tutorials
- As You Read worksheet
- Learn More interactivities
- Check Your Understanding interactive assessments
- Interactive lesson review

Key Terms

- transparency (p. 150)
- on-screen presentation (p. 150)

Finalizing Effective Presentations

Apply these seven tips to make your presentation more effective.

One Idea Per Slide Avoid crowding data onto a slide. Make as many slides as needed to present important information clearly.

Keep It Simple Remember, people will be listening to your speech while viewing your slides. Use simple words to make key points. Include clear transitions from one topic to another.

Display Key Facts Your slides should serve as an outline for the audience. Your speech will fill in the gaps in that outline. Displaying too much information can make a presentation hard to follow.



Mix It Up Vary the format of your slides to help keep people interested in your presentation. For instance, switch between lists that appear on the right-hand and left-hand sides of your slides. An occasional photo or animation can add examples or details to a presentation.

Figure 10.3.1 In a well-designed presentation, each slide explains one key point or answers one key question.

Use Color Cautiously It is best to include only a few colors on your slides. Also, be sure the colors are pleasing to the eye. For instance, bright pink lettering on a bright blue background might make people look away from—rather than at—the information on a slide.

Watch the Fonts Do not use more than two fonts on a single slide. This helps prevent a presentation from becoming too distracting to read. Also, be sure to use fonts that fit the tone. A presentation about the Civil War, for example, would not use fonts that seem playful or humorous.

Make It Readable Many templates come with a dark background. If one of these backgrounds is used, choose readable font and color combinations. Check that your text and images are readable from the back of the room so your presentation can be viewed by your entire audience.

Displaying Presentations

Now that you have created your slides, how will your audience view your presentation? There are a number of options for displaying the finished product. Choose the best method to meet the needs of your audience and the difficulty of the material. Some choices include:

- transparencies
- Internet viewing
- on-screen presentations
- audience handouts



Before giving a presentation, test it with an audience such as friends and family.

Think About It!

Ask your test audience to point out slides that were hard to see or to understand. Underline items that are items for concern on presentation slides.

- ▶ text too small
- ▶ animation
- ▶ detailed information given
- ▶ many colors used

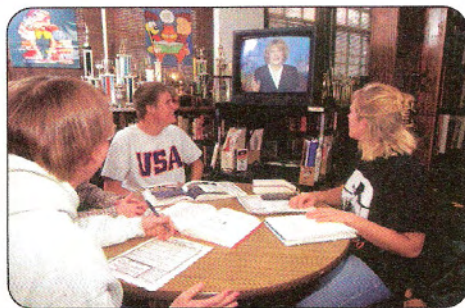


Spotlight on...

DISTANCE LEARNING

Can you imagine creating presentations to show people who live hundreds of miles away? Distance learning teaches people at remote, or off-site, locations from the teacher. These students aren't seated together in a single classroom. Companies that develop distance-learning materials must create presentations students understand. It also means these presentations must keep students' interest.

Distance learning is on the rise. It was once used only by the



U.S. military to train troops stationed overseas. The method is now used by schools and businesses. As the technology for delivering online lessons improves, presentations used to teach these materials should improve, too.

Science Have you ever viewed pictures in science class that were taken with the Hubble telescope? Although the pictures are now clear, they once were not. A space mission corrected the images. Today, the Hubble is taking the kind of pictures scientists expected. The Hubble serves as a good example to presenters. Always preview your presentation!

Transparencies For an audience of fewer than 50 people, slides can be printed on **transparencies**. These are see-through sheets of acetate that are laser-printed and shown on an overhead projector. Teachers sometimes use overhead transparencies in their classrooms. Transparencies have limitations. For example, large groups may not see the information clearly, and animation cannot be used.

On-screen Presentations Sometimes two or three people can comfortably gather around a single computer to view a slide-show presentation. In other cases, large groups may view a presentation on an overhead or television monitor, a presentation projector, or a “jumbo” screen. This is called an **on-screen presentation**, or a screen display of the slides. Presentation software can advance the slides automatically, or you can change them yourself.

Internet Viewing If the audience is in a remote place, the presentation can be exported for use on a Web site. The user can then view the slide show at any time through a Web browser. This method is useful for long-distance education. Group size is not an issue, and interactivity and animation are both possible presentation features.

Audience Handouts You can help your audience remember important information by providing audience handouts. These handouts may be printouts of your slides or a summary of your main ideas. Handouts are especially helpful when presenting difficult information.

Figure 10.3.2 No matter how you present your slides, they should be clearly visible to everyone in the audience.





Demonstrate Your Knowledge

Critical Thinking

1. When creating presentation slides, what should you keep in mind about your choice of colors?

2. Why does the size of the audience affect what type of presentation should be used?

3. Which presentation display would be most effective for a presentation to your class? Why?

Activities

1. Complete the following chart by supplying examples of each type of audience.

Presentation Display Options	Examples of Best Audience
On-screen presentations	
Transparencies	
Audience handouts	
Internet viewing	

2. As a class, create a multimedia presentation of your community. Divide into groups to research community topics, such as the school system, housing, and businesses. Assign tasks to groups such as preparing text, audio, video, and graphics for the presentation. Follow the presentation tips and choose the best display options suggested in this lesson. Then, share your project with your local Chamber of Commerce.

Use the Vocabulary

Directions: Match each vocabulary term in the left column with the correct definition in the right column. Write the appropriate letter next to the word or term.

- | | |
|----------------------------------|--|
| _____ 1. presentation software | a. preformatted version of a certain type of document |
| _____ 2. slide | b. list of ready-to-use drawing tools |
| _____ 3. wizard | c. presentation viewed on a computer monitor |
| _____ 4. template | d. single page in a presentation |
| _____ 5. Slide Show view | e. creates and displays visual information |
| _____ 6. placeholder | f. printed sheets viewed on an overhead projector |
| _____ 7. AutoShapes | g. area in a presentation that holds data |
| _____ 8. animation | h. can automatically show a presentation in the correct order |
| _____ 9. transparency | i. images that show movement |
| _____ 10. on-screen presentation | j. a series of dialog boxes that provides a step-by-step guide |

Check Your Comprehension

Directions: Complete each sentence with information from the chapter.

- Graphics designed using _____ usually are accompanied by text.
- Using Outline view can improve the _____ of your presentation.
- The _____ view provides information that only the presenter can see during a presentation.
- An on-screen method of previewing a presentation's slides is called the _____.
- Animation can be added to some PowerPoint® presentations using the _____.
- Bulleted lists, flowcharts, and grids can be included in a slide's _____.
- You can create a multimedia presentation with _____.
- In a presentation, only the most _____ should be included on slides, not everything you plan to say.
- When presenting information on difficult subjects, you may want to consider providing _____ for the audience.
- If giving a presentation to an audience that is far away, you can _____ your presentation to be viewed on a Web site.

Think Critically

Directions: Answer the following questions on the lines provided.

1. Which option for creating a new presentation works best for you? Explain.

2. What are disadvantages to adding clip art to PowerPoint® presentations?

3. Why is it important to limit each slide in a presentation to a main concept or idea?

4. Why is it important to preview your presentation from the back of the room?

5. Which of the seven tips for finalizing effective presentations was the most meaningful to you? Why?

Extend Your Knowledge

Directions: Choose one of the following projects. Complete the exercises on a separate sheet of paper.

A. In addition to PowerPoint®, other software is available to create professional-looking presentations. Conduct research online or in software catalogs to find one other presentation program. Create a Venn diagram to compare and contrast the features of this program to those of PowerPoint®.

B. Work in small groups, one for each of the PowerPoint® presentation views described in this chapter. In the groups, create text slides in your assigned view to summarize this chapter. Give your presentation to the class, and discuss the effectiveness of each view.