PowerPoint Workshop

The dates on this image of the PowerPoint program are already out of date. Microsoft Office 2010 is currently being shipped from manufacturers. The consumer version of 2010 hit the shelves last June.

So we have another version of PowerPoint, the most widely used presentation tool in the world. And the most misused.

The reason for its misuse can be stated simply. PowerPoint is not Microsoft Word, although it is often used as if it were. PowerPoint is made for slideshows. Slideshows are not documents with bullets. As the old saying goes, "PowerPoints don’t kill, bullet lists do." And that is the first reason you should never read from a PowerPoint: they are slideshows, not documents.

As you know, as part of your Authentic Assessment for this course, you are to submit a PowerPoint summary of your paper on Global Communication Challenges. As a PowerPoint presenter, you are a teacher, and you must consider PowerPoint from a teaching perspective, not from a "student-writing-another-paper" perspective.

You know very well that how teachers present information determines how well students learn it. The key to an effective of a PowerPoint presentation is the modality effect. The modality effect states: Verbal information is processed more effectively when narrated with a graphic instead presented as text with a graphic. The modality effect implies that PowerPoint is a form of multimedia, not merely another way of presenting your text.


**PowerPoint & The Redundancy Principle**

Another key part of effective PowerPoint presentations is the redundancy principle: avoiding the simultaneous presentation of the same words in your text and narration. One of the clearest examples of violating this rule is reading from a PowerPoint slide.

Occasionally reading a sentence or two from a slide can be effective for emphasis or other special circumstances. However, reading aloud as a normal presentation technique results in cognitive confusion: The brain’s two processing channels (auditory and visual) attempt to process the same information at the same time. Generally, your audience tunes out one or both of the inputs in an attempt to reduce the confusion and conflict.

Since PowerPoint slideshows form the basis of most presentations today, it is important that these principles be incorporated in your Authentic Assessment PowerPoint.

**Design Rules**

Another way to improve the effectiveness of PowerPoints is to apply the basic principles of document design: Visual SPD, which stands for visual space, visual progression and visual differentiation.

1. **SPACE**: providing adequate white space between chunks of a slide so that each part is distinct.
2. **PROGRESSION**: providing hierarchy to parts by consistently using numbers, bullets, and indentation for lists and sub lists.
3. **DIFFERENTIATION**: providing distinction for chunks with the coordinated use of colors (type colors and fill colors), sizes, and shapes.

There are also several PowerPoint-specific design guidelines that we would like for you to follow in this workshop:

**Six-by-Six Rule**: Avoid using more than six bullets per slide and no more than six words per bullet. If you need more than six bullets, consider adding another slide. If you need more than six words, consider adding another bullet.

**One Slide, One Graphic**: Unless there is a compelling reason not to, each slide should contain an accompanying graphic that is meaningful to the slide and
serves as its focal point. PowerPoint is primarily a visual medium.

**Format Images:** If the slide contains an image that has been pasted in, the image should be styled in a way that is distinctive to the presentation. PowerPoint offers multiple options for styling images: drop shadows, reflections, glow, soft edges, bevels, and 3-D transformations.

**Meaningful Movement:** The PowerPoint animation panel provides many of the same capabilities as Flash, but is easier to use. This capability should be used only to add meaningful animation. The opening of each of the three videos below were used to demonstrate how PowerPoint can be used to achieve Flash-like animations.

The first three videos introduce PowerPoint as a multimedia platform. Your assignment is to study the techniques introduced in the videos, then to produce the **first two slides** of your Authentic Assessment PowerPoint.

The first slide should be your presentation’s title slide, also sometimes called the “welcome slide.” It is what participants see when they enter the room. The second slide should be your presentation’s first body slide, which begins the content of the presentation. Generally, all body slides have the same basic formatting.

**Part 1**