To:

From:

Subject:

Date:

Professor Roe

Adhem Azzabi

Prezi Presentation

June 29, 2020

The purpose of this memo is to analyze the Prezi presentation by Andrew Washuta. Within this memo, I will discuss the effectiveness of the introduction, Washuta’s overall professionalism, the method of presentation, and possible modifications Washuta could have made to his presentation.

**Discussion**

The introduction of Washuta’s Marketing Project Proposal presentation is scarce. He notes that there is a “Lack of dining options that offer meal exchange for students after eight o’clock” but he does not go into further detail in the intro. Washuta could have included points of conflict, such as “Students waste money every semester by not having the opportunity to use their meal tickets” and continued it with “This is an issue as many students live solely on their financial assistance and meals provided on campus”.

Washuta does not display a very high regard of professionalism through his presentation. For starters, Washuta’s choice of fonts, background, line spacing, and graphics comes off as a high-school presentation, not an educated and researched project proposal. Combining that with Washuta’s use of the Prezi platform, with constant movement and rotations, makes it harder for readers to remain attentive and interested. I do not feel that this method of presentation was helpful to getting his point across, even if delivered orally. It can be beneficial to avoid blocks of text, but not by distracting his audience.

The timeline was a well-thought addition to Washuta’s presentation, but he did not display it in a manner which helps the audience understand and remember the contents. The first issue with his timeline is the title, labeled “TIMELINETIMELINETIMELINETIMELINE”. Even in clear font with nothing to distract from the text, his title is not easy to read. He could have greatly improved this section with a simple title such as “Project Proposal Timeline”. Moving on, Washuta’s use of exceedingly large font over much smaller subtitles makes it hard to focus on the important information, which are the four subtitles and dates ordered beneath them.

**Conclusion**

In conclusion, Washuta’s presentation was hard to follow and too much information was missing to fully understand the context without diving in deeper. Washuta’s methods of presenting his proposal deterred what could have otherwise been an informative presentation. If Washuta had designed his presentation in a chronological matter, without loud graphics and fonts, he could connect a lot more with his audience.