Final Presentation

For my final presentation I tried to combine the ideas of a news bite, kinda like what you might see on one of the 24 hours pre-recorded news channels, with my infographic and animate it as if I was giving a PowerPoint presentation. The idea behind this was to keep everything short and to the point while providing a sufficient amount of information and still keeping it to under three minutes.

Using the infographic as a jumping off point for the visual provided bite-size information summaries that are quick to present and understand while the PowerPoint driven animations allowed me to layer information into the graphic bit by bit so as not to overwhelm the viewer all at once, but leave the big take aways always in view. It also allowed me switch out larger graphs to aid in comprehension and provide a little bit more detail, but ultimately don’t need to stay on the screen. I did not use a written script, but did think about what I was going to say for each bit and how to string the bits together as I worked and did do a couple practice runs.

I am assuming my audience is the general public who are not very familiar with unique statistics or the ins and outs of the transportation industry, but is likely to own a car and travel on airlines occasionally. As three minutes is not very long to be able to explain complex ideas, I tried to keep everything to simple to understand concepts with hints at trends.

I end with my main message that the media tends to boost unique stories of which airline accidents are prime examples since they happen so infrequently. My goal is not to challenge the media, but merely seed the idea in the audience’s mind that the media has their own motivations which might skew the perception of reality a little since they don’t report on commonplace events as proportionally as they actually occur.

One challenge with recording audio narration is the fact that the audience can judge the information I am presenting by how I personally present it and how I sound. Listening to myself speak hear, I am cognizant of my random pauses and awkward phrasing. The listener could hear the same things and feel like the overall quality of the information presented is somehow devalued by my imperfect speaking skills. At the same time though, a personal touch also communicates personal care that the presenter has about the subject and communicating it however imperfectly just so the message gets out there. While some in the audience might be turned off by flawed speaking, others may pay more attention because of the personal voice. This is one of the reasons we still have news anchors on TV news and not just computers reading the headlines and story summaries.