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Unit 4 LO3

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# Lo3

## Selection of Format

### Method of Presentation: PowerPoint Slideshow

I used a PowerPoint slideshow to present my interactive media product for Kelham Island Museum. A slideshow presentation is a series of slides that are displayed on a screen and can be navigated between using the keyboard. Typically, a slide contains a title, information, and a picture.

A specific feature that PowerPoint slideshows have is that they can contain animations and transitions between slides. This enhances the presentation and increases the engagement from the audience because it makes the presentation more interesting.

An advanced user can also use visual basic, a programming language to create macros. Macros are designed to perform very specific tasks that the user has programmed them to do. This allows for a more customised experience when creating a PowerPoint presentation.

Videos can also be inserted into a PowerPoint presentation, this allows for a more seamless presentation rather than the presenter having to navigate to the video to play, it is embedded within the slideshow.

Notes can be added to slides to help the presenter when presenting the slideshow presentation. These help because it means that the presenter doesn’t have to remember what they are going to say about each slide.

Sound can also be added to slideshows to allow the presenter to enhance their presentation. These can be part of an animation or just stand-alone. These are not commonly used, but the feature is available.

Text can be formatted to be titles, subtitles, body text etc. This allows for diversity in text on the slide which means that the audience can tell the purpose of the text more easily.

Shapes can be inserted into slideshow presentations to create a look that the designer wishes for. These can be stars, ticks, squares, arrows, etc.

#### Features I used

|  |  |
| --- | --- |
|  | This is my title slide for my slideshow. It shows a very clear overview of what the presentation is about. – I used this feature because it helps the audience to understand what my presentation is about. If I had not used this, then it may not have been as clear as it could’ve been. |
|  | I have included text in my slideshow. This allows the audience to read about what is on the slide at the same time as the presenter is talking to them. This enables information to be transferred to the audience more easily. Text helps people who have impaired hearing understand what the presentation is about. |
|  | I have used an image of the Bessemer Converter outside Kelham Island on my introduction slide. This allows the audience to see visually what I am presenting. I have also added an effect to the image. It has rounded corners and a slight 3D effect. This makes the slideshow look better by giving it a smooth edge. I used this feature because it makes the presentation look more professional. |
|  | I have used macros to allow the user to change slides with buttons on the slideshow. This means that it is clearer for the audience when a slide is getting changed. A benefit of using macros is that they allow you to specify what actions you want to do. |
|  | I embedded a video into my presentation to show the audience exactly what my product is like. This conveys it better than me explaining it in words and static pictures. This enhanced the presentation because it helped people to understand what my product is like. |
|  | These are my notes for my conclusion slide. This is what I used to tell me what to say so that I don’t have to hold physical notes, remember what to say, or keep looking at the slide. |
|  | I also used transitions between my slides so that there is a gentler feel to my presentation. This means that the audience has a better experience when watching my presentation. |

#### Features I didn’t use

I didn’t use any animations in my slideshow presentation. This is because the style of my presentation does not require any animations. If I was doing a quiz, then I would use animations because they would allow me to hide some elements of the slide until needed. It may have been useful to add emphasis to my presentation, but I decided not to.

I didn’t use any sound in my slideshow presentation because my interactive product doesn’t have any sound in it. It is purely to allow the user to look around and see the Bessemer Converter in action, so I didn’t require any sounds therein. Sounds may have been useful in my presentation to make my slideshow more interesting.

I didn’t include any shapes in my presentation because they were not needed. I was not in a position where I required shapes in my slideshow. If I was making a presentation for children, then I would be more likely to use shapes.

#### Why I used this format

I used a slideshow presentation because it is a very simple way to convey a lot of information to a large audience at once. They are also very easy to make and are presentable on a wide variety of devices. The slideshow allowed me to explain the product at the same time as showing images and videos of the product in use. My audience was coming to me at a specific time, so I needed a method that would allow me to present to a specific set of people physically there in the moment. If I used a website or another method like it, it would not be as effective because the audience would not be as engaged because they could easily go and have a look at it after my presentation. A slideshow presentation is all about the time when it is presented. It is not readily available online for people to look at after the presentation unless I upload it to a site online. This means that the audience is more likely to pay more attention in the moment when it is being presented.

This method of presentation is very good at conveying information so the audience came away from my presentation knowing more about my interactive product than if I had used another method of presentation. There is not another method of presentation that is better for conveying information to an audience all at once. It is a very widely used method of presentation used in business meetings, conferences, teaching, etc. These are all situations when information is being conveyed to multiple people at once.

The benefits of using this method of presentation include:

* It conveys information very quickly and effectively
* It is very easy to understand
* It is very easy to create a slideshow presentation
* They are widely supported on many devices
* They are free to create and present

The disbenefits of using this method of presentation include:

* The best software for creating slideshow presentations is not free
* They need a screen and computer to present
* They are not good for the visually impaired

If someone doesn’t get the correct method of presentation for their situation and their client then it could result in the client not understanding the presentation and the presentation would not be as effective as another method could be. This could lead to costly mistakes if the client does not understand what the developers are creating. It could also lead to breakdown in communication between the client and the developers resulting in difficulty in relationships. There are many other side effects that could happen, these are just a few. But this shows how important it is to select the correct method of presentation for their situation and their client.

#### Why I didn’t use a different format

I didn’t use a portfolio website because they are very hard and time-consuming to create. They are not as good for presenting to audience because they are not designed for that purpose. If I were sending the promotion of my product to an individual person then I would use a portfolio website, but I had to present to an audience of multiple people.

I didn’t use social media because I am wanting to present my product to a very specific group of people that I already know. A social media post is not personal and is available for everyone to see. My product is not for the general public to use so I did not want to post it online for all to see. If I was trying to promote my product to as many people as possible, I would use a social media post.

I didn’t use an exhibition because they are very time-consuming to set up and run. The audience is also less engaged when there are multiple products being presented around them, so my presentation would not be as effective. I would use an exhibition if I were trying to promote my product to as many people as possible that were in a specific location at the same time.

## Software

### Microsoft PowerPoint

I used Microsoft PowerPoint because it is one of the best pieces of software available to create slideshow presentations. It has a wide variety of features and is very easy to use. It is, however, very expensive to buy but my school has this software, so that allowed me to use it. This very powerful piece of software allowed me to create a slideshow presentation with a high variation of features such as animations, transitions, macros, images, etc.

Some of the benefits include:

* Wide variation of text styling e.g., fonts, font sizes, effects, colours, highlights, etc.
* Dictation ability – You can talk to PowerPoint, and it will write what you say in the slideshow presentation
* Slide styling – You can add different styles to the slideshow to enhance the presentation. These give the slideshow a more professional feel.
* Image editing – There is in-built image editing which you can use to edit images that you are embedding in the slideshow
* Slideshow recording – You can record the slideshow presentation so that the slides advance at the correct time.

Some of the disbenefits include:

* It is expensive to own Microsoft PowerPoint
* Does not support all operating systems

Alternatives:

* I could’ve used Google Slides to create my slideshow presentation, but I didn’t use it because it is a purely online slideshow tool. This means that it requires an internet connection to use. It also doesn’t have as many features as Microsoft PowerPoint and is not as well supported. This would’ve decreased the speed that I could make the presentation in and would’ve decreased the quality of my presentation because of it. This would’ve meant that the audience (client) would’ve been less engaged and therefore would’ve meant that my presentation would’ve been less effective. This could lead to problems because the client may not fully understand the product which may cause complications. It also doesn’t have as many features as Microsoft PowerPoint. It has limited options for formatting and design, limited support for multimedia, limited collaboration options, and limited compatibility with other software. These all would’ve hindered the production of my presentation which is why I didn’t use Google Slides.
* I could’ve used Libre Office Impress to create my slideshow presentation. This is a free open-source piece of software that is supported on all operating systems. This software doesn’t have as many features as Microsoft PowerPoint either, so I didn’t use it. It also is less stable than PowerPoint. These issues would’ve been a big problem when making my slideshow presentation. This is because an unstable piece of software would mean that I might lose work. This would’ve resulted in a potentially lower quality presentation which may mean that the client would not get all the information trying to be conveyed because the presentation would not have been up to its full potential. Libre Office Impress also has a large gap in the level of features that it has compared to Microsoft PowerPoint.
* Another piece of software that I could’ve used would have been Keynote. This is a slideshow presentation tool that is made by Apple and only works on Mac and iOS devices. This means that it would not work on either my home PC or the ones in school. I would’ve had to use a virtual machine or get a machine that is made by apple to use this piece of software. The delay in setting this up would’ve really set me back in the making of this presentation. It does have a large number of features; however, I would’ve not been able to use them because I do not own an Apple device.
* I also could’ve used Prezi. Prezi is a web-based presentation tool that has quite a lot of features. I didn’t use this because it is not a very well known tool and I do not know how to use it. If I had tried to use Prezi, I would’ve had to learn how to use the tool which would’ve slowed down the production of my presentation greatly. This would’ve impacted the quality of the presentation because I wouldn’t have known how to use it.

Microsoft PowerPoint greatly enhanced my slideshow presentation because it allowed me to add lots of interactive and non-interactive features to my slideshow. These allowed the audience to get a better understanding about my interactive product, which helped me promote my product. I would’ve not had as good of an effect if I had used another piece of software because it would not have had as many effects and features in my presentation. I could’ve used a screen recording software to pre-record my presentation. This would’ve allowed for a more seamless presentation because I wouldn’t have had to keep changing the slide.

Choosing the correct piece of software for the presentation is a very important part to it. If you use the wrong software to create a slideshow presentation in it could have a very disastrous effect. E.g., if you tried to create a slideshow in an image editing software, you would get no interactivity and not a very seamless presentation.

### Snipping tool

I used snipping tool to take screenshots of my slideshow presentation because it is very versatile and has lots of useful features. It allows you to take screenshots of specific parts of the screen, single windows, specific shapes, etc. It also allows you to edit the screenshots after they’ve been taken.

Some of the benefits include:

* It has a selection of modes to capture a window, a shape, free-form shape, full-screen, etc. This allows you to capture exactly what you want to capture.
* It has an option to delay the capture of the screen, which allows for more ease of use.
* You can draw on the image after it’s been taken with a virtual pen
* There are different options of what to do with the screenshot after it’s been taken – Save, copy, send to, etc.

Some of the disbenefits include:

* It is discontinued – it has been replaced by Snip & Sketch
* It only works on windows operating systems

Alternatives:

* I could’ve used Snip & Sketch, but I didn’t use it because I do not like the user interface of the new version. It also has a less intuitive design than snipping tool.

## Strengths

Some of the strengths of my presentation include:

* I have buttons that advance the slides of my slideshow presentation. This make it intuitive to use so that there is not any confusion when trying to change the slide, and obvious to the audience when the slide is getting changed. This helps the audience understand the presentation and not get caught off-guard when the slide is changed.
* I have notes for every slide. This allows for a more seamless and more professional feel to the presentation. This would’ve made the audience feel more relaxed when watching my presentation because it would’ve been very smooth. A relaxed audience means that they can understand the presentation more easily which is a key goal of my slideshow presentation.
* I have used bullet-points to make the text clearer for the audience. Text without bullet-points would’ve been harder to read and would’ve hindered the purpose of the presentation – to tell people about my product. Slides without bullet-points can feel cluttered and unorganised. Having them shows the audience that I know how to create slideshow presentations that look good, and therefore shows that I know how to make the interactive media product well. This may subtlety help my presentation because the audience would be encouraged by my slideshow.
* I have used pictures as part of my slides. This allows the audience to understand what I’m talking about on the slide. This also remind me what the slide is about when I open it. This is a very good thing to have in a slideshow presentation because it means that the audience is more engaged and may result in a higher level of interest in my presentation.
* I used a video as part of my presentation. This allows the audience to get a very good grasp of my product. This also allowed me to present more easily because I didn’t have to explain everything, the video shows the audience instead. This is an advantage because it takes some of the pressure off me to make very detailed slides about the product, and allows for effort to be put into the slideshow presentation in other areas.

## Weaknesses

Some of the weaknesses of my presentation include:

* I don’t have as many slides as I could have. This means that there could be more things that I could tell the client using more slides. This is a weakness because it means that I can’t convey as much information to the client as I might like to. If I had included more slides in my slideshow presentation, then it may have been advantageous because the audience may have been more engaged and invested in my product because of the longer presentation with more information within.
* I don’t have very many interactive features in my slideshow presentation. This could make it less interesting for the audience, but it does make it simpler for me to present. This is a weakness because it means that audience engagement may be decreased which may result in less interest in my interactive media product.
* I don’t have a very interesting theme; it is very minimalistic. This could mean that the audience may not engage as well, but it does mean that it is quicker for me to create. This is a weakness because it may cause disinterest in the audience which could result in less interest in my interactive media product.

## Areas For Improvement

|  |  |  |
| --- | --- | --- |
| Ranking | Potential Improvement | Justification |
| 1 | I would improve the style of my slideshow presentation | This may greatly improve audience engagement. This is because a less interesting style may make the audience become less interested. To properly present my product to the client I would have to have very good engagement. |
| 2 | I would increase variety in my slide designs. | My slides are all similar. There are not very many different designs. Increasing the variety could also increase audience engagement because it makes the slideshow presentation more interesting. |
| 3 | I would increase the interactivity of the slideshow presentation. | This may make the presentation more engaging for the audience. This would make the presentation more interesting for the audience. Although this would not increase the ease of presentation for me, but would increase the quality overall |
| 4 | I would increase the quality and length of my notes for my slides | Increasing the quality and length of my notes for my slides would increase the quality of my presentation. This would help the client understand my product better. |
| 5 | Increase the number of slides | I have a relatively small number of slides in my slideshow presentation. Increasing this would help the audience understand my presentation better because it would allow me to go into more detail on each slide. |
| 6 | Change the colour theme of my slideshow presentation | This may improve audience engagement; however, it would not have a very big effect. This would help my presentation and the conveying of information to the audience. |

Overall, there are a few important improvements that I would make to my slideshow presentation if I were to present it again. The most important one being that I would improve the style of my presentation. I would make the style fit the product better. This would entail a different colour scheme that reflects Kelham Island Museum’s own colour scheme, and colours that have connotations of the steel making industry (that being the subject of Kelham Island Museum. I could also make the slides more concise and add more information into the notes section of the slideshow presentation. This would mean that the slides would have less text on, which would make the slideshow feel less cluttered. This would mean that the presentation would be more engaging and may make the audience/client feel more invested in my presentation and therefore my interactive product. This could lead to my product being used in the real world. This links to my second priority – that being to improve the quality of individual slides within the slideshow presentation, which would have the same effect as the first improvement that I would like to make.

There are more improvements that would be ideal for my slideshow presentation, however the quality of my presentation is linked to the time spent creating it, and I did not want to spend a long time creating my slideshow presentation for the client. If I were to create it again, and had a lot more time to spare, then I would implement all the improvements that I have listed above.