## Instruction Schedule – Based on Part - Time Cohort

• 60 minutes: welcome and content read

• 60 minutes: lecture and demo lessons

• 30 minutes: work on challenges

• 30 minutes: walk through challenge solutions and wrap up

## Instruction Schedule – Based on Full - Time Cohort

### Morning session:

• 60 minutes: welcome and content read

• 60 minutes: lecture and demo lessons

• 30 minutes: work on challenges

• 30 minutes: walk through challenge solutions and wrap up

Break – 30 mins

### Afternoon session:

• 60 minutes: recap and content read

• 60 minutes: lecture and demo lessons

• 30 minutes: work on challenges

• 30 minutes: walk through challenge solutions and wrap up

## Presentations Instructor Guide Introduction

The Art of Presentations and Storytelling will help students gain the knowledge and skills they need to effectively communicate their findings as an analyst. Students will learn the fundamentals of creating quality presentations. From learning PowerPoint and effective design to identifying how to embed data and create strong visuals, students will provide a detailed summary of their analysis. The ability to effectively communicate and interpret findings will be pulled together to showcase their hard work. This workshop will prepare students to help stakeholders make effective decisions based on analytical findings.

# Module 1 – Instructor guide

### Introduction to Presentations

### Module Learning Outcomes

In this module students will,

1. Describe the importance of quality presentations.
2. Identify the types of questions to ask when designing your presentation.
3. Navigate Microsoft PowerPoint.
4. Demonstrate steps to build deck slides.

### Module Overview Description

Welcome to The Art of Presentations and Storytelling! This first module will introduce students to the foundations of Microsoft PowerPoint and building basic deck slides. The module wraps up with a Challenge activity to create deck slides.

### Considerations to Keep in Mind

* Some students may come with no experience in PowerPoint whereas others might already be proficient.
* There is a workbook for the entire Presentations workshop. Encourage students to use the workbook to take notes.

### Lesson 1:The Art of Presentations

* Make sure students are comfortable with key terminology.
* Assess student understanding of what presentations mean and how they are used.
  + Why presentations?
  + What questions should students ask themselves about presenting data?

### Lesson 2: Creating Quality Presentations

* Walk students through examples of the following:
  + Effective presentation tips
    - Decide
    - Refine
    - Story
    - Design
  + Preparing presentations

### Lesson 3: Learning PowerPoint

* Build the student’s knowledge on navigating PowerPoint in the following areas:
  + Creating a presentation
    - Open new template
    - Slide layouts
    - Add/insert deck slides
    - Toolbar and its contents

### Lesson 4: Learn to Build Deck Slides

* Build the student’s knowledge on navigating PowerPoint in the following areas:
  + Describe the steps to add title and contents slides.
    - Take notes on the slide layout types:
      * Title slide
      * Title and content slide
      * Section header slide
      * Two content slide
      * Comparison slide
      * Title only slide
      * Blank slide
      * Content with caption slide
      * Picture with caption slide

This module has the [Best Practices for Creating Your PowerPoint](https://content.bridgepointeducation.com/curriculum/file/deb73959-3667-45c7-abc7-41a13659aedd/1/Best%20Practices%20for%20Creating%20Your%20PowerPoint.zip/content/index.html#/) available for students to interact with and test their newly acquired presentation skills. This resource supports students in how to design a memorable data analytics PowerPoint presentation.

# Module 2 – Instructor guide

### Presentations Methods and Effective Design

### Module Learning Outcomes

In this module students will,

1. Identify different types of audiences.
2. Describe when to use effective formatting.
3. Demonstrate steps to design slides.

### Module Overview Description

### Welcome to the Presentation Methods and Effective Design module! This module covers determining key objectives, storytelling through presentations, designing deck slides, and formatting in PowerPoint. The module wraps up with a Challenge activity to design deck slides.

### Lesson 1: Key Objectives

* Make sure students get much-needed practice in the different objectives to consider when framing their presentation.
  + Types of audiences that they will be presenting to:
    - Experts
    - Non Experts
    - For guidance on defining their audience, go through the[*Understand Your Audience Worksheet*](https://drive.google.com/file/d/1wIDd_DmEDWv80uthIszblSuRCbkJao-E/view?usp=sharing)

### Lesson 2: Presentation Building

* Walk students through the steps for creating an effective, clear, and engaging presentation.
  + ​The concept
  + Effective visuals
  + Focus on design rather than decorating
  + Organization and structure
  + Focus on relevant main ideas
  + Keeping your audience engaged
* Let's take a quick look at how to create a presentation that is effective, clear, and grabs the attention of your audience.
  + Get your audience excited about the topic.
  + Let your audience get to know you.
  + Build suspense for the big concept.
  + The grand reveal!
  + Show your plan (the body).
  + Wrap it up!
  + The end!

### Lesson 3: Deck Slide Design

* Give students hands-on practice by having them walk through the deck slide design feature.
* Walk students through the following concepts:
  + Step 1: Raw data
  + Step 2: Data model
  + Step 3: Data dashboard
  + Step 4: Presentations and storytelling

### Lesson 4: Effective Formatting

* Walk students through examples of the following using the home tab ribbon:
  + Clipboard group
  + Slides group
  + Font group
  + Paragraph group
  + Drawing group
  + Editing group
* Walk students through examples of the following using the design tab ribbon:
  + Themes group
  + Variants group
  + Customize group
  + Designer group

# Module 3 – Instructor guide

### Presenting Data Using Tables, Graphs, and Charts

### Module Learning Outcomes

In this module students will,

### Recognize the difference between tables, graphs, and charts in PowerPoint.

### Demonstrate how to insert tables, charts, and graphs into PowerPoint.

### Demonstrate how to insert graphics and change content that is in a PowerPoint presentation.

### Module Overview Description

Welcome to the Presenting Data Using Tables, Graphs, and Charts module! This module will introduce students to building tables, charts, and graphs in PowerPoint. Additionally, students will learn to insert SmartArt, images, and videos into your deck slides. The module wraps up with a Challenge activity to create tables, charts, and graphs in deck slides.

### Lesson 1: Working with Tables

* Walk students through the steps and tips to inserting tables in PowerPoint.

### Lesson 2: Working with Charts and Graphs

* Walk students through the steps and tips to inserting charts in PowerPoint.

### Lesson 3: Inserting SmartArt Graphics

* Walk students through the steps and tips to inserting SmartArt in PowerPoint.

### Lesson 4: Inserting Images and Videos

* Walk students through the steps and tips to inserting images and videos in PowerPoint.

# Module 4 – Instructor guide

### Creating Practice Deck Slides

### Module Learning Outcomes

In this module students will,

### Identify how to embed data.

### Demonstrate how to link data.

### Identify the difference between embedding and linking data in PowerPoint.

### Recognize how to edit data once inserted into PowerPoint.

### Module Overview Description

Welcome to the Creating Practice Deck Slides module! This module will introduce students how to add data to their PowerPoint presentations by either embedding it or linking to it. The module wraps up with a Challenge activity to add Excel data to deck slides.

### Lesson 1: Embedding Versus Linking Data

* Walk students through the following areas:
  + Embedding Your Data Into PowerPoint
  + Linking Your Data Into PowerPoint
    - Excel charts, tables, worksheets
  + File size

### Lesson 2: Linking Data

* Walk students through examples of the following:
  + Linking charts
  + Linking dashboards
  + Creating from files
    - Browse for files
  + How changes made to a linked file will alter the visual in the PowerPoint.

### Lesson 3: Embed, Copy, and Paste Excel Data

* Walk students through the following examples and areas:
  + Embedding data in PowerPoint
    - Describe what you should keep in mind about embedding data in PowerPoint.
  + Linking Data in PowerPoint
    - Describe what you should keep in mind about linking data in PowerPoint.
  + Describe the steps and tips when it comes to editing linked data in PowerPoint.
  + Describe the steps and tips when it comes to editing embedded data in PowerPoint.

### Lesson 4: Embed, Copy, and Paste Excel Data

* Walk students through the following examples and areas:
  + Editing data in Excel and how it affects PowerPoint
  + To edit linked data in your presentation, the steps are as follows:
    - Step 1: Click the chart on the desired slide.
    - Step 2: Right-click the chart.
    - Step 3: Select Linked Worksheet Object.
    - Step 4: Click Edit.
  + To edit embedded chart data, the steps are as follows:
    - Step 1: Click the chart on the desired slide.
    - Step 2: Right-click the chart.
    - Step 3: Select Edit Data.
    - Step 4: Click Edit or Edit Data in Excel.

# Module 5 - Instructor guide

### Pulling it All Together: Effective Data-Driven Presentations

### Module Learning Outcomes

In this module students will,

### Combine slides for effective presentations.

### Apply data design elements for charts, tables, and graphs.

### Create effective animations and run presentations.

### Identify key concepts to include in a presentation.

### Module Overview Description

Welcome to the Effective Data-Driven Presentations module! This module will introduce students to adding animations to their presentations and running your presentation as a slide show. Lastly, students will pull what they have learned together and showcase their presentation in the Challenge Activity.

### Lesson 1: Running Your Presentation and Adding Animations

* Walk students through examples in the following areas:
  + Describe how to run a presentation using the slide show feature in PowerPoint.
  + Describe how to add animations and the areas that work well.

### Lesson 2: Tips and Tricks for a Memorable Presentation

* Walk students through the following:
  + Before you take your presentation to your audience, review the tips and tricks below and [Best Practices for Creating Your PowerPoint](https://content.bridgepointeducation.com/curriculum/file/deb73959-3667-45c7-abc7-41a13659aedd/1/Best%20Practices%20for%20Creating%20Your%20PowerPoint.zip/content/index.html#/) interactive to help guide you in creating an effective presentation!
  + Picking a theme
  + Using charts, graphs, and tables
  + Formattin is key
  + Minimize content
  + Add images/video clips
  + Slide order
  + Practice makes perfect

### Lesson 3: Pulling it all Together

* Walk students through the following:
  + Starting to build their presentation
  + Researching the data

### Lesson 4: Conducting Analysis

* Walk students through the following:
  + What questions should you ask yourself when designing your presentation outline?
  + Describe the analysis steps needed to build your story about the data.
  + When drafting your outline to think about how you will approach the following questions:
  + How will you be able to create your slides for an effective presentation?
  + What design elements do you plan on applying to illustrate your findings?
    - Tables
    - Charts
    - Graphs
    - Images
    - Videos
  + How will you identify key concepts to include in your presentation?
  + How will you communicate key takeaways?
  + What, if any, recommendations do you have for your audience?

This module has the [*Charts interactive*](https://content.bridgepointeducation.com/curriculum/file/e5cbada3-1246-4e4d-9806-b3a630150371/1/FS_DA_charts_interactive.zip/story.html)available for students to interact with and test their newly acquired skills. This interactive is an exploratory activity that walks you through different types of charts that are commonly used and also how to determine when to use each type.