

UNIVERSITY OF NORTH TEXAS
COLLEGE OF BUSINESS ADMINISTRATION
DEPARTMENT OF INFORMATION TECHNOLOGY AND DECISION SCIENCES

BCIS 3615

Visual Display of Business Information

Course Syllabus
Dr. Daniel Peak
Summer 2014

Contents

GENERAL COURSE INFORMATION.....	3
<i>Learning Objectives and Metrics.....</i>	<i>3</i>
<i>Tentative Class Schedule (subject to change).....</i>	<i>4</i>
<i>Grade Assessment.....</i>	<i>4</i>
<i>Grades Will Be Posted On BCIS 3615 Blackboard Website.....</i>	<i>5</i>
<i>Class Participation.....</i>	<i>5</i>
<i>Examinations.....</i>	<i>5</i>
<i>Textbooks and Materials.....</i>	<i>6</i>
<i>About the Lynda.com and Blackboard BCIS 3615 Websites.....</i>	<i>7</i>
<i>Accessing the COB Computer Labs through VMWare.....</i>	<i>8</i>
<i>Logging into the Course Software using "StudentClassMap".....</i>	<i>9</i>
PROFESSIONAL DEPARTMENT INFORMATION.....	10
<i>Absenteeism Is Discouraged.....</i>	<i>10</i>
<i>Turn Off Cell Phones and Pagers.....</i>	<i>10</i>
<i>Use Laptop Computers and PDAs Only For Classroom Work.....</i>	<i>10</i>
<i>Students Must Behave Ethically.....</i>	<i>10</i>
<i>Class Disruptions Will Not Be Tolerated.....</i>	<i>11</i>
<i>Academic Dishonesty Will Not Be Tolerated.....</i>	<i>11</i>
<i>We Comply With the Americans with Disabilities Act (1992).....</i>	<i>11</i>
COMPLETING ASSIGNMENTS.....	12
THE HOMEWORK ASSIGNMENTS.....	12
THE ORAL PRESENTATION ASSIGNMENTS.....	12
Appendix A: Presentation Grade Forms	13
<i>Oral #1: Oral Speech Grade Form - Part A.....</i>	<i>13</i>
<i>ORAL #1: Presentation Files and Printout Grade Form - Part B.....</i>	<i>14</i>
<i>Oral #2: Oral Speech Grade Form - Part A.....</i>	<i>15</i>
<i>ORAL #2: Presentation Files and Printout Grade Form - Part B.....</i>	<i>16</i>
<i>Oral #3: Oral Speech Grade Form - Part A.....</i>	<i>17</i>
<i>ORAL #3: Presentation Files and Printout Grade Form - Part B.....</i>	<i>18</i>
BCIS 3615: Student Information Sheet.....	20

BCIS 3615: Visual Display of Business Information

Summer II Semester 2014

Instructor: Dr. Daniel Peak peak@unt.edu
Office: Business Leadership Building (BLB) 365E
Class: M, W 6:00 to 10:00 PM
Tel: Please communicate with me via email (peak@unt.edu)
Office Hours: 5:00PM-6:00 PM M-Th or by appointment
Website: <http://learn.unt.edu>

Because I receive so much spam, many emails are automatically filtered from my mailbox. To prevent me from not receiving your email and to ensure I have a record of your request, I ask that all students PLEASE submit their requests of the instructor via email in the following form:

Subject: BCIS 3615.00x Firstname Lastname Topic

Dr. Peak

My dog ate my homework

Sincerely

Firstname Lastname

Welcome! This BCIS course will help you improve your written and oral presentation skills. Additionally, you will learn a great deal about electronic presentation design and construction, and how to use a wide variety of associated hardware and software tools. You will put this knowledge into practice with applied homework activities and by making live presentations. You will need to be familiar with the basic operation of Windows XP and Microsoft Office 2010.

GENERAL COURSE INFORMATION

Learning Objectives and Metrics

By the end of the term, you should be able to:

1. Recognize the fundamentals of good business presentations (exams).
2. Build and deliver, using PowerPoint 2010, a well-organized, effective business presentation (orals).
3. Recognize the strengths and weaknesses of various media for enhancing business communications (exams).
4. Use various electronic tools to enhance business communications (home works, orals).
5. Recognize the various legal protections for intellectual property and the circumstances under which the Fair Use Doctrine may or may not apply to business communications (exams).

Tentative Class Schedule (subject to change)

Week/Date		Topics	Readings	Homework	Points
1	7-Jul		<i>Presenting to Win Ch. 1</i>	Establish Lynda.com account	10
				Lynda.com Photoshop CS6 one-on-one 1-4	
				Log into Blackboard (learn.unt.edu)	
				Virtual Lab - Log into cob-view.coba.unt.edu from Blackboard	
		Introduction Presentation Design Skills 1&3	<i>Pres to Win Ch. 2-3</i>	Lynda.com Photoshop CS6 one-on-one: 5-7	10
		PowerPoint, Photoshop Adobe Acrobat		Company and NPO Assigned	
2	14-Jul	Presentation Content Skills Graphics	<i>Pres to Win Ch.4-5</i>	Lynda.com Photoshop CCS6 one-on-one: 8-10	10
		Color in Everyday Life (video) Intellectual Property		HW#1--Photo restoration	30
		Graphics for Data Rep Adobe Acrobat	<i>Pres to Win Ch.6-7</i>	HW#2—Four PS backgrounds for PowerPoint oral 3	30
3	21-Jul	Oral Presentations		Oral #1 - with static images (pres, print, folder)	300
		Sound basics		MIDTERM EXAM	100
4	28-Jul	Sound Capture / editing MIDI sound		HW#3 - Sound	30
		Animation, Video Capture and Editing			
		Video		HW#5—Animation	30
5	4-Aug	Morphing Advanced topics			
				Optional HW#7 -- Morph	30
				Optional HW#8-- Acrobat	30
		Oral Presentations		Oral #3 (with animation, video, sound, and images)	300
	8-Aug			FINAL EXAM	100

Grade Assessment

(1000-point final grade scale)

First Oral Presentation.....	300
Third Oral Presentation.....	300
Two Exams @ 100	200
Lynda.com PhotoShop HW#0.....	30
Homework #1-3, 5-6.....	20
Homework #4 (brochure).....	50
Class Attendance/Participation.....	TBD

Extra Credit:	3 points/oral for wearing a complete, full business suit (this includes a business jacket and matching pants or skirt).
Extra Credit:	Homework #720 pts.
Extra Credit:	Homework #820 pts.

All major assignments are evaluated using 100 base points, with scores multiplied as needed. On the final grade scale, 1000-900 points is an "A," 899.99-800 a "B," etc.; any score under 600 points is an "F." It is **your** responsibility to understand what each assignment entails and to seek additional explanation, if needed.

Grades Will Be Posted On BCIS 3615 Blackboard Website

Grades will be posted on Blackboard, at learn.unt.edu. Other helpful information is also available on that site.

Class Participation

This is a class participation course. You **must** be ready to present your oral presentations when called on. **You are expected to attend and listen to your colleagues present, as well.** Multiple absences from class will lower your course grade a letter.

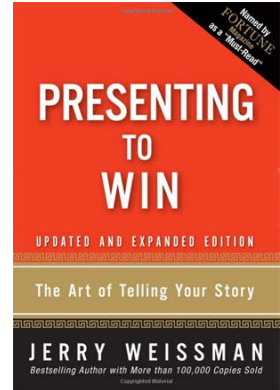
Examinations

There are two multiple-choice exams. Each exam will cover all assigned readings and class work through the day before the exam.

Textbooks and Materials

Required:

1. Student access to <http://learn.unt.edu> (Blackboard – class website)
2. Student access to COB Computer Labs.
 - a. Computer lab is located on the first floor of the new BLB.
 - b. Media computers BLB. Check out microphones and Headphones. Request tri-fold brochure papers at front desk.
 - c. For virtual browser access to COB labs, please use the follow the instructions in the BCIS 5130 site at <http://learn.unt.edu>.
 - d. A flash drive with 2 GB of storage space.
3. *Presenting to Win: The art of telling your story.* Jerry Weissman, 2007 .
4. Subscription to <http://www.lynda.com/> (you will receive a registration email just before the semester begins)




Courses

Course Names	Hours	Release Date	Closed Caption
Acrobat X Essential Training	08h 59m	19 Nov 2010	CC
Audition CS6 Essential Training	04h 40m	06 May 2012	CC
Photoshop CS5: Portrait Retouching	11h 02m	14 Jul 2010	CC
Photoshop CS6 One-on-One: Fundamentals	06h 39m	26 Apr 2012	CC
PowerPoint 2010 Essential Training	03h 24m	17 Jun 2010	CC

About the Lynda.com and Blackboard BCIS 3615 Websites

Your **Lynda.com registration** email will look something like this:



School Name: College of Business - University of North Texas
Instructor: Dan Peak

Class Name: Visual Display of Business Information BCIS 3615.002
Start Date: 01-14-2012
End Date: 05-19-2012
Student Cost: \$42.33

Dear Student,

Welcome to BCIS3615, The Visual Display of Business Information! The semester will fly by, so please be ready to work and learn.

1. This semester we will be using several training modules from the premium Lynda.com Online Training Library. Using Lynda.com will serve the same purpose as several training texts; the training on this site is excellent and the price is very, very reasonable. Please register before next class using the following link.

You can enroll by going to the link below and entering the Class Code:

01102012C32918
<http://www.lynda.com/lyndaClassroom/StudentRegistration/RegistrationStep1.aspx>

If you have any registration problems, please contact dsep@lynda.com. They will respond quickly.

2. Once you have registered, please begin the Photoshop CS5 Essential Training and complete Chapter 1 (it will show you how Photoshop works) during the first week of class. Your account will become active January 14, 2012. You will receive credit if you do.

3. Your course materials will be located in Blackboard (ecampus.unt.edu). Your 3615 course page will become active January 14, 2012. Please download the class syllabus PDF file before next class. I will bring you a printed copy to class.

4. Purchase "Presenting to Win" by Jerry Weissman. It is a best-seller that is available at the UNT Bookstore and from amazon.com, as well as other places.

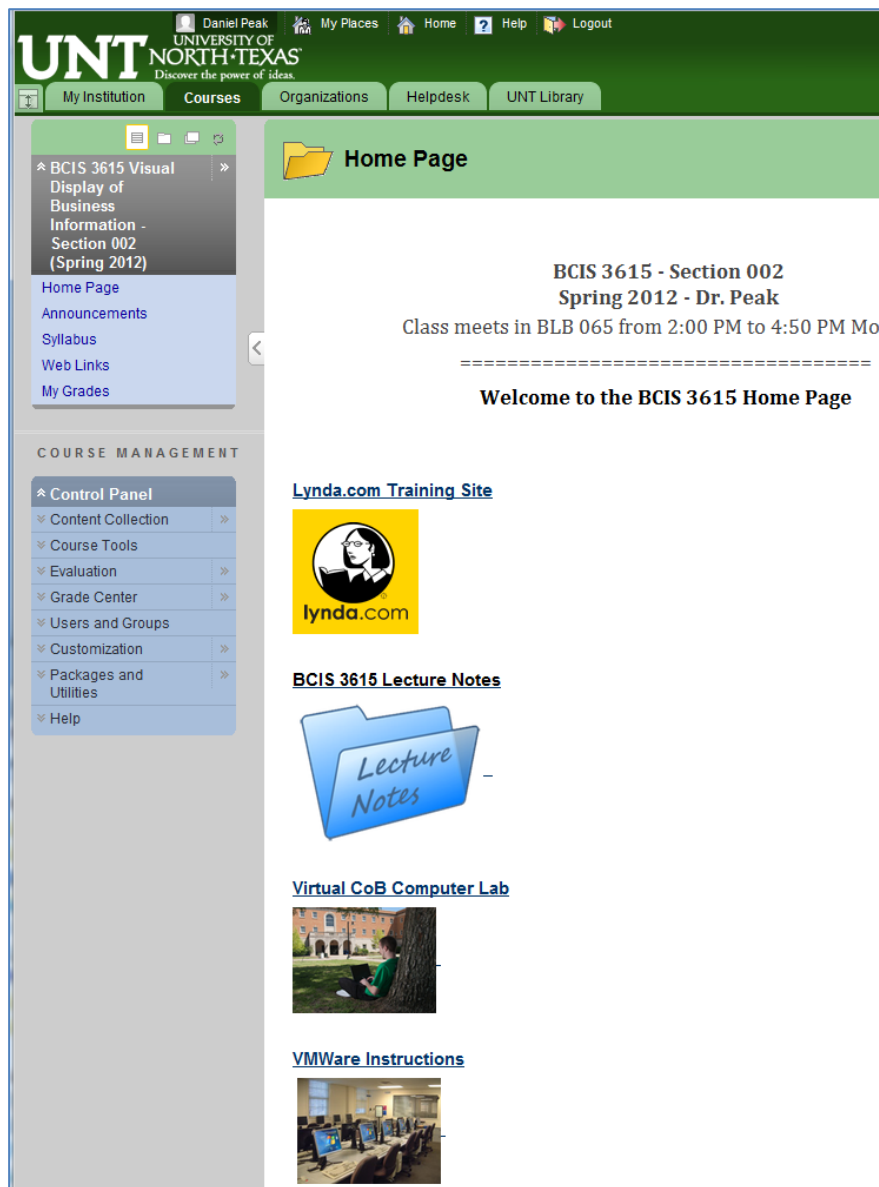
Do this and you will be ready to go. And it will be worth course credit! :)

Best wishes,

Daniel Peak, PhD
BLB 365E
ITDS Department
College of Business
University of North Texas
Denton, TX
daniel.peak@unt.edu
369-7210

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The Blackboard BCIS 3615 Website contains course materials, and is accessible at <http://learn.unt.edu>. Please see below:

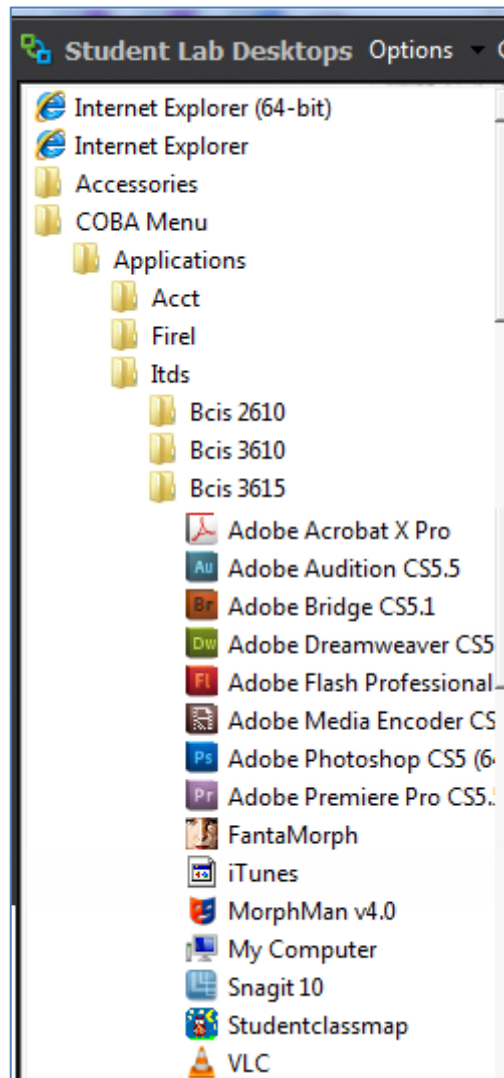


Accessing the COB Computer Labs through VMWare

All course software is installed in the COB Virtual Computer Labs at cob-view.coba.unt.edu. Instructions for accessing the Virtual Lab are available at <http://www.cob.unt.edu/lab/virtuallab.php>

Logging into the Course Software using “StudentClassMap”

You must execute “studentclassmap” in the BCIS 3615 course menu to login. The location of the “studentclassmap” is illustrated below on the right-most menu. The login dialog box that appears will ask for you to highlight your class. Press enter and you should see your 3615 file folders.



PROFESSIONAL DEPARTMENT INFORMATION

Absenteeism Is Discouraged

I expect prompt and regular class attendance from all students. An “absence” is defined as missing all of a class, or part of a class either before or after a class break. Unexcused absences may result in a 10 point deduction per absence. *If you have more than two unexcused absences from class, the instructor has the right to drop you from the course with a grade of WF.* Time conflicts caused by work schedules or other outside activities do not constitute an official excuse from attending class. Discuss potential conflicts with the instructor before the absence occurs. Leaving class early without permission counts as an unexcused absence.

Turn Off Cell Phones and Pagers

When these devices “sound-off” during class, they greatly disrupt the learning process. Consequently, you are not to have cell phones or pagers turned on during class time. If one of these devices “sounds-off” or is otherwise being used during class time, I will tell the student to leave the class (with an unexcused absence, forfeiting any portion of grade available to be earned on that day) and see the COBA Dean of Students about the problem. Continual disruptions of class by the same student will result in permanent removal of the student from class, and a report to the COBA Dean of Students (who may take additional disciplinary action). If you have a genuine emergency on a given day that requires use of these devices during class time, discuss the matter with the instructor in advance to obtain an appropriate policy.

Use Laptop Computers and PDAs Only For Classroom Work

If you will use them for taking notes in this class, that is fine. You are not to use them to check email, do work for other classes, play games, etc. Do so, and I will ask you to leave the class (with an unexcused absence, forfeiting any portion of grade available to be earned on that day) and see the COBA Dean of Students about the problem. You attend class to learn and participate, not to fill a seat to avoid earning an unexcused absence.

Students Must Behave Ethically

The ITDS Department expects its students to behave at all times in an ethical and legal manner. There are at least two reasons for this. First, ethical behavior affirms the personal value and worth of the individual. Second, both IT and Decision Science professionals frequently handle confidential information on behalf of their employers and clients. Thus employers of ITDS graduates expect ethical conduct from their employees because that behavior is crucial to the success of the organization.

Class Disruptions Will Not Be Tolerated

Students are expected to behave professionally, in a manner appropriate for University classes. Non-class activities are inappropriate during class. Disruptive behavior is also inappropriate. Leaving class early without permission is a disruptive behavior. For the Code of Student Conduct, please refer to http://www.unt.edu/csrr/student_conduct/index.html

This class ascribes to the UNT student integrity
cy: <http://www.lis.unt.edu/main/viewpage.php?cid=151>

Academic Dishonesty Will Not Be Tolerated

Academic dishonesty is a major violation of ethical and legal behavior. The ITDS Department defines academic dishonesty as claiming the work of others as your own, or using illegal or unapproved means to raise your grade in a class. Examples include: copying answers from another person's paper; using unapproved notes during an exam; copying computer code from another person's work; having someone else complete your assignments or take tests on your behalf; stealing code printouts, software, or exams; recycling assignments submitted by others in prior or current semesters as your own; and copying the words or ideas of others from books, articles, reports, presentations, etc. for use as your own thoughts without proper attribution (i.e., plagiarism). It does not matter whether you received permission from the owner of the copied work; claiming the material as your own is still academic dishonesty.

The ITDS Department believes it is very important to protect honest students from unfair competition with anyone trying to gain an advantage through academic dishonesty. The penalty for academic dishonesty in this BCIS class is a grade of minus 20 points if a homework assignment is involved. For all other work, including unethical or inappropriate use of University computing resources, the penalty is an immediate "F" for the course and referral of the case to the COBA Academic Advising Office and to the UNT Center for Student Rights and Responsibilities.

We Comply With the Americans with Disabilities Act (1992)

The College of Business Administration complies with this Act in making reasonable accommodation for qualified students with disability. If you have an established disability as defined by this Act and would like to request an accommodation, please see the instructor as soon as possible (see page 1 of this syllabus for contact information). Note: University policy requires that students notify their instructor within the first day of class if they need an accommodation. If you experience a temporary physical disability during the term, please contact the COBA Dean of Students for appropriate assistance. Any student with a permanent or temporary disability must still complete all course requirements.

COMPLETING ASSIGNMENTS

Information for homework assignments is located on the learn.unt.edu website for BCIS 3615.

THE HOMEWORK ASSIGNMENTS

Information for homework assignments is located on the learn.unt.edu website for BCIS 3615.

THE ORAL PRESENTATION ASSIGNMENTS

Information for oral presentation assignments is located on the learn.unt.edu website for BCIS 3615.

Ice Breaker: Introduce Yourself

Requirements:

- 1) In 15 seconds, you introduce yourself;
 - a. Begin standing and relaxed, arms at your sides
 - b. Be still, be flexible
 - c. Smile and make eye contact
 - d. Speak clearly and deliberately
- 2) Tell the class
 - a. Your name
 - b. Your major
 - c. Your graduation target date
 - d. Your career plans

Appendix A: Presentation Grade Forms

Oral #1: Oral Speech Grade Form - Part A

Point Value = 50 points

1.	Strong opening (RBO, followed by LBO with presentation title) ____ has no text, just shows a picture	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5
2.	Eye contact with audience ____ read notes/monitor/screen less ____ look at whole audience, not a part	None 1	Little 2	Mild 3	Good 4	Excellent 5
3.	Voice quality and control ____ repeats self ____ project voice a little / a lot more ____ needs to be more enthusiastic ____ uses "ah, um, y'know, like, OK" ____ pauses / laughs for no clear reason	Very Weak 1	Weak 2	Fair 3	Good 4	Strong and Clear 5
4.	Topic content ____ need more text / images to support ideas ____ unclear how media accent(s) support(s) the message of your talk	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
5.	Audience appeal ____ too technical ____ not detailed enough; fluff ____ material is partly / largely disorganized	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
6.	Time control (finished talk between 3 and 4 minutes)	Well over 4 minutes 0	Just over 4 minutes 2	Under 3 minutes 3	Uneven 4	Well paced 5
7.	Strong close (LBC, followed by a linking RBC) ____ no RBC link back to RBO	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5
8.	Technical ability (physical operation, etc.) ____ poor contrast; pixilated images ____ too much text on screens	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
9.	Overall ability to keep me interested in what you have to say	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
10.	Overall ability to motivate me	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5

Additional comments:

____ Full business attire? +3 points

ORAL #1: Presentation Files and Printout Grade Form - Part B

Point Value = 50 points

PowerPoint Component: [50 points]

- ❖ Assignment turn in (penalty):
 - Drive I: folder materials complete (warning) _____
 - Printed presentation materials complete (warning) _____
 - Title page (HW name, Student name, EUID, Course, Date) [4] _____
 - Description page [2] _____
 - Structure handouts (3 slides/page, with structure labeled) [3] _____
 - Audience handouts (6 slides/page, with header and footer) [3] _____
 - Speaker notes (1 slide/page, with speech script in lower page) [2] _____
- ❖ Customized slide template:
 - Master template with Name, Company Name, Company Logo [5] _____
- ❖ Technical rules:
 - Title case rules observed [2] _____
 - Bullet case rules observed [2] _____
 - Bullet consistency observed [2] _____
 - RBO, LBO labeled on Str. Sheet and in correct order [2] _____
 - LBC, RBC labeled on Str. Sheet and in correct order [2] _____
 - Preview, Review labeled on Str. Sheet and in correct order [2] _____
 - Body with 1 company slide only, 4 or more product slides [2] _____
 - Explicit cost information on screen [2] _____
- ❖ Spelling and grammar:
 - Spelling correct [3] _____
 - Grammar correct [3] _____
 - Slide consistency [3] _____
- ❖ Graphic Image Accents:
 - Appropriate graphics for content of product/service [2] _____
 - Appropriate in size and placement [2] _____
 - Appropriate quality (not pixilated, appropriate color, etc.) [2] _____
- ❖ Animation, transition, sound, video component:
 - If present, then penalty [-5] _____

Total points for PowerPoint Component [50 points] _____

Oral Component: [50 points] (see attached) _____

Total Grade: [100 points] _____

Oral #2: Oral Speech Grade Form - Part A

Point Value = 50 points

1.	Strong opening (RBO, followed by LBO with presentation title) ____ has no text, just shows a picture	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5
2.	Eye contact with audience ____ read notes/monitor/screen less ____ look at whole audience, not a part	None 1	Little 2	Mild 3	Good 4	Excellent 5
3.	Voice quality and control ____ repeats self ____ project voice a little / a lot more ____ needs to be more enthusiastic ____ uses "ah, um, y'know, like, OK" ____ pauses / laughs for no clear reason	Very Weak 1	Weak 2	Fair 3	Good 4	Strong and Clear 5
4.	Topic content ____ need more text / images to support ideas ____ unclear how media accent(s) support(s) the message of your talk	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
5.	Audience appeal ____ too technical ____ not detailed enough; fluff ____ material is partly / largely disorganized	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
6.	Time control (finished talk between 3 and 4 minutes)	Well over 4 minutes 0	Just over 4 minutes 2	Under 3 minutes 3	Uneven 4	Well paced 5
7.	Strong close (LBC, followed by a linking RBC) ____ no RBC link back to RBO	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5
8.	Technical ability (physical operation, etc.) ____ media did not play / played poorly ____ poor contrast; pixilated images ____ too much text on screens	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
9.	Overall ability to keep me interested in what you have to say	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
10	Overall ability to motivate me	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5

Additional comments:

____ Full business attire? +3 points

____ Walks away from podium and speaks +2 points

____ Fewer than four "ah, um, etc." + 2 points

ORAL #2: Presentation Files and Printout Grade Form - Part B

Point Value = 50 points

PowerPoint Component: [50 points]

- ❖ Assignment turn in (penalty):
 - Drive I: folder materials complete (penalty) _____
 - Printed presentation materials complete (penalty) _____
 - Title page (HW name, Student name, EUID, Course, Date) [1] _____
 - Description page [2] _____
 - Structure handouts (3 slides/page, with structure labeled) [2] _____
 - Audience handouts (6 slides/page, with header and footer) [2] _____
 - Speaker notes (1 slide/page, with speech script in lower page) [2] _____
- ❖ Customized slide template:
 - Slide Master with Name, Company Name, Company Logo [2] _____
 - Title layout background installed [2] _____
 - Title-content layout background installed [2] _____
- ❖ Technical rules:
 - Title case rules observed [2] _____
 - Bullet case rules observed [2] _____
 - Bullet consistency observed [2] _____
 - RBO, LBO labeled on Str. Sheet and in correct order [2] _____
 - LBC, RBC labeled on Str. Sheet and in correct order [2] _____
 - Preview, Review labeled on Str. Sheet and in correct order [2] _____
 - Body with 1 company slide only, 4 or more product slides [2] _____
 - Explicit cost information on 1 slide [2] _____
- ❖ Spelling and grammar:
 - Spelling correct [3] _____
 - Grammar correct [3] _____
 - Slide consistency [3] _____
- ❖ Graphic Image Accents:
 - Appropriate graphics for content of product/service [2] _____
 - Appropriate in size and placement [2] _____
 - Appropriate quality (not pixilated, appropriate color, etc.) [2] _____
- ❖ Sound component:
 - Required length (not over 15 sec.) [2] _____
 - Operates correctly [2] _____

Total points for PowerPoint Component **[50 points]** _____

Oral Component: [50 points] (see attached) _____

Total Grade: [100 points] _____

Oral #3: Oral Speech Grade Form - Part A

Point Value = 50 points

1. Strong opening (RBO, followed by LBO with presentation title) ____ has no text, just shows a picture	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5
2. Eye contact with audience ____ read notes/monitor/screen less ____ look at whole audience, not a part	None 1	Little 2	Mild 3	Good 4	Excellent 5
3. Voice quality and control ____ repeats self ____ project voice a little / a lot more ____ needs to be more enthusiastic ____ uses "ah, um, y'know, like, OK" ____ pauses / laughs for no clear reason	Very Weak 1	Weak 2	Fair 3	Good 4	Strong and Clear 5
4. Topic content ____ need more text / images to support ideas ____ unclear how media accent(s) support(s) the message of your talk	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
5. Audience appeal ____ too technical ____ not detailed enough; fluff ____ material is partly / largely disorganized	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
6. Time control (finished talk between 3 and 4 minutes)	Well over 4 minutes 0	Just over 4 minutes 2	Under 3 minutes 3	Uneven 4	Well paced 5
7. Strong close (LBC, followed by a linking RBC) ____ no RBC link back to RBO	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5
8. Technical ability (physical operation, etc.) ____ media did not play / played poorly ____ poor contrast; pixilated images ____ too much text on screens	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
9. Overall ability to keep me interested in what you have to say	Very Weak 1	Weak 2	Fair 3	Good 4	Excellent 5
10. Overall ability to motivate me	Very Weak 1	Weak 2	Fair 3	Good 4	Strong 5

Additional comments:

____ Full business attire? +3 points

____ Walks away from podium and speaks +2 points

____ Fewer than four "ah, um, etc." + 2 points

ORAL #3: Presentation Files and Printout Grade Form - Part B

Point Value = 50 points

PowerPoint Component: [50 points]

- ❖ Assignment turn in (penalty):
 - Drive I: folder materials complete (penalty) _____
 - Printed presentation materials complete (penalty) _____
 - Title page (HW name, Student name, EUID, Course, Date) [1] _____
 - Description page [2] _____
 - Structure handouts (3 slides/page, with structure labeled) [2] _____
 - Audience handouts (6 slides/page, with header and footer) [2] _____
 - Speaker notes (1 slide/page, with speech script in lower page) [2] _____
- ❖ Customized slide template:
 - Slide Master with Name, Company Name, Company Logo [2] _____
 - Title layout background installed [2] _____
 - Title-content layout background installed [2] _____
- ❖ Technical rules:
 - Title case rules observed [2] _____
 - Bullet case rules observed [2] _____
 - Bullet consistency observed [2] _____
 - RBO, LBO labeled on Str. Sheet and in correct order [2] _____
 - LBC, RBC labeled on Str. Sheet and in correct order [2] _____
 - Preview, Review labeled on Str. Sheet and in correct order [2] _____
 - Body with 1 company slide only, 4 or more product slides [2] _____
 - Explicit cost information on 1 slide [2] _____
- ❖ Spelling and grammar:
 - Spelling correct [3] _____
 - Grammar correct [3] _____
 - Slide consistency [3] _____
- ❖ Graphic Image Accents:
 - Appropriate graphics for content of product/service [2] _____
 - Appropriate in size and placement [2] _____
 - Appropriate quality (not pixilated, appropriate color, etc.) [2] _____
- ❖ Animation, sound, and video components:
 - Required length (not over 15 sec.) [2] _____
 - Each operates correctly [2] _____

Total points for PowerPoint Component **[50 points]** _____

Oral Component: [50 points] (see attached) _____

Total Grade: [100 points] _____

This page intentionally left blank

BCIS 3615: Student Information Sheet

Complete and return this form to your instructor during your first class meeting.

I. GENERAL INFORMATION (please print)

Name: _____

Student ID Number : _____

EUID _____

Phone No.: _____

Email Address: _____

II. UNDERSTANDING THE SYLLABUS AND PERSONAL RESPONSIBILITY

I have read the syllabus for this course. I understand the course requirements and procedures, and that I am responsible for the UNT student code of conduct. Since grades are an indicator of personal effort and performance, I understand that it is my responsibility to earn the grades I desire in this class.

(your signature)

(today's date)