

Application Capstone Project

Assignment-3 (10%)

Due: Week-12

PowerPoint Capstone Project

Project Activities

This project relates to Front Range Action Sports, which is one of the country's largest retailers of sports gear and outdoor recreation merchandise. The company has large retail stores in Colorado, Washington, Oregon, California, and New Mexico, in addition to a growing online business. Major merchandise categories include fishing, camping, rock climbing, winter sports, action sports, water sports, team sports, racquet sports, fitness, golf, apparel, and footwear.

In this project, you will apply skills you practiced from the Objectives in PowerPoint Chapters 1 through 3. You will develop a presentation that Irene Shviktar, Vice President of Marketing, will show at a corporate marketing retreat; the presentation will summarize the company's plans to expand the summer sports product line. Your completed presentation will look similar to the following Figure.

Project Files

For Project Cap , you will need the following file:

pCap1_Company_Overview
pCap1_Action
pCap1_Boating pCap1_Lake
pCap1_Wakeboard
pCap1_Summer_Products

You will save your file as:

Lastname_Firstname_pCap1_Summer_Products

Project Results



Mission

Our mission is to provide customers with an unparalleled collection of sporting goods and outdoor recreation merchandise. We strive to do so while ensuring that our clients receive the best customer service possible so that they can enjoy their recreational activities to the fullest.

Summer Product Improvement Objective

Continue to improve the safety and performance of our water sports line in order to maintain our position as the leader in water sport product development.



Research and Development

Boating Industry

- Personal Watercraft
- Luxury Power Boats

Boating Accessories

- Life Vest Safety
- Anchor Systems

Recreation

- Tubes
- Wakeboards

Wakeboard Development

BOARDS

New technology in fin development
Two additional rocker designs

BINDINGS

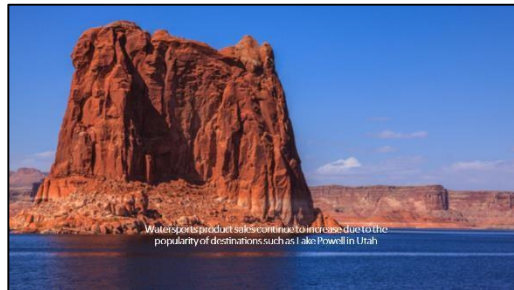
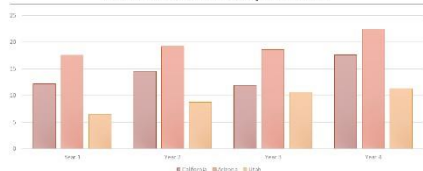
Stability and flexibility
Improved comfort

Popular Lake Recreation Products

1. Wakeboards
2. Bindings
3. Life vests
4. Tubes
5. Loungers



Summer Product Line Sales Projects in Millions



Research and Development Plan



A Summer Sports Leader

Front Range Action Sports

- 1 Start PowerPoint. From your student data files, open the file named **pCap1_Summer_Products**. Save the file in your storage location as **Lastname_Firstname_Summer_Products**
- 2 Change the **Slide Size** to **Widescreen**, and then change the **Colors** to **Red**.
- 3 Format the background of **Slide 1** with the picture downloaded with this project—**pCap1_Boating**. Select the subtitle, and then change the font color to **White, Background 1**. Apply bold to the subtitle.
- 4 With **Slide 1** displayed, insert the second slide from the downloaded presentation named **pCap1_Company_Overview**.
- 5 On **Slide 2**, in the content placeholder, center the paragraph, increase the font size to **32**, and then apply bold and italic. Click the **Bullets** button to toggle it off.
- 6 On **Slide 2**, change the line spacing of the content placeholder text to **1.5**. Change the shape fill to the first color in the eighth column—**Brown, Accent 4**, and then change the font color to **Black, Text 1**.
- 7 On **Slide 2**, format the content placeholder with the first bevel shape effect—**Circle**. Format the title with the first WordArt style—**Fill – Black, Text 1, Shadow**, and increase the font size to **80**.
- 8 Display **Slide 3**, and then change the slide layout to **Content with Caption**. In the content placeholder, from the downloaded project files, insert **pCap1_Wakeboard**. Apply the last **Inner Shadow** picture effect—**Inside Diagonal Bottom Right**.
- 9 On **Slide 3**, format the slide background with the **Solid Fill Color**; in the eighth column, the fourth color—**Brown, Accent 4, Lighter 40%**. Be sure to apply the background color only to **Slide 3**. Increase the font size of the caption placeholder text to **24**.
- 10 Display **Slide 4**, and then in the content placeholder, insert the **List** type SmartArt graphic **Vertical Block List**. Change the color to **Colorful - Accent Colors**, and then apply the **3-D Cartoon** style. Center the slide title and hide the background graphics.
- 11 In the SmartArt, in the top-left orange rectangle, type **Boating Industry** and then click in the rectangle to the right. Type two bullet points:

Personal Watercraft
Luxury Power Boats

- 12 In the middle of the SmartArt graphic, click the gold shape. Type **Boating Accessories** and then click in the rectangle to the right. Type two bullet points:

Life Vest Safety
Anchor Systems

13 In the tan shape, type **Recreation** and then click in the rectangle to the right. Type two bullet points:

Tubes

Wakeboards

14 Display **Slide 5**, and then insert a new slide with the **Two Content** layout. On the inserted slide, enter **Popular Lake Recreation Products** as the slide title. Center the title.

15 On **Slide 6**, in the content placeholder on the left, type the following five list items and then change the font size to **36** and apply the default numbering style.

Wakeboards

Bindings

Life vests

Tubes

Loungers

16 On Slide 6 in the placeholder on the right, search Online Pictures using the search phrase **deck chair** and then insert an appropriate image from the results. Change the Height of the picture to **3.5** and then apply the **Tight Reflection, touching** effect.

17 Display **Slide 7**, and then in the content placeholder, insert a **Clustered Column** chart. In the worksheet, beginning in **cell B1**, enter the following data:

| | California | Arizona | Utah |
|--------|------------|---------|------|
| Year 1 | 12.2 | 17.5 | 6.5 |
| Year 2 | 14.5 | 19.2 | 8.7 |
| Year 3 | 11.9 | 18.6 | 10.6 |
| Year 4 | 17.6 | 22.4 | 11.3 |

18 Apply **Chart Style 5**, and then remove the **Chart Title** element. Animate the chart by applying the **Wipe** entrance effect.

19 Display **Slide 8**, and then hide the background graphics on the slide. Format the background with the downloaded picture file—**pCap1_Lake**.

- 20 On **Slide 8**, align the text placeholder to the center of the slide. Change the **Font Color** to **White**, **Background 1**, and apply **Bold**.
- 21 In the slide thumbnails, select **Slides 5** and **9**. Apply a **Solid Fill** background color—**Brown, Accent 3, Lighter 80%**.
- 22 Display **Slide 9**. Insert the downloaded picture file **pCap1_Action**. Change the picture Height to **4**, and then apply a **Soft Edges** picture effect of **25 Point**.
- 23 On **Slide 9**, use the **Crop to Shape** option to change the picture shape to the tenth **Basic Shape** in the third row—**Cloud**. Align the picture to the center and middle of the slide.
- 24 On **Slide 9**, insert a **Frame** shape anywhere on the slide. Change the Height to **2.5** and the Width to **4.5**, and then type **A Summer Sports Leader** in the shape. Change the **Font Size** of the text in the frame to **24** and apply the **Colored Fill – Orange, Accent 2** shape style. Align the shape to the bottom of the slide. Select the title, picture, and frame, and then align the objects to the center of the slide.
- 25 To all of the slides in the presentation, apply the **Page Curl** transition, and then change the **Effect Options** to **Single Left**. Display **Slide 6**, and then apply the **Split** entrance effect to the numbered list.
- 26 Display **Slide 4**. In the **Notes** pane, type **These are the areas in which we are focusing product development in the next five years.** (include the period)
- 27 Insert a **Header & Footer** for the **Notes and Handouts**. Include the **Date and time** updated automatically, the **Page number**, and a **Footer** with the text **Lastname_Firstname Cap1_Summer_Products**.
- 28 Save presentation, and then close PowerPoint. As directed by your instructor, create and submit a paper printout or an electronic image of your presentation that looks like a printed document—or, submit your completed PowerPoint file.