

Aplicaciones Ofimáticas (Office Applications)

Unit 06. Presentations and graphic documents



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Nomenclature

Throughout this topic different symbols will be used to distinguish important elements within the content. These symbols are:

 **Important**

 **Attention**

 **Interesting**

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UNIT 06. PRESENTATIONS AND GRAPHIC DOCUMENTS

1. GRAPHIC DOCUMENTS

The most common types of graphic documents are covers, infographics, flyers, business cards, banners, brochures, fact sheets, posters, banner ads, logos, charts, and diagrams.

- **Covers:** They are the main pages of a document, book, or publication, and typically include the title, author, and graphic design that represents the content of the document.
- **Infographics:** They are graphics that combine text and images to present information in a visual and clear way. They can include graphs, diagrams, maps, and other visual elements to represent data and concepts.
- **Flyers:** They are brochures or pamphlets that are used to disseminate information about an event, product or service. They are usually small and are distributed in public places or sent by mail.
- **Business cards:** They are small documents that contain basic information about a person or company, such as name, position, telephone number, address and email. They are exchanged at professional meetings to facilitate subsequent contact.
- **Posters:** They are large print ads or advertisements placed in public places to draw attention to an event, product, or service.
- **Brochures:** They are documents that are used to publicize information on a particular topic. They can be informative, advertising or educational and usually contain images and short text.
- **Roll-up:** It is an advertising banner or billboard that can be rolled up and unrolled easily and quickly. It is often used at events and fairs to promote a product or service, and it usually has a telescopic support that allows its height to be adjusted.
- **Advertisement:** They are messages created in order to promote a product, service or brand. They may appear in print, digital, or on television and radio.
- **Logos:** They are symbols or images that represent a company, brand or product. They are usually designed with a combination of colors, shapes, and letters that make them unique and easily recognizable.
- **Graphics:** They are visual representations of data or information that are used to facilitate their understanding. They can be of different types, such as bars, lines, pie, or maps.
- **Diagrams:** They are graphs that are used to represent information in a schematic way. They can be of different types, such as flowcharts, organizational charts, or Venn diagrams.

2. TOOL TO MANAGE GRAPHIC DOCUMENTS: CANVA

Canva is an online platform that offers a wide range of tools and resources to easily and easily create and edit graphics and layouts. Canva offers an intuitive and friendly interface that allows users to create attractive designs without the need for prior knowledge of graphic design.

Canva has plenty of pre-built templates for different types of graphic documents, including covers, infographics, flyers, business cards, posters, roll-ups, brochures, banner ads, logos, charts, and diagrams. You can customize these templates with your own text, images, colors, and fonts, or create your designs from scratch using Canva's drawing and editing tools.

In addition, Canva has a vast library of images, icons, and fonts that you can use in your designs. You can choose from thousands of free images or purchase high-quality images from their premium image library. You can also upload your own images and use them in your designs.

One of the main advantages of Canva is that it allows you to collaborate with other users in real time. You can share your designs with other users and work on them together, which makes it easy to create designs as a team and speeds up the design process.

To summarize, Canva is a very complete and versatile tool that offers a wide range of options to create and edit high-quality graphic documents. If you want to create attractive and professional designs without having to invest in expensive design software, Canva is a great option.

3. TIPS FOR MAKING A GOOD PRESENTATION

If you want to make a good presentation, there are several tips that you can follow:

1. First, make sure you have a good understanding of the topic you are going to present. Research and prepare supporting material to be able to answer any questions that may arise.
2. Plan your presentation carefully. Define a clear and organized structure, and use simple and easy-to-understand language. Avoid including too much information in your presentation, and instead focus on the main points.
3. Use positive body and vocal language during your presentation. Maintain a confident and confident posture, speak in a clear and audible tone of voice, and use appropriate gestures and movements to emphasize your main points.
4. Use visual tools effectively to support your presentation. This can include slides, videos, graphics, images, etc. Make sure these resources are clear and easy to understand, and avoid using too much text on your slides.
5. Interact with your audience during the presentation. Ask them about their knowledge and opinions, and make them feel like they are part of the presentation. You can also ask questions and polls to keep their interest and participation.
6. Practice your presentation several times before giving it in public. This will help you identify any errors or problems, and give you the confidence to present effectively.
7. Finally, make sure to stay positive and relaxed throughout the presentation. If you make a mistake, don't worry too much. Instead, keep calm and move on. Your audience probably won't notice the mistake, and if they do, they will most likely understand and forgive you.

4. HOW MANY WORDS PER SLIDE IS RECOMMENDED FOR A PRESENTATION?

There is no exact number of words that a slide used by a good communicator should have. In general, the most important thing is that the slide is clear and concise, and that it helps to emphasize the main points of your presentation. Too many words on a slide can distract your audience and make them lose interest in your presentation. Instead, it is recommended that you use images, graphics, and other visual aids to support your main points, and only include the necessary text to emphasize them. In general, it is recommended to use fewer than 10 words per slide as a general guide. Most important, however, is that the slide is clear and concise, and that it helps convey your message effectively.

5. TIPS FOR PUBLIC SPEAKING

Here are some tips for presenting and public speaking:

1. **Prepare:** Make sure you have a good understanding of the topic you are going to present and that you have organized your ideas clearly and logically.
2. **Practice:** Rehearse your presentation a few times to make sure it's focused and you meet

the time limit.

3. **Use visual aids:** use images and graphics to illustrate your ideas and make your presentation more visually appealing.
4. **Speak in a clear, concise tone of voice:** Use a tone of voice that is easy to hear and doesn't become monotonous.
5. **Make eye contact with the audience:** Be sure to make eye contact with different members of the audience as you speak to show that you are speaking to them.
6. **Prepare for questions:** Allow time at the end of the presentation to answer questions, and make sure you are prepared for any questions they may ask.
7. **Stay calm:** If you're feeling nervous, remember that it's normal to feel nervous when speaking in public. Take a deep breath and try to stay calm so that you can speak with confidence.

6. THE PECHAKUCHA PRESENTATION FORMAT

PechaKucha is a presentation format in which speakers show 20 slides for a fixed time of 20 seconds per slide. This results in a presentation of 6 minutes and 40 seconds in total. The format was created in Tokyo in 2003 as a way to give graphic designers a platform to share their ideas concisely and clearly. Since then, it has been used in a variety of contexts, from business conferences to educational workshops. The goal of the PechaKucha format is to help speakers present ideas clearly and concisely, without the risk of losing the audience's attention.

The PechaKucha format is a popular tool for business presentations, educational conferences, and academic talks. It has also been used in creative workshops and networking meetings. The idea behind the format is that with limited time for each slide, speakers need to be concise and to the point when presenting their ideas. This helps prevent presentations from becoming monotonous or straying from the main topic.

Here are some tips for designing a PechaKucha format presentation:

1. Pick a topic you know well. This will help you speak with enthusiasm and hold the audience's attention.
2. Make an outline of your presentation to organize your ideas and make sure you include all the information you want to share.
3. Limit your presentation to 20 slides, and make sure each slide is displayed for 20 seconds. This will help you keep up and meet the time limit.
4. Use images and graphics to illustrate your ideas and make your presentation more visually appealing.
5. Practice your presentation several times to make sure it's on point and that you meet the time limit.
6. During the presentation, speak in a clear and concise tone of voice and be sure to make eye contact with the audience.
7. Leave time at the end of the presentation to answer questions and summarize your main points.

There are several alternatives to the PechaKucha format, some of which include:

1. Traditional slideshows: Instead of showing 20 slides for 20 seconds each, you can go for a traditional slideshow where you change slides at your own pace.
2. Live Presentations – Instead of using slides, you can opt for a live presentation where you speak directly to the audience and use visuals like charts or graphs.

3. Video presentations: Instead of giving a presentation in person, you can record a video in which you explain your ideas and share it with the public.
4. Participatory Workshops – Instead of a traditional presentation, you can opt for a participatory workshop where participants work together to solve a problem or complete a task.
5. Group Dialogues: Instead of a formal presentation, you can opt for a group dialogue in which different people share their ideas and perspectives on a given topic.

7. WHAT GOES INTO THE EXAM?

We call this section that way because for students, it is always more attractive than "What should I learn in this topic?" :D.

Next, we indicate from this topic the main ideas that you should prepare for the exam:

- Know the different types of graphic documents that can be made.
- Being able to make different types of graphic documents using Canva.
- Learn the main tips for preparing a public presentation.
- Know the appropriate number of words that should accompany each slide in a presentation.
- Know the Pechakucha format and the advantages of its use.

! Attention: In addition to these notes, what has been worked on is included in activities and in the challenge.