

Procedures for Creating a Multimedia Presentation

- I. **Determine the Purpose:** The **Purpose** of the Presentation was described in Objective 6.01.
- II. **Identify the Target Audience:** The **Target Audience** was described in Objective 3.02.
- III. **Storyboard the Content**
 - A. **Determine the number of slides** and plan the content **on paper** using a collection of frames, referred to as a storyboard
 - B. **Organize the content in the proper sequence** and ensure a consistent flow of information
 - C. **Align the frames** used on the storyboard to the number of slides required for the presentation
- IV. **Plan the Design**
 - A. **Select or design a template** that is appropriate for the purpose and target audience.
 - Pay attention to the colors chosen to ensure that they can easily be viewed by the target audience
 - B. **Select** complimentary colors that are appropriate for the purpose and target audience
- V. **Edit the Master Slide**
 - A. **Format the footer** with information pertinent to the presentation
 1. A footer may or may not include the **date and time** information
 2. **Slide numbering** is an important consideration, especially when handouts are distributed to the audience and referenced during the presentation
 3. The **title of the presentation** in the footer is helpful when distinguishing between multiple presentations
 - B. **Make global applications of font sizes and styles, bullets, alignment, or any other formatting** that is desired for the entire presentation
 - C. **Add any logos, or contact information** to the master slide

VI. Enter the Content

- A. Remember the rule of sevens when entering text: No more than 7 lines of text per slide and not more than 7 words per line.
- B. Use language and grammar that is appropriate for the target audience
- C. Correct any spelling or grammar errors
- D. Adjust the line spacing to insert a consistent and adequate amount of white space between each line of text. This will help the reader focus on each point.
- E. Select an appropriate font size. Generally 24 pt is the minimum
- F. Use contrast to an advantage by using a light colored font against a dark background or visa versa

VII. Add and Format Graphics

- A. Make sure they are aligned to the slide content
- B. Remember that graphic images are used to enhance communication and should be relevant to the content of the slide
- C. Consistency in the type of image is also an important consideration
- D. Be careful not to add a file that is too large and slows down the presentation
- E. Adjust the size of the image so that it fits attractively on the slide and is consistent with the theme

VIII. Add and Format Video and Audio

- A. If appropriate and relevant, add video or audio files to the presentation
 - 1. **Determine how the video or audio will play**
 - a. Continuously throughout the entire presentation (loop)
 - b. On mouse click
 - c. At a preset interval
 - B. **Determine the source of the video or audio**
 - a. File
 - b. CD
 - c. Embedded or linked
 - i. Package the files with the presentation if they are not embedded
 - ii. A packaged file means that the audio or video file is linked to the presentation and that the presentation file only saves the link.
 - iii. The linked file must be accessible consistently. If the presentation is saved to a portable device, make sure that the link's address will be able to find the file.
- C. **Determine the sound's volume.** Remember to adjust the volume so that it will not distract the audience and play too loudly during the speaker's dialog.

- D. **Determine if the viewer should have access to the video/audio link** by formatting the properties of the icon to view or hide.

IX. Add Animation

- A. Animation is used to control how the presentation is viewed and to add visual interest. It can be applied to text and graphics.
- B. Examples of animations:
1. Sound is played at desired points within the presentation
 2. Each bulleted item fades before the next item is emphasized
 3. Animated text is emphasized by making it grow in size or change colors
 4. Text and graphic items appear and disappear on the screen, such as fly in from left or right, etc.
 5. Text and graphic items appear and disappear, such as after the previous item, with the previous item, on mouse click, after 2 seconds, etc.
- C. Do not use animations that distract from the point of the presentation.
1. For example, animation that adds a line of text letter by letter can be very distracting and frustrating to the reader/viewer.
 2. Always keep the main goal in mind: to communicate the intended message.
- D. Animation can be custom designed by the user or applied through preset schemes that are part of the software package.
- A scheme is a polished sequence of effects that can be applied to several slides or the whole show.