Procedure for Developing a Multimedia Presentation

6.02 Apply procedures to develop multimedia presentations used in business.
Procedure for Developing a Multimedia Presentation

These first two steps were covered in Objectives 6.01 and 3.02. They are a part of the procedure for creating a multimedia presentation and must be included, but will not be described again in detail in this presentation.

Step 1 – Determine the purpose of the presentation

Step 2 – Identify the target audience
Step 3 - Storyboard the content

- A storyboard is a collection of frames on a piece of paper
- Used to determine the number of slides needed
- Used to organize the content of the presentation
Step 4 – Select a design

- Appropriate for the purpose of the presentation
- Templates may be used
  - For example, use a beach template if preparing a presentation to be delivered at a youth retreat at Atlantic Beach
Step 5 – Edit the master slide

- Make any global changes to the template in this step. Anything applied to the master slide will be applied to all slides in the presentation.

- Items to consider editing:
  - Format the footer
  - Edit background colors
  - Edit font sizes and styles
  - Edit bullets
  - Add logos or graphics that will appear on every slide
  - Adjust line spacing
Step 6 – Enter the content

- Rule of sevens
- Appropriate language and grammar
- Correct any spelling errors
Step 7 – Add and format graphics, audio, and video (optional)

- Graphics
  - Used to enhance, not distract
    - Place image close enough to the text it illustrates
    - Don’t make image too big or too small
  - Consistent use of graphic types
    - Don’t mix cartoons with photographic images
  - File size of image should not slow presentation
- Audio and Video
  - How will the file play?
  - Will the file be embedded or linked?
  - Determine the volume level
Step 8 – Add animations and transitions (optional)

- **Animation** adds visual interest and emphasizes key parts
  - Can be applied manually and/or an animation scheme can be used
- **Transitions** control the flow of information

6.02 Apply procedures to develop multimedia presentations used in business.
Step 9 – Practice!

- Practice the timing
- Practice speech patterns (tone, speed, transition phrases)
Step 10: Revise as needed

- Repeat Steps 4-9 as needed to fine-tune the presentation
Transitions

- Transitions determine how the presentation will progress from one slide to the next.
- Random transitions can be set globally to the entire presentation or individually.
- The speed of the each transition should be consistent and enhance the message.
Determine how the video or audio will play

- Looped (continuous play)
- On mouse click
- Automatically
A linked object means that the container (presentation file) merely saves the actual filename, as opposed to the whole file.

If linked, make sure the presentation, including all supporting files are packaged before saving to another computer.
Embedded

- An embedded object is actually stored in the container (presentation file) rather than pointing to a linked document or file somewhere else.
Animation

- Make text and pictures fly in, bounce, and zoom out using **animation**.
- Animate text by word, letter, or line and add dimming and sound effects.
- Use entrance and exit effects to fade pictures in and out with items in a bulleted list.
- Use dimming to keep the reader focused on the content.
- Use emphasis to stress key points.
Animation Schemes

- A preset animation scheme ties together several types of animation effects that complement each other.

- A **scheme** is a polished sequence of effects that can be applied to several slides or the whole show.