

Multimedia **Presentation** Design and Delivery

www.LTScotland.org.uk/sustainabledevelopment/climatechange

Planning

When planning a presentation you need to decide:

- What is the purpose of the presentation?
- Who is the target audiences?
- What content (words, images, multimedia) will be appropriate to that purpose and audience?
- What style (typography, colour) will be appropriate to that purpose and audience?
- How will the presentation be structured?
- How will presentation delivery and technological skills be practised?

Words

- Aim for 6x6 (6 lines of text with maximum of 6 words)
- If a word can be cut, cut
- Include only key information
- Keep the language simple
- Avoid jargon or unfamiliar abbreviations
- If a handout is to be distributed make sure the words will make sense when read several weeks later

Images

- Graphic images should relate to words
- Explain what a graph shows
- Avoid graphs with illegible labels
- Avoid complicated graphs
- Avoid clip art
- Use a maximum of one image per slide

Video, Animation, Sound

Video, animation and sound clips should be:

- Short
- High quality
- Used only to illustrate a point

Typography

- Use light background with dark letters
- Use size 24 point or larger
- Use a sans serif font
- Avoid underline, italics, special fonts, all capital letters
- Don't centre text – left align it
- Avoid gimmicks like flying text
- Avoid website linkages as the text will be illegible

Colour

- Templates unify a presentation
- Use a design template (one provided or design your own)
- Decide on template before you create presentation
- Ensure template colours and images are appropriate to subject and audience
- Only use bright colours such as red for specific effects

Structure

- Try to keep length down to 5-15 minutes
- Ensure there is a clear structure
- One useful structure is:
 1. say what you're going to say
 2. say it
 3. then say what you've said
- Ensure the sequence is logical
- Avoid gimmicky transitions between slides
- Break up a number of word-only slides with appropriate image slides
- End on a positive note

Delivery

- Practise your presentation using the hardware
- Think of possible audience questions and your response
- Speak audibly, clearly and don't rush
- Vary your tone of voice
- Speak to the audience not the screen
- Look audience members in the eye
- Don't read the text on the slide
- Use slide text as a cue for your words
- Don't stand in front of the screen
- Allow time for questions

Technological Skills

- Ensure you have backup equipment
- Have files on a data stick not just laptop
- Ensure you can operate laptop and projector
- Ensure the projector is focused
- Ensure the image fills the projector screen
- Ensure slides are legible from back of room
- Dim lights if necessary
- Sound will require amplifier and loudspeakers