Μικεψ Σπορτσ

PRESENTATION (PowerPoint)

DESIGN OF DOCUMENT

Purpose and intended user

The **purpose** of this PowerPoint ™ presentation is to convey a strong visual message to the audience. The sales manager of a factory making sports equipment and clothing, wishes to launch a new product in the UK. PowerPoint offers the presenter some unique features in that it can display video images and sounds, as well as a wide variety of font styles, background colours and clipart etc. It can also animate the way in which text and graphics appears on the screen, thereby keeping the audience interested.

The **ethos of the company is the image it is trying to project** – the presentation must reflect that ethos and paint a picture of the values that the company believes in. For this reason, the presentation should say to people "this company is successful, is at the leading edge of sportswear technology and is going places, yet at the same time offers value for money". This is achieved in the presentation by a 'cool' graduated background and exciting red pinstripes and text. The graphics are clear, without too many special effects, to enhance the feel of technological efficiency. The value for money aspect is attempted by the choice of graphics and the inclusion of the 'flying shoe' logo, which seems to make the company a little more down-to-earth and friendly.

Detailed Design

Features used: The page size was set as 'on screen show' with width 24cm and height 18cm. Orientation was landscape to fit in the shape of the CRT and margins were set with the SLIDE MASTER, so that the new slides all default to the same pattern (see below):

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The font styles: These were 'Trendy' for the title, at a point size of 44 and in red. The main bulk of text was in 'Arial' at point sizes of 24, 20 and 16. The font colour for the bulk of the text was a light blue, which contrasts effectively against the darker blue background.

The fonts sizes: (see above)

The paragraph styles: These were set at a reduced line spacing of 0.8 cm (see below) and bulleted.

Origin of graphics and other imported data: Suitable **clipart** images were found in Microsoft Clipart (Office 2000 disc 2) and placed within the presentation unchanged. The **photographs** were taken using a digital camera (Pentax Optio S4i) at medium resolution (1024 X 800) and transferred to the computer using the supplied USB cable. These pictures were stored in .jpg format and were about 850 KB in size. One photograph was then edited using Adobe Photoshop ™ where it was cropped and the contrast accentuated (see screen shots of 'before and after' below)
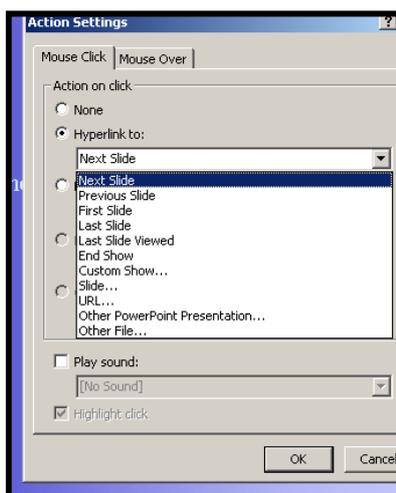
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Before

After

The **video sequence** was shot with the same digital camera and transferred to the computer as an .avi file, a movie format that can be used by Microsoft Media Player ®. (i.e. will play in PowerPoint). This is an example of 'original video' It was not possible to edit the video using software supplied with the camera, but it was set to 'loop until stopped' in the presentation.

To achieve the marks for advanced features, I have included an edited video sequence on the final slide. I shot the film using a camcorder and then transferred it to the computer by using Pinnacle®, video-capture hardware. Then, using the Pinnacle® movie-editing software, I edited the film and cropped unwanted frames at the beginning and end. I then added transition effects between sequences, titles and voice-overs etc. **this is described in more detail in the final section of this report.**

The **table of prices** on the final slide was created in MS Excel ™ and copied and pasted in the presentation.

Pre-processing of images or text is described above.

Navigation routes through the system: The use of **bookmarks** allows the user to jump to the last slide of the presentation from the second slide, and to return to the second slide from the last one. Bookmarks are a feature of PowerPoint and make navigation easy.


Navigation routes contd.

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They are inserted by clicking SLIDE SHOW > ACTION BUTTONS and choosing an icon. When this is dragged onto the slide, an list of options appears. See printout of slide show for location of action buttons (bookmarks)

Animation Effects:
Animation effects were used to make some of the text and images appear in a more dramatic way. For example, the photographs of the trainer shoe 'zoom in' one after the other, in quick succession. This could have been accompanied by a sound effect such as 'explosion', but this might have been taken as rather 'naff' by the audience of business professionals!

Bookmarks are dealt with in the section 'navigation routes'.
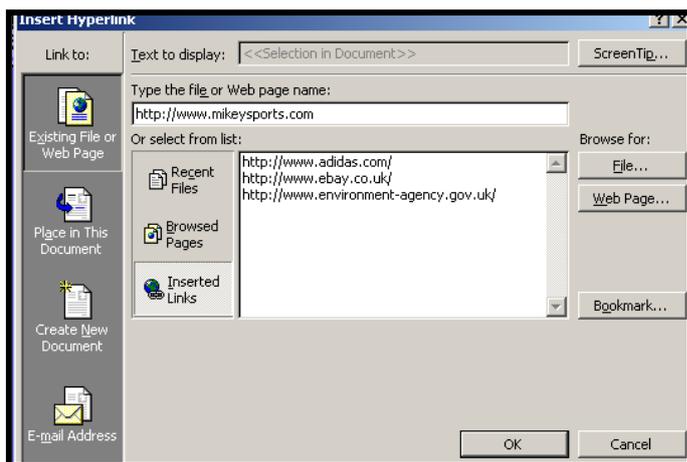
Hotspots: These are items within a slide which have inserted a hidden hyperlink. These can be used to go to a website, another slide within the same presentation, or even to another file altogether. For example, in this presentation the photograph of a shoe is also a hotspot. Clicking on the image will activate a link to the 'Mikey Sports' website http://www.mikeysports.com/) which could be used during the presentation to show the audience the full range of sporting goods manufactured by the company.

A hotspot has been inserted into this photograph

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Hypertext: A hyperlink has been inserted into the words "Mikey Sports Web Site" on the final slide. Clicking on this will again take the presentation to the web site. This is done by highlighting the text and INSERT > HYPERLINK in much the same way as described for a hotspot.

Macros and/or **templates**: Macros were not recorded for this presentation, but the slide show was set up by rehearsing timings and using PowerPoint's own wizard.

A template was used for all slides, as described earlier. This was done using SLIDE MASTER.

s.ppt]

Slide Show Window Help

View Show   F5
Rehearse Timings
Online Broadcast
Set Up Show...
Action Buttons
Action Settings...
Preset Animation
Custom Animation...
Slide Transition...
Custom Shows...

MiKey Sports

Title Area for AutoLayouts

• Click to edit Master text styles
  – Second level
    • Third level
      – Fourth level
        » Fifth level

Slide Miniature

MiKey Sports

This body of text

Pasted logo appears by default on all slides

Font styles set in master

Object Area for AutoLayouts

‹date/time›   ‹footer›   ‹#›
Date Area   Footer Area   Number Area

Background set as a gradient fill.

Automatic date

Automatic page numbering

Name of Sales Manager appears on all slides (he wants it to be remembered!)

Sound/ video/ animation/Flash graphics: A sound file was down-loaded from the internet and placed on the second slide. This is set to run on a mouse-click. The sound was found by an internet search ('Google') with the search criteria set at "running + sound" and the search area was 'world wide web'. The file was saved to my folder as 'running.wav', as .wav files are a format which PowerPoint can recognise.
Sound was captured with the original video, and plays back automatically as the video is run.

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Video is described above. Evidence of the video can be seen by the screen shots later. **Animation** is also described above. Flash graphics were not used in this presentation.

Descriptions of Advanced Features, including an edited sound track and original animations (an edited movie) can be found in the later section 'Use of advanced feature'

Code used: No code was written in the making of this presentation.