Presentations

A **presentation** is a speech or talk in which a new product, idea or a piece of work is shown and explained to an audience. Nowadays presentations often make use of presentation software in order to become more visually appealing to the audience.
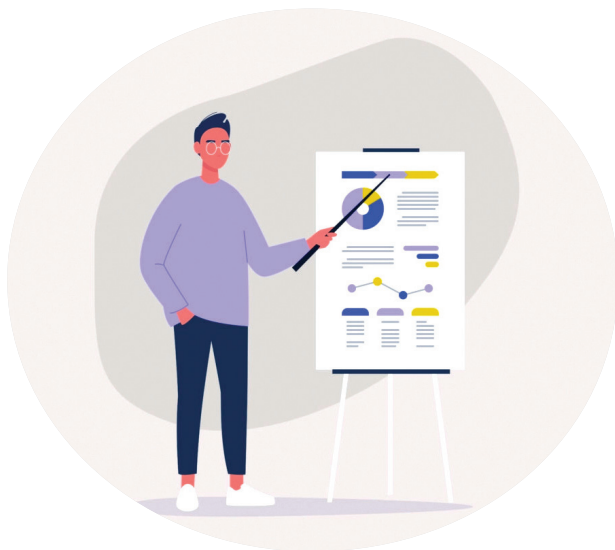
■ Types of presentations

Presentations can be given with or without a speaker. The typical way to give a presentation is with a speaker introducing slides projected on a large screen. The audience can read the information on the screen while the speaker gives them more detailed spoken information.
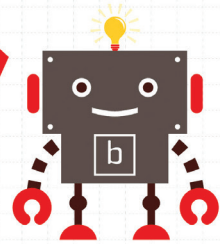
The other way is to give a presentation without a speaker. For this to work well, the slides have to be good enough to communicate all the required information by themselves. Multimedia presentation software can help by allowing a **commentary** to be recorded.

■ Presentation software

Presentation software allows for the creation of a series of slides in a single document; each slide can contain a number of frames, i.e. something like boxes for text or images. This means that text and images, and even videos and sounds, can be added onto a slide. A speaker can decide when each frame on a page appears, so each point in a list can appear on screen at just the right moment. Animation effects can even make the frames arrive on

4 rules for **PowerPoint** slides

USE GOOD FONTS
Clean and **easily readable**.

WHERE IT GOING TO BE SHOWN
Paper, **screen** or **video projector**, are different.

USE SIMPLE COLOURS
Creative use of **colours** use helps gaining attention.

PICTURES SAY MORE THAN TEXT
Choose **images** by their communication power.

screen in different ways, e.g. a line of text can appear one word at a time, or the whole line can fly into place from either side of the screen. These animation effects can either happen at set times, usually if there is no speaker, or they can be controlled by the speaker as they are talking, usually with the click of a mouse or a remote control button.

frame: *cornice*
remote control: *telecomando*
set: *prestabilito*

■ Advantages and disadvantages

Using multimedia presentation software can have both advantages and disadvantages.

+ It produces professional-looking presentations.

+ It can help attract and keep the attention of the audience.

+ Presentations can be saved and reused, with or without the speaker being present.

+ It is easy to edit presentations and adapt them for different audiences.

− It is very easy to get carried away by technology and produce badly designed slides.

− The software needs appropriate hardware to run the presentation.

■ Popular presentation software

Microsoft PowerPoint is the most popular presentation software and in business it is the absolute standard. However, there are also other programs available such as Prezi, Powtoon, Canva, Google Slides and others.

1 Correct these statements.

1. Presentations can be given with or without an audience.

2. The speaker reads the information on the screen while the audience listens.

3. The speaker reads a commentary during the presentation.

4. Each document contains a slide.

5. Each frame always appears at a given time.

6. Animation effects allow films to appear on screen.

7. The animation effects are controlled by the audience with a remote control.

8. Microsoft Powerpoint is the only software available.

2 Match these terms with their definition.

1. Slide ☐

2. Animation ☐

3. Transition ☐

4. Slide master ☐

5. Design themes ☐

6. Slide layout ☐

7. Slide sorter ☐

8. Outline view ☐

a. A view of all the slides in the presentation that allows you to rearrange them as required.

b. Each page within a presentation.

c. It displays only the text contained on each slide.

d. Pre-defined layouts for arranging content on slides.

e. Pre-defined styles that set the background, layout and colours of a presentation.

f. A template slide with fonts, colours and sizes that can apply to every new slide.

g. The graphical effect applied as you move from one slide to the next.

h. Visual effect that can be applied to any object within a presentation to provide movement or emphasis.