UNIT 3 Using Power Point in business presentations: Basics

Task sheet

The aim of the lesson:	1) Examine effective techniques of creating Power Point slides 2) Illustrate and provide practice opportunities for • presenting texts effectively, • creating a balance between text and images, • using animation, • inserting Smart Art into slides, • inserting hyperlinks.
Language level:	B2 and up

TASK 1 Show me, and I'll remember

Used functionally, Power Point[1] offers uniquely effective ways to guide the audience's attention, foster information retention, and provide motivation and variety. Figure 1 summarises the key design strategies, which can help you exploit this potential.

Unit 11 will focus on visualising text and pictures, as well as inserting Smart Art images and shapes. The use of charts and graphs will be discussed in Unit 12.

Figure 1. Design strategies for PPTs

1. Consider your background, colour scheme, font type and size.

2. Focus each slide on a single topic. Use a title.

3. Minimalise text on the slides. Create hyperlinks.

4. A picture says more than a hundred words.

5. Show your numbers: use diagrams, charts and graphs.

6. Show only what is relevant: animation.

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[1] There are other alternatives of visualisation as well, e.g., Google Slides, Prezi Classic or Prezi Slides. Discusing them separately falls beyond the scope of this material, but the main principles presented here also apply to them.

TASK 2 Appealing to the eye

The first visual impression definitely comes from the colour scheme and contrast of the PPT material, so it should be planned carefully to appear pleasant and supportive at first sight.

TASK 2/A First impressions

Look at the following examples. Choose the ones that appeal to you, and explain briefly why you find the others unpleasant or unsupportive.

PPT 1

PPT 2

PPT 3

ONLINE MARKETING:
DEVELOPMENT AND OPPORTUNITY

DEVELOPMENT
- PROPORTION (%) OF NET ONLINE MARKETING SPENDINGS IN ADVERTISING HAS GROWN FROM 1% TO 44,7% SINCE 2000(MRSZ)

OPPORTUNITY FOR
- CREATING TRANSPARENCY
- ACCESSING AND PROCESSING CONSUMER DATA
- CREATING NETWORKS OF COMMUNITY
- CATERING FOR VARIOUS TARGET GROUPS, MESSAGES, CHANNELS

H&H WEBRANKING 2008
- NO CONTACT ADDRESS AND INFO ABOUT EVENTS

PPT 4

ONLINE MARKETING:
DEVELOPMENT AND OPPORTUNITY

DEVELOPMENT
- PROPORTION (%) OF NET ONLINE MARKETING SPENDINGS IN ADVERTISING HAS GROWN FROM 1% TO 44,7% SINCE 2000(MRSZ)

OPPORTUNITY FOR
- CREATING TRANSPARENCY
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H&H WEBRANKING 2008
- NO CONTACT ADDRESS AND INFO ABOUT EVENTS

PPT 5

ONLINE MARKETING:
DEVELOPMENT AND OPPORTUNITY

Development
- proportion (%) of net online marketing spendings in advertising has grown from 1% to 44,7% since 2000(MRSZ)

Opportunity for
- creating transparency
- accessing and processing consumer data
- creating networks of community
- catering for various target groups, messages, channels

H&H Webranking 2008
- no contact address and info about events

PPT 6

Online marketing: development and opportunity

Development

- proportion (%) of net online marketing spendings in advertising has grown from 1% to 44,7% since 2000 (MRSZ)

Opportunity for

- creating transparency

- accessing and processing consumer data

- creating networks of community

- catering for various target groups, messages, channels

Proportion (%) of net online marketing spendings in advertising (MRSZ)

2
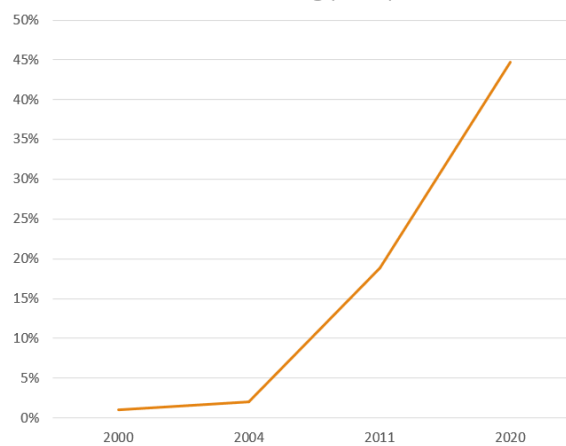
PPT 7

PPT 8

PPT 9

> **In sum**
> - Avoid distractive backgrounds (both pictures and customised templates), and bright coloured letters. A clean, light background with dark letters can be effective, appealing and professional at the same time.
> - Look out for contrast: With appropriate contrast and colour harmony, coloured backgrounds and letters might also work, if necessary.
> - Make sure letter size is big enough to be seen even on a smaller screen. Use font size 18 and above, and prefer rounded, easy-to-read font types such as Ariel or Calibri for text content.
> - Distinguish content elements in the information hierarchy with different font size, but avoid variation in colour and font type to maintain a consistent layout.
> - If you want to use a picture background on the title page or for illustration, always create a text box for the title or short comments. On the title page, you might prefer creative text boxes instead of the common headline box placed in the middle of the page.

TASK 2/B Create

Watch a short video showing how to create a PPT with a picture background and title on the title page, and a slide combining text and image content.
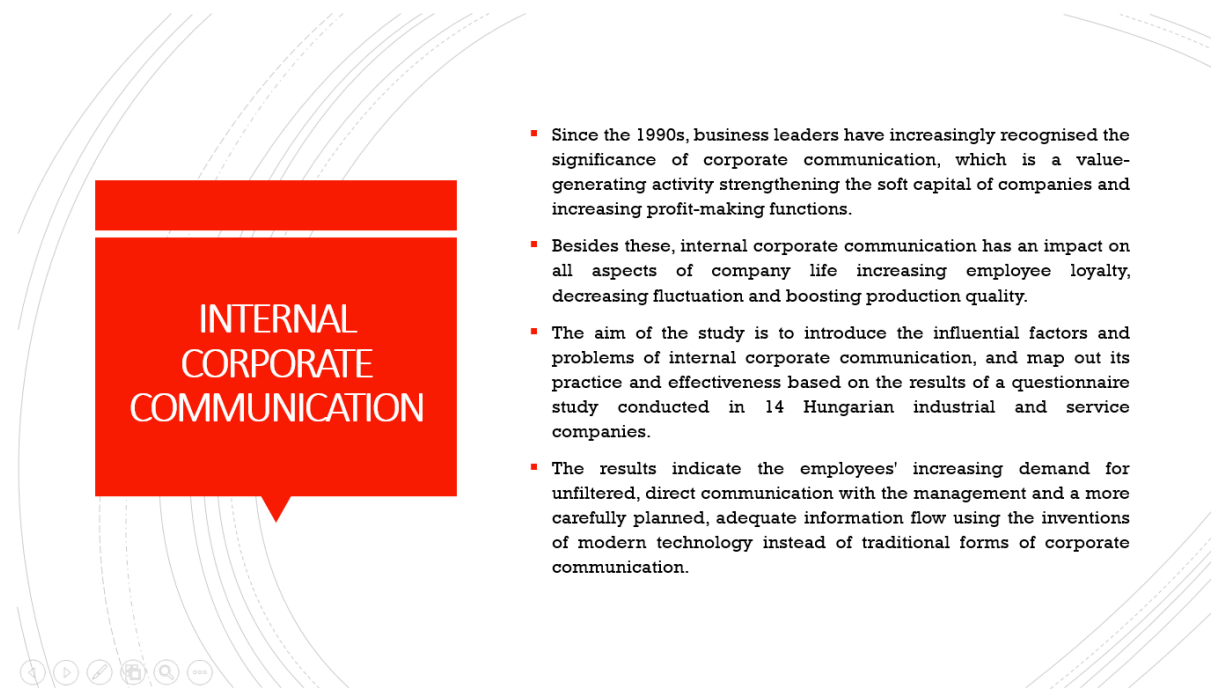
Create a similar short PPT with content relevant for your context.

TASK 3 Create a skeleton

TASK 3/A Visualising text

Look at three slides representing the same information. Which of them would you find the most supportive while listening to a presenter at the same time? Justify your decision.

PPT 10

INTERNAL CORPORATE COMMUNICATION

- Since the 1990s, business leaders have increasingly recognised the significance of corporate communication, which is a value-generating activity strengthening the soft capital of companies and increasing profit-making functions.

- Besides these, internal corporate communication has an impact on all aspects of company life increasing employee loyalty, decreasing fluctuation and boosting production quality.

- The aim of the study is to introduce the influential factors and problems of internal corporate communication, and map out its practice and effectiveness based on the results of a questionnaire study conducted in 14 Hungarian industrial and service companies.

- The results indicate the employees' increasing demand for unfiltered, direct communication with the management and a more carefully planned, adequate information flow using the inventions of modern technology instead of traditional forms of corporate communication.

PPT 11

INTERNAL CORPORATE COMMUNICATION

- Corporate communication: a value-generating activity strengthening the soft capital of companies and increasing profit-making functions

- Impact on all aspects of company life increasing employee loyalty, decreasing fluctuation and boosting production quality

- Aim of study: to introduce the influential factors and problems of internal corporate communication, and map out its practice and effectiveness

- Results: increasing demand for unfiltered, direct communication with the management and a more carefully planned, adequate information flow using the inventions of modern technology

INTERNAL
CORPORATE
COMMUNICATION
(ICC)

- Corporate communication: a value-generating activity
  - strengthens soft capital and increases profit
  - increases employee loyalty
  - boosts production quality

- Increasing demand for
  - direct communication with management
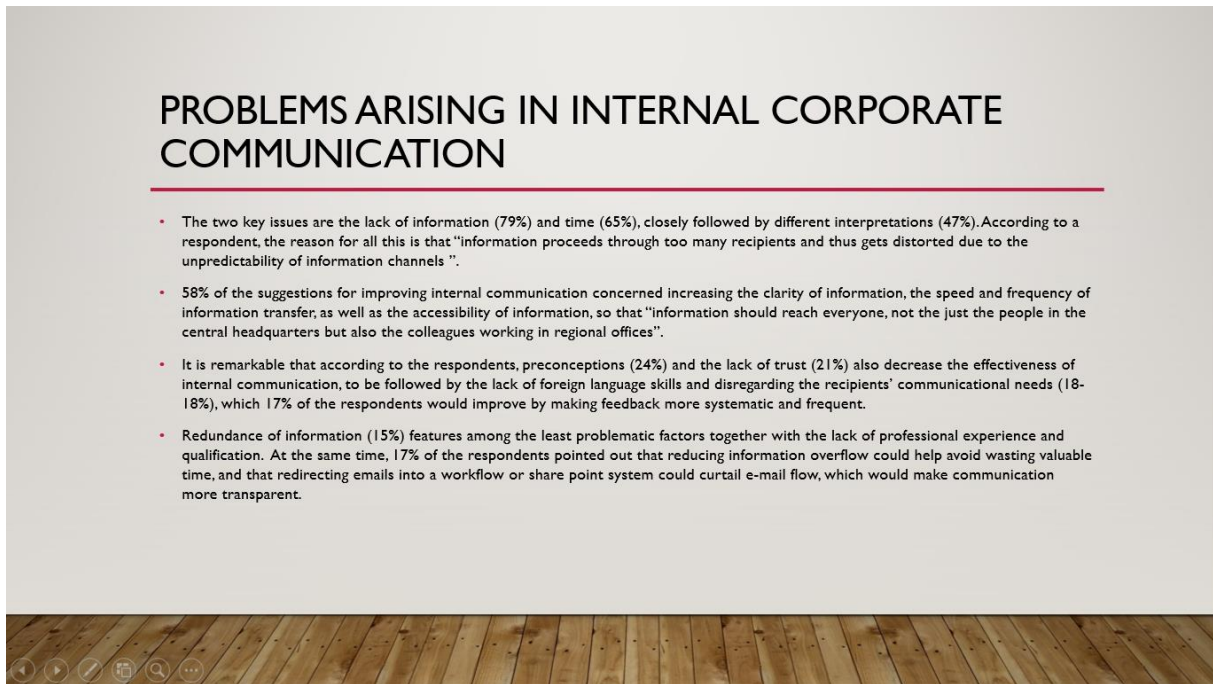 - carefully planned information using modern technology

3

In sum

- When planning the slides, imagine a skeleton formed by the key words acting as reminders of main content. However, the PPT is not the presentation: YOU have to add the flesh on the bones.
- Create a text hierarchy as well can best remember content in a pyramid fashion: once we have established the main categories, it is easier to connect subcategories and smaller details to them.
- Keep to the 6×6 rule: Do not have more than 6 lines containing 6 words each on a slide.
- Such hierarchy can be visualised by
  - o adding a title to each slide to establish the main idea,
  - o distinguishing categories and subcategories with font size and bullet point subordination.
- Use identical structures for the bucket points (e.g., to infinitives or gerunds).
- Use hyperlinks to direct the audience to supportive web pages, documents, or other PPT materials.

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[3] Source of slides 10-12: Author

Look at the following slide, and make it more effective relying on the principles presented in the summary box. Create a PPT slide.

PPT 13

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[4] Source of slide 13: Author

TASK 4 A picture is worth a hundred words

The great potential of PPT is including pictures with or without text to illustrate messages.

TASK 4/A Combining text and pictures

Examine the following slides. Which of the slides number 14-16 is/are the most effective? Why?

PPT 14

Aegis faces:
authenticity & personalisation

PPT 15

Rosch faces:
authenticity & personalisation

PPT 16

Rosch faces:
authenticity & personalisation

- Private stories add credibility
- Pictures increase authenticity
- Local – global perspective

Take notes here.

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[5] Source of images:
1: People Matters - Interstitial Site — People Matters
2: How To Make Your Employees Happy - HR News
3: Happy employees Stock fotók, Happy employees Jogdíjmentes képek | Depositphotos®

TASK 4/B Visualising text

Now consider slides 17-19. Which of them seems the most helpful for the audience? What does it depend on?

PPT 17
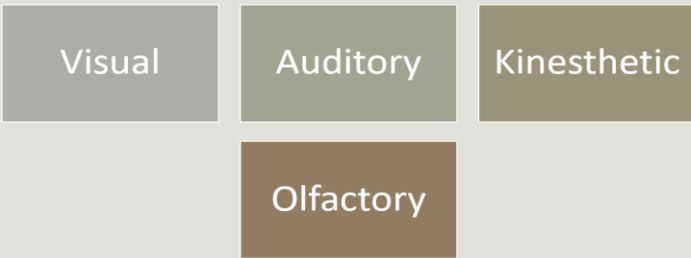
PPT 18

PPT 19

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[6] Source of images on slide:

1: [How do people get the colors of their eyes? - 1mhowto.com](#)

Take notes here.

In sum

- When using pictures for illustration, title + picture tends to be the most useful solution, with the title placed in the title box outside the picture (not in a text box on the picture).
- The need to combine pictures with text depends on the topic, context and the audience as well. For a formal occasion and expert audience, likely to be familiar with the terminology of the field, text might be more appropriate, while on a more informal occasion, pictures may be enough. However, if we cannot rely on background knowledge on the audience's side, picture + text is the most effective solution.
- Even text can be made less overwhelming by presenting it in Smart Art charts, where the charts visually support the logic of the message.

2: The little girl's ear is close-up. Isolated on white background. Stock Photo | Adobe Stock
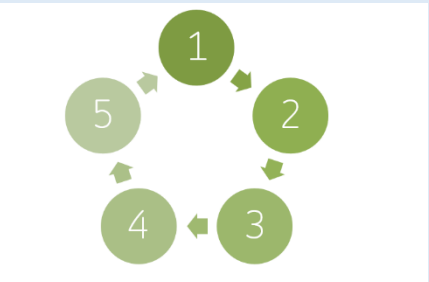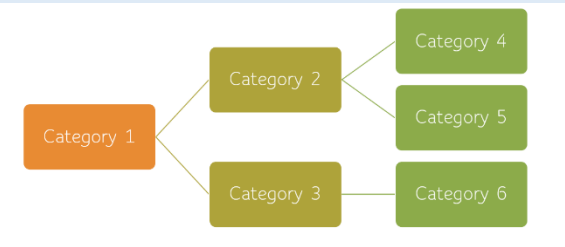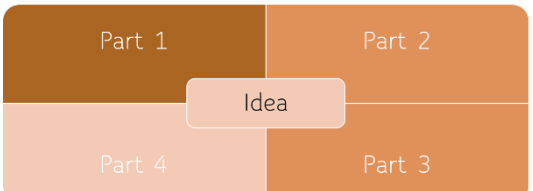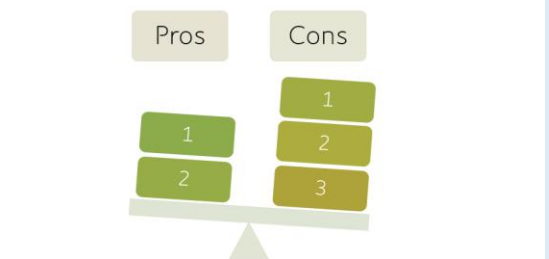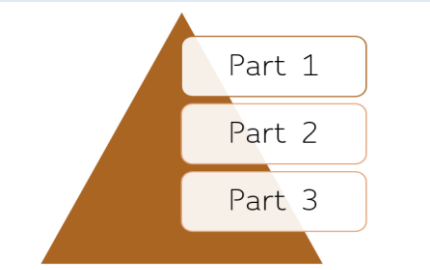3: Coronavirus: Sudden Loss Of Sense Of Smell Identified As New Symptom – The Whistler Nigeria
4: Gehwol Soft Feet Schuim 125ml | Merkala.nl
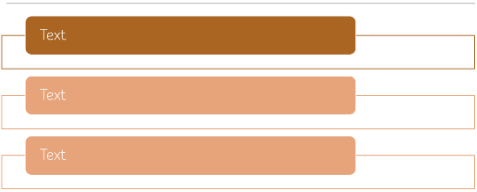
TASK 5 A smart solution

Smart Art images are tools to visualise texts (and images) supporting them with the graphic representation of the underlying logic of the information as well.

TASK 5/A Types

Look at the following Smart Art images and match them with the appropriate labels describing the organisational principle they suggest.

1	2
Text Text Text	Step 1 Step 2 Step 3

3	4
1 2 3 4 5	Category 1 Category 2 Category 3 Category 4 Category 5 Category 6

5	6
Option 1 Option 2	Part 1 Part 2 Idea Part 4 Part 3

7	8
Pros Cons 1 2 1 2 3	Part 1 Part 2 Part 3

Relation: Opposites	List	Hierarchy	Pyramid
Relation: Advantages and disadvantages	Process	Cycle	Matrix: Parts of a whole

Task 5/B Experiment

Experiment with Smart Art. Create a new PPT, and click on the *Insert* function to see the available Smart Art options. Visualise the messages below with a chart that best supports its underlying logic.

Figure 2. *Insert* function on PPT
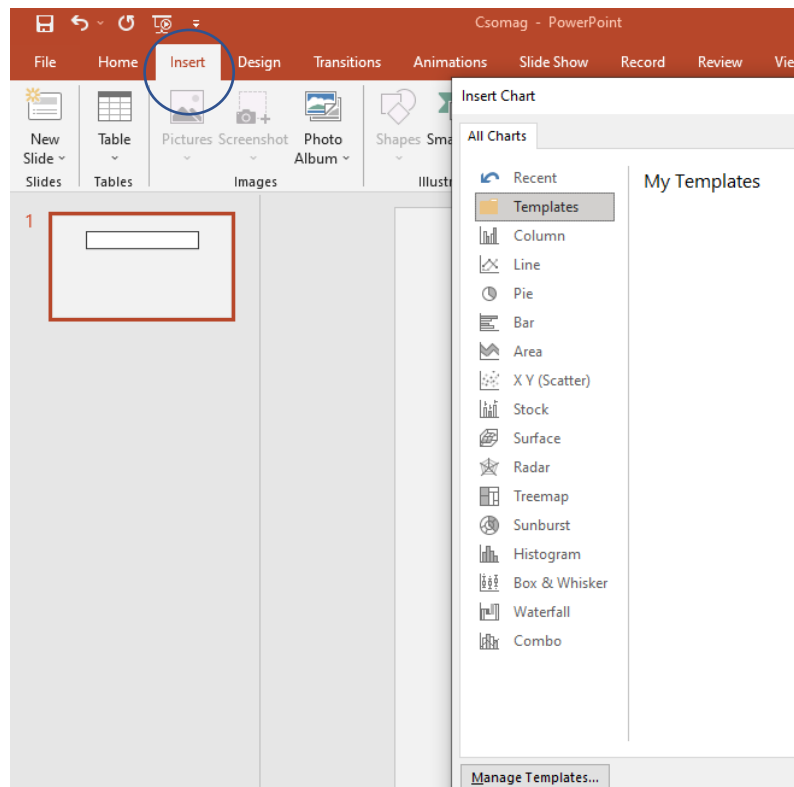
1. The Big Bang effect of advertisements evolves from the hidden message implied by the verbal and visual messages. The process of identifying this message includes perception of surface impulses, forming associative links between verbal and visual information, as well as background knowledge, finally, realising the implied meaning.
2. In a marketing campaign, we can rely on four major channels of information to approach the clients: visual, auditory, olfactory and kinesthetic.
3. The most important criticism formulated by employees included the lack of appropriate information, overload of information and the different interpretation of circulated messages.
4. On the market, now we can observe two alternative tendencies: closing down non-profitable, small businesses and changing profile, or transferring to web-based operation keeping the original profile.

TASK 6 Animation: What is it good for?

Good animation is both effective and functional:

       1) effective, if it illustrates the aspects of the message that it is meant to illustrate,

       2) functional, if it is practical and useful in fulfilling its purpose.

While appropriate content largely contributes to the effectiveness of visualisation, animation fosters functionality by revealing items one by one, only showing what the presenter is talking about. Make sure animations do not become too overwhelming: clicking for each new phrase on the slides might require constant attention and tie you to the laptop.

Watch a short video demonstrating how to add animation to text and objects.

> **Source**
> **How to add animations to slides in Power Point 2016. Microsoft 365**
> **https://www.youtube.com/watch?v=n-4ueDt7cwE**

Recreate the slides below based on the instructions.

PPT 20: Animate the four pictures to appear one by one.
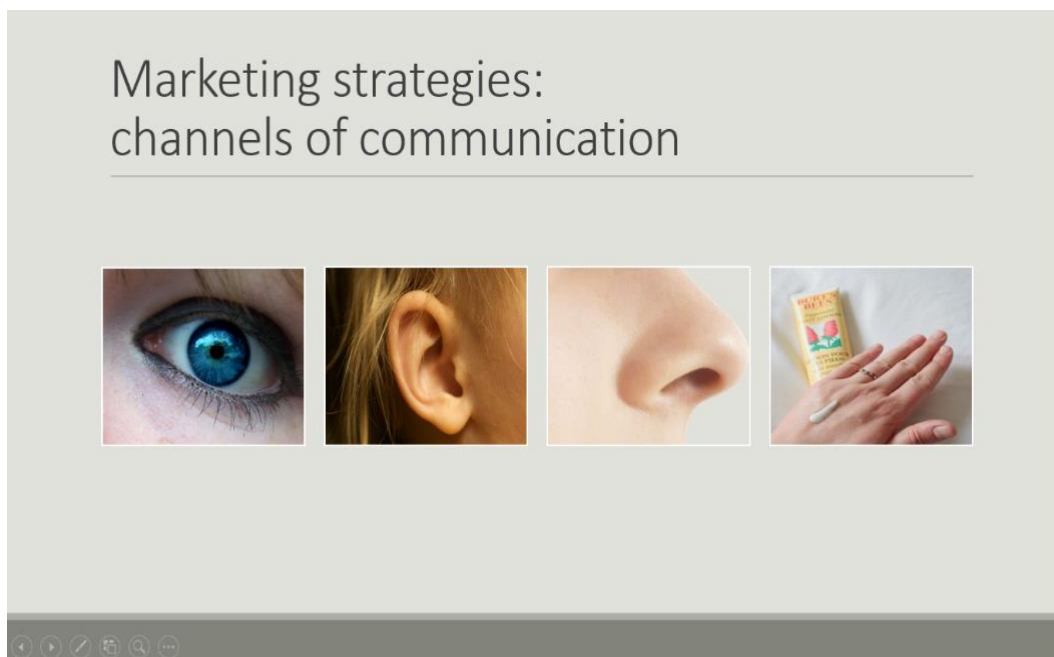
Suggestion: Click on the *Animation* function, then select the pictures and assign a type of animation to them one by one. Save the animation.

**PPT 21:** Animate the bullet points to appear one by one.

Suggestion: Click on the *Animation* function, then select the bullet points and assign a type of animation to them one by one. Save the animation.
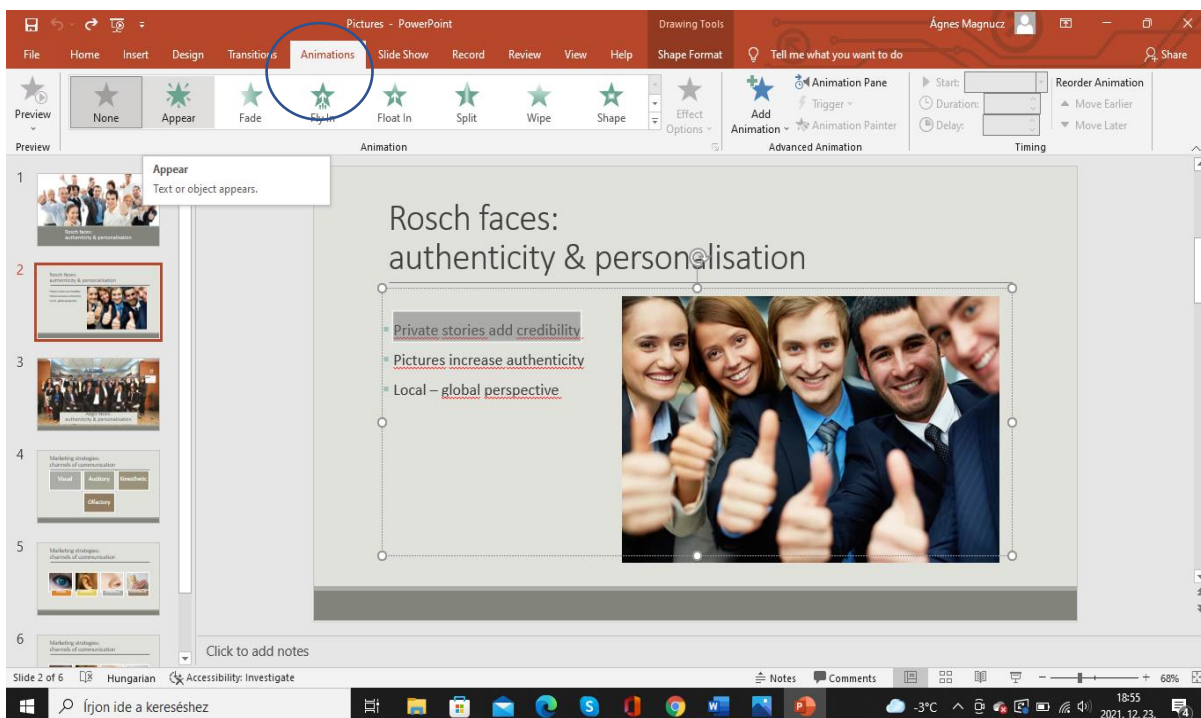
PPT 22: Animate the Smart Art diagram so that each line should appear one by one.
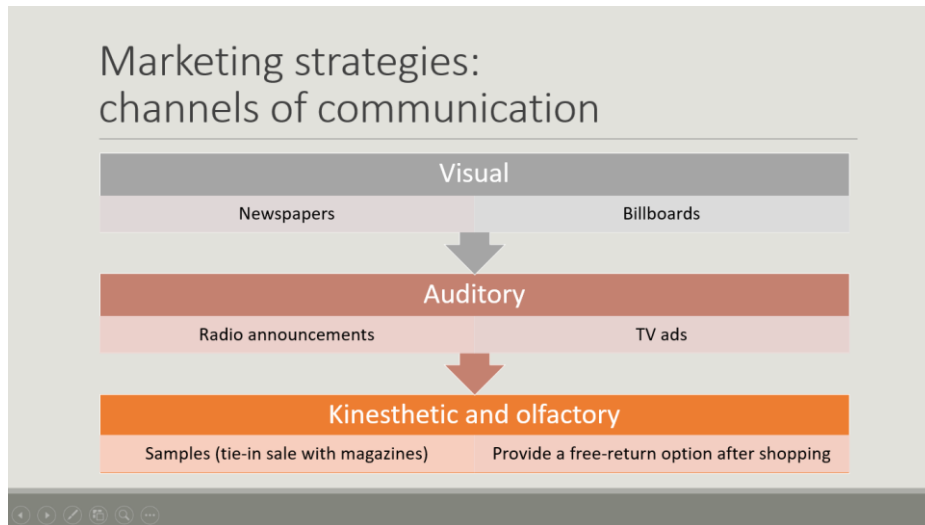
Suggestion: Click on the *Animation* function, then select the whole Smart Art diagram and assign a type of animation to it. Click on *Effect Options* and choose *One by One*. Save the animation.
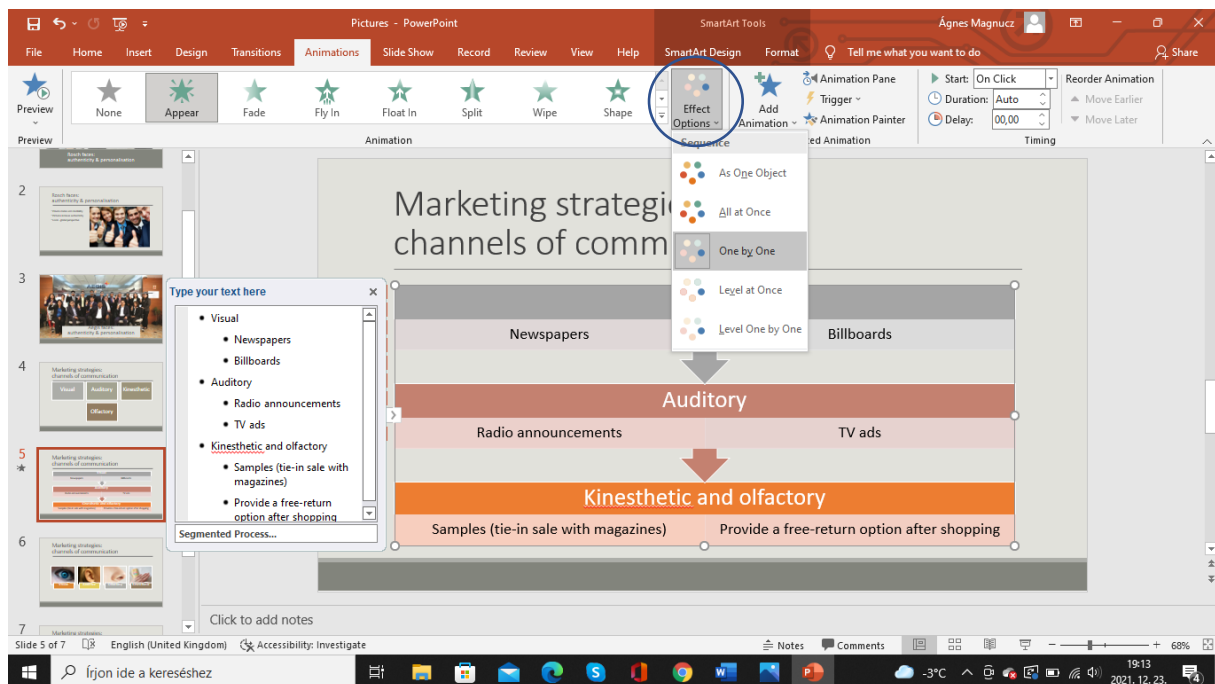
UNIT 3 Using Power Point in business presentations: Basics

Key
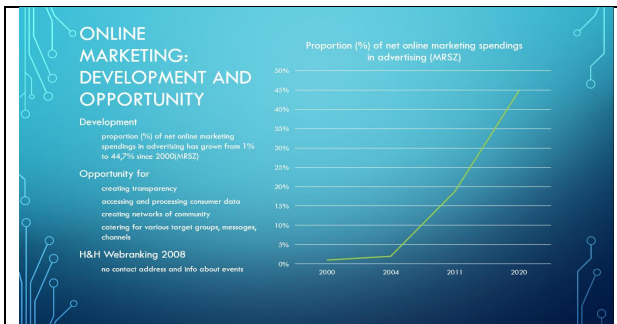
TASK 2 Appealing to the eye

TASK 2/A First impressions

PPT 1

	Background too vivid and distractive, difficult to read text. The text under subordinated bullet point is too small.

PPT 2

	Potentially good arrangement of information, but not enough contrast between colour of background and letter. Difficult to read, and also small text size.

PPT 3

Good colour scheme and font size, but font type is not supportive. Bold font is difficult to read.

PPT 4

Background and text colour scheme are supportive, font type and size are good, although capital letters are more difficult to read than lowercase. Template design is functionless.

PPT 5

Nice, clean, functional, supportive font type and size.

PPT 6
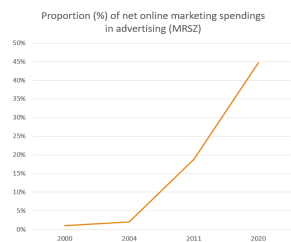
Good arrangement of text and graph, supportive colour scheme, font type and size.

PPT 7, PPT 8, PPT 9

Text is difficult to read against a vivid background without a text box (PPT 9).
PPT-s 7-8 are more functional, and PPT 8 is perhaps a little less customary, and thus more appealing.
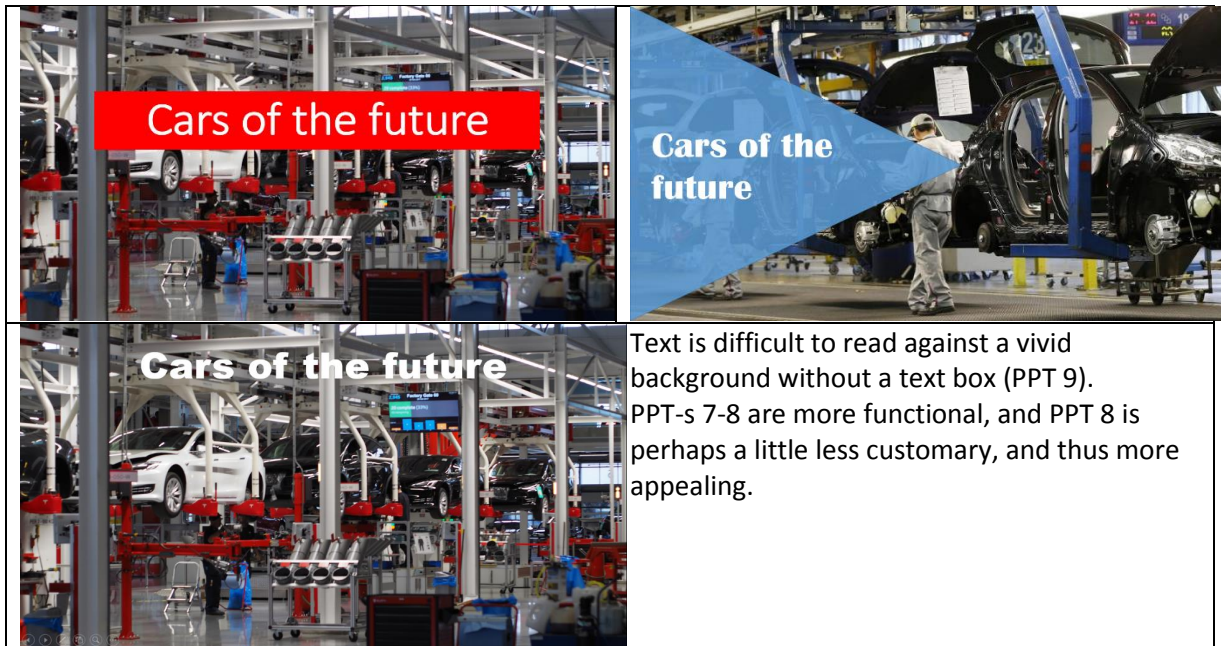
TASK 3 Create a skeleton

TASK 3/A Visualising text

PPT 12 is the most supportive slide as it only contains key words, and thus does not require the audience to read extensively while listening at the same time.

TASK 3/B Correct

PPT 13 recreated (suggested answer)

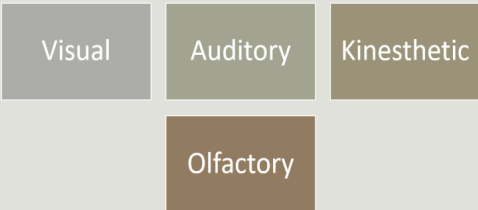# TASK 4 A picture is worth a hundred words

TASK 4/A Combining text and pictures

PPT 14, PPT 15 and PPT 16

Aegis faces:
authenticity & personalisation

Rosch faces:
authenticity & personalisation

Rosch faces:
authenticity & personalisation

- Private stories add credibility
- Pictures increase authenticity
- Local – global perspective

It is definitely more functional to present pictures with separate title boxes, so the Rosch faces slides are better than the Aegis faces.

TASK 4/B Visualising text

PPT 17, PPT 18, and PPT 19
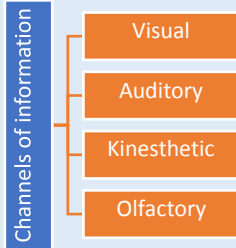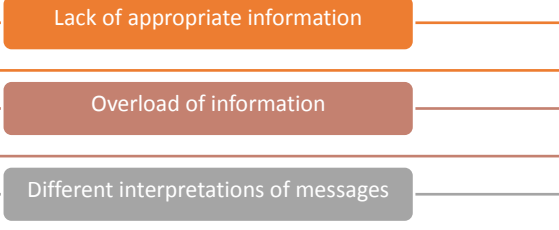
Marketing strategies:
channels of communication

Visual   Auditive   Olfactory   Kinesthetic

Marketing strategies:
channels of communication

Visual   Auditory   Kinesthetic

Olfactory

Marketing strategies:
channels of communication

Choice of format always depends on the context and audience. For a formal occasion and expert audience, likely to be familiar with the terminology of the field, text might be more appropriate (PPT 18), while on a more informal occasion, pictures may be enough (PPT 19). However, if we cannot rely on this background knowledge on the audience's side, picture + text is the most effective solution (PPT 17).

TASK 5 A smart solution

TASK 5/A Types

Relation: Opposites	List	Hierarchy	Pyramid
5	1	4	8
Relation: Advantages and disadvantages	Process	Cycle	Matrix: Parts of a whole
7	2	3	6

TASK 5/B Experiment

1. The Big Bang effect of advertisements evolves from the hidden message implied by the verbal and visual messages. The process of identifying this message includes perception of surface impulses, forming associative links between verbal and visual information, as well as background knowledge, finally, realising the implied meaning.	Perception → Association → Recognising implication
2. In a marketing campaign, we can rely on four major channels of information to approach the clients: visual, auditory, olfactory and kinesthetic.	Channels of information: Visual, Auditory, Kinesthetic, Olfactory
3. The most important criticism formulated by employees included the lack of appropriate information, overload of information and the different interpretation of circulated messages.	Lack of appropriate information; Overload of information; Different interpretations of messages
4. On the market, now we can observe two alternative tendencies: closing down non-profitable, small businesses, and changing profile, or transferring to web-based operation keeping the original profile.	closing down ← → changing profile