

Group Presentations

Corresponding Reading and Video: “Really Bad PPTs” and “Talk Nerdy to Me” located on the schedule.

Key Concepts: Four Components to a Great Presentation: Five Rules to Create Great PowerPoint Presentations: Keys for Great Communication

Assignment: Working in groups of three you will present editorial feedback to members of the Crimson and Gray Marketing team. In order to complete this task you must discuss the advantages of hand-marked vs. on-screen editing and choose the best way to present your editorial feedback. Once you decide on your feedback format, you will present it in your own five-minute PowerPoint presentation. This presentation will showcase the overall problems with the original AER Redesign PowerPoint as well as information on how to best follow your editorial notes and queries. Additionally, you must redesign one slide from the AER Redesign PowerPoint to provide an example of what the slides should look like after the marketing team attends to your edits.

Make sure you understand the concept of audience when preparing your presentation. You are not presenting to the class; you are presenting to members of the Crimson and Gray Marketing team. Please review the scenario below for more information on the project and to better understand your audience and your editorial roles.

Somewhere in your presentation, you should use tips from the reading, “Really Bad PPTs” and video “Talk Nerdy to Me.”

Scenario: In the spring of 2016, Washington State University’s athletic program hired Crimson and Gray Marketing to redesign their Academic Expectations and Requirements (AER) document for student athletes. After testing the AER document for usability, members of the design team discovered it was not accessible to users. It had a poor design and it was difficult for students to find information in an efficient and timely manner. The team decided to redesign the document using basic design principals. They tested the prototype and found that students were able to find simple information more quickly and were much more pleased with the new document.

The marketing team is scheduled to present their results to the AER committee in a couple of weeks and has hired you as an editorial consultant. Your job is to review their presentation slides (and notes) and provide feedback before the presentation date.

Grade: This presentation is worth 10% of your entire grade. Review the “Group PowerPoint Presentation Rubric” located on the syllabus for details.