

4.7 Digital presentations

Definition: Visual/verbal presentation using laptop and digital projector.

Purpose: Presenting project overview or other information as briefing (public consultation, working session, invited group etc.)

Production: Prepared and edited on laptop or desktop computer using presentation software. A set of frames/slides can be printed out as an aide-memoire for the audience.

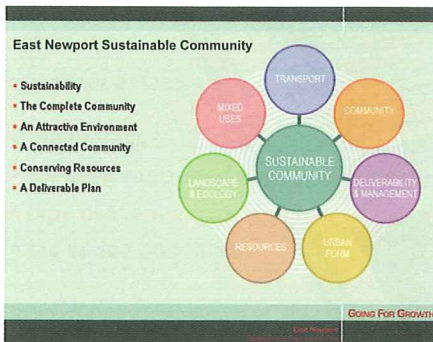
Digital presentations:

- are effective visual prompts for the speaker
- can communicate complex project information through accessible graphics
- can easily incorporate powerful and persuasive images
- can be made available as a CD (with voice-over) for personal use or to the public via a touchscreen facility
- can have themes presented either sequentially or as a build-up.

Watchpoints

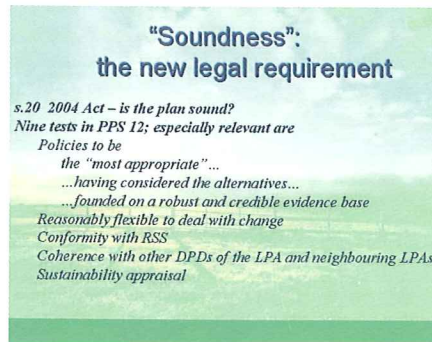
- As few words as possible – concise and crisp text.
- Images and text reinforce and summarise what the presenter says – they are not a substitute.
- Consistent base for each image aids clarity and promotes a consistent message.
- Timed rehearsal and editing essential.
- Needs as much preparation as any ‘permanent’ document.
- Use system fonts to avoid incompatibility.
- Check compatibility when transferred to another computer.

Example of well-designed slide
East Newport Sustainable Community



- simple graphics
- clear title
- concise text phrases
- bullets rather than long sentences
- single line of text to each bullet
- clean background
- contrasting colours
- legible typeface
- clear division of points
- minimum text size 14 point.

Example of poorly designed slide



- too much text
- too many indents
- long sentences
- complicated background
- no contrasting colours
- over-use of italic type
- shadowed text
- no separation of points
- inconsistent text alignment.