

Multimedia presentations developed on programs such as PowerPoint, Prezi, Google Slides and MovieMaker can strengthen and enhance oral presentations. Multimedia refers to content with several forms of expression. These forms of expression – known as media – may be linguistic, visual, auidial, or videographic, a combined form. By displaying content in ways different than the spoken word, multimedia can make oral presentations more advanced and interesting for the audience.

In order to be effective, multimedia presentations must be created with the audience in mind. When making a presentation, ask yourself what rhetorical effect you want the presentation to have on your audience:

- What is your purpose?
- How will you convey that purpose to your listeners and viewers?
- What kinds of media will most successfully connect with your audience and purpose?
- How can you design your slides to fit the desired tone of the presentation?
- For group presentations, how will your part blend with the group's presentation as a whole?

Remember that multimedia resonates with the audience most successfully when it is used in addition to an oral presentation, not to replace it. It is important that the slideshow enhances what the presenter is already saying. That said, be sure to follow your instructor's guidelines regarding how much information you can put on your slides.

The following guidelines will help you create valuable multimedia content to make your presentation more organized, well-designed, and rhetorically effective.

### **An effective multimedia presentation:**

- ✓ Supplements the oral presentation
- ✓ Focuses on a main purpose
- ✓ Contains slides that all relate to or expand on a specific idea
- ✓ Presents content in a logical way that establishes credibility
- ✓ Utilizes visual, audial and/or videographic materials
- ✓ Guides viewers with transitions between points and concepts
- ✓ Avoids lengthy sections of text

### When preparing to present:

- ✓ Practice, practice, practice
- ✓ Monitor the length of the presentation to be sure that you don't go over time
- ✓ Test the presentation ahead of time in the location where you will deliver it, if possible
- ✓ Back up the presentation on a flash drive or email attachment
- ✓ Bring a remote clicker to change slides, if desired
- ✓ Check the volume setting if you are using videos or sound clips
- ✓ Create an outline or use the notes function in PowerPoint or Google Slides to guide you
- ✓ Proofread slides for spelling and grammar mistakes
- ✓ For groups, determine who is responsible for each section of the presentation

### During the presentation:

- ✓ Introduce yourself
- ✓ Pose questions to the audience when appropriate

DO	DON'T
Select a theme or template that suits the purpose and tone of the presentation.	Use distracting animations and busy themes.
Choose slide layouts that enhance your purpose and message.	Choose slide layouts at random that distract from your purpose and message.
Use images, graphs, charts, videos, etc. to illustrate points to the audience whenever possible.	Choose inconsistent image formats, blurry images, or clipart.
Limit each slide to no more than 5 points and follow the 6x6 rule: no more than 6 words across + 6 lines down.	Include lengthy passages of text or entire paragraphs on slides or insert more than 5 points per slide.
Break up complex information into multiple slides.	Cram a large amount of information onto one slide.
Use a clear font (minimum 18-pt.) that is easy to read for all members of the audience.	Choose a fussy, complicated or unprofessional font.

Pick a few colors that contrast sharply and enhance message.	Select too many different colors that are off-putting to the viewer.
Face the audience and make eye contact across the room.	Face the slideshow and/or hide behind the podium, desk or computer.
Present from memory or briefly reference notes or an outline throughout the presentation.	Read directly off the slides, your notes, or an outline.
Pace yourself and pause at new slides to allow the audience to read them.	Rush through the presentation and slides.
Limit hand gestures and body movements and adapt your posture to present yourself professionally.	Use distracting hand gestures, slouch, pace, sway, or tap your feet.
Speak deliberately and enunciate clearly, adjusting your voice to an appropriate and professional tone.	Mumble, speak quickly, or speak in a monotone voice.