**Evaluating Multi‐Media Presentations**

**Formal Assessment Key**

1. From the class discussion and presentation, please list two items from the “What Do I Need to Know?” section. If you can list more, you are welcome to do so.
   * your audience
   * how your presentation will be viewed
   * how to organize information
   * how to capture the audience’s attention
   * how and when to use graphics, fonts, and special effects
   * how to keep it simple, yet informative
   * how to cover all required information
   * that “business‐like” doesn’t have to mean boring
   * the importance of proofreading and accuracy
   * how to communicate using written expression
   * that you can use a variety of mediums to construct presentations (it usually depends on others’ preferences and requirements).
2. Explain the reasoning behind why you chose the ones you chose.

Answer will vary.

1. From the class discussion and presentation, please list two questions an evaluator must ask himself/herself when evaluating a multi‐media presentation.
   * Was the presentation suitable for the audience?
   * Could you view the presentation?
   * Did it make sense?
   * Anything get your attention?
   * Were good, clean, relevant graphics, fonts, and effects used?
   * Did it get the point across?
   * Did it meet all requirements?
   * Was it “business‐like” (error‐free, consistent, and accurate)?
   * Was it boring?
   * Do you remember the key points?
   * What is one thing you liked about it?
   * What is one thing you didn’t like about it?
2. If you were given the task of teaching students how to evaluate another person’s presentation, what advice would you give to your students?

Answer will vary.

1. Given that presentations can come in all varieties, recall at least one presentation you have seen given somewhere in your lifetime. Jot down any specifics you remember from that presentation (topic of presentation, who presented it, where you heard it/saw it, etc.). After you have recalled and recorded that information below, use the slides/frames to story board a simple 3‐slide/frame presentation planning some of the techniques/skills utilized in that presentation. Your topic is “How to Keep Calm and Carry On.”

Sample Below

On one of my middle slides, I will import a video I took asking people what their favorite “Keep Calm…” saying is.

On my title slide, I will make One of those “Keep Calm and…On” signs and use it to capture the audience’s attention.

On my final slide, I will make sure and restate any key points that need to be remembered from the presentation.