Final Draft

Producing a Presentation

The scenario for this sample assignment is South Coast Travel Services.

Learning outcomes covered by this assignment

LO1	Input and combine text and other information within presentation slides
LO2	Use presentation software tools to structure, edit and format slide sequences
LO3	Prepare slideshow for presentation

Related assignments:

201   Improving Productivity using IT

207   Using the Internet

228   Website Software

229   Word Processing Software

Supporting materials

All the supporting materials required for this assignment can be found in the SoCoTS Resources Folder Unit 225 located in the ITQ section of the Edexcel website.

The specific materials required for this assignment are:

- Template for Presentation – *{SoCoTS_Presentation_design_template}*
- Spreadsheet with 3 charts of student numbers 1990-2010 - *{SoCoTS_Student-Visit_numbers_1990-2010}*
- Folder of text documents – *{SoCoTS_Documents}*
    - *{SoCoTS_Sample_Itinerary 1}*
    - *{SoCoTS_Sample_Itinerary 2}*
    - *{SoCoTS_Press_release}*
- Pictures taken in Hastings and District– *{ITQ225Images}*
    - *Images taken in Hastings, Rye and Battle*
- Videos taken in Hastings – *{ITQ225Videos}*
    - *3 videos taken in Hastings*
- Company Logo – *{SoCoTS_Logo}*
    - *3 copies of logo at differing file sizes*

- List of visitor attractions in South-East England
    - *{ SoCoTS_Visitor_Attractions_SE_England}*

Note that additional suitable images and videos may be found in the resource folders for these ITQ units
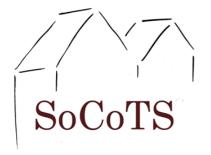
- ITQ207 Using the Internet
- ITQ228 Website Software
- ITQ229 Word Processing Software

Introduction

South Coast Travel Services aim to be the first 'port of call' for European schools and colleges visiting south east England. The company offer an extensive trip planning and accommodation service. Full information about the company can be found in the SoCoTS briefing Document *filename: SoCoTS_documents/SoCoTS_Briefing_Document*

The company have just decided to expand into the UK market for school and college travel they plan to visit potential new customers and discuss their travel plans.

You have been asked to prepare a short presentation and slide show to be used by company staff when talking to customers. You have received the following memo.

Internal Memo

from:	*Jack*
to:	*Isaac*
date:	*4/10/10*
subject:	*Presentation on UK business*

It looks like we can get moving on the new UK business launch. I will need you to make up a short presentation and a slide show for myself and Mia to use when we meet potential new customers.

I've created a briefing document for you and identified the resources we could use in the presentation.

Please keep in mind the following critical points.

- There will be 5 main slides in the presentation (plus 1 extra slide for optional use).

- The slide show will be a 4 slide sequence of images of places we visit, we can use this before or after the presentation.

- I DO NOT want lots of text on each page, keep it simple please. I've probably given you more information than we need, I suggest you pick the most relevant points to use on each slide.

- I do want it to have a consistent house style

- This is for our customers so it's vital that all the spellings etc are correct.

Getting started

- Read the client brief Jack has given you. (Pages 7 to 11)

- Read the Company Briefing document

    - *{SoCoTS_documents/SoCoTS_Briefing_Document}*

Task 1 – design the Presentation and slide show	
What you need to do:	**What evidence you need to produce:**
T1.1 Identify what resources you will need to complete the project. **(AC1.1)**	• A resources list
A – The presentation	• A template and design theme for the presentation
T1.2 Create a template for the presentation showing the proposed layout of the title bar and logo. **(AC2.1, AC2.2)**	• A template for the slide show
T1.3 Decide on the design theme - font types, sizes, colours you will use for the presentation. **(AC2.1, AC2.2)**	• Your design notes
T1.4 Have a look what images and other assets are available in the SoCoTS Resources folder. All our images are our own copyright.	• Sign off document
T1.5 What else do you need? Look for other sources of images and text that you might use. Note down	
• any copyright restrictions or issues. **(AC1.6)**	
• file types you will use for saving additional content **(AC1.7)**.Produce some design notes, describing:	
• the intended audience and purpose for the presentation **(AC3.1)**	
• how copyright and other constraints may affect the presentation (**AC1.5**)	
B – The slide show	
T1.6 Create a template for the slide show with suitable background colour and logo. **(AC2.1, AC2.2)**	
T1.7 Decide on the transitions you will use for the slide show. **(AC2.1, AC2.2)**	
T1.8 Look at the images in the SoCoTS images folder and select those that you might use.	
T1.9 Look on the internet for other images of tourist attractions in SE England that you could use. Note down	
• any copyright restrictions or issues.	
T1.10 Look for some suitable music to accompany the slideshow.	
• any copyright restrictions or issues.	
Presentation and Slide show	
T1.11 Obtain 'sign off' for your designs from your supervisor* before starting work on making the presentation.	

*Centres may use the 'sign off' document provided or design one of their own. Its purpose is to confirm that the designs were seen and approved prior to being implemented.

Task 2 – create the presentation and slide show	
What you need to do:	**What evidence you need to produce:**
A - Presentation	• The completed presentation
T2.1 Gather and prepare content for the presentation. (**AC1.6**)	• The completed slide show
T2.2 Create the individual slides. (**AC1.2 – AC1.4; AC2.2 - AC2.4**)	• Sign off document
T2.3 Add suitable transitions and animation where appropriate (**AC2.5, AC2.6**)	
B – Slide show	
T2.4 Gather and prepare content for the slide show. (**AC1.6**)	
T2.5 Create the individual slides. (**AC1.2 – AC1.4; AC2.2 - AC2.4**)	
T2.6 Add chosen transitions and music (**AC2.5, AC2.6**)	
Presentation and slide show	
T2.7 Obtain 'sign off' from your supervisor* confirming that your presentation is complete and functional.	

*Centres may use the 'sign off' document provided or design one of their own. Its purpose is to confirm that the presentation is functional.

Task 3 - test the presentation and slide show	
What you need to do:	**What evidence you need to produce:**
T3.1 Run the presentation and slideshow and check that everything operates as intended (**AC3.2**)	• Test user's comments
T3.2 Check presentation and slide show meet user needs and requirements (**AC3.3**)	• Details of any changes made as a result of your testing and feedback from your test user
T3.3 Get feedback from at least one test user on:	• Sign off document
• layout and design	
• content	
• spelling and grammar. (**AC3.4**)	
T3.4 Note any problems/issues from test user and amend the presentation as appropriate. (**AC3.4**)	
T3.5 Obtain 'sign off' from your supervisor* confirming that you have successfully uploaded and tested your presentation.	

*Centres may use the 'sign off' document provided or design one of their own. Its purpose is to confirm that that the presentation has been tested and that the candidate has dealt with any problems that might have arisen.

Jack's client brief: Presentation on New UK SoCoTS services

Here are my speaker notes for the presentation.

- Select suitable 'Key points' text on each presentation slide.

- Add the 'other notes' in the speaker's notes section for each slide, add any additional comments you think might help a presenter.

- Use the information in the 'design notes' section to decide what else needs to go on the presentation slide.

Task 1

Template and Design

You should create a suitable template to use in making the presentation.

Use the draft design in the file*{SoCoTS_Presentation_template_Design}* to design a suitable presentation.

Transitions

The completed presentation and slideshow should use subtle transitions between the slides.

Presentation -Slide 1

Key Points *(I'd like use to use all these bullet points on the first slide)*

- Welcome to SoCoTS UK *(slide heading)*

- Presenter *{insert name of presenter}*

- 'Plan to travel well'

Other notes

Welcome slide, introduce yourself, point out company logo and its meaning.

The Company logo is based on a stylised drawing of two fishermen's net drying huts which are unique to Hastings

The company strapline is 'Plan to travel well'

Design notes

It would be good if the strapline 'Plan to travel well' could appear on a separate mouse click, possibly with something dramatic such as a musical fanfare or visual fireworks effect

Add image, behind text, of Hastings (Images_Hastings). These images are SoCoTS copyright so no need to acknowledge copyright

Presentation - Slide 2

Key Points *(Probably best if you reduce this to 5 key points, choose most suitable comments)*

- Who are we? *(slide heading)*

- Established in 1990 in Hastings

- Hastings is one of the cinque ports

- Initially planned day trips for continental schools and colleges

- Hastings is only 1 hour from Dover

- The A259 links Hastings to Dover

- In 1994 started planning longer visits

- 1998 started to offer overnight accommodation and 'hosted ' accommodation

- No more than 2 students to a room

Other notes

Started in back room of Jack's house, now located in business premises in the town

Next slide will show rapid growth in custom over the years.

Design Brief

Don't really want all the bullet points to appear at once can you come up with something suitable.

Presentation Slide 3

Slide Heading – 'Growth of SoCoTS 1990 to 2010.

Other notes

The chart shows the number of student-visits planned by SoCoTS each year. It shows the dramatic growth of the company.

A student-visit number is the number of students on each visit totalled for the whole year.

Design Brief

Choose a suitable chart showing the growth of SoCoTS from the folder (SoCoTS_Student-Visit_numbers_1990-2010).

Presentation - Slide 4

Key Points

See 'Design Brief' below

Other notes

Please create you some suitable speakers notes to go with the key points you have created.

Design Brief

Please could you read this extract from a recent press release and sort out some suitable bullet points for the slide:

> *'Schools and Colleges can select a personal visit itinerary targeted directly at their needs. The company database can identify visits and trips suitable for a variety of subject specialism's, age groups and activities. Combined with their expertise in timing and planning a school or college is guaranteed a hassle free visit to south east England.'*

Make sure layout matches other pages and that bullet points are not too long.

You will also need to include a link to slide 6 which shows an example of an itinerary for a school visit.

Presentation - Slide 5

Heading – 'Showcasing SoCoTS'

Design Brief

- *I'd like you to place two video clips of students in Hastings on this page use the video clips in the folder provided {Videos_hastings}.You may need to to make the file size of the video clips smaller.*

- *Each video clip should only run when clicked upon.*

- *Add a button on this page that can be used to start the slide show on slides 6 to 9.*

Other notes

In the speaker's notes you'll need to add a brief explanation of what the video clips show to help any presenter using the presentation software for the first time.

Presentation - Slide 6

Design Brief

- *No heading on this page*

- *Place a copy of the table showing a* <u>suitable </u>*sample itinerary from*

  - *either {SoCoTS_Sample_Itinerary_1}*

- o *or {SoCoTS_Sample_Itinerary_2}*

- *Add a button that takes the presenter back to slide 4*

- *Make sure that this slide is not linked in a transition from slide 9 it should not form part of the main presentation.*

Task 2 - SLIDESHOW

Design Brief

I'd like a slide show of 4 slides of images of places we visit.

- Design a suitable template with black background and a small SoCoTS logo in the bottom left corner. No other information is needed on these slides.

- Each slide can have between 1 and 3 images

- The four slides should run automatically each slide appearing for at least 5 secs and no more than 20 secs

- There should be an attractive transition between slides

- I'd like some suitable music to play as the four slides are shown.

- The presentation should finish on side 9 and fade to black when finished

- You can use some photos from

  - o our Hastings collection *{Images_Hastings}*

  - o our South East England collection *{Images_SE_England}*

- You should also find some relevant images yourself that show some of the places to which we arrange visits. There is a list of places in the file {*SoCoTS_Visitor_Attractions_SE_England*}

- *Identify any copyright constraints or acknowledgements for the image you find.*

Other notes

Can you put names of the places shown in the photos in the speaker's notes.

Also add information about the music used.

Task 3 - Presenter brief

Create a presenter brief for the presentation and slide show. This should:

- Briefly describe the content of the presentation and slideshow

- Suggest approximate time to deliver content of each slide in the presentation

- State the running time of the slideshow

- Hints and Tips for a successful presentation

Task 4 - Testing

Once you have completed your presentation and slideshow, you should:

- run a trial presentation and slide show and make any appropriate amendments to the presentation and its timing. Keep a log of any changes, improvements you make.

- ask a test user to run your presentation and slide show. Keep a log of any comments they make and any changes you make to the presentation and / or slideshow.