Creating Engaging Presentations

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Digital Learning and Academic Innovations

Objectives

- Analyze your audience's needs and interests
- Simplify complex information
- Create engaging visuals
- Incorporate interactive elements
- Use effective delivery techniques

Simplify complex information

Identify Core Message

- What are the objectives?
- Simplify complicated concepts

Eliminate Unnecessary Details

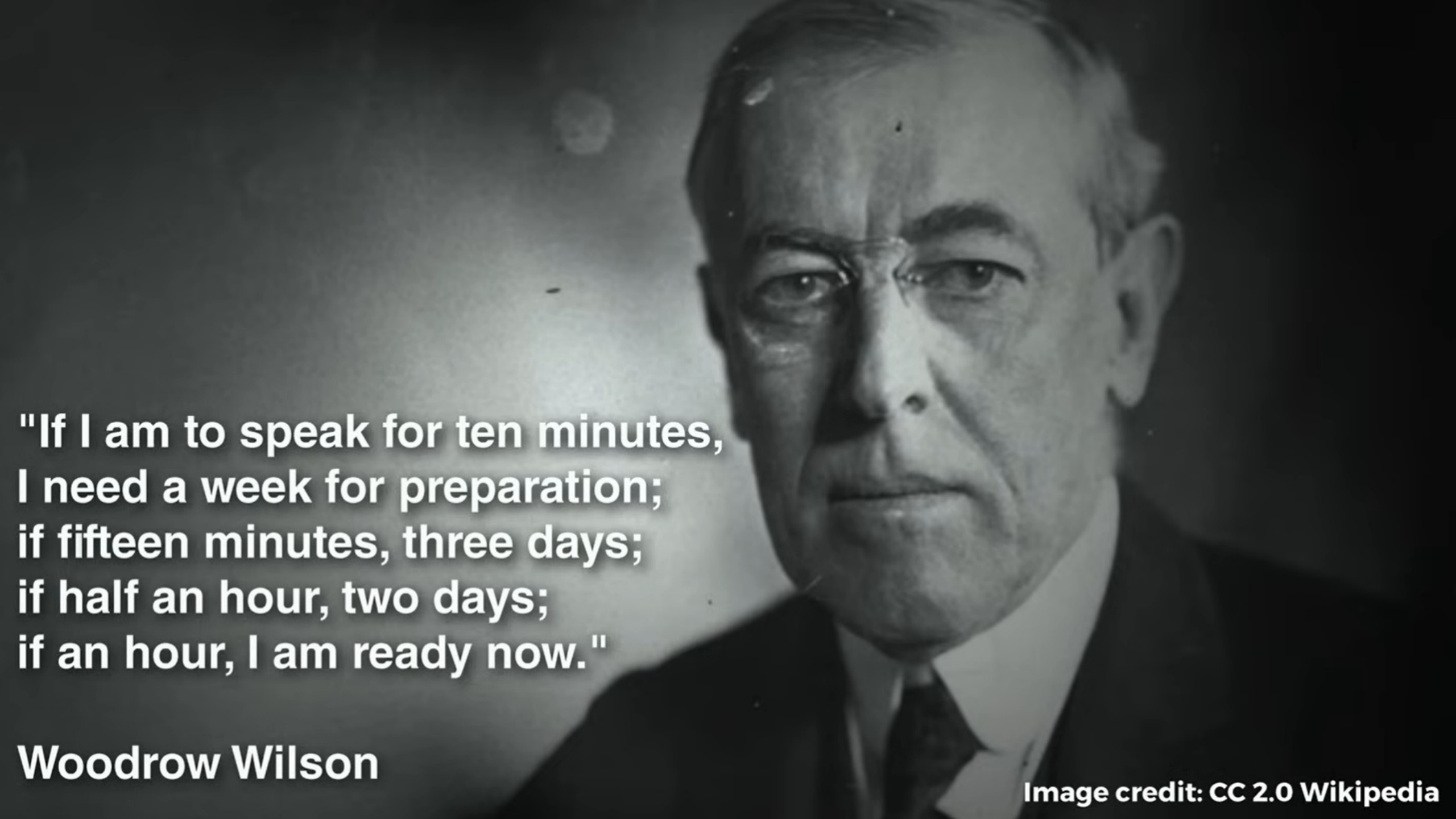
- What content can I reduce?
- Multiple slides

Use Clear and Concise Language

- Avoid undefined jargon or acronyms

Continuity of Learning at the Island University!

- Continuity of learning refers to maintaining a consistent and effective teaching and learning experience during any period of campus closure due to emergencies. By providing alternative digital methods for teaching and learning, continuity of learning enables you to continue delivering instruction, engaging with your students, and supporting their learning goals and objectives.
- TAMU-CC use the Code Blue Emergency Notification System, a comprehensive alert system that can connect students, faculty and staff during emergency situations. In the event of campus closure and cancellation of classes a message will be sent via the Code Blue system. Please make sure you send an announcement via Canvas to reiterate the outage and rescheduling any work during the outage period and informing your students of the campus closure or class cancellation. Do not assign or expect students to complete their work during this time period.


"If I am to speak for ten minutes,
I need a week for preparation;
if fifteen minutes, three days;
if half an hour, two days;
if an hour, I am ready now."
Woodrow Wilson
Image credit: CC 2.0 Wikipedia

Create engaging visuals

Use High-Quality Images

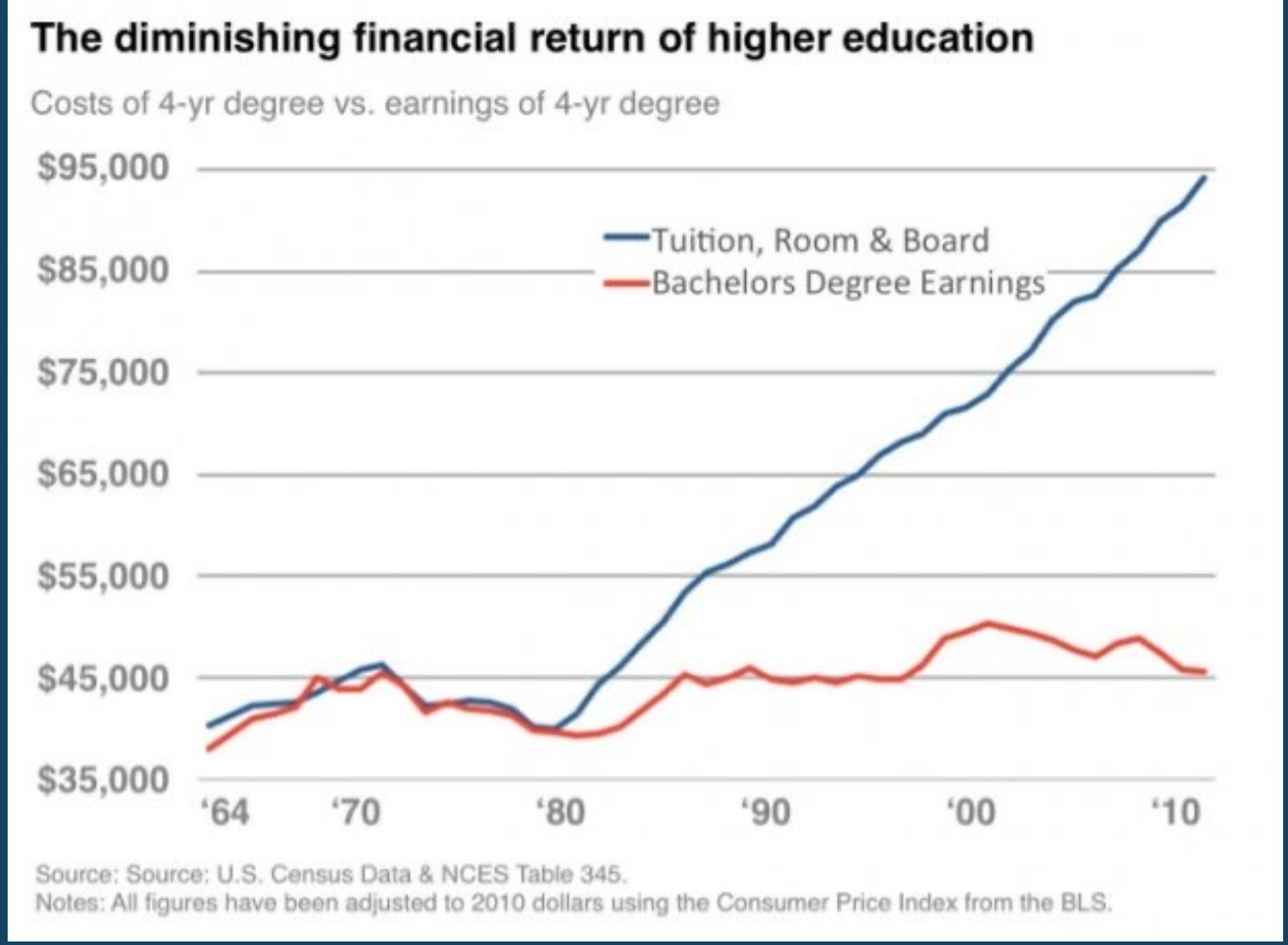
- Avoid low contrast/quality images

Source: https://amodelsdiary.blogspot.com/2014/11/hi-res-low-res-images-why-they-matter.html

Create engaging visuals

Stick to Essential Visuals

- Visuals should support the message



Source: https://www.businessinsider.com/these-two-charts-prove-a-college-education-just-isnt-worth-the-money-anymore-2012-6

Use Icons and Visual Cues

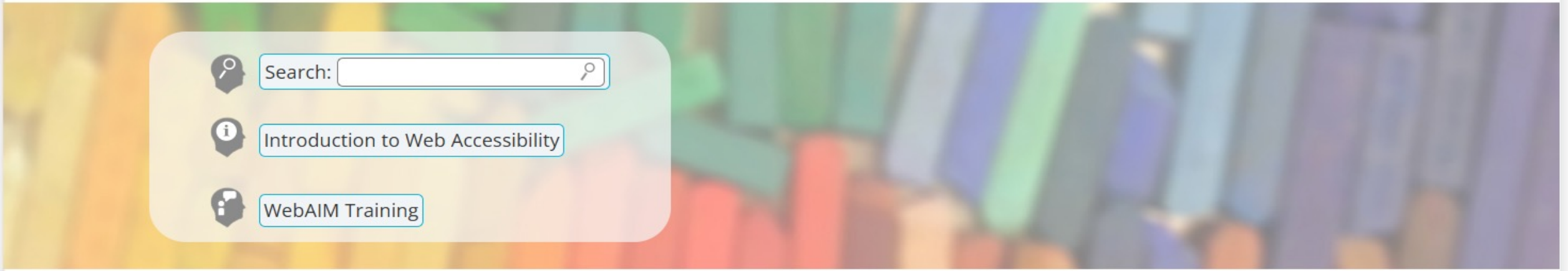
- Memorable, clean-look

Source: https://24slides.com/presentbetter/how-to-use-icons-in-powerpoint

Use color wisely

COLOR EMOTION GUIDE

Source: https://thelogocompany.net/psychology-of-color-in-logo-design/



Contrast Checker

Home > Resources > Contrast Checker

Foreground

Hex Value
0000FF

Color Picker

Alpha
1

Lightness

Background

Hex Value
FFFFFF

Color Picker

Lightness

Related Resources

- Contrast and Color Accessibility
- Quick Reference: Testing Web Content for Accessibility
- WebAIM Auditing & Evaluation Services
- Web Accessibility for Designers
- Link Contrast Checker
- Contrast Checker Bookmarklet

Source: https://webaim.org/resources/contrastchecker/

- COLOR PALETTE
- TYPOGRAPHY
- PHOTOGRAPHY STYLE
- GRID STYLE
- COMMUNICATION GUIDELINES
- WORK SAMPLES
- VIEW FULL GUIDE

CONTACT US

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OFFICIAL LOGOS

UNIVERSITY PHOTOS

REQUEST SERVICES FORM

SUGGEST A S

Primary Palette

Islander Blue and Islander Green are our primary university colors, with silver serving as an accent. Islander Blue is the dominant color for design purposes.

ISLANDER BLUE
PMS 300 C
RGB: 0 103 197
HEX/HTML: #0067C5
CMYK: 91 67 0 0

ISLANDER GREEN
PMS 348 C
RGB: 0 127 62
HEX/HTML: #007F3E
CMYK: 88 24 100 11

SILVER
PMS 422 C
RGB: 138 162 164
HEX/HTML: #9EA2A4
CMYK: 41 31 31 1

Secondary Palette

Secondary colors are used in smaller proportion and should never overwhelm the primary colors.

IZZY BLUE
PMS 2925 C
RGB: 28 146 209
HEX/HTML: #1C92D1
CMYK: 77 30 0 0

DEEP END BLUE
PMS 2965 C
RGB: 0 38 62
HEX/HTML: #001A31
CMYK: 100 80 48 52

LITE COOL GRAY
PMS COOL GRAY 3
RGB: 200 201 199
HEX/HTML: #C8C9C7
CMYK: 18 13 10 0

COOL GRAY
PMS COOL GRAY 10
RGB: 99 102 106
HEX/HTML: #63666A
CMYK: 57 46 40 25

Source: https://www.tamucc.edu/marketing-and-communications/style-guide/color-palette.php

Layout and Font

Title

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec sagittis nisi. Pellentesque dictum aliquet urna, et interdum mi sagittis commodo. Aenean tincidunt erat vel vulputate ultrices.

Layout and Font

Title

Sub Heading

- Lorem ipsum dolor sit amet
- Aenean nec sagittis nisi
- Pellentesque dictum aliquet urna
- Aenean tincidunt erat vel vulputate ultrices.

Delivery techniques

What about virtual?

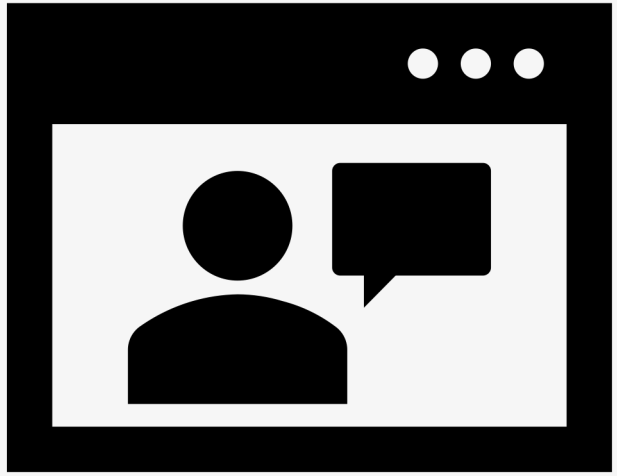
High quality audio

High quality video

Image Source: https://effectivehomeoffice.com/webcam-position/

Engaging with a virtual audience matters!

- Utilize short segments
- Interaction is a two-way street!



With any presentation modality...

How do you analyze your audience's needs and interests?

Who is my audience?

Are they familiar with the topic?

How does the presentation help them?

What examples or applications will help them?

What interactions might keep their attention?

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Are they familiar with the topic?

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Recap - Questions to ask yourself:

- Who is my audience?
- Are they familiar with the topic?
- What examples or applications will help them?
- What interactions might keep their attention?

In conclusion

Practice, practice, practice!

Be mindful with your content and images

Use high quality equipment

Consider your audience and interactions

Additional References

- *The public speaking lesson you never had* | *DK .* | *TEDxNelson* (YouTube Video - https://www.youtube.com/watch?v=xSp78RwcAS4)

- The Importance of Color Psychology - https://www.linkedin.com/pulse/importance-color-psychology-poly-begum-vxbac