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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Business Management and Administration |
| **Course Name** | Business Information Management I |
| **Lesson/Unit Title** | Multimedia Presentations: Guidelines and Effectiveness |
| **TEKS Student Expectations** | 130.136. (c)  (9) The student uses commands to retrieve data and create reports from databases.  (A) The student is expected to identify the guidelines for using graphics, fonts, and special effects in presentations  (B) The student is expected to analyze the effectiveness of multimedia presentations  (C) The student is expected to determine the appropriate technology to create and deliver an effective presentation |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | The student applies presentation management technology.  The student is expected to identify guidelines for using graphics, fonts, and special effects in presentations.  The student is expected to analyze effectiveness of multimedia presentations. |
| **Rationale** | In order to create effective multimedia presentations, students must be able to identify the qualities of effective presentations, such as graphics, fonts, and special effects. This lesson explores these qualities and provides students with a presentation project. |
| **Duration of Lesson** | When taught as written, this lesson should take approximately 150‐250 minutes to teach; this time is dependent upon whether the extension activity is used. |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * **Content‐** Something that is to be expressed through some medium, such as a speech or writing. * **Format‐** The organization, plan, style, or type of something, such as font styles, sizes, and colors. * **Media‐** The means of communication, such as television and newspapers, which reaches many orwidely influences people. * **Multimedia‐** The combined use of several media, such as sound and full‐motion video in computerapplications. * **Presentation‐** The act of presenting. * **Guideline‐** A principle put forward to set standards or determine a course of action. * **Graphic‐** A computer‐generated image. * **Font‐** A complete assortment of type of one style and size. * **Special Effects‐** Unusual visual and sound effects beyond the range of normal photographyor recording. * **7‐7 Rule‐** Presentation slides should not have more than 7 bullets and/or more than 7 words per bulleton any given slide. * **High Definition/Quality ‐**Images that are sharper and more detailed than normal. * **Designs‐** Organization or structure of formal elements in presentation. * **Transitions‐** Movement between slides. * **Screenshot‐** An image created by copying part or all of the display on a computer screen at aparticular moment. * **Video‐** The visual elements of a television broadcast. * **Audio‐** The audio (sound) elements of a television broadcast. * **Proportion‐** Proper relation between things or parts. * **Introduction Slide‐** Typically the first screen displayed in a presentation. * **Final Slide‐** The final slide in a presentation that can provide a summary, a recommendation, or a listingof sources used. * **Citing‐** To quote or refer to. * **Reference‐** To furnish or compile a list of references. * **Intellectual Property** ‐The ownership of ideas and control over the tangible or virtual representation ofthose ideas. * **Copyright‐** The exclusive right to make copies, license, and otherwise exploit a literary, musical, orartistic work, whether printed, audio, video, etc. * **Infringement‐** To violate or break a law, agreement, etc. * **Rubric**‐A set of rules of conduct or procedure. * **Hyperlinking‐** To link computer screens from a primary screen to a secondary screen or object. |
| **Materials/Specialized Equipment Needed** | * Lesson 6.1 Presentation * Instructor Computer/Projection Unit * Online Websites listed in the References Section |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | The main purpose of this lesson is to help students understand terminology and guidelines to what makes for a good multi‐media presentation, and then to eventually apply this knowledge in the next lesson (Lesson 6.2).  **Ask** How many presentations do you estimate you have seen in your lifetime? Think about ones you may haveseen in school, at conferences, at events, at church, etc.  **Ask** Do you remember any of them? If yes, what do you remember about them? If not, why do you think youdon’t remember them?  **Ask** What do you think makes a good presentation?  **Ask** What do you think makes a mediocre presentation?  **Say** Most presentations have two things: the person/people talking about the information and some sort ofvisual to help support what the people are talking about. In our increasingly digital world, these two elements have flip‐flopped; people are becoming the secondary means of communication and the presentation itself is quite often the primary means of communication. Because of this, presentations need to be both informative (content) and creative (format) to get the point across to the intended audience.  **Say** In this lesson, we are going to look at various ways to present information, and we are going to talk aboutsome core guidelines for putting together an effective, memorable presentation. In order for us to do this, we need to know what tools we have out there to help us.  **Ask** Can you name some products/software that allow people to create presentations?  **Say** Here are some examples: PowerPoint, Prezi, GoAnimate, Google Docs, Sliderocket, Zoho Show, andSlidesnack, IMovie, Movie Maker, GoAnimate, etc.  **Say** Let’s first start with our guidelines, and then we’ll evaluate a handful of presentations. Finally, we willreview and analyze different options you have in presenting information to other people in preparation for your project (that will be introduced in Lesson 2). |
| **Direct Instruction \*** | Please see outline following the lesson plan. |
| **Guided Practice \*** | Use the provided samples and evaluation tool to help students understand the guidelines of evaluating multi‐ media presentations, so that they will be able to apply these guidelines in the upcoming lesson. |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Either with a partner or individually, create a five‐slide/frame presentation from one of the provided topics. |
| **Lesson Closure** | Review the lesson’s purpose and evaluate its effectiveness. |
| **Summative / End of Lesson Assessment \*** | **Informal Assessment**  All of the following can be used as informal assessments:   * Discovery Activity Presentation * Evaluation 1, Evaluation 2, Evaluation 3 (or all three as one assessment) * Discovery Activity Presentation Evaluation * Any notes taken by students   **Formal Assessment**   * Evaluating Multi‐Media Presentations Test |
| **References/Resources/**  **Teacher Preparation** | * [www.dictionary.com](http://www.dictionary.com/) * [http://goanimate.com/video‐maker‐tips/6‐best‐business‐presentation‐software‐and‐powerpoint‐](http://goanimate.com/video-maker-tips/6-best-business-presentation-software-and-powerpoint-alternatives/) [alternatives/](http://goanimate.com/video-maker-tips/6-best-business-presentation-software-and-powerpoint-alternatives/) * Review and familiarize yourself with the terminology, all website links, and any resource materials required * Have materials and websites ready prior to the start of the lesson |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | . |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication**  **90 Second Speech Topics** |  |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Break students into groups and have them do some research and report on alternative software programs and websites that help people make electronic presentations:   * Microsoft Movie Maker * Prezi * GoAnimate * Google Docs * Sliderocket * Zoho Show * IMovie |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | Business Professionals of America  Future Business Leaders of America |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)