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## Digital Dog & Pony Shows

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All of a sudden I am being besieged with requests for help with electronic presentations. Must be spring in the air and everyone wants to get current. To assist others who are trying on new presentation skills, I decided it was time to publish my Four Dictums on Electronic Presentation.

### Create the message

Before you do anything. This should be 3-5 points which you want to be sure your audience firmly remembers after you leave.

### Reinforce your message, do not distract your audience.

Be sure every part of your presentation contributes to this goal. This is not to say your presentation should be one dimensional in content, but the points should be clear.

### Select the appropriate tools

Remember the keys to delivering a message is *repetition in a variety of delivery techniques*. Individuals absorb information in different ways, some remember what they hear, others what they see or do. Color and movement may stimulate the memory cells. Over stimulation of those same cells will wipe the slate clean.

Some tools for you might choose to use:

Charts and graphs - An Organization chart might graphically call attention to your role in the process and a yet still contain all the other participants.

Pictures - An image might elaborate a talking point and also reflect an example of your work.

Sound & Animation - Other than saying you are one cool hot designer of multi media, what can they do for you? They can be the drum roll for the BIG point. They can visually or audibly reinforce an idea - the spreading tide. Animations can also help you illustrate a complicated point when it can't be reduced to a simple idea, by defining the components, or revealing them in understandable chunks.

Graphics - Compositions of colors and fonts also contribute to the clarity of your presentation.

## Choose the correct medium for you.

**Slides or Transparencies** - If you are on the road or just more comfortable with a slide projector, this is still a very valid medium. Be sure however to take advantage of the technology to create your own slides, which can be produced from a multiple of file formats. While slides can't deliver computer animation, remember you are the best source of sound and animation.

**Electronic Slide shows** - You have control and can adapt up until and even during a show. They are relatively simple to learn. Take advantage of the assistance the programs provide. Choose a template you like. Organize your thoughts in the outline view and you will be half way there. You need to acquire a portable LCD projector. ( See How To\* for information in selecting one). You may also use Adobe's Acrobat or Web authoring software to develop an Electronic slide show.

**Multi Media Shows** - These can give you a very professional smooth presentations, but take some production effort. If you have a video component which is essential, it is the smoothest way to integrate it into the presentation. Pauses are not always bad though, if done effectively. Sometimes the solution might be a well trained projectionist.

So there you have it.

- Decide what you want to say
- Select the best way to say it to as many receptors as possible without distracting your audience from the message
- Choose the medium which is best delivers your message.

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