Creating Effective Multimedia Presentations

1. Create a plan for the presentation.
   - An effective presentation begins with planning. Planning helps to determine the content of the presentation as well as the order in which it will be presented.
   - When planning, identify the audience. Knowing who to target the presentation towards ensures the right content is being conveyed to an audience.

2. Keep it simple.
   - Be sure to display the information clearly. It is best to keep the design elements of the presentation simple.
     – Choose one or two colors which are pleasing and carry the color scheme throughout the presentation. Too many colors and design elements can distract from the message being conveyed.
     – If using text on slides, make sure it is easy to read. Make sure there is contrast between the font color and the slide color. Stay away from fancy fonts which can be difficult to read. Be sure to keep in mind the font size if text needs to be read.
     – Use animations as an advantage. If the presenter does not want the audience reading all of the bullet points at once, set animations for the bullets to appear after a click rather than automatically.
     – Incorporate pictures and graphs to convey information. Rather than displaying numbers as text, use graphs or images to help visually display information

3. Check the presentation equipment and room.
   - Make sure all necessary software and equipment is available to be used for the presentation. If the presenter is are not using their own computer, it is a good idea to save the presentation in compatibility mode or as a presentation file to make sure it will be compatible with the computer being used.
   - Know if the presentation will be to a large room with a microphone or a small conference room to be able to plan accordingly.

4. Practice the presentation.
   - Rehearse the presentation a few times before presenting. If the presenter is comfortable giving the presentation, they will be less likely to be nervous and therefore be more effective during the presentation.