

## Unit 2 Critical Thinking Questions

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- 1. Why are there different standards for slideshows depending on whether it's considered to be a presentation, deck/pitch deck, or report? What is distinct about these types of activities that requires different styles of slides?**

There are different standards because each type has a different purpose. A deck is designed to be understood without the presenter actually presenting it, a report is designed to contain lots of information, and a regular presentation is just a standard PowerPoint designed to display something (but needs the presenter to present it). Each type does its job to efficiently display something to its audience.

- 2. Provide three distinct uses of hyperlinks (different types of things they can link to) in PowerPoint and how they would enhance a slideshow.**

- Website (allows direct access to another site, for maybe if the viewer would want to learn more)
  - Place in slideshow (allows you to quickly navigate around the slideshow)
- Email address (allows for direct contact to someone, if the slideshow is about a team or company).

- 3. Imagine you have developed a presentation-style slide show for a research paper for a topic of your choice. Explain how using a PowerPoint slideshow would help enhance the presentation of the research (rather than simply giving a lecture about your paper). Describe at least two distinct advantages a PowerPoint presentation has over a strictly oral presentation.**

A PowerPoint is definitely better than giving an oral presentation, because it allows the viewers to be able to actually look at something. People get bored and can even fall asleep during an oral presentation, while a PowerPoint is something that grabs the attention of the audience, and makes it easier for them to understand the subject.

- 4. Besides a text-based "headline," what else might make sense to include in a presentation-style slideshow? What would be the point of including that element in a slideshow?**

According to Guy Kawasaki, no more than 6 words per slide and no less than 60 point font size on each slide. This means that headlines may be the only thing to include on your slides. If you dump everything you want to say, then your audience will waste time listening to you with trying to read the entire slide.

Putting minimum will allow them to read it and listen to everything you need to say.

5. **Imagine you are developing two PowerPoint slide shows for a research paper you have written. Pick a research topic you know a bit about. Provide a clear description of the topic of the hypothetical research paper, and for one slide write text content appropriate for a presentation-style slideshow that would be given to classmates and approximately one slide worth of text appropriate for a report-style slideshow that would be turned in to an expert academic advisor.**

Topic: Boy Scouts of America

Presentation-Style: An organization for boys and young men from the ages of seven to eighteen, that teaches life, leadership, and citizenship skills.

Report-Style: An organization, composed of over 2.2 million scouts and 800 thousand volunteers in over 250 local councils, that teaches life, leadership, and citizenship skills to those aged between ten and eighteen.