

Instructional Scenario

Enhancing Multimedia Presentations



Course/Duty Area: Computer Information Systems/Enhancing Multimedia Presentations

Scenario:

Innovative Learning Solutions, an educational consulting firm, is developing a training session for teachers on the topic of "The Impact of Artificial Intelligence on Education." The team is struggling to create an engaging and professional presentation that effectively communicates key ideas to their target audience. They want to include advanced multimedia features to capture attention and improve understanding but are unsure where to begin. You have been hired as a multimedia consultant to design and deliver a visually appealing and effective presentation that meets the company's objectives.

Big Question:

How can Innovative Learning Solutions create an effective multimedia presentation that highlights the role of AI in education while keeping it engaging, professional, and audience-appropriate?

Focused Questions:

- What principles of effective design are essential for creating a visually appealing multimedia presentation?
- What advanced features can enhance the presentation's impact?
- How can the presentation layout be planned to ensure logical flow and clear communication?
- What steps can be taken to tailor the presentation to the intended audience (teacher and classmates)?
- What tools or methods can be used to critique and refine the presentation before delivery?

Student Project or Outcome:

Students will create a comprehensive multimedia presentation for Innovative Learning Solutions that will include

- a professionally designed title slide and master slides
- a storyboard outlining the logical sequence of information
- custom visuals, such as charts or graphics, to illustrate data about AI in education
- advanced features, including animations, video/media files, and object transitions
- a thoughtful design with readable fonts, contrasting colors, and audience-focused content
- speaker notes and handouts for session facilitators.

Project-Based Assessment:

- **Presentation Layout:** Use of advanced features, adherence to effective design principles, and its appropriateness for the audience
- **Creativity and Innovation:** Incorporation of original and engaging design elements
- **Storyboard Planning:** Logical organization and flow of the presentation
- **Delivery:** Professionalism, clarity of speech, use of visuals, and effective communication techniques
- **Collaboration:** Teamwork in brainstorming, designing, and presenting

Teacher Resources:

- Principles of Effective Design in Multimedia Presentations
- Advanced Features in Presentation Software
- Rubrics
 - **Presentation Layout Rubric**
 - Criteria include
 - effective use of advanced features (animations, videos, etc.)
 - design consistency and readability
 - audience engagement.
 - **Delivery Rubric**
 - Criteria include
 - clarity and pacing of delivery
 - use of visuals and media effectively
 - professional demeanor and audience engagement.

Scenario submitted by Brian Taylor, Franklin Military Academy, Richmond Public Schools