

# Designing Better Educational Presentations

## Understating Various Technology Tools to Enhance your Talks

Debbie McCrea, Ed.D, MSN, RN, FNP-BC, CNS, CEN, CFRN, EMT-P

### 7 Principles of Student Learning

- Prior knowledge can help or hinder learning
- How they organize knowledge influences how they learn and apply
- Motivation determines, directs and sustains what they do to learn
- Must acquire competent skills, practice integrating them, and know when to apply
- Goal directed practice with targeted feedback enhances quality of learning
- Current level of dev't interacts with social and intellectual climate to impact learning
- Self directed learners must learn to monitor and adjust their approaches to learning

### Learning styles

#### Gardner Theory of Multiple Intelligence

- musical-rhythmic
- visual-spatial
- verbal-linguistic
- logical-mathematical
- bodily-kinesthetic
- interpersonal
- intrapersonal
- naturalistic
- existential

### Learning styles

#### Fleming Learning Styles (VARK)

- Visual
- Auditory
- Read/Write
- Kinesthetic



### Principles of Multimedia Learning

#### Organization Tips

- Start with the end in mind
- Plan in "analog mode."
- Good presentations include stories
- It's about the audience
- Reduce text on slides to absolute minimum
- Do not read text word for word off slide
- Written handouts are for expanded details

#### Slide Tips

- Keep simple
- Plenty of "white space" or "negative space"
- Avoid using templates; make your own
- Avoid using PowerPoint Clip Art
- Use high-quality graphics including photos
- Be cautious of copyright issues
- Use object builds and slide transitions judiciously
- Synchronize your speaking with the builds and transitions
- Use video and audio when appropriate
- Limit your ideas to one main idea per slide

#### Delivery Tips

- Move away from the podium
- Use remote-control device
- Make good eye contact
- Take it slowly
- Keep the lights on
- (Reynolds, 2007)

Click on QR Code for examples of >30 presentation packages



### Presentation Software/Web-based Programs Examples

- PowerPoint
- Prezi
- Emaze
- Powtoon
- Screencast-o-matic
- Google Slides
- Haiku Deck
- Visme
- Keynote
- Slides
- Slidebean
- Zoho Show
- Canva
- Vyond
- and more.....

### Facts about Visual Content

- 90% of info transmitted to brain is visual
- Visuals are processed 60,000X
- 40% respond better to visual info
- Visual content drives engagement
- Visuals stick in Long Term Memory
- Transmit Message Faster
- Triggers Emotional Connections
- Motivates Learners

### Use of Visuals

- Using good visuals saves you time
- Help you catch and hold audience's attention
- Help audience quickly understand material
- Help push new info into long-term memory
- More likely to inspire people to act
- Makes you an effective communicator
- Avoid stock photos
- Generic Graphics
- Poor quality of images
- <https://www.echorivera.com/blog/6reasonsvisuals>

### Psy Principles for Compelling Presentation

- The Principle of Relevance**  
neither too much nor too little info
- The Principle of Appropriate Knowledge**  
Communication requires prior knowledge of pertinent concepts
- The Principle of Salience**  
Attention is drawn to large perceptible differences
- The Principle of Discriminability**  
2 properties must differ by enough proportion or will not be distinguished
- The Principle of Perceptual Organization**  
People automatically group elements into units, which they then attend to and remember
- The Principle of Compatibility**  
A message is in form that is compatible with its meaning
- The Principle of Information Changes**  
People expect changes in properties to carry information
- The Principle of Capacity Limitations**  
People have a limited capacity to retain/process info (Kossly, 2007)



### References

Ambrose, S. A., Bridges, M. W., DiPietro, M., Lovett, M. C., & Norman, M. K. (2010). *How learning works: Seven research-based principles for smart teaching*. John Wiley & Sons.

Fleming, N., & Baume, D. (2006). Learning Styles Again: VARKing up the right tree!. *Educational developments*, 7(4)

Kosslyn, S. M. (2007). *Clear and to the point: 8 psychological principles for compelling PowerPoint presentations*. Oxford University Press.

Perveen, A. (2018). Facilitating multiple intelligences through multimodal learning analytics. *Turkish Online Journal of Distance Education*. 19(1), 18-30.

Reynolds, G. (2011). *Presentation Zen: Simple ideas on presentation design and delivery*. New Riders.