

iCheck™ Series Microsoft® Office 2010

Real World Applications

Unit 4: PowerPoint 2010: Business Presentations

Real World Connection Activities

These articles allow you to further explore various computing topics and take a quiz for review.

Introduction Learn about how organizations use presentation applications in the real world.

Directions Read the information below and apply what you learn to answer the questions. Check your work carefully, and click **Submit Answers**.

From Overhead Projectors to Electronic Presentations

In the past, presentations typically consisted of transparencies, or clear plastic sheets, projected onto a screen. Special copying machines or printers were used to print information onto the transparencies. The transparencies were then placed one at a time on an overhead projector, which projected the text and images onto a screen. This process had various drawbacks. Creating transparencies could be time-consuming and expensive. Transparencies could be damaged or lost. Large presentations were so bulky that they were difficult to take from place to place. In order to correct a mistake or update information, a presenter had to make the change and then recopy or reprint the updated transparency. During a presentation, the presenter had to remain beside the projector to change transparencies, preventing him or her from circulating around the room.

Presentation applications such as Microsoft PowerPoint resolved the shortcomings of transparencies. PowerPoint allows the user to create electronic slides that do not need to be transferred to transparencies. With the right equipment, such as a digital projector, all a presenter needs to do is play the slide show from the PowerPoint file, which has been saved on a computer or on a disk or CD. It is not necessary to carry around a load of transparencies that are bulky, or easily damaged or lost. Slides with errors and outdated information are easy to edit on a computer. The presenter can activate a timing feature that advances to the next slide automatically (after a preset length of time), so he or she can circulate around the room. Media such as text, images (photos, clip art, and screenshots), audio, and video can be inserted onto a PowerPoint slide. To enhance a presentation, PowerPoint includes tools to create charts, diagrams (SmartArt), transitions between slides, and animated elements. It is no wonder PowerPoint has become so popular and widely used.

How Businesses Use Microsoft PowerPoint

Organizations have found that PowerPoint 2010 is an excellent communication tool, especially for conveying visual information. Some of the most common situations in which organizations might use PowerPoint 2010 are explained below:

- **Business meetings.** Companies might use presentations to outline business goals, communicate sales figures, or present a product or service to a potential client.
- **Conferences.** Presenters at conferences might use PowerPoint 2010 slide shows to communicate a wide range of information to large audiences.
- **Training sessions.** Employers might create presentations to train a large or small group of employees. A presentation can be updated as needed, or the company can create different versions to address the training needs of people in various positions.
- **Classroom presentations.** Teachers might use PowerPoint 2010 to present material to students. In addition, teachers often ask students to create presentations. Instead of writing a book report or a research paper, for example, students might be asked to create a presentation to share their ideas with the class.

Assessment Questions

1. Name two drawbacks of transparencies.
2. What does the automatic timing feature of PowerPoint allow the presenter to do?
3. How is PowerPoint used in the classroom?
4. Identify two additional ways organizations use PowerPoint.