



Executive Summary Quarterly Report Winter 2002

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There are lots of advantages to on-screen presentations rather than printed fliers. First, the recipients can't throw them in the bin. Second, you can pace your presentation to match the audience, their Dick Tracy you anything in materials. the end of some fantastically tedious presentations (years?) of training in design and a high-powered

Dick Tracy

Clients

Nope. You do need a little design flair, though here the most important thing is to do things your way, not the software's. The biggest culprit here is PowerPoint. If you use its pre-designed templates and content, you'll be condemning your audiences to a lifetime (it'll seem like a lifetime, anyway) of toe-curling tedium.

And while PowerPoint is the obvious choice for any kind of business presentation, it's not the only one, by any means. AppleWorks users will be aware that version 6 includes a Presentations module, and those who've dug deeper than most will know that this and previous versions also have a 'slide show' mode which can turn any multi-page document into an on-screen presentation.

Annie Baker

Sales

And then there's iPhoto. No, we're not mad. Apple's free image organising application has a slide show mode which is primitive, yes, but with a little ingenuity in Photoshop and a collection of exported JPEGs, you can use it to produce a surprisingly passable little presentation.

We'll demonstrate the presentation tools available in all three programs, and leave you to decide which is the most appropriate for your needs. iPhoto is disarmingly simple but effective enough, AppleWorks looks like it's going to be a lot better than it actually turns out to be, while PowerPoint is a goldmine of interactive invention that's a far more powerful and interesting program than first impressions suggest.



Phoebe Barrett

New business

PowerPoint is the only one of these programs to offer object-based animation, a primitive kind of timelining and user interaction, but these multimedia tricks are by no means essential. We'll touch on a couple of them in our PowerPoint walkthrough, but for the most part, presentations can prove effective even using the simplest techniques – principally, 'reveals' and 'transitions'.

All presentations are effectively slideshows. You design the slides, then show them in sequence. Transitions will add a little professional gloss as you swap from one slide to the next, but while PowerPoint and AppleWorks offer a whole raft of them, a simple fade is as effective as any. A 'reveal' in this context is where you simply add information to what's already on the screen, such as displaying bullet points one by one, or answering on-screen questions. By manually controlling the slide changes and 'reveals', you can pace your delivery to suit the audience.

You can present your slideshows in a variety of ways. The simplest is simply to run them on the computer you used to author them. If you need to distribute a standalone version, though,



	July	August	September
Raeters	\$576	\$475	\$446
Meredith	\$557	\$559	\$756
Derekson	\$194	\$295	\$867
Thorpe	\$556	\$559	\$354
eTrade	\$445	\$945	\$190
Binns	\$946	\$734	\$775
	\$3274	\$3567	\$3388

PowerPoint can export a web-based version or a standalone movie. IPhoto, meanwhile, can export your slide shows as QuickTime movies – simple, effective and hassle-free.



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