Dynamic Representations: Video and Multimedia

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WHAT'S COVERED

In this lesson, you will learn how multimedia can be used effectively during your speech. Specifically, this lesson will cover:

1. Dynamic Representations: Video and Multimedia
2. Audience Reception of Dynamic Content
3. Software Presentation Programs
4. Multimedia Tools in Presentation Software

1. Dynamic Representations: Video and Multimedia

Presenters may use navigation devices such as text links, picture thumbnails, or miniature screenshots to move around spontaneously within and between large collections of interconnected content.

Using these relational presentation techniques allows presenters to interact with rather than "talk at" audiences.

2. Audience Reception of Dynamic Content

Although studies have revealed that audiences are more engaged during presentations that employ dynamic elements, there have been no assessments as to whether using multimedia improves learning and retention of presentation material.

Regardless of whether speakers use static or dynamic content, all presentations must present consistent and compelling information within a limited time frame.

The various formats of technological or digital **multimedia** available to presenters may be intended to enhance the users' experience, quickly and easily convey information, or transcend everyday experiences.

Multimedia

The use of different media to convey information; text together with audio, graphics and animation, often packaged on CD-ROM with links to the Internet.

3. Software Presentation Programs

Presentation software programs provide public speakers with the ability to display video, photography, and other dynamic content in slideshow formats suitable for small and large audiences.

> **IN CONTEXT**
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> Apple's iPhoto allows groups of digital photos to be displayed in a slideshow with options including transitions, looping functions, and the integration of music and digital photos.
>
> Zooming presentation programs such as Prezi present content on one infinite canvas. This allows for non-linear presentations where presenters can present richer detail of content, as well as provide a better overview and understanding of complex visual messages and relations.

4. Multimedia Tools in Presentation Software

Many presentation programs come with pre-designed images (clip art) and/or have the ability to import graphic images. Some tools also have the ability to search and import images from Flickr or Google directly from the tool. Custom graphics can also be created in other programs such as Adobe Photoshop or Adobe Illustrator and then exported.

Similar to programming extensions for an operating system or web browser, plugins for presentation programs can be used to enhance their capabilities.

⤷ EXAMPLE It would be useful to export a PowerPoint presentation as a PDF document. This would make delivery through removable media or sharing over the Internet easier. Since PDF files are designed to be shared regardless of the platform, this format would allow presentations to be more widely accessible.

Certain presentation programs also offer an interactive, integrated hardware element designed to engage an audience (e.g., audience response systems) or facilitate presentations across different geographical locations (e.g., web conferencing).

Integrated hardware devices such as laser pointers and interactive whiteboards can ease the job of the presenter by adding emphasis and bringing attention to specific points in the presentation.

☑ SUMMARY

In this lesson, you learned about the use of **dynamic representations** in public speaking. Presenters may use navigation devices such as text links, picture thumbnails, or miniature screenshots to move around spontaneously within and between large collections of interconnected content. Although studies have revealed that audiences are more engaged during presentations that employ dynamic elements, there have been no assessments as to whether using multimedia improves learning and retention of presentation material.

Multimedia, such as **video**, enhances the **experience of the audience** member, and can help presenters convey information more easily and quickly than static presentations. Integrating multimedia with **presentation software** and hardware elements can ease the job of presenters by adding emphasis and bringing attention to specific points in the presentation.

Source: Boundless. "Dynamic Representations: Video and Multimedia." Boundless Communications Boundless, 17 Mar. 2017. Retrieved 2 Jun. 2017 from
https://www.boundless.com/communications/textbooks/boundless-communications-textbook/preparing-and-using-visual-aids-16/types-of-sensory-enhancements-82/dynamic-representations-video-and-multimedia-315-10675/

📄 TERMS TO KNOW

Multimedia
The use of different media to convey information; text together with audio, graphics and animation, often packaged on CD-ROM with links to the Internet.