Report on PowerPoint Presentations

The following is a short report looking at the strengths and weaknesses of 6 PowerPoint presentations and to what extend they meet their purpose.

This PowerPoint presentation has been created to inform people about Advocacy Advertising. Therefore the text needs to be noticeable and stand out at the audience so that they take all the information in. They have done this as they have made the text bold and not very long so that it makes the information easier to absorb and it also looks a lot better than having long lists and chunks of writing.

To make the presentation more appealing they have also added a couple of pictures, which are relevant to the topic.

By using different colours of text and having the main text centred it looks more professional. This is especially good as I believe this presentation is aimed at young adults, so it will impress as well as inform.

A weakness in this presentation is that the background colour doesn't look fantastic. In fact in my opinion, it's revolting. However I doubt this matters as its purpose is to inform, not to attract its audience, which I think it does quite well and so it meets its objective.
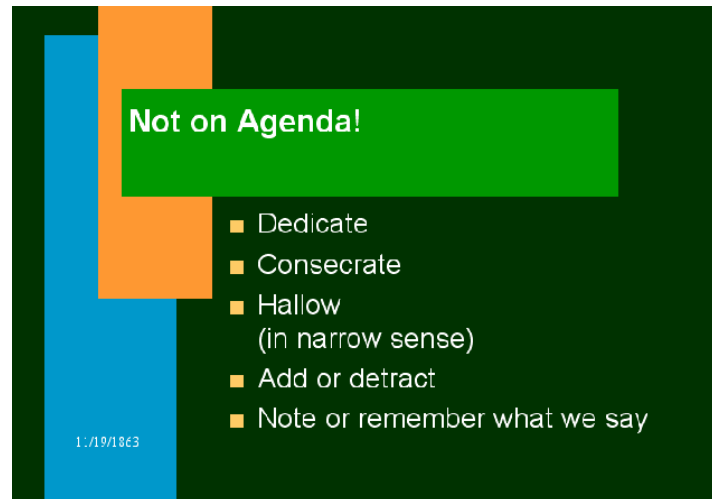

This PowerPoint Presentation has been created to be used as a guide to a meeting; it is an agenda. Therefore it needs to be comprehensible and apparent which I think it does as it uses bullet points to show each individual point that will be raised in this meeting which makes it very clear and easy to interpret.

The background colour is in a very simply, modern art form, with blocks of colour. This does not look too informal nevertheless it does not look deadly serious.
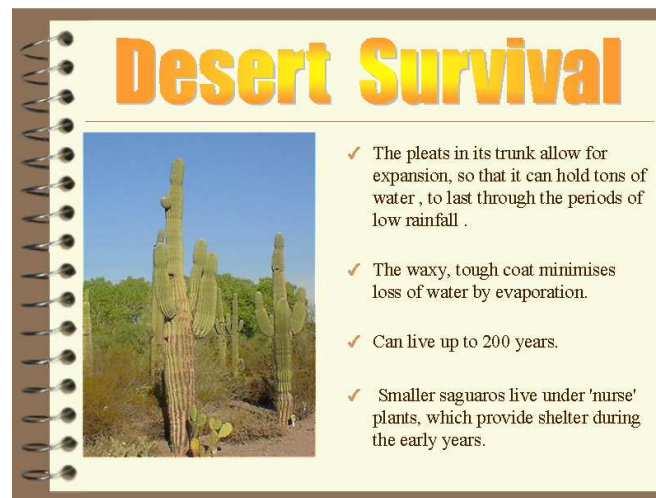
The best features of this presentation are that the text has been justified in the centre next to the blocks of colour so you do not lose the effect of the modern art style. The text is also nice and large so that it is easier to read and the text is also a different colour to the bullet points so that they are more noticeable.

However, despite looking good the modern art style may not appeal to everyone so they may consider revising this. Also, to make the presentation more appealing they may want to add relevant graphics.

This presentation has been designed to inform the audience on how plants survive in the desert. Therefore I imagine the presentation has been designed for children. Consequently, the presentation needs to be dazzling and eye- catching which I think it is as the background colour is very bright and the title is very vibrant.

The good features of this presentation are that there is a good use of graphics, bullet points and texts which stands out and aesthetically pleases adults as well as children. However, the title could do with a dark colour outlining it as from a distance it doesn't stand out and it is relatively hard to read. Also I imagine the background will not appeal to everyone as I assume some children won't appreciate the fact it somewhat resembles a text book and as PowerPoint allows us to experiment with different designs and is meant to be a different and a more exciting approach to teaching where text books are not needed, feel it isn't very interesting or motivating.

This PowerPoint presentation has been created to warn people to avoid getting into 'traps' when using information from the web. The main focal point on this presentation is the foot stepping on the trap which I think is very effective and relevant to the topic.

The good features of this presentation are that the foot attracts the audience and almost e ntices them into reading the text; however I believe the heading and the text is too small and could do with becoming more striking and eye catching. Another weakness is the fact the presentation doesn't inform you about how to 'avoid traps' and isn't
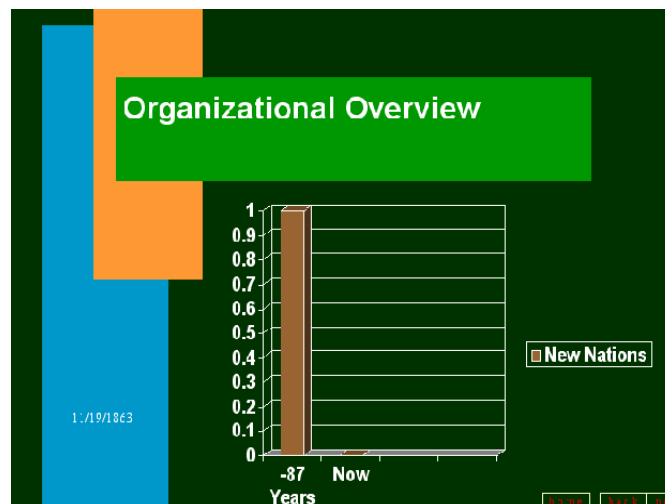
very informative. However, as I believe the target audience would probably be a younger audience, it would probably be quite acceptable for them and maintain their interest.

This 'Organizational Overview' is a presentation which has been designed to present data by using a graph. I think this is a more interesting way to present data as it allows the audience to make up their own mind in what it presents.

The best feature of this presentation is the fact it uses hyperlinks and a menu bar attached to it. This makes everything more accessible if you want to make changes to the presentation.

The poor points of this presentation are that there are only two sets of data used in the graph so it looks as though there's data missing. Therefore I would consider using a line diagram rather than bar chart. Also the presentation doesn't inform the audience what the table is proving, however as I believe the presentation is aimed to adults and has been designed to be talked through, there is no real purpose to do so. Therefore I believe it meets its objective relatively adequately and sufficiently.

This presentation has been created to show the audience examples of commercial advertising on the web. From fist appearance I would state that this presentation has been designed for young adults which means it ought to be appealing so it maintains the audiences' attention. This can be seen from the fact it uses bright colours like

luminous pink and bright blue which also stands out. Another good point about this presentation is that the text and the graphics have been formatted very professionally and effectively as the information is separated which makes it easier to absorb and soak up.

The bad points about this presentation is that the light blue against the dark red background looks very tacky and cheap which isn't very appealing or attractive, but as I think it is designed and aimed for teaching young adults it will not matter and stand out as much.

Finally, the target audience would probably be someone who wants to learn about the internet so it would be quite acceptable for them.