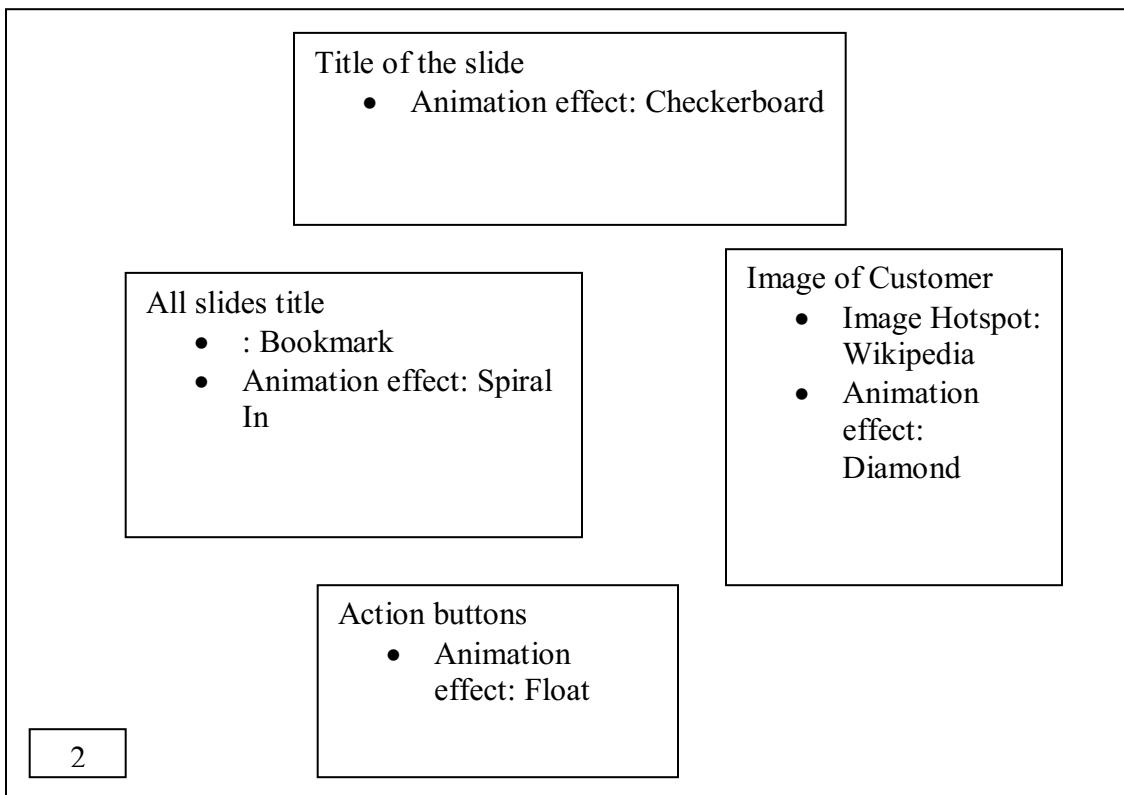
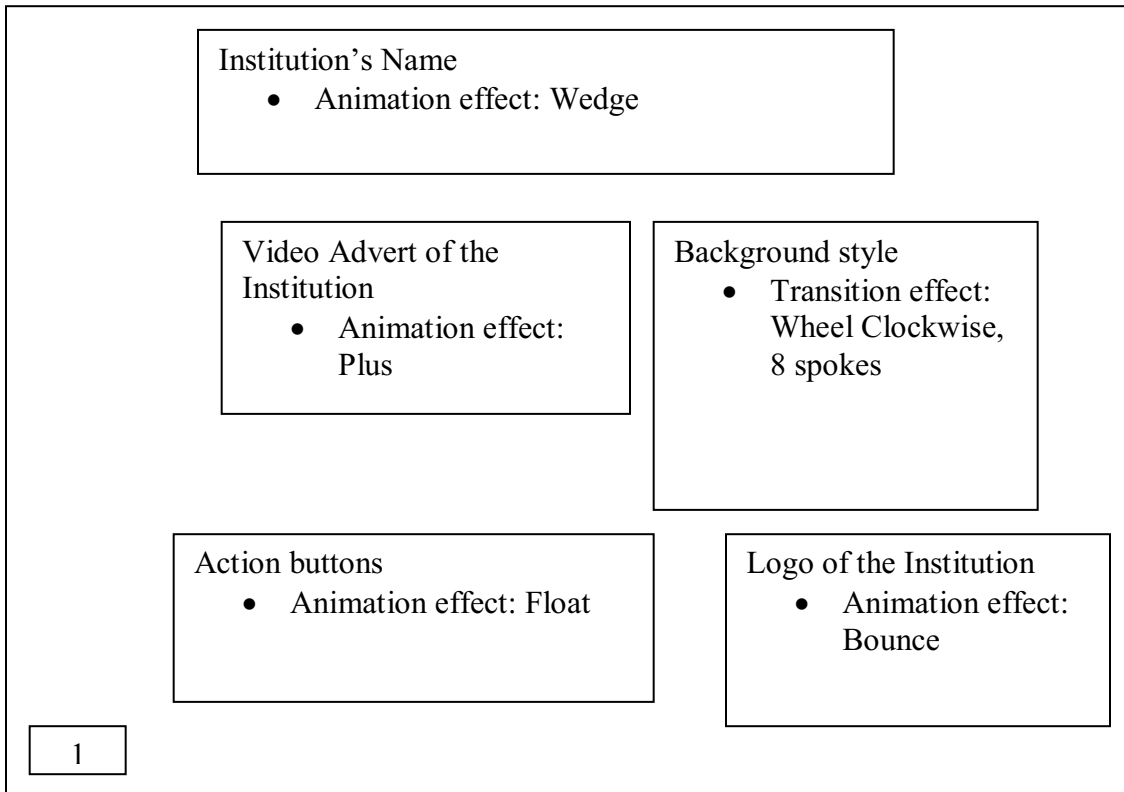


## **Ethos**

The ethos of the document is the idea of New Vision. This is completed by using the acceptable New Vision colour and advertising exercises usually associated with New Vision. New Vision ideas of “specsavers” as a comparison are also used. It also needs to carry an appealing ethos thus the transition effects, video and animation are used.

## Design of presentation



Title of the slide

- Animation effect: Flip

Animated Video

- Animation effect: Sling

Image of Customer

- Image Hotspot: Wikipedia
- Animation effect: Checkerboard

Action buttons

- Animation effect: Float

3

Title of the slide

- Animation effect: Unfold

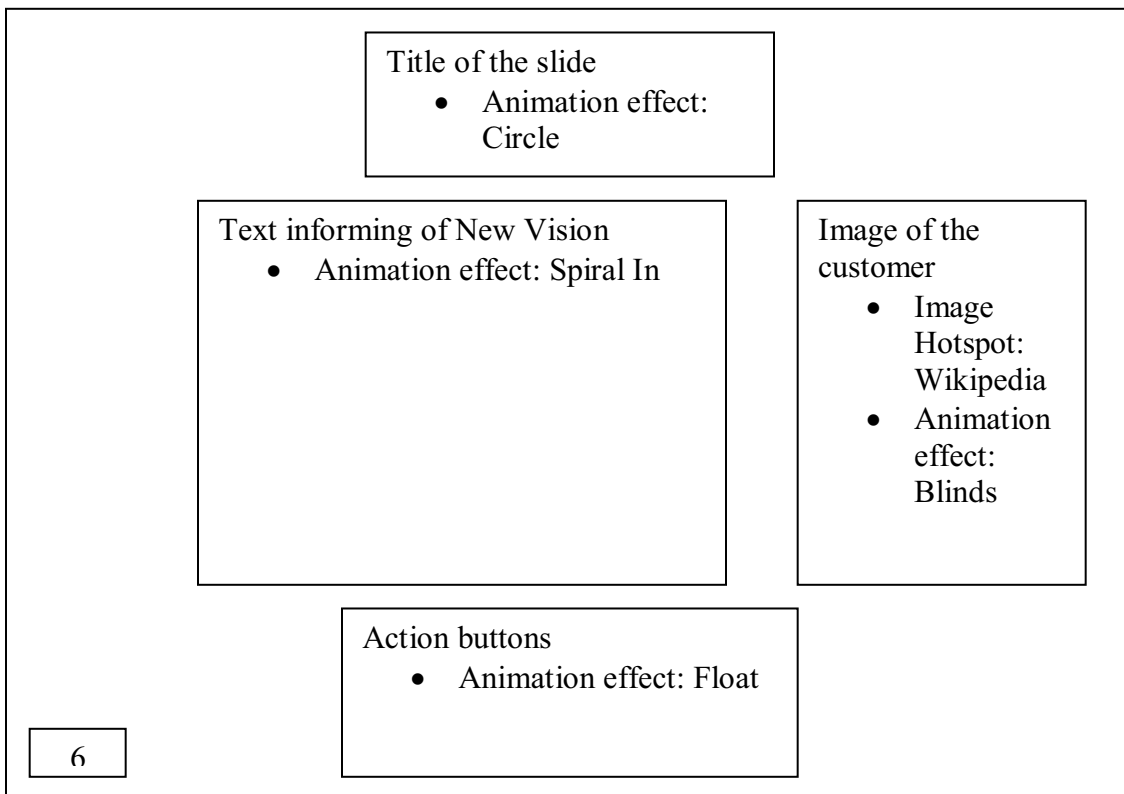
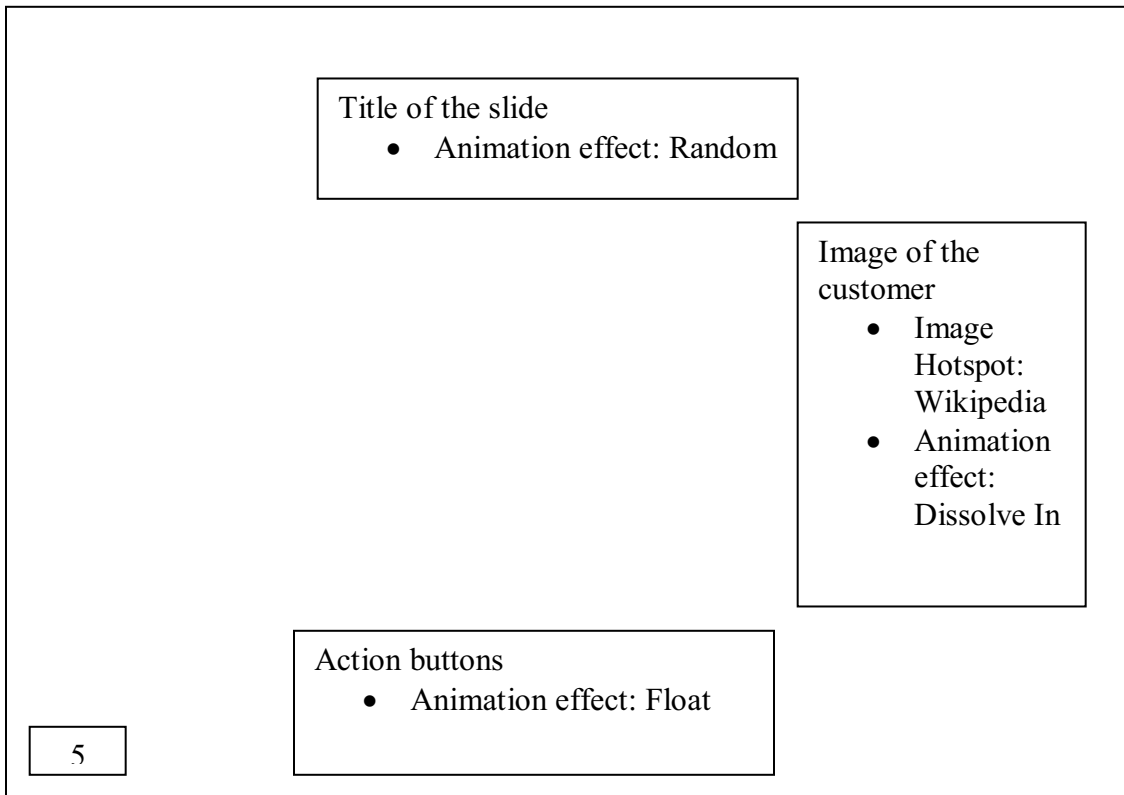
Image of the customer

- Image Hotspot: Wikipedia
- Animation effect: Box

Action buttons

- Animation effect: Float

4



Title of the slide

- Animation effect: Spinner

Text of recent research in the UK of blind people

- Animation effect: Spiral In, Ease In, Grow & Turn, Faded Zoom, Color Typewriter

Action buttons

- Animation effect: Float

7

Title of the slide

- Animation effect: Swish

Logo of the Institution

- Animation effect: Bounce

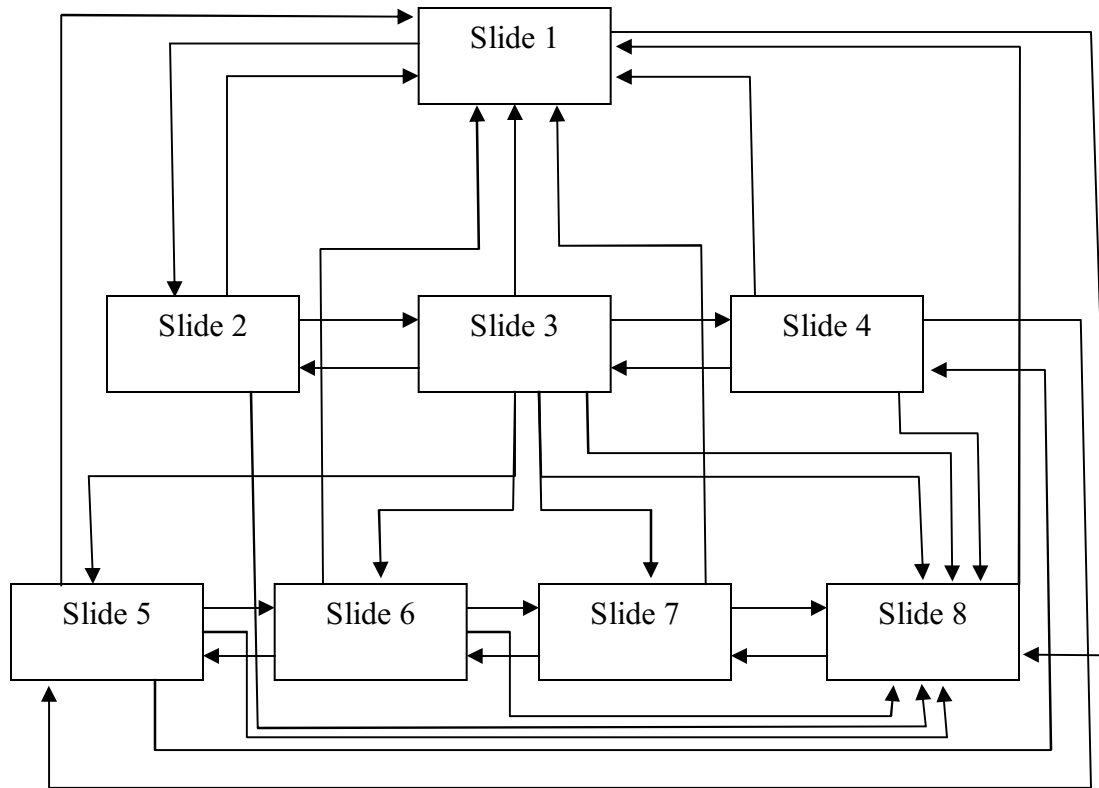
Action buttons

- Animation effect: Float

Sound of claps  
Animation  
effect: Pinwheel

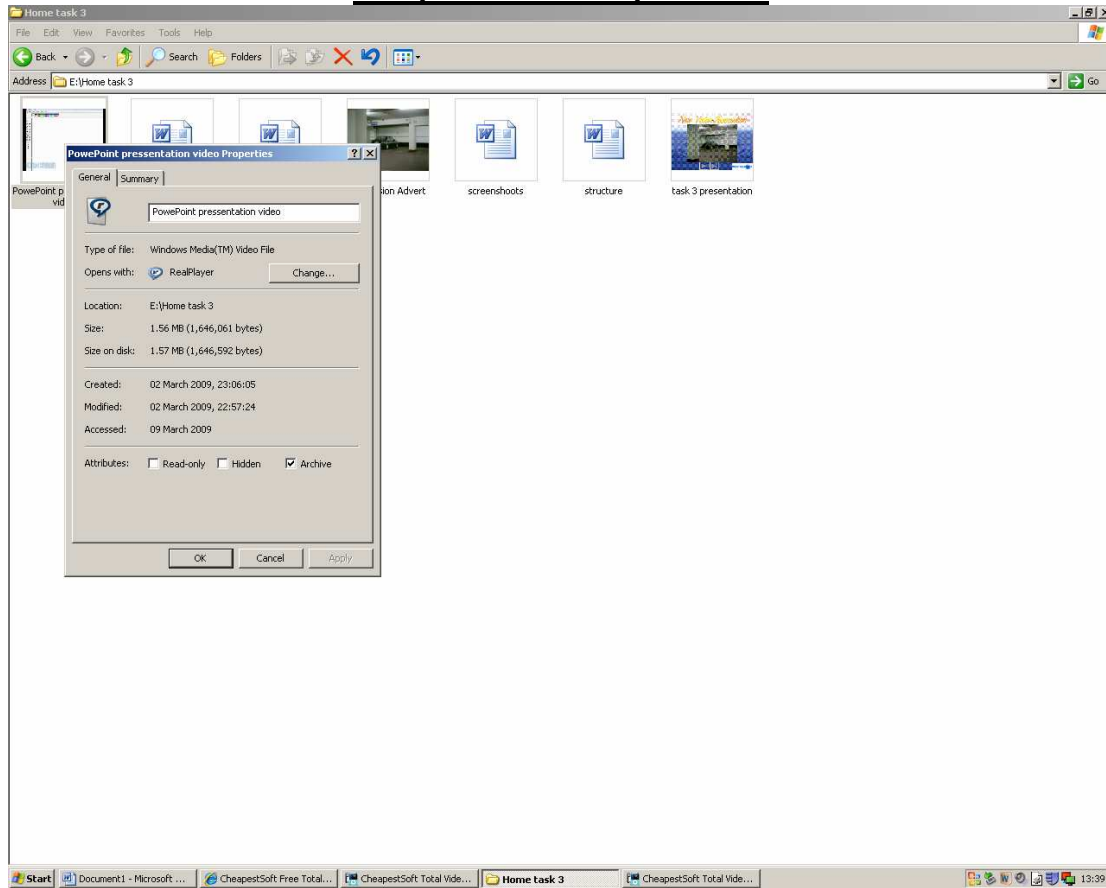
8

### Structure of the PowerPoint Presentation



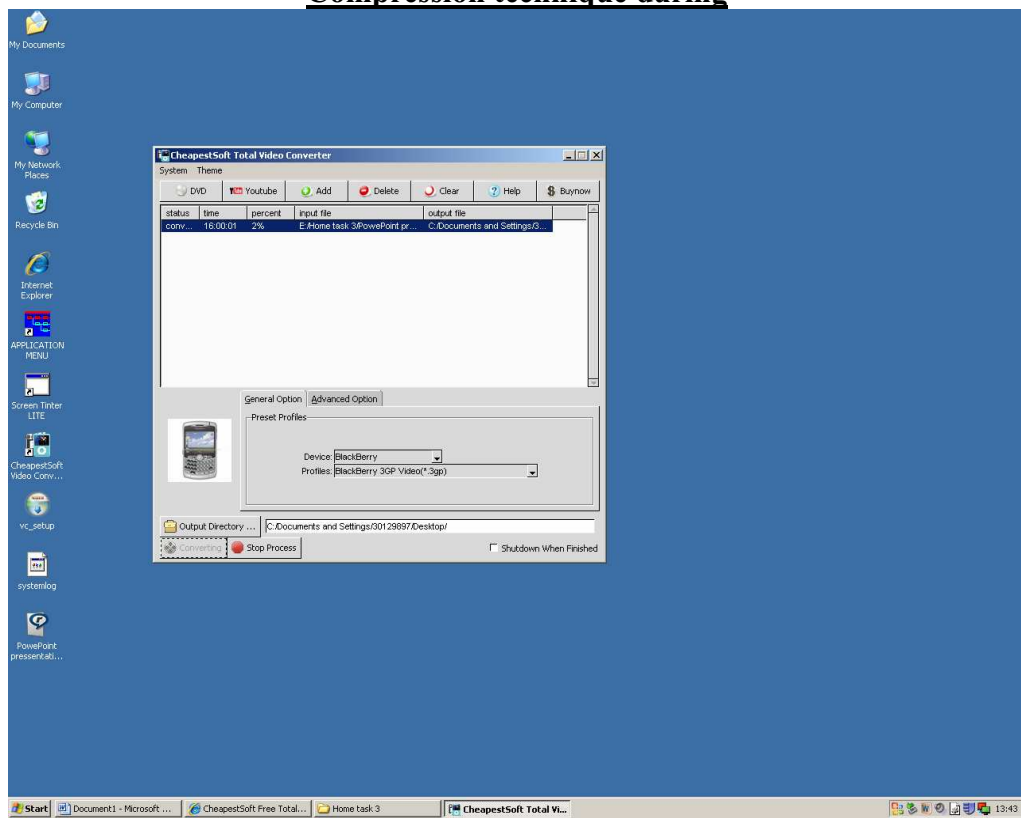
# Video Compression Technique

## Compression technique before

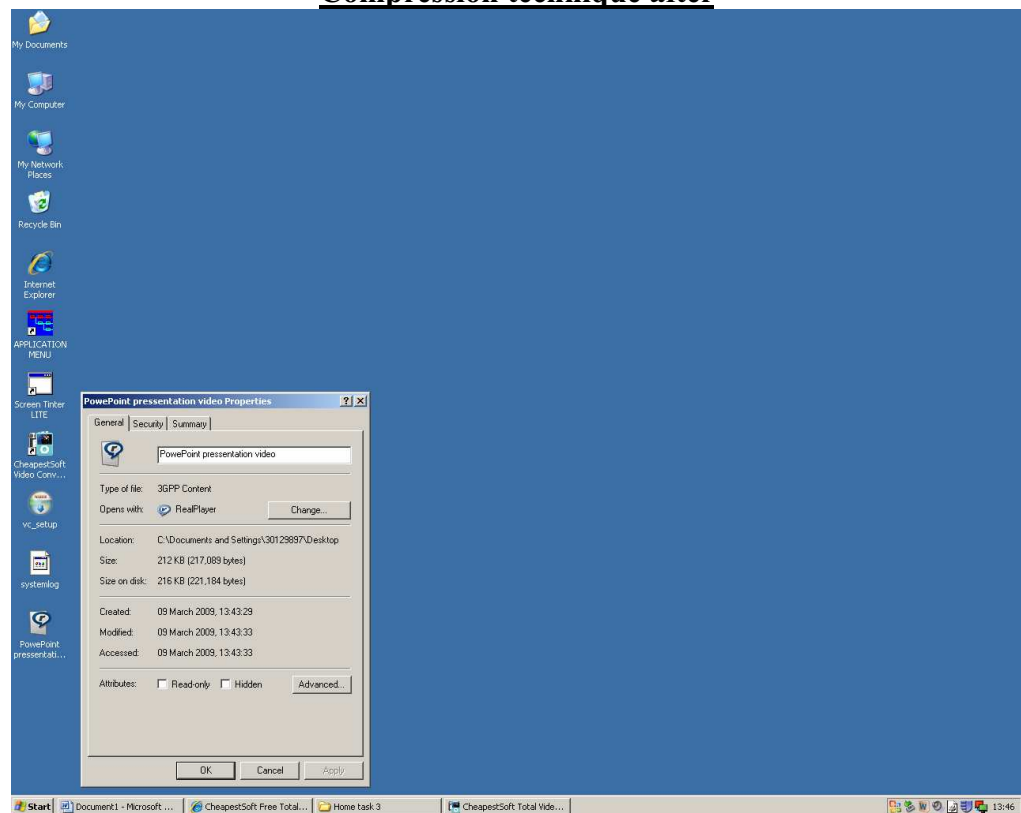


The actual format of the video is (WMV) 1.56mb. I have converted this file to 3GP using IMTOO 3GP converter and after the compression the file decreased to 212kb.

## Compression technique during



## Compression technique after





## **Purpose and Audience**

The desire of the presentation is to inform New Vision's employee and their patients of the facilities that New Vision is providing. The goal is to be able to apply the presentation at weekend where most patients are available and are invited to speak together and exchange ideas and opinions about their eyes care.

### **The arrangement could be applied in two ways:**

- The New Vision own their own could be the advised user where a penalty of disks could have been distributed on their postal address and the patients can activate the knowledge at their own time.
- The New Vision's manager could be the advised user where he could publish the presentation from the front of the hall to the patients.

## **Evaluation of PowerPoint**

The background accomplished very comfortably. The graphical image was a correct impression of the New Vision ethos and I would not make any correction to these at all. I accepted Tahoma font completely and I assume this was applicable yet I imagine it might have been grater to apply WordArt for the headings and SHOWCARD GOTHIC for the context just to include several of mixture during working the ethos. The links back to the guidance page was a terrific concept for the odd user. The video I imported on the slide 1 was perhaps the ultimate crucial component to conceive. I have to divide the clip, affix the titles, credits etc. Then I had to analyze my sound file to create it to adapt the eventual video. However, I reckon in terms of attractive to the audiences, it completed its activity well. The one concept I would adjust, would be to compose the extended video. I would also have selected a "New Vision" song for the background. I appreciate the photos I applied for the links and assumed the design was positive. I imagine that it would have been greater to include some context at the slide of particular of the photos so that a 'user' might understand better. The bookmarks on the slide 2 were neglects in terms of colour and size. It could almost be distinct and should be made more visible. Overall a perfect slide although animation should have been applied more dynamically. I would also have included different graphical images than the basic slides. Yet slide 4 is a good slide; I assume it would only modify the audience of the New Vision. Adults are anxious to know about all age range of patients and there should have been minor extra information here. "What do they all have in common?" and the notification was greatly limited and extremely precise. Furthermore, the use of graphic was favorable yet it would have been absolute to have video on this slide. I adored the animation in this slide. The exploit of sound included to it as the sound was eminently applicable to both audiences and imitated the New Vision ethos. I am contented I did a complicate structure as it included more agitation and was greater than just a couple of slides. Whereas I present it to one or two of the Specsavers, they admired it extremely. I assume the size of the title was absolutely ethical.

### **Compression Techniques**

I have applied certain assorted formats for the facts that I have applied in my assignment. I have applied a JPEG format for the photo from the Internet on the presentation. The sound format on the Presentation is wav format and video is a 3GP format whereas word documents are compressed into PDF formats.