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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution of Higher Education

"Moscow Polytechnic University"

(Moscow Poly)

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"30" 05 2022

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"30" 05 2022

THE WORK PROGRAM OF THE OPTIONAL DISCIPLINE

"Presentation Design"

Field of study
38.03.02 Management

Educational program (profile)
"Business Process Management"

Qualification (degree)
Bachelor

Form of study
Part-time

Moscow 2022

1. The goals of mastering the discipline.

The main goals of mastering the discipline "Presentation Design" should include the preparation of bachelors of comprehensive knowledge, practical and the formation of knowledge in the field of design history in the context of aesthetic, technological and socio-cultural functioning of design. Preparation of bachelors in the analysis and development of design elements for the design of visual communications in the context of socio-cultural design.

To the main tasksmastering the discipline "Presentation Design" should include:

- Formation of students' theoretical knowledge and practical skills in the field of methods, tools, approaches and principles of visual presentation of the results of educational scientific activity, based on the main provisions of the theory of design and implemented in the choice of tools and technologies, which include packages for preparing presentations and slide films .

- The formation of students' basic skills in the preparation and implementation of public speaking, the ability to clearly formulate the theses of upcoming speeches, to defend their point of view logically and reasonably.

- the formation of students' motivation for self-education through the activation of independent cognitive activity.

2. The place of the discipline in the structure of the bachelor's program.

The discipline "Presentation Design" is one of the elective disciplines of the bachelor's degree program.

The discipline "Presentation Design" is interconnected logically and methodically with the following disciplines and practices of the EP:

- Introduction to project activities;
- Fundamentals of management;
- Project management.

3. The list of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the educational program.

As a result of mastering the discipline (module), students consolidate the competencies previously formed in the learning process.

4. Structure and content of the discipline.

The total labor intensity of the discipline is 2 credit units, i.e. 72 academic hours (of which 18 hours are independent work of students).

Part-time educationdiscipline is studied in the second year.

Fourth semester:lectures - 2 hours, seminars - 6 hours (independent work of students - 64 hours), form of control - test.

The content of the sections of the discipline

Topic 1.Design and its role in modern society.

The concept of design. function and form. Variety of design types: industrial, graphic, interior, fashion design; design and architecture; landscape design. Design and material culture. Design and art. Design in advertising and marketing. Design is part of the brand. Prerequisites for the emergence of design Historical development of design

Topic 2. Stages and tools for creating presentations

Three stages of creating presentations: Planning a presentation. Creating a presentation. Conducting a presentation. Basic principles and approaches: preparation for holding. holding a presentation. Presentation planning. Purpose and theme of the presentation. Time and duration of the presentation. Location of the presentation. Presentation preparation. Presentation mind map. Generation of ideas. Pre-storyboard.

Topic 3. Slides design.

Basic principles of slide design: The principle of signal-to-noise ratio; The principle of readability; The principle of empty space; The principle of alignment; The principle of contrast; The principle of repetition; proximity principle. The concept of slide. Why you should avoid slides. Slideshow. Creation of special effects. Animation. Basic types of animation. The concept of effect and its types.

Topic 4. Preparing and demonstrating a presentation

Three ways to show slides: presenter-driven, user-driven, auto-show. Preparation and demonstration, use of Power Point. Creating a presentation script, diagrams using Power Point. Display and print presentation.

Organizational charts. Types and data types of charts. Customizing the structure and shape of the chart. Insert video clips. Steps to add organization charts.

Topic 5. Fundamentals of successful verbal communication.

The general concept of successful speech activity. Purpose in speech and technique of its setting. Public speaking as a tool of power, a means of self-expression and enjoyment. Seven steps of becoming a speaker. Common mistakes in verbal communication.

Topic 6. Working with the audience.

Audience analysis. Communication with listeners. Storytelling. Presentation preparation. Primary and secondary sources of information. Working out the structure of the speech. Handling presentation components. Working with demos. Presentation style. Humor during the presentation. The emotional component of the presentation. Facial expressions and gestures of the speaker. Contact with the audience. Audience engagement methods. Questions and answers during the presentation. Test component of the presentation. The principle of "pyramid" in the texts of the presentation.

Topic 7. Principles of persuasion and rules of argumentation.

Logical reasoning. psychological arguments. Emotional influence, Informational component of the presentation. Mandatory information and additional information. Use of statistical data. Behavior of the speaker in a conflict situation

Topic 8. Oratory training.

Leader's speech style. Voice. Ways to train the speech apparatus. Activity posture in speech communication. The language of facial expressions and gestures. The style and appearance of the speaker. What is meant by "style"? Self confidence. Emotional Techniques

Topic 9. Documentation rules.

Work structure. Rules for the design of sections, subsections, paragraphs, subparagraphs. Numbering of pages, graphic material (tables, graphs, drawings, drawings). Registration of applications, subscript links. Making a list of sources used. Title page. The main elements of the structure of a business letter. Greetings. Appeal to the addressee. Lead paragraph. Requirements for the text of a business letter.

The final formula of politeness. Sender's signature and postscript. The concept of official business style. Language and style of service documents.

Model and stencil letters. Classification of letters. The structure of the letter. Standard phrases and expressions. Informativeness and persuasiveness of a business letter. Correspondence related to periodic events. Separate types of letters. Basic rules for compiling and issuing a letter of guarantee.

Rules and form of commercial correspondence with foreign partners. International Business Letter.

Thematic plan of seminars and independent work:

Seminar 1 Design and its role in modern society

1. What is design
2. Kinds of design
3.Design features

Seminar 2 Presentation. The process of creating a presentation.

1. Types of presentations
2. Stages and tools for creating presentations
3. Ways to create, edit and save a presentation
4. Create a simple presentation

Seminar 3 Presentation preparation

1.Planning a presentation. Four basic questions: who, what, where and why.
2. Purpose and topic of the presentation. Time and duration of the presentation.
3. Audience analysis.
4. Preparing a presentation. Primary and secondary sources of information.
5. Working out the structure of the speech.

Seminar 4 Informational and emotional components of the presentation.

1. Mandatory information and additional information.
2. Use of statistical data. Quotes,
3. Stylistics of the presentation. Humor during the presentation
4.Processing presentation components

Seminar 5 Working with the audience.

1. Working with demo materials
2. Facial expressions and gestures of the speaker.
3.Contact with the audience.
4.Methods of audience involvement.
5. Questions and answers during the presentation.

Workshop 6 PowerPoint program

1) The text component of the presentation. The principle of "pyramid" in the texts of the presentation.

2) Presentation design using PowerPoint.

3) Create a new Microsoft PowerPoint presentation. The main elements of the window.

4) The main mistakes when working with PowerPoint.

Seminar 7-8. Creating a presentation on the topic: "A student's favorite hobby or hobby." Preparing for the first performance.

A presentation on your hobby should be made according to the following plan:

1. Preliminary compilation of a mental map to determine the area of coverage of the problem. For example, the hobby "Numismatics" is too extensive to be displayed in more or less detail in 9-12 slides. Therefore, the scope of coverage of the topic, it is advisable to narrow it down to the most interesting, in the opinion of the student, specific topic. For example: "Commemorative Coins of Russia", Birds of Central Russia. The rise of the computer games industry. Modern online games. Etc.
2. Selection of ideas, "smart thoughts", images related to the chosen topic of the presentation.
3. Presentation preview. Building a logically interconnected semantic causal structure of the presentation. (Talk about your hobbies). Linking a specific image, idea, drawing, event to a specific slide.
4. Selection of the necessary photographic materials and drawings for the design of the presentation.
5. Sorting the extracted information into materials for slides and for handouts.
6. Implementation of the presentation in the MS program. POWER POINT and preparing a student's speech in front of an audience.

Seminar 9 "Create a short summary of one of the first 33 Forbes companies"

Prepare a presentation for the selected company according to the following plan:

1) Organizational structure. Draw a diagram and analyze what type it belongs to. Analysis of the organizational structure as a whole for the company, individual divisions, management apparatus. Advantages and disadvantages of organizational structure.

2) Draw conclusions on centralization and decentralization

3) Present the organization's strategic plans (based on media sources).

4) Compare this list with the same for 2005-2010. and identify the place of the selected company in it. Justify the reasons for its shift in the ranking to date. The work should have a list of sources used and links to them (required) Make the work

in the form of a presentation, print the presentation. Deadline 1 week. Bring to the next lesson in electronic and printed form. Prepare a short summary for this assignment and answer orally at the seminar (by presentation).

Independent work of students is carried out in the following form:

1) preparation for the seminar №7,8,9. And the assignment for these seminars.

2) Working with recommended literature supporting theoretical and practical material.

3) Work with Internet resources: monitoring of modern tools and software, review of forums on problems and methods of research of control systems, search for factual and analytical information for the objects of study.

5. Educational technologies.

The methodology for teaching the discipline "Presentation Design" and the implementation of a competency-based approach in the presentation and perception of the material provides for the use of the following active and interactive forms of conducting group, individual, classroom classes in combination with extracurricular work in order to form and develop the professional skills of students:

– discussion and defense of reports on the discipline;

– preparation, presentation and discussion of presentations at seminars;

6. Evaluation tools for current monitoring of progress, intermediate certification based on the results of mastering the discipline and educational and methodological support for students' independent work.

In the learning process, the following assessment forms of independent work of students, assessment tools for monitoring progress and intermediate assessments are used:

- report on the topic: "Design of presentations" (individually for each student);

- preparation and presentation at the seminar with a presentation and discussion on the topic "How to sell an idea for 10 slides" (individually for each student);

Intermediate control - offset.

Form of intermediate attestation: test.

Intermediate attestation of students in the form of a test is carried out based on the results of the implementation of all types of educational work provided for by the curriculum for a given discipline (module), while taking into account the results of current monitoring of progress during the semester. The assessment of the degree of

achievement by students of the planned learning outcomes in the discipline (module) is carried out by the teacher conducting classes in the discipline (module) by the method of expert assessment. Based on the results of the intermediate certification for the discipline (module), the grade "passed" or "failed" is given.
Only students who have completed all types of academic work provided for by the work program in the discipline "Presentation Design" are allowed to intermediate certification

Evaluation scale	Description
Passed	All types of educational work provided for by the curriculum were completed. The student demonstrates the correspondence of knowledge, skills and abilities given in the tables of indicators, operates with the acquired knowledge, skills, skills, applies them in situations of increased complexity. In this case, minor errors, inaccuracies, difficulties in analytical operations, transferring knowledge and skills to new, non-standard situations can be made.
Not credited	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete correspondence of knowledge, skills and abilities given in the tables of indicators, significant errors are made, the lack of knowledge, skills and abilities is manifested in a number of indicators, the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.

The evaluation funds are presented in annex 1 to the work program.

7. Educational, methodological and information support of the discipline

a) basic literature:

1. Theory of management of socio-economic systems: textbook / E.E. Averchenkova, A.S. Sazonova, A.A. Kuzmenko [i dr.]. - Moscow: FLINTA, 2019. - 223 p. https://e.lanbook.com/reader/book/125503/#1

b) additional literature:

one.Maslova E. L.,Semenov A.K.Ethics of management: textbook [Electronic resource] Publishing and Trade Corporation "Dashkov and Co." 2016 272 pages

2.Tarasova T. A.The art of speech: educational and practical guide [Electronic resource] Direct-Media 2018 453 pages

c) software and Internet resources:

- Operating system Windows 7 (or lower) - Microsoft Open License. License No. 61984214, 61984216, 61984217, 61984219, 61984213, 61984218, 61984215

- Office applications, Microsoft Office 2013 (or lower) - Microsoft Open License. License No. 61984042

- Antivirus software, Kaspersky Endpoint Security for Business - Standard. License number 1752161117060156960164.

- Microsoft Office 2013 prof (for learning). State contract No. 18-09/14 dated 09/22/2014 Act No. Tr09950.

- Microsoft Project 2013 Stadart 32-bit/x64 Russian. State contract No. 18-09/14 dated 09/22/2014 Act No. Tr064541 dated 10/29/2014.

8.Material and technical support of discipline.

Computer room of the computing center. Tables, chairs, classroom board, multimedia complex (projector, wall projection screen, personal computer, speakers for sound reproduction), personal computers. Teacher's workplace: table, chair.

9. Guidelines for independent work of students

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. During independent work, the student interacts with the recommended materials with the participation of the teacher in the form of consultations. To perform independent work, methodological support is provided. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

10.Methodological recommendations for the teacher (Guidelines for making presentations)

A presentation (from the English word - presentation) is a set of color slide pictures on a specific topic, which is stored in a special format file with the PP extension. The term "presentation" (sometimes called "slide film") is associated primarily with the information and advertising functions of pictures that are designed for a certain category of viewers (users).

Multimedia computer presentation is:

- dynamic synthesis of text, image, sound;
- the most modern software interface technologies;
- interactive contact of the speaker with the demonstration material;
- mobility and compactness of information carriers and equipment;
- ability to update, supplement and adapt information;
- low cost.

Rules for the design of computer presentations

General Design Rules

Many designers argue that there are no laws and rules in design. There are tips, tricks, tips. Design, like any kind of creativity, art, like any way of some people to communicate with others, like language, like thought, will bypass any rules and laws.

However, there are certain recommendations that should be followed, at least for novice designers, until they feel the strength and confidence to create their own rules and recommendations.

Font design rules:

- Serif fonts are easier to read than sans-serif fonts;
- Capital letters are not recommended for body text.
- Font contrast can be created through: font size, font weight, style, shape, direction, and color.
- Rules for choosing colors.
- The color scheme should consist of no more than two or three colors.
- There are incompatible color combinations.
- Black color has a negative (gloomy) connotation.
- White text on a black background is hard to read (inversion is hard to read).

Presentation design guidelines

In order for the presentation to be well perceived by the audience and not cause negative emotions (subconscious or completely conscious), it is necessary to follow the rules for its design.

The presentation involves a combination of information of various types: text, graphics, musical and sound effects, animation and video clips. Therefore, it is necessary to take into account the specifics of combining fragments of information of various types. In addition, the design and demonstration of each of the listed types of information is also subject to certain rules. So, for example, for textual information, the choice of font is important, for graphic information - brightness and color saturation, for their best joint perception, optimal relative position on the slide is necessary.

Consider recommendations for the design and presentation of various types of materials on the screen.

Formatting text information:

- font size: 24-54 pt (headline), 18-36 pt (plain text);
- font color and background color should contrast (the text should be well read), but not hurt the eyes;
- font type: smooth sans-serif font for body text (Arial, Tahoma, Verdana), decorative font can be used for heading if it is legible;
- italics, underlining, bold, capital letters are recommended to be used only for semantic highlighting of a text fragment.

Formatting graphic information:

- drawings, photographs, diagrams are designed to supplement textual information or convey it in a more visual form;
- it is desirable to avoid drawings in the presentation that do not carry a semantic load if they are not part of the style design;
- the color of graphic images should not contrast sharply with the overall style of the slide;
- illustrations are recommended to be accompanied by explanatory text;
- if a graphic image is used as a background, then the text on this background should be well readable.

The content and location of information blocks on the slide:

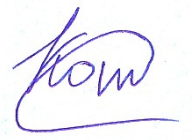
- there should not be too many information blocks (3-6);
- the recommended size of one information block is no more than 1/2 of the slide size;
- it is desirable to have on the page blocks with different types of information (text, graphs, diagrams, tables, figures) that complement each other;
- keywords in the information block must be highlighted;
- information blocks should be placed horizontally, blocks related in meaning - from left to right;
- the most important information should be placed in the center of the slide;
- the logic of presenting information on slides and in the presentation should correspond to the logic of its presentation.

In addition to the correct arrangement of text blocks, one must not forget about their content - the text. In no case should it contain spelling errors. You should also take into account the general rules for formatting the text.

After creating a presentation and its design, you need to rehearse its presentation and your performance, check how the presentation will look like as a whole (on a computer screen or projection screen), how quickly and adequately it is perceived from different audience locations, under different lighting conditions, noise accompaniment, in an environment as close as possible to the real conditions of the performance.

The program is compiled in accordance with the Federal State Educational Standard of Higher Education in the field of study bachelors 38.03.02 "Management".

The program was made by:

Senior lecturer of the department "Management"  / Koshel I.S. /

The program was approved at a meeting of the department "Management"

April 04, 2022, protocol No. 12

Head of the department "Management"

PhD, Associate Professor  /Alenina E.E. /