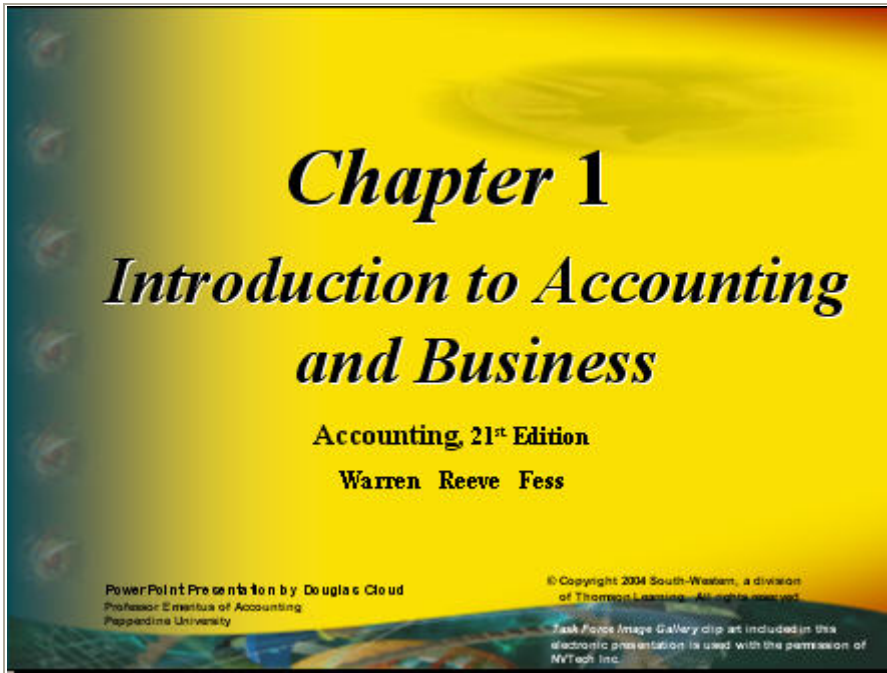


Publisher PowerPoints - Pros and Cons & How to Improve

Instructional designers and educational consultants with more time and energy for developing materials than a single faculty member generate PowerPoint lecture outlines like this as textbook supplements (Benjamin 2003, 20).



Cons

- Some instructors no longer outline the content of their lectures themselves.
- Students opt not to take notes during class.
- PowerPoint slides in the same sequence as the textbook illustrations bore students.
- True statements too long to fit on a PowerPoint slide are abbreviated, seriously incomplete statements can be misleading.
- Bulleted lists that predominate PowerPoint presentations can communicate only three logical relationships: sequence (first to last in time); priority (least to most important or vice versa); or

simple membership in a set (these items relate to one another in some way, but the nature of that relationship remains unstated). And a bulleted list can show only one of those relationships at a time. (Shaw et al. 1998, 42 – 44).

- Data projectors have very low resolution, the amount of information projected against an entire wall of a lecture theatre is only half as much as can be packed into a single square printed inch.

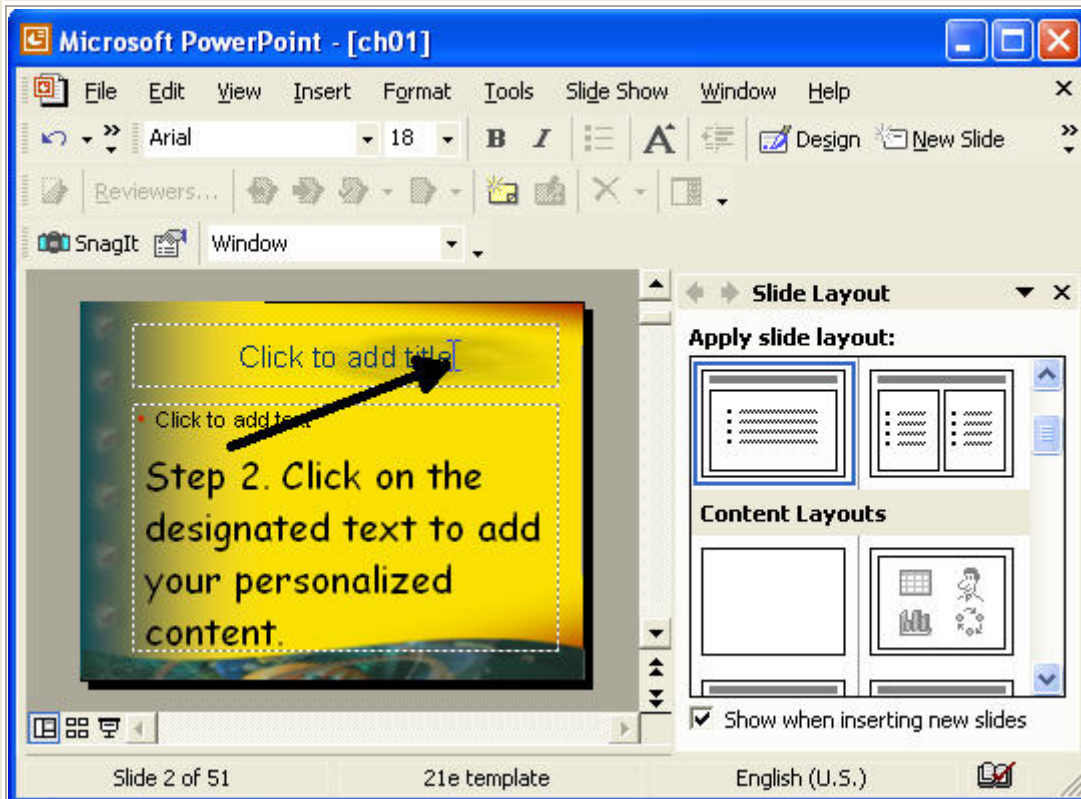
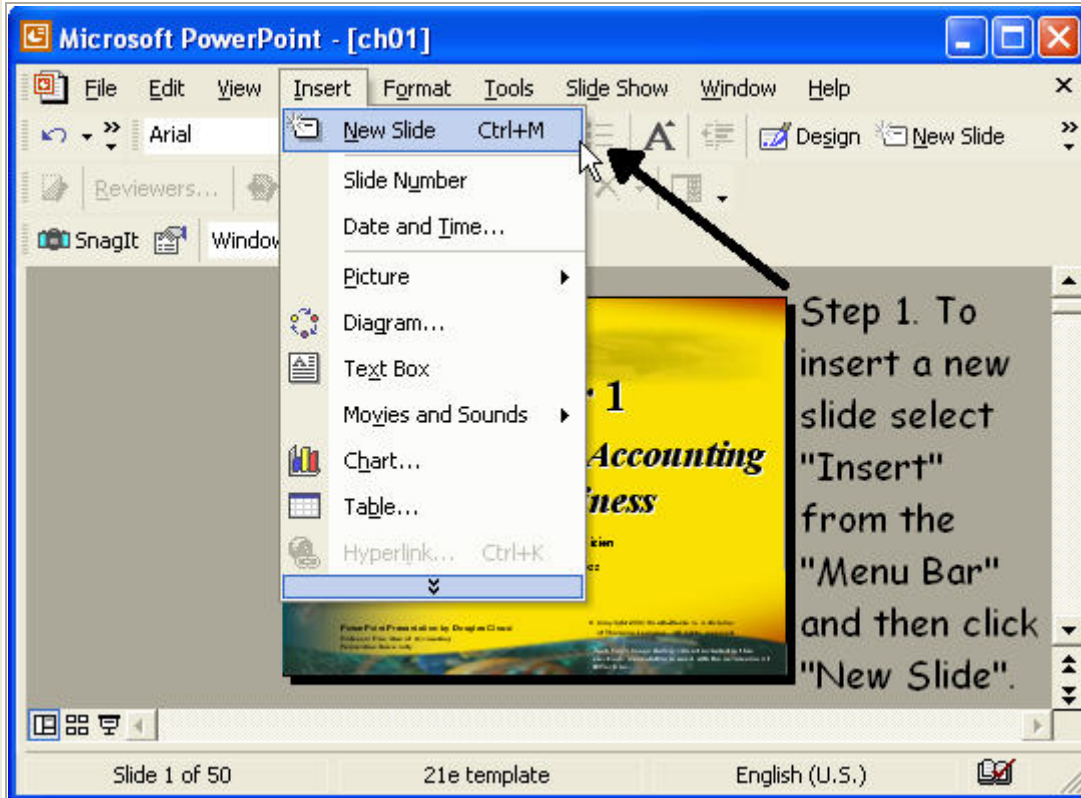
How to Improve

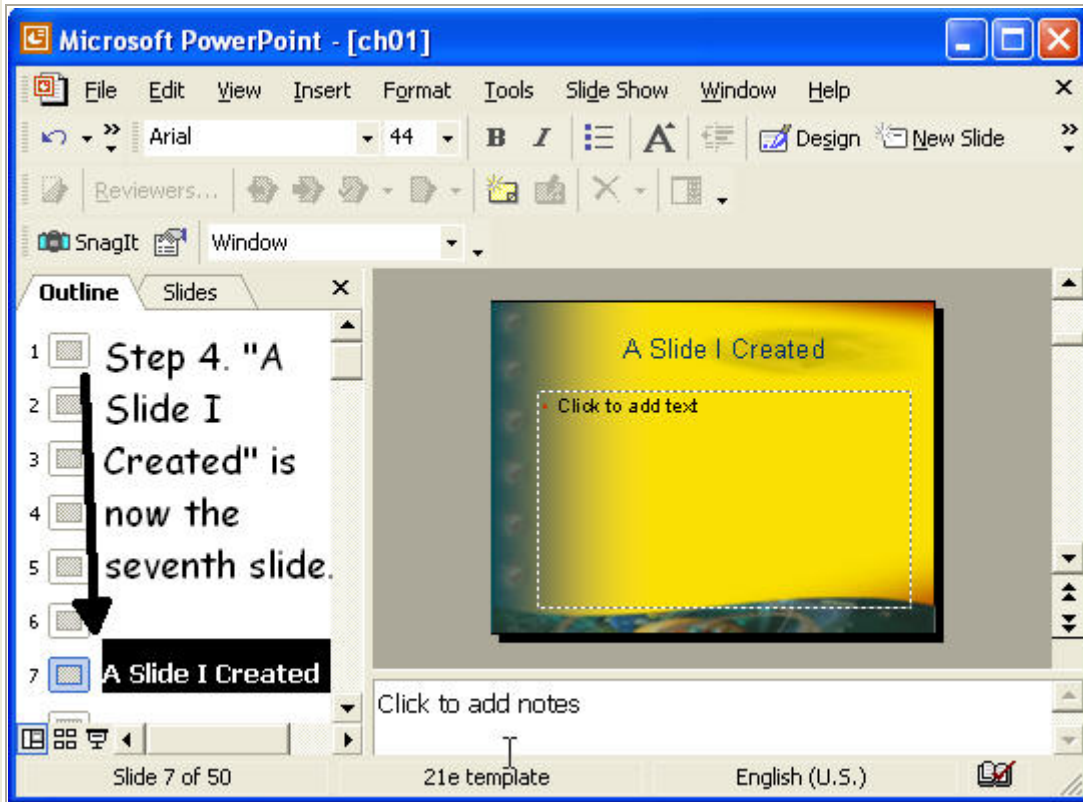
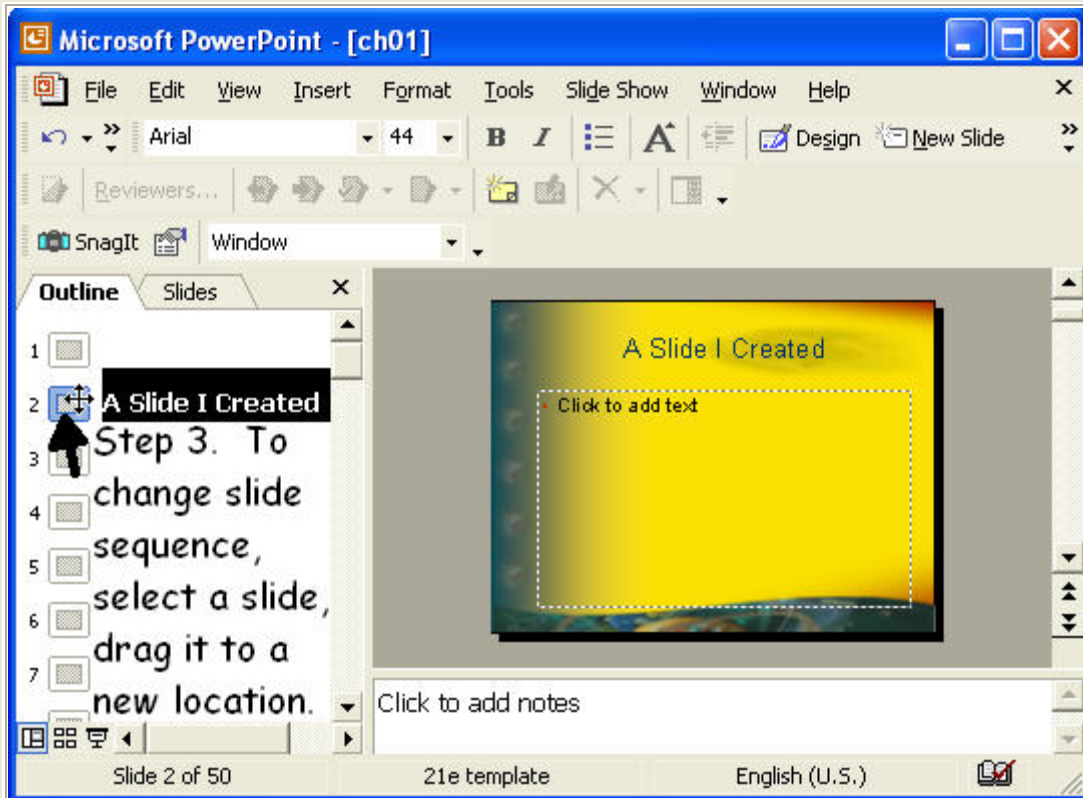
- Insert your own content and delete slides as necessary. Step-by-step instructions for editing these slides are provided below.
- Use handouts with high-quality tables, graphics and detailed text; use data projectors to show low-resolution images or animated graphics.

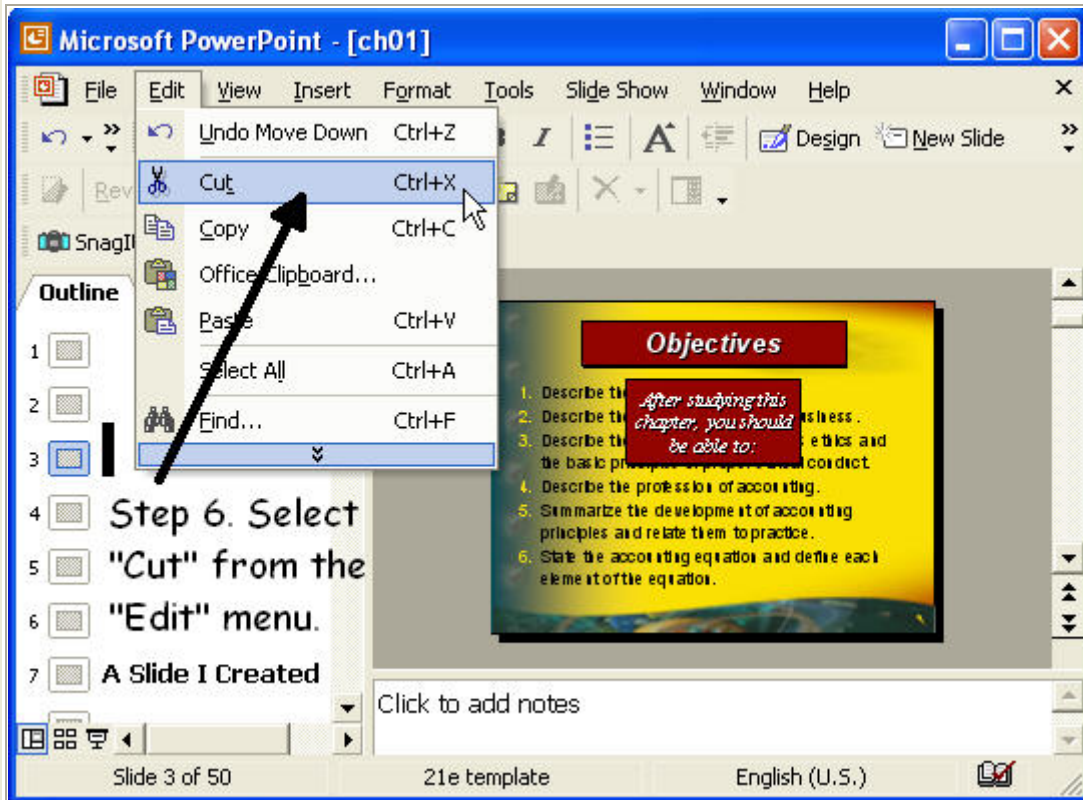
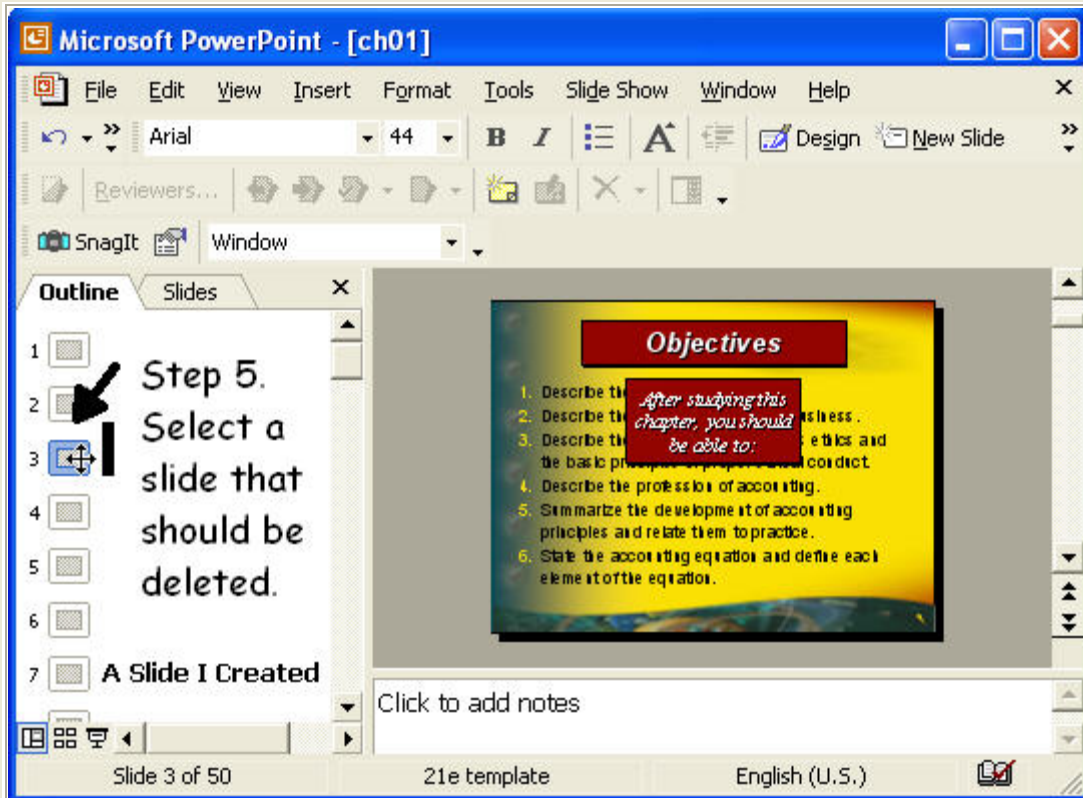
Pros

- Students can review online PowerPoint lecture outlines prior to class.
- Instructors do not have to spend the majority of their course preparation time redoing textbook information.
- Instructors acquire more time for developing supplemental interactive materials.
- Instructors who do not want to turn over their years of course content development to the public domain can easily add their own content as well as to remove it at the end of the semester.
- Resources that reach out to visual, auditory and hands-on learners can be incorporated in PowerPoint slides.

Editing a PowerPoint Lecture Outline







Recommended Links:

Act360 Media's "PowerPoint in the Classroom" which is available:
<http://www.actden.com/pp/index.htm>

WebCT Digital Content
Practical Ways to Use Digital Content
http://www.webct.com/content/viewpage?name=content_practical

References

Benjamin, J. 2003. Interactive Online Educational Experiences: Evolution of Graded Projects in S. Reisman, J. G. Flores and D. Edge (Eds) *Electronic Learning Communities Current Issues and Best Practices*. Greenwich, Connecticut: Information Age Publishing.

Shaw, G., Brown, R. and Bromiley, P. 1998. Strategic Stories: How 3M is Rewriting Business Planning, *Harvard Business Review*. 76, May-June, 1998, pp. 42 – 44.

Tufte, Edward. 2003. *The Cognitive Style of PowerPoint*. Cheshire, Connecticut: Graphics Press LLC.