I.T COURSEWORK

GCSE

POWERPOINT PRESENTATTION

Identify the problem.

I am going to create a power point presentation for a record company. The object of the presentation is to sell and/or advertise the various bands/artists on the record label, to try and convince television channels, radio and magazines to book the people for performances and photo shoots etc. I want to make it very attractive and colourful with the music and videos of the artists so that if the artist or band is not identified by name, it/they will be recognised by their music and/or picture.

Other than doing a presentation, there are many other ways of promoting the various bands or artists. All of these however, aren't as ideal as using Microsoft Power Point:

- Radio. This is a big problem because there are no visual images so people would not recognise the artist and know whom people are talking about.
- Television. This would be ideal for the promotion as all types of audience would be able to see it. However, this is very expensive.
- Magazines. These wouldn't be as good as it has a very limited audience, and not really set at the target audience the company want.
- Newspapers. The target audience would not read this, as they would be too young.

The fact that the presentation will hopefully very attractive it will make it interesting for the people viewing it, so that it doesn't get boring. I want to include some background information about the record company that I am going to concentrate on. I have chosen BMG/RCA records that are also tied in with 19 management. I chose this company, as I have easy access to the information that I want to include, as a close family friend works for the company. I can also get various information on the various artists and the company on the Internet.

As the label has a lot of artists, some well known and some not, I am going to concentrate and only advertise a few of them. As I said, 19 management is part of BMG and RCA records, this is the part of the company that produced and created the hit TV show 'Pop Idol', which I could then include in my presentation.

I don't really want to put too much background information and facts about the artist, as it may get boring, however it is compulsory to include examples of the band or artist's music. If it is possible I want to include video footage of them performing. This will make the companies

The three things that is most important for my presentation to include are:

- Music and video examples.

- Information of artist and record company.

- For it to attractive, an example of doing this is by including pictures and lots of colour. This would make it interesting.

The hardware that I will use.

- I will use a modem so that I can have access to the Internet, as this source is where I will be getting most of my information.

- Scanner. A scanner will be very important to include, as any images the company give me that I want to include in my presentation I would have to scan in if they are not available on the Internet.

- Speakers will be needed, as one of my main objectives is that I have to include sound within the presentation. For the audience to hear this speaker must be set up so that the examples of the artists music can be heard.

- Touch screen for presentation. For the company's actual presentation, they will be using a touch screen.

For my backup I will use a CD ROM as because the presentation is a large file it will be too big to fit on anything else, such as a floppy disk. This is due to the large amount of music and video clips I hope to include. The presentation would only be able to be accessed by touch screen, which makes it virtually impossible for anyone to break into the program.

Design.

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Title

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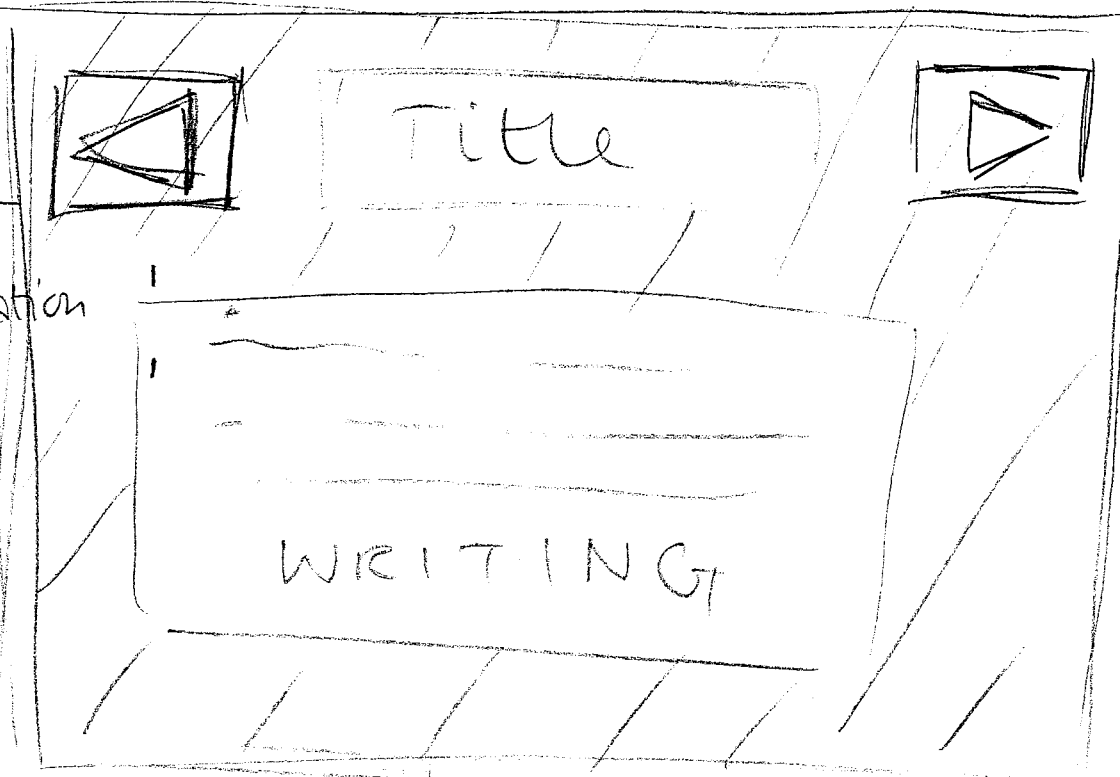page
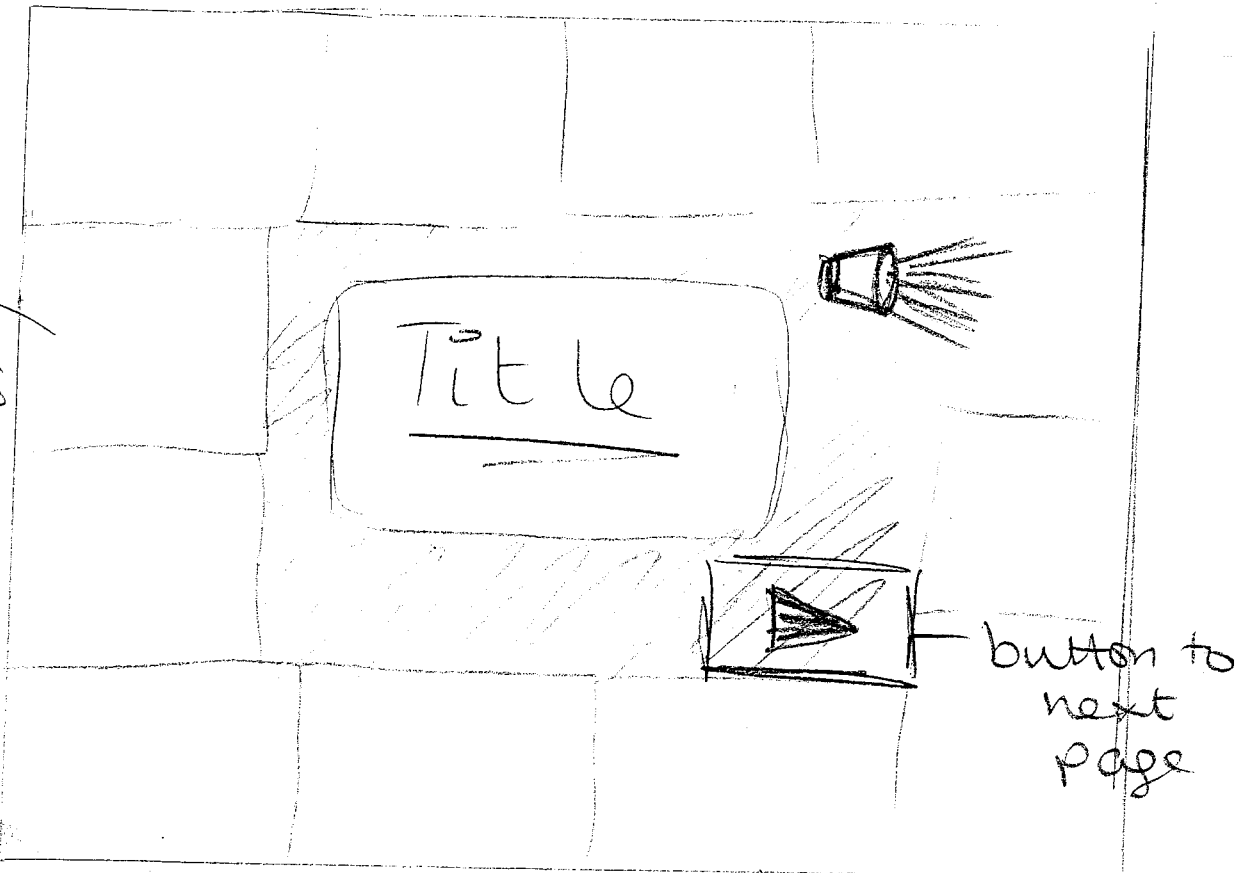
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I want it to

be very colourful
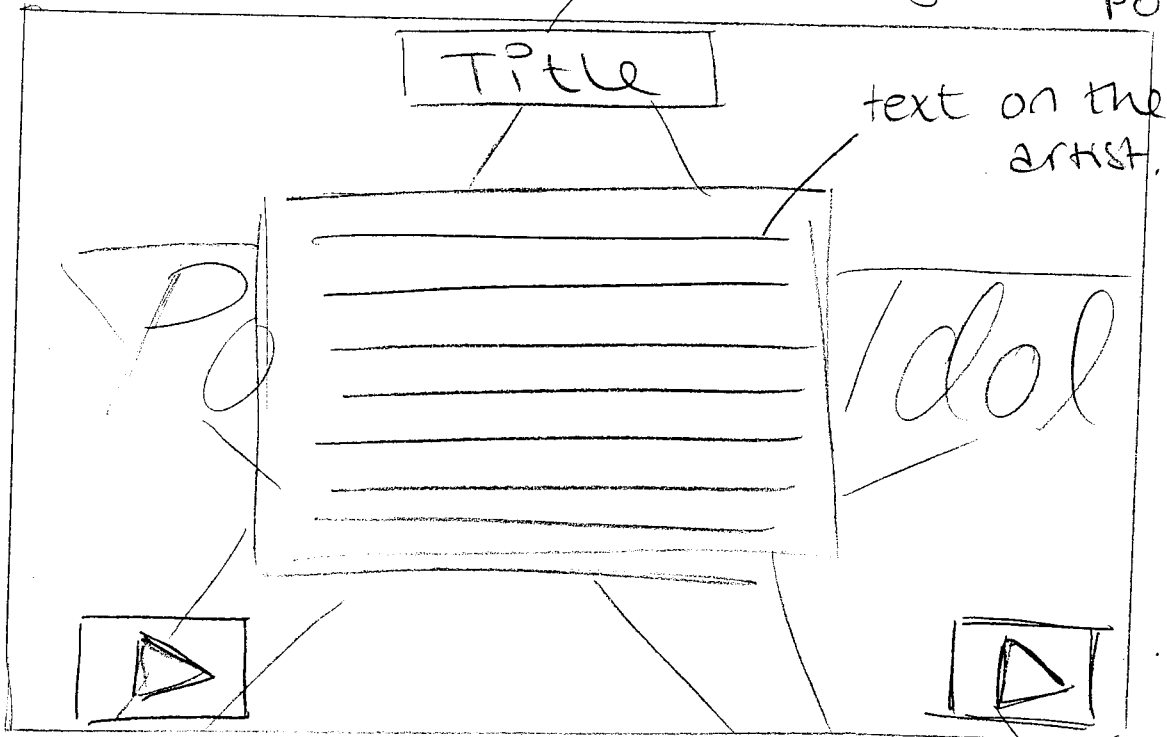to look attractive.

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2nd Slide

Title

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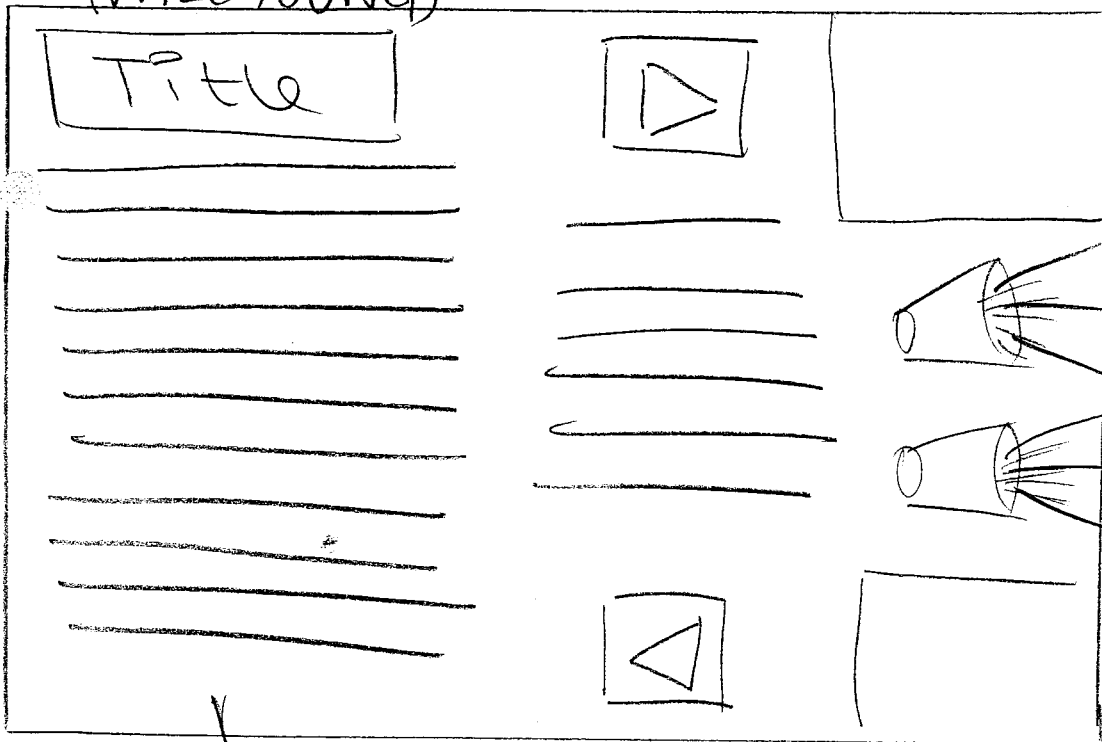
5th Slide

The artist.
(Will Young) winner of
Pop Idol.

Title

text on the artist.

Idol

P
dol

I have taken
a picture of
the 'Pop Idol'
Logo. I used
it as
the
background

After this slide I
want to concentrate on
the different artists

(WILL YOUNG)

Title

6th slide

pictures

music
clips of
his
singles.

text,
fact file

7th Slide
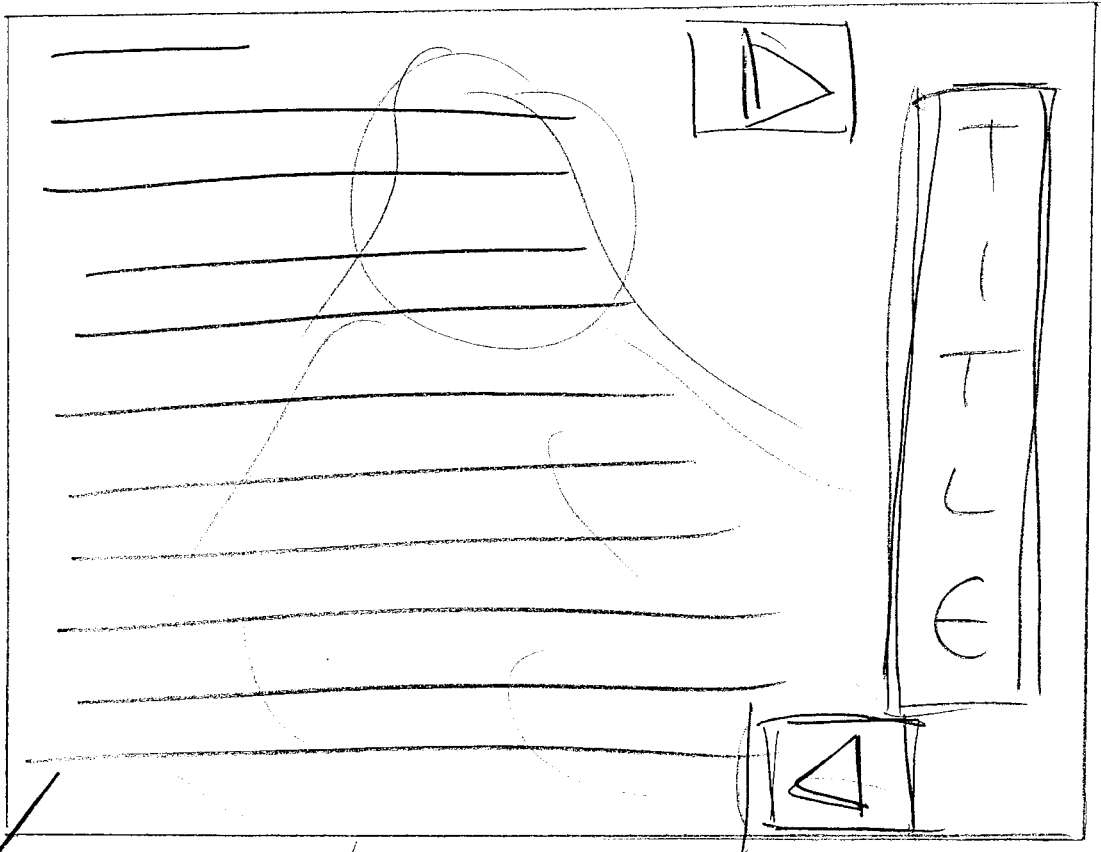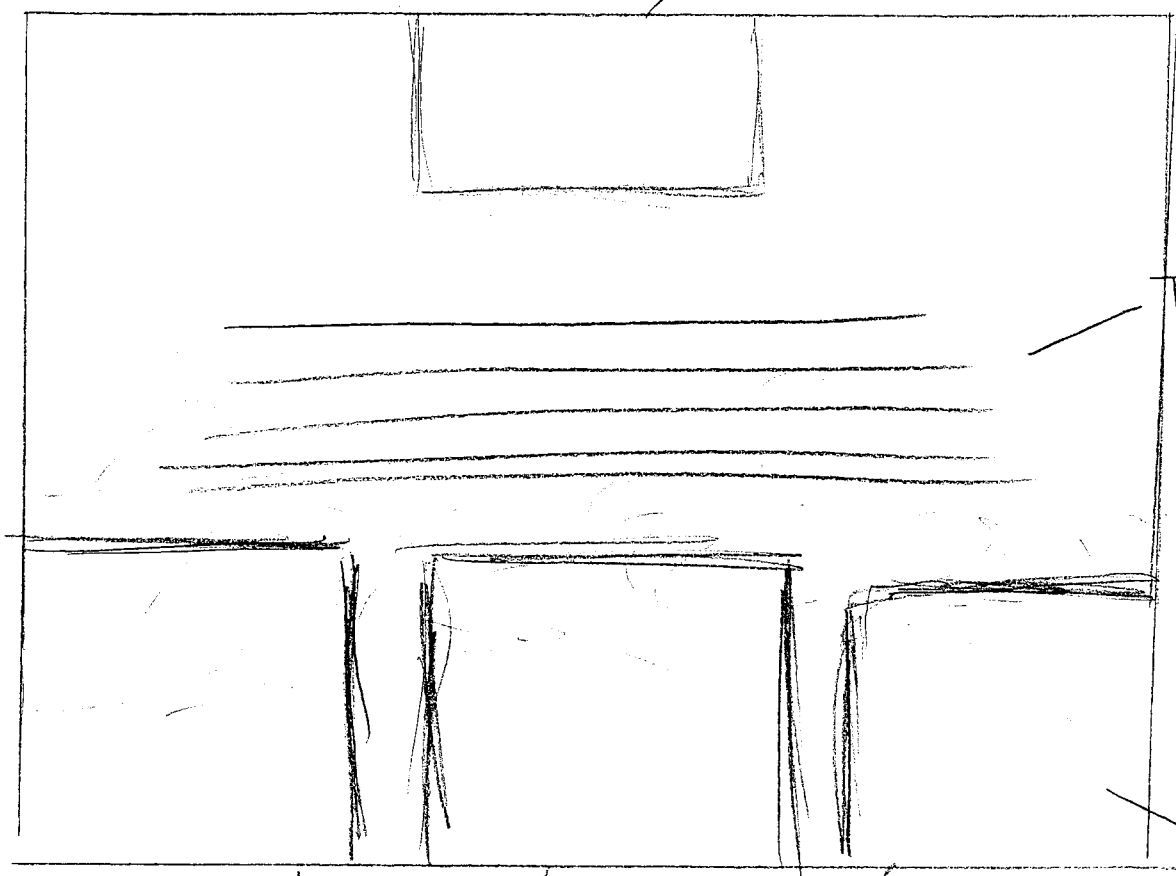

factfile

picture of Gareth in background.

8th Slide.

GARETHS GALLERY

TITLe

music clips

picture

4th slide

The bands logo.

The backgroun taken from the internet (picture of band)
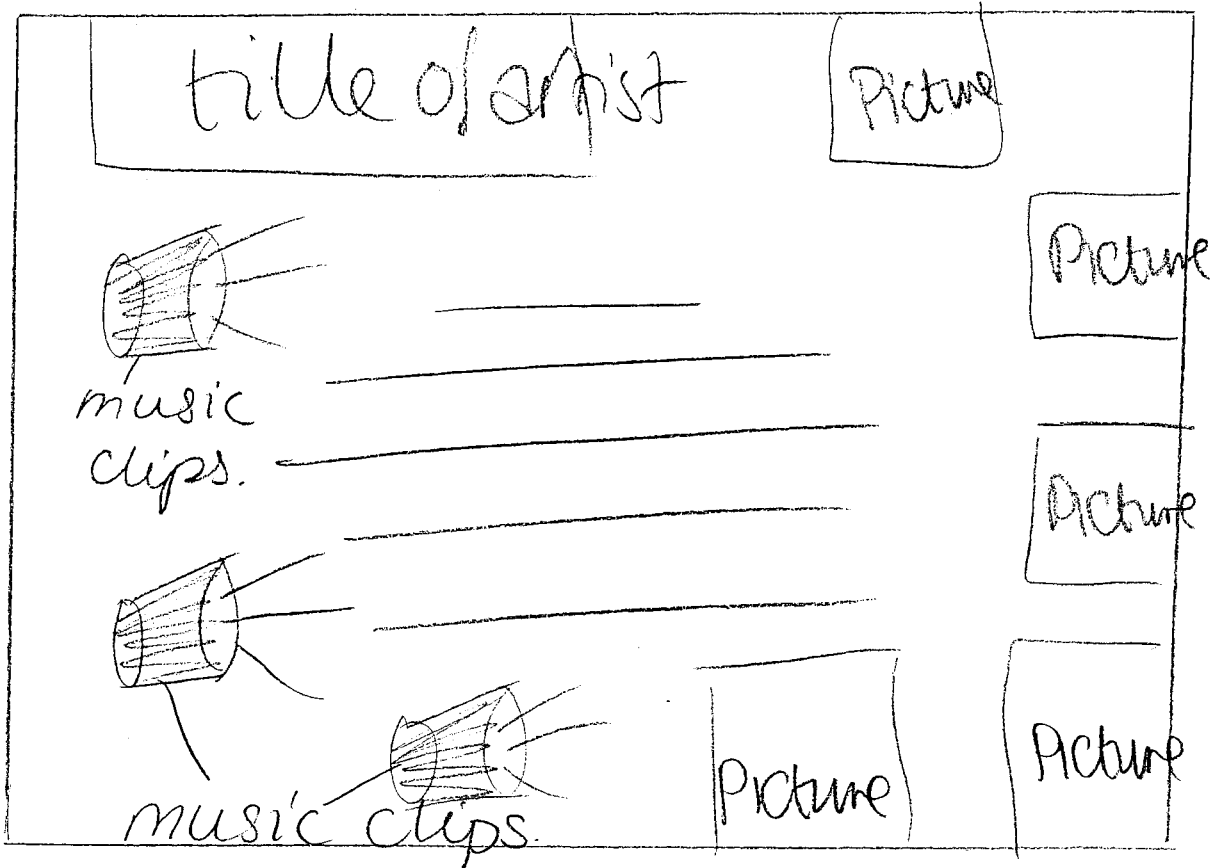
video clips of the band.

Slide 8

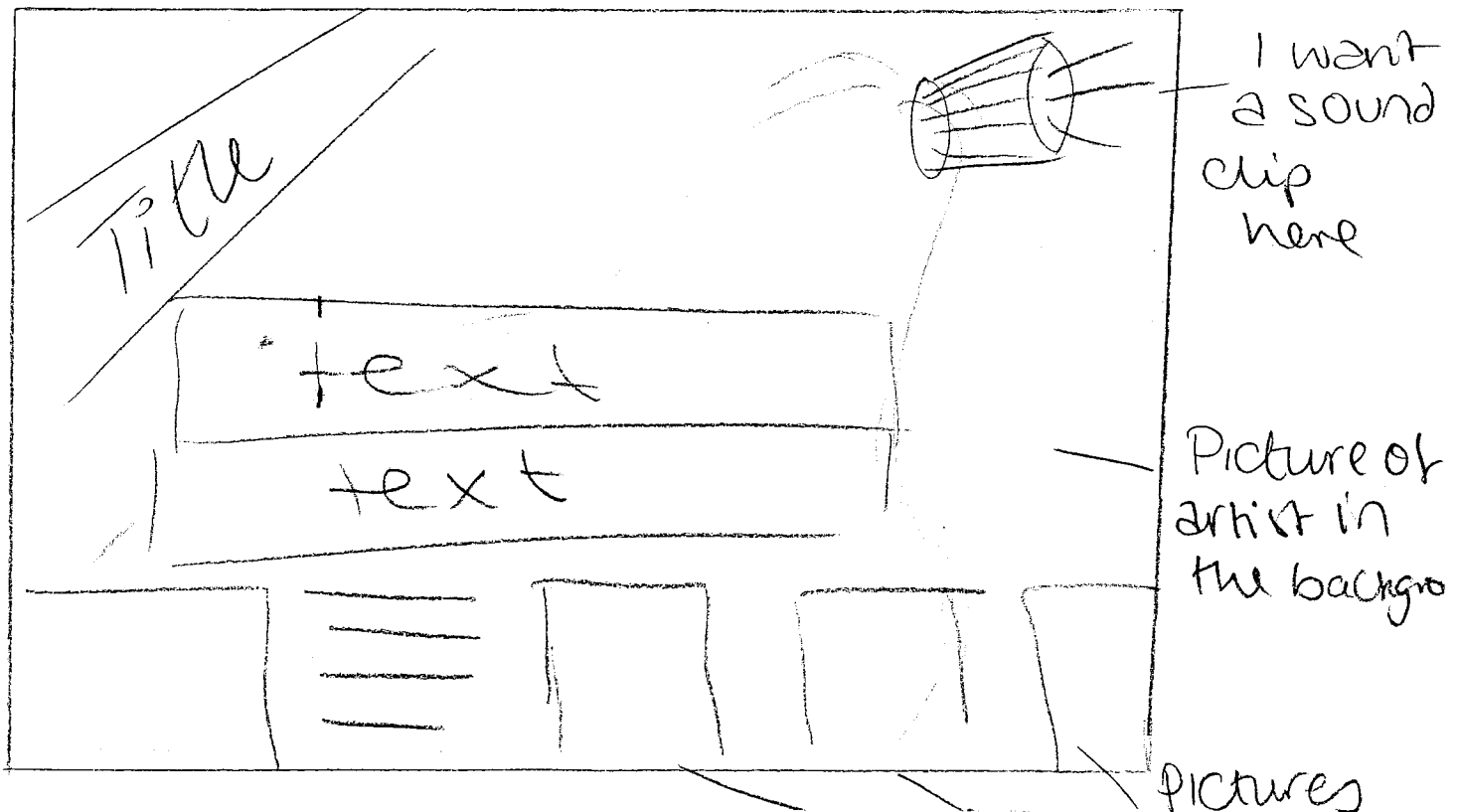Pictures of each band member.

ne bands small logo.

text
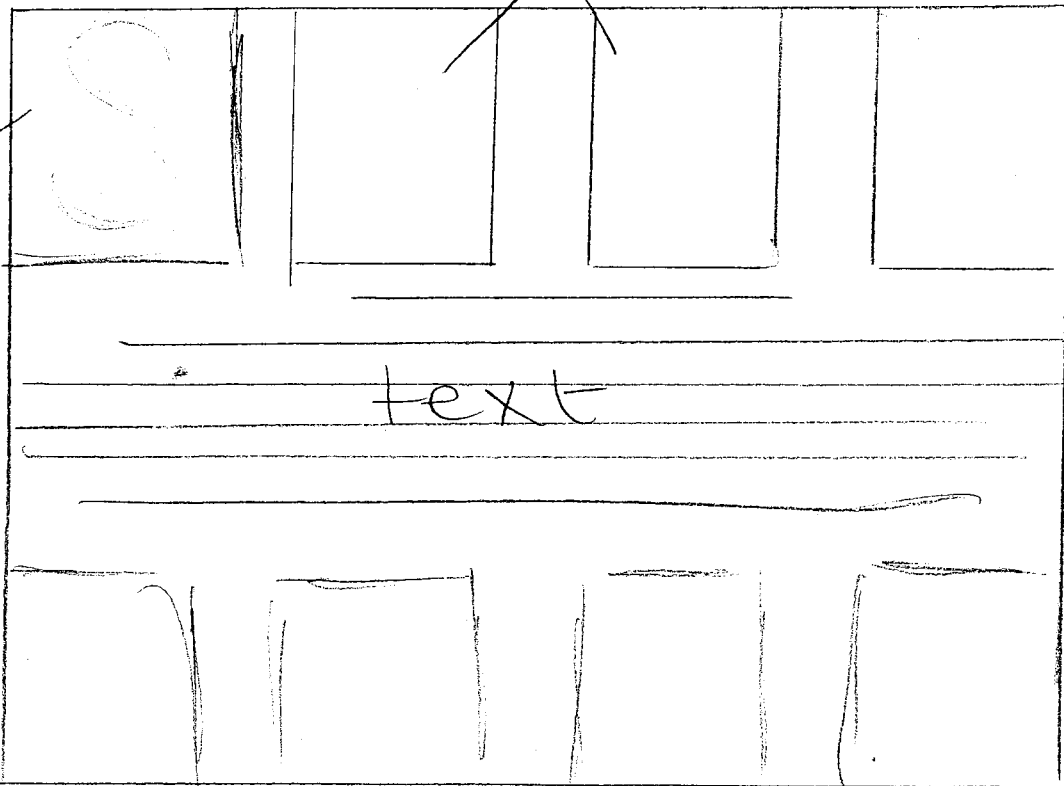
This page would go into more depth about me band

10th Slide

I have put this slide so that the audience can recognise the artist through pictures and sound. I have put this page before the actual information about the artist.

11th Slide

| Slide Number	Input	Expected Outcome
1	Clicking on the slide background	The title should fly in.
1	Click on the background again	The pictures should fly in.
1	Click on the audio symbol	A voice recorded introduction should automatically activate.
1	Click on the button	Should take you to the next slide.
2	Click on the background	The Title will appear
2	Click on the background	The text will appear letter by letter with typewriter sound affects.
2	Click on the background	The Pictures will appear one by one, each effect different
2	Click on the left button	Take you back to previous page
2	Click on the right button	Take you to the next page.
3	Click on the background	The picture/title will fly in.
3	Click on the background	The writing will come up word by word.
3	Click on left button	Take you back to previous page.
3	Click on right button	Take you to next page
4	Click on blank background	The picture being used will appear using animation.
4	Click on the background	The writing and title will appear using animation.
5	Click on the background	The background will appear using animation.
5	Click on background	The writing and pictures will appear using animation.
5	Click on The audio symbols	Short music clips should be heard.

Below are the slides of my power point presentation. This shows that my slide show works.

 This is my opening page for my presentation. As you can see I have tried to include as many pictures as I need to this makes it more interesting and attractive for the user. I have included a spoken introduction. This comes on automatically when the page is opened.
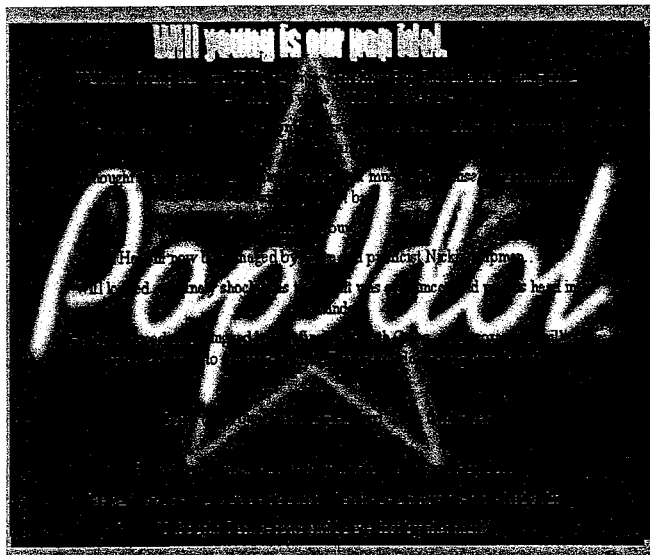
 This is my second page of my presentation. I have written a bit about the record company so that the audience knows something about the record label the artists belong to. Again I have added pictures to gave examples of artists if they are not recognised.
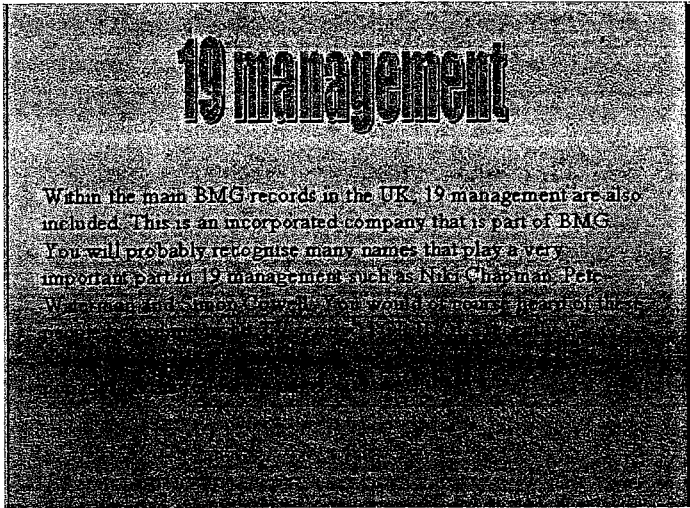
This page also contains lots of useful information about the company and the other company's that are part of BMG. This page also has information about the TV show that will become very useful to the audience for the next slides.
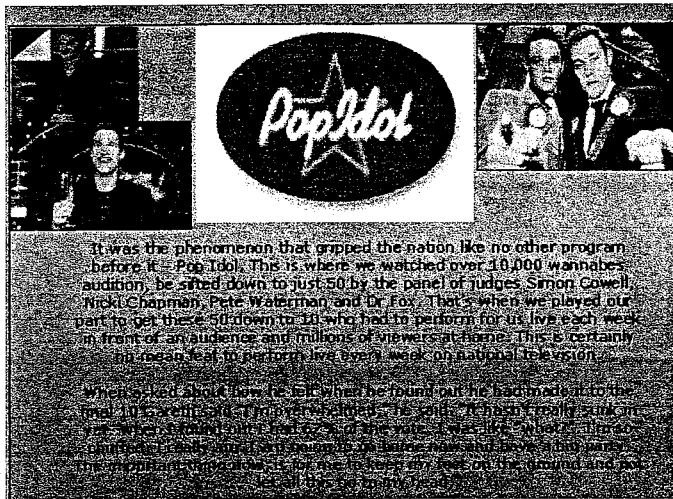
These two pages are all about the TV show that 'gripped the nation' and 'was the most popular show of the year.' This is why I thought that I should include information on this, as it would have lots of public and media interest.

Again I have included many pictures and examples of his music if people don't recognise him by his name and picture.

After these pages it goes on to say about a few artists and not so much on the company.

As you can see I have included

lots of pictures and colourful attractions to make it look interesting. I have also got sounds for examples of the music incase they are not recognised through picture and name.

I have included pictures, sound and videos in this. This is the only slide with videos in because of the copyright from the Internet.

I have included more pictures and music of the artist.

Britney Spears, is one of the most popular singers of all time. Her enormous hit albums, 'Baby, One More Time' and 'Oops I did it Again' went double platinum and straight in at number 1 in America and in the UK. She has recently released her debut movie ' Crossroads' which was a hit in America.
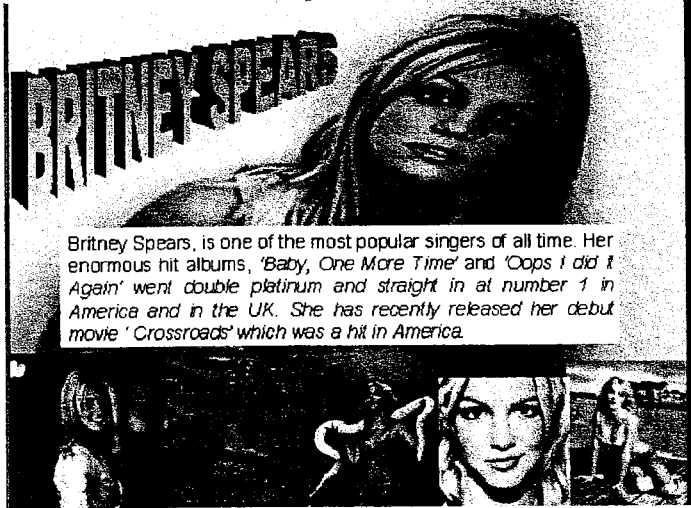
These are all my slides as you can see they are very colourful and attractive while being informative and interesting. I think that I filled my objectives.

OPENING PAGE

Pictures of the various artists that belong to the record company.

A voice recorded introduction to my presentation. This will come on automatically.

Background information about the company.

The management that links off the company.

Pages about the artists that I have decided to concentrate on.

Lots of pictures, audio and sound should be used as examples.
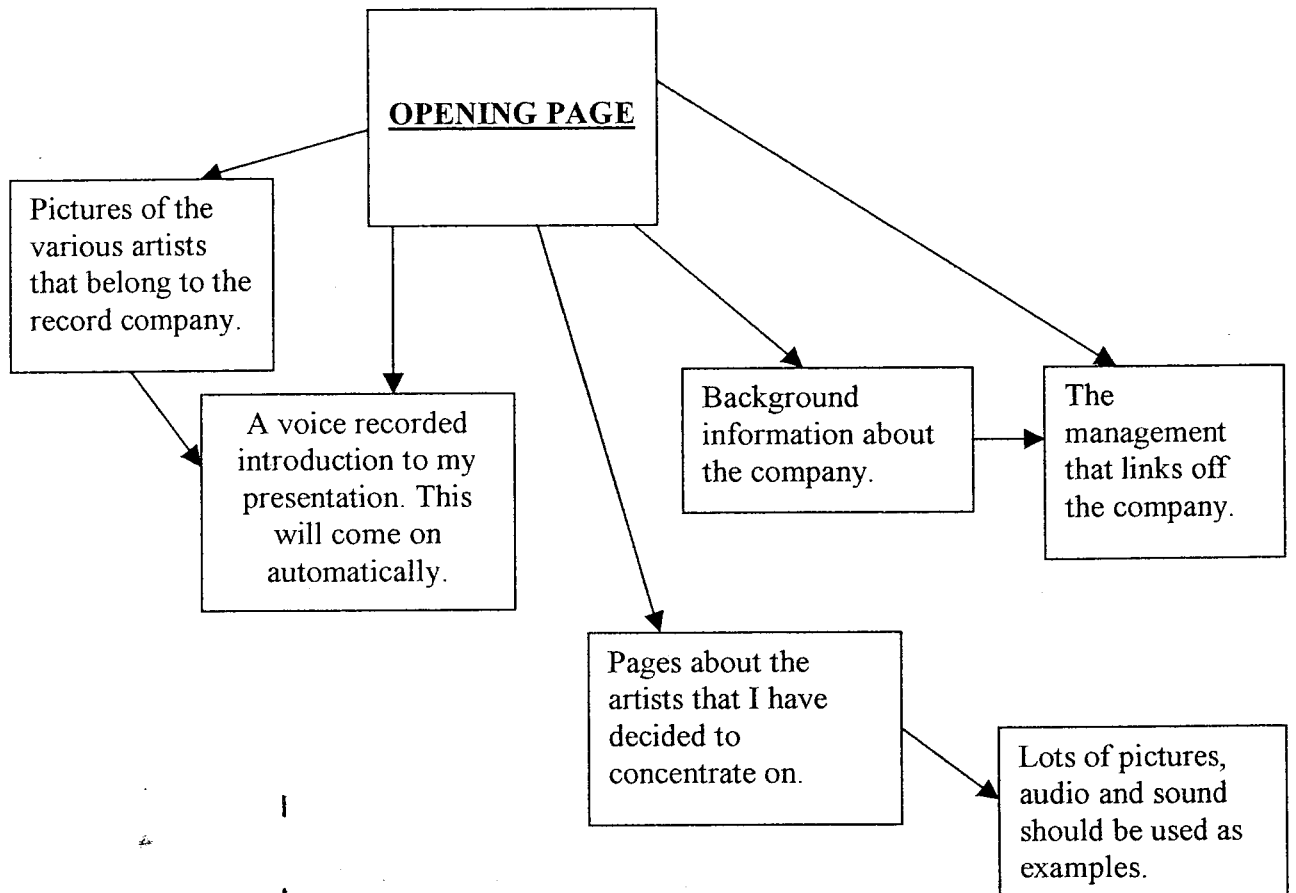
Slide number	Input	Expected outcome	Successful?
1	Clicking on the slide background	The title should fly in.	✓
1	Click on the background again.	The pictures should fly in	✓
1	Click on the audio symbol	A voice recorded intoduction should automatically activate.	✓
1	Click on the button	Should take you to the next slide.	✓
2	Click on the background	The title will appear.	✓
2	Click on the background	The text will appear letter by letter with typewriter sound affects.	✓
2	Click on the background	The pictures will appear one by one, each effect being different.	✓
2	Click on left button	Take you back to previous page	✓
2	Click on the right button	Take you to the next page.	✓
3	Click on the background	The picture/title will fly in.	✓
3	Click on the background	The writing will come up word by word	✓
3	Click on left button	Take you back to previous page.	✓
3	Click on right button	Take you to the next page	✓

4	Click on background	The picture being used will appear using animation.	✓
4	Click on the background	The writing and title will appear using animation	✓
5	Click on the background	The background will appear using animation.	✓
5	Click on the background.	The writing and pictures will appear using animation.	✓
5	Click on the audio symbols	Short music clips should be heard.	
6	Click on the background	The picture comes up (animation)	
6	Click on the background	The video clips and writing appears	
6	Click on left button	Go back to previous page	
6	Click on right button	Go to next page	✓
7	Click on the background	Writing appears word by word	✓
7	Click on the background	Each picture comes up one by one.	
7	Click on left button	Go to previous page	✓
7	Click on right button	Go to next page	✓
8	Click on background	Writing appears	✓
8	Click on background	Title appears	✓

8	Click on background	Pictures and audio clips appear	✓
9	Click on background	Title would come up	✓
9	Click on background	The writing would appear with sound and animation.	✓
9	Click on background	The pictures would come up using animation	✓
9	Click on button	Go to previous Page.	✓

Evaluation.

Overall I think that my power point presentation was successful and it reached the three objectives that I had set out to achieve. I wanted to create a colourful, attractive and interesting presentation with lots of useful information, which is what I achieved. The artists I chose to concentrate on were a good choice as it was a variety of different people/bands that many different age groups like them.

I wanted to include lots of music examples and music video clips but that caused a problem, as most of them weren't allowed to be copied from the websites that I tried. This was due to copyright. If you look at my slides in my implementation you will notice that only one of my slides have videos. This caused a major problem for me, as ideally, I needed a video clip for each artist/band I included. Because of this, it set me back a few weeks because of all the time I had spent looking for videos and audio clips. However, although this did cause a problem, I think that my presentation can work without them.

This is what the user that I was making it for commented on. The presentation isn't actually going to be used but as she works on the management at BMG records she said that she would tell me what she thought of my presentation and what she would do to make changes.

She said that although it is vital to include lots of video clips as it makes the audience recognise the band/artist straight away, my presentation was a good attempt. Although it needs a lot of work on the information side, the information that I could get hold of was used well and there are lots of pictures to make it very attractive and interesting.