

This is one of the skill enhancement (4 credits) elective courses in 3rd Semester B.Com programme under CBCS scheme. The main objective of this course is to familiarize the students with the application of computer in business and how it facilitates in business decision making. The entire 20 units have been bifurcated into two parts, Part-A and Part-B. The Part-A consists of three blocks 1, 2 & 3 and in total have 12 units. Part-B consists of two blocks 4 & 5 and has 8 units in total. The brief introduction of Part-B is as follows:

PART B

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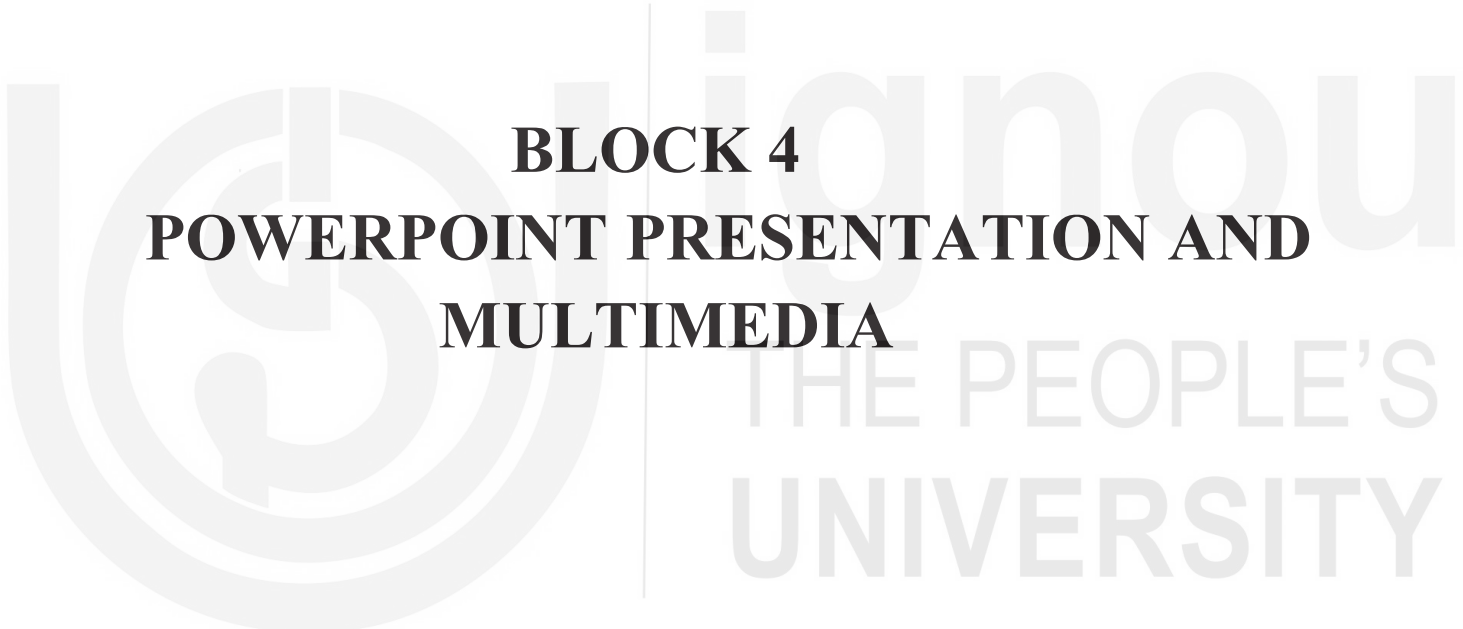
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BLOCK 4
POWERPOINT PRESENTATION AND
MULTIMEDIA

THE PEOPLE'S
UNIVERSITY

BLOCK 4 POWER POINT PRESENTATION AND MULTIMEDIA

This is the fourth block of the course “Computer Application in Business”. This block will familiarize you with PowerPoint application, multimedia, YouTube, video-making and creating business presentations. This block will also expose you to the working with power point, making of the power point presentation, their various applications, usage of multimedia, video and YouTube etc. This block is structured to cover these related aspects. The block on the theme “PowerPoint Presentation and Multimedia” comprises of three units, the detail of which is mentioned below:

- **Unit-13:** The very first unit of this particular block focuses on working on the basic of PowerPoint. The unit extends further on learning how to use different multimedia elements in our presentations to make it more informative and effective.
- **Unit-14:** This unit focuses on the usage of various features of multimedia, video making and YouTube in business. It familiarizes the learner with the application of multimedia, graphics and animation. It also explains the usage of YouTube in business, video making and how to create YouTube personal channel etc.
- **Unit-15:** This unit familiarise the learners with various elements and features of PowerPoint. It explains step by step how the PowerPoint presentations are made. Apart from the PowerPoint, the unit also explains making and significance of research proposal, business presentation and project presentation.

UNIT 13 WORKING WITH POWERPOINT

Structure

- 13.0 Objectives
- 13.1 Introduction
- 13.2 PowerPoint Basics- Inserting a New Slide
- 13.3 Slide Views
- 13.4 Inserting a Graph & Diagram
 - 13.4.1 Insertion of Graph/Chart
 - 13.4.2 Insertion of a Diagram
- 13.5 Inserting Picture
- 13.6 Inserting Sound
- 13.7 Inserting Video
- 13.8 Saving PPT Files in External Memory & Cloud
- 13.9 Let Us Sum Up
- 13.10 Key Words
- 13.11 Terminal Questions

13.0 OBJECTIVES

After studying this unit, you should be able to:

- insert a new slide in your presentation,
- explain different slide views,
- insert graphs and diagrams in slides,
- insert pictures in slides,
- insert sound and video in slides, and
- copy presentation in Pen Drive/Compact Disc (CD).

13.1 INTRODUCTION

A PowerPoint is a software from Microsoft, which is used to create presentation. Generally, a presentation is created by logical collection of individual slides that contain information on a specific topic. PowerPoint is used for preparing range of presentations on various topics including educational presentation, business presentation, social awareness presentations etc.

PowerPoint allows us to add different elements such as images, and audio/visual features in our presentation. These elements are called Multimedia Element. To make a multimedia presentation, we should use at

least one of the following elements: Image, Audio, Video, and Animation. In this unit, you will learn working on PowerPoint. Also, you will learn how to use different multimedia elements in your presentations to make it more informative and effective.

13.2 POWERPOINT BASICS-INSERTING A NEW SLIDE

When you make powerpoint presentation, sometimes need arises to insert a slide between two slides to add some text, image or other multimedia components. To insert a new slide into a presentation, one of the following three ways may be used:

- 1) Using the New Slide tab of Home Menu to insert slide
- 2) Using shortcut key “CTRL+M” to insert a slide
- 3) Clicking at space between two sides where new slide to be inserted and then by pressing Mouse Right-Button and click on new slide option to insert slide, you may insert a slide.

Let us see how we may use these three options for inserting new slide in a presentation.

Using the New Slide tab of Home Menu

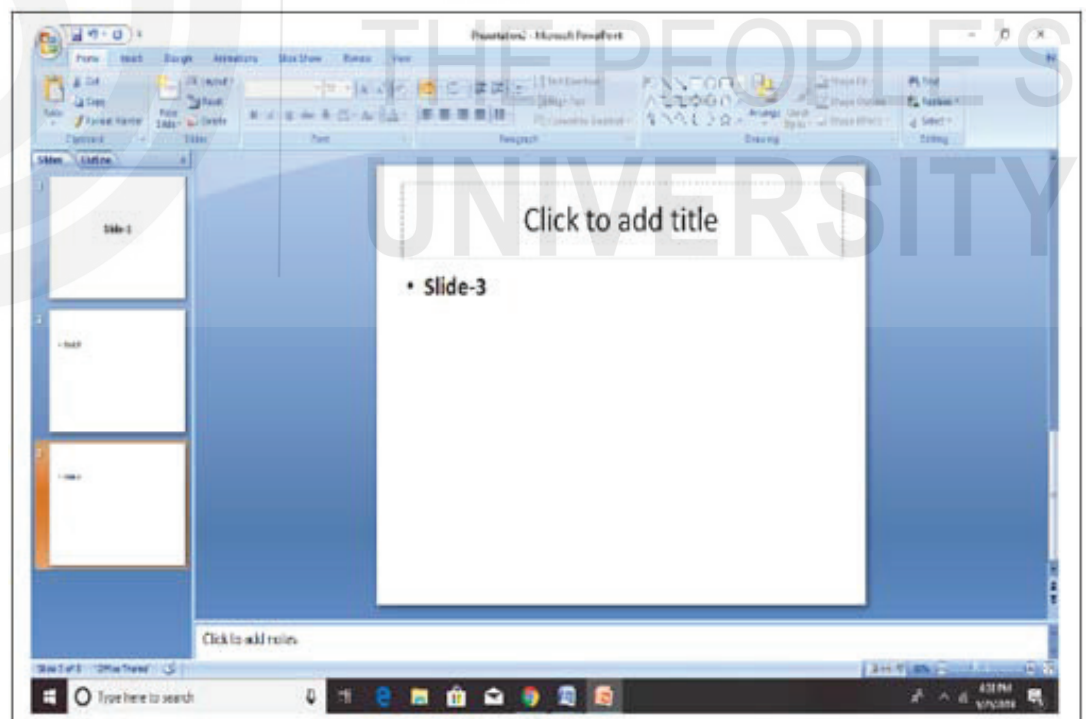


Fig.13.1:Inserting a new Slide in a Presentation

In the figure 13.1, if you want to insert a slide between slide-2 and slide-3 then click between slide-2 and slide-3 then, insert the new slide using any of the three options given above.

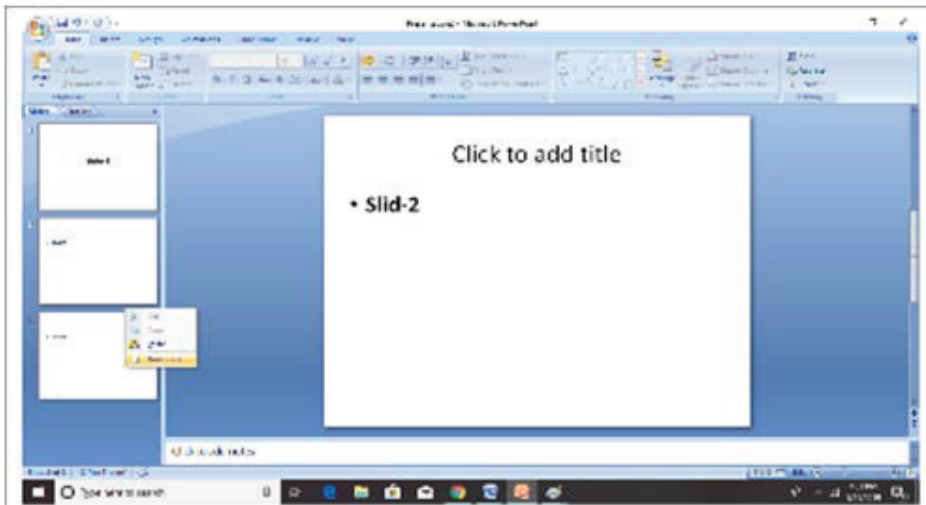


Fig. 13.2: Inserting slide using Mouse right click

13.3 SLIDE VIEWS

Microsoft PowerPoint has the following views, which can be used at different point of time for different purpose during preparation, modification, slide presentation and printing:

- Normal View
- Slide Sorter View
- Notes Page View
- Slide Show View
- Slide Master View
- Handout Master
- Notes Master View

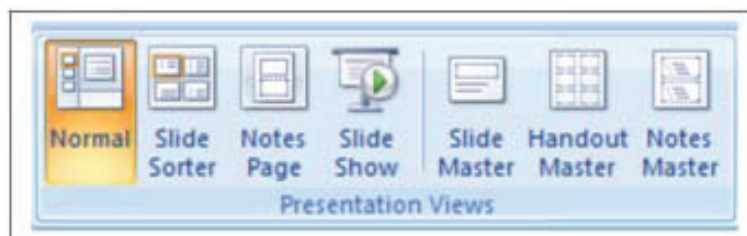


Fig. 13.3: Slide Views

While using PowerPoint Presentation, you can quickly switch between views by clicking on the view icons.

Normal View: It is the main editing view, which is used to write and design a presentation. Normal view displays slide thumbnails on the left, a large

window showing the current slide, in which you do the content insertion or editing.

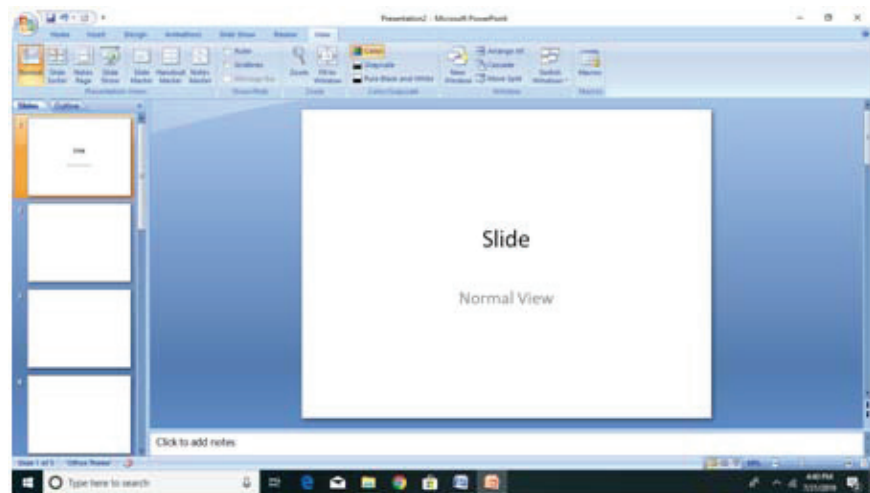


Fig. 13.4: Normal View

Slide Sorter View: This view displays all the slides in your presentation in horizontal sequenced. This view helps in selecting your slides and readjusting their positions in your presentation. You can just click and drag your slides to a new location and make meaningful grouping of the slides in your presentation. In Slide Sorter View, you cannot edit the contents of a slide. You have to switch to Slide View, where you can edit the contents.

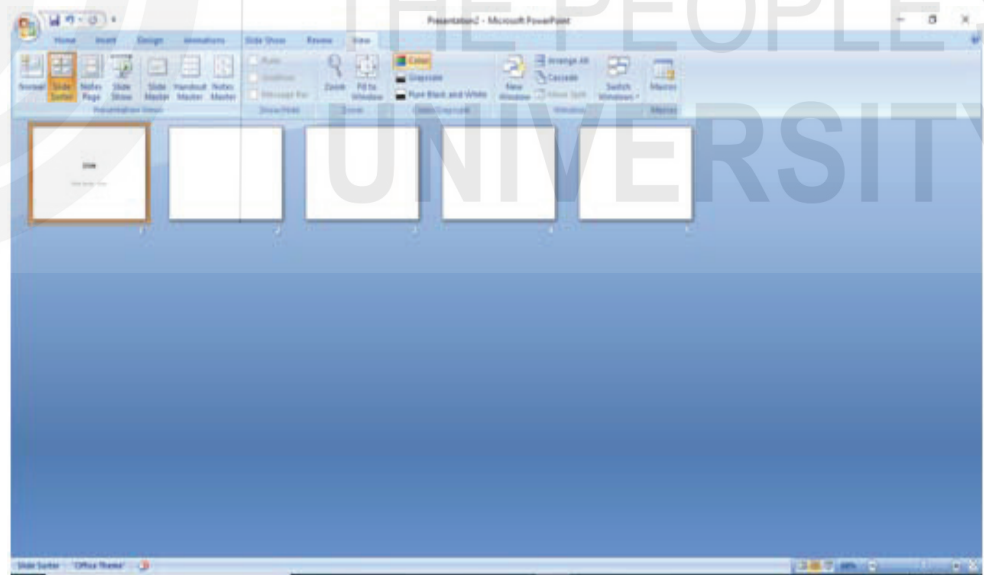


Fig. 13.5: Slide Sorter View

Notes Page View: The notes page is located below the slide window. This allows you to write some points as notes on that specific slide. You can print your notes for reference or also you can give notes to the audience. You can also use notes while you are making presentation of your slides.

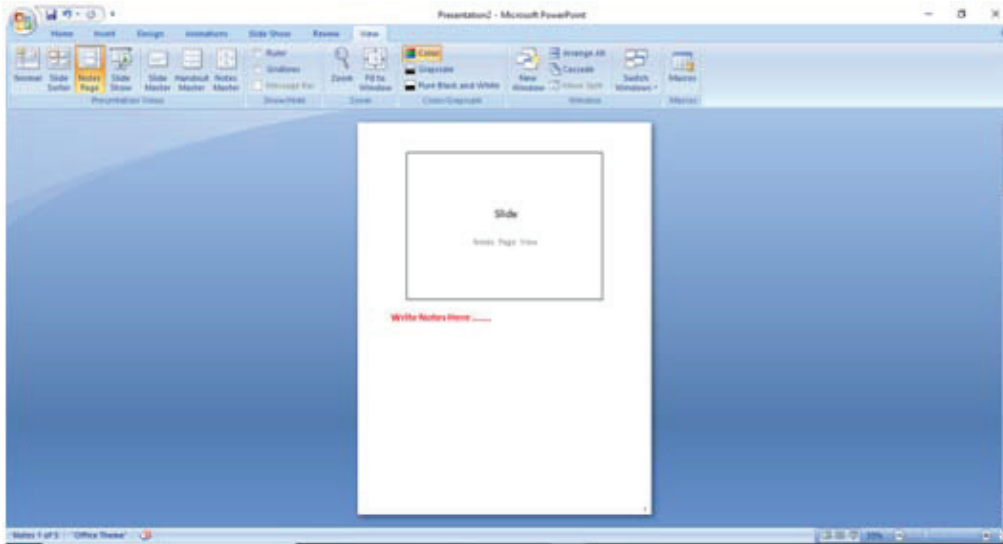


Fig. 13.6: Notes Page View

Slide Master View: This view includes Slide, Handout, and Notes. Advantage of working in a master view is that you can make universal style changes to every slide, notes page, or handout associated with your presentation. When you want all your slides to contain the same fonts and images, you need to change those in one place (in the Slide Master) and the changes will be applied to all your slides.

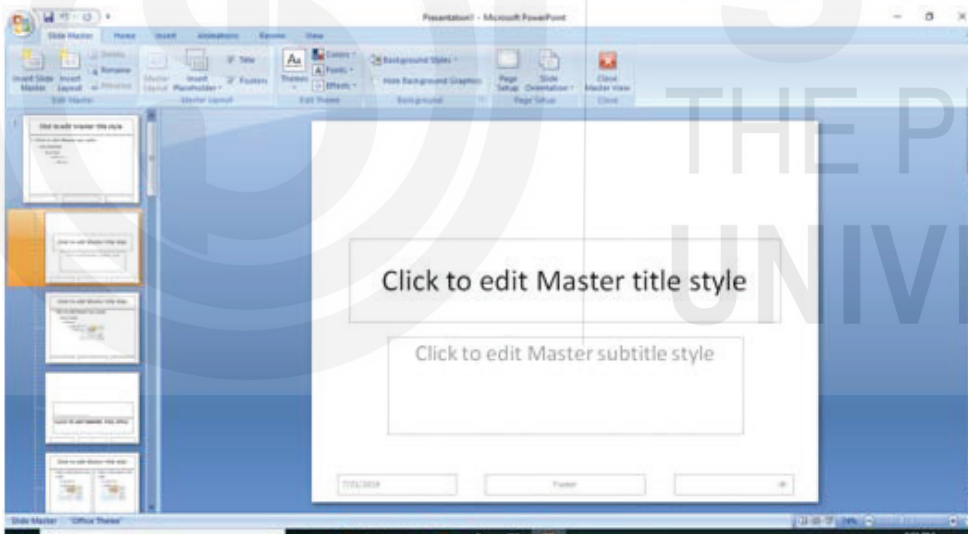


Fig. 13.7: Slide Master View

You change and manage slide layouts in Slide Master View. Every theme has a several slide layouts. Some layouts are better for text and some are better for graphics. You have to choose the layouts which are suitable for your slide content.

Handout Master View: This view is used to manage presentation while printing.

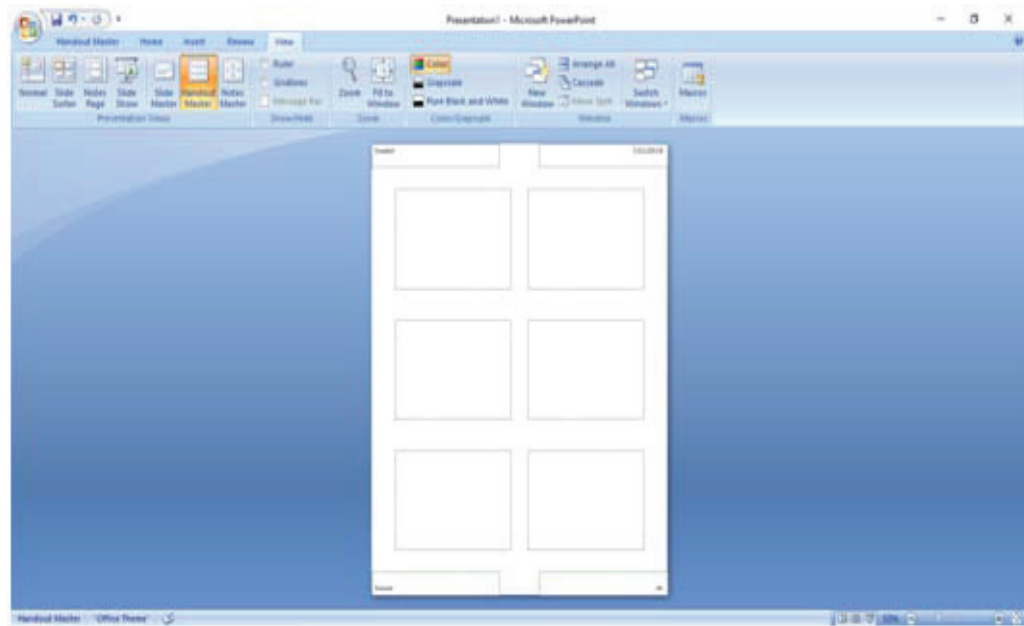


Fig. 13.8: Handout Master View

Handout Master View provides options for setting the followings (see figure 13.9):

- Page Setup
- Handout Orientation
- Slide Orientation
- Slide Per Page

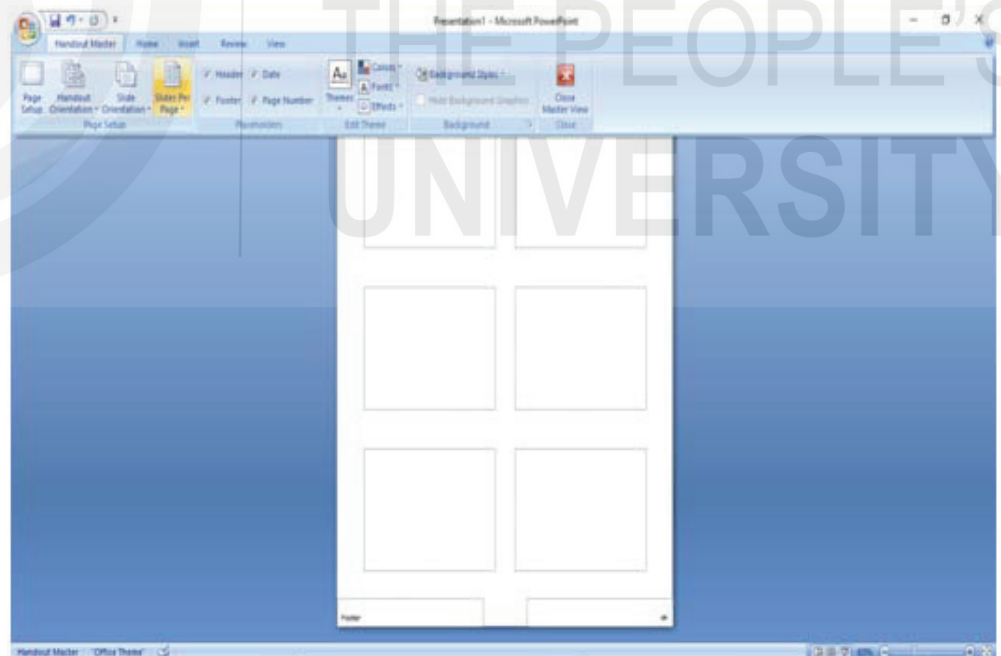


Fig. 13.9: Handout Master View Options

Slide Show View: This view is used to show your presentation to the audience. This view displays one slide at a time in full-screen mode. You can start the slide show using F5 key (see figure 13.10).

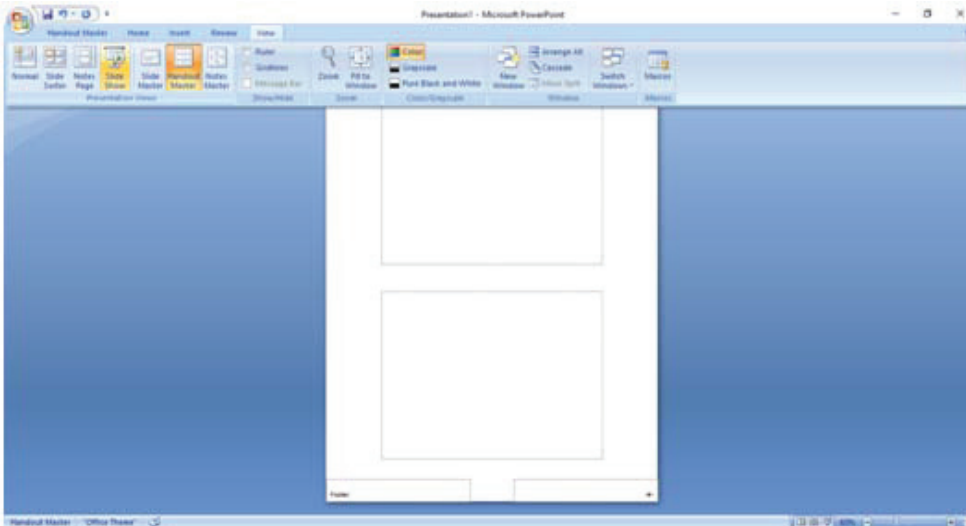


Fig. 13.10: Slide Show View

13.4 INSERTING A GRAPH AND DIAGRAMS

Sometimes, we need to use graph and diagrams to make our presentation effective. Suppose, we need to prepare a PowerPoint presentation for demonstration of production trends of some products of a company in last five years in that case graphs and diagrams plays a vital role. In this situation, we are having multiple options to keep this information in our presentation. This information may be written in text, or presented in a table, but better way is to draw a graph and use it in presentation to make it more appealing.

13.4.1 Insertion of a Graph/Chart

Following is the process of inserting a graph in presentation:

- 1) Open PowerPoint presentation, select the slide on which you want to insert the graph then go on Insert menu and click/press on Chart icon. Following Window will appear:

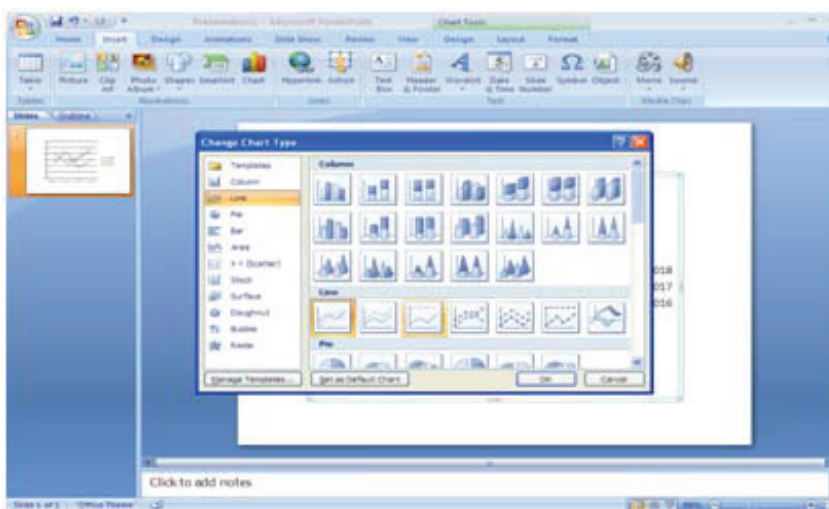


Fig. 13.11: Inserting Chart

- 2) Select a chart type you want to insert in your presentation. There are different chart templates available. These templates are column, line, pie, bar, area, XY (scatter), stock, surface, doughnut, bubble and radar. From these options, select the suitable template for your presentation.

Let us select Line chart type. After selecting this one window with default data will appear. It is similar to Microsoft Excel sheet. In this sheet, you edit the information as per your need. As you can see in figure 13.12, information is edited, columns represent years and rows represent different products. You need to save this data shown in figure 13.12 for future use. If you need to update the chart in future, this file will be required. Also this data will be required if you need to change the chart type.

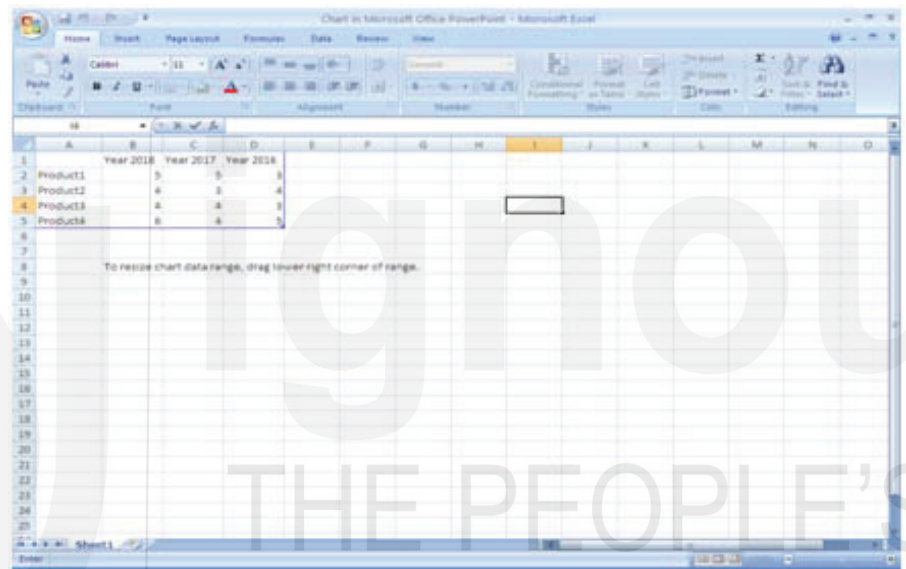


Fig. 13.12: Creating Chart

As you make changes in your sheet as shown in figure 13.12, you will observe changes in chart on your presentation slide, as shown in figure 13.13.

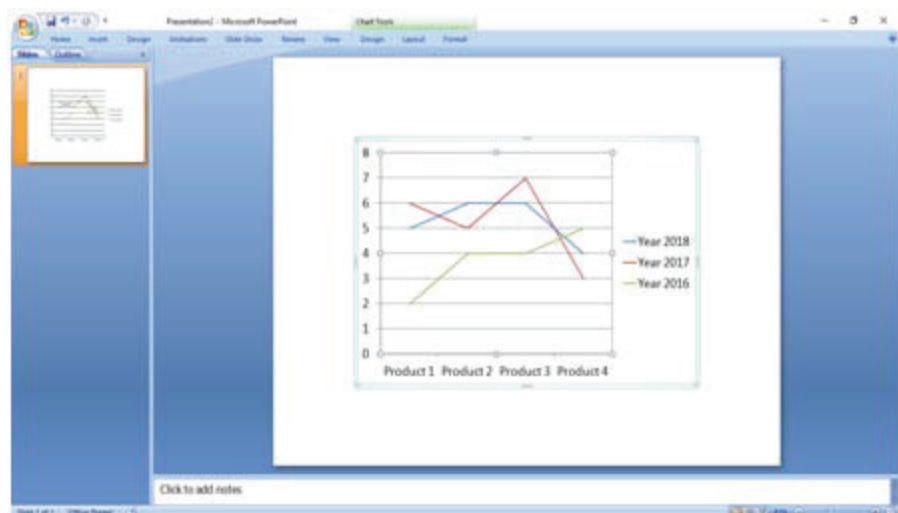


Fig. 13.13: Insertion of chart in presentation

Once you have inserted the chart/graph, as per need, you can resize the chart on your presentation slide as shown in figure 13.14.

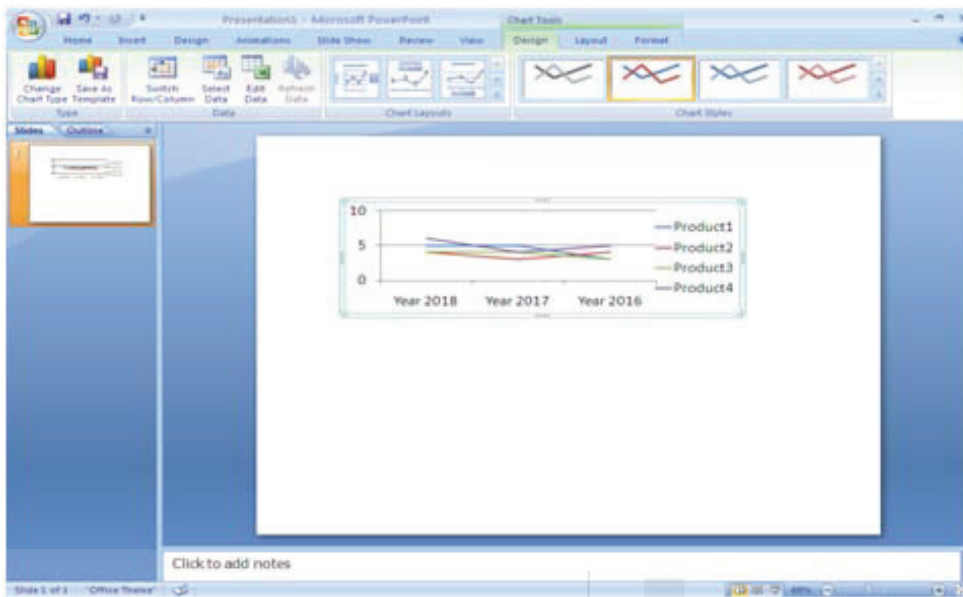


Fig. 13.14: Resizing Chart

If you need to change the chart type, you have to right click mouse button and click on change chart type and select the chart with which you want to replace this chart. If you select bar chart, you will get result as shown in figure 13.16.

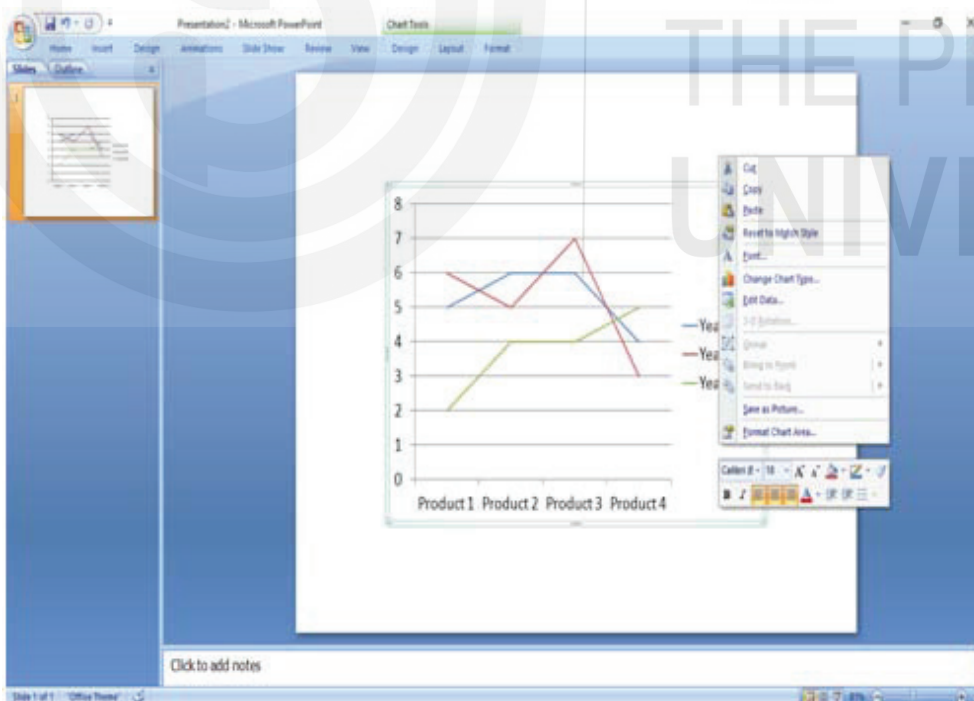


Fig. 13.15: Changing Chart Type

Changing chart of figure 13.13 to Bar Chart type:

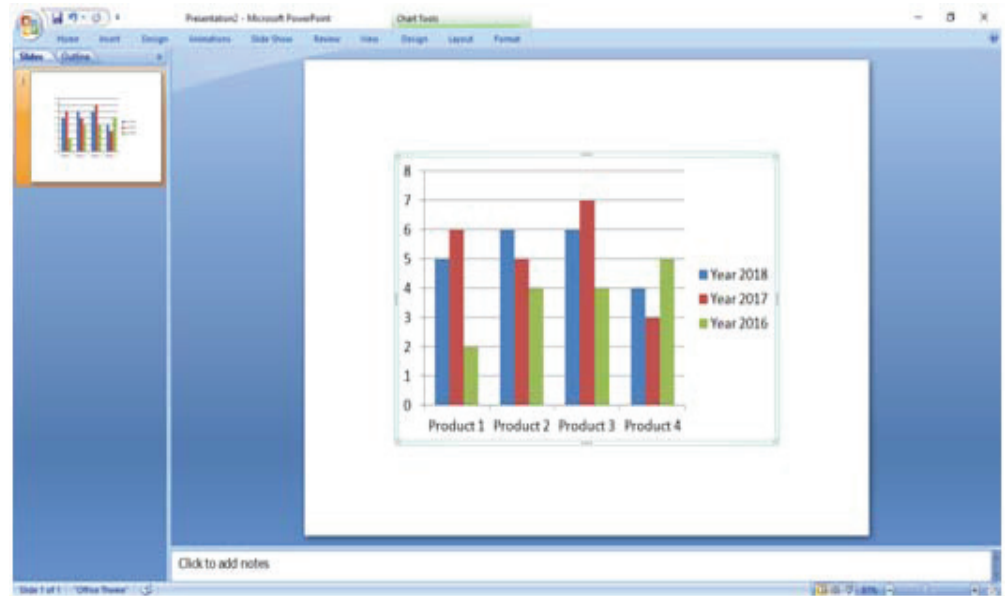


Fig. 13.16: Bar Chart

13.4.2 Insertion of a Diagram

In this section, we will discuss about how to insert diagrams in presentation slides.

You can insert diagrams using Insert Menu. There you will get various options such as Picture, Clip Art, Photo Album, Smart Art and Shape.

Either you can choose a diagram available in Photo Album or from Clip Art, or you can draw your own diagram using various shapes in Shape option.

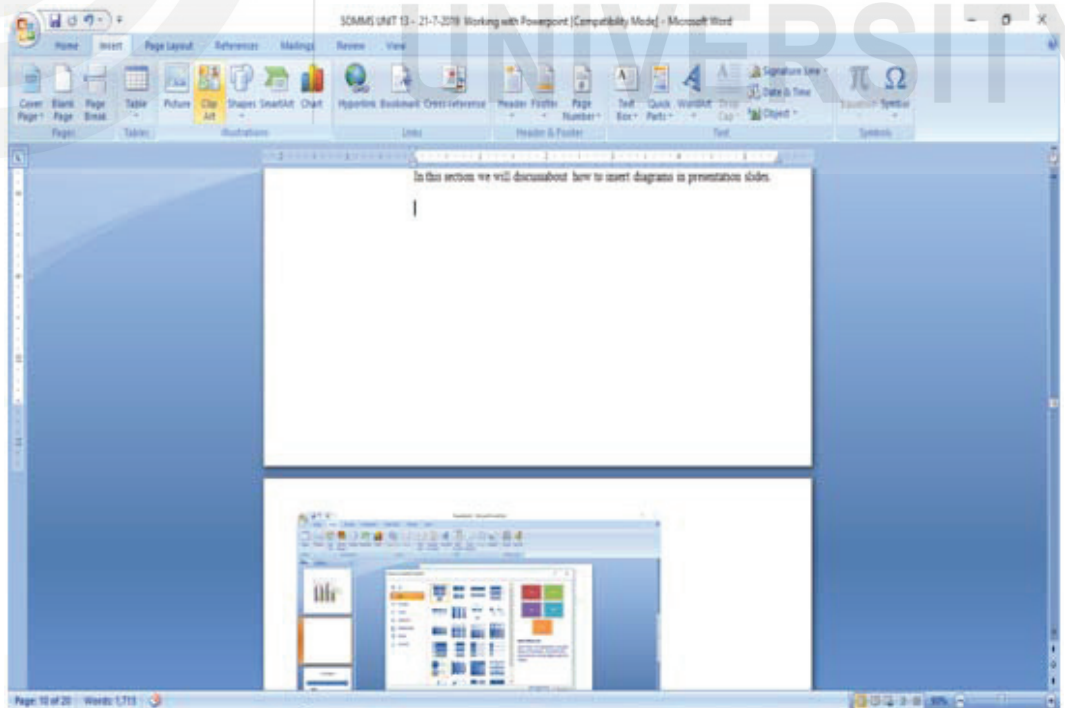


Fig. 13.17: Inserting Diagram

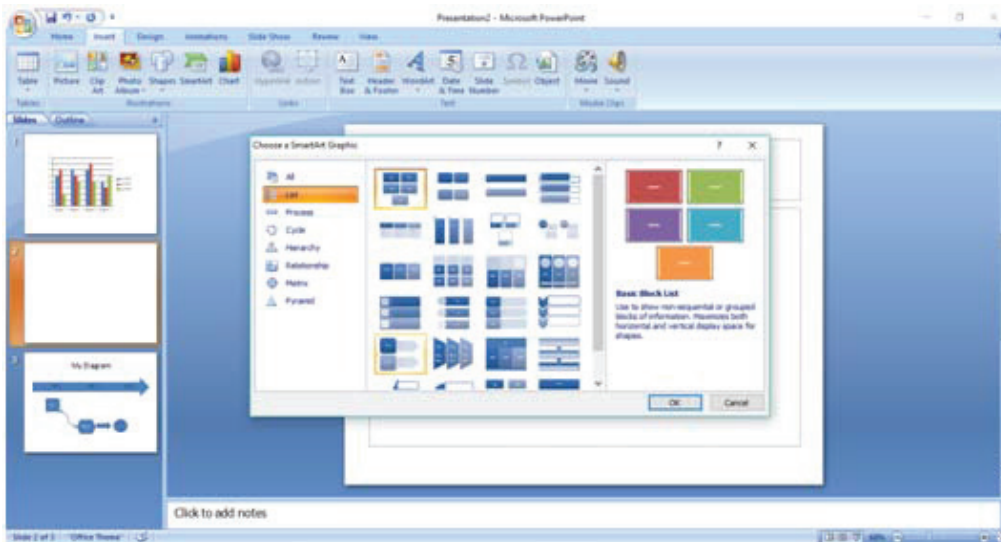


Fig. 13.18: Choosing Smart Graphics

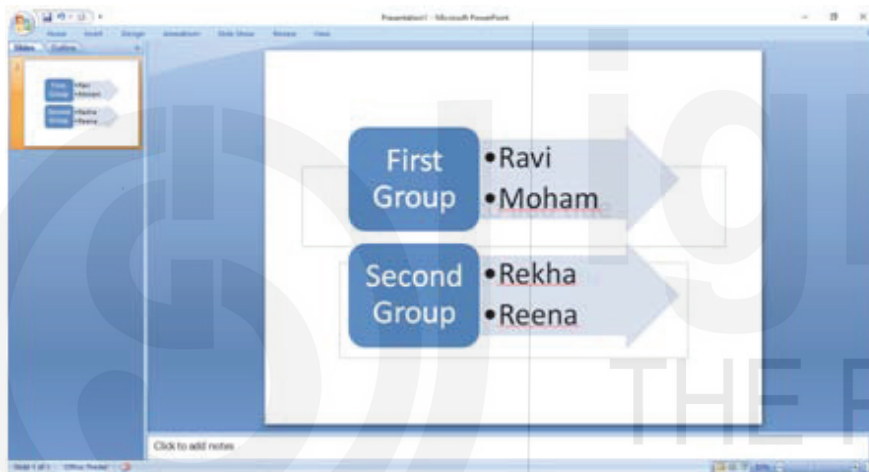


Fig. 13.19: Vertical Arrow List

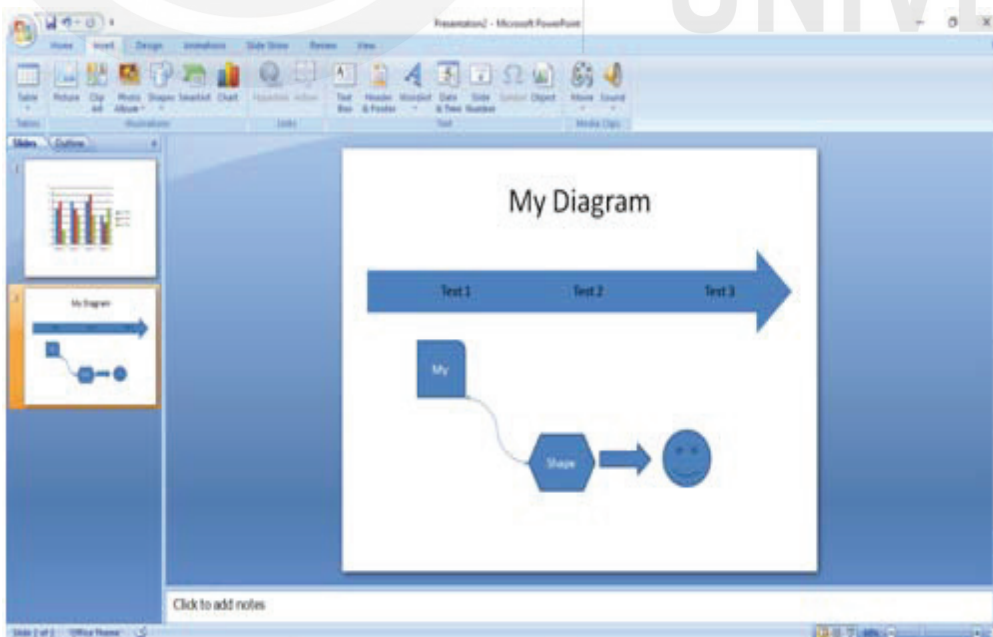


Fig. 13.20: Drawing Own Shape for Presentation

Check Your Progress A

- 1) Explain how slides can be rearranged in a presentation using Slide Sorter View.

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- 2) A PowerPoint presentation is being prepared for demonstration performance of the students of B.Com (CBCS) Third Semester in course Basic Accounting. The marks of students are given in table below:

Name of Student	Marks in Basic Accounting
Ravi	76
Mohan	57
Sarita	69
Rohit	88
Mohit	92
Anita	56

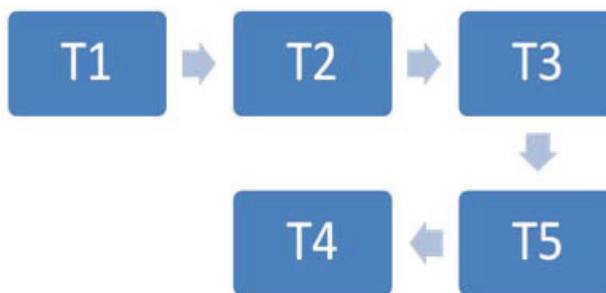
Insert these marks in the form of column chart in the presentation.

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- 3) Using following SmartArt Diagram, make a slide about sequence of steps required from registration to completion of IGNOU B.Com (CBCS) First Semester.



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13.5 INSERTING PICTURE

At time you are having pictures stored in your PC and you want to use it in your presentation. To insert picture in your presentation you can use:

- 1) Insert Menu >> Select Picture Option >> Select Picture.
- 2) It will take you to Picture folder and from there you may select the picture to be inserted in your presentation as shown in figure 13.21

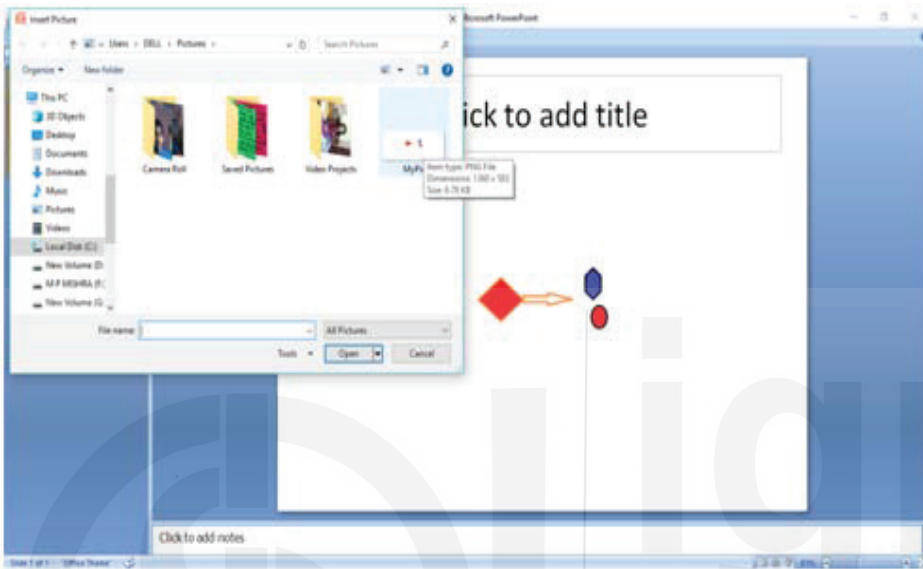


Fig. 13.21: Inserting Picture in Presentation

In case you need to draw your own picture and use in presentation. You can draw a picture using Paint tool. A picture drawing is shown in figure 13.22.

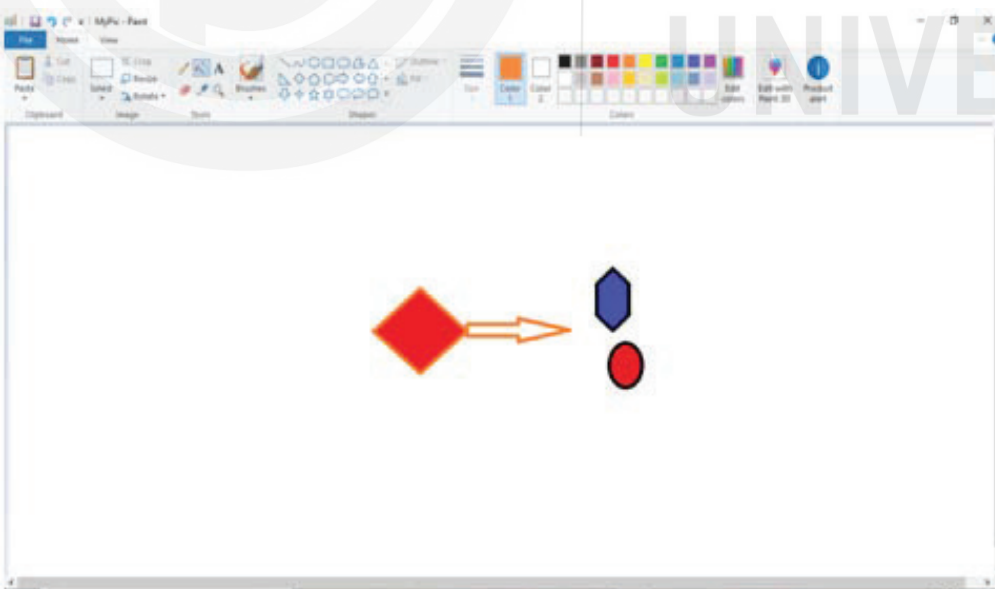


Fig. 13.22: Drawing Picture

Another way of inserting picture in your presentation is to copy the picture from a file/folder or from other source like Internet, Pen Drive, CD and paste it in your slide. Sometimes it is better to insert a Text Box in slide and then

copy the picture inside the Text Box. Also note that you should use only those pictures which are copyright free or permitted to use by giving acknowledgement to the source/owner.

13.6 INSERTING SOUND

A sound is an effective medium of communication. If situation arise to use some sound element in your presentation, you can do this by following:

- 1) Select Insert Menu and
- 2) Select Sound option

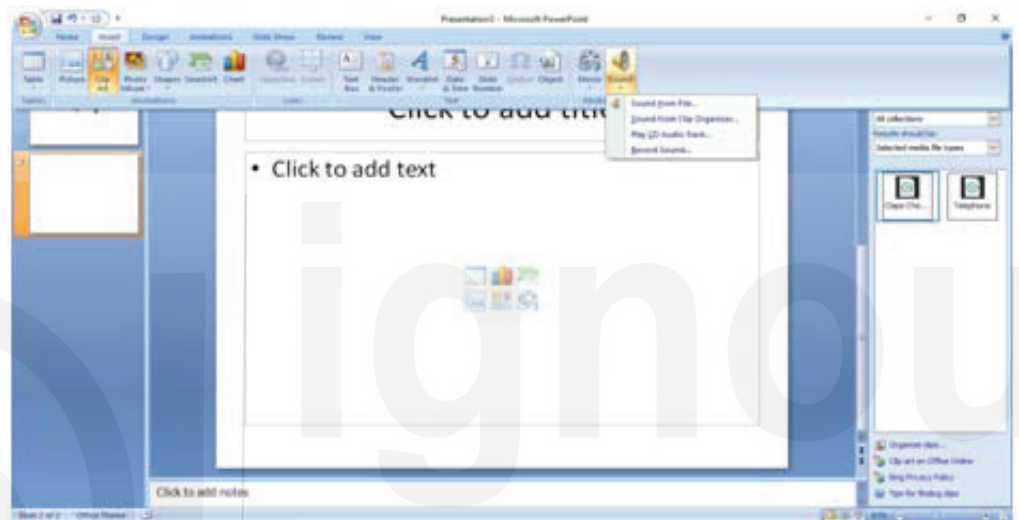


Fig. 13.23: Inserting Sound

Sound can be inserted using a sound file or using Clip Organizer or sound file stored in CD may be selected or you can record your own sound for some explanations. When you will insert a sound file it will be inserted and a sound Icon will appear on your slide.

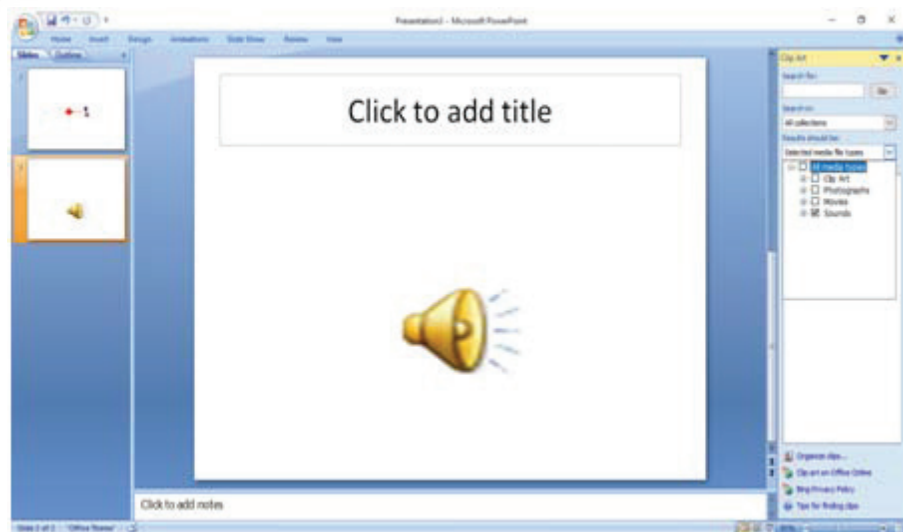


Fig. 13.24: Inserting Sound from a sound file

When you will insert a sound file you will be asked to choose one of the two options to start the sound play:

- 1) Automatically
- 2) When sound Icon is clicked

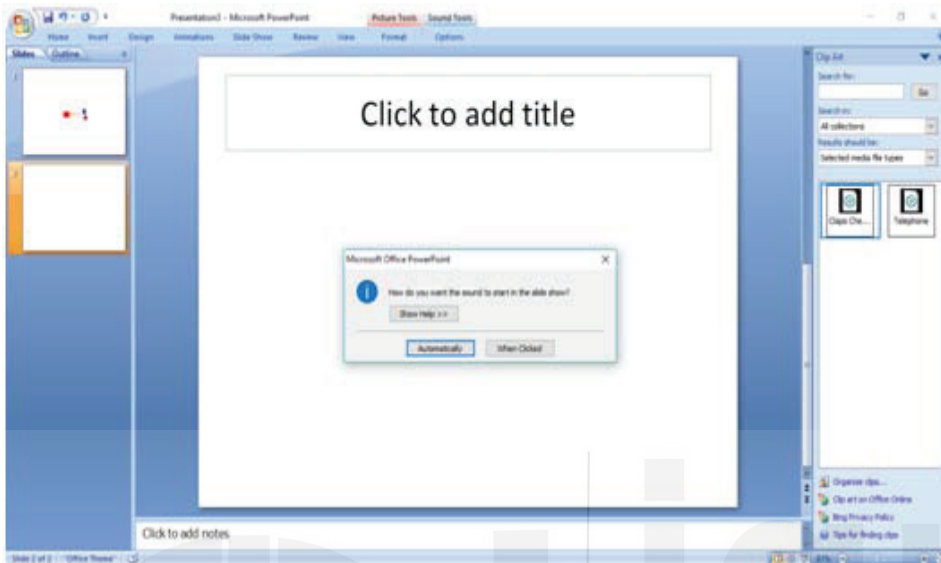


Fig. 13.25: Inserting Sound from Clip Organizer

When you choose automatically, sound file will play automatically as soon as you reach to that slide in slide show view. If you have selected when clicked, the sound file will play only when you click on the sound icon in slide show view.

You can record your own sound in a specific slide in which you want to use it. For this, you have to select

- 1) Insert Menu >> Sound Option >> Record Sound

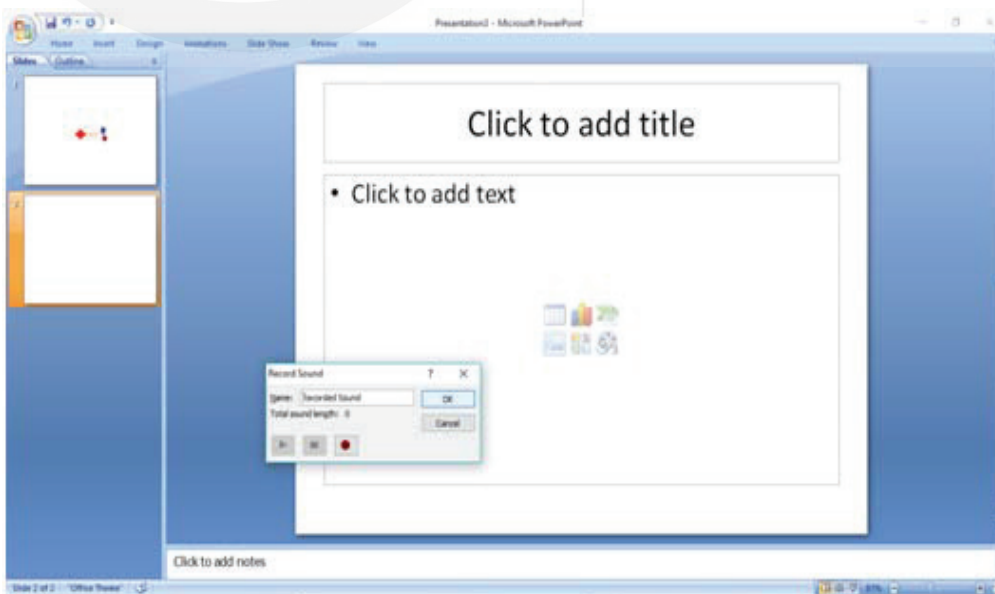


Fig. 13.26: Record Sound for Presentation

13.7 INSERTING VIDEO

Video is a very powerful medium of communication. You may explain many processes or activities using a video of smaller size than using very large text.

In PowerPoint Presentation, video components are commonly used to demonstrate activities and make presentation more effective. You can either insert video available in your computer in your presentations. You can create your own video using video recorder/camera or by even using your smart phone and use these videos in your presentation.

To insert a video in PowerPoint presentation, you have to click insert menu and then select the movie option to select appropriate video file to be inserted.

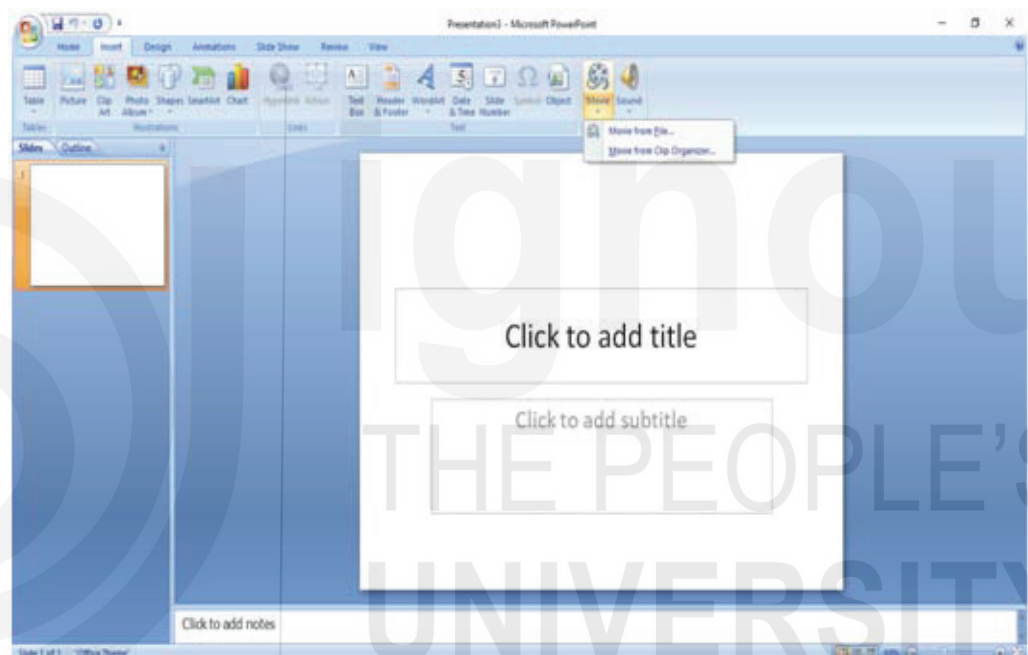


Fig. 13.27: Inserting Video

13.8 SAVING PPT FILES IN EXTERNAL MEMORY & CLOUD

When you make your presentation, you save it in a file. Sometimes, you need to copy these files in your USB Memory (known as Pen Drive) because always it is not possible to carry your laptop with you to make presentation. You can use following ways to copy/save PPT files in Pen Drive:

- 1) If you are creating new presentation and you want to save it in Pen Drive. While saving the file, use Save As option and select Pen Drive to save the file.

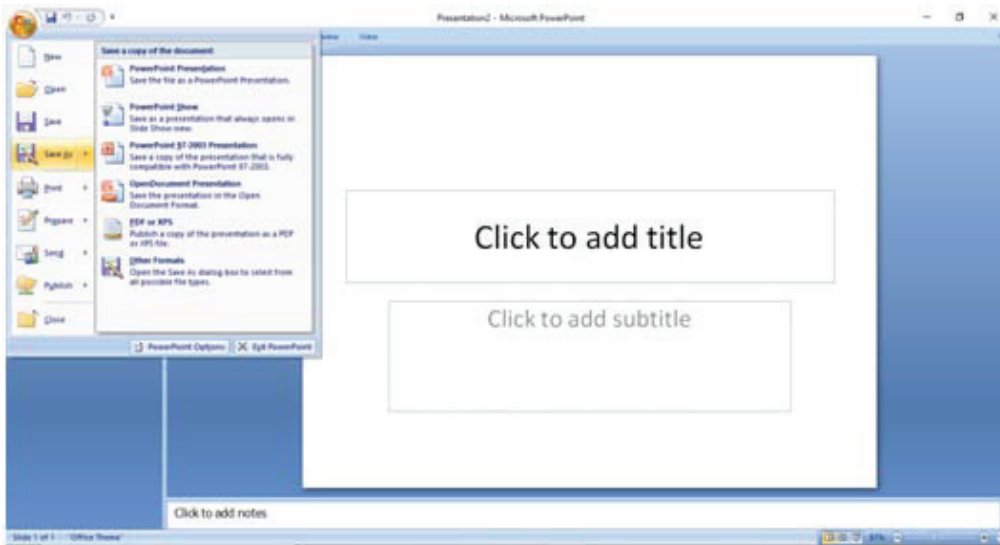


Fig. 13.28: Saving PPT file using Save As option

- 2) If file is already saved, let us say on your desktop and you want to copy in your Pen Drive. You can save that file in your Pen Drive by:

Select the file using mouse. Right click the mouse button and select Send to option and select Pen Drive. This file will be copied to Pen Drive.

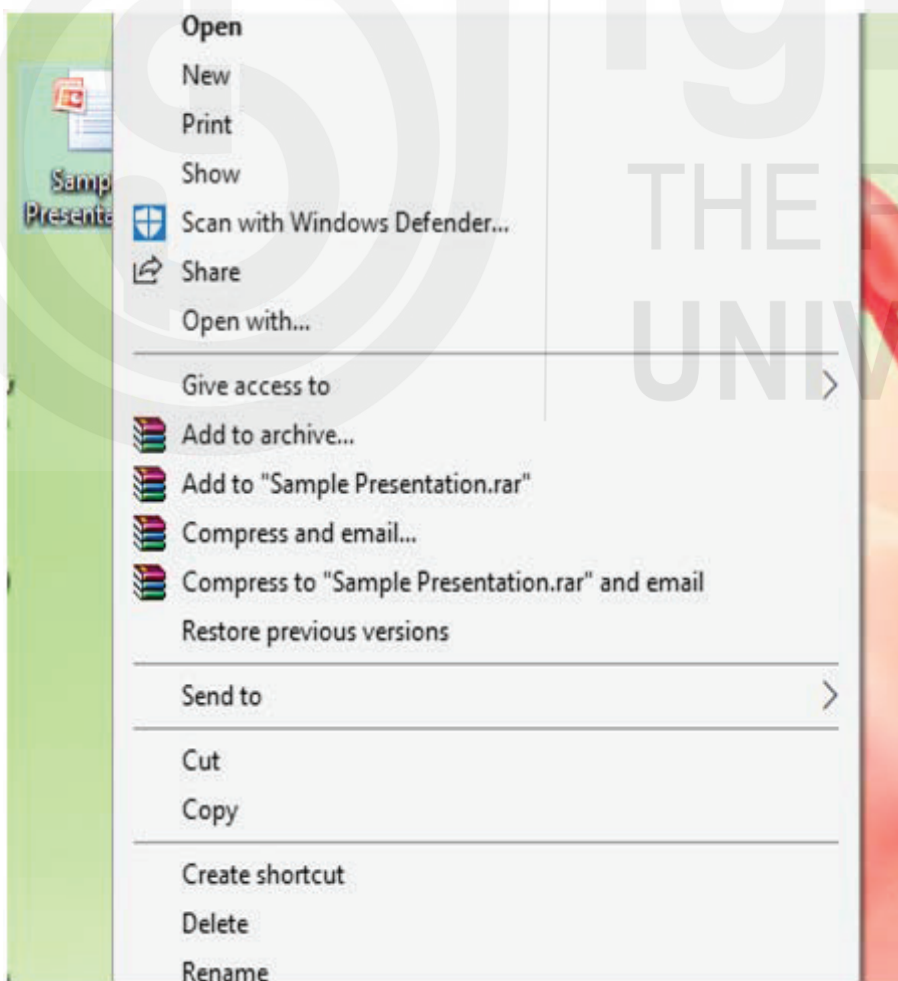


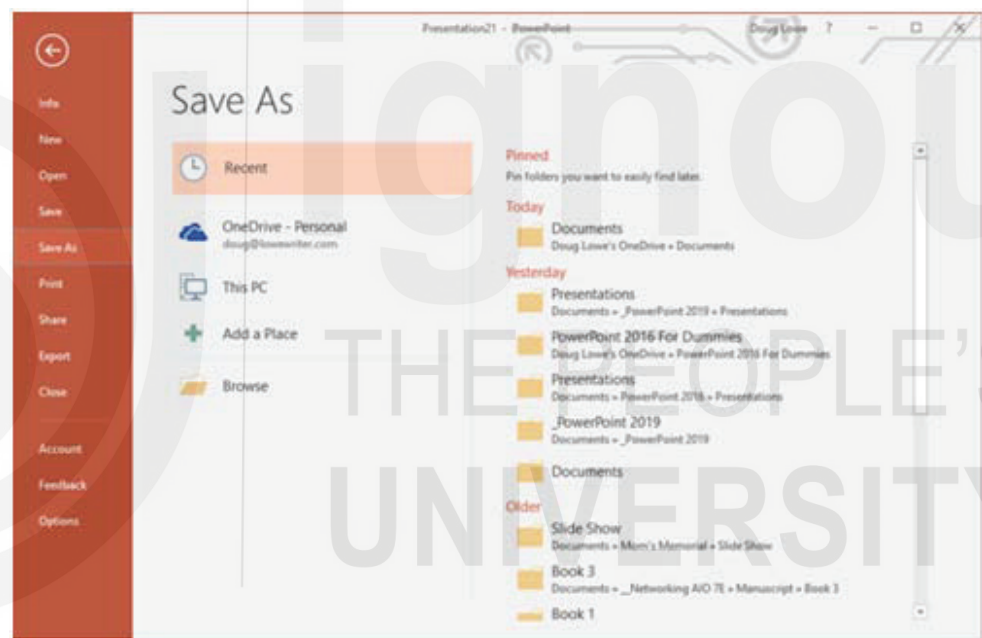
Fig. 13.29: Copy file in Pen Drive

Saving PPT Files in Cloud

1) Share a PowerPoint 2019 Presentation in the OneDrive

Saving your files to the cloud lets you access them from wherever and makes it easy to share them with family and friends. To save documents online with OneDrive, sign in to Office. With a document open in an Office program, click File > Save As > OneDrive. If you haven't signed in, do that today by clicking Sign In.

- Choose File → Save As. The Save As page appears, which offers several locations to which the presentation can be saved, as shown. ...
- Click the OneDrive location where you want to store your presentation. ...
- Navigate to another OneDrive folder or create a new OneDrive folder. ...
- Change the filename and then click Save

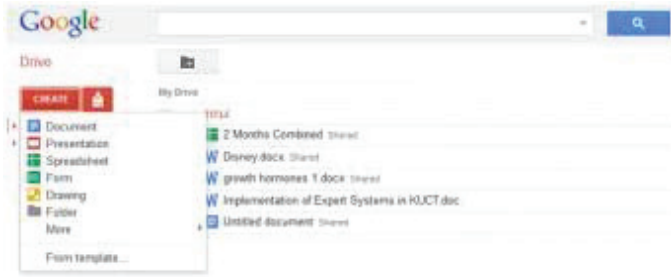


Source: OneDrive

Fig. 13.30: Copy file in OneDrive (Cloud)

2) Convert a PowerPoint to Google Slides

- Open **Google Drive**.
- Select "New" in the upper left-hand corner of the screen.
- Select "Upload File."
- Select the desired **PowerPoint** presentation.
- After uploading, right click and select "Open with," then select "**Google Slides**."
- Select "File."
- Select "**Save as Google Slides**."
- Go to **Google Drive**.



Source: Google drive

Fig. 13.31: Copy file in Google Drive (Cloud)

Yes, your data is comparatively safer in the cloud as compared to in your own hard drive. In adding, files are easy to access and maintain. Nevertheless, cloud services ultimately put your data in the hands of other people. If you're not predominantly concerned about confidentiality, then no big shout

Check Your Progress B

1) You are preparing a presentation to teach use of computer in daily life. For this presentation, you required to insert pictures of different components of a computer system in slides. Explain the process you will follow to do this activity.

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2) Suppose you are having a diagram in your presentation and you want to insert an explanation for that diagram in your own voice. Explain how you will do it.

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3) You are having a presentation stored in your Pen Drive you need to do some modification in that presentation using your friend’s laptop and again copy the modified presentation in your Pen Drive. Explain the process of this activity.

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13.9 LET US SUM UP

As multimedia components are very important tools for better communication. They are extensively used in PowerPoint presentation to make it more effective. PowerPoint is used for preparing range of presentations on various topics including educational presentation, business presentation, social awareness presentations etc. Microsoft PowerPoint has the different views, which can be used at different point of time for different purpose during preparation, modification, slide presentation and printing.

To insert a new slide into a presentation one of the following three ways may be used: Using the New Slide tab of Home Menu to insert slide; Using shortcut key “CTRL+M” to insert a slide; Clicking at space between two slides where new slide to be inserted and then by pressing Mouse Right-Button and click on new slide option to insert slide, you may insert a slide.

To make a multimedia presentation attractive, effective and interesting multimedia component such as graphs, diagrams, charts, pictures, audios and videos can be added. Presentations can be copied and saved in the external memory and cloud.

13.10 KEY WORDS

PowerPoint: It is software from Microsoft which is used to create presentation. Generally, a presentation is created by logical collection of individual slides that contain information on a specific topic. PowerPoint is used for preparing range of presentations on various topics including educational presentation, business presentation, social awareness presentations etc.

Normal View: It is the main editing view, which is used to write and design a presentation. Normal view displays slide thumbnails on the left, a large window showing the current slide, in which you do the content insertion or editing.

Slide Sorter View: This view displays all the slides in your presentation in horizontal sequenced. This view helps in selecting your slides and readjusting their positions in your presentation.

Notes Page View: The notes page is located below the slide window. This allows you to write some points as notes on that specific slide.

Slide Master View: This view includes slide, handout and notes. Advantage of working in a master view is that you can make universal style changes to every slide, notes page, or handout associated with your presentation. When you want all your slides to contain the same fonts and images, you need to change those in one place (in the Slide Master) and the changes will be applied to all your slides.

Handout Master View: This view is used to manage presentation while printing.

Slide Show View: This view is used to show your presentation to the audience. This view displays one slide at a time in full-screen mode. You can start the slide show using F5 key.

13.11 TERMINAL QUESTIONS

- 1) What is multimedia? How it can be used in a PowerPoint presentation to make it more effective?
- 2) What is use of slide sorter view?
- 3) How you can use a video created using your smart phone, in a PowerPoint presentation?
- 4) Explain the process of creating a chart in PowerPoint with the help of an example.
- 5) Explain how you record your own voice for explanation of a table used in a PowerPoint presentation.
- 6) Explain the procedure to upload files on a cloud using One Drive or Google Drive.

Note: These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for yours practice.

UNIT 14 MULTIMEDIA, VIDEO MAKING AND YOUTUBE

Structure

- 14.0 Objectives
- 14.1 Introduction
- 14.2 Meaning of Multimedia
 - 14.2.1 Advantages of Multimedia
- 14.3 Usage and Making Multimedia
- 14.4 Challenges Faced in Implementing Multimedia Tool in Business
- 14.5 Doing Designing Using Graphics
- 14.6 Animation
- 14.7 Making Presentation Using Graphics
- 14.8 Making Presentation Using Multimedia
- 14.9 Making Presentation Using Animation
- 14.10 YouTube
- 14.11 Application of YouTube in Business
- 14.12 Uploading a Video through YouTube
- 14.13 Earning Advertisement Revenue from YouTube
- 14.14 Google AdSense
- 14.15 Creating a YouTube Personal Channel
- 14.16 Subscribe Follow YouTube Channel
- 14.17 Uploading Videos on Channel
- 14.18 Create Playlist to Organize Videos
- 14.19 Future of Animation with Artificial Intelligence
- 14.20 Let Us Sum Up
- 14.21 Key Words
- 14.22 Terminal Questions

14.0 OBJECTIVES

After completing this unit, you will be able to:

- understand multimedia and its advantages;
- understand how to make presentations using graphics, multimedia and animation;
- know the usage of YouTube in business;
- understand how to upload a video through YouTube; and
- know how to create a YouTube personal channel.

14.1 INTRODUCTION

Multimedia is anything and everything that you watch and listen in a form of text, photograph, audio, video and many other means which are omnipresent in a present scenario. This is typically recorded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. We can use multimedia in every sphere be it business, schools, home, public places and virtual reality. Multimedia has animation, music, video and more of this. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects. Multimedia takes advantage of the brain's ability to make connections between verbal and visual representations of content, leading to a deeper understanding, which in turn supports the transfer of learning to other situations. In the present scenario, when technology is changing the world and bringing paradigm shift, the most used multimedia device on the planet is a smartphone. Multimedia offers lot of features like video, animation, text and audio while being interactive. There is a lot to consider in terms of what multimedia is and the proliferation of cell phones at different levels in different societies. A few more specialized ones would be TV's, computers and game consoles. Further back, the iPod and perhaps many of the Personal Digital Assistant (PDA) could be added into the mix. It would be contingent on how severely you would need all the media types mixed to fall into the definition of multimedia. In this particular unit, we will be discussing the various applications and usage of multimedia in everyday life which includes entertainment, education, teaching, learning and many more.

14.2 MEANING OF MULTIMEDIA

To understand about multimedia, it will be better to firstly understand the term 'Media'. Media is dedicated towards Broadcasting Video, Video Editing, News Forum, News Mediums (new papers, reporters) etc. Whole Multimedia consists of various mediums and media (Animation, Media, Video, Movies, Graphic Design and their tools).

Multimedia is a combination of text, graphics, sound, animation, and video, interactive electronic or digital means of handling delivered to the user. Multimedia elements include the text, video, sound, graphics and animation. The advantage of learning about animation and multimedia is to promote work from home (WFH) culture so that most part of your life you don't need to be in stereotype job but groom your knowledge skill as a freelancer. One can earn from anywhere, even being from their home. And most of its jobs are related to films and music industries.

14.2.1 Advantages of Multimedia

- **User friendly:** It does not need the number of energy users, in this sense, one can sit down to watch the demo, one can read the text and hear the sound. It can be used for a diversity of audiences, ranging from one person to the entire group.
- **Multi-Sensory:** It uses the senses of many users, while the use of multimedia, such as hearings, sees and talk. It can be used for a variability of audiences, ranging from one person to the entire group.
- **Comprehensive and Interactive:** Through different media in the process of digital integration. The possibility of interaction easy feedback is greatly increased. It is also very flexible and can easily be changed to adapt to different situations and audiences.
- **Deeper sympathetic:** Multimedia learning takes the mileage of the brain's aptitude to make connections between verbal and visual representations of content, leading to a deeper thoughtful, which in turn supports the transfer of learning to other situations. All of this is important in today's 21st century classrooms, as it prepares students for a future with higher-level thinking, problem solving and concerted skills.
- **Improved problem solving:** A large fraction of the human brain dedicates itself to visual processing. Thus, using images, video and animations alongside a text stimulates the brain. Student consideration and retention increase. Under these circumstances, in a multimedia learning environment, students can identify and solve problems more easily compared to the scenario where teaching is made possible only by textbooks.
- **Access to a vast variety of information:** With computers, tablets, smartphones and the internet, students are today better equipped than ever to search and find the information they need.

14.3 USAGE AND MAKING MULTIMEDIA

Multimedia is heavily used in the entertainment industry, especially to develop special effects in movies and animations (VFX, 3D animation, 3D printing, etc.). Multimedia games are a popular pass time and are easily available either as CD-ROMs or online.

The various advantages of multimedia application in day to day life are given below:

- Multimedia applications allow the computer user to communicate with the computer system in a variety of ways either by speaking, writing or moving objects etc.
- It gives a real-world impression to the users while using a computer.

- It enables communication with people in remote locations just like all sitting in a single drawing room.
- Users do not need to convert data into computer acceptable form rather the data can be easily acceptable in the form of voice, moving pictures, and images etc.
- It also enables disabled persons to use computer systems by connecting computers systems to other machines and electronic devices.

There are two types of Multimedia elements which are omnipresent in the present scenario:

- **Person to Person Communication:** It provides a mechanism for user to interact with each other and a transport layer to move multimedia signal from one user to another. Multimedia signal is created by user interface and user is allowed to interact with via video calls, teleconferencing etc.
- **Person to Machine Communication:** It provides a mechanism for storage and retrieval of multimedia signal that are either requested by user or created by user. Examples include document archive and broadcast video, creation and access of business meeting notes etc.

14.4 CHALLENGES FACED IN IMPLEMENTING MULTIMEDIA TOOL IN BUSINESS

Companies generally face new challenges when they encounter with new technologies. Managers must overcome these if companies are to absorb new technologies efficiently. Similarly, presentation by using different multimedia tools for business will be a great way to represent the company virtually and in physical format. But prior to this, there are certain challenges which the companies must address which can really be helpful in enhancing a business. Few of such challenges are listed below such as:

- Information security (including data privacy, storage, and management)
- Social media
- Risk management and governance
- Regulatory compliance
- Technology integration and upgradation
- Resource management
- Infrastructure management etc.

14.5 DOING DESIGNING USING GRAPHICS

Graphic design is defined as “the art and practice of planning and projecting ideas and experiences with visual and textual content”. In other terms, graphic design communicates certain ideas or messages in a visual way.

These visuals can be as simple as a business logo, or as complex as page layouts on a website. Graphic design is useful all over the place. Graphic designers aren't limited to working in certain locations. A graphic designer works at magazines, advertising, marketing agencies, and more. They take graphical and textual elements and implement them into multiple types of media. Graphic design can also be used by companies to promote and sell products through advertising, or by websites to convey complicated information in a digestible way through info graphics, or by businesses to develop an identity through branding, among other things. These various graphic design elements include color, form, line, shape, size, space and texture. The elements are used in conjunction or opposition with each other to create visually striking and impactful designs. Examples of modern-day graphics are:

- **Website design:** It involves creating engaging and intuitive web pages for users. This includes overall layout, color scheme and navigation.
- **User experience (UX) design:** It is focused on ensuring a website or application is easy and satisfying to use. These designers emphasize value, usability, adoptability and desirability.
- **Motion graphics designer animation:** It brings visual elements to life through special effects, TV shows, video games and movies etc.

14.6 ANIMATION

Animation is the process of designing, drawing, making layouts and preparation of photographic sequences which are integrated in the multimedia and gaming products. It involves the exploitation and management of still images to generate the illusion of movement. A person who creates animations is called an animator. An animator uses various computer technologies to capture the still images and then to animate these in desired sequence. Modern entertainment industry of these days i.e. film and television has gained popular heights because of advances in animation, graphics and multimedia. Television advertisements, cartoons serials, presentations and model designs all make frequent use of animation and multimedia techniques. Among the many popular forms of animation, the three most prominent are discussed below:

- 1) **2D Classical Hand-Drawn Animation:** 2D Classical hand drawn Animation is the oldest and simplest yet not easiest and cheapest method of animation. Even with the advancement of technology the principle of drawing remains the same for it, pencils are traded in for stylus' and paper exchanged for cintiq's and Wacom tablets. These technical tools are making it easier and more accessible; some of the greatest animators alive still employ pencil and paper to draw their animation.

- 2) **3D Computer Graphics Animation:** This form of animation only became possible with innovations in computer graphics in the 1990s, and has become massively popular since then. The computer graphics allow the animator to create photo realistic images that the classical animation can't. Also, powerful animation software allows for in-betweens, lighting, building crowds, environments and more. Because of this, it has become the most common form of animation used in the film industry today.
- 3) **Stop-Motion Animation:** Stop motion animation is the oldest as well as one of the most interesting forms of animation. This form involves taking individual photographs of physical models, objects, puppets or people as they are moved around in one frame at a time.

14.7 MAKING PRESENTATION USING GRAPHICS

Presentations can be made more interesting and catchier by using graphics. A good and pleasant graphics presentation is something that is aesthetically pleasing and consistent enough not to distract the attention of audience from the subject and the author, and significant enough to be an ideal addition to the words which are spoken. Graphics presentations are considered more popular than the simple presentation. There are certain benefits that graphics provides over simple text. Graphics are particularly good at communicating that one thing is larger than another, while illustrating relative amounts and can also easily break complicated concepts into multiple graphics for easy understanding.

14.8 MAKING PRESENTATION USING MULTIMEDIA

Humans are visual creatures, and as such we prefer a visual illustration. A multimedia presentation differs from a normal presentation in sense that it contains some form of animation or media. Multimedia presentations have become an inevitable part of business and education now a days. With the rising demand for powerful and feature-rich presentation software, developers keep presenting more and more advanced tools that actually make users create impressive presentations faster and more easily than ever. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects. Except for the lack of touch and smell, it is virtually similar to face-to-face communication, especially when presented in a high-resolution life size screen. Typically, a multimedia presentation contains at least one of the following elements:

- 1) Video or movie clip
- 2) Animation
- 3) Sound (this could be a voice-over, background music or sound clips)
- 4) Navigation structure

Choice of Multimedia Presentation Technology:

The first and hardest part for the presentation is to choose the technology. The choice comes down to two main contenders, Adobe Flash or Microsoft PowerPoint. A brief on both the Adobe Flash and Microsoft PowerPoint is given below:

Adobe Flash: Adobe Flash has a very good video compression technology; it allows to create presentations with powerful animation. The best part of Flash is that it also allows to put presentations directly onto their website.

Microsoft PowerPoint: The easiest way to create a multimedia presentation is in Microsoft PowerPoint. In MS PowerPoint presentation, we can add video, a soundtrack and also a reasonable degree of animation as per our requirements. By far the biggest advantage of making multimedia presentations in PowerPoint is that it is easy for anyone to be able to edit the presentation.

14.9 MAKING PRESENTATION USING ANIMATION

Presentations can be made catchy by using animation effects. Use of animation in a presentation complement the content and draw the user's eye to key elements. There is no need to use any separate app to create animation effects in a presentation. PowerPoint offers some of the easiest, point and click tools to do this. While adding animation to the presentation instead of the effect the content of the presentation must be the focus point. There are two key types of animation in Microsoft PowerPoint which can be used to add the animation effect in the presentation:

- Object animations includes individual items like, text or shapes going in motion on a slide.
- Animated transitions include the effects that play when you move from one slide to the next in PowerPoint.

Check Your Progress A

1) What are the types of Multimedia elements?

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2) What are the various challenges faced in implementing multimedia tool in business?

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3) What are the various popular forms of animation?

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4) How to make presentations by using Graphics?

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14.10 YOUTUBE

YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allows them to upload videos which can be watched by anyone. Every minute of every day a large number of videos are uploaded on YouTube.



Source: YouTube

Fig. 14.1: About YouTube

Video files can be very large and are often too big to send to someone else by email. By posting a video on YouTube, you can share a video simply by sending the other person a URL link that is, the address of the relevant internet page. When YouTube was created back in 2005, it was intended for people to post and share original video content but since then it has also become both an archive for storing favorite clips, songs, jokes, as well as a marketing site for companies to promote their products.

Main Functions of YouTube:

- 1) Users can search for and watch videos of their interest
- 2) A personal YouTube channel can be created to reach to a large group of people
- 3) Upload videos to your channel
- 4) Video uploaded on YouTube can be watched and shared with others free of cost
- 5) Users can subscribe and follow other YouTube channels and users to get updated with any further notification by them
- 6) Various playlists can be created as per the need to organize and group videos together

14.11 APPLICATION OF YOUTUBE IN BUSINESS

Any kind of business be it small or large must continually think of ways to get its products in front of as many people as possible. YouTube can help the business to grow in a cost effective way if it is actively used as a part of its marketing strategies. Some of the applications of YouTube in business are explained below:

- 1) **Using YouTube for Brand Awareness:** Many advertisers often use YouTube for advertising their brands to create awareness. Here it's not about individual videos or services, rather it's a chain effort to promote the brand in the same way that is seen on television. Single videos might get lost in the heaps of videos but the brand videos don't. Brand awareness videos are more about entertaining which is a simple approach where the brand makes an image for its viewers to enjoy.
- 2) **Using YouTube for Advertising Products:** YouTube can be used for advertising about the products. For the category that pushes individual products, YouTube would be the best place as this requires direct approach that makes videos informative plus educational while focusing on brand and entertaining.
- 3) **Using YouTube for Retail Promotion:** Many brands use YouTube to promote retail stores. In this case the videos produced can be in general

or specifically targeted or for short-term promotions. Even educational institutions can pitch in for YouTube videos by demonstrating products like Google Classroom, Microsoft Teams, Teach Next or other such services that they offer.

- 4) **Using YouTube for Sales:** Using YouTube for generating sales for products/services is a terrific idea and can be implemented at the grassroots level itself. All need to be done is to show the product in action or provide a clip of the service related to the question and generate sales by directing the viewer to the website. The best idea is to showcase the product video, how to use, upgrading and other such stuff. Create a shorter version of the videos which can be promoted by using YouTube Ads, but focus on the goals of the product in the video which the user wants to see and it'll gain more YouTube viewership.
- 5) **Using YouTube for Product/Customer Support:** Many companies show themselves as extending support, which is not true; only some companies extend their support for existing & upcoming customers. In this case, YouTube helps in generating new focus for businesses in support sectors. Focus can be made to the customer problems, Q&A, and videos can be produced to address these issues and methods. It will not only help the customers but it will also help the marketers in future. Useful service- related videos will always reduce the company's costs.
- 6) **Using YouTube for Training Purpose:** YouTube videos can also be used for internal and external purposes like product training for meetings, conferences, etc. Doing so will save a lot of time. Recently digital marketing companies like MOZ, Distilled, and Blue Glass use these methods to reach consumers for conferences. Apart from these, people who are unable to attend conferences due to various reasons can purchase these informative videos online from the relevant stores. Using these informative videos in YouTube is gaining popularity, as now the videos are available for rental purpose where the user can watch them as and when required.

14.12 UPLOADING A VIDEO THROUGH YOUTUBE

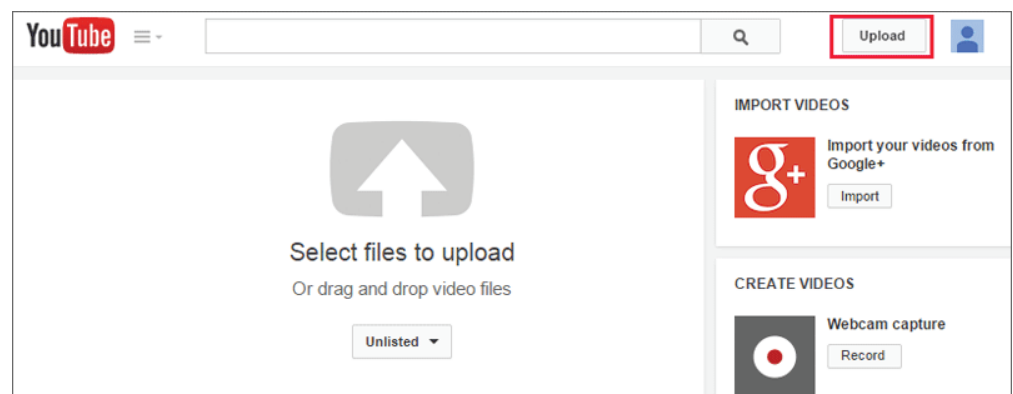
Videos on YouTube can be uploaded in 4 easier steps as given below:

Step 1: Sign in to your account: First step is to upload a video on YouTube by sign in to the account. Videos cannot be uploaded until the users have signed in the account. For signing in go to the YouTube homepage and click the sign-in link in the top right-hand corner. If you have multiple accounts associated with the device you are using you will be prompted to choose the appropriate one. Once done so, enter your password and it will take you back to the main YouTube page.

Step 2: Click the upload button: After signing in the first step, user needs to click the upload button. It's also located in the top right-hand corner and is represented by an up arrow with a line underneath it. That will take you through to a dedicated upload page, where you can choose where you have to source your upcoming viral sensation from.

Step 3: Choose video source and privacy settings: The upload page gives you a few different options to pick from and they are all worth considering. For starters, you need to decide whom you want to see your video, and adjust the privacy settings accordingly. If you want anyone and everyone to see it, choosing the "Public" setting in the central drop-down is the way to go. If you want a little more control over who sees it, selecting "Unlisted" keeps it from being findable through searches. Instead, people would need to click the direct link or go to your channel. If you are just looking to keep the video privately for yourself, or to store something for later unveiling, choose to make your video "Private" instead. "Scheduled," lets you choose a future time and date for a video to become public. Once you have made your decision about who can see your video, you need to select where you are uploading it from. There are specific options on the right-hand side for live-streaming and importing, but most will be doing so from their local device. For that, click the large white arrow with a gray backdrop in the center of the screen and pick the video you want to upload from your various files and folders.

Step 4: Managing the upload: Once the videos being uploaded have been confirmed by the user, they will be taken to the upload page. Here, the users will be able to see a progress bar at the top of the screen, which will show how much of it has uploaded, and how long until it's completed.



Source: YouTube

Fig. 14.2: Uploading videos on YouTube

14.13 EARNING ADVERTISEMENT REVENUE FROM YOUTUBE

Earning with YouTube is easy, but making big money with the platform can be a challenge. Below stated are few ways to earn revenue from YouTube:

Enable AdSense for YouTube on Your Account: The first two steps in earning online revenue with YouTube is to open an account and turn on account monetization. Enabling monetization requires accepting YouTube's advertising guidelines and connecting to an AdSense account for payment. Enabling ads to YouTube videos requires agreeing to Google's ad revenue share for YouTube. There is a 45/55 split for all content creators, so Google keeps 45 percent of all YouTube advertising on videos, and the users get the remaining 55 percent.

Upload a Video and Promote: In order to earn revenue on a video, one needs to first post videos on one's YouTube account. Once the video is online, people needs to watch it. For promoting the content, the users should share it to his social networks, to family and friends, on blogs, and any other possible digital outlet. More views to the videos mean more money in pocket.

14.14 GOOGLE ADSENSE

There are many ways to monetize the website traffic, and most of them are related to advertising third-party products or services to website visitors. There are many advertising programs that can help to earn money now a days, but the most popular is Google AdSense. This advertising program was launched in mid 2003 by Google and is currently the most popular advertising program on the Internet. It provides a good opportunity for webmasters and site owners to monetize their traffic. Once the AdSense account is linked to users YouTube account, they start receiving credit for each video's monthly revenue. Once \$100 are accumulated in earnings, Google will issue a payment to the registered users bank account. The user can choose to be paid either via direct deposit (not available in all countries) or by cheque, out of both the options direct deposit is the fastest method and has no fee.

The Advantages of Google AdSense:

- 1) **A huge number of publishers and advertisers:** As of today, over 10 million websites are using it.
- 2) **High level of security, safety and transparency for both advertisers and publishers:** This is another good feature of AdSense. Google acts as

an intermediary between the two sides and is mindful of the whole process being transparent and clear for everyone. All the necessary metrics can be tracked within Google Analytics Account.

- 3) Variety of ad formats:** In AdSense, advertisers can run text, images, HTML ads, video ads and much more, and in many different sizes. A publisher can experiment with different ad types and figure out which ones drive the most revenue.

14.15 CREATING A YOUTUBE PERSONAL CHANNEL

Anyone can view YouTube without having an account. Nevertheless, you need to generate a YouTube channel (it's free) if your idea to upload videos, add comments, or make playlists. Review the information that's displayed, including your account name and image, and authorize the information is correct to make your channel



Source: YouTube

14.3: Creating A YouTube Personal Channel

- 1) Start with the basics:** Creating a business channel is incredibly easy. It can be created by just few click by following the given steps:
 - Sign into YouTube and click on the user icon at the top right of the screen
 - Click on the gear icon to get to your account's YouTube Settings
 - Click on Create a new channel
 - Then choose "Use a business or other name"
 - Add your Brand name and click create
- 2) Fill in the about section:** After doing the basics, the next step is to fill out profile and channel description. Here one needs to describe the brand upto what viewers expect to see on the channel. This is also a great place to add links to the website and other social media networks. This description will appear in more than one place on channel.

- 3) **Channel your art:** When you go to a YouTube channel, you will immediately be greeted with a large banner displaying the channel name. This is your cover photo and is prime real estate for introducing your brand. You can make your cover photo as extravagant or minimal as you like, but just make sure that brand is the focal point, as it is going to be the first impression someone gets upon entering.
- 4) **Know the market and content type:** While starting a YouTube channel, the user must have more than enough source material to work with, and he/ she should be able to can approach the content in more than one way. User should also create content that is aimed at the target demographic of the business. The more that you cater to your target market, the more likely they will want to look into your business services.
- 5) **Upload first official video:** After a fair editing and filming of video is done it's the time to upload it. Video can be uploaded by clicking on the upload option at the top right of the screen while logging into the account.
- 6) **Optimize for search:** YouTube has its own set of parameters to optimize your video for search. While uploading a video, user will be asked to fill in a title, description, and tags etc. These are essential components for the video be easily discoverable in YouTube search. Fill these sections out to the best of your ability using keywords to describe the video and your business. If the video is well optimized for YouTube itself, this can extend to search engines as well.
- 7) **Stay consistent:** Creating a successful YouTube channel takes time and effort, and viewers expect consistency from the channels that they subscribe to. After the first video, one must be sure to plan the next few videos ahead of time and then finally to promote your channel Integrate it in the website and share videos outside of YouTube.

14.16 SUBSCRIBE FOLLOW YOUTUBE CHANNEL

Users can subscribe the channels they want to see more content and get updated with the latest news from those channels. The particular channel can be subscribed by clicking a Subscribe button under any YouTube video or on a channel's page. Various step given below should be followed for subscribing a YouTube channel:

Steps to Subscribe/Follow a YouTube channel:

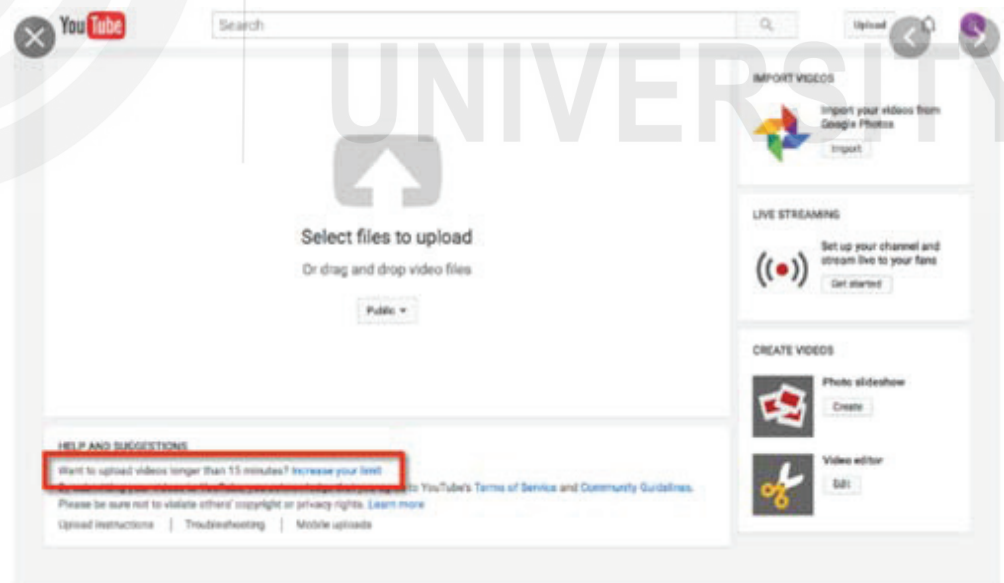
- 1) Open the YouTube app or go to [m.YouTube.com](https://m.youtube.com).

- 2) Sign in to YouTube.
- 3) If you're on the Home tab:
 - Below the video whose channel you want to subscribe to, tap the channel icon.
 - Tap Subscribe.
- 4) If you're watching a video whose channel you want to subscribe to:
 - Below the video, tap Subscribe.

Once you subscribe to a channel, you will see a list of recommended channels on your screen. These are based on related channels that you are not already subscribed to. You can always view a channel's content before subscribing. You can opt to get a notification every time the channel publishes content by changing your notification settings. To unsubscribe from a channel, follow the same instructions for subscribing to a channel. Instead of tapping Subscribe, tap Subscribed. A notification confirming that you have unsubscribed from the channel will appear at the bottom of your screen.

14.17 UPLOADING VIDEOS ON CHANNEL

Using YouTube or another free video-sharing site is the easiest way to put a video on the website. Most of these sites offer free accounts and let the users upload an unlimited number of videos. YouTube generates a code to use to embed your video on your website or blog.



Source: YouTube

Fig 14.4: Uploading Videos on YouTube

Content Delivery Network (CDN) can also be used for a website video. It uploads, convert, host, and stream your website videos, plus a lot more beyond that. You can customize the look and behavior of the video player, automatically insert ads into your web videos, or charge users to download your video content.

14.18 CREATE PLAYLIST TO ORGANIZE VIDEOS

A playlist is a group of videos created by you or someone else on YouTube. Whether you are a YouTube viewer or creator, it's a way to organize videos with similar characteristics. If you have created any music playlists in the past, it's a concept you will be familiar with. In a nutshell, playlists make it easy for viewers to find the videos they want to watch with a few simple clicks, videos are saved and sorted.



Source: YouTube

Fig. 14.5: Organizing YouTube Playlist

Most people are familiar with the concept of music playlists by now, but not many realize you can also make video playlists either private or shareable. With YouTube, making playlists is a flexible way to group favorite videos.

How to Add Videos to a Playlist:

Adding videos to a YouTube playlist is simple. Underneath every video is an Add to the icon (appears as a plus symbol). If you have already created any playlists, they are listed in the drop-down menu, along with a Watch Later option and a Create new playlist option. If you select Create a new playlist, you are asked to enter a name for the playlist and to select a privacy setting. The privacy settings are:

- **Public** – anyone can search for and view your playlists
- **Unlisted** – only people you send a link to can view the playlist
- **Private** – only you can see the playlist

How to organize Your YouTube Playlists:

Existing playlists can be managed and edited from the menu pane at the left side of the YouTube screen. If you don't see it, click the three-horizontal-line menu icon at the top left corner to expand the pane. The Library section contains your Watch Later list and each playlist that you've created. Click on a playlist name to see information about the playlist including a list of each video you've added to it. You can remove videos from the playlist, select a Shuffle Play option, and select a thumbnail image for the playlist.

How to optimize YouTube Playlists for Search:

YouTube allows users to add titles, tags, and descriptions to their playlists, just as individual videos. Adding this information makes it easier for people to find any playlists when they do a web search and makes it more likely that YouTube recommends playlist to people watching similar videos. Just click on a playlist in the left pane and select Edit when the playlist information screen opens. Click Add a description and enter titles, tags, and descriptions in the box provided for that purpose. In this screen, the users can also reorder the videos in the playlist and change the privacy settings.

14.19 FUTURE OF ANIMATION WITH ARTIFICIAL INTELLIGENCE

The arena of multimedia covers a broad range of research and technologies that intent to progress solutions for individual disciplines as well as multidisciplinary domains. From the beginning, multimedia research has employed Artificial Intelligence (AI) techniques to address various encounters in this zone.

A great personality that comes to our mind when we discuss about animation is 'Walt Disney'. They are identical with mainstreaming of animation. He was a true visionary, as he could predict what lies in the future, much ahead of his times. His aptitude and thoughts twisted easy 2-D characters supported a mouse and a duck into a multi-billion-dollar business multinational.

Multimedia plays an energetic character in the smarter cities eco-system due to enormous occurrence of multi model sensors and smart objects in the atmosphere, increased multimedia teamwork among dissimilar organizations, and real-time media sharing between socially connected people.

Traditional animation (or classical animation, cell animation, and hand-drawn animation) is an animation procedure in which each frame is drawn by hand. The method was the leading form of animation in cinema until the advent of computer animation. 21st Century, 3D characters are not any lengthier a mix of triangles and polygons etc., but, realistic characters that are frequently

created with such carefulness that an automatic express may not even be adequate to distinguish between real and energetic.

Types of 3D Animation

- 3D Video and Film.

Among the types of 3D animation, 3D video and film are the most common.

- Interactive 3D.

This is a 3D animation production that features purely digital realm and created using a 3D computer software.

- Virtual Reality 3D
- Inverse Kinematics
- Fluid Simulation
- 3D Skeletal Animation
- Animation with AI

AI In Animation

The world was familiarized to 3D animation via The Graphics Group. 21st-century 3D characters are no lengthier a mixture of triangles and polygons etc. Machines are no longer just learning, but, imagining as well. Current years have observed the immediate progress of deep learning and AI chiefly built tools that are reaching to enlarge the contemporary possibility of animation to invisible levels.

Features of AI in animation

Automation and artificial intelligence (AI) are transforming businesses and will underwrite to economic growth via contributions to productivity. In Animation and multimedia, it has created a wonder.

- AI automation with train deep learning algorithms to accomplish routine tasks like creating a digital character look lifelike.
- AI facilitates fast formation of varied game elements like 3D models and animations, game pure mathematics, story integration and texturing
- AI tools, and robots can begin dominating the industry, simply the approach they took over the factories and therefore the client service duties
- Inventive artists to devote fewer time on the labor-intensive setting by frame redaction method and to target additional fascinating things.
- Norah AI software came with Auto Rig tool, human motion simulation and blending as well as a Motion Editor that can grip a wide range of 3D animation and game design requirements.



Source: Taiger

Fig. 14.6: Multi-function virtual assistants

The above figure may include multi-function virtual assistants, which connect to mini-applications that use semantic search to inform, endorse, or manage on behalf of users

Artificial intelligence holds the significant impact to a new epoch of innovation, one where computers begin to work logically on our behalf rather than under our knowledge. It's an age where know-how will become more instinctive, more informal, brainier, will permit businesses to improved know and assist their customers in ways beforehand incredible, and eventually resolve some of the earth's principal contests.

Check Your Progress B

- 1) How to use YouTube for retail promotion?

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- 2) What are the advantages of Google AdSense?

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3) How to add videos to playlists?

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4) What are the ways to earn advertisement revenue from YouTube?

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14.20 LET US SUM UP

Multimedia plays an important role in today's society because it is society now all are the things is kept up with the times. The multimedia is a good way for communication because that can easy to communicate and understand what they say. After that, multimedia has animation, music, video and more of this. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects.

Animation involves the exploitation and management of still images to generate the illusion of movement. A person who creates animations is called animator. He / she use various computer technologies to capture the still images and then to animate these in desired sequence. Animations in PowerPoint can really draw your audience's attention to elements of a presentation. You don't have to use separate apps to create animation effects. PowerPoint offers some of the easiest, point and click tools to add animation to your presentations

YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube. For uploading a video one can Sign into your account, Click the upload button, choose video source and privacy settings and Managing the upload.

There are many ways to monetize your website traffic, and most of them are related to advertising third-party products or services to your website visitors. There are many advertising programs that can help you earn money nowadays, but the most popular is Google AdSense. This advertising program was launched in mid-2003 by Google and is currently the most popular advertising program on the Internet. It provides a good opportunity for webmasters and site owners to monetize their traffic - every year, Google pays over \$10 billion to its publishers.

AI is automating animation tasks exclusively in order that the animators don't get to lure frame by frame. The AI-based advanced algorithms are proficient of automating the rendering of advanced visual effects.

14.21 KEY WORDS

Multimedia: Multimedia is a combination of text, graphics, sound, animation, and video, interactive electronic or digital means of manipulation delivered to the user.

Multimedia Presentation: Multimedia Presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects.

Animation: It is the process of designing, drawing, making layouts and preparation of photographic sequences which are integrated in the multimedia and gaming products.

YouTube: YouTube is a free to use service and can be a great space for teens to discover things they like. For many young people, YouTube is used to watch music videos, comedy shows, how to guides, recipes, hacks and more

Google AdSense: Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content and visitors. The ads are created and paid for by advertisers who want to promote their products.

YouTube playlist: A playlist is a group of videos created by you or someone else on YouTube. Whether you are a YouTube viewer or creator, it's a way to organize videos with similar characteristics.

14.22 TERMINAL QUESTIONS

- 1) What is multimedia? What are the advantages of learning multimedia?
- 2) What are the challenges faced in implementing multimedia tools in business?
- 3) What are the various forms of animation?

- 4) How is YouTube useful for businesses?
- 5) How can one upload a video through YouTube?
- 6) How can advertisement revenue can be earned from YouTube?
- 7) What is Google AdSense? And what are its various advantages?
- 8) How can someone create a YouTube Personal Channel?
- 9) What are the steps to subscribe/follow a channel?
- 10) What is a YouTube playlist? How to organize a YouTube Playlist?

Note: These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for yours practice.



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UNIT 15 CREATING BUSINESS PRESENTATION

Structure

- 15.0 Objectives
- 15.1 Introduction
- 15.2 Making Presentation with Features of PowerPoint
- 15.3 Making Business Presentation
- 15.4 Making Research Proposal Presentation
- 15.5 Making Project Presentation
- 15.6 Let Us Sum up
- 15.7 Key Words
- 15.8 Terminal Questions

15.0 OBJECTIVES

After going through this unit, you should be able to:

- identify different elements for presentation;
- use animation in business presentation;
- use images and clip arts in business presentation;
- use video/movie in business presentation;
- understand how to make business presentation;
- understand how to make research proposal presentation; and
- understand how to make project presentation.

15.1 INTRODUCTION

PowerPoint is a very useful software/tool for making presentations. It provides opportunity to the presentation developer/ user to incorporate various elements in the presentation so that it can be made effective and more appealing. It is necessary to understand that PowerPoint is just a tool/ facilitator to make good presentation. As a user you have to have your plan and content to make a good presentation. So far you have learned different features of PowerPoint in previous units of this block. Now it is the time to extract the knowledge of PowerPoint and sum it up for making presentations of your requirements. In this unit, we will discuss about preparation for making PowerPoint presentation for various purposes such as, making presentation for demonstration of a topic in class(class presentation), making presentation to demonstrate about a product (business presentation), making presentation of seminar/workshop(academic presentation) etc.

15.2 MAKING PRESENTATION WITH FEATURES OF POWERPOINT

When we are asked to speak on some topic for ten to fifteen minutes, the first thing comes in our mind is what to speak and what not to speak. This is the point from where preparation of presentation starts. We may start thinking that what kind of components will be used in the presentation. Whether presentation will be in simple text or images, graph, tables will be used for making effective. Also, we explore the requirements of audios and videos for making presentation effective. One of the important points to note is that, while planning for making a presentation it is better to have knowledge on topic. If you do not have proper knowledge of the topic, it is very difficult for you to make presentation on that topic. Knowledge of the topic will help you in identifying different components for making presentation. When you plan to make presentation, first thing you have to make sure that what the available resources to be used in presentation. For example, if you have to make a power point presentation for showing performance of students of your batch in various courses in final examination then you need to have all the relevant information pertaining to this topic. This problem is simple for you, because you are aware about the problem as you know what the courses are in your current semester. How many students are there in your batch, also specific details about each student available in your batch? Also, you are aware about evaluation criteria and passing requirements of various courses. Hence making presentation this topic should not be difficult for you.

Once you are having knowledge of topic, you need to focus on features of PowerPoint may be used in making of your presentation. Some of the important points are given below which you need to consider and identify the suitable points and components useful for making of your presentation. Subsequently we will briefly discuss about these points:

- 1) **Choose between a blank presentation and a template:** When you start a new PowerPoint file, you can either create a blank presentation or a template. Blank presentations allow you to apply your own style, but this can be a time-consuming process. Templates can give your presentation a uniform style. You can access templates from the File tab. Click New and then browse the available templates.

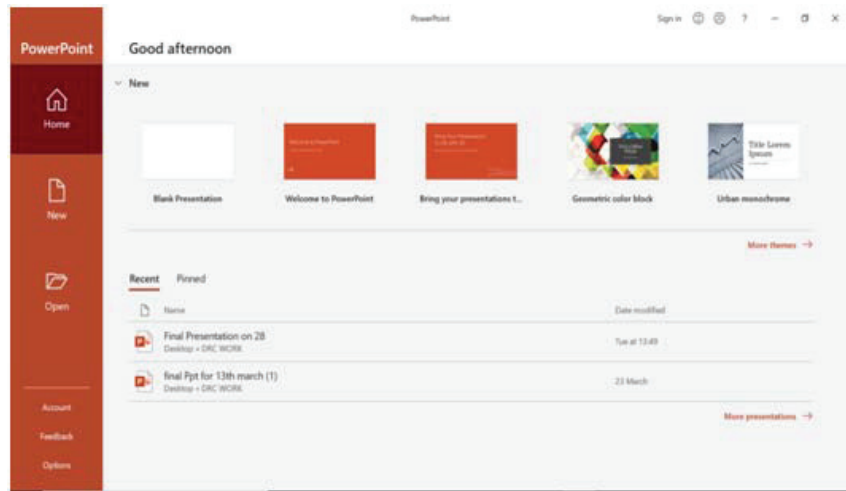


Fig. 15.1: Blank Slide

- 2) **Title of Presentation:** When you make presentation the very first thing you have to decide is the title of presentation. Your title is the first thing that your audience will see. It should be easy to read and give a basic overview about the topic of the presentation. First slide should be used to keep title of presentation, name of presenter and affiliation (organization to which presenter is associated) of the presenter. You should keep font size of title appropriately and it should be large enough to be easily visible. Similarly, color of the text also should be appropriately chosen in such a way that it is soothing to eyes and readable.

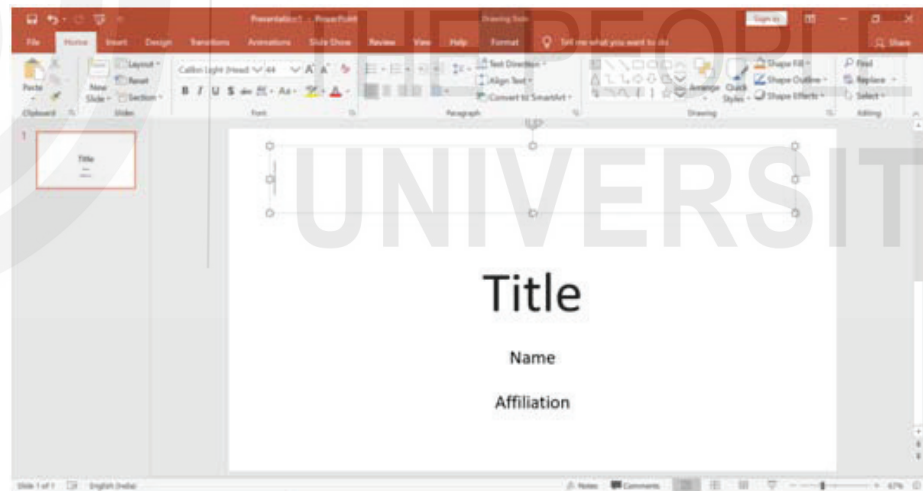


Fig. 15.2: Title Slide

- 3) **Add new slides for content:** Press Ctrl + M for a new slide. A blank slide will be added after the slide you are currently on. The slide will contain a title box and a text box. You can choose to use these or insert your own objects using the Insert tab. When adding a text box, you can click and drag to make it whatever size you'd like. You can then adjust this later by grabbing one of the corners with your cursor and then clicking and dragging again. You can click on any text box and start typing to begin adding text to your presentation.

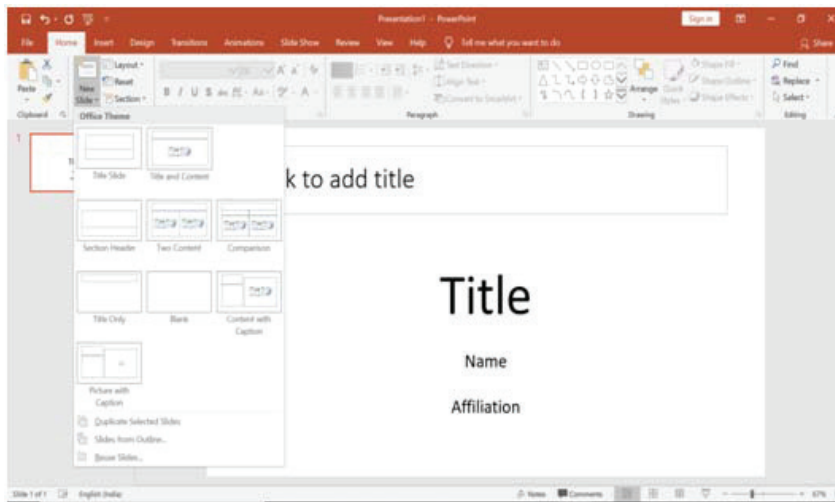


Fig. 15.3: New Slide

- 4) **Add contents of presentation:** Second slide should have contents to be covered in presentation. While writing contents proper numbering should be done for the topics and sub-topics. Also, you may use bullets wherever you feel appropriate.

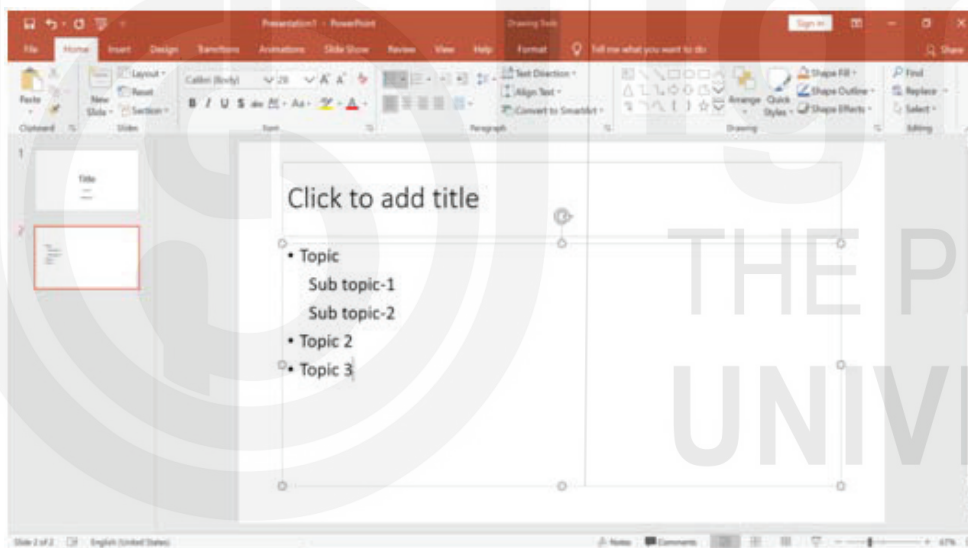


Fig. 15.4: Add content to the presentation

- 5) **Format the slide's text:** The text of the presentation can be changed as per the requirements for this by following steps:
- Select the text that you want to change
 - Click the Home tab and review your text formatting options in the "Font" section of the toolbar.
 - To change the font of the selected text, click on the current font's name and then click on your preferred font.
 - To change the size of the text, click the numbered drop-down box and then click a larger or smaller number based on whether you want to enlarge or shrink the text.

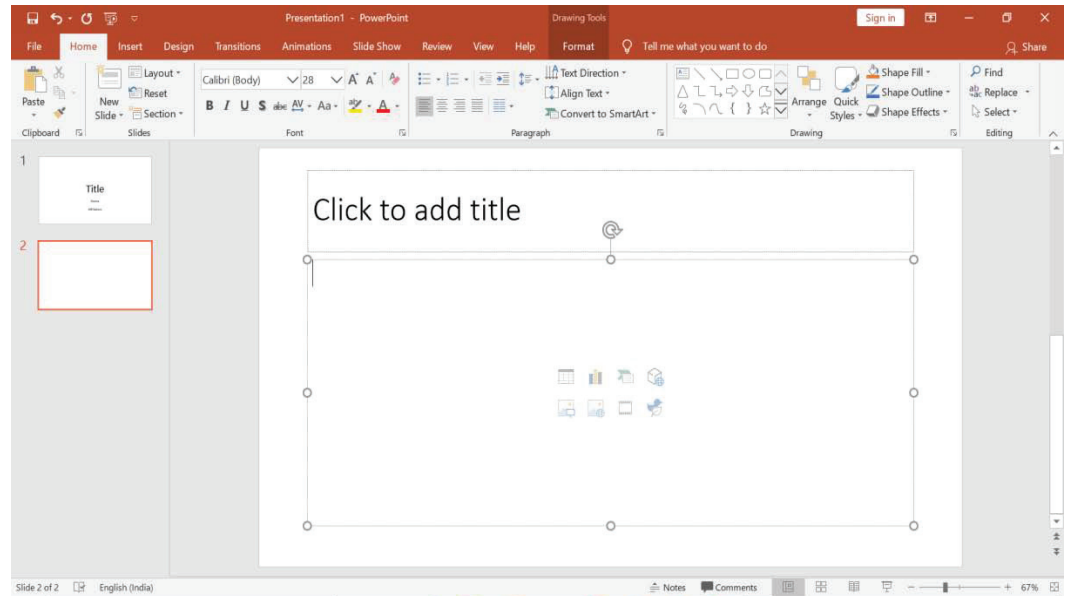


Fig. 15.5: Text Formatting

When we make presentation, font size should be used appropriately for different purposes. For example, headings and sub heading should have larger font size compare to the contents on the slide. Similarly, if you have tables and images on your slide, use appropriate font size for their levels. For example, if you are making a presentation for business meeting discussion among 10-15 people, the size of the font may be relatively small. When your presentation will be used for delivering a lecture in front of large number of audiences may be more than 50 or even more than that. You have to keep font size in such a way that your presentation content is visible to the last person in the audience. You can also change the color, bolding, italicization, underlining, and so on from here.

- 6) **Add transitions between slides:** Once you have some content in your slides, you can start adding some effects to help make it a bit more interesting for your audience. Transitions can be added to the slides by following steps given below:
 - Select a slide and click the Transitions tab a list of the most common transitions as shown in the figure will appear.
 - When you pick a transition, it will affect how that slide appears.
 - You will be able to see a preview in the slide editing window when you click each transition.

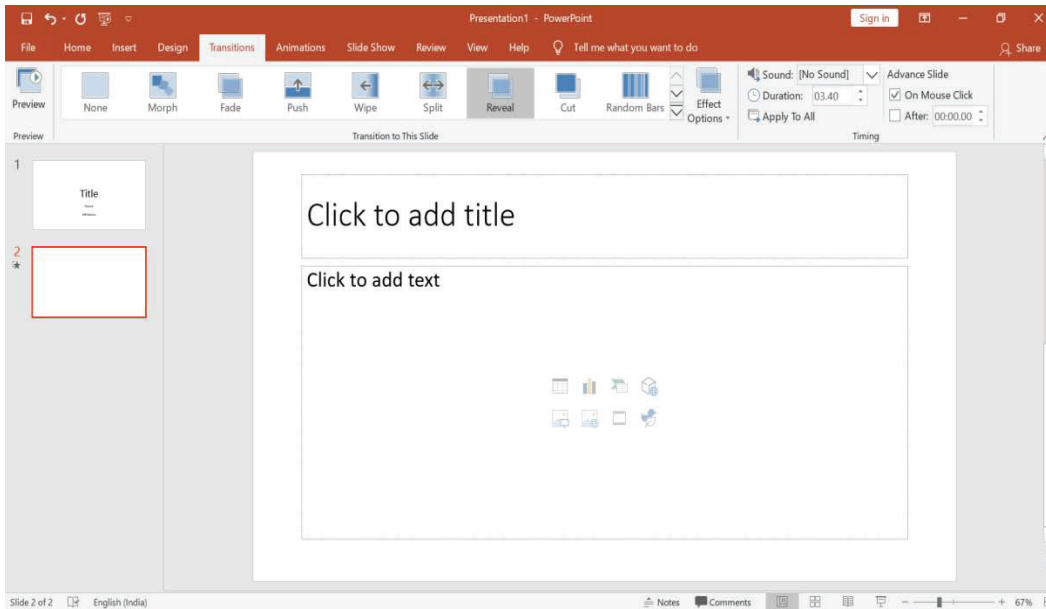


Fig. 15.6: Add Transitions

7) **Add Shapes/ Smart Arts/Chart:** Various shapes, models, graphs and charts can be added in the presentation as per the requirement. Charts button are used to insert easy-to-read charts that will help the audience understand your data. Once you choose your Chart type, Excel will open, allowing you to enter in your data or copy it from an existing spreadsheet. Whereas, shapes button are to insert pre-made shapes or draw your own. You can use the shapes to outline important text or create arrows and other visual indicators. To add shapes or charts do the following:

- Click on the insert of the toolbar, and in that go to the illustration.
- In illustration select from the available shapes, smart art, 3D models, charts of your choice.

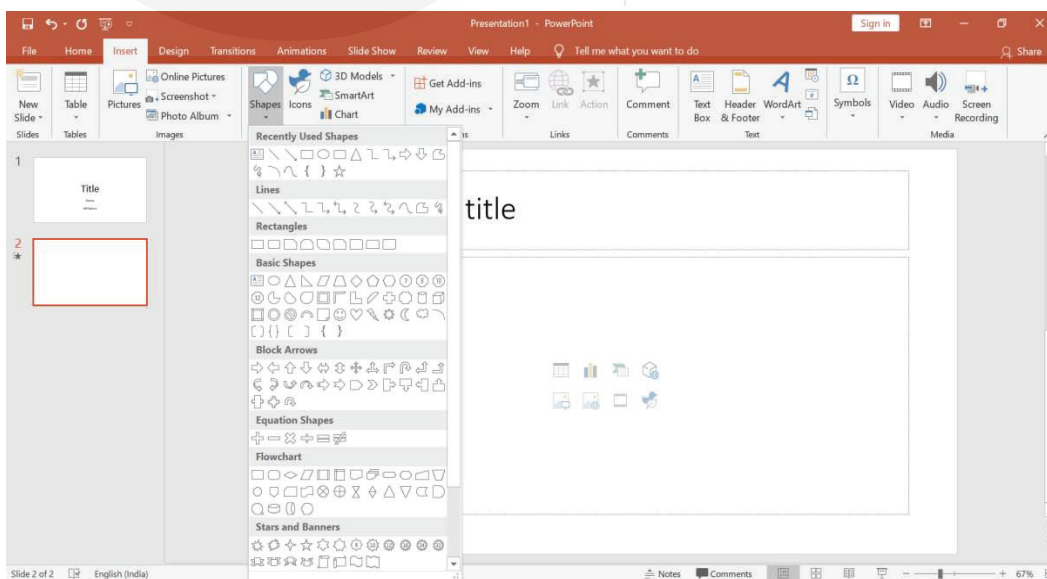


Fig. 15.7: Add Shapes/ Smart Art/ Chart

8) **Add images:** We can add pictures, diagrams, and other visual aids in the presentations, these help the audience to grasp the ideas quickly. Images break up the monotony of text and help keep the audience from tuning out. To add images in the presentation, follow the steps given below:

- Click the Insert tab, and go to images option, here given a large number of options when it comes to inserting objects.
- Click the picture button to insert a picture from a file on your computer.
- You can click the photo album button to insert an entire album of photos into the slide as well.

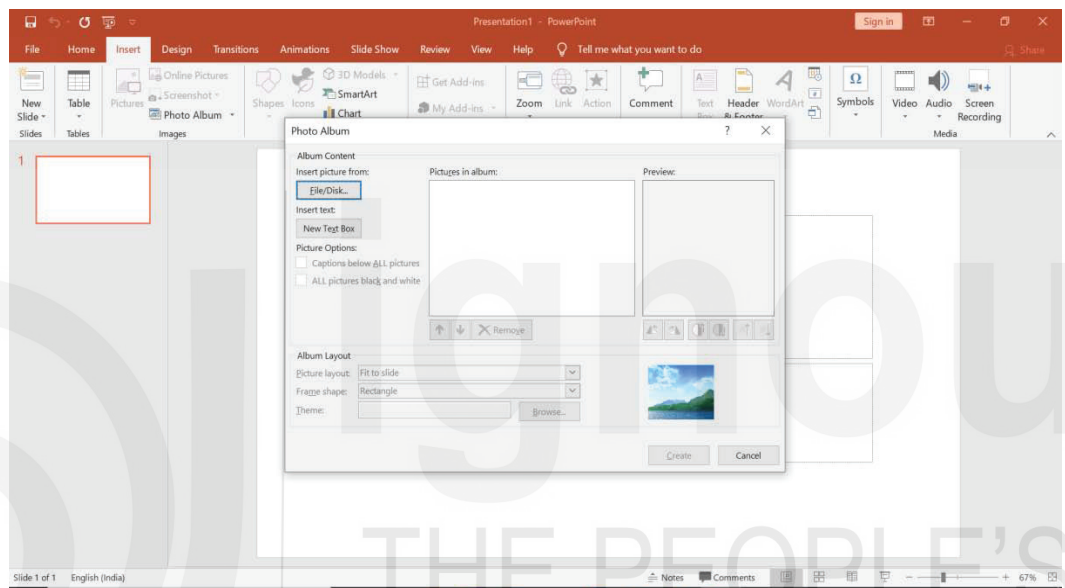


Fig. 15.8: Add Image

9) **Add backgrounds:** Plain white is boring; to make the presentation more lively and innovative backgrounds can be added to it. Adding an appropriate background gives visual flair to the presentation. Follow to step given below to add the background:

- Right-click on a blank section of your slide and select "Format Background",
- or
- Click the Design tab and the click the arrow icon next to "Background" on the far right.
- Choose your fill type. You can choose a solid color, a gradient fill, a picture background, or a pattern fill. Selecting each choice will display several options for it, such as fill color, picture location, gradient settings, and more.
- By default, the background will only be applied to your active slide. Click the "Apply to All" button to apply your background choices to every slide.

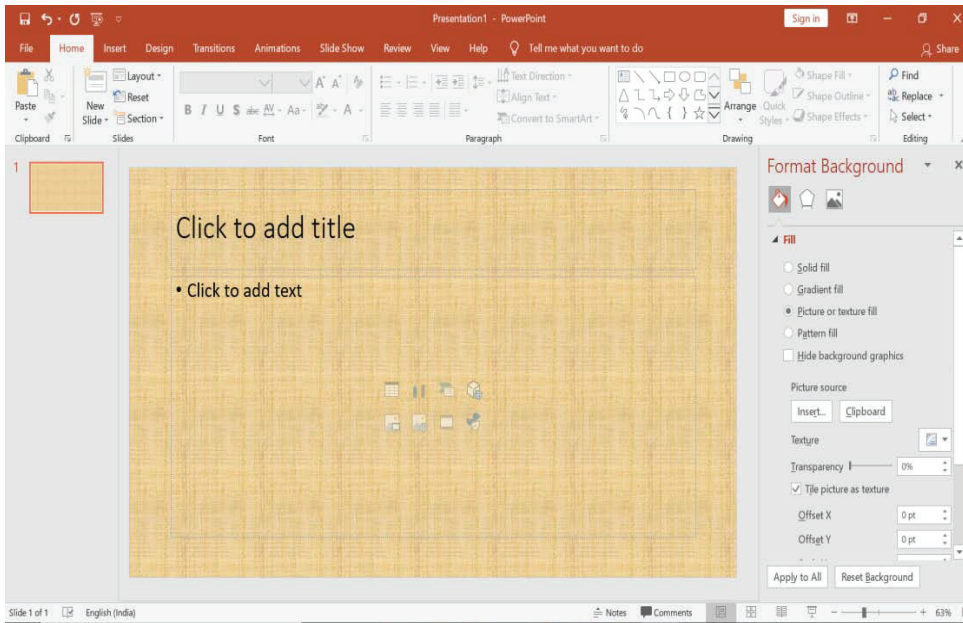


Fig. 15.9: Add Background

10) **Add PowerPoint animations:** PowerPoint has an incredibly robust animations engine designed to power your creativity. Animations are movements that you can apply to individual objects on your slide. You can add animations to multiple objects at one time by selecting them all first and then applying the animation to them. To add a PowerPoint animation to an element of your slide, simply:

- Select the element
- Go to the Animations tab in the Ribbon
- Click on the drop-down arrow to view your options
- Select the animation you want

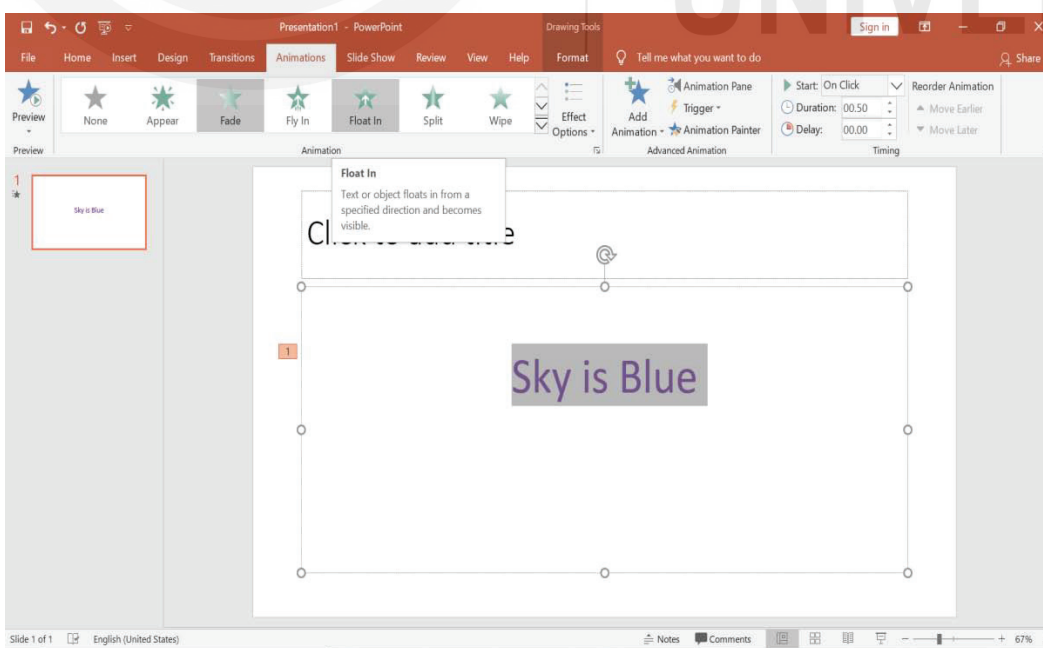


Fig. 15.10: Add Animations

There are three ways to preview a PowerPoint animation:

- Click on the Preview button in the Animations tab
- Click on the little star next to the slide
- Play the slide in Slide Show Mode

11) **Add links:** You can add links to your slides that will allow you to quickly access websites or email addresses. To add a link,

- Place the cursor in a text box and then right click
- A dialogue box will appear, then select Hyperlink option, while clicking on hyperlink a box as shown in the figure will appear, select the object you want to link and click “ok”.
- You can choose to link to a file on your computer, a webpage, an email address, or even another slide in your presentation.

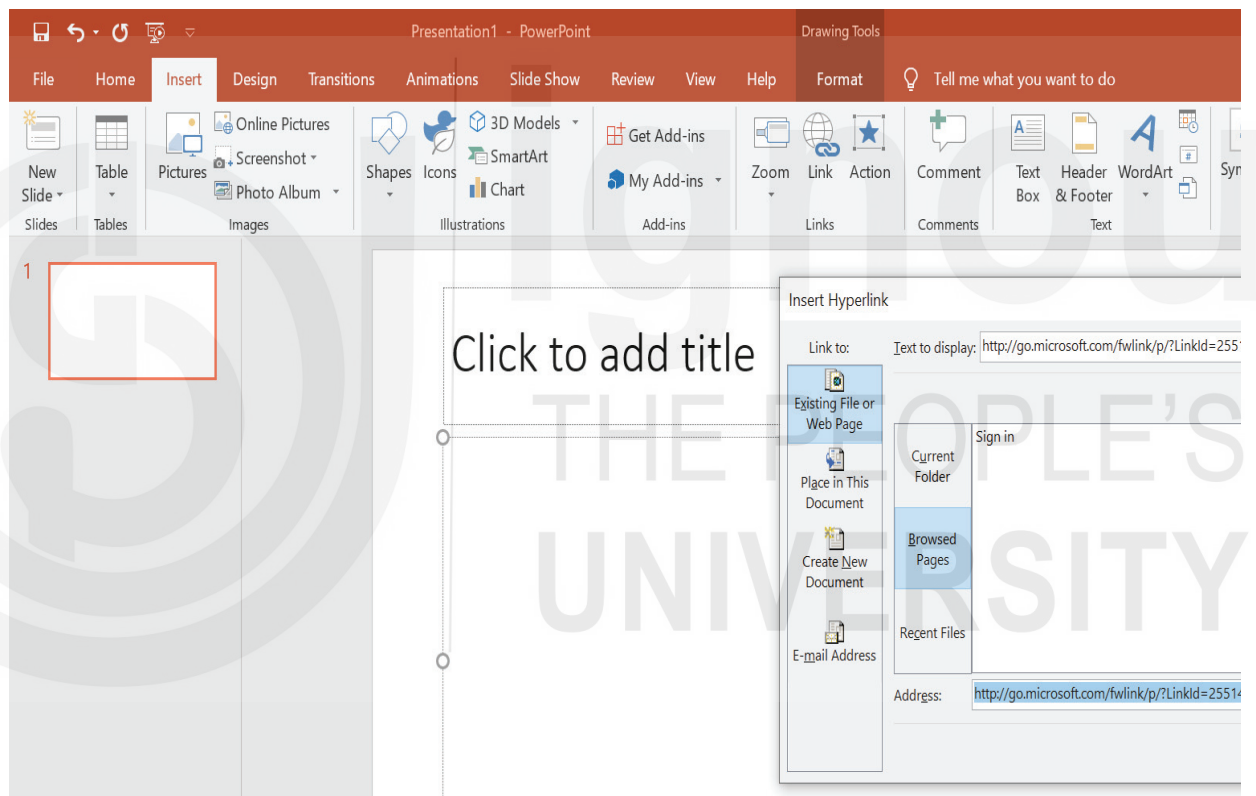


Fig. 15.11: Add links

12) **Add speaker notes:** Slides are best when you don't cram in too much information. You can put helpful facts and notes in the speaker notes, and refer to them as you present. To open the notes pane, at the bottom of the window,

- Click notes button in PowerPoint given below.
- Click inside the Notes pane below the slide, and begin typing your notes.

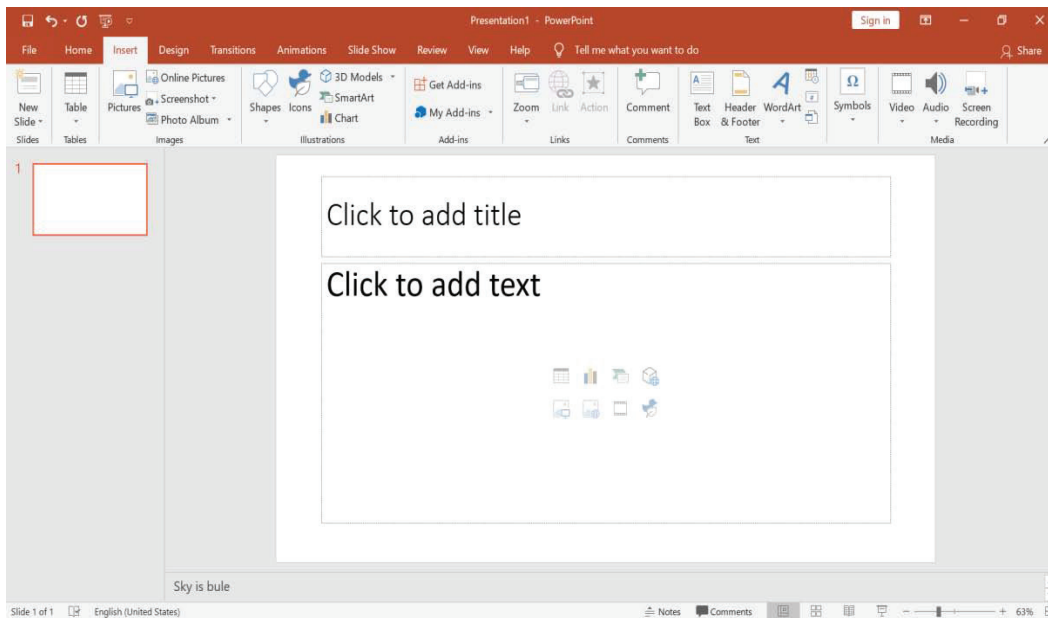


Fig. 15.12: Add speaker notes

13) **Add video:** You can add video files to your slides. This can be useful for reports or any other video file that may relate to your presentation. The video file will play when the slide appears.

- Click the Video button in the Insert tab.
- You will be able to select between online videos and videos on PC as per the requirement select your choice and add video to the presentation.

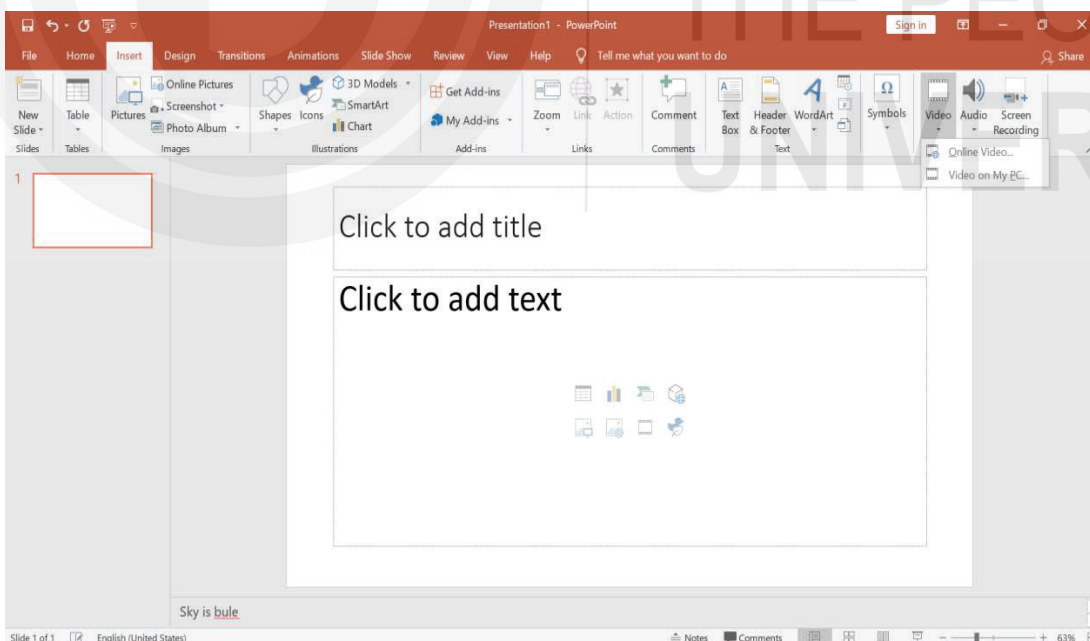


Fig. 15.13: Add Video

14) **Navigate your presentation:** You can use the frame on the left side of the window to quickly scroll through your slides. Clicking any of them will open that slide so that you can edit it. You can click the Outline tab

to see an outline tree of your presentation. Each slide will be labeled by the slide title.

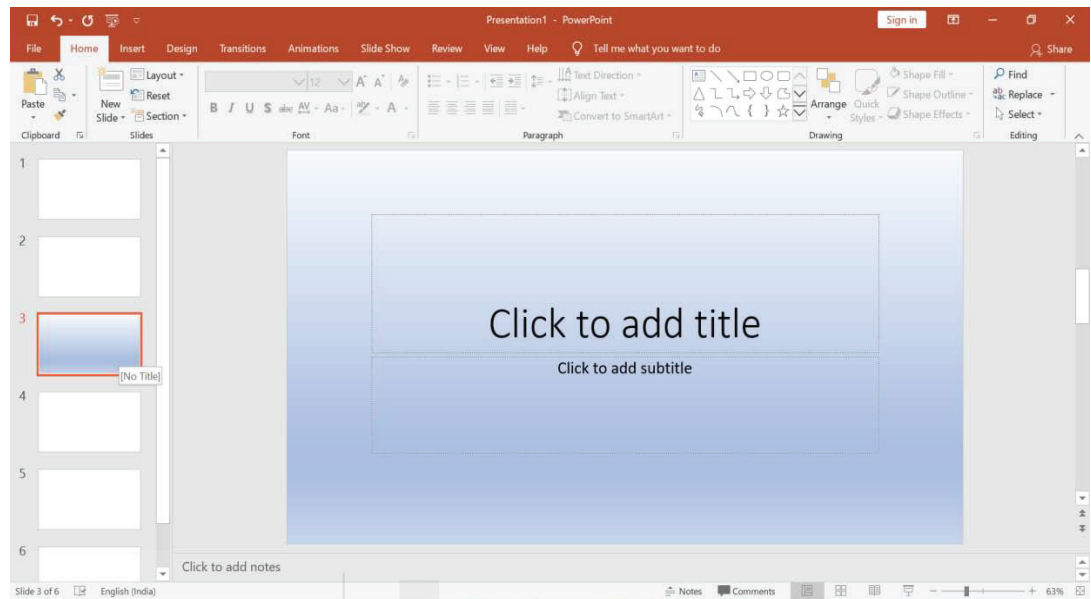


Fig. 15.14: Navigate Presentation

- 15) **Preview your presentation:** You can get a basic feel for the flow of your presentation at this point by pressing F5 to start the slide show. Click the mouse to advance the slides. Use the preview slide show to get an idea of how long the presentation is and how well information flows from one slide to the next.

15.3 MAKING BUSINESS PRESENTATION

Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences. These presentations are usually carried out via using either audio or video presentation material such as, statistical documents, projectors, flip charts, whiteboards etc. Firms usually make presentations into sales, training and internal communication programs, using the power of words and images to engage their audience and retain attention. The most common examples of the business presentations are intra-organization and sales presentations. Generally, the suppliers conduct the sales presentations in front of a potential customer with the aim of pitching their services, whereas the intra organization presentations are conducted by members of a company in front of their coworkers with the purpose to introduce new operations or policies.

Importance of Business Presentations:

Business presentations are often utilized by the business as a way to sell its idea or product for motivating the audience to accept their offering. An effective business presentation helps the business to obtain market and

competitive information that in a way helps them to improve their business performances. Presentations can be used to inform executives and managers about the key markets and competitive strategies this can help the management in developing strategies and marketing plans for different markets as the needs. Managers can also learn more about competitive marketing strategies. Business presentations are important because they enable executives to share details on a company's performance. Performance information can include details on company sales and profits, market share and earnings per share etc. Presenting sales information allows managers to develop strategies to improve sales.

There are many factors that determine the effectiveness of a business presentation. Some of them are stated below:

- **Connecting:** A business presentation must be connecting; it should be interactive to hold a memorable bonding experience between the audience and the presenter to deliver the overall message.
- **Informative:** A business presentation must convey a good piece of information to the audience and must be eye-opening and enlightening.
- **Inspiring:** A business presentation must be able to grab the attention of the audience by focusing on the important points.
- **Appealing:** The overall impact of a business presentation is also affected by using visual or physical props. Some of the factors that mostly appeal the audience are screen projectors, handouts, slides and body language of the presenter.

Types of Business Presentations:

Business presentations basically are of four types as stated below:

- 1) **Group Presentations:** Group presentations are informational in structure; they seek to convince the audience to accept new strategies and programs. These presentations effectively communicate the findings of a team. These are often used at large corporate meetings where a senior executive presents the overall corporate direction followed by a series of staff members who present detailed strategies.
- 2) **Presentation Aids:** Nowadays, the computer programs such as Flash and PowerPoint are used by the presenters for enhancing their presentation. PowerPoint presentations are simple, cheap and easy to edit and are an effective visual tool. Flash presentations, while more expensive, can help the audience to experience the presentation via video excerpts.
- 3) **Persuasive Presentations:** Persuasive presentations seek to convince the audience to support a certain viewpoint. Generally, it outlines an organization goal or problem and then follows it by the statements for

detailing the present state of affairs. The presentation will lead the audience to that solution favored by the presenter using facts as well as examples from similar business situations. For example, presentation to introduce a new product or service or expand plant or equipment.

- 4) **Informative Presentations:** An informative business presentation plays a vital role in the advancement of any organization and focuses on educating the audience. It consists of marketing plan summaries and status report. Such presentations generally begin with an overall mission statement or goal, followed by specifics and action plans.

15.4 MAKING RESEARCH PROPOSAL PRESENTATION

A research proposal is a document proposing a research project. It outlines the entire research project and describes what is intended to investigate, how it will be done, and why it is important to undertake. The goal of a proposal presentation is to offer the presenter and opportunity to present his research ideas to other and receiver feedback and suggestions from them. Generally, a research proposal should contain all the key elements involved in the research process and include sufficient information for the readers to evaluate the proposed study. The proposal should have sufficient information to convince your readers that you have an important research idea, that you have good grasp of the relevant literature and the major issues, and that your methodology is sound.

Components of a research proposal:

A research proposal is consist of following elements:

- 1) **Title of the Research:** In the first slide of the presentations the title of the research under study should be mentioned. It should be concise, informative and catchy enough to indicate the independent and dependent variables. A good title provides the "key words" for the classification and indexing of the research.
- 2) **Abstract:** After the title slide, the Abstract should be mentioned on the next slide. Abstract is a brief summary of approximately 200-300 words about the research. It should summarize all the central elements such as rationale, objectives, methods, populations, time frame, and expected outcomes of the study in precise.
- 3) **Introduction:** After abstract, next slide should state the introduction of the research. The introduction provides the readers with the background information. It should clearly state the topic area, research question and significance knowledge of the research.

- 4) **Review of Literature:** The next slide mentions the review of literature. In this section, we mention the most relevant and important studies which are already known about the topic. A strong literature review convinces the reader that proposal has a solid foundation in existing knowledge or theory and demonstrates exactly how the research will contribute to conversations in the field. Reviews of the literature are not summaries, they are arguments that there is a gap that needs filling that convince the reader that research will fill these gaps or address some important limitation or deficiency.
- 5) **Objectives:** After giving a comprehensive review of literature, in the next slide the objectives of the research proposed should state clearly. Research objectives are the goals to be achieved by conducting the research. Objectives should be logical, coherent, feasible and realistic considering local conditions. Objectives are known as the specific steps that you will take to achieve your aim. The aim is the “WHAT” of the research, and the objective is the “HOW”.
- 6) **Hypothesis:** After objectives, the next slide should state the hypothesis of the study. A hypothesis is defined as a tentative prediction or explanation of the relationship between two or more variables. It is a tentative idea or assumption, that is proposed for the sake of argument so that it can be tested to see if it is true or not.
- 7) **Methodology:** The next step in making of the research proposal is to state methodology. The methodology explains the procedures that will be used to achieve the objectives of the research. It should cover the approach to the question, research design, research subjects, sampling procedure, data needs, analytic techniques etc.
- 8) **Bibliography/References:** After methodology, the next slide should state the references of the various studies, reports and data reported in the proposal. Generally, references are written in Vancouver style and should be written consecutively throughout the body of the text in the order in which they are first mentioned.
- 9) **Annexes:** The last slide of the presentation should enclose the appendix for the study. It includes various documents such as, interview protocols, sample of informed consent forms, cover letters sent to appropriate stakeholders, official letters for permission to conduct research, original scales or questionnaires etc.

15.5 MAKING PROJECT PRESENTATION

Project presentations are made for explaining the project undertaken either to explain the product or to explain the process to the evaluators. The presentations are complemented by the project documents and product demo. The presenter gives the presentation to inform, persuade, inspire, motivate, or to build good will or to present a new idea to the audience. Evaluator can clear up doubts by asking questions on the spot. While most evaluators are supposed to read project documentation, yet there is no guarantee that they will read it cover-to-cover. So, they prefer to attend the presentation first and read the report later. In such a case, the presentation creates the first impression of project in the mind of the evaluator. In some cases, the whole evaluation is based solely on the presentation which is surely a key determinant of the proposed project.

Steps in Preparing a Project Presentation

Planning a project presentation can be an overwhelming experience if done right. An effective project presentation involves following steps as explained below:

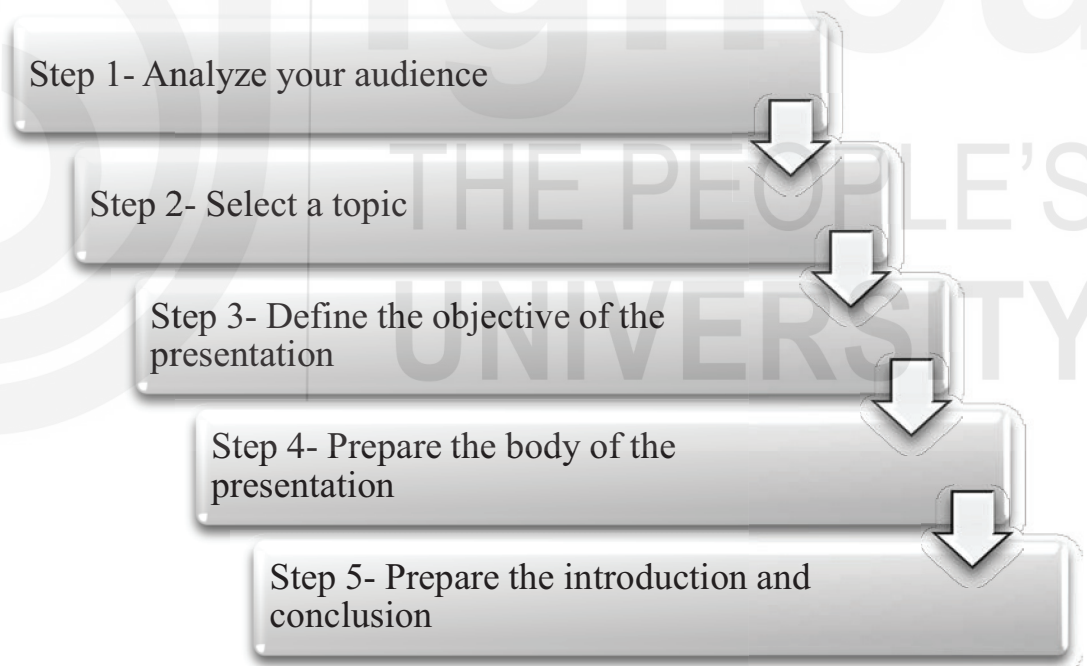


Fig. 15.15: Steps in Preparing a Project Presentation

- 1) **Step 1: Analyze your audience:** The very first step of making a project presentation is to analyze the audience to whom the presentation will be addressed and learn more about them. Presenter must obtain some information on the backgrounds, values, and interests of the audience to get an idea about their expectations from the presentation.

- 2) **Step 2: Select a topic:** After analyzing the audience, the presenter must select the topic that is of his interest and also is of interest to the audience. It will be much easier to deliver a presentation that the audience finds relevant, and more enjoyable to research a topic that is of interest of the presenter.
- 3) **Step 3: Define the objective of the presentation:** Once the topic of the project has been selected; next step is to write the objective of the presentation in a single concise statement. The objective must specify what the presenter wants to deliver to the audience. Objectives are based on the level of content on the amount of time the presenter have and the background knowledge of the audience. Objectives guide the presenter to keep him focused and provide guidance to develop the presentation.
- 4) **Step 4: Prepare the body of the presentation:** After defining the objectives of the presentation, next task is to determine how much information can be presented in the allotted time. The body of presentation is where the presenter can present his ideas. To presents ideas the presenter should use various facts and figures, relate personal experience and provide vivid description. The present must keep in mind the knowledge about the audience to prepare the presentation with the right level of detail.
- 5) **Step 5: Prepare the introduction and conclusion:** Once all the prerequisites to the presentation are complete, the presenter should decide on how to begin and end the talk. The introduction must be catchy enough to attract the attention of the audience, and build their attention. Introduction must be relevant to the listeners' goals, values, and needs and should clearly articulate the purpose of the presentation. Conclusion of the presentation must summarize the important points and reinforce the main ideas communicated.

Check Your Progress A

- 1) How to add speakers notes in a PowerPoint presentation?

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- 2) How to add a new slide in the PowerPoint presentation?

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3) What is a persuasive presentation?

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4) What is a research proposal?

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5) What do you understand by review of literature?

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15.6 LET US SUM UP

PowerPoint is very useful software/tool for making presentation. It provides opportunity to the presentation developer/ user to incorporate various elements in the presentation so that it can be made effective and more appealing. Knowledge of the topic will help you in identifying different components for making presentation. When you plan to make presentation, first thing you have to make sure that what the available resources to be used in presentation.

Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences. Business presentations are often utilized by the business as a way to sell its idea or product for motivating the audience to accept their offering. An effective business presentation helps the business to obtain market and competitive information that in a way helps them to improve their business performances. Business presentations basically are of four types group presentation, presentation aid, persuasive presentation, informative presentation.

A research proposal is a document proposing a research project. It outlines the entire research project and describes what is intended to investigate, how

it will be done, and why it is important to undertake. The goal of a proposal presentation is to offer the presenter and opportunity to present his research ideas to other and receiver feedback and suggestions from them. A research proposal presentation must include important heads such as title of the research, abstract, review of literature, objectives of the study, research methodology, bibliographic references, annexes etc.

Project presentations are made for explaining the project undertaken either to explain the product or to explain the process to the evaluators. The presentation is complemented by the project documents and product demo. The presenter gives the presentation to inform, persuade, inspire, motivate, or to build good will or to present a new idea to the audience. Project presentations include five steps as analyzing audience, selecting a topic, defining the objective of the presentation, preparing the body of the presentation, preparing the introduction and conclusion respectively.

15.7 KEY WORDS

Clip Arts: Clip Art is a collection of media files (images, videos, audio, and animation files) that Microsoft includes with the PowerPoint application.

Research Proposal: A research proposal is a document proposing a research project. It outlines the entire research project and describes what is intended to investigate, how it will be done, and why it is important to undertake.

Abstract: Abstract is a brief summary of approximately 200-300 words about the research. It should summarize all the central elements such rationale, objectives, methods, populations, time frame, and expected outcomes of the study in precise.

Review of Literature: Reviews of the literature are arguments that there is a gap that needs filling that convince the reader that research will fill these gaps or address some important limitation or deficiency.

Hypothesis: A hypothesis is defined as a tentative prediction or explanation of the relationship between two or more variables. It is tentative idea or assumption, that is proposed for the sake of argument so that it can be tested to see if it is true or not.

Business Presentation: Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences.

Presentation Aids: Computer programs such as Flash and PowerPoint used by the presenters for enhancing their presentation are known as presentation aids.

Project Presentation: Project presentations are made for explaining the project undertaken either to explain the product or to explain the process to

the evaluators. The presentation is complemented by the project documents and product demo.

15.8 TERMINAL QUESTIONS

- 1) How the PowerPoint presentations are made? State the components in making PowerPoint presentations.
- 2) What do you understand by a business presentation? Explain various types of business presentation.
- 3) What is the importance of a business presentation? State the various factors determining the effectiveness of business presentations.
- 4) State the various components of the research proposal.
- 5) Explain the various steps involved in project presentation.

Note: These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for yours practice.