INTE 6710
Pecha Kucha Presentation -
Using Visual Cues to Select Project Images
Documentation

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Pecha Kucha Focus

I have created a Pecha Kucha style presentation to educate learners about visual cues. It demonstrates how these cues can be utilized to trigger and/or manage perceptions, and how they can support efforts to be meaningful and distinctive when used strategically.

Understanding how to use visual cues effectively will help learners create more impactful and memorable projects and presentations. It reinforces the importance of taking the time to identify important visual cues that a photo should embody first, rather than going to a stock photography site and selecting "just" any visual that comes up. Along the way, I intend to bust some photography myths as well.

This presentation focuses on photography and business imagery as a visual source.

The Problem(s)

Often people are in a hurry or on a tight budget when creating projects and presentations that require visual support. It's not uncommon to gravitate toward finding either free or the cheapest photo resources to attain images. Also not uncommon to select the first images that pop up in a search without spending time before the search to think about important visual details the image should have, usually due to time constraints.

If not working in a creative environment like an advertising agency or similar, most people don't know or think about visual cues, however anyone can work with them. They typically don't understand how important these signals are in considering images for use, or how they can add significant impact to their message or project.

Learning Objectives

After viewing this presentation, learners will:

- Analyze and identify crucial visual signals necessary before selecting or shooting image(s) themselves for a project or presentation

- Select images from stock photography sites that embody visual signals necessary to convey a specific message or perception

- Create effective and memorable projects or presentations by using only visuals that reinforce the desired perceptions they wish to own

Audience

This presentation is intended for any working professionals who use photography in projects and presentations, whether they are selecting images from a stock site or capturing their own images with their cameras.

Tools, Technology

The Pecha Kucha presentation was created using a combination of images acquired by stock photography sites, from the instructional designer's personal photo library, or shot by the instructional designer. Sound effects and music are sourced by you tube audio library or other online venues and purchased (if necessary. Various software programs have been used to create and edit everything together including Adobe InDesign, iMovie and Garage Band.

The final Pecha Kucha presentation is loaded to YouTube.

Design Decisions

This is the first time I'd ever created a Pecha Kucha presentation. At first, twenty slides seemed like a lot however, once I got into the content, I could have easily made it thirty and had to sacrifice some content. This is a great exercise in scaling back to the most important points about a topic. Many design decisions were made and many were also discarded. This section is intended to discuss five design decisions that stuck while creating my Pecha Kucha presentation, and the rationale behind these decisions.

Design Decision #1 - Look and feel intentionally designed to match my personal instructional design brand

I've chosen Instructional Design as a new field for me and I'm in the process of creating a branded presence for myself. I'm having fun infusing my experience from the advertising/brand strategy fields into my instructional design projects. In all my classes when possible and appropriate, I like to give a nod to my personal brand look that I've established on my base camp site. The goal in this is to eventually get those who view my projects to pick up on my style, recognize that it is my work right away, and differentiate myself from others. Tom Peters (2006) says "'Designer' may not appear on our business cards, but our personal design sense and acuity is on display every day in our presentations, documents, meetings, emails and in the way that we think and express ideas." Daniel Pink (2005) tells us that "design is a key aptitude for professionals and students to develop and nurture." I've been nurturing that side of myself for many years now and I couldn't agree more.

My personal brand color is a cyan-like blue and it appears in some way on every slide in my Pecha Kucha presentation. (With the exception of one slide, "The Quest for Fresh Veggies," where I used a full bleed image for impact) Whether a bar treatment or colorized fonts, there are subtle efforts to tie the color back to my base camp site throughout the presentation. In addition to color, several of the slides feature faces on them which again, tie back to a graphic design look and feel that I've implemented in my base camp site. See the Appendix for screen shot examples from my base camp that demonstrate the effort to implement design consistency.

Design Decision #2 - Evocative visuals

I determined that in most slides of this presentation, images would be displayed large and singularly or in a side-by-side comparison format. This is inspired by Duarte (2010) when she explains that "your presentation can use one large full-screen image to convey a point, or pair images together to create conflicted emotions…" The passive-aggressive dog example slide does this well in demonstrating that it's not the kind of dog that determines which image shown is the aggressive image, but rather it's the visual cues happening within the image that make the determination. This side-by-side comparison approach is used several times in the presentation. Efforts were made to show large singular images on slides without other elements to allow the visual to stand on it's own and to have more impact. The "Quest for Fresh Veggies" slide bleeds to the edge on all sides to pull the viewer in and get them thinking about ideas that the audio is suggesting. It should be noted that ideally more of the images would have bled to the edge of the slides, but low reso-lution in some cases, prevented that from being possible and forcing the images to show any larger would have caused pixelation and blown the images out. Slides 16 and 17 are shown in a collage format but intended to be viewed as one unit to simply get a sense of tone and feeling.

In week 4 of class we read about Medina Rule #9, "Stimulate more of the senses." In discussing Sensory Integration, he tells us "Our senses evolved to work together—vision influencing hearing for example—which means that we learn best if we stimulate several senses at once." I used that as inspiration to add a sound effect of birds singing to the "Quest for Fresh Veggies" slide.

Design Decision #3 - Show examples of successful ad campaigns with a visual focus

I wanted to show real world applications where projects using simple, yet strong visuals were credited and produced a successful outcome. I chose HSBC Bank "Vales" and "Point of View" campaigns because they are were impactful and successful on a global level. I also used the Apple iPod Silhouette campaign not only because of its success and longevity (it ran in various forms from 2003 -2008) but because it is recognizable and relatable to so many. Jack Doyle explains how the "silhouette ads were particularly notable for the evocative effect they had on culture, fashion, and "hipness"– reaching Apple customers and well beyond. The distinctive marketing art used in these ads also helped

Apple to sell tens of millions of iPods and also billions of songs through Apple's iTunes music store."

HSBC ran their "Values" campaign originally in the New York Magazine as the largest single issue advertiser ever. They saturated it with series of 17 ads and they were successfully able to make important emotional connections with those who saw them. Tracy Britton, Head of marketing for HSBC Bank said "People's reaction to the campaign is a bit of a values Rorschach test. It encapsulates our global outlook that acknowledges and respects that people value things in very different ways." "HSBC's global footprint gives us the insight and the opportunity not only to be comfortable, but confident in helping people with different values achieve what's really important to them."

Design Decision #4 - Text Usage

Inspired by the way that text was shown in the Jobs keynote presentation introducing the MacBook Air, I laid out text in this presentation simply and displayed as quotes or short statements. Important words are purposefully bolded or made larger than other words to draw attention to them, and make their importance known. There are no paragraphs to read in the presentation. Slide 15 is the one exception where more text than I'd ideally like is displayed. After the draft round was presented for feedback, reviewers needed some extra guidance on what the categories listed on the slide meant. Even though Garr Reynolds says "Resist the urge to pile on more 'just in case,'" as a solution, example visual cues were listed in italics under each of the categories shown in the slide to guide the viewer in understanding what each category means. Considering John Maeda's quote in Presentation Zen, "simplicity is about subtracting the obvious and adding the meaningful," and Garr Reynolds coming back around to remind us that "it may be acceptable to break design rules at times—as long as you know why you're doing it," it validated my decision to add that text.

Design Decision #5 - Business Setting Imagery

I show variety of image subject matter to introduce the concept of visual cues (the dog example is one), however from slide 14 until the end, images shown are all related to the business setting. Seeing as how this Pecha Kucha presentation is meant for professionals who are not likely graphic designers or high-end photographers, I wanted to focus on the types of visuals that these people are used to seeing or using in business projects and presentations. I hope to help guide them in their choices and realize that it's important to put thought into their imagery selections rather than pick the first thing they see. As Reynolds (2008) describes, "In the world of presentations, too much of what passes for visuals in the boardroom and in the classroom, is nothing more than a collection of…corporate templates, clip art…" He also mentions that "design is a strategic and powerful differentiator for corporations and organizations." Similarly, Peters (2006) tells us that in our efforts to become more design mindful, "presentation of a financial report is as much a 'design thing' as is the creation of a sexy-looking product."

My goal in slides 16 and 17 where many images are shown in a collage format, was to show the difference in the gut reaction when looking at each slide as a whole. The display is meant to spark an overall emotional connection (whether positive or negative) within the viewer. Efforts were made to show not only the people, but focus on the environments, interactions (or lack thereof) and other elements visible in the overall images.

Formative Evaluation Response

This presentation was peer reviewed by two individuals. I posed five questions, and welcomed additional feedback as they saw fit. Some of the feedback received from them was implemented and when I chose not to implement suggestions, my rationale is explained in this section. As usual, the feedback added great value to the project.

Peer Review Question #1

I will need to eliminate one slide if I put a closing slide in. Which would you eliminate based on what you see here and why?

I had more than twenty slides worth of content ideas and was able to get the draft to 21 slides. I needed to eliminate one so I could create a closing slide and was curious which slide(s) the reviewers would recommend deleting.

Peer Reviewer A:

"I think you can eliminate the slide showing the road and text "The quest for fresh veggies." You could introduce the topic in the next slide with the signs just like you did with the signs for dentists. Also, the image of the road on that slide does not really connect with what you are saying about a lot of farmland, veggies etc. Maybe find an image with a

roadside vegetable stand/open market etc."

"@ 3:52, I think this slide kind of builds on the previous slide but has the same idea and so can be removed if you are going over in time."

Peer Reviewer B:

"I would eliminate the 2nd slide about HSBC, I think you made your point in the first example. I'd like a see a conclusion slide that wraps up everything that we have learned in the presentation"

"Maybe you can remove the arms folded slide, but overall I think you made your points."

Question #1 Considerations:

I chose to leave the "quest for veggies" slide because I felt like I needed it to set a certain tone and get the viewers ready for what I would show in the following slides of the veggie signs and dentist signs. I understand why Reviewer A suggested that I replace it with an image that shows a vegetable stand, but showing only the road is purposeful in that the viewer is put in a position of deciding which vegetable stand they'd stop at based on the two signs shown in the next slide. Both reviewers suggested removing the second HSBC slide. It had a nice build from the previous slide but the presentation will not suffer by eliminating it so I felt like that was a good choice.

Peer Review Question #2

What are some areas in/about the presentation that are unclear?

I found it incredibly difficult at times to weed my audio down to twenty seconds. I edited a lot of audio out, but am left wondering if editing things out ultimately makes certain points hard to understand? I was grateful for fresh eyes and ears to review and let me know if anything was unclear or confusing.

Peer Reviewer A:

"There is a couple of seconds pause @ 3:22. Don't know if you have that gap fixed. It's probably from trying to fit your audio to your video, I have the same issues."

"(Answering Question 2&3) @ 5:15, there was a lot of content in the audio as well as image. Compared to the rest of your images, I think this slide could use more visual cues. Maybe images with the text representing the categories. I don't know if that will make it look busy but just a thought."

Peer Reviewer B:

"The slide about visual cues was a little fast and I'm not sure how to use them. It might be too much information for one slide. If I was not into photography I would not know what lighting and composition are."

Question #2 Considerations:

Based on Reviewer A's comment at the 3:22 mark on the draft, I'd put a longer pause in this slide on purpose so the viewer has time to think without me distracting them by talking when I ask "What does it say to you?" After watching it with my own fresh eyes, I agree with this reviewer that the pause feels more like a mistake, so I added some audio here.

Both reviewers made comments relating to the Visual Cues Categories slide being unclear. In trying to remedy that, I re-wrote this slide. I knew that I didn't want to add any visuals to this page, because I like the idea of a simple list, similar to the slide style and text solutions used in the video where Jobs introduces the MacBook Air. I did however, add examples of visual cues in italics under each category name, that could fall within each category shown. It's more text than I would normally like to show on a slide, but I was inspired by what my reviewers had said and hope that by providing examples within each category will add clarity for viewers.

Peer Review Question #3

Visually – what would you change about the presentation?

Since Pecha Kucha relies heavily on the visual component, it's important to me to get input on any visual elements that should change or don't fit quite right.

Peer Reviewer A:

"If I could suggest, couple of your images can be taken to the edge of the screen to fill the screen such as the apple iPod silhouettes, HSBC images etc."

Peer Reviewer B:

"I'm not sure you need that blue bar on all the slides. There is too much text on the bottom of the visual cues slide showing the boring business environments and happy work places."

Question #3 Considerations:

Reviewer A is right that taking the suggested images full screen would look great however, the image size that I have access too for several of the images I used is low resolution (72 dpi), so if I enlarge them any further, they'll be too blown out. I was however, able to get the iPod example a bit larger.

In response to Reviewer B, I have a bigger picture strategy about the blue bar that there is no way he would have known about. This ties back to the look and feel on my base camp site. I'm starting to create a "branded look" for myself and my Instructional Design work. The blue is a color is consistently used in other projects and design documents that I have created when appropriate, and in time, I hope will subconsciously tie viewers back to me when looking at my work.

Peer Review Question #4

What is missing?

As mentioned previously, it was hard to weed my content down to a solid twenty slides that covered enough information but didn't overload viewers. Also, because I'm so close to the content, it's easy for me to miss things. When I ask if anything is "missing," I was open to anything at all, whether it's content related, visual related etc.

Peer Reviewer A:

"I have suggestions to make two slides more easily relatable. @5:48 and @6:06, I think you can reduce the number of images and put the connecting text within your image. I played the sections a couple of times to connect the text on the bottom with the image and then relate with the audio on the slide. Maybe consider not including that many visual cues at the bottom and then reducing the number of images also."

Peer Reviewer B:

"I'm not sure anything is missing. Maybe a conclusion slide. You might think about adding music, but that might be a little distracting. It's also a little long for the assignment."

Question #4 Considerations:

The two slides showing collages of business imagery with visual cues listed at the bottom, were my most challenging. In any other style of presentation, I would separate things out more and take more than 20 seconds to talk through it. I envision these two slides as a "snap shot." In showing all of the images together, it's meant to just get an overall "gut reaction" from the viewer rather than spend time looking at each individually. So hopefully in changing the audio to guide the viewer to do a quick glance overall will help. I did reduce the amount of "text" cues shown at the bottom of these two slides, added the word "example" to the "visual cues" heading, I removed one image from first of the two slides that shows the visual cues and redistributed the rest.

I had always intended on adding a conclusion slide. I'm aware and agree that the overall presentation is too long in draft form and noted that in my comments when posting it. There was some feedback from both reviewers that aided in getting the time down for the final.

Peer Review Question #5

Where do you feel some of the audio could be cut down?

In my draft version of my presentation, several of the audio clips were too long. I didn't call them out in my request for feedback questions, I was curious to see where the reviewers would find the audio long on their own. I was having trouble deciding where to cut down audio, so feedback around this question aided in that dilemma.

Peer Reviewer A:

"I think your audio was well done. Nice tone and clear voice. You relay a lot of useful information but it did not seem

too hurried and I like your inflections. @ 5:15, like I mentioned earlier, I think it would be a good idea to make the audio simpler. Looking at the image I think you want us to remember the six categories and it might be a good idea to have the audio support that (again just a thought)."

Peer Reviewer B:

"Maybe you can remove the arms folded slide, but overall I think you made your points. It will be difficult to remove too much audio."

Question #5 Considerations:

I'm torn on this suggestion from Reviewer A. I'm a huge fan of not reading PowerPoint slides to the audience while presenting, and that slides should be used as support (mostly visually or with a very small amount of text). 20 seconds isn't a lot of time to get messaging across so I feel like it's wasting that valuable time to "read" what they are already seeing. As mentioned above in question #2 considerations, I added examples of visual cues that could fall within each category shown. It's more text than I would normally like but was inspired by what my reviewer had said and is an effort to provide examples that will hopefully add clarity for my viewers.

In response to Reviewer B, I didn't remove the arms folded slide as it's a good example showing how the tone of an image is set by many elements and visual cues that are happening within it, and not just the act of the folded arms. I decided to remove the second HSBC slide based on feedback from both reviewers. I have no choice but to edit down audio as it's too long in the draft form.

Lessons Learned

Creating this presentation under Pecha Kucha guidelines was much more difficult than anticipated. The topic I chose could easily cover more ground, and it was hard to narrow down. In creating audio, I wrote out everything that I wanted to say and on first round of recording, all of my slides would have been at least one minute long. The audio proved challenging in that this is a topic that I realized once I was into it, is not easily explained in twenty second slides.

Furthermore, I haven't used GarageBand (the audio tool I selected) very much, so there was and still is a large learning curve around that software and how to make it work. I recorded my audio using a snowball microphone, and although I set it up the same way every time I recorded and re-recorded, there is a difference in the audio on several slides. I honestly don't know how to fix or adjust that in GarageBand, so that is something I have identified that I need to learn.

Similarly, I am a beginner level user of iMovie. I dabbled with it in my Producing Media for Learning class, but the interface is intimidating and I'm certain that there is a lot to learn in how I can push the limits with this software. I don't find it intuitive, and it takes me a very long time to work in it, so I feel accomplished just getting through it with this project. I would like to get better and faster at creating video projects, so I was grateful for the opportunity to practice the iMovie software during this project.

I like the concept of Pecha Kucha, as I loathe long, boring presentations. If one can become savvy in this style of presenting, I can see how it could be useful, efficient and impactful. I also see where it probably would not be the best presentation style choice for topics that cannot be explained quickly or simply, but I also see where it would be worth trying as it would force the presenter to cut to the chase and use only the most important points. Today, if I were to give my presentation live, I believe I'd have a hard time keeping the speaking portion at 20 seconds, seeing as how many times I had to edit down and re-record. I have a lot of respect for those who present these in live events.

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Appendix

Base Camp Screen shots
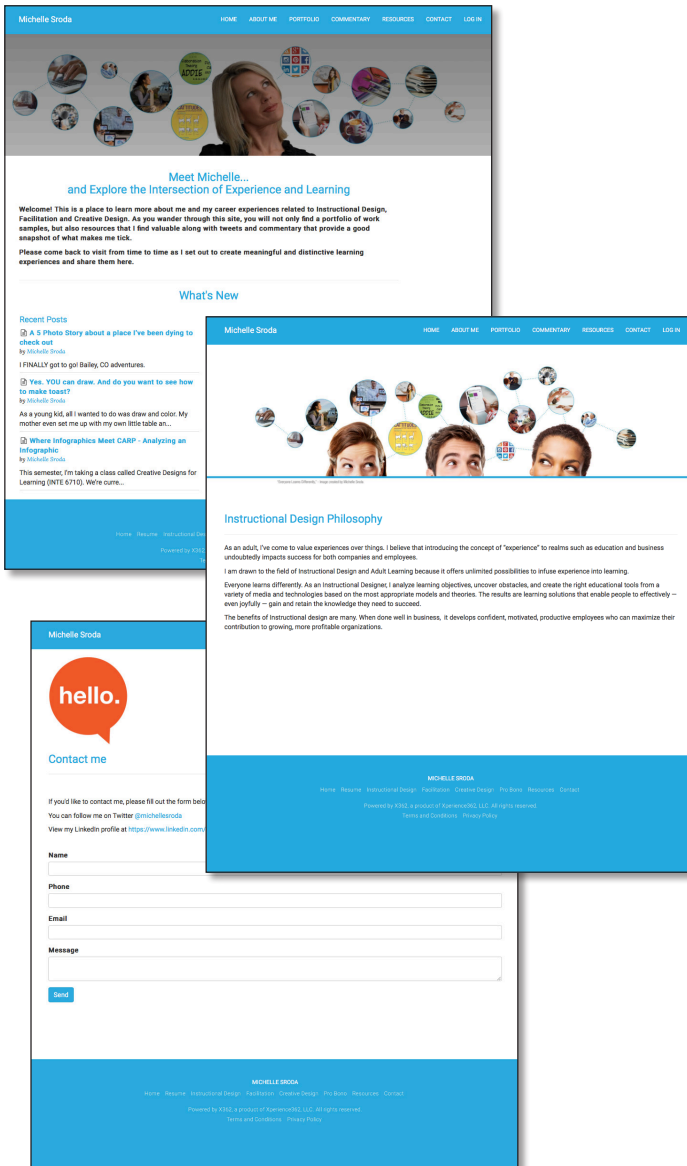
Pecha Kucha Screen shots

The average person is flooded with hundreds of images and messages every day.

65% of the population are **visual learners.**

(and it may be even higher than that)

— Professor Richard M. Felder

Simple Imagery + Simple Text = **BIG MESSAGE**

Too Much Imagery + Too Much Text = **NO MESSAGE**