English and IKA: Company Presentation

Task

Create an individual PowerPoint presentation about your current company and present it to the class.

Technical Requirements

- Work with the programme **PowerPoint 2019.**
- Select the **widescreen slide size** (16:9).
- Create **eight slides** according to the overall structure (see below).
- Use the **slide master** for layouts, background pictures, logos and fonts.
- Create your **own template** with a **logo** on every slide and employ the **corporate identity** and **feeling of your company** (fonts, logo and colours).
- Add **slide transitions** and **text/object animations** to your presentation.
- Insert a **footer** with your **company name, first** and **second name** and **class** (without title slide).
- Include **several pictures**, **one self-made video** (20 s min – 30 s max) and **one animated diagram**.
- Stick to the **rules** for creating great PowerPoint presentations.
- Name your file with **CP_SecondName_FirstName_Class.pptx**.

Tips

- Sketch your 8 slides on a piece of paper and do **mock-ups** of every slide. Define where your logo, header, text, picture and footer will be placed.
- Use the **slide master** to add consistency to your colours, fonts, headings, logos.
- Limit yourself to only 3–4 layouts in the slide master and delete all the other layouts you don't use.
- Don't use any company templates. **Be creative**.
- Create a **catchy title slide** to grab attention (needs to be defined in the slide master).
- Change the **standard font** according to your company's font (don't use *Calibri*).
- Select a **colour scheme** for your presentation and apply specific colours for font, background and boxes with the **eyedropper tool**.
- Don't mix ClipArts and photos.
- Create **real tables, diagrams** and **SmartArts**.
- Animate your text, visuals, SmartArts and charts.
- **Time** your animations **well**.
- Use as **few clicks** as possible to proceed in your presentation.
- Show some **extra effort** (cool animations, animated gifs, scenic pictures, personal videos, …).
- Check your **criteria grid**.

Overall structure

1) **Title slide**
   a) company name
   b) company logo
   c) student's first name, second name, class
   d) date
2) **My job profile**
   a) picture of student
   b) position
   c) core functions / departments
   d) skills and competencies
   e) responsibilities / duties
   f) my team
3) **About us**
   a) founded (date)
   b) employees
   c) management / board
4) **Location / facilities**
   a) headquarters
   b) addresses
   c) maps
5) **Products / services**
   a) descriptions
   b) brands
6) **Partner / clients / customers**
   a) partnerships
   b) logos
   c) descriptions
7) **Key metrics (tables, diagrams, charts)**
   a) sales
   b) growth
   c) achievements
8) **contact information**
   a) street, city
   b) phone, fax
   c) website
   d) email
   e) Twitter, Facebook, LinkedIn

Dates

1)	Kick-off:	week 34 (1th week)
2)	Due date:	week 39 (last week before autumn holidays)
3)	Presentations:	week 42–50 (finished before the Christmas break)