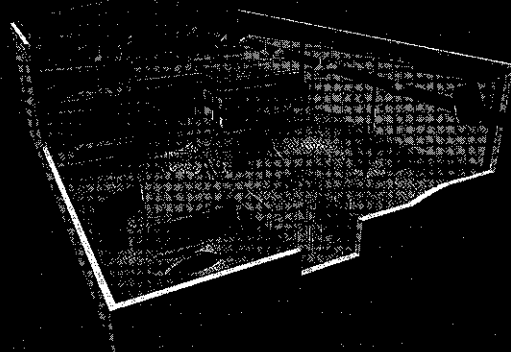


SKATEBOARDS, INC.

PART 5: POWERPOINT



PROJECTS INCLUDED:

- Project PPT-1: Create a Grand Opening Slide Show Presentation
Project PPT-2:* Create a Banner Advertising Campaign Presentation
(Extra Credit)

*This project is optional and is included as extra credit.



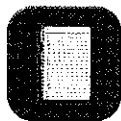
Create a Grand Opening Slide Show Presentation

New Skills: Applying Backgrounds • Applying Slide Transitions • Inserting Sound Files
• Applying Continuous Looping • Using Custom Animation • Using Bullets
• Printing Slides in Handout View • Presenting a Slide Show



TASK AND PURPOSE:

Create a PowerPoint presentation to run on the big screen TVs at Skateboards, Inc. during the Grand Opening Celebration and several weeks thereafter. The PowerPoint presentation will showcase all of the key features of Skateboards, Inc.



OVERVIEW:

Skateboards, Inc. is preparing to open its doors soon. The Grand Opening celebration is just around the corner, and Mr. Boardman has asked you to prepare a PowerPoint presentation to welcome people to Skateboards, Inc. The presentation will showcase features of Skateboards, Inc., such as a state-of-the-art facility, the Skateboard Shack Food Court, D.J. booth, Arcade, Pro Shop, the lounge, and much more.



STRATEGIES AND TIPS TO CONSIDER:

1. Be sure to use consistent design and typestyle elements throughout your presentation.
2. Each slide in your presentation should contain a consistent headline style.
3. Use graphic images that are consistent in style and help illustrate the text on each slide.
4. Be sure to include the Skateboards, Inc. logo on all slides.
5. Plan the layout and design of your Grand Opening Slide Show Presentation on paper first.
6. Read through all instructions before proceeding with the project.



INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.
2. Using Microsoft PowerPoint, create a new blank presentation.
3. Save the document as **Project PPT-1 Grand Opening Presentation** in your "PowerPoint Projects" folder under your "Skateboards, Inc. Simulation" folder.

Project PPT-1: Create a Grand Opening Slide Show Presentation continued

4. Before continuing, note the following requirements for this project and plan accordingly.

- All slides must include a consistent background
- All slides must include the Skateboards, Inc. logo
- One slide must contain the 3-D Sky View image of Skateboards, Inc.
- The slide show must contain a minimum of 11 slides
- Apply an identical slide transition throughout the presentation
- Upon completion, the slide show should be set up to loop continuously
- Insert a sound on at least three slides (optional)
- Apply custom animation to a minimum of three objects within the slide show

5. On **slide 1**, include the following:

- Slide headline:
Welcome to the Grand Opening of Skateboards, Inc.
- Slide sub headline:
Rapid City's Latest and Greatest Skateboard and Rollerblade Park!
- The Skateboards, Inc. address and contact information:
360 Jackson Boulevard
Rapid City, SD 57702
1-888-555-RAIL (7245)
www.skateboardsinc.net
- The following text:
Presentation Designed by
<Your Name>,
Skateboards, Inc. Microsoft Office Specialist
- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

6. On **slide 2**, include the following:

- Slide headline:
A Message from Randy Boardman, President
- Under the headline compose a 3-5 sentence welcome message to "Fellow Boarders" welcoming them to Skateboards, Inc. The message should "thank" customers for choosing Skateboards, Inc. and encourage them to find out more about the park by visiting a Skateboards, Inc. employee. Note in the message that employees of Skateboards, Inc. will be wearing red t-shirts and name badges, making them easy to identify.

Project PPT-1: Create a Grand Opening Slide Show Presentation continued

7. On **slide 3**, include the following:
 - Slide headline:
About Skateboards, Inc.
 - Under the headline, place a brief, one paragraph summary about Skateboards, Inc.
Tip: Refer to "Project W-1: Write a Press Release" to help you write your summary.
 - A bullet list of key features and highlights of Skateboards, Inc.
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

8. On **slide 4**, include the following:
 - Slide headline:
Hours of Operation
 - Under the headline, list the hours of operation of the park.
Tip: Copy and paste the "Hours of Operation" by retrieving "Project W-8: Hours of Operation."
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

9. On **slide 5**, include the following:
 - Slide headline:
Visit The Skateboard Shack
 - Under the headline, highlight and describe some of the best items included in The Skateboard Shack menu.
Tip: Refer to "Project P-6: Create and Design a Booklet-Style Food Menu" for a list of menu items.
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

10. On **slide 6**, include the following:
 - Slide headline:
Music Provided By D.J. Jazz
 - Under the headline, include two or three features and highlights of the D.J. booth.
Example: "Stop by and talk to D.J. Jazz and ask him to play your favorite song."
Tip: Refer to "Project E-3: Create a Music List" to assist you with this task.

Project PPT-1: Create a Grand Opening Slide Show Presentation continued

- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.
11. On **slide 7**, include the following:
- Slide headline:
Visit the Skateboards, Inc. Pro Shop
 - Under the headline, list some of the equipment that is available at the Pro Shop.
Tip: Refer to Project "E-6: Create a Pro Shop Equipment Inventory Report" to assist you.
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

12. On **slide 8**, include the following:

- Slide headline:
Experience Gaming in the Skateboards, Inc. Arcade
- Under the headline, include the following list of categories and games available in the Skateboards, Inc. Arcade:

Pinball Machines:	Video Games:	Sports Table Games:	Other:
Olympic Ski Racer	Money Chasel	Foosball	Photo Booth
Monsters from the Deep	Arachnids	Soccer	Skee-Ball Alley
Speed-Racer	Bowl-away	Football	Pool Table
Star-Blaster!	Zoom!		
Martians & Moonmen	Tornado Alley		
Truckin'	War Zone		

- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.
13. On **slide 9**, include the following:
- Slide headline:
Take a Breather in The Lounge
 - Under the headline, write a brief description of the lounge area and the fact that it is a comfortable, quiet place to discuss skateboarding strategies with friends while enjoying a snack and viewing what is being played on the big screen TVs.
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

Project PPT-1: Create a Grand Opening Slide Show Presentation continued

14. On **slide 10**, include the following:

- Slide headline:
Affordable Memberships Available
- Under the headline, include the following text:

Stop by our membership desk and check out the following plans:

PLATINUM MEMBERSHIP: \$800

Includes one year unlimited skate or rollerblade, all day, includes 20% discount on all items available in the Pro Shop and free admission into special events

GOLD: \$500

Half a year unlimited skate or rollerblade, all day, includes 10% discount on all items available in the Pro Shop and free admission into special events

SILVER: \$175

Six months of skate or rollerblade for \$8.00 per day, all day

BRONZE: \$100

Three months of skate or rollerblade for \$8.00 per day, all day

- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

15. On **slide 11**, include the following:

- Slide headline:
Safety Is Our #1 Priority
- Under the headline, include the following heading and bullet list:

For a safe "boarding" and "blading" experience, follow these safety tips:

- Always wear a helmet.
- Always wear protective elbow and knee pads.
- Never bring food or beverage into the skate arena.
- Be respectful of fellow boarders and bladers.
- Always use caution on rails and ramps.
- Know your limitations: beginners should avoid risky moves.

- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

16. *Optional:* Insert one additional slide that includes more details about Skateboards, Inc. that you feel are noteworthy.

Project PPT-1: Create a Grand Opening Slide Show Presentation continued

17. Carefully review the list of project requirements provided in **Step 4**. Be sure that you have met each requirement.
18. Carefully proofread your work for accuracy and format.
19. Resave the file.
20. Print out a copy of your presentation as handouts using four slides per page if required by your instructor.
21. If you are required to present your slide show, review the "PowerPoint Presentation Tips" provided below to help you prepare.

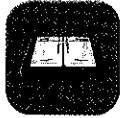
PowerPoint Presentation Tips

- Speak slowly and clearly when presenting
- Use transitions that match your topic
- Make no more than six points per slide
- Have a classmate proofread and critique your presentation before you present it
- Use no more than two to three fonts throughout your presentation
- Rehearse your presentation before delivering it to your audience
- Choose a consistent, professional design and color scheme that is easy-on-the-eyes
- Keep the style of graphic images consistent throughout the presentation
- Do not clutter each slide within your presentation
- Use sounds and animation to bring content to life, but do not overuse them
- Prepare notes to help you deliver an effective and dynamic presentation



Create a Banner Advertising Campaign Presentation (Extra Credit)

New Skills: Inserting a Table • Formatting Tables



TASK AND PURPOSE:

Create a PowerPoint presentation that provides information to local business owners about the banner advertising campaign available at Skateboards, Inc.



OVERVIEW:

Marketing Director Rebecca Langford is developing an advertising campaign directed at local business owners giving them the opportunity to advertise their businesses on banners of various sizes and colors to hang from the rafters or be displayed on side walls at Skateboards, Inc. An informational packet introducing the advertising campaign will be mailed to prospective advertisers. After the mailing, Rebecca will contact the potential advertisers to set up an appointment to go over the campaign. Your role is to design the PowerPoint presentation to be presented by Rebecca to the prospective advertisers at their individual meetings.



STRATEGIES AND TIPS TO CONSIDER:

1. Be sure to use consistent design and typestyle elements throughout your presentation.
2. Each slide in your presentation should contain a consistent headline style.
3. Use graphic images that are consistent in style and help illustrate the text on each slide.
4. Be sure to include the Skateboards, Inc. logo on all slides.
5. Plan the layout and design of your Banner Advertising Campaign Presentation on paper first.
6. Read through all instructions before proceeding with the project.



INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.
2. Using Microsoft PowerPoint, create a new blank presentation.
3. Save the document as **Project PPT-2 Banner Advertising Campaign Presentation** in your "PowerPoint Projects" folder under your "Skateboards, Inc. Simulation" folder.

4. Before continuing, note the following requirements for this project and plan accordingly.

- All slides must include the Skateboards, Inc. logo
- One slide must contain the 3-D Sky View image of Skateboards, Inc.
- The slide show must contain a minimum of six slides
- Apply an identical slide transition to each slide that advances to the next slide when the user clicks the mouse
- Insert a sound on at least three slides (optional)
- Apply custom animation to a minimum of at least three objects within the slide show

5. On **slide 1**, include the following:

- Slide headline:
Introducing Skateboards, Inc. Banner Advertising Campaign
- The following text:
Presentation Designed by
<Your Name>,
Skateboards, Inc. Microsoft Office Specialist
- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

6. On **slide 2**, include the following:

- Slide headline:
Why Advertise at Skateboards, Inc.?
- Under the headline, insert the following information in bullet list format:
 - Advertising attracts new customers
 - Advertising encourages repeat business
 - Advertising keeps you in the competitive race
 - Advertising keeps your business top-of-mind
 - Advertising gives your business a successful image
- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

7. On slide 3, include the following:

- Slide headline:
How the Advertising Program Works
- Under the headline, insert the following information in bullet list format:
 - You choose the size, color scheme, and background design of your banner
 - Banners will be created, designed, and printed by Canvas Creations, Inc.
 - Pricing is based on the banner size and placement within our facility
 - Banners will be hung from various rafters and displayed on side walls throughout the skate park
- Under the bullet list, create and place a sample banner advertisement image similar to the one shown in **Figure PPT-2-1**.

Figure PPT-2-1



- Under the sample banner advertisement image, add the following caption:
Sample Banner Advertisement
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.
8. On slide 4, include the following:
- Slide headline:
Banner Advertisement Options
 - Under the headline, insert a table with 4 columns and 5 rows and key in the information as it appears in **Figure PPT-2-2**.
Note: Merge column and row cells in the table as they appear in Figure PPT-2-2.
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

Project PPT-2: Create a Banner Advertising Campaign Presentation continued

Figure PPT-2-2

Size	Color	Background	Price
Small Pole Sleeve (19.5" high x 14" wide)	Color scheme and designs are limited to the selection you have received in your handout	Choose one of the following: solid color, patriotic, festive, pinstripes, or clouds (most popular), or choose one from your enclosed handout	\$39.95*
Medium Pole Sleeve (31" high x 22.25" wide)			\$59.95*
Large Pole Sleeve (42" high x 30" wide)			\$79.95*
All banners include banner pole and hang cord. When your advertising contract is completed, the banner will be taken down and delivered to your business address. *Pricing is for letter banners only – an additional charge will be added for logos or any other photo on banner.			

9. On **slide 5**, include the following:

- Slide headline:
Advertising Pricing Options
- Under the headline, insert a table with 6 columns and 5 rows and key in the information as it appears in **Figure PPT-2-3**.
Note: Merge the cells in the bottom row.
- Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.

Figure PPT-2-3

Small Banner	Price	Medium Banner	Price	Large Banner	Price
1-2 months*	\$39.95	1-2 months*	\$59.95	1-2 months*	\$79.95
3-6 months*	\$129.95	3-6 months*	\$149.95	3-6 months*	\$169.95
7-12 months*	\$199.95	7-12 months*	\$249.95	7-12 months*	\$299.95
*indicates amount of time the banner will be on display					

Project PPT-2: Create a Banner Advertising Campaign Presentation continued

10. On **slide 6**, include the following:
 - Slide headline:
Advertising with Skateboards, Inc. Makes Sense
 - Under the headline, insert the following text:

Thank you for taking the time to view this presentation. We hope you will consider advertising at Skateboards, Inc. If we can be of further assistance, please contact us at 1-888-555-RAIL (7245).
 - Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of the slide.
11. *Optional:* Insert an additional slide that includes more details that will attract businesses to advertise at Skateboards, Inc.
12. Carefully review the list of project requirements provided in **Step 4**. Be sure that you have met each requirement.
13. Carefully proofread your work for accuracy and format.
14. Resave the file.
15. Print out a copy of your presentation as handouts using four slides per page if required by your instructor.
16. If you are required to present your slide show, review the "PowerPoint Presentation Tips" provided at the conclusion of Project PPT-1.