

Visual Presentations as a Genre in Knowledge Communication

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Abstract

It is said that you get clarity as you get sober, and you get clarity as you get older. PowerPoint allows for creativity, but most students use PowerPoint as a walking crutch to save them in their ten- to fifteen-minute journey as they explain their project. Quite often, students download entire paragraphs from their paper onto PowerPoint, and they faithfully read from the projector screen. In so doing, they put everyone to sleep. Students should be encouraged to create visual presentations from scratch rather than rely on Power Point templates. Instead of starting with a Power Point template, students should be encouraged to use graphic design platforms which allow users to upload their own photos, edit visual content, and use drag-and-drop features. Slides should not repeat word-for-word what the students type in the project paper. Students should never upload their writings to the slides. The function of the slides is not to repeat but to reinforce what the student says during the presentation.

Key Words: visuals, presentations, clarity, knowledge, communication