

Production of Multimodal Texts

Preparing multimodal texts in a classroom provides for new practices of reading, producing, and disseminating texts (Jewit, 2005). To effectively design and communicate meaning through such rich and potentially complex sources of materials, you must extend your multimodal literacy knowledge and skills.

To create a digital animation, for example, which is a complex-meaning design process, you are required to do a critical arrangement of a combination of "modes" (such as image, movement, sound, spatial design, gesture, and language). The process of constructing such a text is a "cross-disciplinary literacy process" because it involves the use of both digital information technologies and the arts (media, music, drama, visual, arts, and design) to bring meaning to life (O'Brien, 2017).

The Art of Making PowerPoint Presentation

PowerPoint presentations are so common that lecturers and reporters use them all the time. A presentation is like taking your audience from one place to another, so make the journey lighter and more fun by never overloading it with too much content. How may you do this? There are only three things that you need to do before starting to your PowerPoint presentation.

1. Determine your goal.

This is about you and your goal, which should be an achievable challenge. Ask yourself what opinion or feeling of the audience you want to change. (For example, I want them to understand..., I want them to buy..., and so on.)

2. Convert your goal into one "big idea."

This is now about your audience and your planting an idea into their heads. Make them embrace the idea so that they can act by moving toward your desired goal. Make them understand how they can benefit from the idea, and lead them to believe in what you say, not in what you want. It is all about them, not you.

3. Consolidate your idea into just three concepts.

For the audience to reach the place where you want them to go - to embrace your idea - go straight to the 1st point, 2nd point, 3rd point to the point where you want them to go and embrace it.