

# The Economy and You CBA Comparative PowerPoint

The culminating product of your career research is a comparative PowerPoint in which you present the findings of your career research.

## What do you specifically need to include in your PowerPoint and presentation?

- ✓ 5-10 slide PowerPoint
- ✓ Analysis of similarities and differences of the two careers you've researched
  - Use of Venn diagram or T-chart table is an excellent way to highlight similarities and differences between two things
- ✓ Description of jobs
- ✓ Overview of working conditions
- ✓ Presentation of salary you can expect to earn in these jobs
- ✓ Analysis of the job outlook for your chosen careers
  - Will there be a high demand for these jobs in both the near and distant future?
  - Can you expect to be promoted in this position or try other types of work in the organization?
- ✓ Description of the sort of training/education you will need, if any, to work in these fields, including the costs of education
  - Is there a certain degree or certification required for these jobs?
- ✓ Description of steps in high school and immediate future to prepare for your careers
- ✓ Analysis of personal qualifications needed and current behaviors that support your attaining this career goal.

## What is a good PowerPoint?

PowerPoint is meant to be used as an outline to facilitate discussion of a presentation topic. That being the case, you must be familiar enough with your topic that you can discuss it off the top of your head using only the PowerPoint to guide you through your presentation. The golden rule to remember is that the PowerPoint slide show is not the presentation: *it's simply a tool in the process of presenting*. There's nothing more irritating to audience members than for a presenter to simply read every single word of the PowerPoint and not elaborate on any of the information. To post information then just read it is boring if not outright insulting to the audience and a poor representation of your ability and subject knowledge.

The following is an attempt to identify some of the hallmarks and criterion of a good PowerPoint presentation:

- ✓ **Organization: There is a clear sense of order in the presentation with an identifiable beginning, middle, and end.**
  - Main title slide
  - Descriptive titles for each of the subsequent slides
  - Orderly presentation of assignment guidelines and research questions: pre-requisites, salary, outlook, advancement, etc.
  - Clear summary slide that wraps up the presentation
- ✓ **Content: There is meaningful, relevant information presented in summary form on the slides; the presenter uses this as an outline and expands on it verbally.**
  - Good balance of content per slide
  - Text is in readable font and size
  - Slides utilize bullet point phrasing rather than complete sentences and paragraphs
  - Images and graphics are relevant to the content and not used solely for the sake of using them
  - Sounds and other effects are left out or kept to an absolute minimum
- ✓ **Layout: There is a good balance of text, graphics/images, and color schemes in the presentation.**
  - Color schemes work well with one another and help the audience view the content
    - Font color and background contrast to provide for easy readability
  - Supporting images and graphics are used sparingly and are balanced with text and negative space of the slide
    - Images and graphics are easily viewed and free of distortion

# Career PowerPoint Rubric

Name: \_\_\_\_\_ Presentation Date: \_\_\_\_\_

Presentation Topic/Activity: \_\_\_\_\_

Score: \_\_\_\_\_ Comments: \_\_\_\_\_

CATEGORY	Criteria	Excellent	Proficient	Developing
<b>Assignment Guidelines</b>	<ul style="list-style-type: none"> <li>• 5-10 slide PowerPoint</li> <li>• Excellent analysis of similarities and differences of the two careers researched.</li> <li>• Detailed description of jobs, including an overview of working conditions and salaries.</li> <li>• Critical assessment of job outlook for your chosen careers</li> <li>• Solid description of the sort of training/education you will need, if any, to work in these fields, including the costs of education</li> <li>• Reasonable assessment of steps in high school and immediate future to prepare for careers</li> <li>• Insightful analysis of personal qualifications needed and current behaviors that support your attaining this career goal.</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>• There is excellently clear, meaningful, relevant information presented in summary form on the slides</li> <li>• Excellent balance of content; no more than 25-50 words/slide.</li> <li>• Slides successfully and consistently utilizes bullet point phrasing rather than complete sentences and paragraphs</li> <li>• Images and graphics are relevant to the content displaying a clear connection.</li> <li>• Sounds and other effects are relevant to the content and/or are left out or kept to an absolute minimum; content is KING.</li> </ul>			
<b>Layout</b>	<ul style="list-style-type: none"> <li>• There is an excellent balance of text, graphics/images, and color schemes in the presentation.</li> <li>• Color schemes work well with one another and help the audience view the content</li> <li>• Font color and background contrast to provide for easy readability Text is in readable font and size</li> <li>• Supporting images and graphics are used sparingly and are balanced with text and negative space of the slide; they clearly support content rather than distract the audience from it.</li> <li>• Images and graphics are easily viewed and free of distortion.</li> </ul>			
<b>Organization</b>	<ul style="list-style-type: none"> <li>• There is a clear sense of order in the presentation with an easily identifiable beginning, middle, and end.</li> <li>• Main title slide that introduces topic and purpose</li> <li>• Descriptive titles for each of the subsequent slides/sub topic headings</li> <li>• Smooth, effective transitions among all elements</li> <li>• Details that fit clearly where placed.</li> </ul>			