



## MODULE 2: Digital content creation for farm business promotion

CONTENT 5: How to create a digital presentation



# What is a digital presentation?

A **digital presentation** is a methods of presenting your work in the virtual world using slides created with digital tools.

The digital tools also allow to embed video or audio segments so that the reader can simply click on a button or arrow to activate the segments.



Source: Freepik

# Why to use a digital presentation?

A digital presentation can help you to tell the story of your business. This may be useful to:

1. Attract more customers (e.g., during fair)
2. Request for financing (e.g., in case of bank)



Source: Freepik

# What do you need to make a digital presentation?

*1. Devices and equipment:* computer or other device—such as a tablet or mobile phone—and a monitor (e.g., computer or tablet) or projector to project the slides



*2. Media:* photos, videos, music and text to create the slides



Source: Pixabay

*3. Presentation creator:* there are many software available, but PowerPoint is the most common



# What do you need to make a digital presentation?

*When you use image, videos or music from the web to create your slideshow, always make sure to comply with the terms of use set by those who have the creative rights to the material. Otherwise, copyright issues may arise from your usage of the content.*

*Copyright simply means “right to copy”. It belongs to the owner of the creator of a content. This means that in order to use the original or altered version of a creation, you first should be authorised by its creator.*

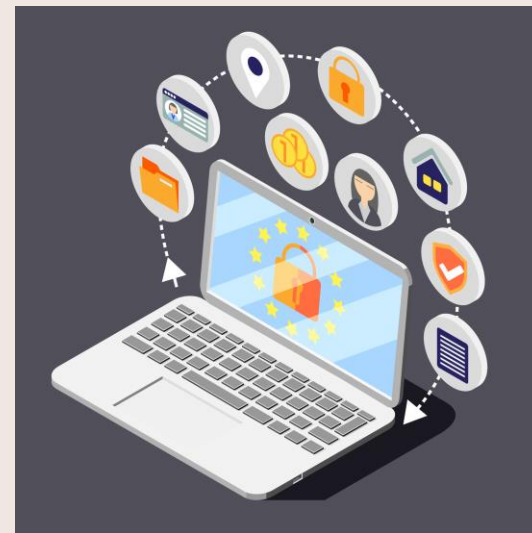


*Images free of copyright can be found on sites such as:*

- [Freepik](#)
- [Pixabay](#)

# What do you need to make a digital presentation?

While preparing a digital presentation, in order to avoid another responsibility issue in front of the law, you should also take into account privacy issues. If your presentation includes any kind of information related to specific or identifiable person(s), you should also comply with privacy rules (cf. Module 5 - Content 7 "A brief overview of the General Data Protection Regulation (GDPR)").



Source: Freepik

# Microsoft PowerPoint

Microsoft PowerPoint is a presentation processor developed by Microsoft and part of the Microsoft Office personal productivity software.

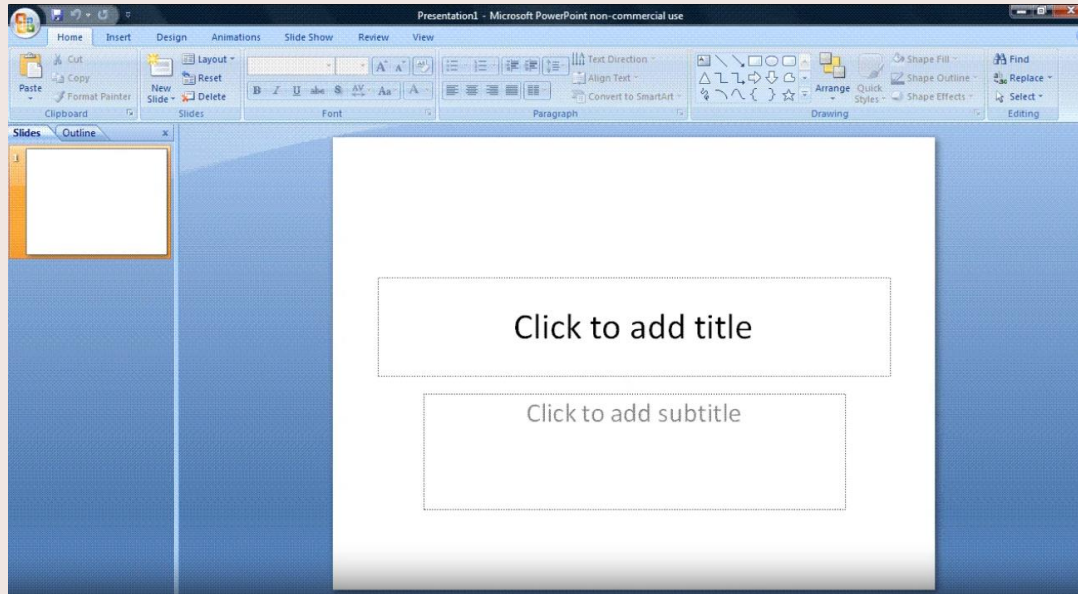
Is one of the most famous software for writing.

It is both available for Windows and MAC.



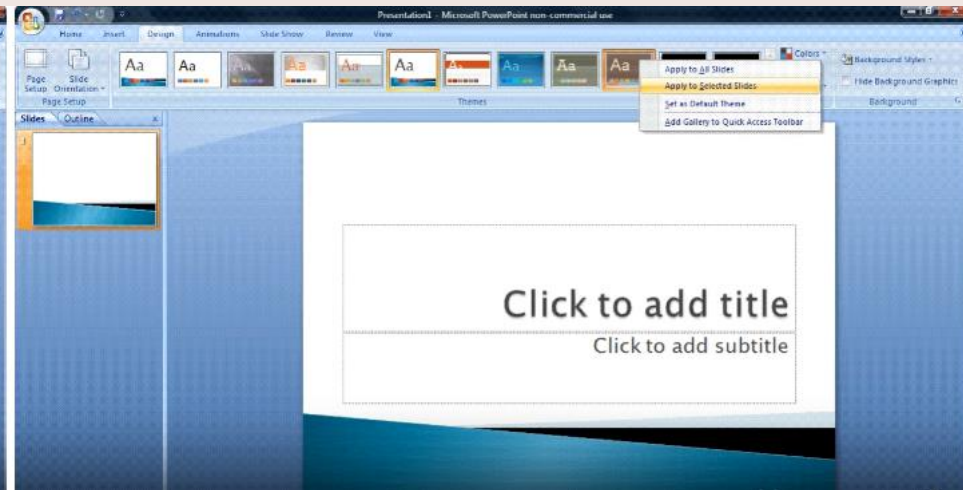
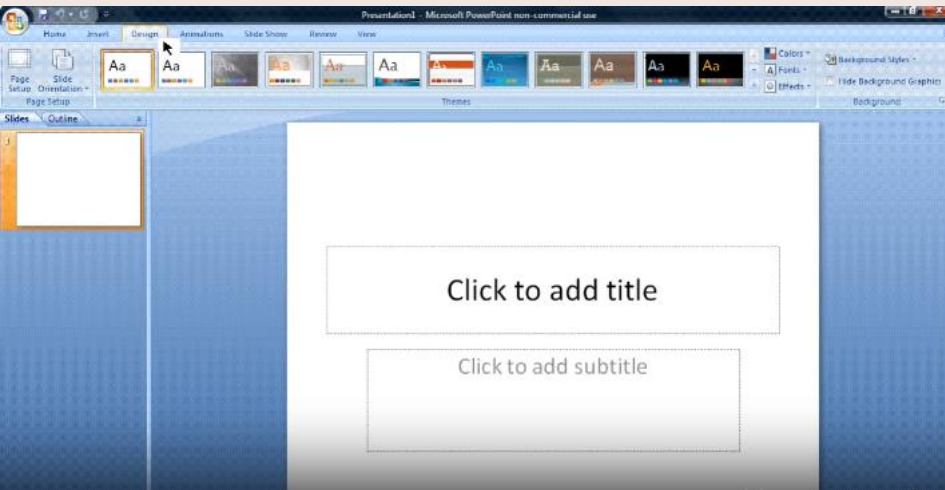
# Steps to create a digital presentation with PowerPoint

## 1. Open your PowerPoint

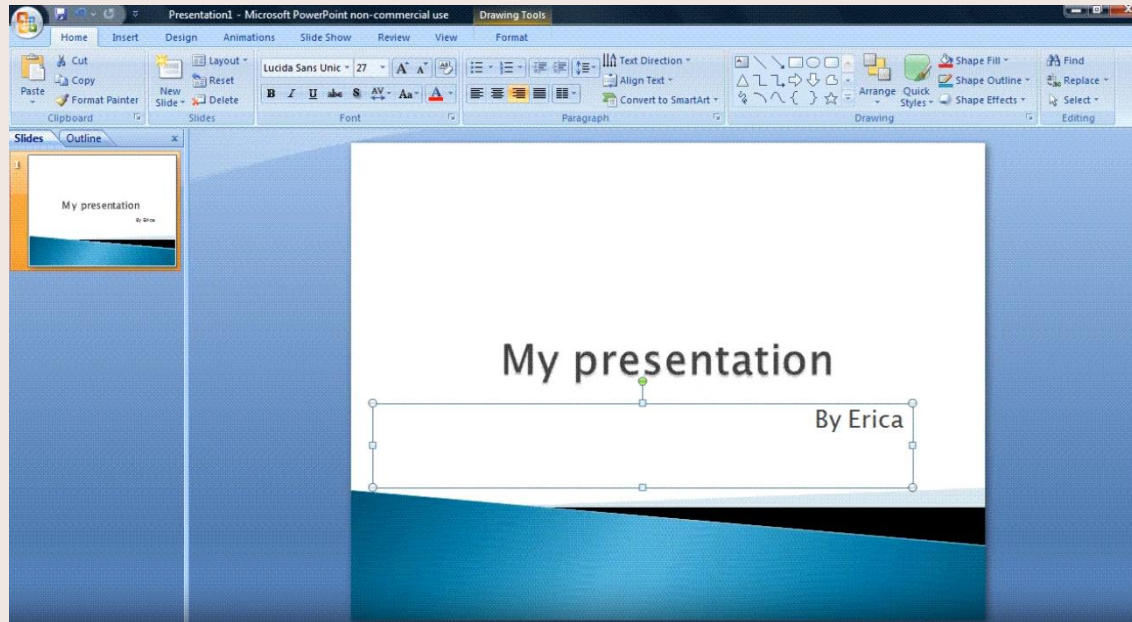




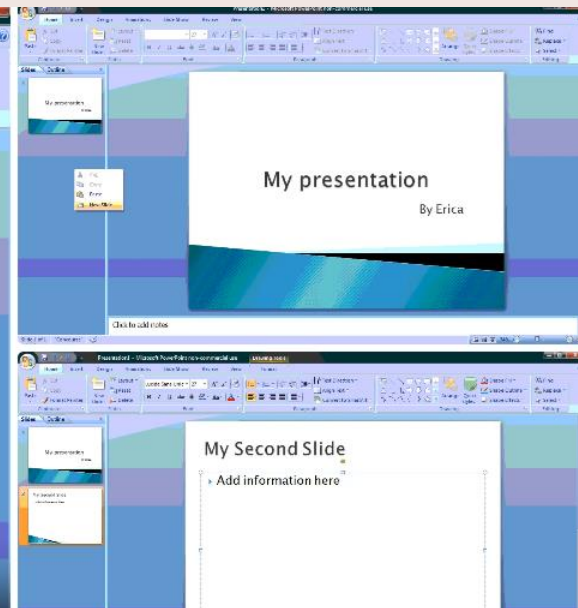
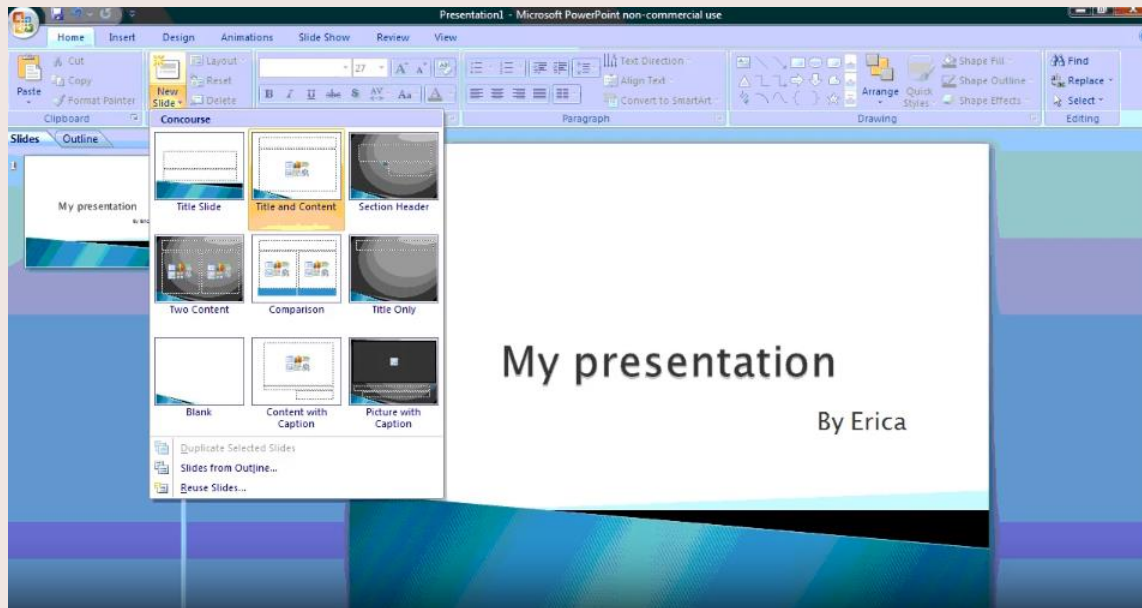
## 2. Choose a Design



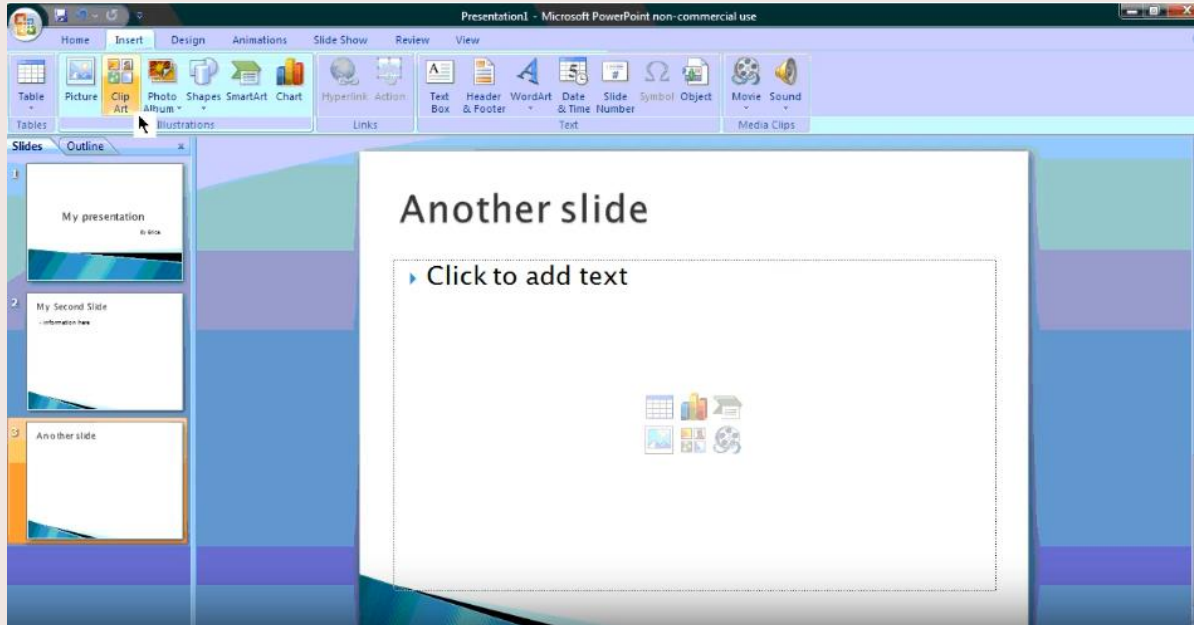
### 3. Create Title Page



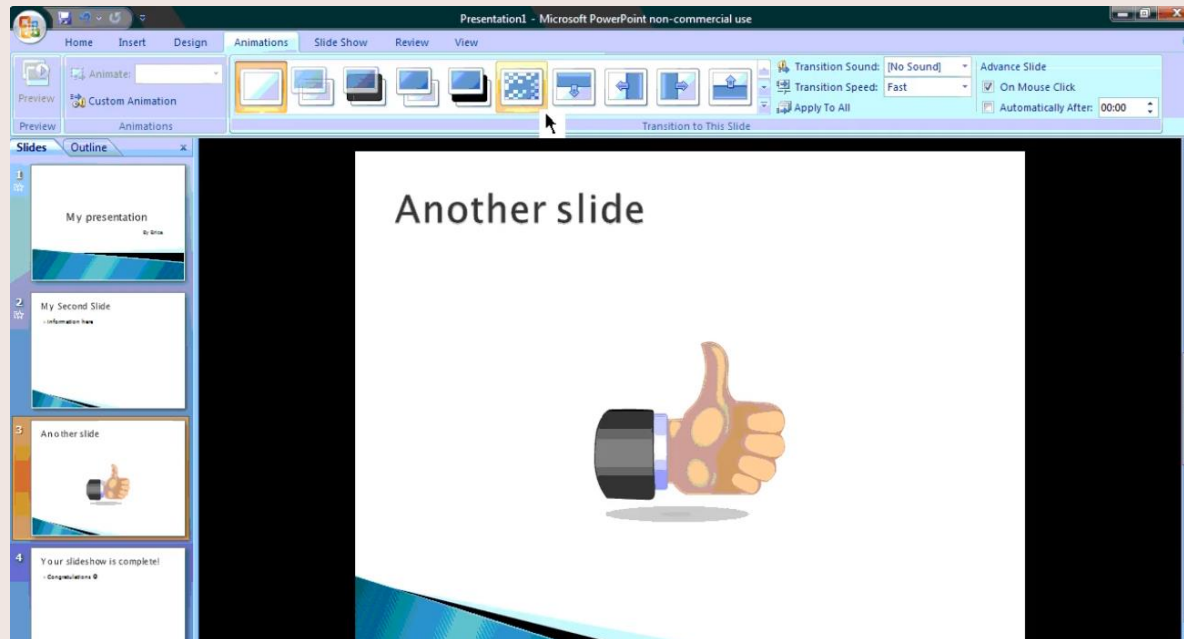
## 4. Add More Slides



## 5. Add Charts, Pictures, Graphs, Etc.



## 6. Add Transitions



**VIDEO:**

## How to use PowerPoint



<https://www.youtube.com/watch?v=KqgyvGxISxk>

## EXERCISE:

Imagine having to apply for bank financing to expand your business. You need to present your company and your business plan idea to the bank employee.  
Develop the presentation using PowerPoint.

# Useful links

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- [What is a digital presentation](#)
- [How to create a presentation in PowerPoint](#)
- [How to create a PowerPoint presentation](#)





# References

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## CONTENTS

- <https://shorturl.at/md2uH>
- <https://shorturl.at/SRU2f>
- <https://shorturl.at/iKFAW>

## IMAGES

- [Freepik](#)
- [Pixabay](#)

