



MODULE 2: Digital content creation for farm business promotion

CONTENT 6: How to create a photo slideshow



What is a photo slideshow?

A **photo slideshow** is a presentation of a series of still images (slides) on a projection screen or electronic display device, typically in a prearranged sequence.



Source: Freepik

What is a photo slideshow?

Slide shows originally consisted of a series of individual photographic slides projected onto a screen with a slide projector. Nowadays, slides are digital and changes can be automatic or manually controlled using a presentation software.



Source: Pixabay

Why to use a photo slideshow?

1. Display photos during an event
(e.g., fair, exhibition)
2. Highlight products or services
(e.g., show your product, promote offers)



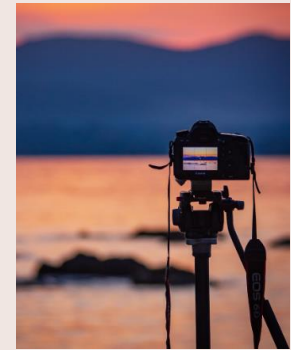
Source: Freepik

What do you need to make a photo slideshow?

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. Slideshow 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.

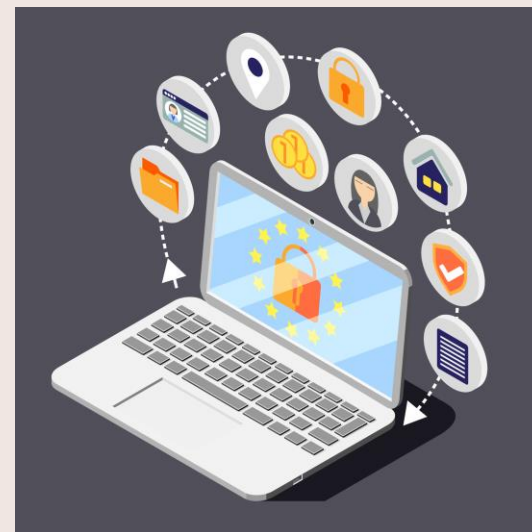


Images free of copyright can be found on sites such as:

- [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

Steps to create a photo slideshow

1. Plan your slide show: *select photo, video and audio materials*
2. Launch your slide show app: *decide which software is more appropriate*
3. Choose your theme: *chose the color, font etc. or use pre-set themes*



Steps to create a slideshow

4. Import media: *upload media from your device or online media libraries on the software*
5. Add text, music, and transitions: *provide additional information and communication sentiment*
6. Record, save, and share your slideshow: *save your work on the software or as a video*



VIDEO:

How to create a photo slideshow with PowerPoint



<https://www.youtube.com/watch?v=87dj0tGfEaE&t=73s>

EXERCISE:

Imagine being at a fair on the sustainability of local food production, you have a space available with a screen on which to repeatedly show images of your company. Develop the slideshow using PowerPoint.

Useful links

- [How to make a slideshow](#)
- [Create a photo slideshow](#)
- [Free tools for slide show creation](#)



References

CONTENTS

- <https://shorturl.at/eHjFd>
- <https://shorturl.at/kGYQs>
- <https://shorturl.at/j4F5k>

IMAGES

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

