

ELEMENTS OF THE ARTISTIC SYNTHESIS IN MAKING A POWERPOINT PRESENTATION

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It is well-known that the Microsoft Office PowerPoint presentation is one of the best synthetic aids to concentrate and visualize even a piece of the complicated scientific material. Its destination is to explicate everything that is hard to explain in words to either specialists or non-specialists in a certain area of science. Therefore, the objectives of the presentation are to inform and / or to persuade the target audience; as for a student majoring in food technologies, this is a great opportunity to display oneself as a translator, a designer, an artist or a sound engineer [1, p. 95]. Nowadays, due to the rapid proliferation of the informational technologies, any academician, should it be a literary critic or a mathematician, cannot do without a well-done presentation to support a material delivered and, what is more important, to attract the audience's attention.

Popular is a method to use PowerPoint devices in composing various documents related to food and nutrition [3, p. 205] – from restaurant menus to images of novelty foodstuffs proposed by master students, especially in National University of Food Technologies. Four stages are common for all types of presentations: 1) planning the items (ingredients); 2) choosing a beautiful template; 3) edit the relevant fields; 4) print a menu. The latter is also recommended to master students, since the printed version of a presentation would be an area to put down all the necessary comments while preparing the report.

It is well worth spending time in the creation of good theses with the help of multimedia presentation, but it is equally important not to overload the audience's brains. A scientist should keep the information on every slide of the presentation to a minimum, and give the audience some time to look at and absorb this information. It is important to keep in mind that the audience has never seen these visual aids before; thence they would need time to study and to understand them: without understanding, there is no communication.

The key points of making theses in Microsoft Office PowerPoint are the following. First, there is essential to organize the scientific information in a logical way; in particular, this can be achieved by including important

information on each slide and giving each slide a title. What is quite remarkable about the slide design is that some patterns allow putting together several textual blocks or illustrations in order to set up a comparative paradigm.

Subsequently, the fonts are of no less importance in the presentations. The specialists in visual aids advise selecting single sans-serif fonts, such as Arial or Helvetica, and avoiding serif fonts such as Times New Roman or Palatino because these fonts would be sometimes more difficult to read. The majority of slide patterns in Microsoft Office PowerPoint-2007 propose the various fonts of sans-serif types, except of those mentioned above, for instance: Calibri, Consolas, Corbel, Tahoma, Verdana, Trebuchet etc. During the last two years, the domestic IT-specialists designed about thirty new fonts based on Cyrillic typeface, some of which are named after Ukrainian cities-heroes of our days (Kyiv Type, Kharkiv Tone, Irpin, Mariupol) or using the military concepts (Nastup Basic, Beware, Ermilov). Outstanding is the sans-serif font with a name Volya (Freedom), based on the elements of Ukrainian coat of arms (a trident) [2].

The selection of a font sets up several other points related to the artistic accomplishment of the presentation: to select a font for body copy and another for headlines; not to use more than four fonts in any one publication; to use larger fonts to indicate importance; to use different colors, sizes and styles (e.g., bold) for impact; to use dark text on light background or light text on dark background (however, dark backgrounds sometimes make it difficult for some people to read the text); to test the font, stand six feet from the monitor and see if you can read the slide [6].

Furthermore, the design of slides is of no less importance to create a visible image of a food product. Upon using color to show relationships between the parts of an image, the color combinations that do not work well together (for example, red / green, green / blue or red / blue) should be avoided due to the fact that blue letters are invisible on a green background, and vice versa. The best color combinations are the contrasting ones like green / white, blue / yellow, or grey / pink, providing that one of the colors would symbolize the food product discussed. For instance, green color can stand for leafy vegetables or green apples; red one for berries; yellow one for bread or beer; light-blue color can highlight the topic of frozen foods, and so on.

Replacement of a large chunk of a text may also be accomplished by the eidetic means. The use of eidetic for educational purposes dates back to antiquity: the term “eidōs” came from ancient Greek, meaning “look,” “image,” “picture,” “idea.” The ancient Greeks were sure that people think using *eidōs* – some certain images, the loss of which would cause forgetfulness [4, p. 197]. Usually the eidetic is believed to be a method useful for teaching small children, including those with special educational

needs [4, p. 199]; however, it is possible for a student or a scientist to apply it to making a presentation in PowerPoint, whatever the topic.

This method appears to be effective in a report about the biologically active substances, primarily vitamins, owing to the fact that they are metaphorically called ‘the ABC of life.’ Thenceforth, the plant raw materials as the natural vitamin sources can easily be presented on the PowerPoint slides in the shapes of letters: three carrots would compose a symbol of vitamin A, a slice of lemon would stand for vitamin C, a sweet pepper for vitamin P, respectively. On the other hand, a picture of a product or raw material, say an apple, can be a sufficient substitute for a definition of the product that should be read aloud during a report.

Once a scientist uses pictures, audio or video, one has to make sure that they are of high quality. The graphs and tables must be easy to understand (actually, they are the visual accompaniment for the spoken report). When a user imports an audio (preferably in *.MP3 format) or a video (in *.MP4 or *.avi formats) file into a slide, there appears a special icon to be clicked to activate the audio or video. For as much interesting demonstration, it is advised to locate it on some place where it is hard to see, so that the surprise effect would emerge.

As the final stage of preparing to a report, a scientist creates the separate directory on a PC in which furthermore inserts a presentation in *.ppt (*.pptx) format and the correspondent audio or video files [5]. The practice shows that the Microsoft PowerPoint presentation consisting of 5–8 slides (including a title and a final) is enough for a ten-minute report.

As a conclusion, it is necessary to note that nowadays the Microsoft PowerPoint presentation is the obligatory constituent of the master’s paper on every stage of its preparation, one of which is NUFT annual conferences for the young scientists, post-graduates and master students. Many of them, majoring in various training programs, say ‘Technology of Bread, Confectionery, Pasta Products and Food Concentrates,’ not only compose theses and reports on the very conference day, but also organize the professional tastings of their products for their teachers and guests. In their PowerPoint presentations, it would look like this:



Here we can observe the full compliance with the rules of successful PowerPoint presentation making: the background is simple yet colorful, consonant to Japanese origin of the products presented (mochi as the novelty dessert in Ukrainian market, now actively sold through the large supermarket networks like Auchan); the verbal elements are chosen and composed in a proper way (besides Ukrainian and English transliteration, the student has included a Japanese character on the first place); the quincunx order of words and pictures makes an image of a student's future product persuasive as much; finally, the sakura blossoms on the background of every slide to symbolize the Japanese culture element.

Thenceforth, learning the novelty requirements for PowerPoint presentation in creating an image of a food product, one of which is the expedient usage of artistic synthesis, is the prospective trend not just for technologists, but also for the students majoring in advertisement, marketing, edition and polygraph practice.

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