Design Summary for "International Traveling for Beginners"

Overview:

Although the myth that only 10% of Americans have ever left the country hasn't been true for over 20 years, the numbers are still low at around 42% in 2017 (Amos 2018). I didn't travel internationally until 2008 for the first time, but after traveling to over 40 countries since then, the most common remark I receive is "Wow! How do you travel like that?" The next most common questions are, "What was it like? Did you take photos?" These are all simple questions, but for most, the art of traveling and taking photos is hard to imagine if you've never been able to. I would like to share my passions of how to travel internationally and document beautiful photos along the way. My hope is that more people are inspired to share in the exhilarating experience of new cultures, food and people, by taking one picture at a time.

1. Setting/Mise en Scène and Major Characters

- This presentation is for anyone who hasn't traveled internationally before and would like to or for those who would like to travel more. In addition, I feel that this will be a good showcase of my photography skills combined with my instructional design skills for future art projects and my professional portfolio.

- This presentation will cover several different steps on:
    - Where to get your passport
    - How to check a country's visa requirements, safety & immunizations needed
    - How to find the cheapest flights online
    - Different websites to find flights
    - Different websites to find hotels/hostels/places to stay
    - Tips on getting foreign currency
    - Tips on language
    - Where to find local food, things to do and taking photos in a different country

- Although, I do not have a specific setting for using this presentation, I hope that the final product may be of high-quality to be used in any future art portfolios for myself, as well as on my base camp portfolio for the ILT program. Travel or art organizations may be interested in using this final presentation to bring in increased numbers of clientele.

2. Plot

Instructional Goals:
- I would like viewers to develop basic understanding of the multiple steps leading up to taking an international trip.
- I would like viewers to have enough resources after this presentation to choose a country to travel to, prepare proper travel documents, and find cheap flights and places to stay.
- I would like viewers to have a passion for travel photograph sparked within them after viewing my pecha kucha.

Learning Objectives:
- Viewers will understand where to look for passport and visa requirements.
- Viewers will be able to access at least three resources for locating flights within their budget range.
- Viewers will be able to access at least three different resources for determining places to stay at their travel destination.
- Viewers will understand general preparations needed for international traveling, including currency, language and things to do upon arrival.
- Viewers will be able to create a personal step-by-step guide for reaching their international travel goals after viewing my presentation.

3. Outcome [Design Solution (with referenced support), also describing how the solution addresses the project's assessment tool]

The story about my design decisions:
- Learners will access the www.travel.state.gov website to review passport and visa requirements, as well as review their travel destination's health, safety and immunization guidelines.
- Learners will input their departure city and arrival destination on their chosen dates into google.com to get a general price range for flights. Then, they will access at least three different flight search engines, such as Kayak, Expedia, Cheapoair, ScottsCheapFlights and/or Skyscanner to find the best flight for them.
- Learners will access three different websites to find the type of accommodation that they're comfortable with for their travel destination, including Hostelworld, AirBnB, Booking.com and/or Trip Advisor.
- Learners will understand that there is more preparation to traveling then simply flying there, including accessing foreign currency before they arrive, learning a few foreign language phrases, and deciding what they want to eat, see and do.
- With multiple resources offered in the presentation, learners will be able to access affordable flights, passport (if needed), visas, accommodations, and things to do upon arrival.

- How the project achieves specific project requirements:
  - For my presentation, my project achieves the pecha kucha format by being limited to 20 slides, each 20 seconds for a 6 minute, 40 second presentation.

- How my pecha kucha presentation follows **CARP** (Contrast, Alignment, Repetition, Proximity) guidelines:
  - **C**ontrast: My focus on contrast is clear throughout my presentation by primarily using the background color black with the color white for my text. My opening slide differs slightly compared to the rest of my presentation as a white background with black text showed most clearly given the photo's background. For the remainder of my slides, I use a black background with easy-to-read white text. Even slides without text, have black background so that, in contrast, the viewer is focusing on the photo image.
  - **A**lignment: For slides with no text, the photo image is central on the slide consistently. Otherwise, I aligned the photo image primarily to the left with text on the right side of the slide frame.
  - **R**epetition: Again, my contrast with black background and white text is consistently repeated throughout my presentation. Slide alignment is repeated. On the handful of slides that I utilized four images to display multiple scenarios, the photo images have the same layouts with four photos having a full slide layout. Text sizes remain consistently the same type of font and size throughout my presentation.
  - **P**roximity: On slides with only one photo image, I maintained consistent negative space, centralizing single photo images. My margins/negative space remain the same slide-to-slide, only differentiating for vertical versus horizontal photo images, and the slides with four photo layouts on them.

- How my presentation addresses specific Presentation Guidelines created together as a class:
  - *Color Theory through complimentary colors:* My contrast of black and white throughout my presentation is eye-catching and simple. The white text acted as my accent color, per Robin Williams's Design Principles (Williams 2008).
  - Turn words into pictures-Lead the eye: Nancy Duarte's Resonate focuses on making your images have a large impact and therefore, not needing additional text. I primarily used images throughout my presentation with minimal text, letting my photos speak for my travels and adding credibility to my presentation (Duarte 2010).
  - Select images for emotion and power to carry story: Garr Reynolds's rule of thirds for visual balance is exhibited throughout my photo slides and I am very aware of this from my years spent as a photographer (Reynolds 2009).
  - Images support meaning: In Heath & Heath's Making Presentations Stick, photos should match text/narrative. Throughout my presentation, I made sure to match my narration with specific travel photos and/or text resources (Heath & Heath, 2008).
  - Use dark background color for large keynote presentations: Garr Reynolds expanded on presentation design by stating that darker slide background should be implemented to

make sure background light doesn't affect slides, as well as to ease the strain on viewer's eyes by implementing good contrast. Throughout my presentation, I had black backgrounds with white text to offset the dark background (Reynolds 2009).

These are a handful of our presentation guidelines that I followed, in addition to others.

- Share how our readings/viewings have influenced your design; include the citations.
  For the Presentation project: Duarte, Heath & Heath, Medina, Reynolds, Williams

  ○ Robin Williams's design guidelines for the non-designer helped me learn CARP (Contrast, Alignment, Repetition, Proximity) guidelines in simple terms with visuals so that I could apply them to my projects in this course thus far. Reading about each CARP guideline taught me about most effective colors to use visually, that consistent design and appealing alignment will grab your audience's attention. Negative space is necessary, but it's really about how you use it and what is most effective and consistent from visual to visual. Again, I used black and white contrast, aligned my similarly-designed slides in similar ways, repeated visual slide concepts throughout my presentation, including font and used negative space to input my limited text/data figures (Williams 2008).
  ○ Garr Reynolds gave me the guidelines for creating full visuals on my slides, as well as limiting text (having minimal text, perhaps with data figures only to catch the audience's eye). I didn't have bullet points, but I had minimal text with data figures and only resource website URLs rather than my entire narrative (Reynolds 2009).
  ○ John Medina taught me how the human brain works visually, with attention spans and specifically with our vision or focus on visuals. I mainly took away from this reading that most people have short attention spans and focus on the visual, so how can we aim our presentations at these bodily reactions to hook the audience the most. I know I need to get my point across quickly and in a simple, straightforward manner with photos and direct speech. I feel that my visuals spoke for themselves in my pecha kucha (Medina 2008).
  ○ Nancy Duarte taught me about the S.T.A.R. (Something They'll Always Remember) moment in every presentation and that it could be a memorable dramatization like a skit/story, a sound bite, evocative visuals, memorable storytelling or a shocking statistic. I tried to tell personal stories in my pecha kucha and thought that my data about Americans who hold passports and where the top 2019 travel destinations are were hopefully memorable (Duarte 2010).
  ○ Chip Heath & Dan Heath taught me that you should not give surface presentations, but that you need to include concrete story examples to give credibility to your story. They also touched on how to focus on a main topic and not just throw a bunch of ideas together. Dream big and guide your presentation with a large, main point rather than sidestepping the topic. I tried to parachute into my pecha kucha with conviction that

traveling is what everyone should be doing. I did give lots of information on how to do it, but I hope that the concept is what stuck (Heath & Heath 2008).

4. Preview [Formative Feedback]

The following were my formative questions that I asked my peers for feedback on:

1) *"Is my narration clear? How can I improve on my narration script and/or particular parts of my speech? Does my speech flow throughout the presentation?"*
    - I asked this question because I've had issues with my audio sounding clear in the past. However, I JUST bought a new professional microphone for this recording and future recordings, so that is exciting. I wanted to make sure that I wasn't mumbling in my narration and that viewers could understand me through crisp, clear audio.
    - I knew that my script that I had written out was a little uneven in timing and I tend to be on the lengthier end in my writing when I can be more precise. However, it's difficult for me to be concise on the first or second try almost always. I also wanted to know if my slide topics flowed because I input slide topics out of order when I was brainstorming. I was hoping that my peers would let me know if I needed to reorganize my slides or cut down on my narration in any specific spots/slides.

2) *"How can I make my slide images be in line with CARP guidelines? Are there any particular slide images that I need to tweak?"*
    - I asked this question as I feel I'm still making CARP guidelines come naturally to the forefront of my mind. I also knew that following CARP guidelines is part of the graded assessment tool, so I wanted to know if there were specific slides that I should fix or general fixes needed.

3) *"What are the other areas of improvement that I can edit for my final pecha kucha? What works well in my presentation currently? If this was your presentation, what would you change for the final version?"*
    - I wanted to follow-up with a more general question that could encompass any glaring issues that I didn't see myself. For example, if overall the narration was "off" or I needed to replace certain photos or learning objectives.
    - I also tend to see peer reviews as "what's wrong with my presentation", so I started implementing the question of what works well, so that I can attempt to replicate the areas that I do well.
    - Lastly, although I believe that I have my own unique aesthetic, especially when it comes to my photographs, I am always interested in what others would do on projects given the same topic. I often compare my level of a project to my peers as I feel that we should be performing at somewhat similar levels. I was hoping to get some new ideas with this question.

Peer Feedback: (Only two of my three peer reviewers gave me feedback)

I did ask what the best tool to use for recording slides and narration was besides Screen-o-matic, which I used for the first time, but you couldn't edit it after the fact. Both my peers had used the same program, but they gave me the idea to review some other tools and I ended up swapping to PowerPoint's narration, which worked well since you could re-record singular slide narration repeatedly.

MY FIRST REVIEWER: (I've included my comments in the purple text below)

"I did the same thing with Screencast-o-Matic, but you CAN download your video. When you are done recording, click done. Then you will see a pop up that says options. You can choose to upload to YouTube, upload to Screencast-O-Matic, or Save as a Video File. Click on that last choice. Your video will download into your computer and you will get that popup that allows you to name your file. The main issue I have with screen casting is that you will need to talk at the same time you are manipulating your screen. I could probably do that for a short tutorial, but not one where I must time the movement of slides for 20 seconds, AND time what I say as well.

I was able to download my Screen-o-matic video, I just couldn't edit it afterwards. I disregarded this feedback, but took the PowerPoint feedback to heart below.

I would suggest using PowerPoint. And I only just found out that PowerPoint has a video making capability doing this project. Prior to this year, I have only used the Libre Office on my PC which is open source and similar to Microsoft. This is how I did it. Create the slides. Record the voice for 19.5 or 19 seconds (as soon as you click to the next screen you use up half a second) For this project, the timing of the narration took me 4+ hours, trying to get the tutorial info within the time constraints. On the PowerPoint click on insert and to the far right there is the icon to import audio. Make sure the setting for the audio is on automatic and hide the clip when recording. Import all your audio clips per slide. When done, go to the Slide Show tab. Click on Record Slide Show. You will have a screen with arrows to move the screen forward. Your voice will guide you to advance each slide. When you are done, go to File, save at it will give you icons where one option is to save. I chose the medium resolution, too high and it won't upload into Canvas. I could have saved myself hours of work if only I knew this before I started.

1. Is my narration clear? How can I improve on my narration script and/or parts of my speech? Does my speech flow throughout the presentation?

Your narration is clear, although you pack a lot of information into some slides so it seems you picked up speed. I like how you used inflection to add interest, but if you focused on the objective, the conversation might be trimmed on slide two so you can use some of that time to talk about traveling on a "tight budget". You said from $40 to $100 a day, but I did not see an example. Perhaps you can offer an example of a bed and breakfast? Or camping in the great outdoors? Or maybe just leave the focus on the "on a tight budget" rather than naming a dollar amount and let the viewer interpret. Is the statistics about owning a passport as important as where to apply for one?

I could hear my narration being too quick in some slides of my draft, also. I trimmed down about 70% of my slides by either removing a few transition words or a sentence in some cases. I disregarded the comments of talking about traveling to a specific place to give a budget for one country since I felt that this would limit my presentation. My goal was to give a general presentation that would allow viewers

to feel excited about traveling to anywhere. Additionally, there wasn't really time to focus on one country's specific with the pecha kucha format and all of the information I wanted to cover.

2. How can I make my slide images be in line with CARP guidelines? Are there any slide images that I need to tweak?

In terms of contrast, your slide with the top destinations has that element. Your images are aligned and proximity example can be seen in your slide of money. Maybe an example of repetition could be images with you in them or a pair of hiking boots in the corner of each slide. I would like to have seen at least one example of where you went and how much it cost to either get there, or spend the night, or maybe what a typical "local food" is. It doesn't have to be extensive examples, maybe just one that would get me interested in going to a particular place you went.

You had some really great pictures but I did not know what country or city, mountain range I was looking at. Are we allowed image identifiers on a Pecha Kucha? All the transportation images were so colorful, but what country were those type of transports from? You might want to restrict the images to no more than 2 per slide. The same for the food,

Again, a specific destination was too limiting for my presentation, I felt. The suggestion of placing boots or an emblem in each corner of the slides seemed like it would be an unprofessional addition, so I disregarded. By identifying each picture for what country it was taken it, I think it would have distracted from my presentation, as well as taken up slide space. In my opinion, different photo examples from various places lets the viewers imagination wander and drives my point home.

3. What are the other areas of improvement that I can edit for my final Pecha Kucha? What works well in my presentation currently? If this was your presentation, what would you change for the final version?

Like I said earlier, I'd like to see you in the countries, it will lend veracity to your slides. One particular slide I would suggest you replace would be the airplane wing and clouds, with all the links to travel sites. Maybe one link can be useful a simple search by the viewer will bring up all the other links I don't think you need to list most of them. Which one do you usually use, and why might be the one you choose to display on the image and tell the audience about. If this were my presentation, and if I was the world traveler, I would have more selfies in the slide show and tell one thing about each country that would make my audience want to go there."

I included myself in a handful of selfies and didn't feel like it was necessary to input myself in ALL my slides and photos. Clearly, my photos were personal photos and I was instructing the viewer for the first half of the presentation on logistical instructions, which mainly required screen shots and URLs.

MY SECOND REVIEWER: (I've included my comments in the purple text below)

"I think your presentation is wonderful! I just got back from my first international trip and this gave me the bug to travel all over again! This was very informative and I was engaged the entire time. Please see my feedback below:

I used PowerPoint slides and the Screen-o-matic screen recorder for the first time. Apparently, unbeknownst to me, it doesn't let you go back and edit nor does it save your project. That's a bummer since I'll be redo-ing everything for my final project. What is a better free system or method that you recommend instead?

Unfortunately I have only used screencast-o-matic. Have you thought about using Zoom or recording the audio separately from your presentation? If you have a Mac you can upload your PowerPoint to iMovie and then record the audio over it.

I did review Zoom to see if it would work, as well as my beloved Adobe Spark. Since I have a PC, not a Mac, I ended up using PowerPoint, which worked well.

1) **Is my narration clear? How can I improve on my narration script and/or particular parts of my speech? Does my speech flow throughout the presentation?**

I thought your narration was clear and crisp. The sound quality was great and you also had a very even voice level the entire time. Your tone and inflection was nice because it showed your passion for travel. Your narration flows throughout the presentation. I think that if you are worried about going a little over on the time for a Pecha Kucha presentation, you may want to narrow down some of the personal additions. I thought they really added to the presentation especially because you have such great travel experience! However, to stick with the timing you may want to revisit the script just a little.

This feedback confirmed that my narration was done well. And, actually, I feel that my draft narration was better than my final product when I swapped microphones and tools. This also confirmed for me that I need to trim down my narrations to fit into the pecha kucha timing.

2) **How can I make my slide images be in line with CARP guidelines? Are there any particular slide images that I need to tweak?**

The nature of your presentation is very simple and photo oriented. The black background and white text was great for the contrast. Your style is repeated throughout the presentation, and the use of your own photos added a lot of credibility to your presentation! The only thing I thought could be changed a little in terms of CARP was the format of the website names. The grey color against the colorful photos and black background seemed dull in comparison, and I'm wondering if bolder, brighter text would help them stand out more or a pop out shape such as a text bubble on the slides.

This feedback verified that my contrast was done well and that my slide photos didn't need to be edited. I had felt confident about my photos originally with the exception of a couple of slides. I did change the blue URLs on my slides and made them white text without the URL underline. I think they look much better and it was a good suggestion.

3) **What are the other areas of improvement that I can edit for my final pecha kucha? What works well in my presentation currently? If this was your presentation, what would you change for the final version?**

The use of personal images in your presentation is what I feel makes it most engaging. On the slide with the world map and red dots of the places traveled, I think it would be nice to add photos of the example locations you mentioned to give your audience a visual of the different places around the world. These could be placed around the border of the map with arrows or

lines pointing to their location on the map. These are very specific improvements, but overall I really think you did a nice job with your presentation!"

I also implemented this suggestion for my world map slide and I input red arrows and labels for the locations that I talk about in my narration. The world map is my own personal pin map of places I've been, but they're hard to see in the photo. The place additions make it more engaging.

5. Epilogue [Design Lessons Learned]

I learned to test out any instructional design tools before I complete full projects on them, regardless of if they're draft projects. I thought I had done my due diligence by reviewing all suggested tools for recording narration/slides, but the end draft product of Screen-o-matic wasn't useful since I couldn't edit my video after saving it the one time. I ended up using the simple-to-use PowerPoint, which was what I should have started with. Next, the project itself also took me much longer to complete than I had anticipated. I had a large project scope that I had to edit down, and I combed through years-worth of personal photos, as well as needing to create new photo set-ups specific to some slide topics. I will organize my own project timeline better next time, giving myself extra time. I learned a little more about contrast as I had website URLS previously in my presentation slides and I was advised to change the color. After editing the contrast of black background and white text throughout my presentation, it was easier to read and flowed better. Overall, it was a good experience to have to practice the narration, video creation and timing of a pecha kucha presentation and I'm happy with the end product.

6. Bibliography (Pecha Kucha & Design Summary)

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7. Project Checklist

Please fill out the checklist , indicating that all project elements are completed.

Checklist for Presentation Project

Completed?	Project Element
Yes	Rich with instructional value and designed to help learners achieve learning objectives
Yes	Adheres to the structure and timing requirements of the presentation format (e.g., 20 images/slides, 20 seconds per image/slide for a pecha kucha)
Yes	Adheres to the co-created *Our Presentation Design Guidelines*, including effective use of visuals and narration/sound
Yes	Follows the CARP design recommendations
Yes	Attends to basic textual design issues: spelling errors/typos, line lengths and breaks, punctuation and capitalization consistency, and elimination of orphaned words and centered text (only used for headings/titles)
Yes	Avoids bullet points, pre-defined templates, clipart/cartoony visuals, and overused images in favor of your own visual creations and photographs
Yes	Reflects revisions based on peer reviews and instructor feedback