

King Street Theater Project

Course Title: Business Communication Instructor: Ms.Middleton Assignment: King Street Theater Project Time: 90 minutes

Standard: BMA-BC-9 Master presentation software to create, edit, publish, and deliver professional appearing business presentations

Objective: In this project the student assumes the role of an intern at the King Street Theater. The Theater's owner asks the student to create a presentation that can be played prior to the start of the movies. The student must gather information, plan the presentation, and then implement it using Microsoft PowerPoint.

Project Tasks

Lesson 1: Your Internship

In this lesson students are told they are working as an intern at a local movie theater called the King Street Theater. They are introduced to the owner and other employees of the theater.

Lesson 2: Your Task

In this lesson the Theater owner gives the students their task, which is to create a presentation that will be played before the start of each movie. The owner explains various aspects of the presentation such as the objective, tone, look and contents. Also, students gather information that needs to be put into the presentation. The students should take notes throughout this lesson so they can use the information while implementing the presentation.

Lesson 3: Presentation Plan

In this lesson, students decide on the slide order in the presentation and then plan the content of the slides.

Lesson 4: Implementation Overview

In this lesson, students are told about the Assessment Rubric. They should have a hard-copy of the Rubric before continuing. They use the Rubric to evaluate their work throughout the remaining lessons.

Lesson 5: Implement – Create Basic Presentation

In this lesson, students first choose a theme and background for their presentation. The students then

create all the slides for the presentation (at least nine) and fill the slides with text. The student should choose multiple slide layouts to best match the purpose of the slide.

Lesson 6: Implement – Improve Presentation

In this lesson, students improve the presentation by adding media, such as images, sound, and WordArt to the presentation. Students can also improve the presentation by adding animation and transitions to the slides.

Lesson 7: Implement – Review and Revise

In this lesson, students do a final review and revision of the presentation. When students are finished they should alert the teacher that they are complete, and then share their project with the teacher according to the teacher's instructions.