



Motivating through Images: Powerpoint Presentations in the Classroom

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Abstract

Contemporary society is full of interactions that constitute one of the major features of the global world. The school, in a global and complex context, has been considered not as an independent space, but a place inside other places that also interact with each other.

The classroom is, in itself, a space with a frequent intersection of codes between formal and non-formal knowledge and where kids, that we caricature here as "youtube" generation, have new ways of seeing, feeling and understanding. It is a polychronic generation, with an aggressive visual culture, with a "just-in-time" knowledge, living within technologies, driven to a new and very interactive knowledge. One of the major challenges for teachers is appealing to students' motivation and the construction of dialogues, through new methods of visual language.

Images are essential in the educational practice, as it is essential to identify these images with the universe of visual content that stimulates students everyday. A picture properly selected and well presented by the teacher can transmit a message quickly and objectively. The suitability of a particular photograph or illustration in a presentation may encourage awareness and sensitivity of students, and the process of assimilation and retention of information of an image happens so emotional and subliminal, faster and more permanent than a word.

The intention here is to present a set of visual communication techniques that may help teachers to gain the motivation of students, allowing a better manipulation of images and content in Powerpoint presentations in the classroom. This communication serves also to illustrate some graphic strategies and management content for greater efficiency in a Powerpoint presentation, including the relations of balance, color, forms, dynamic, contrast, alignment and lettering.