The learning objective of the scenario is how to create a creative, short presentation that represents an entire middle school in a dynamic and attention-grabbing manner to the students, parents, and community involved with that middle school. In order to accomplish the learning objective, it is necessary to follow these process steps: first, speak with the principal to bring out some clues (or outright demands) as to what he/she has in mind; second, determine which Web 2.0 tool(s) would best accomplish the creation and viewing of the presentation; third, after creating a preliminary design or flow, speak with staff to get their input on what you have in mind and draw out their vision of the project; and, fourth, create the first draft of the presentation. Process continues as you get feedback on your draft and gather more materials/artifacts to complete the presentation. Involving staff members at crucial points of the process will help ensure a successful and well-received product as well as giving them a piece of ownership and pride in the presentation. Once the presentation has passed all approval and completion phases, it is then necessary to test how the presentation will be projected/viewed and any staff that will be running the equipment needs to be trained in the specifics of how to setup and run this presentation. During the viewing, it would be wise to stay close in case an unforeseen and therefore not planned for situation should occur.

Collaboration points include:

* Hold meetings with top administration for the assignment and to fine-tune my understanding of how they envision the end product turning out.
* Bring the skeleton product to key players in the school – likely to be department heads and administration.
* After revising and modifying to address concerns/desires of key players, work with staff to create/access artifacts that may be used to enhance the presentation taking care to address staff concerns/desires whenever possible to create/continue an environment of teamwork and community.
* When work is close to completion, solicit feedback from assorted team members and make appropriate modifications.
* After completion, work with relevant staff members to practice operating the equipment/software that will allow the presentation to be seen by visitors to the open house.
* During the open house, make myself available to the staff responsible for presenting the finished product in case of questions or issues.
* After the open house is over, it is important to debrief by getting feedback from a variety of sources including: parents, students, community members, teachers, staff, and administration. In addition to learning what to do/not do next time, this is also an opportunity to find outlets in which to make use of the presentation so that it lives on and continues to enhance the school community.

While all these collaboration points will help make the presentation produced better, the only “required” collaboration would be that of me with the principal to receive the original assignment, but using only that one piece would be akin to creating a product in a vacuum with no input or vision from anyone else being represented by the presentation and could result in a hostile environment rather than a caring community.

A presentation tool accomplishes the objective by allowing a personalized, dynamic and creative product to be produced and “presented” for others viewing pleasure. I used Prezi as my presentation tool and it allowed me to include audio clips, video clips, images, and movement to create a presentation that should keep the viewer interested long enough to view the entire piece. Individual segments were short and easy to wait through if they didn’t apply and important, dry information was interspersed in creative ways for the viewer’s benefit. With today’s society becoming more and more tech-savvy, there seems to be a lessened tolerance of lecture-style presentations and a higher demand for access to information beyond the immediate moment of dissemination. The presentation I created could be added to an e-newsletter, website, or wiki to be viewed off-site for those who missed the event or who wish to see the presentation again without having to sit through a second viewing at the event (if there even is a second viewing!) Additionally, the presentation could be modified to create smaller pieces that could be used independently of the whole product or could have additional detail added to address a particular or different audience.

I think it is important to look beyond the singular request and try to create a product that is useful for more than just one event. I started out with a very intense framework that provided for lots of details and then broadened the presentation. Having collected lots of details, my original presentation can now be used in a myriad of ways just by cutting out the viewing of individual pieces. For example, on the “specialists” frame, I still have the information about the different clubs and events in each area but they are unobtrusive. I could pull just that frame and include all the smaller frames of information as a presentation that could run on the morning announcements if the school were equipped with a school-wide video system for morning announcements. I may have invested a little more time than was necessary for a bare-bones presentation but, in the end, I have a multi-functional product that requires only minor changes to recreate itself as a new view on “our school”. The most difficult piece of this assignment for me was not the tool – I love Prezi! – but the vagueness of creating for a mythical middle school. I find it easier to create when I understand the framework within which I am creating and when the product will be used and be useful to my school community. I took on the challenge of incorporating podcasts and voiceovers that I became acquainted with last week and would have included some video elements of my own creation had I had more time to devote to the project especially if the mythical school was less mysterious and possibly even one that might appreciate my work.