

Peer Evaluation

Criteria	Travel Agent Presentation
<p>Are all slides accurate? E.g. Spelling, punctuation and grammar.</p>	<p>No, there is no use of capital letters when necessary on the first slide at all.</p>
<p>Is the presentation plausible? E.g. Does the data relate to the purpose?</p>	<p>Yes, all the information and images are plausible; everything in the PowerPoint presentation has something to do with the topic.</p>
<p>Is the presentation target the correct audience? E.g. Pupils 11-16 years old.</p>	<p>Yes, I think the presentation does target the correct audience, which is adults, as there is a good amount of information on the PowerPoint.</p>
<p>How effective is the colour scheme? Have they made use of a master slide?</p>	<p>The colour scheme is very boring, the background is plain white which doesn't draw the customer in and they have not used the master slide at all, they should make sure to use this when improving their PowerPoint so every slide is the same colour scheme and uses the same style font, etc...</p>
<p>Does the presentation contain simple presentation and formatting techniques? E.g. bold, text alignment, colour, fonts, word art or borders, autoshapes, simple tables or Simple bullets or numbering</p>	<p>The presentation does contain very simple presentation, but it is too plain, they will need to introduce colour. Although, the presentation does contain text, images, autoshapes and simple bullet points to present the information on each holiday.</p>
<p>How effective is the layout? E.g. do you think that it is cluttered? Do you think there is too much information on each slide?</p>	<p>The layout is terrible. The pictures and autoshapes are everywhere, the page is cluttered with images when the centre of the slide is still blank. They will have to organise their images better to improve. It also includes no logo for the company, this is needed so the customer recognises the company from their website.</p>
<p>What is your overall impression of the presentation?</p>	<p>My overall impression of the PowerPoint presentation is that it has potential to become a great PowerPoint. If they add more colour and organise their work better, it would surely draw the customer in to buy the holidays from their website 'Davies Direct.'</p>