

Muinín Catalyst STEAM Education for Sustainable Development and Futures Literacy

SDG14 The Future Of The Ocean



SDG14 Media Communication

Programme Phase: Phase 3 - Implementation

Micro-Module 7 Media Communication

Subject Areas: Climate Action and Sustainable Development, Design, English, Enterprise, Geography, Science



SDG14 The Future Of the Ocean

Micro Module 7: Media Communications 3



SDG14 Future of Ocean Health: Media Communication 3 - Pecha Kucha Presentations

Micro-Module 7: Implementation

Subject Areas: Climate Action and Sustainable Development, Design, English, Enterprise, Science

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17 PARTNERSHIPS FOR THE GOALS



Micro-module Summary: Media Communication

Media communication is a supporting micro-module that links into the project-based learning modules that use local places to enable learners to gain knowledge and skills around contemporary issues of sustainable development.

The main modules have a year-end goal which encourages linked learning, project management and Implementation of a project linked to the SDGs and real-world scenarios

This micro-module offers media micro-projects; video, poster, presentation and audio, that can augment project-related assignment pieces or extended as stand-alone projects.

In this Module, the learner will:

- develop skills of organising, planning, and producing media outputs
- develop awareness of the basics of media production
- practice problem solving and critical thinking skills as individuals and part of a group
- build transferable skills and capacity that will support learners to share any media they produce, whether in their personal or professional futures
- be introduced to tools and methods for media production

Materials

- Lesson plans
- Accompanying resources
- Optional assessments
- Skill support resources
- Internet Access required

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MM7: Media Communications 3



SDG14 Media Communication 3 – Pecha Kucha.

This micro-module introduces the Pecha Kucha (means chit chat in Japanese), a presentation format that encourages presenters to be concise and use the relationship between image and text, 20 slides with a 20-second time limit per slide – 400 seconds. Ideally, this micro-module is delivered as a micro-project but can be used as an extension to other projects. The micro-module has 2hrs of contact time to introduce and begin planning the learners' Pecha Kuchas, with additional self-directed learning as required to complete and deliver their Pecha Kucha's after lesson 2.

External Expertise

The original Media Communication modules were developed through the research project led by Dr. Mckeown CoDesRes ([Mckeown et al, 2022 -23, Watch Highlights](#)) and then iterated (2022 - 23) by Dr. Anita McKeown, FRSA, FIPM, MEI. Anita is an award-winning film-maker, artist|scholar and STEAM educator, co-designing values-based leadership through education and community processes. She works at the intersection of art, equitable placemaking and technology: open-source culture and Technology (ethical and ecological implications) and STEAM education, across a range of interdisciplinary projects, processes and partnerships

Using the Resources:

If you wish to use these resources, we can offer an induction and online support throughout the module to help you plan integration into your projects and timetable. To register for this option, please contact hello@futurefocus21c.com For more information on the resources please visit www.muinincatalyst.com

Setting up an online learning environment for the lessons on this module:

Our lessons integrate the use of virtual learning environments. To ensure seamless use of our lessons, a module should be set up on your school's virtual learning environment such as Teams, Google Classroom, etc. Learners are encouraged to upload documents to share with their peers. If your virtual learning environment does not support document sharing, we recommend OneDrive or Google Drive.

You can also use Google Sites or Microsoft Sway to encourage learners to present their work over the year - this can easily be set up to reflect the aims of TY and provide a showcase for their work as well as assessment tool.

Setting up a Canva Education account.

As our lessons integrate design, our lessons also refer to Canva. Educators and schools are able to open a free Canva for Education account by registering here: <https://www.canva.com/education/>

Canva for Education provides primary and secondary school teachers and students with premium features and templates. You can then also set up lessons and invite your learners to the class.

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MM7: Media Communication - Pecha Kucha References

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Videos

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- Practical Psychology (2017) HOW TO Give a Great presentation - 7 Presentation skills and tips to leave an impression. Available at: <https://www.youtube.com/watch?v=MnIPpUiTcRc> (Accessed 4 May 2024).
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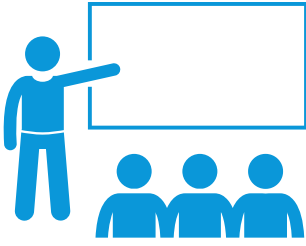
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- Weaver-Hightower, Marcus (2014) How to make a pecha kucha. Available at: <https://www.youtube.com/watch?v=32WEzM3LFhw> (Accessed 4 May 2024).

MM7: MC3 L2WS PECHA KUCHA ANALYSIS



Pecha Kucha (pe cha ku cha) means 'chit chat' in Japanese and was devised as a presentation format to get presenters straight to the point.



Team: _____

Date: _____

1

Watch the following presentation and answer the questions below
<https://www.youtube.com/watch?v=jJ2yeplaAtE>

- What did you like about the format?
- Was there anything you didn't like or thought was boring?
- What stood out most for you about the presentation?
- Does this feel easier or harder as a format for a presentation?

2

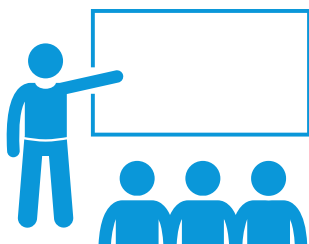
Visit www.pechakucha.com and select 2 contrasting presentations. Use the questions in box 2 and 3 to make notes about the presentations.

Peach Kucha #1 Title: _____

- What was the presentation about?
- What stood out to you about their images?
- Did the image and words work well together?
- What did you learn from the presentation?

MM7: MC3 L2WS PECHA KUCHA ANALYSIS

Pecha Kucha (pe cha ku cha) means 'chit chat' in Japanese and was devised as a presentation format to get presenters straight to the point.



Team: _____

Date: _____

3

Pecha Kucha #2 Title: _____

- What was the presentation about?
- What stood out to you about their images?
- Did the image and words work well together?
- What did you learn from the presentation?

4

Think about your answers above - use them to start thinking about your presentation.

- Who is your audience - think about their age and interests or what might interest them about your topic.
- What style will you use - drawings, photos, collage?
- What information do you want them to know?



Your task: Create a basic Pecha Kucha on your game and its development

**20 SLIDES X 20 SECONDS =
6 MINUTES & 40 SECONDS!**

You can access Powerpoint through Office 365

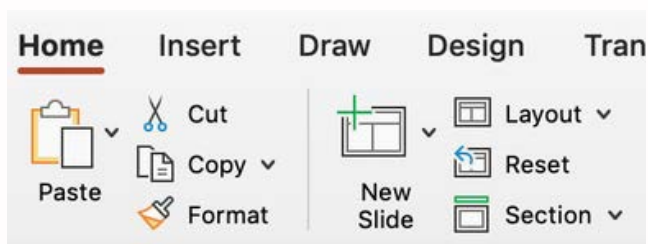


- **How to make a Pecha Kucha [7:02 mins]**

<https://www.youtube.com/watch?v=32WEzM3LFhw>

- **Using powerpoint for a Pecha Kucha [4:26 mins]**

<https://www.youtube.com/watch?v=q0XWIPbXmVY>

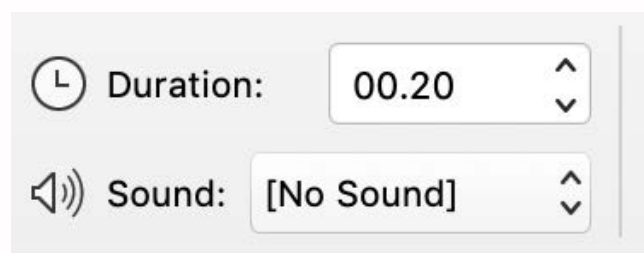


1. Open PowerPoint. In slide view, right-click on the first slide on the left and select 'Layout' then 'Blank' on the dropdown menu. This creates a blank canvas.
2. Right-click again on the slide and select 'Duplicate'. This creates another slide just like it.

3. Since the duplicate command is already in PowerPoint's memory, use the shortcut Ctrl-Y to repeat the duplicate (or just right-click duplicate again)

18 more times, for a total of 20 blank slides.

4. Use Ctrl-A to Select all slides in the left, and then go to 'Transition', advance slide and set it to 20 seconds. If you didn't select all slides then apply timing to all slides



5. You can also select transition styles and speed here. The simplest is the best. Maybe nothing more than a simple fade, particularly as you only have 20 seconds per slide.

Tips on creating a Pecha Kucha

- Most important, keep it simple as you have less than 7 minutes. Focus on the most important points.
- Remember your slides should be images only with your text spoken / read out.
- Your images - You can resize your images to your liking. Best is to fill the whole slide with your image unless you have a reason for using space e.g. emphasising something.



- Also limit the text on your images and superimpose your text over the image use colour to make your text stands out.

Free presentation software

- <https://prezi.com/>
- <https://www.canva.com/>
- <https://www.libreoffice.org/>
- <https://pc.wps.com/>
- Google Slides - <https://www.youtube.com/watch?v=dYOLZuw-b00>

DON'T FORGET

**20 SLIDES X 20 SECONDS =
6 MINUTES & 40 SECONDS!**

Getting Free images

In public domains, such as Wikimages or Pixabay, often you just have to credit the photographer or they are free for non-commercial or educational use. Remember to check and credit!

- <https://pixabay.com/>
- <https://www.flickr.com>
- https://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources
- <https://blog.hubspot.com/marketing/free-stock-photos>
- <https://blog.snappa.com/free-stock-photos/>
- <https://www.pexels.com/>

Examples of Pecha Kuchas

- <https://www.pechakucha.com/presentations/daily-acts-of-creativity>
- <https://www.pechakucha.com/presentations/random-acts-of-courage>
- <https://www.pechakucha.org/cities/dublin/presentations/fenced-in>
- <https://www.pechakucha.com/presentations/changing-the-rules-of-our-reality-with-technology>
- https://www.youtube.com/watch?v=FHuB4my_UT4
- <http://www.pechakucha.org/presentations/time-based-art>

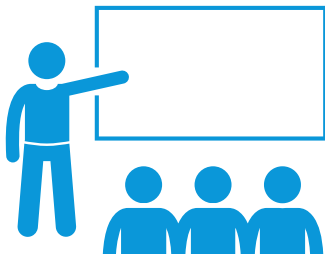
Remember to share with your peers anything that helped you and your group.

- What tips would you add?
- How would you explain to someone what a Pecha Kucha is?
- How would you explain how to design a Pecha Kucha?



MM7: MC3 L2WS PECHA KUCHA OUTLINE

Pecha Kucha (pe cha ku cha) means 'chit chat' in Japanese and was devised as a presentation format to get presenters straight to the point.



Team: _____

Date: _____

Planning Your Slides

What are the most important things you want people to learn from your presentation? Use the boxes to help you plan your outline.

1 Slide 1: Greeting and introduction.

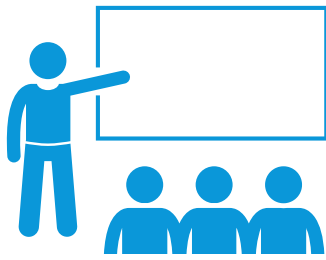
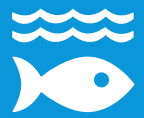
2 Slide 2: Introduce the problem or your topic.

3 Slide 3 - 18 : The core content of your presentation.

MM7: MC3 L2WS PECHA KUCHA OUTLINE

Pecha Kucha (pe cha ku cha) means 'chit chat' in Japanese and was devised as a presentation format to get presenters straight to the point.

14 LIFE BELOW WATER



Team: _____

Date: _____

4

Slide 3 - 18 continued : The core content of your presentation.

19

Slide 19: Conclusion - Start to talk about the main message you want to leave with your audience. End with a strong image and thank your audience for listening.

20

Slide 20: References - It is important to reference all the sources you used for the Pecha Kucha. This includes all images, and websites that you used to get your information from.



1. Start With an Outline - All presentations should start with an outline

What is an outline – this is the structure of the story you are going to tell. Stick to one idea per slide then have 1 or 2 sentences about that idea / slide – Remember you have only 20 seconds per slide.

- Use the points below to help you order your outline.
- Think about how many people are in your group.
- Think about how many slides that is each per person.
- Divide your content between your group.
- You should always have an introduction slide.
- You should always have an summary slide at the end.
- You can use paper, post-its, the outline function in Powerpoint, a digital notebook, or Microsoft Word to plan your presentation.



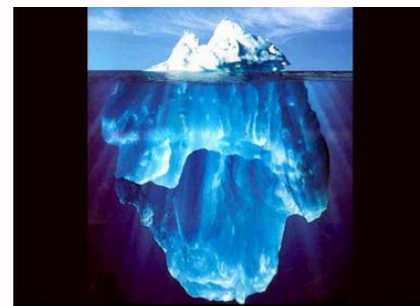
2. Tweak Your Outline

- Play around with the order of your information and slides to tell your story. Remove details or slides if they don't help you say what you want to say.
- You might separate some of your sentences / ideas or combine them depending on what you want to say - you only have 20 slides x 20 secs each slide.
- Think about your audience. Try to make it interesting for them. Keep playing with the order of your ideas and your story / message.

3. Make your template and add your pictures

Once you have your 'story' then find strong visual images for your 20 slides that help tell your story. Work together – think about your image choices and how they fit with your text.

Let your images be the tip of the iceberg – as presenters you will explain what's 'behind' your image.



- You will have to import images into your Pecha Kucha template - instructions are in the Pecha Kucha planning guide.
- You should limit the text on your slides – try to keep them as only images / graphics or images / graphics with titles.
- The most successful Pecha Kuchas don't use much if any text. No more than 5 words per slide is a good reference.



4. Practice - Practice as much as you can. And practice again.

- Speak your text out loud with your slide show running more than once and time it – you will see that even with your 1 or 2 sentences per slide you might have too much.
- Keep practicing your slides with the text you want to speak – do they tell your story well? Keep re-doing them until you are happy.

'The 7Cs of Effective Communication': [2:27 mins]
<https://www.youtube.com/watch?v=xXz1oZONUIM>

- You can also have a number of slides for each idea or sentence to help slow things down or improvise. Be careful when improvising – it is easy to run over time.

Tips on giving oral presentations [2:06 mins]
<https://www.youtube.com/watch?v=QKOO99UjsSE>

5. To Animate or not?

- Animations and transitions can be distracting and also mess up your timings. General advice is not to animate as the slides are only 20 secs long.

6. Practice your masterpiece again

- Yes, time to practice again. With less than 7 minutes to present, you can afford to practice more often. The slideshow runs automatically so you will run out of slides or have images that do not connect to your ideas / spoken text if you're timing isn't right.
- Remember add your own personal flair, humour, and interest.
- Oh, did I mention practice?

7. Finally, don't forget your audience! Make eye contact, be warm, be human.

