For your final assignment in this course, you will prepare a comprehensive reading deck in which you will transform the material from your final individual oral presentation into a written document. Your final deliverable will be a 10-20-page reading “deck” created in PowerPoint. This document discusses the objectives and grading, targeted audience, deck guidelines, PowerPoint variations, deck page sample, additional guidelines for reading decks, and the grading report.

**Objectives and Grading**
This assignment will help you to achieve the following learning objectives:

- To create a stand-alone document primarily for your targeted audience to read rather than to use as visual support for an oral presentation; and
- To apply the concepts and methods that we discussed in our reading deck workshop.

This final assignment represents 15% of your course grade; review the grading report on pages 6-7.

**Targeted Audience**
The business setting/people to whom you presented in your Models of Excellence presentation will read and use your reading deck for business planning.

**“Deck” Guidelines**
Using the content from your final presentation, you will develop a written document, created in PowerPoint and printed in color, one slide per page. Your presentation slides from the final individual presentation might provide a good starting place, but you must revise the slides extensively into a deck intended for reading rather than for an oral presentation (review key differences on p. 2).

Your reading deck should include a cover page, executive summary, table of contents, body or development pages, and closing/summary page; most decks of this scope are on average 10 to 20 pages in length. You should footnote sources as you use them, use a parenthetical citation (e.g. Smith, 2014) along with a corresponding bibliography, or include endnotes at the end of your deck. As you revise your slides, consider the suggestions listed below, and review the annotated reading deck page - student example (p. 3) and additional guidelines (pp. 4-5). **Student samples are posted on our Blackboard site.**

- Slides should create a balance between visual and verbal elements rather than reflect solely one or the other element.
- Slides that were completely or mostly visual, such as a photograph that might have represented your thesis or a graph of quantitative data, will need written explanations and visuals reduced in size.
- Slides with text that made sense when accompanied by oral explanation might create some confusion to your readers. Revise the text to achieve stand-alone sense.
- All slides will need to include substantive content, without becoming too dense or illegible.

As you begin work on your final assignment, you are welcome to discuss your work-in-progress with me during office hours, or you may schedule a time to review and receive feedback from the course TA. Your reading deck, printed in color, is due in hard copy by (Date TBA by the University Registrar) in Statler 335. Because you will have a take-home final project, you may submit your project early (optional), and use the additional time to study for your later exams.
# PowerPoint Variations

## Use and Purpose

<table>
<thead>
<tr>
<th>Traditional PPT</th>
<th>Reading Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Used primarily for in-person, formal presentations</td>
<td>• Used primarily for less formal, in-person or distance presentations (e.g., meetings, conference calls, and web conferences)</td>
</tr>
<tr>
<td>• Support an oral presentation</td>
<td>• Serve as a written stand-alone document</td>
</tr>
</tbody>
</table>

## Display

<table>
<thead>
<tr>
<th>Traditional PPT</th>
<th>Reading Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Projected onto a screen during an oral presentation</td>
<td>• Printed and read before, during, and/or after a meeting</td>
</tr>
<tr>
<td>• May be printed as handouts often with multiple slides to a page</td>
<td>• Typically printed (commonly called a “deck”) with only one slide per page in landscape orientation</td>
</tr>
</tbody>
</table>

## Components

<table>
<thead>
<tr>
<th>Traditional PPT</th>
<th>Reading Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Title slide</td>
<td>• Cover page</td>
</tr>
<tr>
<td>• Main point slide (optional)</td>
<td>• Executive summary</td>
</tr>
<tr>
<td>• Agenda</td>
<td>• Table of contents</td>
</tr>
<tr>
<td>• Body slides</td>
<td>• Body pages</td>
</tr>
<tr>
<td>• Closing or summary slide</td>
<td>• Closing or summary page</td>
</tr>
</tbody>
</table>

## Text, Graphics, and Design

<table>
<thead>
<tr>
<th>Traditional PPT</th>
<th>Reading Deck</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Primarily visual</td>
<td>• Both verbal and visual</td>
</tr>
<tr>
<td>• Typically one chart per slide</td>
<td>• Multiple charts per slide with explanatory text</td>
</tr>
<tr>
<td>• Typically no more than 7 words across and 7 lines down</td>
<td>• Dense text with fonts as small as Arial 11, Calibri 11, or Times New Roman 12</td>
</tr>
<tr>
<td>• Dark or light backgrounds for projection</td>
<td>• Light backgrounds for best printing</td>
</tr>
</tbody>
</table>
Hillstone can avoid a saturated United States market.

The United States market is full of restaurants competing for the same customer. It would behoove Hillstone to move to a less saturated market and reap the benefits of additional customers.

**Message titles describe the main point in full sentences using sentence case. When read in sequence across the deck, titles convey a cohesive argument. Subtitles provide additional details to develop your message title clearly.**

**Detailed, explanatory text provides a stand-alone deck; check that you have enough evidence to prove your message title.**

**Bullets are preferred over paragraph text; check for parallel phrasing within lists, and check for proper alignment under bullets.**

**Use business fonts, sizes 11-16.**

**Each page uses a mix of text and graphics. Only relevant graphics are included (no photos just for visual appeal).**

Low customers per restaurant in the United States—On average, the number of customers per restaurant in the United States is approximately 1,600 customers/year. (Passport GMID)

High Hillstone penetration factor—Hillstone has a penetration factor in the United States market of approximately 114 (Tamboo). Therefore, Hillstone on average serves 182,500 customers/year (1,600*114) in the United States.

High customers per restaurant in Singapore—On average, the number of customers per restaurant in Singapore is approximately 2,900 customers/year. (Passport GMID) If we assume a similar penetration factor in Singapore—114, Hillstone would serve approximately 330,000 customers/year (114*2,900).

- **High potential for additional revenue**—The average check at Hillstone is $32.40/customer. Accordingly, Hillstone can generate an additional $4,780,000 in sales/year because of the extra customers.

**A white background improves readability; check contrast by printing in both color and black and white.**

Supply in the F&B industry is a zero-sum game—customers gained by one restaurant are lost by another. Supply is not only component that varies and is contingent upon restaurants opening and closing. (Dr. Alex Susskind)

Hillstone must choose to open its next store in Singapore rather than in the United States because it will face less competition, can avoid the saturated United States market, and have more potential customers.

**All pages except the title page are numbered.**

Singapore is a less saturated F&B market than the United States and will offer Hillstone an addition $4,870,000 in revenue/year.
# Additional Guidelines for Reading Decks

## Improve general structure and coherence
- Develop a descriptive “message title” for each page (except for the cover page, executive summary, table of contents, and section dividers). Use an active verb in your message title, and concisely state your title in two lines.
- Check for overall coherence. Read all message titles in sequence and consider whether the titles convey a coherent argument or tell a clear story.
- Ensure each page conveys a complete, well-supported idea.
- Review all of your lists to ensure logical and grammatical parallelism.
- Include recurrent elements to guide your reader through the deck: a repeated table of contents or slide tracker.

## Develop substantial content
- Make sure your reading deck is significantly different in depth and scope from your original PowerPoint. Explain and interpret visual and verbal elements that would help the reader understand and accept your argument.
- Provide sufficient evidence *on each page* to fully support your message title.
- Develop more substantive content than the corresponding PowerPoint slide for each body page, without becoming too dense or unreadable.
- Cite your sources within sentences or in a footnote/endnote, and in labels below charts or tables. For sources cited within sentences, add a bibliography at the end of the reading deck, as you would in a traditional report. Consult the Guide to Documenting Sources for citation and formatting guidelines (available on the course Blackboard).

## Balance visual and verbal elements
- Create strong visual appeal on each page although you will provide much more text in the reading deck than in your PowerPoint presentation.
- Convert text to graphics: diagrams, parallel text boxes, annotations linked to graphics, SmartArt, etc.
- Visualize data through charts, graphs, tables, and diagrams. Add verbal explanations to your data displays (call-outs, summaries, side bars, etc.).
- Eliminate unnecessary images that are not explained or connected to your argument.
Enhance design and layout

- Avoid dark-colored backgrounds; a white background improves readability. Use dark-colored text boxes for message titles and other headings.
- Minimize the number of colors you use. Choose a professional-looking color scheme and create a visual template for your deck.
- Use colors in a meaningful way: they may signal connections between ideas belonging to the same category, progression, contrasting ideas (with contrasting colors), etc. This color symbolism will intensify your point but will not be sufficient to elaborate or interpret it—make sure your reader still receives enough textual explanation.
- Avoid color combinations that might create challenges for some readers (e.g., red/green combination is difficult for colorblind people).
- Choose landscape versus portrait orientation in your page layout.
- Print a test page to make sure the document will look as you planned before you finalize your design and color choice.

Create professional report format

- Use consistent fonts and font sizes for titles, subtitles, and body text on each page:
  - Same size, usually between 20 and 28 points, for all message titles.
  - Smaller sizes for all subtitles than the size for message titles. Use same size for all subheadings (e.g., over text boxes).
  - Same size, usually between 11 and 16 points, for body text (smaller than subheadings).
- Do not use more than two fonts. Choose business fonts—serif, sans serif, or a combination—for example, Calibri, Cambria, Times New Roman, Arial, and Garamond.
- Use sentence case. Set message titles flush left rather than centered.
- Align bulleted or numbered lists to avoid hanging indentation. Ensure multi-level bullets vary by level.
- Insert page numbers, but omit the number on the first page – your cover page.

Adapted from Dr. Wolfe
# Reading “Deck” Grading Report (15%)

**Name:**

**Date:**

## Qualities of a Good Reading “Deck”

<table>
<thead>
<tr>
<th>Line of reasoning is logical and clear.</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>- <em>Message titles</em> use active verbs and convey a convincing argument or story when read in sequence. Message titles do not exceed two lines.</td>
<td></td>
</tr>
<tr>
<td>- <em>Subtitles</em> on each page develop the message title clearly, with a logical flow. Layout provides visual signals of conceptual flow on each page.</td>
<td></td>
</tr>
<tr>
<td>- Each page is unified, developing the whole message title and excluding unrelated information; the deck flows well within and among pages.</td>
<td></td>
</tr>
</tbody>
</table>

## Content is thorough and persuasive.

- Reading deck offers substantive content that is significantly different from the original PowerPoint presentation and has “stand-alone” sense.
- Deck includes a clear and comprehensive executive summary.
- Text fully supports the claims made in the message titles and subtitles.
- Evidence (e.g., data and examples) and explanations are convincing to prove main points.
- Clear and specific details make a credible argument.

## Visual elements complement the verbal elements.

- Pages create strong visual appeal but include both visual and verbal elements.
- Deck includes relevant images with textual explanation to connect with your argument.
- Graphic elements follow guidelines for reading decks.

## Format follows the standards of reading decks

- Font sizes are smaller than for projection slides.
- Message titles are flush left, not centered.
- Capitalization is “sentence case,” not “title case.”
- Text boxes, shaded or outlined, are aligned for proper reading flow.
- Bulleted or numbered lists do not use hanging indentation.
- Deck uses landscape versus portrait page orientation.
- Page numbers are included on all pages except the cover page.

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Reading Deck, Page 6
**Qualities of a Good Reading “Deck”**

- The deck includes the required components (i.e., cover page; executive summary; table of contents; body pages; closing/summary page; contact information; and footnotes, endnotes, or a bibliography with in-text citations).
- The deck offers a descriptive table of contents with page numbers.
- Sentences and lists use parallel construction, both logically and grammatically.
- Phrasing offers clear and concise language.
- The writer demonstrates strong attention to detail, providing a deck that has no errors in grammar, usage, spelling, punctuation, or proofreading.

### Overall Grade - Reading Deck: ___/25

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>A+</td>
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<tr>
<td>24</td>
<td>A</td>
</tr>
<tr>
<td>23</td>
<td>A-</td>
</tr>
<tr>
<td>22</td>
<td>B+</td>
</tr>
<tr>
<td>21</td>
<td>B</td>
</tr>
<tr>
<td>20</td>
<td>B-</td>
</tr>
<tr>
<td>&lt;=14</td>
<td>F</td>
</tr>
<tr>
<td>19.5</td>
<td>C+</td>
</tr>
</tbody>
</table>

### Feedback

| Organization, writing style, and editing create a professional reading deck. |

| Feedback |

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