

# *Research on Design Strategies of Structured Collegial Evaluation PPT*

**Bao Fang\*, Zeng Tingting, Zhang Ziling**

*China Ship Development and Design Center, Wuhan, Hubei, China*

*\*Corresponding author*

**Keywords:** PPT design, Strategy, Collegial Evaluation, Structured

**Abstract:** PPT-based structured collegial evaluation debriefing is one of the most common forms of debriefing, and PPT plays an important role in the success of debriefing. Content design is the core of this kind of PPT design, and the current academic research on the design strategy of this kind of PPT is relatively lacking, and the research on content design is even more inadequate. This paper combines the design practice, from thinking about the native attributes of PPT, summarizes the characteristics of PPT, judges and reporting environment in structured collegial evaluation activities, and puts forward the basic process of this type of PPT design and targeted design strategies, with a view to improving the design efficiency of this type of PPT.

## **1. Introduction**

Structured Collegial Evaluation (SCE) refers to a reporting and evaluation activity in which the content of the report is structured and the evaluation results are decided by a number of judges through joint deliberation or independent voting. Structured collegial evaluation often requires that the participants have a determined debriefer and PPT, so this paper refers to this type of PPT as Structured Collegial Evaluation PPT (SCE-PPT). Practice has shown that in an evaluation activity with heavy evaluation tasks, complicated reporting contents, different picture styles, aesthetic subjectivity and cross-field cognitive barriers, a clear logic, focused, novel design and harmonious picture PPT plays an important supporting role in the evaluation results.

## **2. The Native Attributes of PPT**

PPT is the abbreviation of Microsoft Office PowerPoint, which has been born for more than 35 years. What is PowerPoint, as its literal meaning - a powerful point of view. Combined with our application practice, it is not difficult to understand the most important functional attributes of PPT is to better express the point of view with the help of PPT's excellent presentation capabilities.

## **3. Characteristics of Structured Collegial Evaluation**

### **3.1. The Format of SCE-PPT Has Been Determined**

SCE activities are different from unstructured evaluation activities, the most notable feature is

the structure of the content of the report, the report length and even the size of the PPT, the number of pages, color, animation, music, playback and so on have clearer provisions. These regulations have brought two most direct impacts on SCE-PPT design: one is the restriction of enhanced certainty in the form of the PPT; the other is the higher requirements on the content design of the PPT.

### 3.2. Cognitive Biases of Judges

"COGNITIVE BIASES are systematic biases that result from specific tendencies to think and act in particular situations." [1] On the one hand, it is directly caused by the aesthetic subjectivity of the judges. The aesthetic subjectivity of the judges is objective, and different aesthetic tendencies will unconsciously affect the evaluation results. On the other hand, it is indirectly caused by the cross-disciplinary cognitive barriers of the judges. The different academic backgrounds and cognitive levels of the judges will lead to different evaluation results. "Audiences tend to actively and intentionally select those few things with distinctive features to perceive and recognize in accordance with certain needs and purposes" [2]. Cognitive bias, as a systematic bias, is difficult to be corrected in time within the limited evaluation time of evaluation practice.

### 3.3. Perceptual Biases of Judges

PERCEPTUAL BIASES are an objective psychological phenomenon prevalent in perceptual activity and are not shifted by the perceiver's specialty, personality, etc. These four types of biases mainly exist in SCE, as shown in Table 1.

Table 1: Main perceptual biases of Judges

| Type of biases            | Specific meaning   | Impact               |
|---------------------------|--|----------------------|
| Homology bias             | Judges have a higher opinion of debriefers who are similar to themselves.                          | Positive or negative |
| Negative information bias | Jurors tend to over-emphasize negative information mentioned in the debriefing.                    | Negative             |
| Halo effect bias          | The jury's overall impression of the report is influenced by debriefers' certain salient features. | Positive or negative |
| Projection effect bias    | Judges often presume from traits they possess that the debriefers also possess these traits.       | Positive or negative |

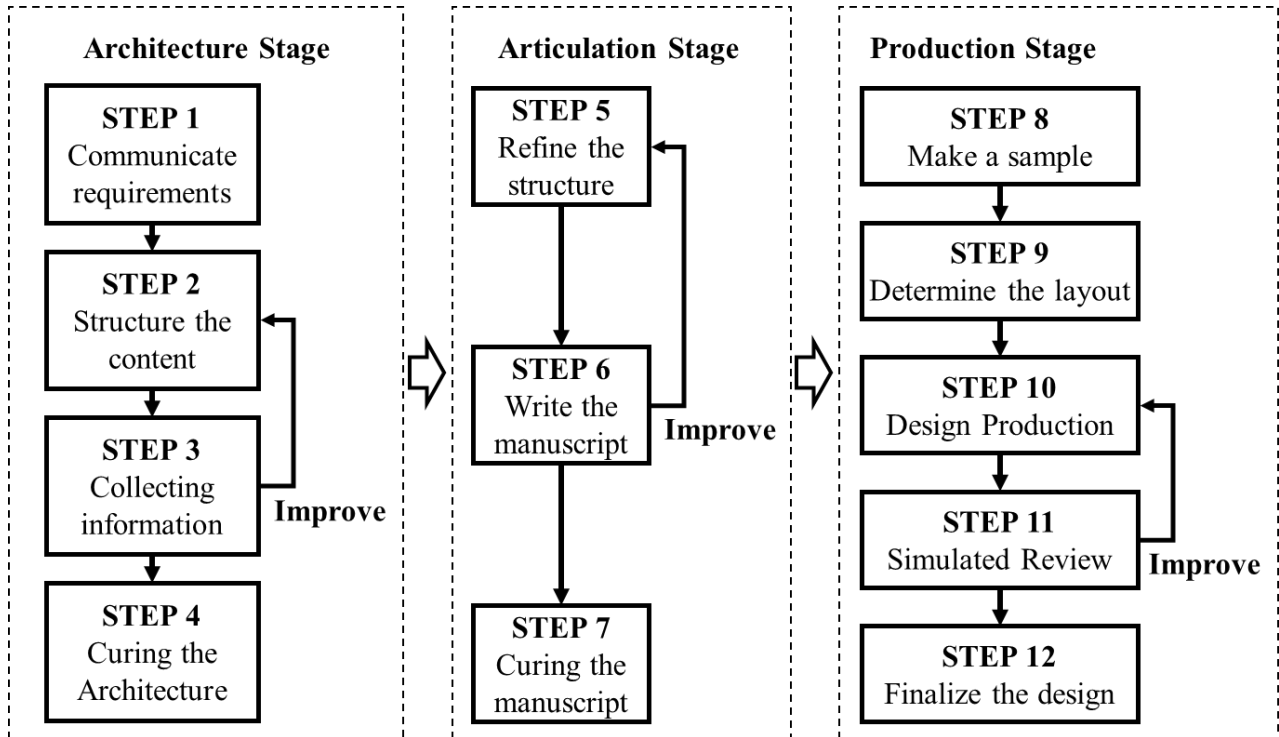
### 3.4. Uncertainty in Reporting Site

On the one hand, there is uncertainty about the playback equipment. For example, the poor performance of the projector and sound used at the meeting site. This uncertainty requires PPT designers to do research in advance, targeted color design and sound design. On the other hand, there are uncertainties in the reporting environment. For example, the size of the conference room and the proximity of the judges' seats have a direct impact on the font size of the PPT and the content of each screen; all kinds of sudden noises from indoors and outdoors will also reduce the communication effect of the language and music, such as the sound of honking horns, wind and so on. The uncertainty of the environment requires that PPT designers and presenters should conduct the necessary simulation training.

#### 4. Design Process of SCE-PPT

In this paper, with reference to the successful cases of the more famous PPT design companies at home and abroad, such as Rip, DUARTE, EYEFUL, Big Fish, and the author's practical experience in PPT design and reporting since the practice, we propose the main design process of SCE-PPT, which is shown in Table 2.

Table 2: Main design process of SCE-PPT



This design process has 12 steps and is divided into three phases: overall structure, line presentation and design and production. The overall structure phase iteratively optimizes the content structure to form a mature, actionable overall content structure. The presentation stage refines the structure to form a report with PPT pages as units. In the design and production phase, the layout is determined in the form of a small sample, which is then iterated through multiple cycles of design, production and simulation evaluation, and optimized until the final design is finalized.

#### 5. Three Principles for Effective Design of SCE-PPT

In order to provide designers of SCE-PPT with more specific and feasible design references, this paper summarizes three aspects of design principles for the three stages of design essentials through a comprehensive analysis of the functional attributes, main features and design process of SCE-PPT.

##### 5.1. Structured Thinking during the Overall Architecture Phase

Structure is the skeleton of a PPT, which can make a PPT have a logical self-consistent complete exposition structure, and structured thinking is an effective tool to sort out the structure. "Structuring" refers to the process of integrating scattered information, and eventually sorting out the structure of the correlation between the information and the information, so that it becomes an

organic whole." [3] "'Structured thinking' refers to a way of thinking that is structured and expressed based on clear goals and from a holistic and structural perspective." [4] Structured thinking follows three important principles, as detailed in Table 3 [5].

Table 3: Key principles of structured thinking.

| Key principles           | Specific meaning  | Practical role   |
|--------------------------|---|--|
| Conclusion first         | Starting with goals and results.  | Provide direction for structuring PPT content design.      |
| Goal decomposition       | Convert macro and abstract goals into concrete and operationalized goals. | Make the PPT presentation objectives clear and actionable. |
| Classification principle | It is independent of each other and comprehensive.                        | The key to deconstructing the reported information.        |

Structured thinking can effectively structure the complicated logical structure, fragmented inferences and fragmented based content by establishing a framework structure, which provides convenience for the judges to understand the content and accept the conclusions.

## 5.2. Conclusion First During the Presentation Phase

After determining the content structure, the specific lines of expression should be completed immediately afterward. "Stating your conclusion first in the PPT lets the audience know what your point is as they listen, and also clarifies the direction of their thinking." [6] This principle of line presentation helps the judges to quickly find a pattern - the first sentence is the conclusion. This naturally allows the assessor to listen to the argumentation process with the conclusion in mind, and once the argument is sound, it also creates an effective localized argument structure in the brain, and multiple localized argument structures make up the larger argument structure, which in turn underpins the overall reported conclusion.

## 5.3. Iteration & Optimization during the Design and Production Phase

There is no essential difference between SCE-PPT and ordinary PPT in terms of design tools, design rules, and design techniques. SCE-PPT also follows the CRAI principles - the four PPT design principles of contrast, repetition, alignment, and intimacy summarized by Robin Williams in *The Non-Designer's Design Book* [5]. For SCE-PPT, this paper proposes a more important "mental method" than "technique" - following the principle of iterative optimization.

SCE-PPT is often customized for larger projects reporting large-scale PPT, generally has a high degree of importance, design difficulty, the characteristics of the modification of the views of the SCE-PPT designers do not have to pursue overnight, should consciously follow the principle of iterative optimization. Taking the large-scale award evaluation report as an example, with the recurrence of various rounds of reporting, there are numerous large and small modifications. In the face of numerous comments, designers should not mechanically accept every modification, but should follow the principles of structured content architecture and conclusion-first writing, and provide their own insights in a timely manner to make positive design improvements.

## 6. Conclusion

In the current PPT design industry, the mainstream workflow is still Party A provides PPT report script, Party B according to the report script to complete the PPT screen production, Party B is not easy to modify the report script, Party A cannot provide professional guidance for PPT, this status

quo needs to be improved. This paper combines the characteristics of SCE-PPT, focusing on the content design phase of the basic strategy, in order to enhance the design efficiency of SCE-PPT and really make every Point into a Power Point to provide reference.

## References

- [1] Zhi Lu. *A study on the influence of cognitive bias on design decisions—an example of optimal design of London underground map*[J]. *Art Science and Technology*. 2019(03):206.
- [2] Huiyan Wei. *A study on visual focus of PPT from the perspective of perceptual principle theory* [J]. *Journal of Xuchang University*. 2021(03):141-144.
- [3] [US] Barbara Minto. *The Pyramid Principle* [M]. Beijing: Democracy and Construction Press, 2008: 189-207.
- [4] Guiying Hu. *Structured thinking: higher-order thinking of disciplinary literacy* [J]. *Reference on Teaching Political Science in Secondary Schools*, 2019(25): 17-18.
- [5] Yanjie Gou, Zhong Chen. *A study on college students' structured thinking and its cultivation path – a case study of human resource management students* [J]. *Journal of Jishou University (Social Science Edition)*, 2015, 36(S1): 224-227.
- [6] Yi Lin. *The Art of PPT Design* [M]. Beijing: Electronic Industry Press, 2018: 69.