

**PREPARATION OF MODERN PRESENTATIONS IN THE EDUCATIONAL PROCESS, OPPORTUNITIES AND PRACTICAL APPROACHES**

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**ABSTRACT**

This article examines the theoretical foundations and practical significance of preparing modern presentations in the educational process. The impact of multimedia presentations on the quality of education is analyzed, and the possibilities of creating an interactive and visual learning environment using various digital tools are explored. During the research, a survey was conducted among students and teachers, and a comparative analysis of the effectiveness of modern presentation software (Microsoft PowerPoint, Canva, Prezi, Google Slides), was carried out. The article provides practical recommendations on design principles, data visualization methods, and improving pedagogical competence in the preparation of presentations.

**KEYWORDS**

Modern presentation, multimedia education, visualization, digital pedagogy, presentation tools, educational technologies, interactive learning, Canva, PowerPoint, Prezi.

**Introduction**

**Annotatsiya**

Mazkur maqolada o'quv jarayonida zamonaviy taqdimotlar tayyorlashning nazariy asoslari va amaliy ahamiyati o'rganilgan. Multimediali taqdimotlarning ta'lim sifatiga ta'siri tahlil qilinib, turli raqamli vositalar yordamida interaktiv va vizual ta'lim muhitini shakllantirish imkoniyatlari ko'rib chiqilgan. Tadqiqot davomida talabalar va o'qituvchilar o'rtasida so'rov o'tkazilgan hamda zamonaviy

prezentatsiya dasturlari (Microsoft PowerPoint, Canva, Prezi, Google Slides) ning samaradorligi qiyosiy tahlil qilingan. Maqolada taqdimot tayyorlashda dizayn tamoyillari, ma'lumotlarni vizualizatsiya qilish usullari va pedagog kompetentligini oshirish bo'yicha amaliy tavsiyalar berilgan.

**Kalit so'zlar:** zamonaviy taqdimot, multimedia ta'lim, vizualizatsiya, raqamli pedagogika, prezentatsiya vositalari, ta'lim texnologiyalari, interaktiv o'qitish, Canva, PowerPoint, Prezi.

## **Аннотация**

В данной статье исследуются теоретические основы и практическое значение подготовки современных презентаций в учебном процессе. Проведён анализ влияния мультимедийных презентаций на качество образования, рассмотрены возможности формирования интерактивной и визуальной образовательной среды с использованием различных цифровых инструментов. В ходе исследования было проведено анкетирование среди студентов и преподавателей, а также осуществлён сравнительный анализ эффективности современных программ для создания презентаций (Microsoft PowerPoint, Canva, Prezi, Google Slides). В статье приводятся практические рекомендации по принципам дизайна, методам визуализации данных и повышению педагогической компетентности при подготовке презентаций.

**Ключевые слова:** современная презентация, мультимедийное обучение, визуализация, цифровая педагогика, инструменты презентации, образовательные технологии, интерактивное обучение, Canva, PowerPoint, Prezi.

The 21st century is the era of digital transformation. Today, information technologies play an important role at all stages of the education system - from school to higher education. In the process of globalization, new requirements are being placed on teachers and students: the need to convey knowledge not only verbally, but also in a visual, interactive and memorable way is increasing. In this context, the ability to prepare modern presentations is becoming a key professional competency for every teacher and student.

A modern presentation is not just a set of slides, but a complex pedagogical tool that provides logically structured information, visually impressive and interactive with the audience. Studies show that a lecture or lesson enriched with visual materials is remembered by students by up to 65% more (Mayer, 2009). This indicator clearly demonstrates the important role that presentations play in the learning process.

The relevance of this article is that within the framework of state programs for the modernization of the education system of Uzbekistan, the development of digital skills and enrichment of the educational process with modern technologies are set as strategic goals. The Resolution of the President of the Republic of Uzbekistan No. PQ-4875 dated November 6, 2020, indicated the use of digital tools in improving the quality of education as a priority area.

Modern presentation preparation is a complex area located at the intersection of pedagogy and technology, and many studies have been carried out in this direction by foreign and domestic scientists. Richard E. Mayer (2009) substantiated the theory of multimedia education in his work "Multimedia Learning". According to his cognitive theory, a person's ability to perceive information is divided into

two channels - visual and auditory. The simultaneous correct loading of these channels significantly increases learning efficiency. Mayer also scientifically substantiated the problem of "slide overload" and emphasized the need to limit the amount of information that should be contained on one slide. Garr Reynolds, in his famous work "Presentation Zen" (2008), considered the philosophical and aesthetic foundations of presentation design. He criticized the traditional "slides filled with bullet points" approach and put forward the principles of simplicity, clarity, and dialogue orientation. Reynolds' approach is widely used today in Silicon Valley companies and leading universities. Uzbek scientists A. Kholikov (2021) studied the effectiveness of using information and communication technologies in education and proposed methodological approaches adapted to the local educational environment. D. Yusupova (2022) studied the issues of forming digital competence in higher education institutions and justified the need to separate modern presentation skills into a separate module in the training of pedagogical personnel. The study was conducted among students and teachers of the Tashkent University of Information Technologies in the 2023-2024 academic year. The study was conducted in three stages: in the first stage, theoretical literature and scientific articles were analyzed; in the second stage, a questionnaire was conducted among 120 students and 24 teachers; in the third stage, the results of the questionnaire were statistically analyzed and modern presentation programs were comparatively evaluated. The questionnaire was based on a Likert scale, and respondents indicated how regularly they use modern presentation tools, what difficulties they encounter, and how they assess their impact on learning efficiency. The observation method was also used: 15 lessons were observed and the quality of the presentation was assessed based on special criteria.

Nowadays, there are many digital tools for preparing presentations, which can be divided into the following groups depending on their functionality and scope:

- Classic slide programs: Microsoft PowerPoint, Apple Keynote — wide-functional, can work offline, widely used in business and education.
- Cloud presentation platforms: Google Slides, Zoho Show — have the ability to work in teams and share online.
- Design-oriented platforms: Canva — simplifies complex design with ready-made templates, a photo bank and a drag-and-drop interface.
- Non-linear presentations: Prezi — allows you to create dynamic, cinematic presentations using zoom and path technology.
- Video presentations: Loom, Animaker, Powtoon — for creating animated and video-based educational content.
- Interactive presentations: Mentimeter, Nearpod, Pear Deck — allow for real-time audience interaction, surveys and tests.

According to our survey results, 78% of students use Microsoft PowerPoint, 54% Canva, and 21% Google Slides. The use of Prezi and interactive platforms is still low — 9% and 7%, respectively — which indicates the need to increase awareness of these tools.

The quality of a pedagogical presentation depends on the harmony of its visual and content features. Based on the analysis of the research, the following main principles were identified:

**Simplicity principle:** Each slide should contain one main idea. The amount of text should be minimized, and important words should be replaced with more visual elements. Reducing the cognitive load will focus the student's attention on what is important.

**Contrast and readability:** It is necessary to maintain high contrast between the background and the text. As a rule: dark text on a light background or vice versa. The font size is recommended to be at least 24pt for the main text.

**Visual hierarchy:** Elements on a slide should be arranged in order of importance. The title, main information, and additional information should each have its own visual weight.

**Color psychology:** Colors should not be chosen randomly. Each color has a certain emotional and psychological effect. For example, blue means confidence, green means growth, yellow means attention, and red means urgency.

**6x6 rule:** There should be no more than 6 points on one slide and no more than 6 words per line. This rule ensures that the slide is absorbed by the audience faster.

The results of the observation showed that more than 60% of the presentations prepared by teachers have major shortcomings: excessive text, low-quality images, inappropriate choice of color scheme, and lack of interactivity elements. The following approaches are proposed to solve these problems: First, use the storytelling method. The presentation should have a logical chain: problem statement, analysis, solution proposal, and conclusion. This approach keeps students' attention throughout the presentation and conveys the material in a systematic way.

Secondly, infographics and data visualization. Presenting statistical data in the form of pie charts, bar charts, or infographics rather than tables makes it much easier to understand. Modern tools (Canva, Piktochart, Visme) allow you to do this in a matter of minutes. Thirdly, add interactive elements. Conducting a real-time survey through the Mentimeter or Slido platforms, creating a word cloud, or displaying student responses on the screen — all this enlivens the lesson and ensures active student participation. Our study showed that student participation increased by 40% in lessons where interactive elements were used. Fourthly, viewing slides as prompts, not as teachers. Many teachers read directly from the slide. This distracts the audience. The slide should only show the main points, and the details should be in the teacher's speech.

**Recommendations for students:** following a few practical rules when preparing a presentation for a term paper or abstract defense will increase efficiency. First of all, it is necessary to plan the presentation structure on paper and only then start creating it digitally. Even when using templates, it is important to adapt them in terms of branding and add a personal style. After preparing the presentation, it is necessary to practice it at least three times and measure the time. **Recommendations for teachers:** saving the lesson presentation in PDF format in advance and sharing it with students will be useful for the convenience and repetition of educational materials. Adding at least one interactive element (question, survey or visual task) to each lesson will increase the attention of the audience. In addition, it is recommended to conduct special presentation culture courses for teachers and create a library of sample presentations.

Summarizing the results of the conducted questionnaire and observations, the following main conclusions were drawn:

1. 84% of students believe that presentation skills have a positive effect on academic results.
2. 67% of teachers noted technical difficulties in mastering modern presentation tools.
3. In lessons where interactive presentations were used, the average score of students in grades increased by 12-18%.

4. The Canva platform was rated the highest in terms of design convenience, while PowerPoint retained its leadership in terms of functionality.

5. A strong correlation ( $r=0.71$ ) was found between the quality of the presentation and the professional competence of the teacher.

These results show that the problem is not only a matter of technical knowledge, but also a matter of methodological preparation. Special training in presentation culture for teachers, and for students, including it in the course plans as a "Digital Communication" module, will give practical results.

Preparing modern presentations is a complex but masterable skill that combines technology, pedagogy, and the art of communication. The results of the study showed that the use of high-quality presentations in the learning process not only increases the interest of the lesson, but also significantly improves the level of knowledge acquisition. Modern digital platforms — PowerPoint, Canva, Prezi, Mentimeter — provide teachers with a wide range of opportunities. The main thing is to choose these tools correctly and use them in accordance with the pedagogical goal. Each tool has its strengths: PowerPoint — functionality and widespread use, Canva — simple and beautiful design, Prezi — dynamic and memorable presentation, Mentimeter — real-time interactivity. In the future, presentation tools based on artificial intelligence (for example, Gamma.app, Beautiful.ai) can open a new page in education. However, no matter how much technology develops, a clear idea, thorough preparation, and respect for the audience are always at the heart of a quality presentation.

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