

Part IV

Creating Presentations with PowerPoint



Chapter 15

Planning and Building a Presentation



How to...

- Plan your presentation topics
- Select the appropriate presentation template
- Develop an effective presentation outline
- Build text slides
- Format slide text
- Save and print a presentation

PowerPoint is an appropriate name for the presentation application within the Office suite. It really does enable you to make your point, and to make it powerfully. It's a feature-rich application, yet easy to use—as you'll discover in this introductory chapter. From tools for choosing a template that supplies a visually pleasing backdrop for your presentation, to an onscreen environment for building a presentation outline, PowerPoint helps you every step of the way. In this chapter, you'll learn to plan your presentation and get started on the right foot, and wrap up by saving and printing your slides, each containing text that conveys your message through its content and appearance.

Planning Your Presentation

The first step in any successful venture is planning, and your PowerPoint presentations are no exception. Planning consists not only of mapping out what your presentation will say, but how it will be said—the text you need, the data you want to display, and the images you need to tell your story. Planning also consists of deciding on a look, a feel, and a tone for your presentation. To help you turn the plan in your head into a presentation onscreen (or later, on paper, transparencies, or 35mm slides), consider these questions:

- *Do I know what I want to say?* This means more than what information you'll be providing. It also refers to your “message.” If you're giving a presentation on sales to your board of directors, it's a much different presentation than the one you'd give to your sales reps on the same topic. Think about what the audience cares about, what will interest them most, and what their background with the topic is, and plan accordingly.
- *Do I have all the information I need?* Make sure any files, facts, figures, statistics, and terms are at your fingertips before you sit down to build your slides.
- *Do I have all the images I need?* Gather all the graphics you need to use and make sure they're accessible while you're working on the presentation. It's a good idea to make sure they're all good quality images, too—if a faded photo or a graphic with choppy edges is displayed on a wall or large monitor, the problems will be magnified.

- *Do I know where the presentation will be given?* If you aren't sure where the presentation will take place, find out now. Why does this matter? Because your presentation should be aimed at the lowest common denominator. This means it has to be legible to the person seated farthest from the screen or monitor, and it must be audible to the person in the back of the room with the worst hearing. This is more of a challenge in a large hall than in a reasonably sized conference room. It's also a good idea to test all your projection equipment prior to the presentation, for obvious reasons.

Organizing Your Presentation Content

You'll want to finish the planning phase with a list of the slides you imagine producing—you can write it or type it, but take the time to list all the points you intend to make and major pieces of information you intend to impart. The items in the list will become your slides, starting with a title slide—something that tells the audience what's happening. It can be the title of the seminar you're about to give, the name of the event, or the name of the person giving the presentation. The next slide is normally a list of the major topics that will be covered, or stages that the presentation will go through. This slide is important in any presentation because it sets the audience's expectations and provides some structure for the event. From there, the slides should cover the points listed in the second slide (one or more slides per topic listed in that second slide), preferably in the same order.

The PowerPoint Environment

The PowerPoint application window that appears when you start the program provides nearly all the tools you'll need to build any presentation. There are alternative views you can work in for specific tasks, but the Normal view you start out in (see Figure 15-1) is a very comprehensive work environment. From the Outline and Slides panels on the left, to the task pane on the right, you've got a full set of slide-creation and formatting features at your fingertips.

You can dive right in to the presentation by typing your list of headings (slide titles) into the Outline tab. The headings you type in this panel will become slide titles automatically, but you can edit them later, as I've said. If you opted to write your list on paper, you can build your slides one at a time, entering a title (derived from your written list) and building the slide content for each slide, one at a time.

After typing the titles for the slides in your presentation, all that's left to do is flesh out each of the slides by cleaning up the titles as needed, adding bullet and paragraph text where desired, and inserting graphics and charts. That might sound like a lot of work left to do, but once the flow of the presentation is created by building the slide titles, the rest of the process goes rather quickly—assuming you've prepped adequately by gathering all your data, text, and graphics beforehand!

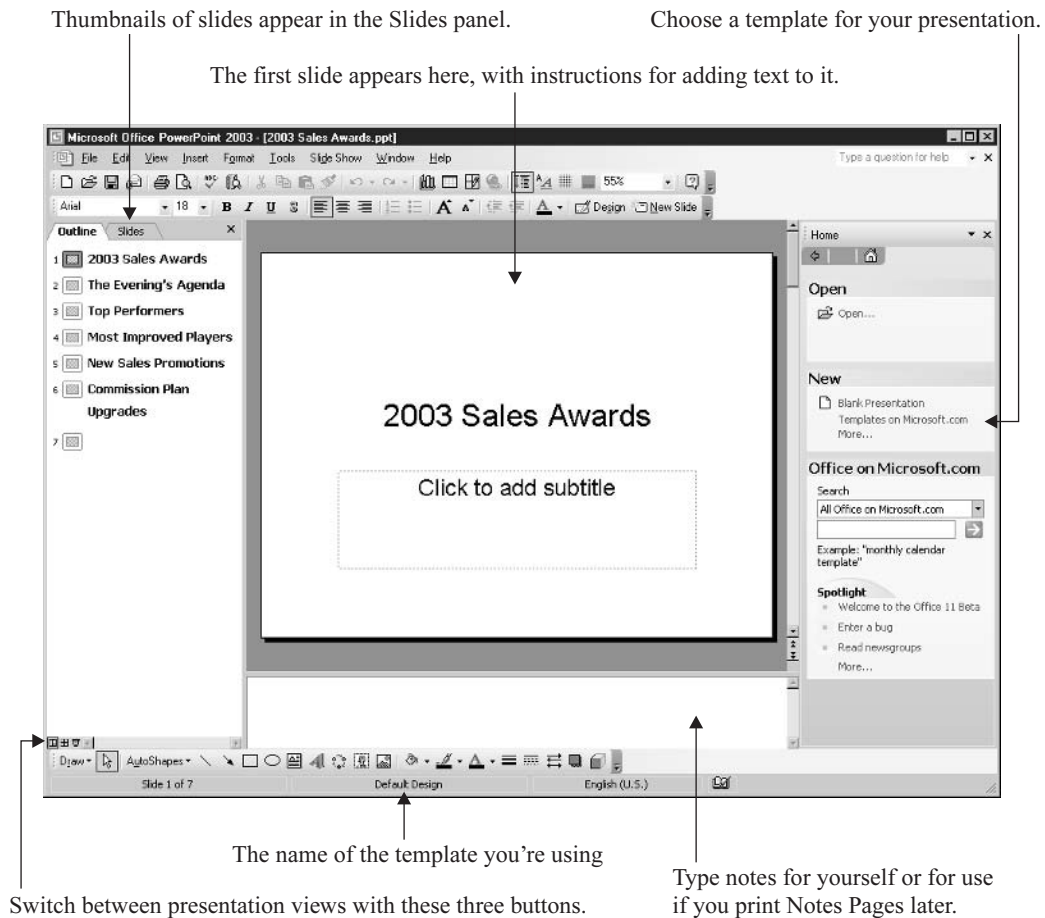


FIGURE 15-1 PowerPoint's Normal view gives you everything you need to build your presentation.

Deciding on a Presentation Template

The next step in building a presentation is applying a template. A template inserts a background color or image, chooses fonts and text colors, and even dictates the default colors of columns and pie slices in any charts created in the presentation. You can forgo the template-selection process and stick with a simple black-and-white slide, but your audience is likely to fall asleep without the added stimulation of color and pictures.

You might be wondering why the template needs to be chosen before the slides are filled in with more text, graphics, charts, and so on. The reason is that the template helps to set the overall tone of the presentation by means of providing background content, fonts, and colors. It's much easier to build your slides' individual content if you can also see these other slide elements

onscreen. As shown here, a template background imposes itself (in a good way) in the slides. Your choices and placement of clip art and chart colors can be affected by the template you choose.

It's important to note that you can change to a different template later, and that you can also tweak the template you've chosen by editing the presentation *master* for one particular presentation. The manipulation of the presentation master is covered in Chapter 17. To change to a new template, simply repeat these steps for selecting one in the first place:



1. Click the Design button or choose Format | Slide Design. The task pane appears (or changes, if it was already displayed) and offers a series of templates, as shown in Figure 15-2.

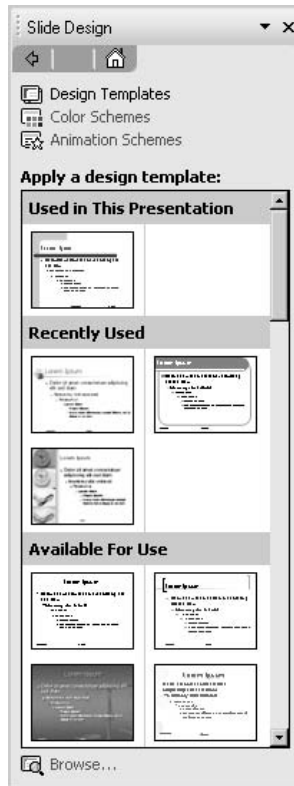


FIGURE 15-2 Choosing a template for your presentation.

2. Scroll through the templates in the Available for Use list. Those used recently and any template already in use are displayed above this in the task pane.
3. When you find a template that looks interesting, click it once. The template is automatically applied to the slides in your presentation.
4. If you don't like the template once you've seen it on a full-size slide, go back to the task pane and click another template to try a different one.
5. When you settle on a particular template, simply go on building your presentation. You can close the task pane by clicking the Close button (x) in the upper-right corner of the pane to give yourself a larger slide workspace.

NOTE

Most templates have two different layouts: one for title slides, and one for the rest of the slides. It's a good idea to check the first slide in your presentation (which is a title slide, by default) and one of the other slides (any of the nontitle slide layouts will do) to make sure you like the template in both of its forms.

Choosing Slide Layouts

As you work with the slides, you will probably want to change slide layouts. A slide's layout dictates what can be placed on the slide, and PowerPoint offers more than 20 different layouts for text slides, graphical slides, chart slides, and several miscellaneous layouts. By default, each of the slides after the first (title) slide in your list is a Title and Text slide, which includes a title text box and a box for typing a bulleted list. If any of your slides need to contain a chart, a table, or a graphic, you'll want to change to a layout that's conducive to that.

To change a slide's layout, follow these steps:

1. Using the Slides panel to select and make active the slide you want to change, click the slide you want.
2. Click the drop list on the task pane's title bar and choose Slide Layout, or choose Format | Slide Layout. Either action displays the Slide Layout task pane, as shown in Figure 15-3.
3. Scroll through the slide layouts and apply the one you want by clicking the layout itself. If you click the triangle to the right of the layout image, you should choose Apply to Selected Slides.

Inserting New Slides

Even if you created the most comprehensive slide list when you built your outline, chances are you're going to need to add a slide. It's very easy to add a new slide to an existing presentation:

1. To control where the new slide appears within the existing list of slides, select the slide that should appear before the new one by clicking it in the Slides panel.
2. Click the New Slide button. The task pane automatically appears, offering slide layouts for the new slide.
3. Your new slide is set up as a Title and Text slide (title and bulleted text) but will change to whichever layout you click, should you need to change it.

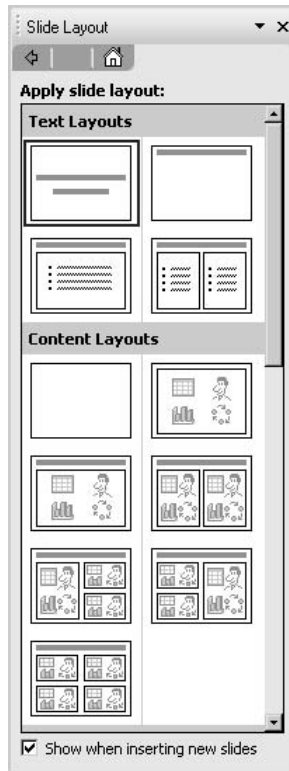
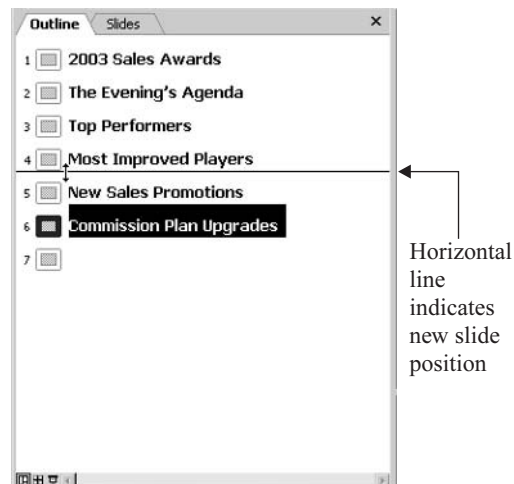


FIGURE 15-3 Choose from several different layouts for slides with text, graphics, charts, or a combination thereof.

Oops! What if you inserted the new slide in the wrong place? You can rearrange your slides easily in the Slides panel. Click and drag the slide that's in the wrong place, releasing your mouse when the horizontal line, shown here, is in the spot where the selected slide should go.

Deleting Slides

Getting rid of a slide is perilously easy. Using the Slides panel, right-click the unwanted slide and choose Delete Slide



from the shortcut menu. With no fanfare, not even a prompt that asks you to confirm your intentions, the slide you right-clicked is removed. Of course, if you deleted the wrong slide, you can undo the action by pressing CTRL-Z (the universal Office Undo shortcut) or choosing Edit | Undo.

To delete a series of slides, you need to select them as a group. To select a series of contiguous slides, click the first one in the series and press SHIFT. With SHIFT pressed, click the last one in the series. All the slides between, and including, the first and last slide are selected, and whatever you do next will apply to the selected slides. Use this technique with great care when deleting slides.

TIP

If you need to select random, noncontiguous slides (for deletion, rearrangement, or to copy and paste them into another presentation), use CTRL instead of SHIFT. With CTRL pressed, click the slides you want to select.

Inserting Slide Text

If you built your series of slide headings through the Outline tab, your slides already have their titles. You'll probably need more text on each slide, of course, and there will be slides you add to the presentation without working through the Outline or Slides tab, so you'll want to type their titles directly on the slide. Inserting slide text is quite simple, and each new slide comes with instructions, in the form of the Click to Insert text boxes on the slides themselves. Each slide layout—Title, Title and Text, Title Only, and so on—will offer different sets of instructional text boxes.

Working with Bulleted Text

A list of bulleted items—single words, short phrases, or entire paragraphs—is probably the most common element seen in a presentation. The second slide in most presentations includes a bulleted list that tells the audience what to expect in the presentation—topics that will be covered, an agenda, the time that various events will take place. Throughout the rest of your presentation, you'll want to include bulleted lists whenever you have a series of points to discuss. Each bullet point should introduce a topic, in a very brisk, clean way.

Here are some tips for effective lists:

- *Avoid using complete sentences, and stick to short, punchy phrases whenever you can.* The surest way to bore your audience to tears is to fill your slides with long sentences and paragraphs.
- *Don't cram too many bullet points onto a single slide.* The maximum you should have? Four or five, depending on length—four if any of the points wrap to two lines, or five if they're all single lines. If you have more than four or five things to say about a given topic, spread them over two slides.

Typing a bulleted list is easy. Just click inside the text object and start typing. The bullet is there automatically, and your text will wrap within the text box, creating a hanging indent. You'll remember hanging indents from Chapter 6, where the formatting and indenting of paragraphs

were discussed. In a bulleted list with a hanging indent, the bullet remains on the left margin of the text box, and both the first line and body of the paragraph (if any) indents.

Using Multiple Bullet Levels

As you're typing, if you have a series of bullet points that have subpoints, such as lower-level topics in an outline, you can indent these subpoints further, as shown here, by using TAB at the beginning of the line. Pressing TAB *demotes* the bullet point, and the bullet character changes. When you press ENTER at the end of the bullet point, you'll get another bullet of the same rank. If you want to *promote* the next bullet point back up to first-level status, press SHIFT-TAB.



Formatting Bullet Characters

The template you chose for your presentation will control which bullet characters you get for first-, second-, third-, and fourth-level bullet points. Even if you're working with the Blank Presentation template, you get a particular bullet (the very generic large dot). You can change this, for one bullet point in a list or for the entire list:

1. Click inside the bulleted list and select the bulleted lines you want to reformat. Note that if your list has subpoints, you'll have to repeat these steps for individual bullet points rather than select a series that includes the subpoints. Otherwise, all the bulleted levels will have the same bullet character.
2. Choose Format | Bullets and Numbering. You can also right-click the selected text and choose Bullets and Numbering from the shortcut menu. As a result, the Bullets and Numbering dialog box opens, as shown in Figure 15-4.
3. Choose one of the bullet characters from the array of seven options (choosing None will remove the bullet).
4. As needed, pick a color for the bullet by clicking the Color drop list. The shades offered first are those that go well with your current template, but you can choose More Colors to pick from the entire spectrum.

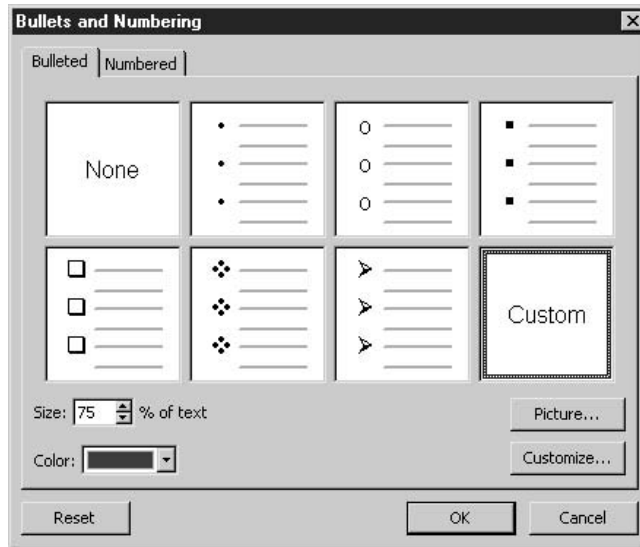


FIGURE 15-4 Six basic characters are available for bulleted lists, including dots, circles, boxes, and check marks.

5. If none of the basic bullet characters are appealing, click the Customize button to choose a character from various font libraries (such as Wingdings or Monotype Sorts) or click the Picture button to choose from a collection of graphic bullets.
6. Click OK to apply the selected character or picture, and the dialog box closes.

You can repeat these steps for individual bullets, enabling you to choose a different bullet for second-level bullets in your list or to choose different bullets for each item in your list, regardless of rank. Try to pick characters that match your template color scheme and the overall tone of your presentation—you want your bullets to stand out but not to overwhelm or clash with the text and other elements on the slide.

Typing Paragraphs

Although it's generally a no-no to have full paragraphs on a presentation slide, there will be times that you have to type full paragraphs with complete sentences. Quoting a policy manual, customer testimonial, set of instructions, mission statement, or inspirational speech requires that you break from the preferred quick, short phrases and actually type paragraphs.

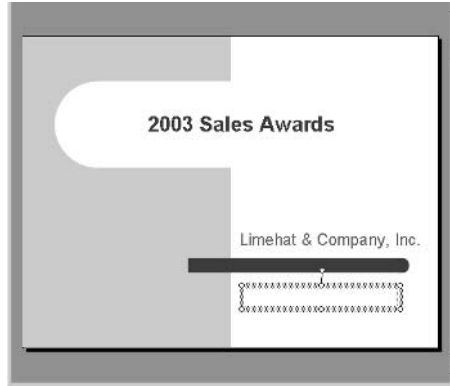
Even though you risk boring your audience with a long paragraph, PowerPoint supports you as you type, allowing text to wrap naturally within the confines of the active text box. Just as you would in a Word document, you can type one or more paragraphs, letting the text wrap at the margin (the margin is the edge of the text box), and press ENTER when you're ready to add a blank line or start a new paragraph.

If you need to type a paragraph into a slide that's set up for a bulleted list, click in the bulleted text box and then turn off the bullets from the Formatting toolbar. You can then type regular paragraph text without bullets popping up whenever you press ENTER. If you've already typed the paragraph and it has a bullet, just click inside the paragraph (no need to select it, just make sure your cursor is inside it) and click the Bullets button to remove the bullet format from the paragraph.

Inserting Extra Text Boxes

Sometimes the slide layout you have doesn't offer all the text objects you need. Maybe you need a title or subtitle, a bulleted list, or a small paragraph at the bottom or off to the right side of the slide. When none of the preset slide layouts offer the number or type of text boxes you need, what can you do? The answer is simple: Go to the Drawing toolbar and use the Text Box button.

As shown here, drawing a text box is simple. Just click the Text Box button and move your mouse onto the slide. Click and drag diagonally away from your starting point to draw a box on the slide in the size and position you need for the text you want to add to the slide. When the box dimensions seem right for the text you want to type, release the mouse. There's no need to be exact in the sizing or position, though, because it's easy to resize and move text objects, as you'll discover later in this chapter. Once the text box is drawn, a cursor appears inside it, and you can just start typing. The font will be dictated by the template you're using for the presentation.



TIP

You'll learn more about the rest of the Drawing toolbar in Chapter 16.

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Formatting Slide Text

With a template in place, or even if you're working on a plain, black-and-white slide based on the Blank Presentation template, fonts and font sizes are chosen for you. The titles of each slide will appear in a particular font, at a particular size, and this might be the same or different from the font and size applied automatically to any bulleted list or paragraph text you type on those same slides.

The fonts and sizes chosen are part of the total “look” of the template you’ve chosen, but they aren’t carved in stone—you can change them easily. Even if you’re using the Blank Presentation template, you don’t have to stick with the default Arial font or the sizes that are applied to titles and bullet text automatically. When changing fonts, consider these points:

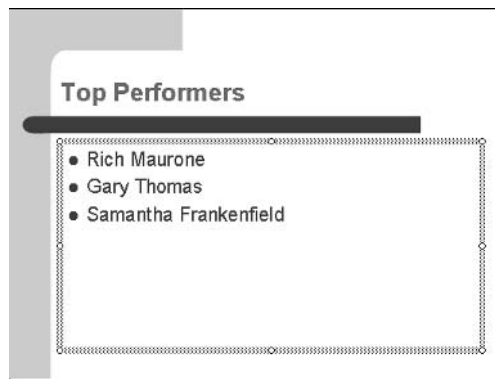
- Choose a font that’s appropriate for the presentation you’re giving. You don’t want to use something festive and fun for a serious presentation on life insurance, for example.
- The other thing to consider is legibility. Don’t use fonts that are too fussy or ornate, because they might be too hard to read at a distance. Crisp, clean fonts are your best choice.



Formatting your text in PowerPoint is no different procedurally from formatting text in Word or Excel. You have a Formatting toolbar, complete with Font, Size, and alignment buttons, and you can use them to change the font, size, and position of your text, just as you would in a document or worksheet. The only significant tools that are unique to PowerPoint’s default Formatting toolbar are the Increase Font Size and Decrease Font Size buttons (shown here). With text selected or your cursor within a word you want to adjust, simply click the appropriate button. Each click will adjust the size of the text, and you can do this “by eye”—just keep clicking until you like the size you see.

When formatting text in PowerPoint, you can select some of the text in a text object, or you can select the entire object and reformat all the text in that object. The trick to controlling how much text is affected lies in your selection method:

- To select text within a text object, click inside the object and use your mouse to drag through and select only the text you want to reformat. After selecting the text, whatever formats you apply will affect only the selected text.
- Click anywhere within a text object to activate it, then click the object’s border. This selects the entire object and enables you to format all the text within it in one step. Here you can see an entire text object selected.



Repositioning Text Objects

If your slides follow their layouts, there should be no need to move anything, because the layout itself provides the most efficient and visually balanced placement of the individual text objects.

You might need to move something, however, if you've added a text box or inserted a graphic (more on that in Chapter 16) that's not part of the slide layout, or if you've typed an excessively long list of bullet points and the last one is too close to the bottom of the slide. If you need to move objects up, down, left, right, or a combination thereof, try these techniques:

- Click the object to be moved and pass the mouse over its border. When your mouse pointer turns into a four-headed arrow, drag the object with your mouse. You can drag it in any direction, for any distance—just don't drag it off the slide. It's also not a good idea to place objects right on the edge of a slide because this can reduce legibility, and if the slide will be printed, the content might be cut off on the edge.
- Click the object, then click its border to select it. Using the arrow keys on your keyboard, move the object up, down, left, or right. This technique is great for preventing unwanted changes in one aspect of the object's current position. Imagine that you like where the object is horizontally, but you want to move it up. If you use your mouse, the lack of precision in human hand movement will not allow you to move the object up without risking side-to-side movement as well. If you use UP ARROW, however, the object remains in its current horizontal position but is moved up, in tiny increments, each time you press the key.

Aligning Text Objects

One of the keys to any good composition is balance. You'll notice that in the preset slide layouts, everything is lined up. If the slide title is centered, so is the text in the subtitle box below it. If there are two bulleted lists side by side, they're aligned by their tops so that they both begin at the same level on the slide. This is important because you don't want the eyes of the audience distracted by subtle mismatches—items you've added or moved that are now just slightly out of alignment or bear no consistent placement at all. If you want the audience to read your content without thinking about anything else, make sure everything is tidy, with items aligned to the same side of the slide, and related items lined up with each other:

- To change the alignment of text within a text box, click inside the box to position your cursor and use the Left, Center, or Right alignment button on the Formatting toolbar. The keyboard shortcuts are CTRL-L, CTRL-E, and CTRL-R, respectively.
- If you want to line up two separate text objects, select them by clicking the first one and then pressing SHIFT as you select the second (and third or fourth) object. Next, click the Draw button on the Drawing toolbar and choose Align or Distribute. From the resulting shortcut menu, pick the alignment you need (Left, Center, Right, Top, Middle, Bottom) or the distribution method (Horizontally or Vertically) you want.

Resizing Text Objects

The primary motivation for resizing a text object is to redirect the flow of text, causing more or less text wrap in a paragraph or series of bullet points, or to create or eliminate text wrap on a title. Text objects are sized to control the flow or wrap of text within them. Typically, the text boxes that are part of a slide's original layout are sized to accommodate the expected amount of text for the particular object. A text box that will house a title is sized to hold from two to

five words at the designated font size, whereas a box intended for a bulleted list is much wider and grows to the height needed to accommodate as many bullet points as the user types within the confines of the slide.

To resize a text box, click once on it to select it, then point to one of the resulting handles. The side handles (on the center of the top, bottom, left, and right sides) will enlarge or reduce the box in one direction, and the corner handles will resize it in two directions at once.

TIP

If you want to enlarge or reduce the size of a text box yet maintain its current proportions, use a corner handle and press SHIFT as you drag it. Be careful to release the mouse before SHIFT when you've achieved the desired box size so that the proportions are maintained. If you release SHIFT first, the box will snap to the dimensions it would have been had you not pressed SHIFT at all.

If it's important to you that you achieve a very specific text box size, you can use the Format Text Box (or Format AutoShape) dialog box to set the width and height. Click the box in question, then right-click its border. From the resulting shortcut menu, choose Format Text Box or Format Placeholder (it will appear as the latter if the text object is part of the slide's original layout). You can also click in a box and choose Format | Text Box from the menu. In the resulting dialog box (see Figure 15-5), click the Size tab and enter the desired width and height for the selected text

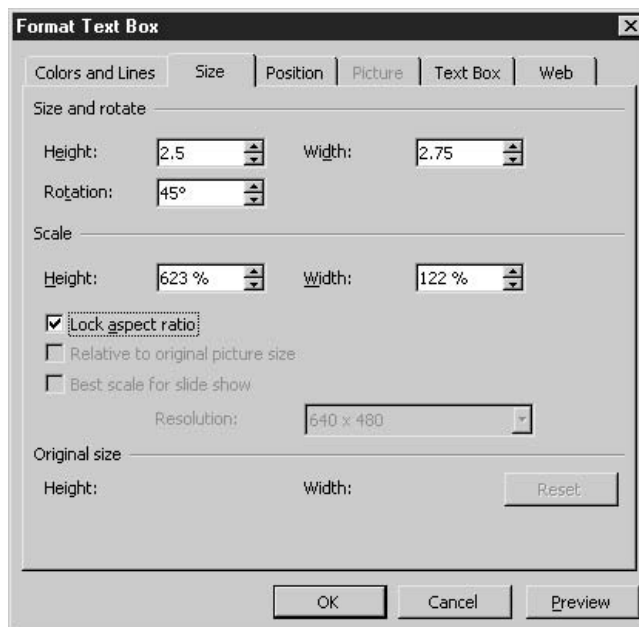


FIGURE 15-5 Enter a specific width and height for the text box.

box. Through this tab, you can also rotate the box by entering the degrees to turn it, and you can click the Lock Aspect Ratio option to make sure that whenever the box is resized, it maintains its current width-to-height proportions.

Saving a Presentation

The process of saving a presentation is no different from saving a Word document or an Excel worksheet. If it's the first time the presentation has been saved (and hopefully you're doing so early in the development of the presentation), choosing File | Save, File | Save As, pressing CTRL-S, or clicking the Save button on the toolbar will open the Save As dialog box. From within this dialog box, you can name the presentation and choose a drive and folder to save it in. The .ppt extension will be applied automatically, so all you need to do is type a file name for the presentation and click the Save button.

Because PowerPoint is a highly graphical application—with lots of pictures and visual effects onscreen all the time—it uses a great amount of system resources. Because PowerPoint is a big user of memory, it's a good idea to save early and often as you're creating a presentation so that any application crash (in PowerPoint or another application that runs out of memory) won't result in you losing your work. A good way to keep from putting off saving is to commit the CTRL-S method to *your* memory. Pressing the keyboard shortcut is faster than using the toolbar or menu, and you're less likely to delay saving if you can issue the command without taking your hands off the keyboard as you type your slide text.

TIP

You can also save your PowerPoint presentation as a web page, generating an interactive web page from your slides, each in its own frame, with navigational tools for the page visitor to use in moving through the presentation online. The use of the File | Save As Web Page command and the whole concept of publishing your presentation as a web page is covered in Chapter 17.

Printing Your Slides

Despite the fact that most presentations are shown on a large monitor or projected onto a wall or screen, there will be times that you need to print your slides. You can print on sheets of clear plastic that can be used in your laser or inkjet printer or generated from your PowerPoint file by a professional printing company, or you can print on plain paper. PowerPoint supports the printing of presentations as a series of slides, in the form of pages with speaker's notes, or as groups of slides (from two to six per page) to serve as audience handouts.

The Print command is issued in PowerPoint just as it is in Word or Excel. You can choose File | Print or press CTRL-P. The Print button will send a print job directly to your default printer, one slide per page, no questions asked. The former methods will open the Print dialog box, through which you can customize the print job, controlling the number of copies printed, what's included in the printout, and how the printout looks. Figure 15-6 shows the PowerPoint Print dialog box.

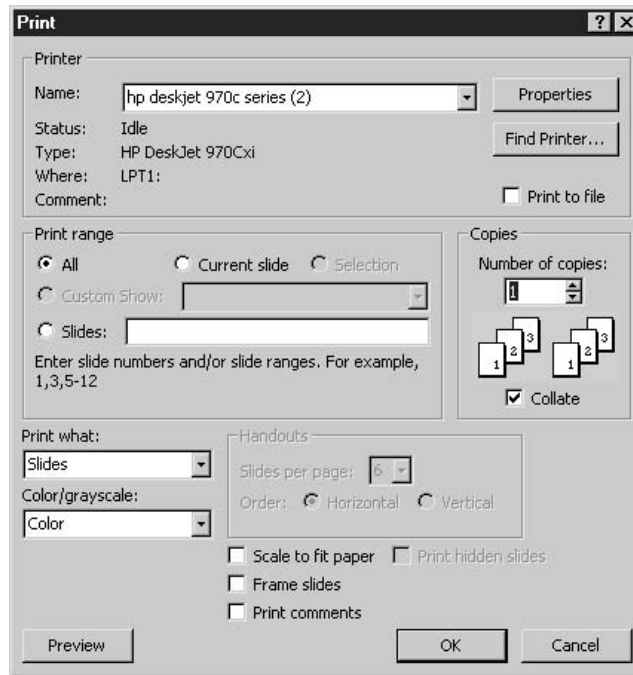


FIGURE 15-6 Choose which slides to print and how many copies to generate.

The top half of the Print dialog box looks very much like the Print dialog box found in Word or Excel. You can choose a different printer, pick which slides to print, and set the number of copies to be printed. The lower half of the dialog box is where the PowerPoint-specific printing options are found. You can choose what to print—slides, speaker’s notes, audience handouts—and how to print them—in color, black and white, or grayscale. You also have options for making oversized slides fit onto your paper and for putting a frame (thin line border) around each of your slides.

Printing Color Options

Obviously, you can print in color only if you have a color printer. If you don’t have one, printing in color will result in a printout that uses shades of gray to approximate the color in your slides. If you do have a color printer, you might want to print in color so you have a tangible record of exactly how your slides looked, or to generate color transparencies. Your other color choices are as follows:

- **Grayscale** This option results in something very similar to printing in color on a black-and-white printer, because your slides' colors are interpreted as shades of gray.
- **Pure black and white** If you choose this option, everything that has a color fill is turned to black or white, depending on the intensity or darkness of the color. For example, royal blue would be printed as black, but yellow or pink would be printed as white.

Creating Notes and Audience Handouts

In the Print What section of the dialog box, Slides is the default. This means that each of your slides will print on a single page, in the color you chose, and with or without a frame, depending on your use of the options at the bottom of the Print dialog box. If you're printing on paper that's smaller or larger than the slides, you can also choose to scale the slides to fit on the paper. This generally results in larger slides because each slide is only 7.5 by 10 inches, and letter-size paper is 8.5 by 11 inches, with a quarter-inch edge that can't be printed on if you're using a standard laser or inkjet printer.

In addition to printing one slide per page, you can take advantage of the following Print What options:

- If you opt to print handouts, the Handouts section of the dialog box becomes available, and you can choose how many slides will print per page, and with choices ranging from 1 to 9 (stick to 3 or fewer so that the slides don't become too small to read). You can also choose whether to arrange the slides on the page horizontally or vertically.
- Notes Pages is intended for use in creating speaker's notes for the presentation. A small (but entirely legible) image of the slide appears at the top of the page, and any notes typed in the Notes panel during presentation development appear on the page with the slide. I like to use Notes Pages view for my audience handouts, because the slide is large enough to be read later, and my notes remind the reader what was said while that slide was onscreen.
- Outline prints the titles, subtitles, and bullet text from each slide and obviously omits any graphics, charts, or extra text boxes you added. This is a good view to print if you want someone to review your presentation content, but you don't want to invite his or her comments on your color choices or layout.

CAUTION

Unless you absolutely have to, don't hand out your audience handout until after the presentation. Why? Because the audience will be reading it while you're talking and jotting notes instead of listening (another reason to hand out the Notes Pages view, which already has your notes on it).

Chapter 16

Enhancing a Presentation with Graphics and Charts



How to...

- Insert and customize graphics
- Add drawn shapes and lines to your slides
- Create a PowerPoint chart to display numeric data
- Build an organization chart
- Create a diagram to depict concepts or procedures

The whole point of an electronic presentation is to grab and maintain the attention of an audience, be it a handful of people clustered around a monitor or a huge group of people seated in an auditorium. How is that goal achieved? By using small amounts of text and lots of graphics and color to convey one or more messages throughout the presentation. Nothing bores an audience faster than a text-heavy presentation, so you need to rely on graphics—photographs, clip art, charts—to express the information you have to share. In this chapter, you'll learn to add graphic content of all kinds to your presentation and to make the graphic content work for you.

Using Graphics Effectively in a Presentation

Although it's important to use more pictures and less text in a presentation, is there a risk of using too many graphics? Certainly. Just as too much text can be a bore, too many images can be distracting and confusing. One image per slide is a good rule of thumb. Don't pack two or three charts onto a single slide; instead, spread them out over two or three slides. Don't try to fit everyone from the CEO down to the guy who stocks the snack machine onto the organization chart. Break the organization into sections and show each one on a separate slide. No one will mind seeing a whole lot of slides if none of the slides are boring and/or confusing.

Adding Clip Art and Photographs

You can add a graphic image—clip art, a photograph, or a drawing—to a slide in one of three ways:

- Choose Insert | Picture from the File menu to open the Insert Picture dialog box. From within this dialog box, navigate to the drive and folder containing the image you want to use.
- The Insert Clip Art button (found on the Drawing toolbar) will open the Clip Art version of the task pane, through which you can select a graphic, searching by keyword for just the right image for a particular slide.
- As shown in Figure 16-1, if you've selected a slide layout that includes graphic content—a clip art image, a picture, a chart, or a diagram—a palette of icons is displayed within that object placeholder. Click the icon for clip art or a picture.
- Once inserted, the graphic can be moved or resized as needed, just as you would resize and move it within a Word document or an Excel worksheet (you read all about the use of images in Chapter 3). One minor difference: If you insert the graphic through an icon within a graphic placeholder, the image will appear within the placeholder. If you add a

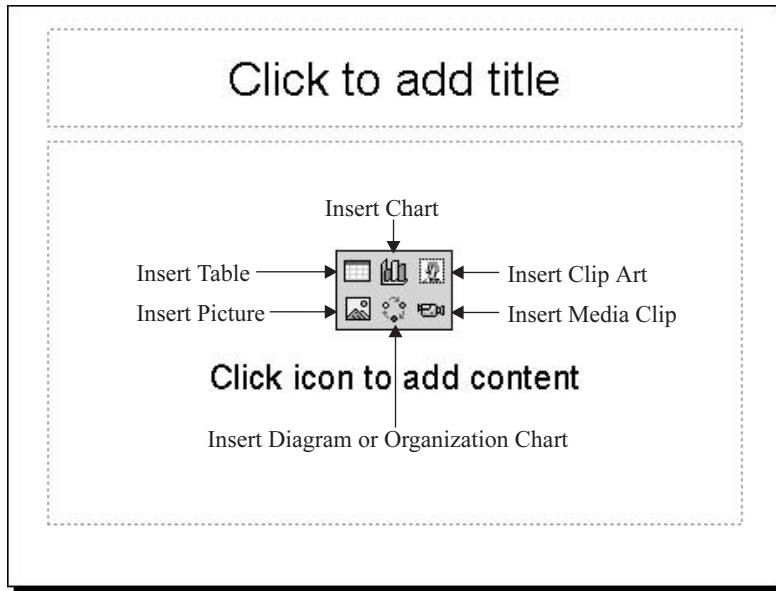


FIGURE 16-1 The possible choices for content are represented by icons inside the content placeholder.

graphic to a slide without such a placeholder, PowerPoint will attempt to place the graphic in a logical spot, and it might even change the size and placement of an existing text object to accommodate the new graphic.

NOTE

Graphic placement and selection is really an art unto itself, but it's one you can learn. Good composition—the effective, balanced placement of elements on a slide—requires a good eye and the ability to distribute elements—text blocks, titles, graphics—so that the viewer's eye is drawn to what's important without ignoring everything else. You want to position all your slide elements carefully, spacing and sizing them so that no one item overwhelms another. Each item should stand out on its own yet work as part of the group.

Drawing and Manipulating Shapes and Lines

The Drawing toolbar (see Figure 16-2) offers tools for creating shapes and lines, and for applying color and fills to them. You can even apply shadows and 3-D effects to your drawn items, and spin them on any axis you dictate. The Draw Menu button provides access to grouping, alignment, and repositioning commands, and the AutoShapes button offers several palettes of categorized shapes. You can use all these features to enhance PowerPoint slides, emphasizing important text, creating your own drawings, and designing logos and symbols to create graphic effects that you may not have found represented in your clip art selection.

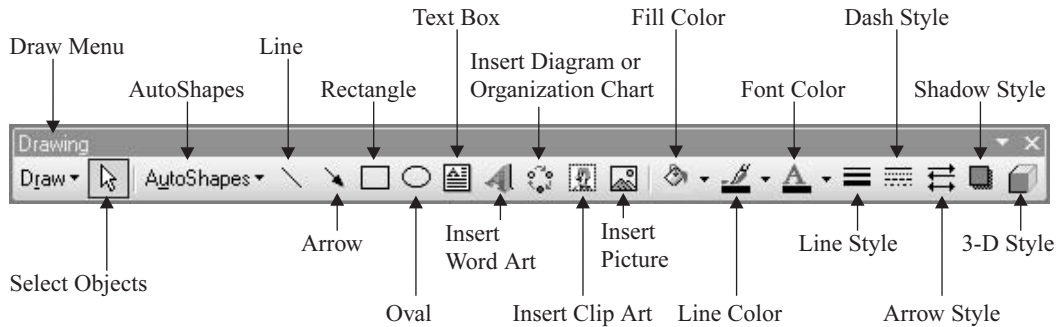


FIGURE 16-2 If the Drawing toolbar isn't displayed, choose View | Toolbars | Drawing.

Drawing Shapes

To draw shapes, you can use the Rectangle and Oval tools, or click the AutoShapes menu and select a shape category and then choose one of the shapes from the resulting category palette. Once a shape tool is selected, move your mouse onto the slide and click and drag to draw the shape. Generally, it's best to drag in a diagonal line from your starting point, adjusting the angle of your dragging to adjust the proportions of the resulting shape. If you want to draw a very long, slim arrow, drag in a more horizontal direction. You can also use SHIFT as you draw to create a shape that has equal height and width—perfect for drawing squares and circles using the Rectangle and Oval tools, respectively.

TIP

Make it easier to position items on the slide, especially if vertical or horizontal alignment is important. Display the grid (click the Show/Hide Grid button) to provide a series of horizontal and vertical lines that help you place items in a straight or diagonal line.

Drawing Lines and Arrows

Drawing a line or an arrow (a line with an arrow head or other graphical endpoint) is done in much the same way as drawing a shape. Simply turn on either the Line or Arrow tool and click to establish a starting point. Then, drag away from that point in the direction the line should go. By default, the lines and arrows you draw with these tools are straight, despite any jagged look they might have onscreen. When printed, the lines will be smooth. You can control the angle of the line, constraining it to 45 or 90 degrees, by holding down SHIFT as you drag to draw the line or arrow.

SHORTCUT

If you need two or more of a particular shape or line, draw it once, and while it's still selected, press CTRL-D. This duplicates (thus the D in the shortcut) the selected object. You can use this command on text objects, drawn shapes and lines, clip art and pictures, and even on slides in the Slides panel. It's a very powerful shortcut!

Formatting Graphic Elements

Once you've drawn your shapes and lines, you may want to make changes—choosing a different fill color for shapes, making a line or arrow thicker, or rotating a shape. These changes are easy to make, and the tools for performing them can all be found on the Drawing menu or on the shape or line itself.

Applying Fills and Outlines

When you draw a shape, the outline color and fill color are applied, dictated by the template in use. You can change these colors easily, however, and even apply patterns, textures, and picture fills to the shape. To apply a fill, use the Fill Color tool. The palette displayed when you click the drop arrow to the right of the tool offers a series of colors that match the current presentation template, but you can select More Colors to access a complete palette of colors, or you can click Fill Effects to access fill options such as patterns, textures, and picture fills (see Figure 16-3).

To apply color to a line or to change the outline color of a shape, use the Line Color tool. Again, as in the case of the Fill Color tool, colors that complement your current presentation template are offered first, but you can venture beyond them (carefully, don't pick colors that clash) by choosing More Colors. You can also apply patterns to create the look of dashed or dotted lines.

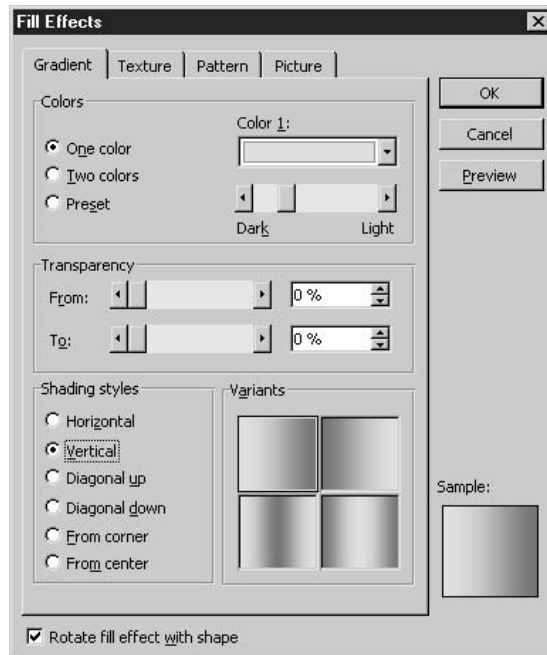


FIGURE 16-3 Click the Gradient, Pattern, Texture, or Picture tab to access options for filling your shape with an interesting effect rather than a solid color.

TIP

Moving shapes and lines is done using the same method you'd use to move a graphic—click it to select it and then drag it with your mouse. To resize a shape or line, drag from the handles, and in the case of shapes, use SHIFT to control the width-to-height ratio.

Typing in Shapes

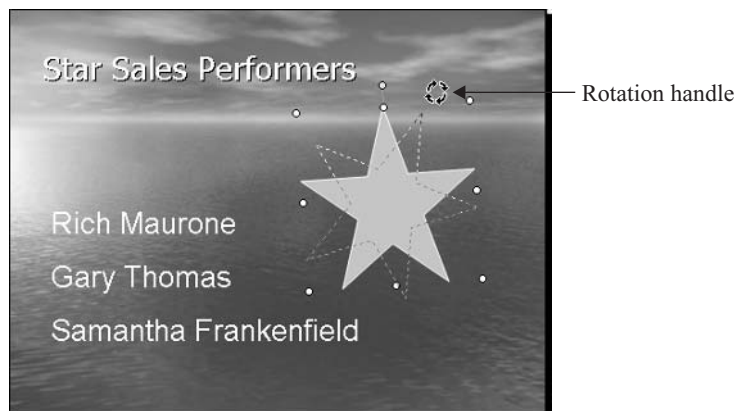
If left to their own devices, most users imagine that to put text inside a shape (such as placing the word “Wow!” inside a star or sunburst shape) they'd have to draw the shape, then place a text box with no colored fill on top of it and type the word into the text box. Not so! PowerPoint makes it much easier to add text to a shape. Just click the shape to select it and begin typing. The text is automatically centered within the shape and appears in a font dictated by the template in use. If you want a short phrase or sentence to wrap within the shape, right-click the shape and choose Format AutoShape. In the resulting dialog box, click the Text Box tab and turn on the Word Wrap Text in AutoShape option.

Rotating Shapes and Lines

Although not of much use for circles, the rotation of other shapes can create interesting effects. Stars can stand on one point instead of two, boxes can appear to be tumbling, and the arrow shape you drew can be turned to point in a different direction. Note that you don't need to use the Rotate feature to redirect drawn lines or arrow lines, because simply grabbing one end handle and dragging in a different direction will redirect the line or arrow.

To rotate a shape, you have two options:

- Set a specific angle of rotation in the Format AutoShape dialog box. To access this dialog box, click to select the shape, choose Format | AutoShape, and then on the Size tab enter the rotation angle by typing a new number or use the spinner arrows to increase or decrease the current number. Note that if your shape contains text, the text will rotate with the shape.
- Click the Rotation handle on the shape (it's a green circle connected to the top-side handle, as shown here) and drag it in the direction the shape should be rotated.



Aligning Graphic Objects

If you have two or more drawn shapes or lines that need to be aligned or distributed relative to either the slide or each other, you need the Align or Distribute command found in the Draw menu. To use this command, select the shapes or lines to be aligned/distributed and then choose Draw | Align or Distribute. The choices in the submenu are illustrated by tiny icons and are self-explanatory.

The trick to using this feature is to select multiple shapes or lines before issuing the Align or Distribute command. If you don't have two or more items selected, the submenu will be dimmed. To select multiple objects, click the first one and then hold down SHIFT as you click and select the rest of the objects to be aligned or distributed.

Changing the Stacking Order of Graphics and Drawn Objects

As you add graphics, shapes, and lines to your presentation, their stacking order is determined by the order in which the objects are added. The last one added will appear on top of those added before it. For objects that don't overlap, this isn't an issue. If, on the other hand, you want to put a shape behind an existing piece of clip art, or you want to restack a series of overlapping shapes and/or lines, you need to use the Draw | Order command. The Order submenu offers four options:

- **Bring to Front** This takes the item from wherever it is in the current stacking order and puts it on top, as though it were the last item added to the slide.
- **Send to Back** If you want to place a recently added object behind the rest of the slide content, choose this command.
- **Bring Forward** With this command, you can reshuffle a stack of items, bringing the selected item forward one layer at a time.
- **Send Backward** If you want to move the selected item down in the stack, use this command. Send Backward and Bring Forward can be used repeatedly until the proper position in the stack is achieved.

Grouping and Ungrouping Objects

To group a series of shapes and/or lines, select them with SHIFT and choose Draw | Group. The entire group is then selected, with one set of handles for all the objects in the group. If you move or resize one of the objects, the rest of them move and resize in tandem. The same goes for changing fill colors, outline colors, and resizing: If you click the group and apply any formatting, the change applies to every object in the group. If you find that you've inadvertently included an unwanted object in the group, you can use the Draw | Ungroup command, followed by the Regroup command once you've selected the appropriate objects. If you no longer want your objects grouped at all, click the group and choose Draw | Ungroup.

Creating a PowerPoint Chart

As you learned in Chapter 13, the Office 2003 suite already has Excel, an excellent tool for turning data into charts. So why also offer charting tools through PowerPoint? By building a chart in PowerPoint, you're able to take advantage of important tools for animating the chart (having chart elements appear one at a time, so you can talk about each one individually during

the actual presentation), and you're able to work with a very scaled-back worksheet environment and simple charting tools, which is handy for those people who don't use Excel much or at all.

TIP

If you're comfortable with Excel and its charting tools, why not create charts in Excel and just paste them into your PowerPoint presentation? Well, you can, and you can use the techniques for using the Clipboard discussed in Chapter 2 to do it.

To create a PowerPoint chart, you should convert the active slide to one of the layouts that include a placeholder for charts. These are found on the Slide Layouts task pane. After converting to the proper layout, click the Insert Chart icon on the slide. This will open PowerPoint's charting tools (many of which you'll recognize from Excel), plus a small worksheet (called the *datasheet*) and a chart, based on sample data already in the datasheet. As shown in Figure 16-4, everything you need to build your chart is there. All you have to do is replace the sample data with your data and—voila!—you have a chart.

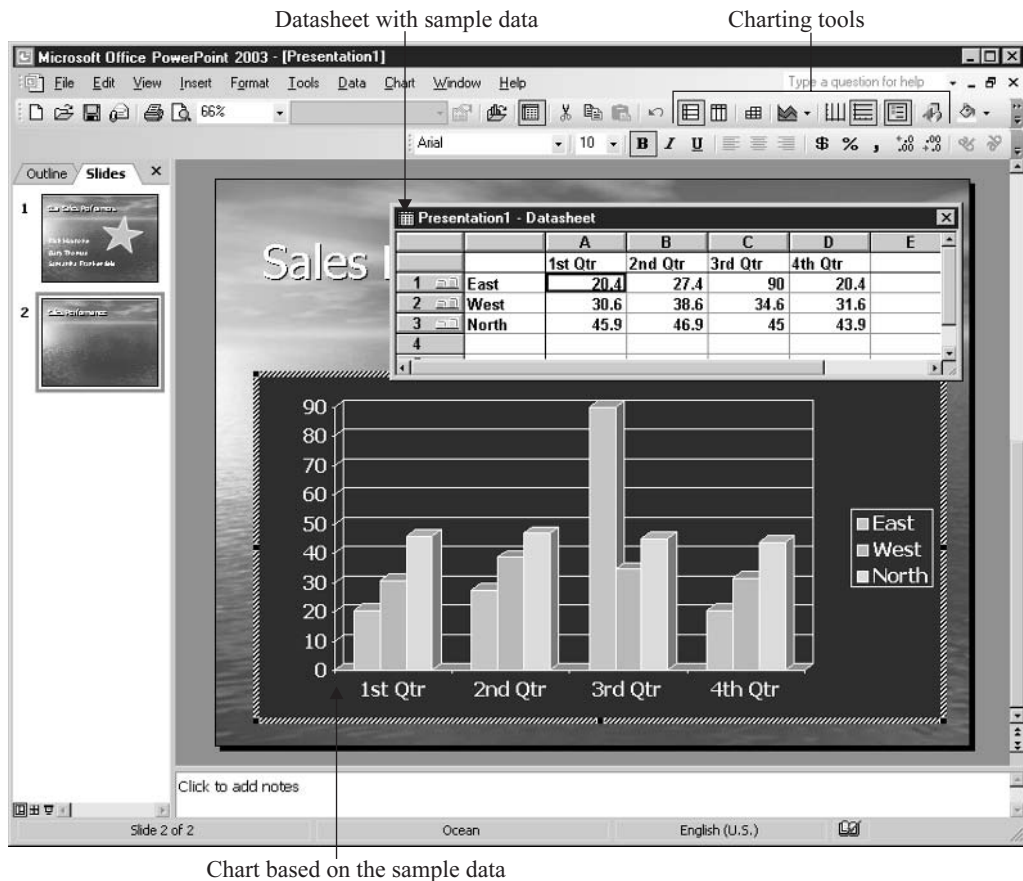


FIGURE 16-4 The chart you start with reflects the sample data in the datasheet.

To replace the sample data in the data sheet with your data, select the sample data by clicking in any cell in the datasheet and pressing CTRL-A. With every cell in the datasheet selected, press DELETE. Now you have an empty datasheet and can start entering your own data, or even paste data from an Excel worksheet or Word table. Whether you're typing your data manually or you're pasting from another source, note that there is a blank first column (the datasheet doesn't start with column A, as it does in Excel), and this is where your row labels should go—not in column A, where your first data should appear. As you type or after you paste your data, a new chart forms on the slide.

CAUTION

If you click anywhere outside of the datasheet or the chart object on the slide, the datasheet will disappear, and so will all the charting tools and related features. Don't panic—you've merely deactivated the chart. To reactivate the chart and redisplay all the related tools, including the datasheet, double-click the chart object.

Selecting a Chart Type

The default chart type for any new PowerPoint chart is a column chart. It's the default because it's easy to assemble and format, and most importantly, it's easy for the audience to understand. A presentation isn't the place for a very complex chart with lots of bells and whistles—lines, bars, boxes, arrows, and so forth—because such detail will be lost on anyone sitting at a distance from the screen, and unless everyone in your audience is extremely familiar with the data, they won't necessarily understand it. Stick to simple charts in an onscreen presentation. If you need to give the audience a complex chart, give it to them in a printed handout, along with a text description or explanation.



If you do want to switch to a different chart type, however, it's easy to do. Just click the Chart Type tool and choose the type of chart you want. You can pick from nine different types, plus three different column shapes—cones, cylinders, and pyramids, as shown here.

You can also choose Chart | Chart Type, which opens the Chart Type dialog box. This dialog box will look very familiar to anyone who has created a chart in Excel—it's identical to the first step in the Chart Wizard. You can pick from several chart type categories and subcategories, and you can see your data in the selected type by clicking the Press and Hold to View Sample button. This can be easier than using the Chart Type tool's palette, especially if you're not sure which type of chart you need to use for your data.

Customizing the Chart

The chart you build in PowerPoint will include colors that match the color scheme of your presentation template. This helps make your chart look as if it belongs in your presentation, but it can also be a bit limiting. You might not like one or more of the colors, or two of the colors might be too similar, making it hard to tell different columns, lines, or pie slices apart. You might also want to make changes to the location of your legend or add or edit chart titles. Whatever changes you want to make, PowerPoint makes it very simple to do:

1. Click the chart element you want to format. Handles appear around the element.
2. Click the Format menu. The first menu command will match the element you selected—Selected Legend, Selected Data Series, and so on.

3. Choose the first command and work within the resulting dialog box (you'll get a different one depending on which chart element is active). You'll find that the dialog boxes you see at this point are nearly identical to those you saw in Chapter 13, on charting in Excel.

If you'd like to make general changes to several items in your chart from one main dialog box, choose Chart | Chart Options. The Chart Options dialog box opens (see Figure 16-5), through which you can work in any of six tabs—Titles, Axes, Gridlines, Legend, Data Labels, and Data Table. This is the exact same Chart Options dialog box you work with in Excel.

TIP

You can also resize your chart by dragging its handles, and you can reformat its text and axis label formatting through the Formatting toolbar. If you want to convert your value axis labels to currency, click the axis, then use the Currency Style button on the toolbar. If you want to make your chart title bigger, click the title and use the Font Size or Increase Font Size tool to apply a larger point size to the text in the title. A quick way to recolor a data series (group of columns or a pie slice)? Use the Fill Color button on the Drawing toolbar.

Building an Organization Chart

An organization chart shows who works for whom and what they do. It also shows how different departments, divisions, or factions of your organization work together, as shown on the opposite page in Figure 16-6. This sort of information can be very useful in certain presentations, and PowerPoint provides a very simple, yet powerful tool for building these charts.

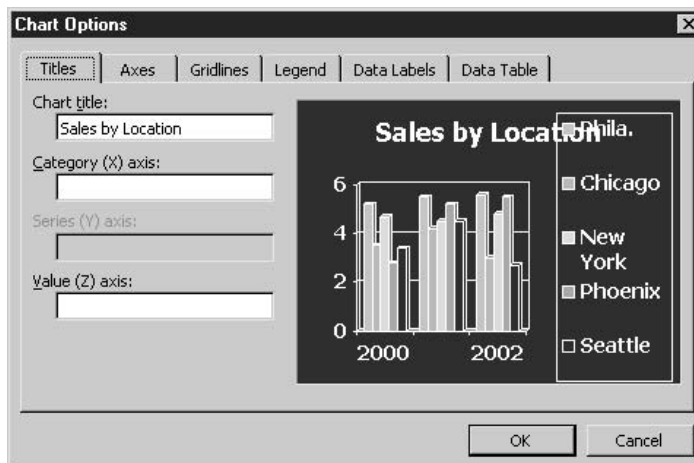


FIGURE 16-5 Tinker with every aspect of your chart—its titles, axes, legend, or anything you want to add or reformat.

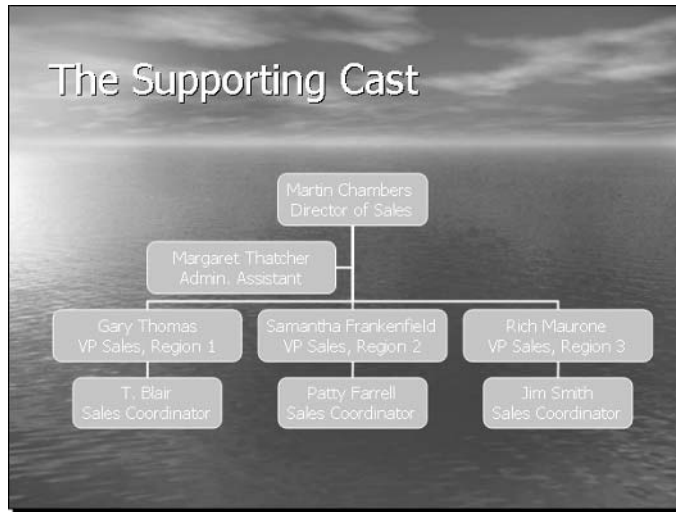


FIGURE 16-6 An organization chart is a graphic representation of your organization's staff and departmental structure.

TIP

If your company or department has more than 10 or 12 people in it, it's impossible to include them all on a single organization chart and have anyone in the audience be able to read their names and titles on the slide. To solve this problem, break the group into smaller subgroups, and make an organization chart for each of them on separate slides.

To start your organization chart, click the Insert Diagram button on the Drawing toolbar to add a content placeholder to your slide. Once the placeholder appears, click the Diagram icon (the middle icon in the bottom row of icons) to open the Diagram Gallery (see Figure 16-7). If your slide already has a content placeholder, click the Diagram icon, which also opens the Diagram Gallery. Within the Diagram Gallery dialog box, choose the first option in the upper left—the organization chart—and click OK.

Filling in the Chart Boxes

As soon as you select the organization chart, the beginnings of a chart (in the default pyramid style) and a floating Organization Chart toolbar appear onscreen. Notice that handles appear around the top box in the chart—your first step should be to type the text for that top box. Start doing so without clicking your mouse, as the box is already selected. To type the person's name on the first line and his or her title on the second, just press ENTER at the end of the name, and you're automatically on the next line.

You can then continue filling in the rest of the chart's boxes (the default three boxes that you start with—more can be added later) by simply clicking the remaining boxes, one by one, and typing the names and titles of the people whose information needs to appear on the chart.

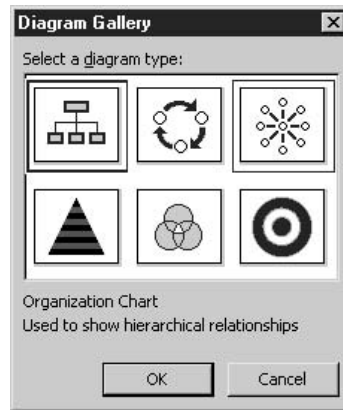


FIGURE 16-7 The Diagram Gallery shows you all your diagramming options.

Boxes can be edited by clicking within the existing text—just use BACKSPACE and DELETE or your mouse to select text that should be deleted or changed, and type your edited content.

Adding New Boxes to the Chart

After filling in the starter boxes (one top box and three boxes on the first tier), you can add boxes for various positions/departments within your organization. To add them, follow these steps:

1. Click an existing box that has a relationship to the box you're about to add.
2. Click the Insert Shape button (on the Organization Chart toolbar) and choose the type of box you want to add—a subordinate, coworker, or assistant—relative to the active box.
3. Continue adding boxes, using the Insert Shape button and choosing new boxes based on their placement in the hierarchy.
4. Once you have one or more new boxes, you can click them, one by one, and add the names and titles for the people or departments represented by these boxes.

TIP

If you make a mistake and place a box in the wrong spot, simply drag it to where it belongs, attaching it to the right superior, subordinate, or coworker.

Formatting the Organization Chart

Just like the column or pie chart that you built through PowerPoint, the colors in the organization chart are selected for you, based on the template you chose for your presentation. This is normally a good thing, and you should probably leave the chart as is in terms of color unless you find that you don't like the colors or think the font will be hard to read.

Use the following tools to make changes to the appearance of your chart's components:

- The Font button can be used to change the font of any selected text. You can select text within a single box, an entire box, or several boxes, and then choose a new font.
- The font size can be adjusted for legibility's sake by using the Size button on the Formatting toolbar. Use the Increase and Decrease Font Size buttons to make incremental changes, sizing the text “by eye” until it's the size you want.
- Use the Text Color button on the Drawing toolbar to change the color of your box text.
- Use the Fill Color and Line Color tools on the Drawing toolbar to change the color of boxes and the lines surrounding and connecting them, respectively.

Creating a Diagram

The same button that inserts an organization chart can be used to insert a variety of other structural graphics—diagrams that consist of several shapes, linked by lines or other shapes to visually define or depict relationships, procedures, or systems. The Insert Diagram button, found on the Drawing toolbar, inserts a content placeholder on your slide and opens the Diagram Gallery, the same one you use to insert an organization chart, which is essentially just another type of diagram. To view the name and purpose of each of the Gallery's offerings, click once on each of the diagram buttons.

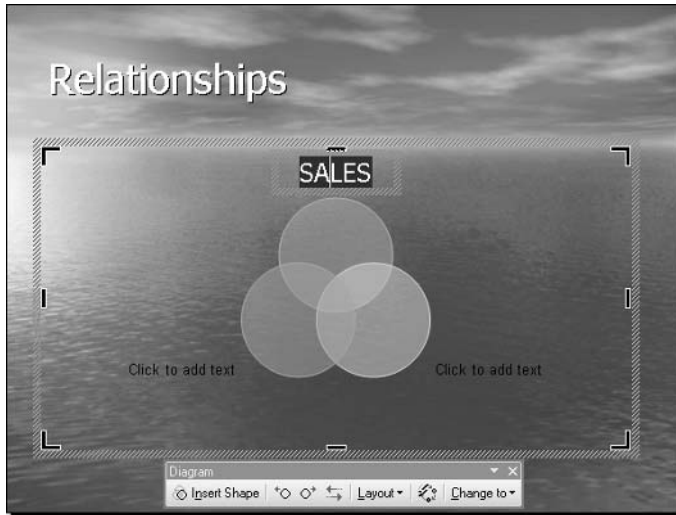
How to ...

Make Major Chart Changes

If you like the idea of making sweeping changes to the entire organization chart, and possibly breaking free of the rather traditional rectangle format of the boxes, you can use the Organization Chart Style Gallery and its collection of preset formats. These formats change the box shape, line styles, and the appearance of text. They also offer different color schemes, so pick one that will work with your current template. To open this gallery, click any box in the chart and then click the AutoFormat button on the Organization Chart toolbar.

You can change the layout of your chart, switching from the traditional pyramid to a “hanging” chart structure that stacks boxes on the same hierarchical level rather than placing them in horizontal rows. Click the Layout button on the Organization Chart toolbar to access this structural option, along with options for automatic scaling and resizing of the chart.

Once you've chosen a diagram type, the diagram appears on the active slide. To build the diagram, you need only insert the data—text and/or numbers—to define the areas of the diagram, as shown here. The radial diagram provides instructions on each of the circles.



As with an organization chart, you can use the Fill Color, Line Color, Font Color, Font, and Font Size tools to reformat some or all the elements of your diagram. Just select the part or parts and then use the appropriate tool. You can also use the AutoFormat button on the Diagram toolbar to choose from a variety of preset formats for the type of diagram you're building, or you can click the Change To button if you want to switch to a different type of diagram.

Chapter 17

Building an Effective Multimedia Slide Show



How to...

- Preview a slide show
- Give a presentation that grabs and maintains audience attention
- Apply slide transitions
- Animate slide elements
- Create hyperlinks to give your slide show depth and reach
- Publish your presentation to the web

All the great text content, valuable data, and eye-catching graphics don't accomplish anything if they're in a disorganized or lackluster slide show. Too many multimedia bells and whistles can be distracting, and not enough of them can result in a show that leaves the audience napping. The goal of this chapter is to give you tools and ideas for building a slide show that does your presentation proud. All the time and effort you put into designing a great presentation should culminate in a slide show that grabs and keeps the attention of your audience, informing and entertaining them along the way.

Previewing Your Slide Show

One of the best ways to proof your presentation is to run through it once in Slide Show view. This allows you to see how the presentation will look to the audience, and to get a slightly different (bigger) perspective on the presentation without the clutter of the menu and toolbars and other visual distractions. To run the slide show on your screen, choose View | Slide Show or press F5. You can also click the Slide Show button in the lower-left corner of the PowerPoint window.

Rearranging, Duplicating, and Deleting Slides

One of the most common outcomes from a slide show preview is the realization that you need to rearrange your slides, and there are as many reasons for it as there are slides in any presentation. Perhaps slide 4 includes a reference to data that you're not showing until slide 7, so 4 needs to come after 7. Maybe you don't want to bring up the new commission program until you've pumped up the audience about the new sales promotions that are being set up for the next quarter—remember, bad news usually goes down better after good news.

To rearrange slides, you can drag them up and down in the list of slides on the left side of the workspace (the Slide panel), or you can switch to Slide Sorter view and work with a mosaic of your presentation's slides, as shown in Figure 17-1. To work in Slide Sorter view, click the Slide Sorter View button in the lower-left corner of the window or choose View | Slide Sorter.

While you're in either the Slides panel or Slide Sorter view, you can duplicate slides (click a slide and press CTRL-D), delete slides (press DELETE), and cut or copy slides (Edit | Cut or Copy) to use them in another presentation. If what you want to do—duplicating within the same presentation or copying for use in another—involves multiple slides, you can select a series of contiguous slides or a group of random slides. It all depends on your technique:

- To select a series of contiguous slides, click the first slide in the desired series, press and hold SHIFT, and click the last slide in the series.
- In Slide Sorter view, drag your mouse from the starting slide to the last slide you want to select. This works for groups of contiguous slides.
- Press CTRL and keep it pressed as you click all the contiguous and noncontiguous slides you want.

Once your slides are selected, you can hide them, if you don't want them to display during a particular run of the presentation. To hide one or more slides, select the slide or slides and choose Slide Show | Hide Slide. This will prevent the slide(s) from appearing in any slide show, and the slide number will be crossed out in the Slides panel or Slide Sorter view. To bring back a hidden slide, click it and choose Slide Show | Hide Slide again.

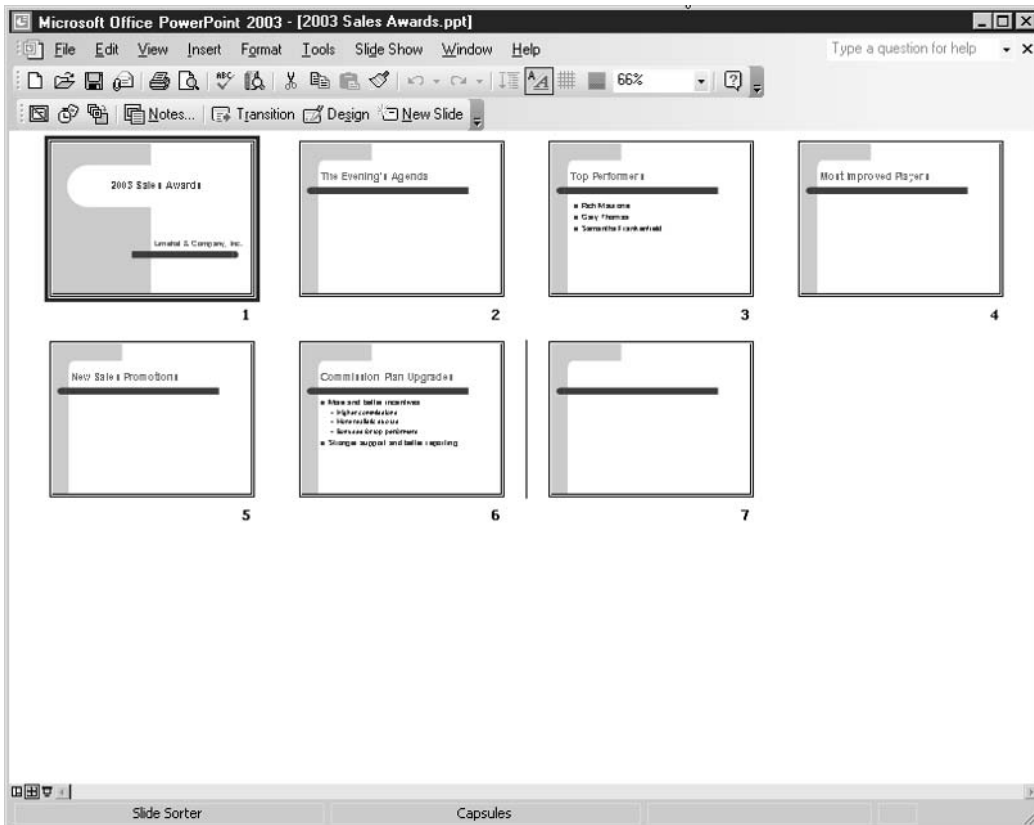


FIGURE 17-1 Drag your slides and watch for the vertical line—where it appears is where your slide will end up when you release the mouse.

How to ...

Mistake-Proof Your Presentation

What screams “amateur” or “sloppy” in a presentation? Typos and misspellings. Luckily, the Spelling feature in PowerPoint works just like the one you find in Word. In fact, they share the same dictionaries—both the main one that comes with Office and the custom one you build as you use the Add command to build a list of terms and names that aren’t in the main dictionary. You can run the Spelling program (Tools | Spelling) and work through the entire presentation using the Spelling dialog box, or you can right-click words that PowerPoint flags with a red underline and choose a correction from the shortcut menu. Remember that words with more than one capital letter in them will not be compared to the dictionaries’ word lists, so you’ll have to proof them yourself. Don’t skip doing a manual proofread, either—or better yet, get someone else to do it. You may have mistakes in your text that aren’t spelling errors, and you won’t want your audience to be the first ones to spot them!

To further proof and troubleshoot your presentation, preview your presentation in the setting and on the equipment that will be in use the day of the “real” presentation. This means running it on the screen or with the projection device that will be used, in the room where the presentation will take place. This allows you to determine whether your sound system is adequate and all your slides are legible. It also enables you to establish the overall effectiveness of your presentation as it will be seen by your actual audience. These things usually cannot be determined solely by previewing the presentation at your desk, on your monitor.

Another idea for presentations that are identical except for one or two slides that should be seen in one but not the other—you can use the Slide Show | Hide Slide command to create two versions of the same presentation, each one customized to include only the slides a particular audience should see. After building a presentation with all the slides that any audience would need or want to see, save that presentation with a different name. Then go back to the original version and hide the slides a given group doesn’t need to view. When naming the two versions, use names that will help you or another presenter tell them apart.

Applying Slide Transitions

Even if you’ve proofed, previewed, and made all the changes you think you need in your presentation, it still may not be ready for your audience. If you’ll be showing your slides electronically—either on a large monitor or by projecting your monitor’s display onto a wall or screen—you should take advantage of PowerPoint’s multimedia tools for animating slides and their individual elements. This adds visual interest to your presentation, and the first step in this process is to apply slide *transitions*—animations that occur as one slide leaves the screen and another appears.

Another benefit of using transitions is the potential for sending subtle messages. For example, if a slide in your presentation discusses an old procedure and why it's being phased out, an effective transition from that slide to the next might be Fade or Dissolve. To transition into a slide that discusses a new product or procedure you want to generate enthusiasm about, use an upsweeping transition affect—something that moves up and to the right. Why is “up and to the right” an effect that can generate enthusiasm? Because people subconsciously perceive things that move up and/or to the right as positive, and things that move down and/or to the left as negative.

Transitions can be applied to each slide individually, enabling you to choose a different transition for each slide, or to the entire presentation, so that each slide transitions in the same way. To apply a transition to an individual slide, follow these steps:

1. Switch to Slide Sorter view and click once on the slide for which you want to set a transition.
2. Click the Transition button on the Formatting toolbar. The Slide Transition task pane appears, as shown in Figure 17-2.

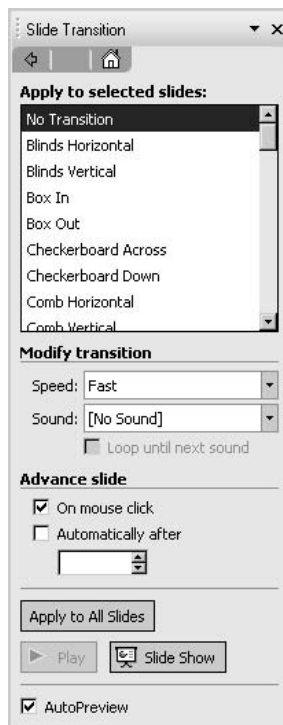


FIGURE 17-2 The task pane offers transition options for the selected slide when you click the Transition button.

3. From the Apply to Selected Slides list, choose a transition effect.
4. As needed, change the speed of the transition effect. You can choose between Fast, Medium, and Slow.
5. If you want a sound to coincide with the transition, click the Sound drop list and pick one.
6. Set the Advance Slide method. The default is On Mouse Click, which allows a live presenter the sort of pacing control that he or she will need. If your presentation will be self-running, set a time in the Automatically After text box, using the hh:mm format.
7. To see the transition previewed, click the Play button. If you don't like what you see, go back and repeat steps 2 through 6 for a different transition effect.

To set a transition for the next slide or any other, click the desired slide and repeat this procedure. If you want to apply a single transition to all slides, click the Apply to All Slides button. When a transition has been applied to a slide, a small star symbol appears beneath the slide.

Animating Individual Slide Elements

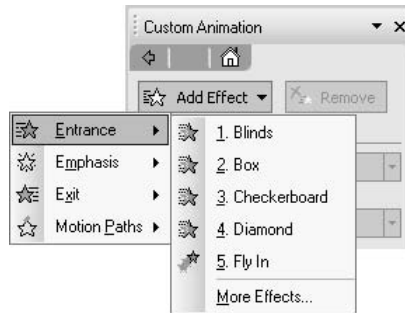
The next step in turning your presentation into a multimedia event is the animation of the individual items on your slides—the text, graphics, and chart objects you've built. Note that adding animation is more than just window dressing. It allows you to present charts and bulleted lists one item at a time, thus enabling you to discuss individual data points at your own pace without your audience rushing ahead.

To access PowerPoint's animation tools, make sure you're in Normal view (so you can select individual slide elements) and choose Slide Show | Custom Animation. The Custom Animation task pane appears, as shown in Figure 17-3.

Animating Text

Using your slide in Normal view and the Custom Animation task pane, click the text object to be animated. Follow these steps to apply an animation to the selected text object:

1. Click the Add Effect button. A list of four effects categories is displayed, enabling you to choose when and how they appear on the slide (Entrance), make them move or change size (Emphasis), determine how they leave the slide, if they're not staying (Exit), or make them move from point A to point B (Motion Paths).
2. Click one of the effects and view its submenu. The submenu lists the specific effects available for the main effects. The Entrance submenu is shown next:



3. Choose when the effect should start. The default is On Click, although you can choose With Previous or After Previous, if another slide item was animated before the one you're working on now.
4. Based on which effect category and specific effect you chose, the second option within the Modify section of the task pane will vary—it may be Direction or Size, and the two

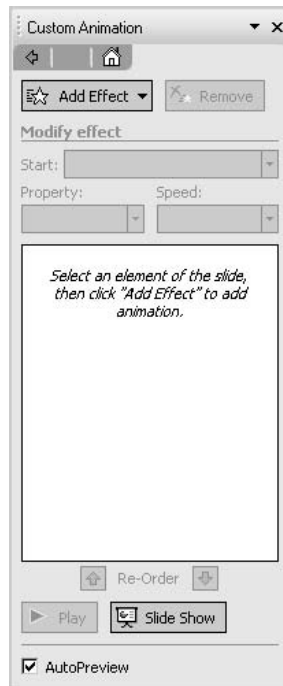
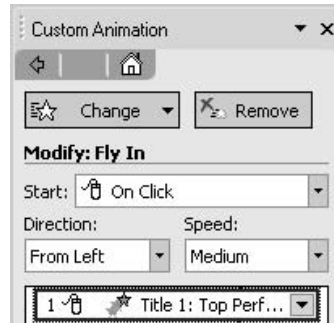


FIGURE 17-3 Animate individual slide elements through the Custom Animation task pane.

drop lists beneath it will vary also, as shown here. Make selections from the two drop lists appearing below the Start option.



5. Set the speed at which the effect should occur.
6. The white box contains a list of all the effects you've applied to the selected element. You can click the items in this list and click the Remove button to get rid of them, or you can click the drop arrow next to the item and choose a specific aspect of the effect to customize.
7. If more than one item appears in the effects list, you can use the Reorder option's up- or down-pointing arrow button to move a selected item up or down in the list, respectively, changing the order in which the animation effects take place. You can also change their order by dragging them up and down within the list.
8. When you've set everything for the selected text object, click another object and repeat steps 1 through 7.

Animating a Bulleted List

To make a bulleted list appear one bullet point at a time, click the text object that contains the list, click the Add Effect button, and choose Entrance. From the Entrance submenu, choose the way you want the selected bullet point to appear onscreen. Fly In is the most commonly used (and quite effective) choice, and you can choose From Left or From Bottom for a rightward or upward movement.

If your bulleted list has only first-level bullets, click the drop arrow for the animation item and choose Effect Options from the shortcut menu. In the resulting dialog box, click the Text Animation tab, and in the Group Text field choose By 1st Level Paragraphs. If any of your bullet points have subpoints associated with them, choose By 2nd Level Paragraphs so that the subpoints are animated individually, rather than appearing with their parent bullet point.

There's one more thing you can do with bulleted lists that applies further control over audience attention—you can dim the points that have already appeared and been discussed, which prevents people in the audience dwelling on something you've already addressed. To dim your previous bullet points, follow these steps:

1. Click the bullet list text object and then click its border so that the entire list is selected.
2. Display the Effect Options dialog box for the bulleted list effect you applied.
3. Click the Effect tab.
4. In the After Animation drop list, choose a color that matches your slide's background, or at least one that's close to it. This will render the text virtually illegible as soon as you go on to the next point.
5. Click OK to apply the effect option and close the dialog box.

Applying Animation to Charts and Diagrams

The Chart Animation or Diagram Animation tab of the Effect Options dialog box allows you to choose how or if the parts of your chart or diagram will be animated individually. For charts, this is especially useful, because it is often necessary to discuss the chart's data in stages. Diagrams are no less served by animation. Imagine a diagram that shows the steps in a procedure appearing one step at a time. This can really help the audience understand the diagram, and it helps the presenter address the diagram at his or her own pace.

To animate a chart or diagram, you first animate the object as a whole and then choose how the chart or diagram's parts will be animated. For example, if you want to have each data point in a chart animated separately, select By Element in Series for the Group Chart field on the Chart Animation tab. If your animated object is a diagram, the Diagram Animation tab in the Effect Options dialog box will offer appropriate choices for animating the type of diagram you've selected.

Making Pictures and AutoShapes Move

Animating graphic elements on a slide is very much like animating text. Once you choose an effect, you have to pick a specific effect (Entrance, Fly In, for example) and then modify the way that effect takes place. If you want to be able to apply animation to parts of a graphic image, you can ungroup a piece of clip art by selecting the clip art image and choosing Draw | Ungroup. You'll be prompted that proceeding will change the nature of the image, and you should agree to continue. After that, the image is broken into as many parts as it required the artist to create when building the image in the first place. Each part can then be animated separately, just as you would animate individual AutoShapes you drew yourself.

Setting Up a Slide Show

Regardless of whether you've applied slide transitions and/or animated your slide elements, you probably need to customize your show, setting it up to run in a way that's compatible with how the show will be presented. If someone will be controlling the speed of the presentation and manually moving from slide to slide (and animating individual slide elements) by mouse click, the default slide show settings we've discussed thus far should suffice.

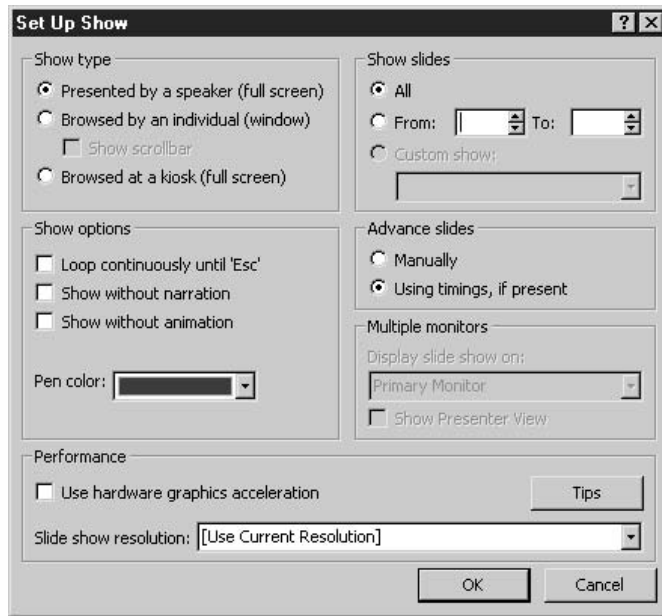


FIGURE 17-4 Set up your slide show so that it runs compatibly with the presentation venue.

If, on the other hand, the show will be run on its own on a continuous loop (on a table at a convention, for example) or if the presentation will be left running on a computer and people can stop and interact with it themselves, you'll want to tweak some of the defaults accordingly. To access these options, choose Slide Show | Set Up Show. The Set Up Show dialog box (see Figure 17-4 above) opens, displaying settings for the type of show, how it will run, and which slides to include.

TIP

Notice that there's a Pen Color option in the Set Up Show dialog box. You can annotate your slides while the slide show is running by right-clicking anywhere on the slide during the show and choosing Pointer Options | Pen. Your mouse pointer turns into a pen, and you can draw on the slide. To bring your arrow pointer back, right-click the slide again and choose Pointer Options | Automatic.

Inserting Links to Files, Presentations, and Web Content

Many presentations run from slide 1 through to the last slide without any digression—no cutting to another presentation, no stopping to display a web page or bring up a file that contains related information. Although that's often the norm, PowerPoint makes it easy to set up *hyperlinks*—

interactive text or graphics that when clicked go to another presentation, file, or even website—provided the computer running the presentation is online at the time.

Hyperlinks can be created from elements already on your slides—pictures, text, charts, diagrams, drawn shapes, or clip art. They can also be created through the use of Action buttons—graphic symbols that you add to your chart for the expressed purpose of linking to something else. The following shows a slide with a text hyperlink (underlined) and a chart that serves as a hyperlink to the Excel worksheet file that provided the charted data. It also contains an Action button that, when clicked, takes the viewer to a specific web page. Graphic links and buttons reveal themselves through the pointing mouse hand.



Using Slide Elements as Hyperlinks

To turn something on your slide—text, a graphic, a chart, a diagram, a drawn shape or line—into a hyperlink, you need to select that item and choose Insert | Hyperlink. You can also click the Insert Hyperlink button on the Standard toolbar (it looks like a globe with links of chain under it). Figure 17-5 shows the resulting Insert Hyperlink dialog box.

To choose where the hyperlink will take you when it's clicked, choose an option from the left-hand panel in the dialog box. Here are your choices:

- **Existing File or Web Page** This option allows you to choose another file—an Excel workbook, Word document, or any other kind of file, even a graphic, displayed in a graphics or illustration application window—or to specify a web page the viewer should be taken to when the hyperlink is clicked. When you're prompted for a web address (known as a *URL*, which stands for *Uniform Resource Locator*), be sure to type the entire address, including the "http://" that precedes the *www.domain.com*.
- **Place in This Document** If you choose this option, the dialog box changes to show a list of the slides in the current presentation, and allows you to preview each slide within the dialog box to help you make a choice.
- **Create New Document** If, for example, you want your hyperlink to open Word with a blank document ready for typing, choose this option. For a presentation run by a live

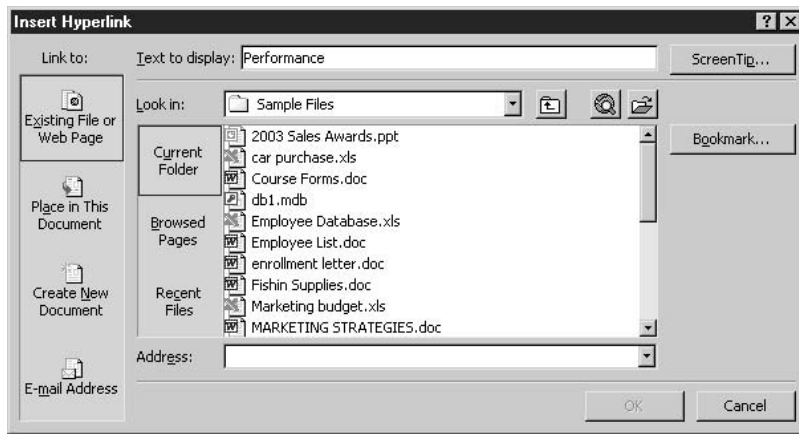


FIGURE 17-5 Where will your hyperlink point? To another slide in the same presentation, another presentation, a file, or a web page?

presenter, this is probably not a logical option. Imagine, however, a training presentation that is showing someone how to set up a worksheet in Excel. The link could open a blank worksheet, and the viewer could then test and play with all the things the presentation had taught him or her about using Excel.

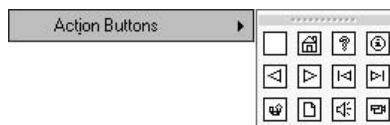
- **Email Address** This, too, is an option best suited for a presentation viewed by one person sitting at a computer. With an email hyperlink, clicking the link will open a blank message window, already addressed, complete with a subject line.

If you want your hyperlink to have its own identifying or instructional ScreenTip, click the ScreenTip button to type the text that will appear when someone moves the mouse over the link object. “Click here to ...” is a good choice, where “...” is replaced by whatever will happen or where the viewer will end up if the link is clicked.

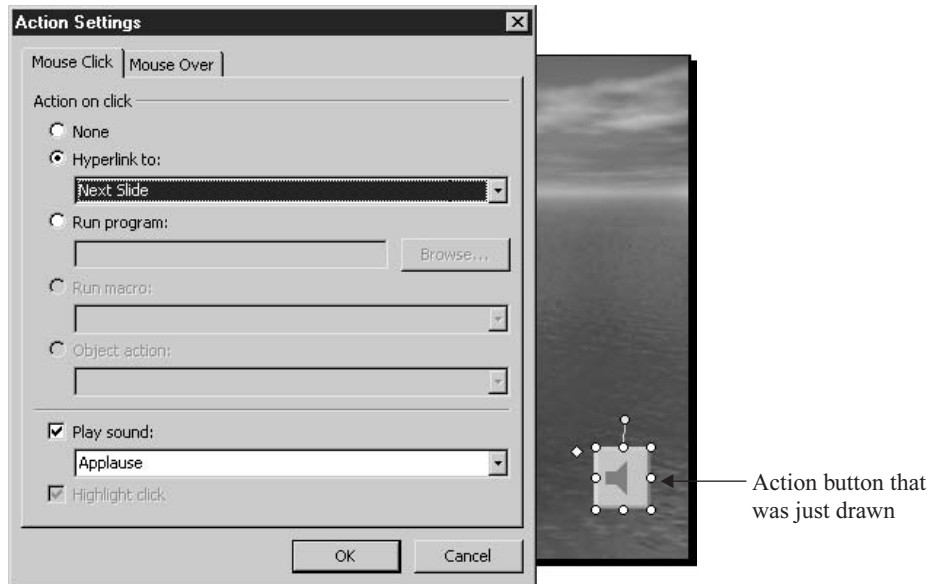
Working with Action Buttons

If you don’t want to use one of the elements on your slide as a hyperlink, you can add a small Action button and squirrel it away in a corner, to serve as an unobtrusive link object. To add an Action button to your slide, follow these steps:

1. Display the slide you want to add an Action button to.
2. Choose Slide Show | Action Buttons. The Action Buttons palette appears:



3. Click the Action button you want to add to your slide. Your mouse pointer turns into a crosshair.
4. Move your mouse onto the slide and draw a box the size you want the Action button to be.
5. As soon as you release the mouse after drawing the button, the Action Settings dialog box appears. Through this dialog box you can choose what the button does—link to a file, slide, or web address (among many other choices), run a program, or play a sound.



6. Click the tab that represents how the Action button should be used: either Mouse Click or Mouse Over. The latter option is a bit risky, because a viewer or presenter can accidentally make something happen by simply passing the mouse over a button.
7. The Mouse Click and Mouse Over tabs are identical in terms of how you use them to set up the action associated with the button. Choose an option:
 - **None** Choose this if you already have some action associated with the button and want to stop it without removing the button.
 - **Hyperlink To** Click the drop list here and choose what the button will link to—a file, a slide, or a web page.
 - **Run Program** If you pick this option, you have to provide the path to, and name of, the program file that should be run when the button is clicked or a mouse is moved over it.
 - **Play Sound** Want to play a song or other sound clip when the button is clicked? This can be handy if you want to play the sound of someone's voice, perhaps introducing himself or herself, or welcoming the audience to the presentation. When you click this option, you have to choose one of the preset sounds from the drop list, or to

choose a sound file of your own, scroll down in the list to Other Sound. This will open the Add Sound dialog box, through which you can pick any WAV format sound file on your computer.

8. Click OK to set up the Action button and close the dialog box.

After your Action button is set up, you can move and resize it as you would any other graphic. If you delete it, all its associated actions are deleted, too.

Publishing a Presentation for Use on the Web

There are really three ways to view a presentation: live, with a presenter speaking and controlling the slide show; on paper; and online. The first two options have been covered in this and the previous chapter, and that leaves us with viewing a presentation online. Why cover this in a chapter on setting up a slide show? Because a presentation published to the web doesn't appear as a series of static web pages. It appears as an interactive slide show, run by the visitor to the website. As shown in Figure 17-6, a presentation that's published to the web consists of multiple frames—



FIGURE 17-6 Your presentation appears in a set of frames, arranged much like the PowerPoint Normal view workspace.

one that lists the slides in the presentation and allows the visitor to click them at his or her own pace and in the order he or she prefers, one that shows the slides (including any transitions and/or animations you set to occur on their own schedule), and one that shows any speaker's notes that the visitor needs to read for supporting information or instructions.

Publishing a presentation to the web is extremely easy—much easier than you'd imagine, seeing all the automation built into the published presentation. To begin, choose File | Save as Web Page. The familiar Save As dialog box appears. After giving the file a name (it will have an HTM extension by default) and choosing a folder to save it in, click the Publish button.

Next, the Publish as Web Page dialog box appears, as shown in Figure 17-7. Through this dialog box, you can choose which slides to include, whether or not to include speaker's notes on the page, and which web browser software you expect most of your site visitors to be using. Based on your choice, certain functionality might be added or omitted.

At the very bottom of the Publish as Web Page dialog box is an important option, and it's on by default—Open Published Web Page in Browser. If you leave this option on, as soon as you click the Publish button, an Internet Explorer window will open, displaying your web page as it will appear online.

Of course, after you publish your presentation as a web page, you have to upload it to a web server in order for it to be accessible online. You can read more about that process in Chapter 27. Although that chapter pertains to posting FrontPage-created web pages to the web, the basic uploading instructions for using an FTP application to connect to and upload files to a web server can be applied to your presentation-turned-web page.

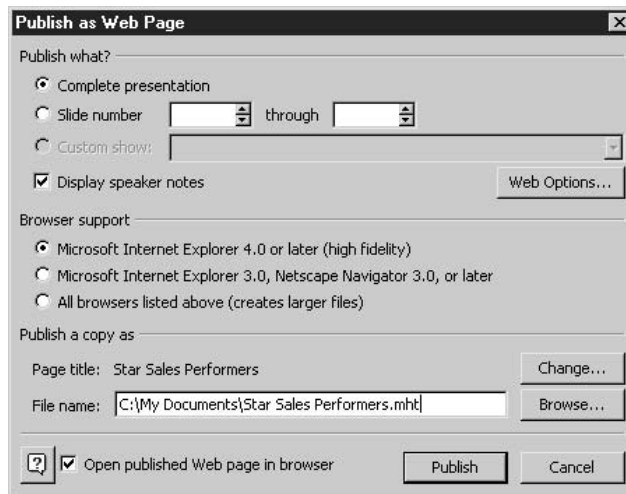


FIGURE 17-7 Customize the way your presentation is converted to a web page.