

CPSI10003

MICROCOMPUTER

APPLICATIONS 1 - PART 4:

MICROSOFT POWERPOINT



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CPSI10003 Microcomputer Applications 1 - Part 4: Microsoft PowerPoint

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This text was compiled on 10/13/2026

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Detailed Licensing

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1: MICROSOFT POWERPOINT - SETTING A FOUNDATION



Microsoft PowerPoint - Setting a Foundation

This chapter introduces Microsoft PowerPoint and explains how it is used to create clear and effective presentations that inform and persuade audiences. It highlights the importance of planning, understanding your audience, and setting clear goals before creating slides. The chapter also covers basic PowerPoint skills like adding and organizing slides, using themes and layouts, and choosing readable fonts. It emphasizes good design principles.

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1.1: MICROSOFT POWERPOINT - SETTING A FOUNDATION SECTIONS



Microsoft PowerPoint - Setting a Foundation

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1.1.1: Introduction to Microsoft PowerPoint

 [Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

PowerPoint Scenario

The ability to communicate your vision and ideas effectively will be critical to your growth and success at WorldCorp. As a new hire, the company's human resources department will ask you to make a presentation introducing yourself to other employees. This assignment has two purposes. First, it allows the company to get to know you better. Second, it trains you in the two most popular presentation software programs: Microsoft PowerPoint and Google Slides. (There are other presentation software programs available, such as Prezi, Keynote, or Canva, but PowerPoint and Slides are used more often.) This chapter explores the basics of these two programs.



Figure 6.1: Working on a slide presentation can be done individually or collaboratively, depending on the tools you are using. (credit: modification of "A group of people having a meeting" by Darlene Alderson/Pexels, Public Domain)

PowerPoint launched in 1990 and has grown in complexity with each new iteration of Microsoft Office. It's hard to imagine, but many of the features that users rely on in PowerPoint today were available when it was first released on Windows 3.1. Examples include importing pictures to make them editable, adding transitions between slides in slideshows, incorporating sound and video into slides, and adding/changing fonts throughout the presentation. Over the years, the options have expanded. Image and sound quality have become a premium in today's world. PowerPoint has been able to keep up with the ability to process high-definition images and sound. It now includes a design editor that helps users hone their graphic design skills. While PowerPoint provides tools for designing visually appealing presentations, it is not a dedicated graphic design program like Adobe Photoshop or Illustrator.

Slides, which debuted in 2006, offers many features similar to those of other presentation programs. Like other Google products, Slides relies on an internet connection. It integrates well with Google Docs and Google Sheets and offers advanced collaboration tools. Slides has continued to advance and adapt to multiple screen types and user needs.

Your first WorldCorp presentation is already scheduled: You will need to present *My Life in a Snapshot*. This presentation is slated to last for five minutes in front of your entire 25-person marketing team. It is designed as a formal introduction in which all new team members participate.

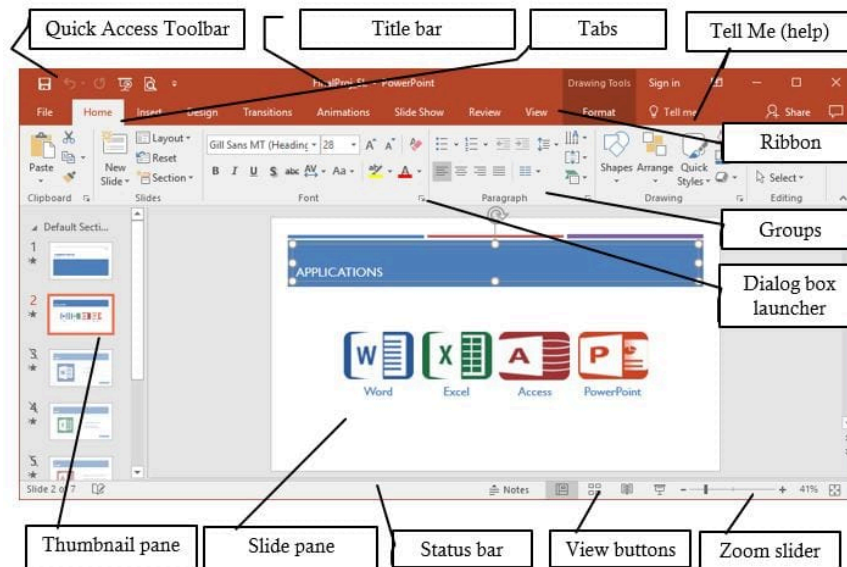
Purpose of a PowerPoint Presentation

Microsoft PowerPoint is a presentation software program used to organize and present information to others. PowerPoint is a popular presentation aid that utilizes visual and stimulating elements to accompany a presenter's communication through slides and multimedia tools. Planning a presentation necessitates defining the purpose of the presentation, identifying the target audience for the presentation, and deciding the type of output for the information.

The purpose of the presentation can generally be categorized into either of two general areas. The most common purpose for a presentation is to inform an audience by providing facts and figures. Informational presentations often include slides with tables, charts, graphics and text. Classroom lectures that utilize PowerPoint are typically information-type presentations. A secondary purpose of presentations is to persuade or sell the audience on an idea. Sales and political speeches fall into this category of persuasive presentations. Style is almost as significant as content for persuasive presentations. Therefore, design themes are important considerations for this type of presentation.

Another important consideration when planning a presentation is to determine the audience, including the venue in which the presentation will occur. The characteristics of the audience will help distinguish the type of vocabulary, font size, and design themes that would be appropriate. An audience of colleagues will allow more flexibility versus a group of customers, in terms of language and content. Understanding who the audience is, and why they are there can really influence the design and content of a presentation. The venue also influences the design of a presentation. A large room will require larger fonts and louder audio for the presentation to be understood by the audience. Conversely, a smaller room make necessitate a softer design. The presenter should also take time to ensure that the venue has ample and compatible audio-visual equipment (projector, cables, screen, speakers, etc.) to successfully run the presentation.

Get to know the elements of the Microsoft PowerPoint window! Note the similarities to Word and Excel!



Annotated PPT main window

- The **Quick Access toolbar** contains one-click buttons for saving, undoing, redoing, and print previewing a presentation. You can easily modify this toolbar to add your most frequently used commands. Just click the down-arrow on the right edge to customize this toolbar!
- The **title bar** displays the name of current presentation, and the program. A new presentation will default with a temporary file name, such as Presentation1 until you save the file with a different name. The Minimize, Maximize and Exit buttons appear on the right edge of the title bar.
- The **Tell Me** tool is a new way to get assistance with specific tasks in PowerPoint. When the user starts typing, PowerPoint suggests commands that are related to your keyword(s). The tool is context sensitive, and integrated into your current presentation versus opening a separate window. Therefore, if you type *insert picture* into the field, and click the resulting command, PowerPoint will open the Insert Picture dialog window without explaining the navigation instructions.
- The **Ribbon** interface is a set of toolbars at the top of the window in Office programs designed to help you quickly find the commands that you need to complete a task. The ribbon displays a combination of **icons** and **tabs**. Commands are **grouped**

under multiple tabs. Some commands are so extensive that they need additional windows to display their entire functionality. The dialog box launcher icon will open these windows. Contextual tabs will appear only when the user needs them, such as when a picture is selected, or a table is inserted.

Backstage View

Backstage View is the area in Microsoft Office applications where you can manage your files and application settings. To open Backstage View, click the **File** tab located in the upper-left corner of the Office window.

From Backstage View, you can perform tasks such as:

- Creating a new document, workbook, or presentation
- Use a template
- Opening existing files
- Saving and printing files
- Sharing documents with others
- Viewing document properties and information
- Accessing account settings and program options

Unlike the Ribbon, which is used for creating and editing content, **Backstage View focuses on managing your files and settings**. Clicking the **File** tab takes you away from the editing workspace and into this file-management area.

Mac Users

It may be difficult to go to backstage view. Often the 'File' option on a Mac is hidden. Here are a few shortcuts that will help:

- **Cmd + O** – Open a file.
- **Cmd + P** – Print.
- **Shift + Cmd + S** – Save/Save As.
- **Cmd + N** – New file.
- **Esc** – Close Backstage View

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1.1.2: Presentation and Design Essentials

 [Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Understand why and when presentations are used in business
- Understand the importance of knowing your audience and defining your presentation goals
- Describe two essential qualities of good digital presentation design
- Create an appropriate plan for a presentation

Whether we are in front of an audience or in an online meeting, today's workers should know how to create digital presentations to help communicate their ideas to diverse and different types of audiences. Our starting point is learning how to create a digital presentation, or slideshow. Each slide can contain text, pictures, videos, bullet item lists, WordArt—just about anything.

WorldCorp uses presentations for sales, training, internal communication programs, and external communication within its ever-growing community. This is accomplished by using the power of words and imagery to engage audiences. Always keep in mind that the person who delivers a presentation is front and center to their audience. Microsoft PowerPoint and Google Slides are tools to help facilitate the presentation for the presenter—not a distraction that takes away from the presentation. This chapter will help you understand both elements (the person and the program) as you construct your first presentation at WorldCorp called *My Life in a Snapshot*.

Why and When Presentations Are Used in Business

WorldCorp is a large, expansive corporation with a vast community of stakeholders. Business presentations in numerous operational settings share information with internal stakeholders such as employees, managers, and executives. They also are used to communicate with external stakeholders, such as customers, vendors, shareholders, and the local community. The marketing team and public relations (PR) professionals are typically the ones responsible for communicating messages to external stakeholders. But whatever your title within an organization, you may be expected to know how to build and give presentations.

For example, an employee in the human resources (HR) department may be expected to design and present on topics, such as business ethics or sexual harassment training, that are mandatory for all employees. These presentations could be used multiple times to help educate the entire team by using multiple presenters. Or a presentation may show something fun, such as the end-of-the-year awards celebration. A presentation can have any number of purposes, uses, and audiences. Your first presentation as a member of the marketing team will help you make a strong first impression with your coworkers.

Presentations typically fall into one of several categories: to educate or train, to sell an idea, or simply to convey information to others. The size of your audience doesn't matter—even a one-on-one meeting may still necessitate the creation of a presentation. The location doesn't matter, either. Technology has provided ever-growing opportunities for communicating effectively and efficiently. Often, a Zoom call, sharing a laptop screen, or screen casting to a TV may be the perfect option to conduct a presentation.

Keep in mind that a business presentation could be the audience's first introduction to the topic. Audience members will expect the presentation to give them some information they can use to start their decision-making process.

As a new hire at WorldCorp, you need to craft a presentation to introduce yourself to the leadership in the marketing department as part of your training program. The *My Life in a Snapshot*, presentation poses a typical workplace presentation challenge: You have a limited amount of time to effectively express a complex topic. *My Life in a Snapshot* may feel like it takes longer than five minutes to fully explain. How can decades of information be condensed into such a narrow window of time? To achieve this,

considering your audience's requests and their needs becomes front and center.

Understanding Your Audience and Purpose

When you are conducting a presentation, your purpose should not be what you want to do; instead, it is what you want your audience to do as a result of listening to what you expressed. Your audience will consist of twenty-five WorldCorp employees. Ask yourself: What am I trying to convey? What is the best way to convey it to my audience? How will my presentation affect them? These are the questions you need to ask when developing a sense of purpose in a presentation.

You should also know how long your presentation should be. The recommended length will vary depending on the purpose and content of the presentation. In many cases, the length of your presentation is predefined. In that case, it will be up to you to maximize your use of limited time to cover everything you need to address. Planning, crafting, and practicing your presentation are all critical in ensuring the audience gets the most out of the available time.

Essentials of Good Digital Presentation Design

By following the best practices and helpful tips outlined here, you will be better able to craft effective digital presentations. Two important concepts to keep in mind are consistency and coherence. Consistency refers to the presentation having a uniform look and feel. You can achieve this by having a unified color scheme or a defined layout for each slide in the presentation. Coherence—how all the elements work together to communicate the intended purpose of the presentation—includes the slides and the presenters themselves. The purpose or key message of the presentation should be the focal point when creating a presentation. Keeping the purpose at the forefront will help with both consistency and coherence. Consistency and coherence work hand in hand when creating an effective presentation. These two concepts will be explained in more detail in the following sections.

Consistency as an Essential Design Quality

WorldCorp has developed a corporate-wide PowerPoint design template that makes it easy for team members to maintain consistent brand messaging. Most companies will have established templates and style guides for creating presentations. Consistency is the quality of always behaving or performing in a similar way, or of something always appearing or occurring in a similar way. Font styles, background color themes, and company logos are built into the brand to maintain consistent messaging. WorldCorp's corporate color is blue, as we saw in the previous chapters on creating document files. To be consistent with WorldCorp's brand image, we want the presentation template to follow that same color scheme. All the slides in the template will have a similar layout that includes the slide title and some visual elements with the blue WorldCorp branding. A consistently designed presentation would not use a different color scheme and layout for each slide. This would appear chaotic and unprofessional. Likewise, you would expect a consistently designed presentation to use similar font types and size on each slide. Figure 6.2 shows an example.

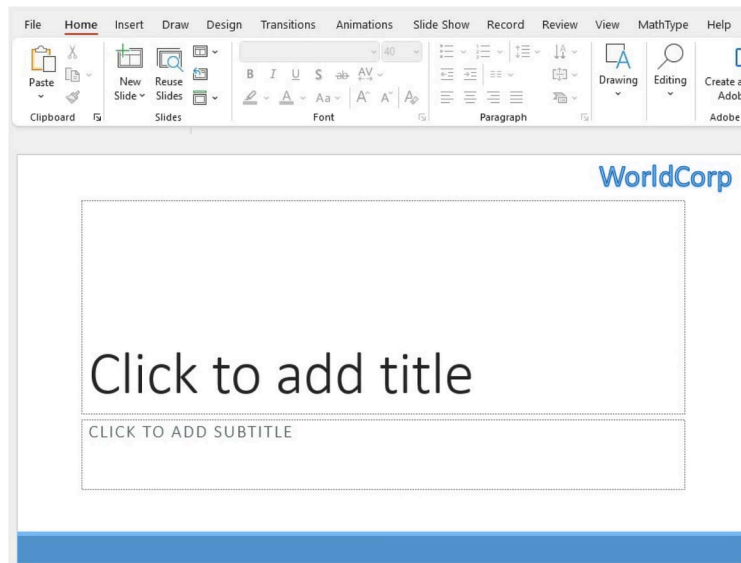


Figure 6.2: Presentations designed with consistency in mind align with the company's corporate brand, such as using the company logo and color scheme. (Used with permission from Microsoft)

Coherence as an Essential Design Quality

In addition to slides needing to be consistent in design, the presentation must also be coherent. Each slide should have a logical reason for being a part of the entire slideshow and should connect to the overall purpose of the presentation. Good digital presentation design will enhance both the presenter and whom they represent. As you advance in creating digital presentations at WorldCorp, design will become part of your own messaging and branding of ideas. In designing a digital presentation, coherency refers to the smooth and logical flow of the slideshow while connecting to the overall message you want to convey. A coherent presentation includes elements and text that are connected to each other logically. For example, if a WorldCorp employee is presenting a quarterly sales recap for their team, a coherent presentation will be centered on sales data, include visuals and text related to sales goals, and maintain an overall professional and businesslike appearance.

The presenter should also be dressed in business attire, to match the goals of the presentation. See Figure 6.3 for a sample agenda slide for a coherent sales presentation.

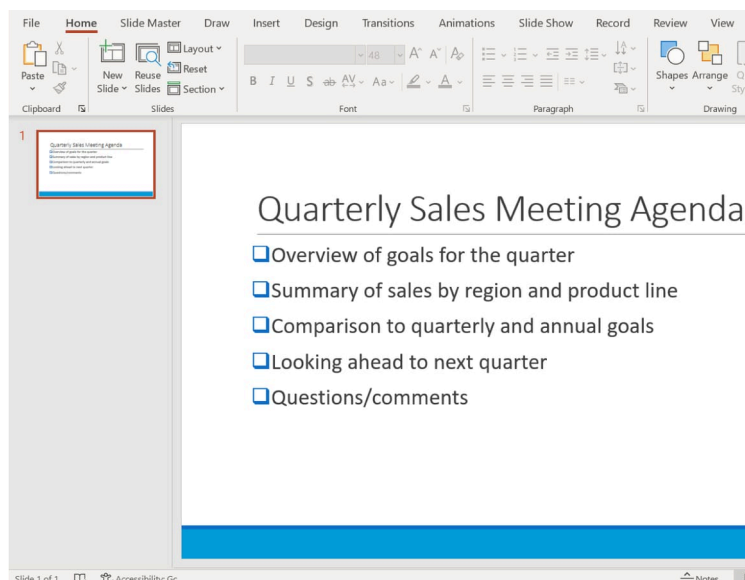


Figure 6.3: A coherent presentation will have a unified message that is focused on the purpose of the presentation. (Used with permission from Microsoft)

Create a Plan Before Getting Started

To create an effective presentation, you will need to become a storyteller. Start by thinking about how you want the presentation to unfold. As with dividing an essay into paragraphs, you will need to find an easy way to separate out the distinct topics in your presentation while also building a cohesive storyline that connects them. When you choose the ideas that you want to emphasize and the order in which you want to present them, you are building a plan. This plan will help much like developing an outline for a paper.

Before you begin designing the storyboard for *My Life in a Snapshot*, you will want to sketch out (either digitally or by hand) a general plan for the content of each topic. A plan can allow you to organize the content of your presentation in a visual and logical manner. It breaks down the presentation into individual slides and shows the flow and progression of information. This can help ensure that the presentation is clear and easy to follow and that all the important points are covered.

Link to Learning

One of the tools that can aid the process of developing stories with imagery is a storyboard. A storyboard divides the elements of a story into impactful moments, each with its own setting, characters, and storyline. Writers, directors, cartoonists—all sorts of creators use—storyboards.

Crafting a workplace presentation shares many of these storytelling best practices. Watch this [video to view an example of storyboard creation and storytelling](#) to see how storyboarding can aid in presentation design.

For this project, your outline will cover five topics. Each topic should be unique, with each section of your presentation clearly distinguished from the next. Let's revisit the example of the quarterly sales goals presentation that we discussed in this chapter's section on Coherence as an Essential Design Quality. The presenter wants the presentation to be informative about WorldCorp's sales performance last quarter, as well as help set the stage for next quarter's goals. One way to approach this is to remind the audience of the sales goals first. Then, present the sales results from this quarter. Next, talk about how the results connect to the overall company goals for the quarter or year. And then, finally, discuss how this quarter's performance can be used to set goals for the next quarter.

This linear method can be easily sketched out using the bulleted list tool in Microsoft Word or Google Docs that you learned about in previous chapters. You can then use this outline to create the slides for the presentation. Figure 6.4 shows an example of a presentation plan using a bulleted list.

You could create a similar outline for your *My Life in a Snapshot* presentation to help you plan out the slides and flow of the presentation.

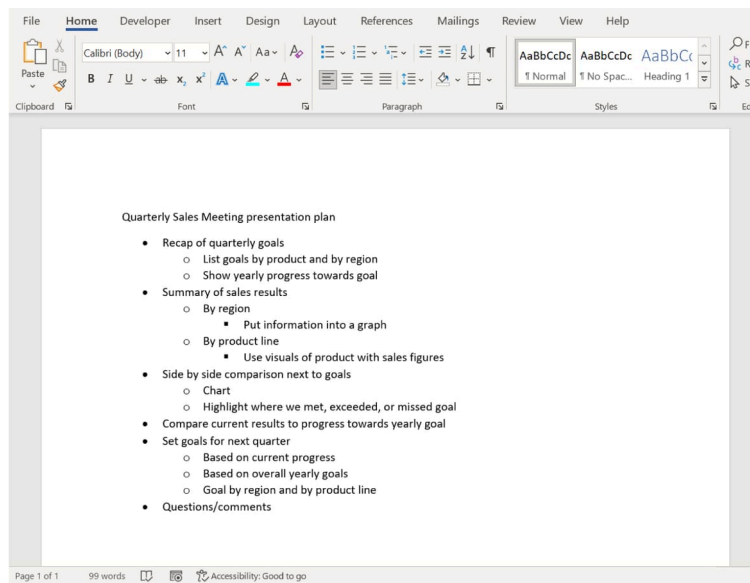


Figure 6.4: A good starting point for a presentation is to put together an outline of the key information you want to share. Each top-level bullet point could be its own slide. (Used with permission from Microsoft)

Once you have your presentation planned out, you will need to revisit its length and whether your plan can be achieved within the amount of time that you have. Rather than rewriting the entire presentation, you can look at your presentation in terms of topics, and see which topics can be lengthened or shortened. For example, if you think your presentation will take twenty minutes but you have only ten minutes, start by considering whether you've devoted too much time to the introduction. You could also consider which details, examples, or other potentially extraneous information to remove to shorten other sections. Remember, you don't need to cut an entire topic out of your presentation if you can shorten it instead. With time and practice, you will learn how to make fine adjustments to the different topics in your presentation.

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1.1.3: Planning a Presentation in Microsoft PowerPoint

 [Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Create a new slideshow from a blank presentation
- Create a presentation from a theme or template
- Understand the functions of the Home tab
- Understand the functions of the Design tab
- Understand the functions of the View tab

At WorldCorp, Microsoft PowerPoint presentations are used company-wide for a variety of purposes, such as presenting quarterly sales data or providing training for new sales personnel. As part of the Microsoft 365 suite, PowerPoint has characteristics similar to those of other programs such as Microsoft Word and Microsoft Excel. PowerPoint is divided into various tabs, which appear across a ribbon that helps you organize your actions.

In general, creating a storyboard or outline of a presentation, as outlined in the previous section, is a great starting point, and this is the approach we will use to build *My Life in a Snapshot*. To get started, this section provides an overview of the PowerPoint program, with a review of several tabs within the ribbon that you will use to develop your first slideshow from scratch. As we start using the primary elements of PowerPoint, you will begin to develop an understanding of how the program works with examples to provide context.

The vast capabilities of PowerPoint enable WorldCorp employees to present complex ideas, facts, and figures in the form of easily digestible visuals. Allowing users to create visual representations of information on the blank canvas slides can allow viewers to interpret, engage with, and expound on what they're seeing.

Let's begin by using the blank canvas approach to crafting a presentation.

Getting Started

Open PowerPoint and choose a blank presentation (the first option). You should see a screen that looks like Figure 6.5, with an arrow highlighting the desired choice. If you want to open an existing presentation, select Open from the left sidebar and search for the file. Another option is to start with a PowerPoint template—a predesigned set of slides that you can use as a starting point for creating a new PowerPoint presentation. Templates include a defined layout and color scheme, and they often include sample text and images that you can replace with your own content. Using templates is a way to save time and ensure consistency in the design of your presentation. Like many organizations, WorldCorp has a preset template that is often used for external communications, such as presentations for clients. However, for the *My Life in a Snapshot* presentation, you are not restricted to using the template, as this is an internal presentation and is more informal.

In this example, you will start with a blank presentation. After opening this blank document (by double-clicking on Blank Presentation), you should save it to your computer or to the cloud using a file name that is identifiable to the content of the presentation. As seen in Figure 6.5, select the Blank Presentation option on the Home screen indicated by the arrow.

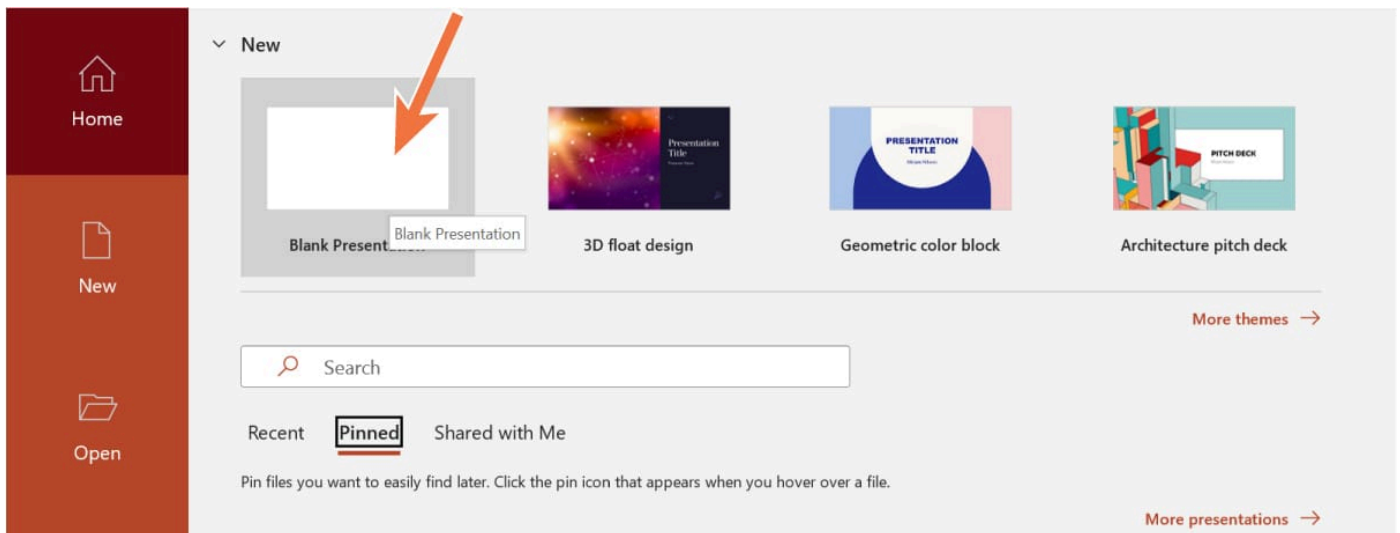


Figure 6.5: Choosing Blank Presentation in PowerPoint means you will start your presentation from scratch. (Used with permission from Microsoft)

In a blank presentation, the initial slide PowerPoint provides is blank except for two placeholders: one for the title and one for the subtitle. When you choose a blank presentation, none of the design elements are defined in advance. The Title Slide layout that is provided by PowerPoint can quickly be altered. Most presentations should have a title. Additionally, the program opens to the Home tab found within the ribbon, as seen in Figure 6.6. Now, the blank canvas is ready for you to craft *My Life in a Snapshot* for your team at WorldCorp.

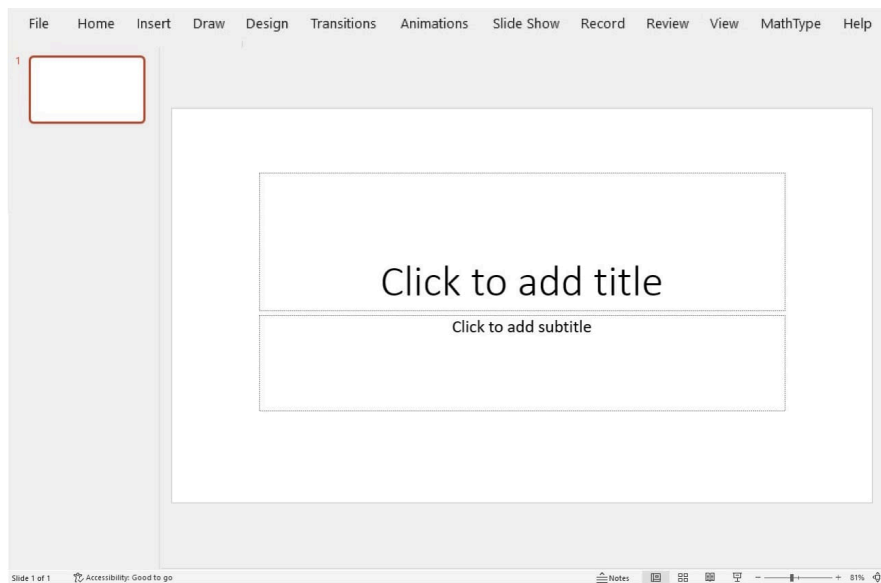


Figure 6.6: After selecting Blank Presentation, PowerPoint provides loose guidance on where to place a title and subtitle. You can delete these boxes if desired. (Used with permission from Microsoft)

Creating a Presentation with Themes and Templates

Many companies tend to already have a theme developed for use with company presentations. A presentation's theme refers to the overall design and layout of the slides, including elements such as color scheme, font choices, and graphic elements. Themes are useful because they give you an easy way to create a consistent presentation by using preset fonts and color schemes. If you had chosen a theme instead of a blank presentation, the initial slide would show the same elements, but with the design features of the theme applied. A theme can also include predesigned slide layouts, which can be used to create a cohesive and consistent look throughout the presentation.

Within the New tab, as seen in Figure 6.7, selecting a theme allows the designer to set the tone and style of the presentation, which can help to engage the audience and convey the message more effectively. Themes can be either built-in or custom-made, depending on the software you are using. PowerPoint offers numerous themes that you can apply and search for in the search window.

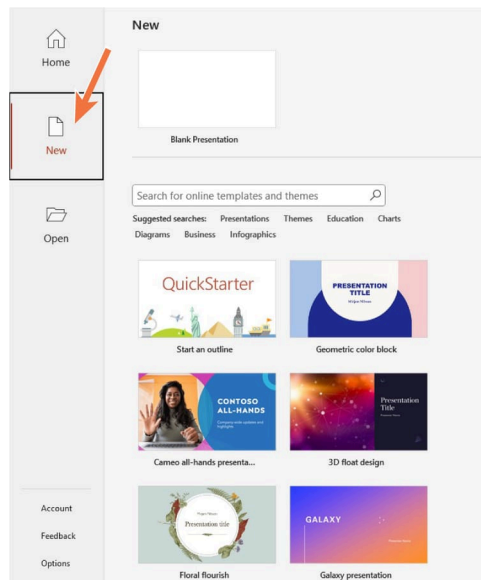


Figure 6.7: PowerPoint shows thumbnails of the different themes, allowing the user to get an idea of the style and color palette of each one before selecting the one they want. (Used with permission from Microsoft)

Another option that users have is to select a template instead of just a theme. Unlike a theme, a template is a blueprint of a group of slides that can help meet the topic of a presentation. Templates can contain layouts, fonts, colors, and background styles much like a theme. Much like a résumé template in Word, for instance, a template in PowerPoint prompts the user, suggesting sections and topics to include. As an example, a classic conference presentation might have a specific cadence and style. Slides will be arranged to meet the needs of a conference with suggested slides and topics to include. Theme and template options are worth considering and searching for, especially if a theme matches the overall type of presentation you plan to create.

There are benefits to creating a PowerPoint presentation from a theme. First, this approach provides consistency. The program will offer multiple slides with various concepts, all using the same color pattern, style, and texture. A theme allows users to focus on the presentation message without distraction from differing designs, although it does not necessarily guarantee that they will understand the message. Additionally, starting with a theme ensures that all the slides in the presentation will have a professional aesthetic design and layout, making it look polished. Aesthetics is the study of how things look and how we perceive and respond to them. It can also refer to the overall look and feel of something—for example, the aesthetics of a website or a building.

PowerPoint themes often include a multitude of predesigned slide layouts, which can save time and effort in creating your presentation. You can click into the various text boxes or image boxes to provide the required content, copying the desired layouts that work best for you and deleting those that don't.

Real-World Application - Marketing Toolkits

Most companies now offer their internal stakeholders Marketing Toolkits to use. Marketing Toolkits provide users with the logos, color schemes, outlines, photo depositories, and ideas on what the company is looking for when designing marketing materials. Digital presentation information is almost always included in the toolkit.

With advances in cell phone technology and social media's growing presence in our lives, companies can now maximize their marketing reach by enlisting their entire workforce into marketing. By providing accessible content for creators and guidelines, any employee can now be a part of promoting their employer.

Not all employees will embrace a Marketing Toolkit. It is only as effective as leadership and the culture of the company allow. See if any companies you know have a Marketing Toolkit online. Does the company toolkit offer guidelines for PowerPoint presentations? Presentations to external stakeholders can be a valuable marketing opportunity.

The themes that PowerPoint provides can be customized to reinforce your company's image and message by matching the company's branding and style. The visual design and layout of themes can be chosen to convey the message or tone of the presentation in a more effective way, which can make it more engaging for the audience. These themes can also be easily modified to include different colors, fonts, and graphics, allowing you to personalize the presentation while still maintaining a consistent design.

Home Tab

Themes are helpful, but to learn PowerPoint more deeply, you will also need to learn how to create a presentation from scratch. Start by getting to know the Home tab. The tools found on the Home tab are used to create the general structure of the slideshow, as seen in Figure 6.8. As an introduction to this group of tools, we will review five key commands, which are circled in the figure: New Slide, Layout tab, the tools in the Font command group, the tools in the Paragraph command group, and Design Ideas.

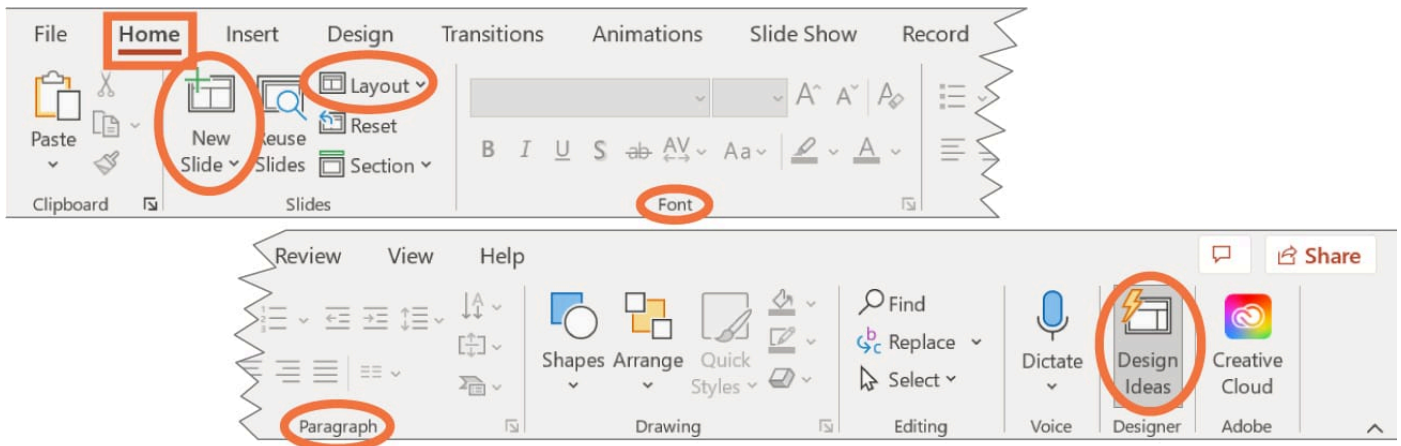


Figure 6.8: The Home tab houses five foundational commands in PowerPoint: New Slide, Layout, Font, Paragraph, and Design Ideas. (Used with permission from Microsoft)

Using the outline laid out in Figure 6.9, you can create a slideshow from a blank document to present to the team. From here, you can see how a well-planned presentation of ideas can be created in the form of a PowerPoint slideshow.

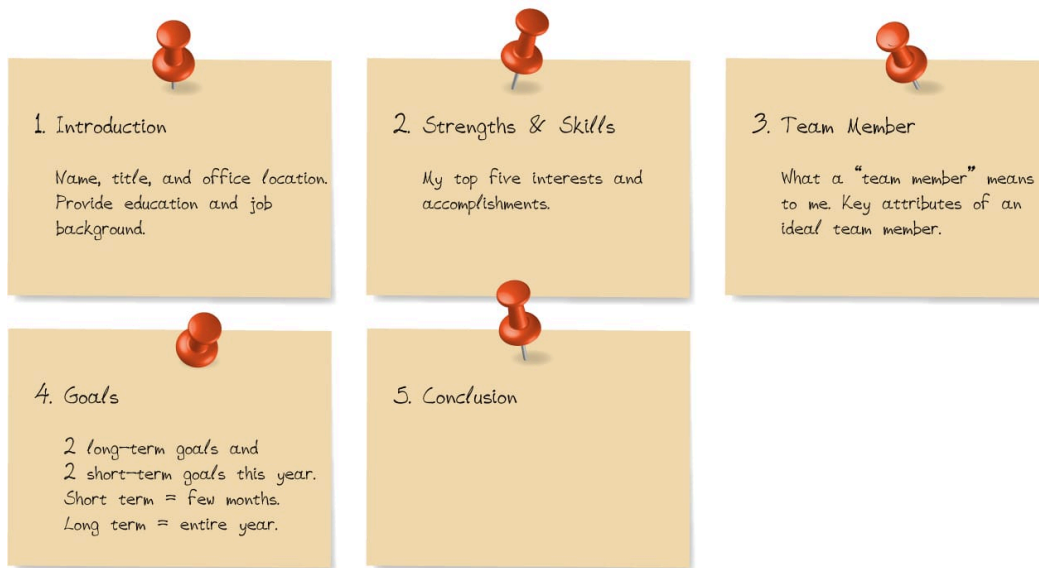


Figure 6.9: A storyboard works well to help plan out your presentation before you start designing the slides.

New Slide

Following the outline in Figure 6.9, the presentation requires five distinct groups of information arranged in numerical order with subtopics. In PowerPoint, you will want to add five slides, each of which will represent one of these groups. To do this, go to the New Slide command group and, with your mouse, select the green button on New Slide four times. (Reminder: PowerPoint provides the first slide by default.) Note that you can change the layout at any time after creating a slide. For this exercise, any layout will do to get started. The default layout provided is fine.

Once complete, there should be five slides listed in the thumbnail pane on the left side of the screen. (Figure 6.10 shows the first two of five.) You can then use the thumbnail feature to click in and out of individual slides as we develop and edit content that meets the storyboard criteria.

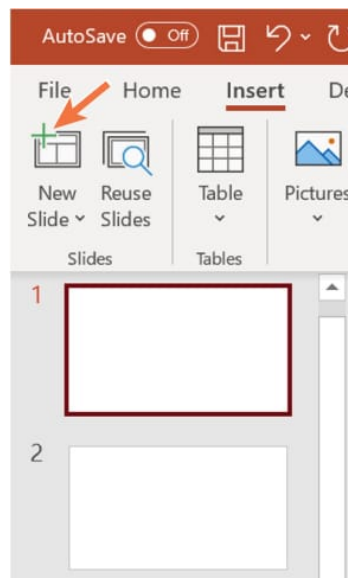


Figure 6.10: Your presentation screen should show five slides going down the left side. (The figure shows the first two.) (Used with permission from Microsoft)

Now that you have created five new slides, you can edit and format them. It's a good idea to use the same steps to edit and format each. For example, you might create a step called "adding text," ensuring that every slide that needs text will receive text. The first slide, which is similar to a cover page for the presentation, requires a standard title and subtitle, and these are provided

by default.

Layout

The next command in the Home tab (see Figure 6.8) is Layout tab. When you open the drop-down menu in Layout, you will see that PowerPoint offers nine basic layout options, which are designed to provide variety, balance, and consistency to each presentation design. (One of the options is “blank.” This layout gives you a blank, white canvas to build from, enabling you to design an infinite number of layouts.) For your WorldCorp presentation example, use the default layout Title Slide for the first slide. A title slide is a slide layout that provides space for a title and a subtitle. (Note that you are not using a template here.)

To add your content, click into each text box provided (it says “Click to add title” and “Click to add subtitle”). Start by typing “My Life in a Snapshot” in the first text box. In the second text box, type your name, followed by your title at WorldCorp and your geographic location, as seen in Figure 6.11.

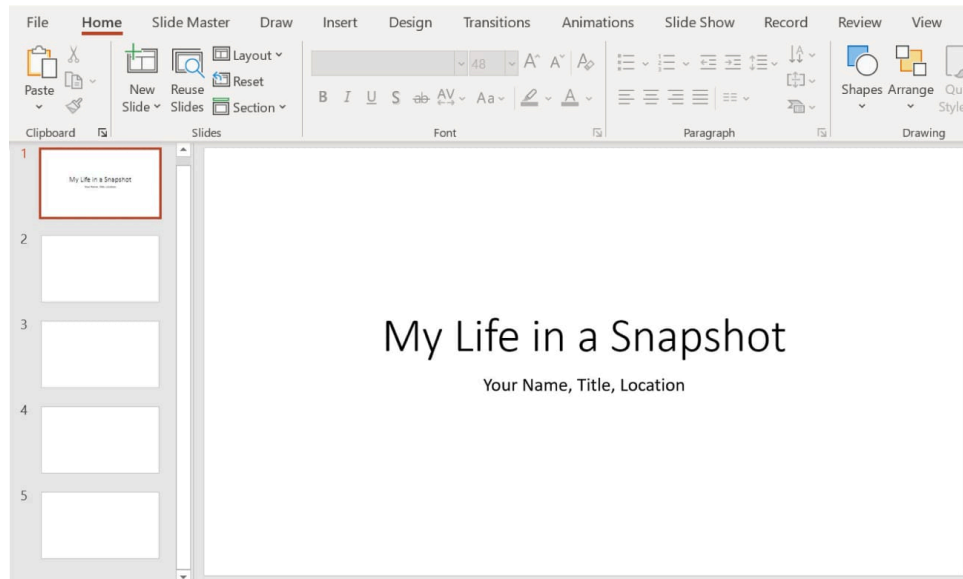


Figure 6.11: Slide number one is a title slide, with two lines for you to fill out. (Used with permission from Microsoft)

Next, in the thumbnail panel, select each slide and change the layout for the rest of the slides. Depending on the content of your presentation, it can be helpful to have different layouts on different slides. This presentation will use three different layouts to accommodate different types of information. Follow along by selecting each slide from the thumbnails, then selecting the Home tab, followed by selecting the layout option from the ribbon. You can choose to have information on the slide presented in a different way by changing the slide layout. For example, you could have two groupings of text side by side, as is shown in Figure 6.12, or have the content on the slide grouped all in one area. Make sure to change the layout setting so it accurately reflects the recommendations found in Figure 6.12.

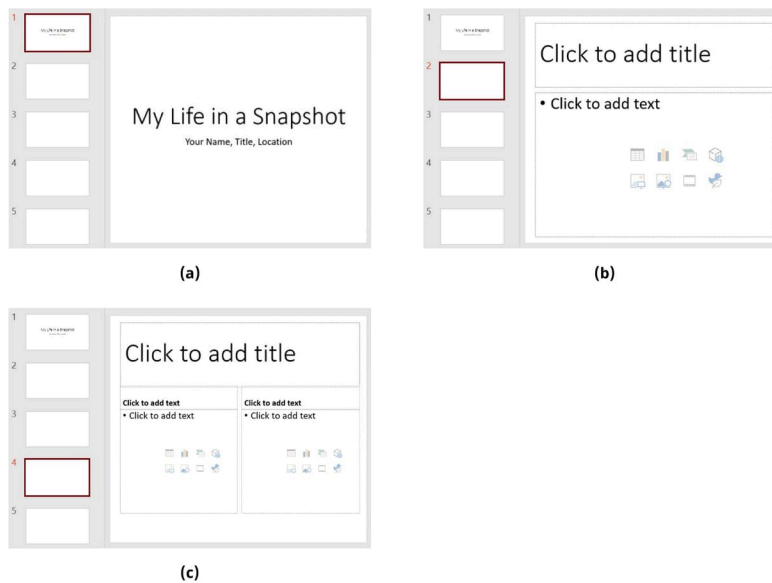


Figure 6.12: (a) The Title Slide layout has large text to display the title of your presentation. (b) One layout option is to have a title for the slide with one grouping of text under related to the title. (c) Yet another layout option is to put two groupings of text on the slide displayed side by side. (Used with permission from Microsoft)

Font

Font choice plays a big role in PowerPoint presentations. Each letter, number, or symbol on a slide can be adjusted to a specific design. Using these options allows you to make your text more visually appealing. The process for selecting or changing a font is similar to the way you change a font's details in Word. In PowerPoint, however, you will often have much less text to manipulate than in a Word file, and the text is usually much larger so an audience can easily view the information from a distance.

When you change font characteristics, be sure to choose what will best meet the audience's needs. There are a few easy rules of thumb to follow when you create text for a presentation to a large audience. One of them is what's known as the seven-seven rule—that each slide should have no more than seven lines of text and each line of text should have no more than seven words. This will help prevent you from relying on punctuation or sentence structure to convey your message. When it's necessary to communicate via paragraphs of text, Word may be a better tool to distribute those types of communication either as handouts along with the presentation or in lieu of the presentation altogether. But, remember, this is only a rule of thumb. It is acceptable to deviate by a few words or lines based on the message and content of the presentation. The point is to keep the slides clear and simple and not to distract from the presenters themselves. Best practices can be a great help in keeping the audience front and center in your mind and staying focused on the purpose of your presentation.

Fill in the required text as displayed in Figure 6.13. As with changing the layouts, click on each thumbnail, select the required text box, change the font to meet your needs (including the type and color of the font), and adjust the font size as needed. Type the required information (this will be your chance to start explaining who you are to your team), and then make sure to review your work for any errors. Take your time. Word choice can be a challenging task. Make sure that every slide is accounted for. Then, you're ready to move on to the next step of designing *My Life in a Snapshot*.

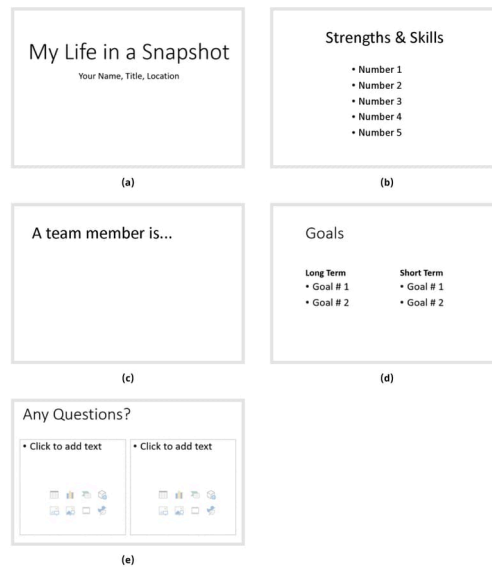


Figure 6.13: It can be helpful to choose a font style and size at the planning stage, even before your slides are final. Filling in the information in slides (a) through (e) will help you better visualize the presentation content from the audience's perspective. (Used with permission from Microsoft)

A variety of presentation styles are available, so be sure to take note of the things you like and dislike in the presentations you attend as you develop your own style preferences. Consider the contrast between the text and the background. How easy is it to read the text while listening to a presenter? Does the text work both compressed on a laptop screen (as in a Zoom call) and displayed on a 176-inch projector screen designed for a room full of people? You will notice that the font size and choice are large and easy to read in this project. Later, as you explore the many available options, you are likely to find that the text font needs to match the theme of the presentation.

Next, consider the text. Is this the appropriate content to display? As an example, in Figure 6.14, you can compare the options for our closing slide choice. Is the use of a graphic image of a question mark the best option, or would a written question, as in the center image, be more effective? In some cases, a combination of pictures and text may work best. There is no perfect answer—PowerPoint gives you many options. But at some point, you will need to make decisions. No matter how creative the formatting of the text, a combination of content may be a better option when deciding what layout and kinds of content to use.

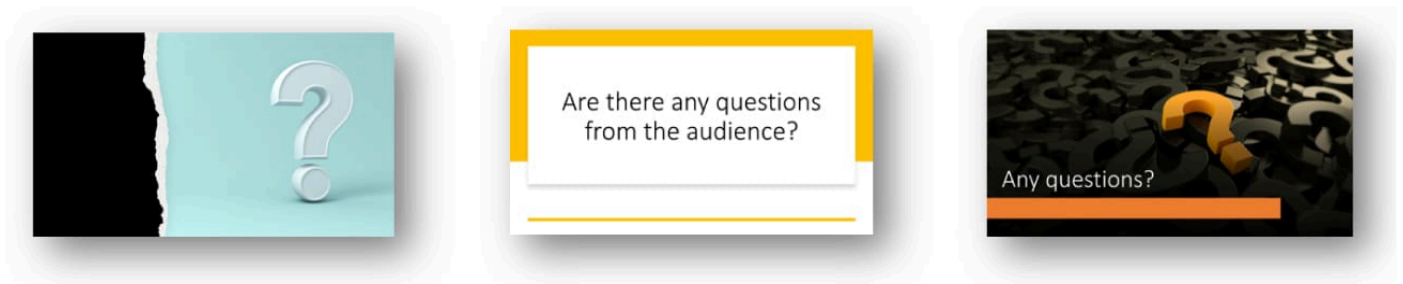


Figure 6.14: Different types of content on a slide—picture only, text only, or a combination of text and picture—can convey different messages to your audience. (Used with permission from Microsoft)

Paragraph

Both the font and the paragraph options have functionality only when a text box has been selected. As with the paragraph options, Office offers a helpful array of choices for line spacing, adding bullets, numbering, aligning text, and adding or removing columns. If the default bullet points or line spacing options provided in the text box layouts are incorrect or missing, this can be a place to add or change the required element. You can make changes within a text box either by selecting the entire text box or by selecting only the location you want to change.

Design Ideas/Designer

The latest option group Microsoft has built into the newest PowerPoint versions is the Design Ideas tab (also called the Designer tab in different versions of PowerPoint). (Refer again to Figure 6.8.) This is an on/off button that provides advanced slide layouts and “smart” options when turned on. The Design Ideas feature increases the options available to you as the content creator of *My Life in a Snapshot*—or any presentation you may be called on to create.

Select the first slide in your presentation, which is typically the title slide, and type in the title of the presentation. As the title is added, you can see how quickly a few words can shape an entire slide. Turn on the Design Ideas option in the Home tab. You will notice several options to the right of the screen. These options are often unique to the words and layout you provide. In this step, select an option that fits your personality, and the transformation will occur. An example is provided in the comparison Figure 6.15 from an employee who started not too long ago in WorldCorp’s South Asian Marketing division. The image on the left was the general text the WorldCorp team member typed into the default Title Slide layout. The image on the right is the option they chose that best matched their personality, which was created and offered by the designer in PowerPoint. Keep in mind that the Design Ideas option is available for only one slide at a time.

Because the Design Ideas option was turned on, it reviewed the text within the text boxes and considered several complete design options that could apply. Starting with a very limited bit of information, the Design Ideas option could add multimedia content (3D models, pictures, background themes); alter the text alignment, color, size, and formatting; change the layout; and create an entire theme representing the keywords on the page. It could even add simple animations, such as a snowflake background with snowflakes gently falling. Having these action components is like having an entire production team on call to quickly merge your ideas with existing collaborative content to make exquisite slides.



Figure 6.15: The Design Ideas feature can create themes and layout combinations based on your specific presentation. (Used with permission from Microsoft)

Design Tab

Instead of using the Design Ideas feature, you may want to design your PowerPoint yourself. The wide range of design options in PowerPoint allows you to change the overall look and feel of your presentation, quickly and easily. By using the built-in templates, color schemes, and slide layouts, you can transform the roughed-out text that you added earlier to polished, professional-looking presentation slides without spending much time and effort on design. (You will learn more about this process in the chapter on Giving Presentations). Rather than using the Design Ideas feature, which only formats a single slide at a time, the Design tab provides a collection of tools for altering color schemes and layout designs for all of the slides at once. For example, you could change your entire color palette with just a few clicks of the mouse, applying the design to all the slides according to their predefined layout. Additionally, the option to change the slide layout makes it easy to organize the information in a way that is easy for the audience to follow and understand.

In summary, the Design tab in PowerPoint will help to make the process of creating a presentation faster, easier, and more

professional-looking, by allowing you to communicate your message in the best possible way for your audience. Building new content for presentations is like building anything else: To do a professional job, you need professional tools, and you need to know how to use them.

Now it's time to select the design and variation recommended in Figure 6.16. The first command group on the Design tab focuses on themes. Each theme is unique and modifiable. We have a particular theme we want you to use for the remainder of your slides. Hold down the Control key on your keyboard (Ctrl). With your mouse, select slides 2, 3, 4, and 5 from the thumbnails. Go to the top of the screen and choose the theme circled in Figure 6.16. The theme will be applied to only the slides you selected. Your uniquely designed title slide will remain. Remember to save your work. You will quickly notice how themes and variations can elevate your design.

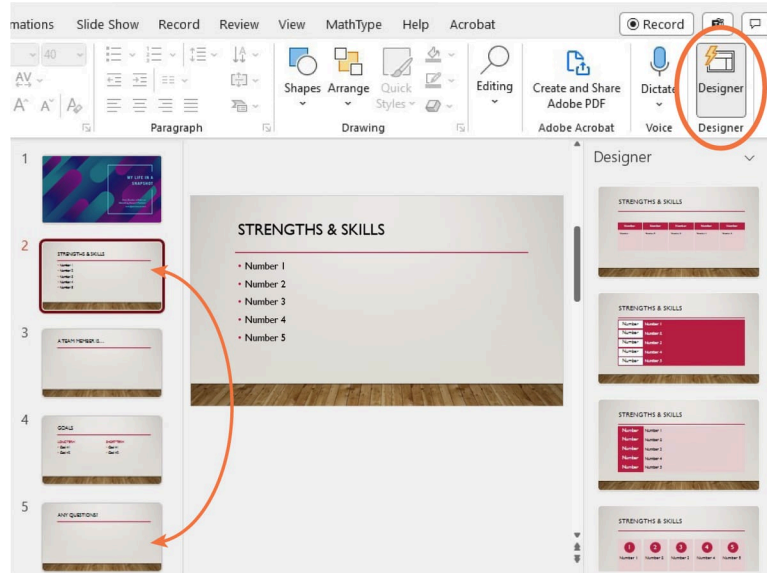


Figure 6.16: Selecting the Design tab and changing the theme and variation of the slides that were selected (slides 2–5) allows the title slide to be different but brings consistency to the remaining slides. (Used with permission from Microsoft)

For more ideas, you can turn to the Design Ideas pane at the right of the slide area, as shown in Figure 6.16. (Note that in this figure, the Design Ideas option is called Designer.) For even more ideas, click on See More Design Ideas at the bottom of the pane. This can be accomplished by selecting a particular slide. On the ribbon on the Design tab, the Designer/Design Ideas option will illuminate on the far-right side. Click on the icon and then scroll down, and you can click again on See More Design Ideas. If you have Microsoft 365, your app will be updated as designers add new themes.

The next command group on the Design tab is titled Variants. Variants are essentially modifications you can make within a single theme. These provide a way to add a different overall look. This group initially displays four different color schemes to use with your theme. It lets you change the color combinations, font, or background, or add special effects. For every theme you choose, you can alter the color scheme and font combination (title and regular text). Make sure in your slideshow for *My Life in a Snapshot* that you have selected both the theme and the corresponding variation of the theme.

Figure 6.17 displays other variant settings that you can customize, including fonts, effects, and background styles. These options can be accessed in the Design tab, within the Variants ribbon, using the down arrow option. Colors, Fonts, Effects, and Background Styles all become options with a multitude of choices.

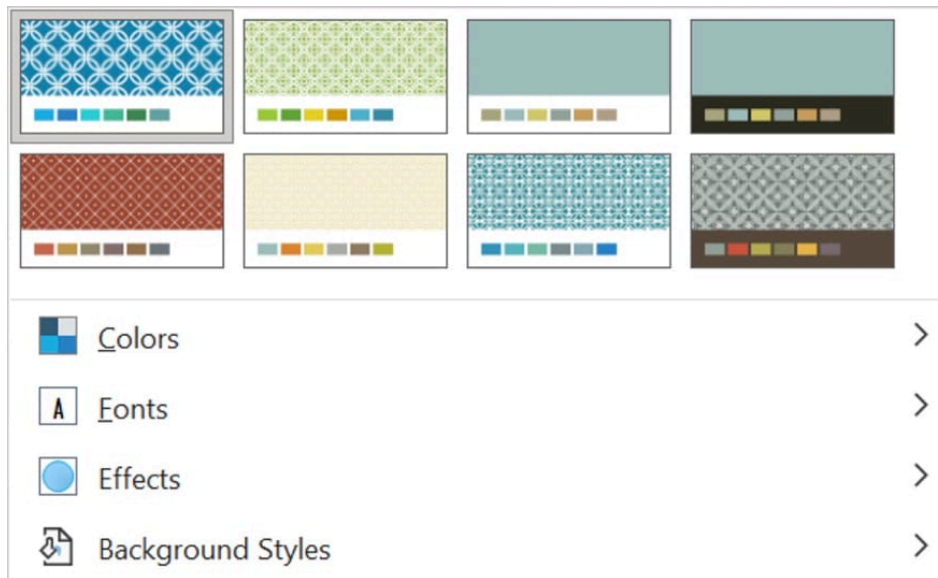


Figure 6.17: These are the options offered in the Variants command group. Think of them as “variations on a theme,” or a deeper level of control over your design. (Used with permission from Microsoft)

Selecting the arrow to the right for Colors extends a drop-down list that displays many preset color scheme possibilities, plus a Customize Colors option that allows you to change all of the colors in a scheme. The Font variant lets you pick different fonts for title text and body text. The Effects variant, or Artistic Effects, applies a graphic effect or filter to your slides, such as making them look like a sketch or a painting. Effects can be applied to a single slide or to all slides within the presentation.

The last command group on the Design tab is Customize, which gives options to change the slide size and format the background appearance. You won’t need to use this option for your first presentation, but it is a helpful tool to learn for your future presentations. The slide size command offers two principal choices of aspect ratio, which is the relationship of the slide’s width to its height: standard (compatible with older screen sizes), with an aspect ratio of 4:3, and widescreen (for today’s HD environment), with an aspect ratio of 16:9 (Figure 6.18).

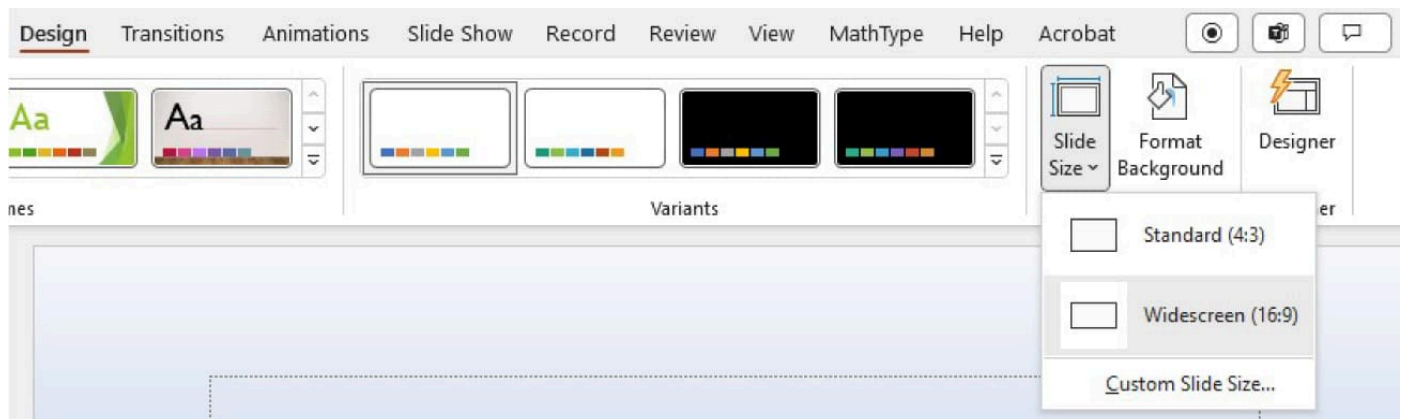


Figure 6.18: Changing the aspect ratio will apply to your whole presentation. (Used with permission from Microsoft)

Also found in the Customize group of commands is the Format Background command. Click on it and you will see the menu as shown in Figure 6.19. This command lets you change the background of a slide by changing the fill to a solid color, gradient fill, pattern fill, and so on. Select fill and then hover over each of the circles to see the available color and background options.

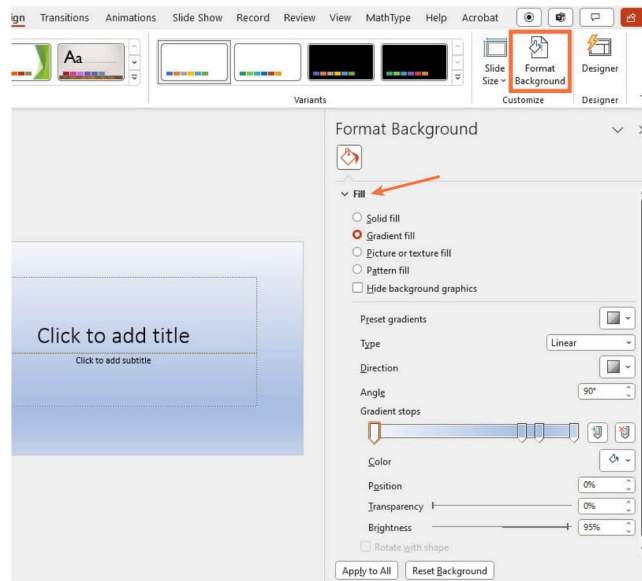


Figure 6.19: This customized background makes use of a gradient fill. (Used with permission from Microsoft)

Format Background contains all the options for changing the background: Solid fill, Gradient fill, Picture or texture fill, and Pattern fill. Each option has its own set of elements to adjust. Solid fill is just that—choose a solid color for your background. Gradient fill lets you choose the way the color is spread across the slide, the intensity or transparency of the color, and the shape the background effect follows as it moves across the slide. Finally, you can fill the background with a pattern or a photo.

There are many ways to customize a theme to meet your specific needs. Different color combinations, fonts, effects, and background styles are all elements you can use to customize your presentation. Even small changes may be transformative.

View Tab

The next tab to review is the View tab. To have a basic understanding of PowerPoint, you will need to know the general purpose of several view options. Within the View ribbon, there are seven command groups. The first three are circled in Figure 6.20, starting with Presentation Views.

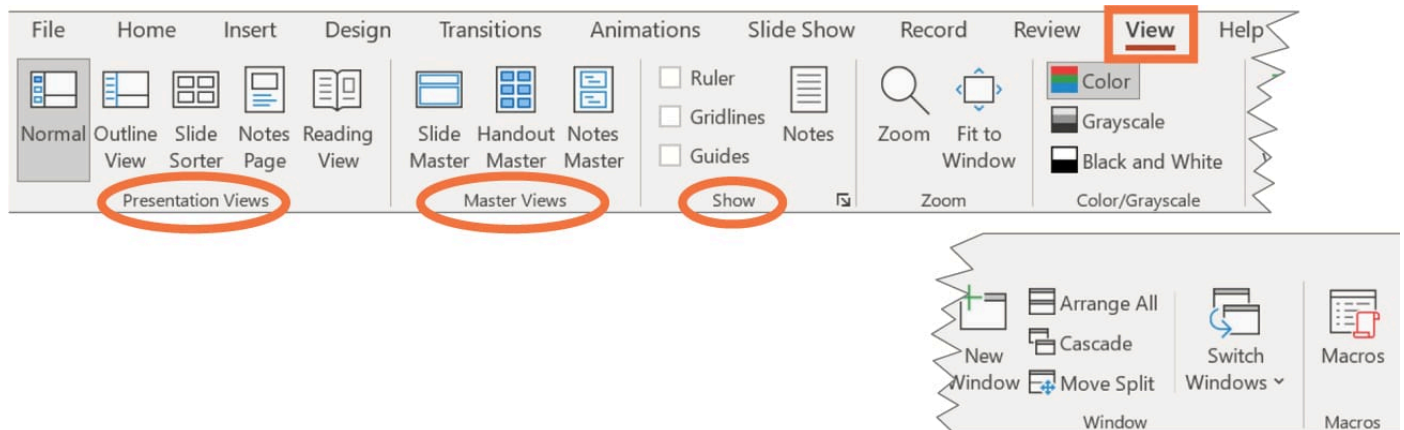


Figure 6.20: PowerPoint has many different options for viewing your presentation, from both viewer and behind-the-scenes perspectives. You can zoom in on areas, enlarge the screen entirely, view the elements in different colors, and arrange the windows so you can click through them more easily. (Used with permission from Microsoft)

When creating slides, you will typically work with the Normal View, the default view that PowerPoint opens within a new presentation (Figure 6.21). The large window shows the current slide, and the other slides are shown as thumbnails down the left side of the window. The large window gives you plenty of room to focus on developing content and layout for each slide while you can also jump in and out of each slide through the thumbnails.

Outline View shows a list of the slides on the left, highlighting the text rather than the actual slides as pictures. In Outline View, you can scroll through the text of each slide rather than having to jump in and out of individual slides. This can be a great aid when reviewing or organizing text, as seen in Figure 6.22. (You may have noticed that we changed our title slide to match the theme of the rest of the slides. Now the presentation has a more consistent design.)

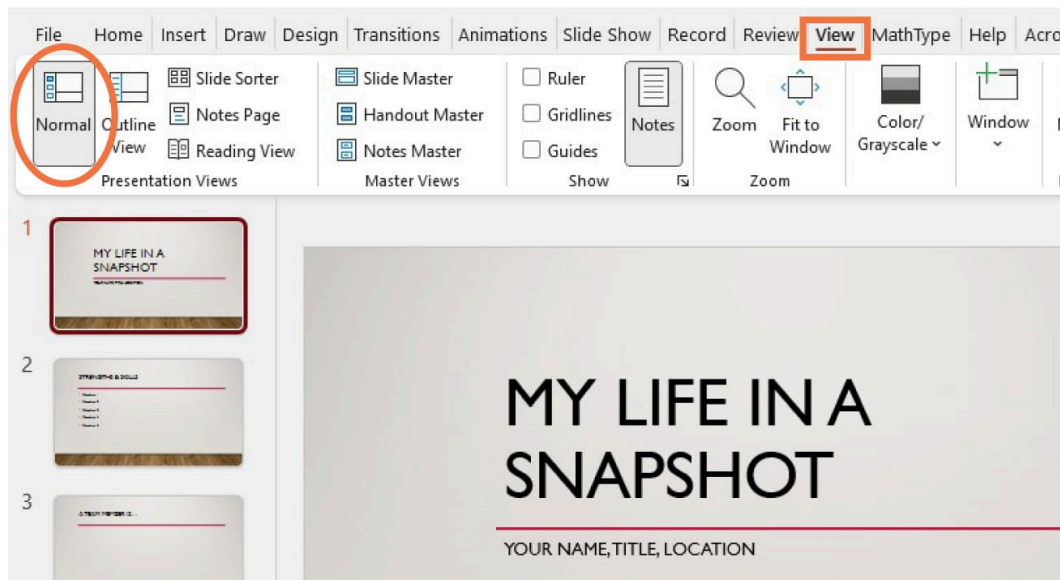


Figure 6.21: In Normal view, you can see thumbnails of your presentation. (Used with permission from Microsoft)

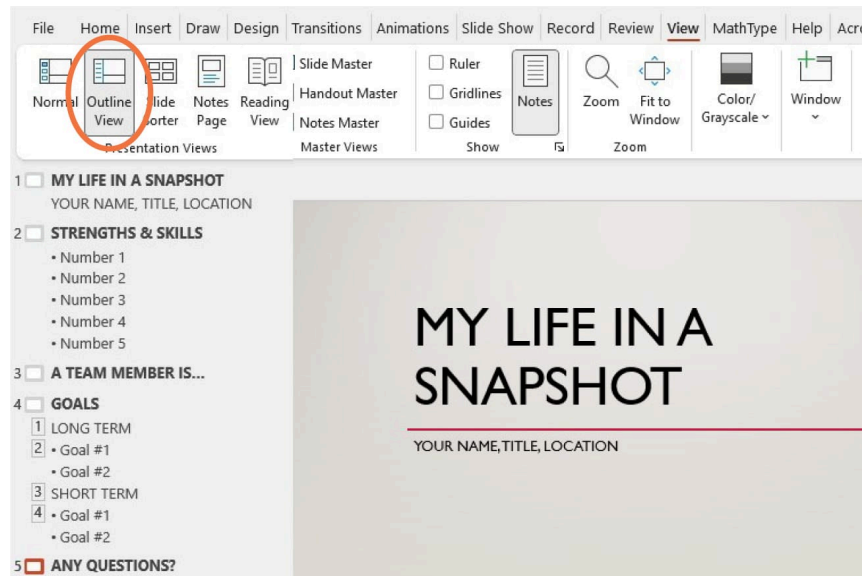


Figure 6.22: In contrast, Outline View only shows an outline of the text on the slide. (Used with permission from Microsoft)

Slide Sorter is an option that lays out slides in order, allowing you to move them around with a drag-and-drop of the mouse. This view is useful when you want to add or delete a slide or change their order.

For example, suppose a team member creates a photo album to introduce themselves, with each slide consisting of a single photo. If they select thirty photos, creating an album with thirty slides, Slide Sorter View can help them edit the album by adding or deleting a photo and by arranging the photos in the desired order. In *My Life in a Snapshot*, with only five slides to edit, this view would be overkill. But with a larger presentation with many more slides, a Slide Sorter View can be a helpful option.

Notes view (or Notes Page) displays a single slide with the notes below the text or image. These notes are typically designed for the speaker. They may be reminders, citations, or any various notes that the presenter wants to have at their fingertips. This can be handy when a user wants to add or edit a large amount of text. If, for example, they have a lot of text on a slide but are not sure yet which words might be best to highlight for the audience, this area of notes can provide a collection place for content.

The Reading View displays slides one at a time, as they would appear in a slideshow. Utilizing the View option allows you to take any one of the five slides and adjust the size of text boxes and change alignments—all while seeing most of the screen.

The Master Views option group may be a bit advanced for this introductory review, but we will provide a brief example. Within this group, the Slide Master is simply a template of the slide, breaking apart the individual components of the slide layout. This is a time-saving method for creating professional and consistent presentations. You can start with one of the PowerPoint themes or a blank slide, add or change the colors, add borders, change the font, and change or create a layout of your own. You can insert text boxes and object placeholders. When you do this on a master slide, you create a template that unifies the slides in a slideshow. When you have completed a slide that you want to keep as a master slide, select File, Save As, choose a location, and, in file type, choose PowerPoint Template. This is now a Master Slide template that you can use repeatedly.

Handouts Master and Notes Master are specialized viewing modes for specific tasks. The Handouts Master options allow developers to create a template for the PowerPoint printed handout for audience members. Slides can be arranged; titles, dates, and notes can be laid out. Within the Notes Master option group, the view of the slides and printable notes can be arranged as you desire.

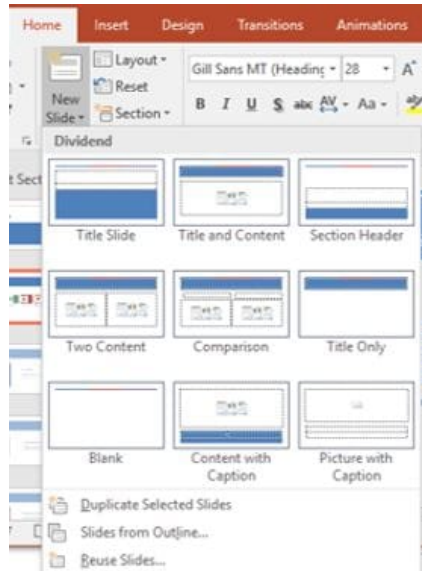
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1.1.4: PowerPoint Slide Basics

 [Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

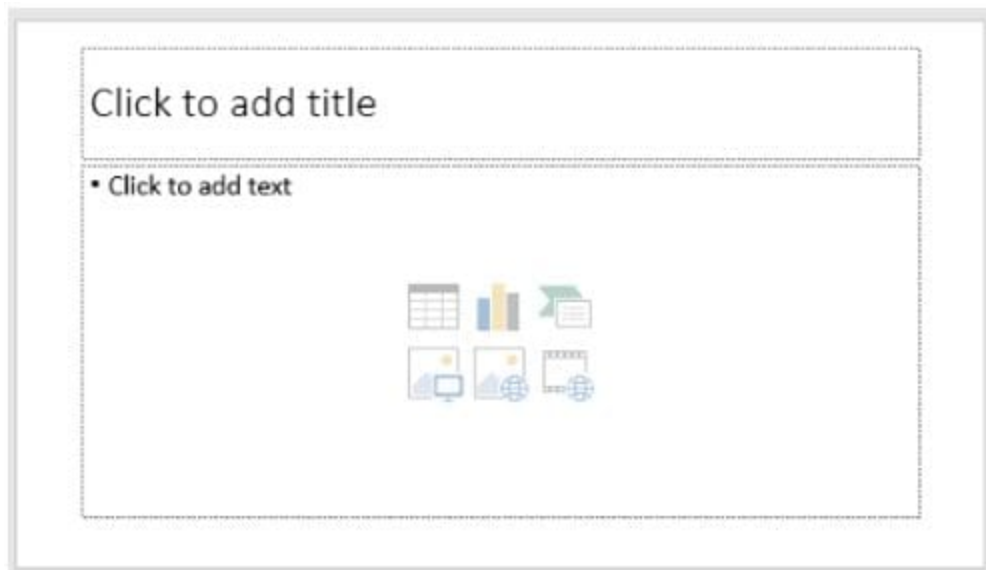
Adding and Deleting Slides



New Slide Gallery

New slides can easily be added to a presentation by clicking the bottom half of the New Slide button in the Slides group of the Home tab. If the top half of the New Slide button is clicked, the default slide layout (Title and Content) will be inserted into the presentation. By clicking the bottom half of the button, a gallery of several different slide layouts will appear.

The type of content the user intends to add will dictate which slide layout is selected. Most slide layouts include one or more placeholder to guide the user where to add content. Placeholders can contain different types of content, including text, graphics, tables, charts, and videos. Placeholders can be resized, reformatted or deleted. The most common slide layout (Title and Content) has two placeholders. The user simply needs to place the cursor inside the placeholder and begin typing to add text, or click an icon to add an object. PowerPoint automatically sizes the text as it is typed to fit within the placeholder.



Title & Content slide

The AutoFit icon  is displayed next to a placeholder when more text than can fit is typed.

How many slides is appropriate?

When planning a presentation, the number of slides is an important consideration. The attention span of the audience typically emphasizes the adage that “less is more”. The 10-20-30 Rule of PowerPoint, commonly attributed to entrepreneur Guy Kawasaki (guykawasaki.com/the_102030_rule), urges that presentations be limited to 10 slides, last less than 20 minutes in duration, and the font size of the text should be at least 30pt.

10-20-30 Rule

The alignment, font, size, and other formats can be applied to the selected text in a placeholder by using the Mini toolbar or the Home tab. A layout can be changed by clicking the Layout button to the right of the New Slide button, and choose a different layout. To delete a slide, right-click the slide in the thumbnail pane, and choose Delete Slide from the shortcut menu.

From the Thumbnail Pane

Thumbnail_Pane.png"/>

You can also add slides from the thumbnail pane, the left hand column of your screen when you're in the default or Slide view.

1. Select (highlight) the slide you want the new slide to follow
2. Right-click on the slide
3. Select **New Slide** for the default content slide layout or **Duplicate Slide** to copy the slide layout and content

OR, to use a shortcut to duplicate the slide layout (not content)

1. Select (highlight) the slide you want the new slide to follow
2. Press **Ctrl + M** (PC) or **Cmd + M** (Mac)

Note that your layout choice isn't final, so don't overthink the decision. If you're just trying to get your thoughts down on slides, select **Duplicate Slide** and fine-tune later.

Deleting a Slide

As with most operations, there are multiple ways to delete a slide:

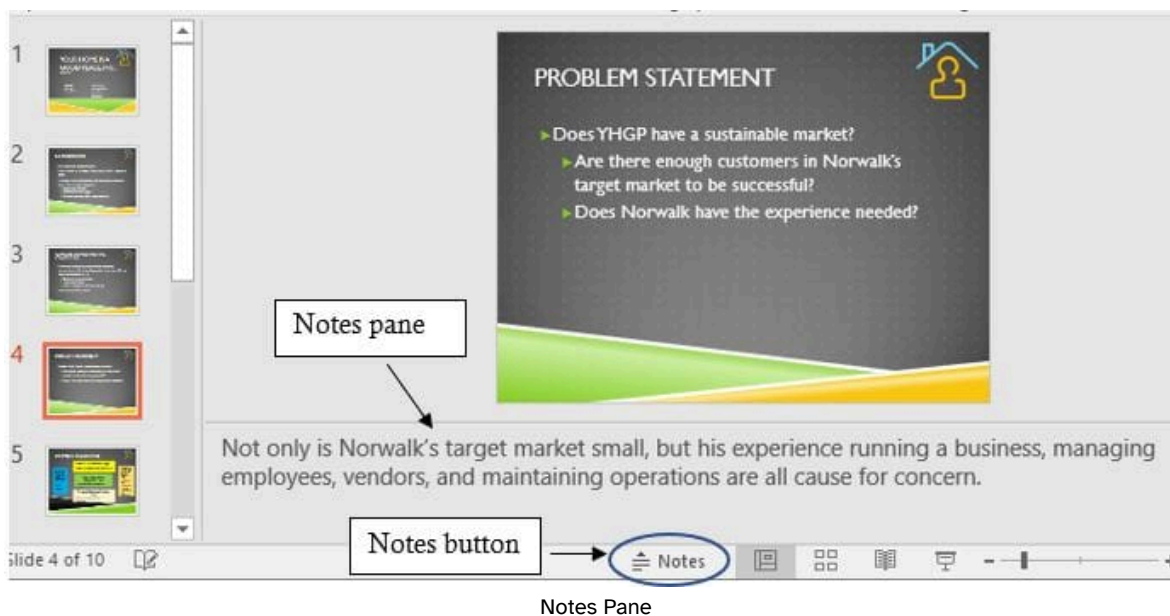
- Highlight the slide in the thumbnail pane and press **delete**
- Highlight the slide in the thumbnail pane and press the **delete** icon (Home tab)
- Highlight the slide in the thumbnail pane, right click and select **Delete Slide**

Organizing Slides

To move a slide, simply drag and drop in the thumbnail frame.

Adding Slide Text vs. Slide Notes

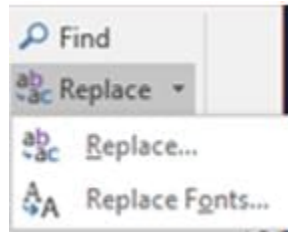
While text can be added to slides via placeholders in various slide layouts, text can be added directly to the Notes pane to create speaker notes for the presenter of the slide show. Maintaining a minimal number of slides requires that each slide only contain summary text, not details. The details need to be added orally through the presentation speaker. The data in the Notes pane does not appear in Slide Show view. The Notes pane can be opened or closed by clicking the Notes button on the status bar.



Slide Notes are an important part of developing a presentation. The slide notes provides more information that can be used to support the person giving the presentation, reviewing a presentation, and detailed source information.

Replacing Text and Fonts

Popular presentations that get used over extended periods of time often need updating due to product, personnel or company name changes. This is particularly the case in technology companies. Instead of relying on manual editing to find specific words that need to be changed, the Find or the Find & Replace features can be much more accurate to accomplish the same goal.



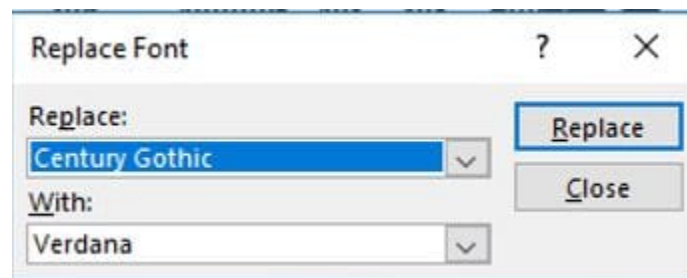
Find Replace

In the Editing group of the Home tab, click the Replace drop-down list, and choose Replace ... to open the Replace window. Use the Find what: and Replace with: fields to update the presentation by replacing certain text with new text. Exact case settings can be required to ensure words like Mark versus mark are not replaced inadvertently.



Replace

Sometimes a new design requires that a font be changed throughout the entire presentation. Changing fonts throughout a presentation is very similar to changing certain text throughout a document or throughout a presentation. In the Editing group of the Home tab, click the Replace drop-down list, and choose Replace Fonts... to open the Replace Font window. In the Replace: drop-down list, choose the existing font that needs to be replaced, and then in the With: drop-down list, select the new font that should appear instead.

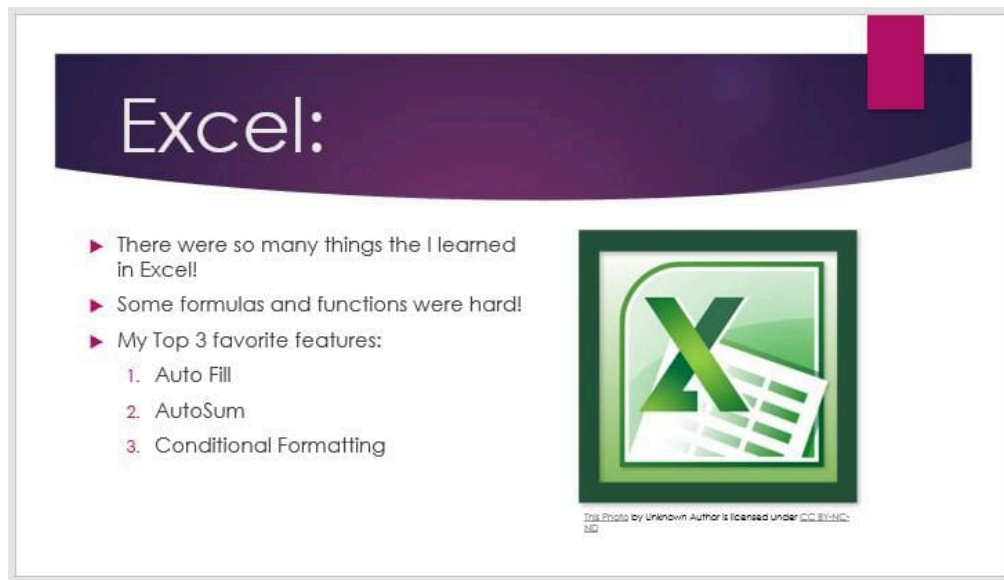


Replace Font

Creating Bulleted and Numbered Lists

The Title and Content slide layout is both the default and the overwhelming most popular slide layout for most slides in a presentation. This the root cause of why so many PowerPoint presentations bore their audiences with mundane amounts of text. The worst offense is when users simply write sentence upon sentence of text, which often gets read to the audience by the presenter. (Not a crowd favorite!) A better approach is to create presentations which utilize bulleted and numbered lists to help organize text, or show sequential processes. Too many slides of the same format can exhaust the audience, so use lists

in moderation. However, when used with animation (discussed in the next chapter), lists can really help manage the flow of information by synchronizing the visual elements of the slide show with the verbal accompaniment of the speaker.



Bullets and Numbers PPT slideBullets and Numbers PPT slide

As defined in the Word chapters, bulleted lists differentiate from numbered lists in that numbered lists demonstrate sequencing, whereas bulleted lists simply imply that each item is part of an non-ordered group. Bullets and numbers can be formatted using custom symbols and number formats to synchronize with the presentation design.



Paragraph Group

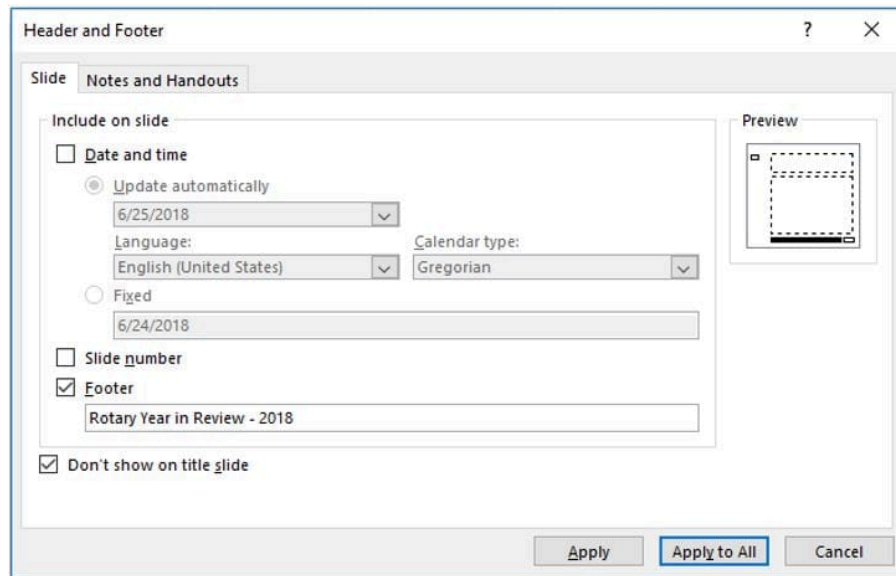
Bullets and numbers can also be indented to create sub lists. The Paragraph group contains the commands to increase and decrease the indentation of bullets and numbers.

Inserting Slide and Handout Footers

Slide footers represent another way to further customize the look of the presentation. Slide footers are typically displayed at the bottom of the slide, depending on the presentation's theme. Several fields are available to be added to each slide, including the

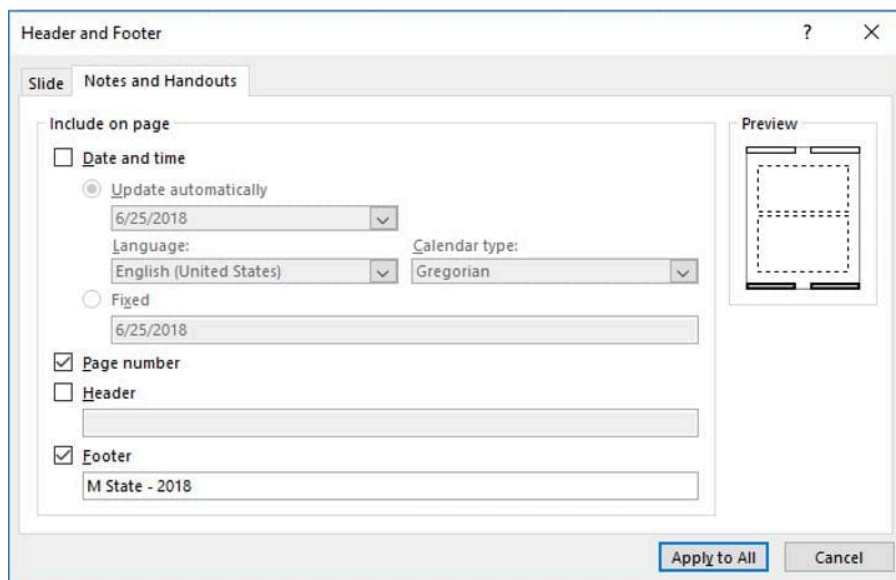


date, a slide number or a customizable text field. A combination of these fields can be included or excluded. From the Insert tab, choose the Header & Footer option from the Text group to open the Header and Footer window.



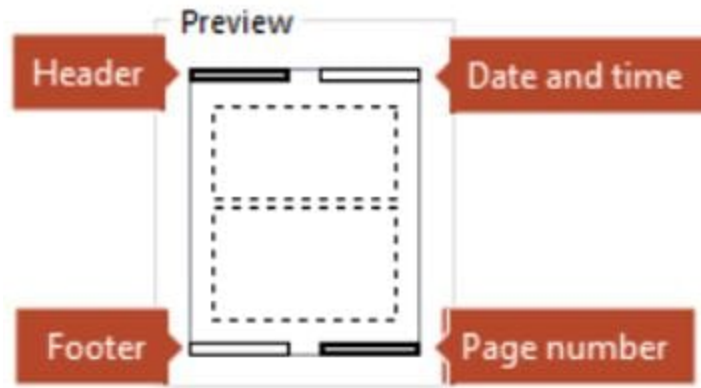
Header and Footer dialog

Two options that often get overlooked are the Don't show on title slide checkbox, and the Apply versus Apply to All buttons. The Don't show on title slide option is usually selected to prevent the footer from appearing the title slide. To assign the footer options to the current slide, choose the Apply button. Alternatively, the Apply to All button assigns the footer options to all slides, except the title (if the Don't show on title slide checkbox is marked).



Notes and Handouts Header and Footer

Slide footers are different than handout footers. Both can exist in the same presentation, but each has their own uses. While the slide footers appear on screen during slide shows, the Notes and Handout footer is designed for hard copy printouts. Similar fields are available as the Slide Footer, although the Header text box represents a new option, and only the Apply to All button exists, since the header and/or footer will appear on all pages of the handouts/notes pages.



Header Footer diagram

The Header and Footer fields often contain data like company or author names, copyright notices, and keywords like Confidential, Sample, Draft, etc.



To delete any header and footer information from the Notes and Handouts printouts, open the Header & Footer window, click the Notes and Handouts icon, and clear all fields and checkboxes before clicking the Apply to All button.

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1.1.5: Formatting Microsoft PowerPoint Slides- Layout and Design Principles

 [Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Format the layout of each slide
- Understand best practices in design principles

It's time to transform the five slides from *My Life in a Snapshot* by manipulating the layout and adding options. Formatting the layout of each slide in Microsoft PowerPoint is the process of adding, subtracting, and/or adjusting the arrangement of elements such as text, images, and shapes on a slide. You may want to format the layout of a slide in PowerPoint to make it more visually appealing and effective for your audience. PowerPoint includes many options for altering the layout of the slide. The slide layout can be changed by using the tool on the Home tab in the Slides command group. From the Home tab, select Layout tab from the Slides command group. Here, you will see a listing and image of the layout options.

We have used three types of layouts in *My Life in a Snapshot*. Here are some commonly used slide layouts:

- Title Slide: This layout includes a title and subtitle and is typically used for the first slide of a presentation.
- Title and Content: This layout includes a title, subtitle, and one or two content boxes that you can use for text or media. This layout is typically used to give an overview of the presentation and the main topics to be covered.
- Comparison: This layout includes two content boxes, which can be used to present different types of information, such as text and images, or to compare and contrast two pieces of information.
- Section Header: This layout is used to create a slide that can be used as a header for a section of a presentation. It typically includes a title and subtitle, with a distinctive design.
- Content with Caption: This layout includes a content box and a caption box, which can be used to present a single image or other media and provide additional information about it.

These common PowerPoint slide layouts can help you create a clear and effective presentation structure. You can add, remove, or customize placeholders as you need, as well as use combinations of these layouts to create a unique, personalized presentation. PowerPoint also offers a variety of built-in slide layouts that you can use to create different types of slides.

Formatting Layout

When you design your slide layouts, arranging text boxes and other objects becomes key in making sure they are positioned in an effective manner. In this section, we will review the Alignment Guides option within the View tab and discuss the numerous built-in layout designs that PowerPoint can offer.

Alignment Guides

As stated previously, getting things to look exactly how you want them to appear next to each other is crucial to maximizing the design power of PowerPoint. But it can be difficult to align objects with other objects on a single slide, or objects with text, using only your mouse. Under the View tab, you will find a helpful alignment tool that you can access by checking the Guides box. When this box is checked, there will be two dashed lines on the presentation slide, one centered vertically and the other centered horizontally.

When you hover your mouse over one of these lines while holding down the Ctrl key, the cursor turns into a double line with arrows. Drag the line to where you want one guideline to be and let go of the mouse. When you do this, another line is created.

Mac Tip

Hold down the Option key, not the Ctrl key, to turn your cursor into a double line with arrows.

You can continue to add guidelines anywhere on your slide to insert and align objects, text boxes, photos, and so forth. (In the section on Adding Visuals and Features to Microsoft PowerPoint Slides, we will cover inserting objects and images.) See Figure 6.23 for a visual example of what the guides look like after adding them to a slide. (If you see that the Guides box is checked but no lines are apparent, just uncheck it and check it again. That will usually bring the guides back into view.)

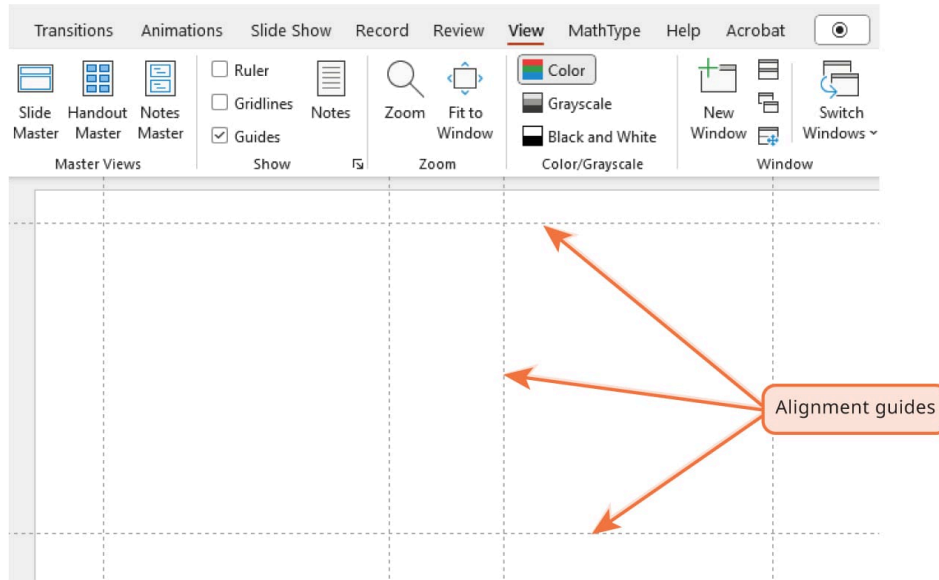


Figure 6.23: The lightly colored dashed lines set off a narrow margin around the slide. (Used with permission from Microsoft)

Link to Learning

Not every presentation has to be delivered by a person. There are many reasons why creating a self-running presentation is valuable. Many companies will design a presentation that can be left unattended in a booth or kiosk, at a trade show or convention, or saved as a video and sent to a client list. A self-running presentation can also help address time-related constraints. Read Microsoft's [steps for creating a self-running slideshow in PowerPoint](#) to learn more.

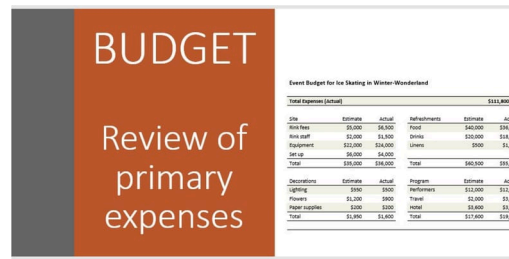
Design Principles

In this section, you will learn about some basic design principles that are best practices for designing your own slides or choosing a theme for your presentation. You'll find out how to use proximity, alignment, repetition, contrast, and white space to make your design elements stand out.

Proximity

In photography, proximity refers to *nearness*—the distance between the camera and the subject being photographed. In the context of PowerPoint, it refers to the distance between the audience and the subject matter being presented. You can control the relative proximity within a PowerPoint slide. In photography, proximity can affect the composition of the photograph by changing the relative sizes of the elements in the frame. For example, if the camera is positioned close to a small subject, the subject may appear larger in the frame; if the camera is positioned farther away, the subject may appear smaller. The proximity of the camera to the subject can also influence the overall look of the photograph. A photograph taken from a close distance may have a more intimate or detailed appearance, while one taken from farther away may have a more distant or expansive look.

Proximity is an important consideration in designing PowerPoint layouts because it can affect the composition, perspective, and overall look of each slide. In Figure 6.24, you can see two different sizes of the budget sheet. The first one is effective for an overall view of what the document looks like. The second one is more effective if you want the audience to be able to read it. If so, it's preferable to zoom in as close as possible to that content.



(a)

Event Budget for Ice Skating in Winter-Wonderland

Total Expenses (Actual)						\$111,800
Site	Estimate	Actual	Refreshments	Estimate	Actual	
Site fees	\$5,000	\$6,300	Food	\$40,000	\$36,000	
Rink staff	\$2,000	\$1,300	Drinks	\$20,000	\$18,000	
Equipment	\$22,000	\$24,000	Linens	\$500	\$1,000	
Set up	\$6,000	\$4,000				
Total	\$35,000	\$36,000	Total	\$60,500	\$55,000	
Decorations	Estimate	Actual	Program	Estimate	Actual	
Lighting	\$500	\$500	Performers	\$12,000	\$12,000	
Flowers	\$1,200	\$900	Travel	\$2,000	\$3,000	
Paper supplies	\$200	\$200	Hotel	\$3,600	\$3,600	
Total	\$1,900	\$1,600	Total	\$17,600	\$19,200	

(b)

Figure 6.24: These slides show two examples of proximity as it relates to how information is displayed to the audience: (a) displays a chart with a distant proximity to the subject matter and (b) displays the same information, but with the audience in closer proximity. (Used with permission from Microsoft)

Alignment

Aligning objects or text on a page adds organization and creates a sense of cohesion, making your content in general more usable. When alignment exists on a slide, the human eye knows where to focus, and the slide is more comfortable to view. In PowerPoint, alignment is the way that text, images, and other elements are positioned on a slide. Proper alignment is important because it helps to create a cohesive, professional-looking presentation. When elements on a slide are aligned, they are more visually balanced, which can make the slide look more organized and appealing to the audience. Properly aligned elements can help guide the viewer's eye and create a natural flow from one element to the next, making the presentation easier to follow and understand. In addition to the Guides checkbox that we reviewed in the section on [Formatting Layout](#), there are also checkboxes for Rulers and Gridlines. Ticking these boxes will show additional lines on the slide that will help you align your slide elements.

Repetition

Repetition is the use of similar or identical elements, such as colors, fonts, or design elements, across multiple slides in a presentation. In a slideshow, repetition—especially when similar elements are repeated across multiple slides—can make the presentation feel more polished and professional and make it easy for the audience to follow and understand. Repetition also promotes a consistent look and feel for the presentation. Repetition of important elements such as headings or key points can establish a visual hierarchy that guides the viewer's eye and makes your presentation easier to follow.

Repetition of visual elements is a good way of reinforcing the key points you want to establish with the audience because they know where to look. In this way, repetition makes the main message of your presentation more memorable and connected for the audience.

Contrast

In presentations, contrast refers to the use of different elements, such as colors, fonts, and other design elements, to focus attention and create visual interest. You may want to use contrasting colors, such as complementary colors or light and dark shades, or contrasting fonts, such as a bold or decorative font for headings and a simple font for body text. Using contrast helps create a hierarchy and makes your presentation easier to follow.

Using contrasting design elements, such as different shapes or patterns, can help to add visual interest and break up the slide into distinct sections. Overall, contrast is a useful tool in presentations because it can help to draw attention, create visual interest, and make the presentation more effective and engaging for the audience. Notice how in the new title slide of *My Life in a Snapshot* (Figure 6.21), the title is in large font, the subtitle is in small font, and the colors used are off-white, red, and black. The different font sizes and colors contrast with one another and create an engaging, yet professional, appearance.

White Space

The last design element to consider within this section is white space. White space, also known as negative space, is the unoccupied areas of a slide that are not filled with text or other content. By leaving enough white space around text and other elements, you can make the content easier to read and understand. White space can be used to create visual interest by creating balance and separating different elements on the slide. By surrounding a key point or element with white space, you can draw attention to it and make it stand out. Additionally, using white space consistently throughout a presentation can help to create a cohesive look and feel. It is an important element of slide design and can be used in a variety of ways to enhance the readability, visual appeal, and effectiveness of a presentation. Filling your slides with text or images will make them look too busy and hard for your audience to read. Using the Designer tool to suggest different layouts can help add white space and sustain interest throughout the presentation with aesthetically pleasing slides.

Another principle that underlies all the design principles reviewed in this section is known as the rule of thirds. This is a basic principle of photography and design that suggests that an image can be divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines. It is essentially a tic-tac-toe game board!

Real-World Application - Applying the Rule of Thirds

The rule of thirds theory suggests that if you place the important elements of the image along these lines, or at their intersections, your photo or design will be more balanced and will have more visual interest. By placing the main subject of your photo or design along one of the lines or at an intersection, you can create a sense of tension and dynamism that draws the viewer's eye into the image. Additionally, using the rule of thirds can help you avoid placing the subject of your image dead center every time, which can make for a static and uninteresting composition.

Although the rule of thirds is not a hard-and-fast rule, it is a useful guideline that can help you create more visually appealing and dynamic compositions in your slide creations and layouts. Figure 6.25 provides an example of a grid created according to the rule of thirds.

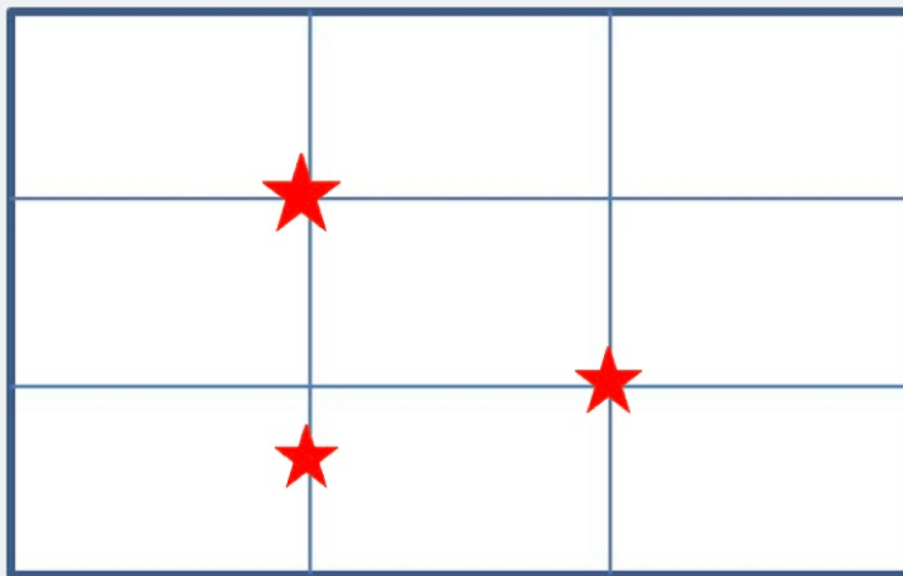


Figure 6.25: This is an example of how you might set up alignment guides using the rule of thirds. The red stars show some of the ideal positions to place either text or images. (Used with permission from Microsoft)

There are other composition models you can use, as well. The point is that in design, composition is the basis of it all. You want

a well-composed layout and placement of text and images, aligned so that the eye moves easily about the slide.

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1.1.6: Design Basics

[Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

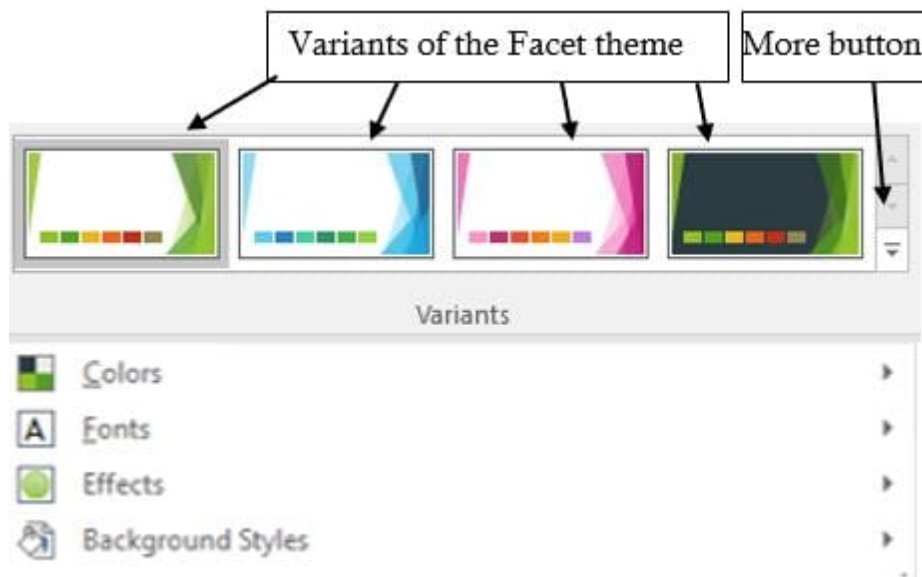
Apply Design Themes

The most significant way to add visual impact to a PowerPoint presentation is to apply a design theme. A **design theme** is a named combination of formats that comprise of colors, fonts, backgrounds, and other effects. Themes exist throughout Microsoft Office so that files created in one application tie together with files created in other Office applications. While the default Office theme is plain and boring, users can choose from a gallery of other themes to give the presentation a new look and feel. To change the theme, select a theme from the Themes group on the Design tab. More themes are available by clicking the More button.



Design themes more button

Hover over a theme thumbnail to see the theme name. It's also easy to quickly change the look and feel of a theme by using variants in PowerPoint. Each theme has its own Variants that apply some predefined color and effect variations. Variants appear to the right of the themes in the Design tab. Variants can be further customized by clicking the More button to modify the theme colors, fonts, effects or background styles. To further customize a design theme, it is easy to apply a new variant while everything else about the theme remains the same.

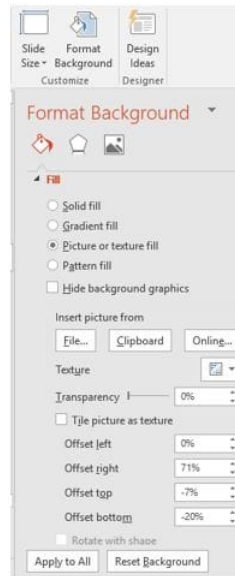


Theme Variants

Many organizations have a standard, recognizable theme that should be consistently used to follow the organization's branding standards. While a theme can be applied to individual slides, it is advisable to apply one theme to an entire presentation, which creates a uniform, professional look.

Formatting the Slide and Slide Background

While each design theme has its own background colors, patterns or images, every slide in a PowerPoint presentation can modify a background by changing colors, gradient fills, or adding/subtracting graphics. The **background** is the area behind the text and graphics on a slide.



Format Background

To customize the presentation's background, click the Format Background button in the Customize group of the Design tab. The Format Background pane will appear to the right of the slide pane. When choosing a different color or gradient fill for the slide background, consider ensuring that a proper contrast between the font colors and the background make the presentation easy to read for your projected audience. A dark background might be appropriate with good lighting, but a dark room might necessitate using a light background color. The Transparency slide bar can mute the color by increasing the transparency percentage. A graphic can be inserted and strategically located to the side of the content placeholder by adjusting the Offset percentages.

After defining all background settings, click the Apply to All button to update all slides with the new background. The slide illustrated below has the Facet theme with a custom background and a graphic offset to appear to the left of the content placeholder.



Facet theme slide

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1.1.7: Adding Visuals and Features to Microsoft PowerPoint Slides

 [Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Add tables to slides to organize and present data in a grid format
- Insert images into slides
- Add written information to slides
- Use symbols to enhance visual appeal
- Include equations to represent complex mathematical concepts
- Utilize WordArt to maximize the impact of text
- Use the tools in the Illustrations command group to increase the design appeal of slides

Adding visuals and features to Microsoft PowerPoint slides makes your presentation more engaging and interesting for the audience. It's best to do this after the text has been formatted and the general layout established. Visuals such as images, charts, and videos can help to break up text and make the presentation more visually appealing, keeping the audience engaged and making it easier for the audience to understand and remember the information. Additionally, using relevant, high-quality images will help make your presentation look more professional.

Adding Tables

A table in PowerPoint is a structure for organizing and presenting data in a grid format. It is similar to the Table feature in Microsoft Word. In Figure 6.26, the Table option has been selected within the Insert tab. You will not need to include a table in your *My Life in a Snapshot* presentation, but tables are regularly included in professional presentations.

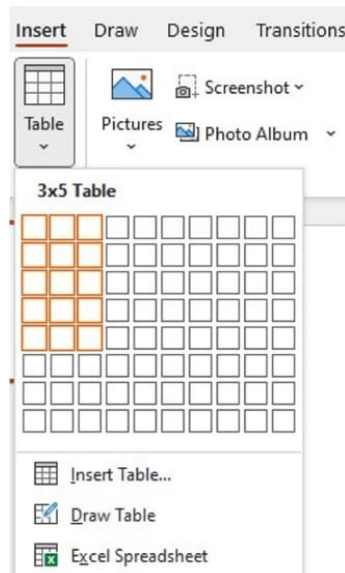


Figure 6.26: The Insert Table option on the Insert tab of PowerPoint is identical to inserting a table in Word. (Used with permission from Microsoft)

There is a grid located directly under the Table option, followed by Insert Table. Using the mouse, click and hold to select the desired number of cells you want to include. In the figure, a 3 x 5 table has been highlighted—specifically, three cells horizontally and five cells vertically. A 10 x 8 grid is provided, but if this size is too limiting, the Insert Table option enables you to build a grid all the way up to 75 x 75. Keep in mind that the facts and figures contained in your table need to be visible and easy for your audience to understand.

The Draw Table option allows you to create a table by literally drawing it on your slide. As you select the option, the cursor becomes a pencil. You can first draw the table border and then sketch out cells that meet your needs. This option is especially useful when you're not looking for a perfectly symmetrical grid. If you prefer to create tables within Microsoft Excel, you may prefer the last option within the table group, Microsoft Excel, which opens an Excel worksheet inside the slide. You will have to save the Excel sheet as its own document, but it will be stored within the PowerPoint slide.

Adding Images

The Images command group, located to the right of the Insert Table option, gives you the following options: Pictures, Screenshot, and Photo Album. In general, an image is a visual representation of a scene, object, or information, often captured or created through digital means. In today's technological world, your cell phone is also a professional camera with advanced formatting options, enabling you to share photos instantly on social media and in texts and emails. Adding photos and screenshots in PowerPoint can be just as effective. Those saved files can be at your fingertips to add to your presentation.

One good option is to use the Pictures feature to add an image to your PowerPoint presentation, either from your device or from the internet. You can also add a stock image—a preexisting photograph or illustration that you can purchase for use in websites, brochures, presentations, advertisements, and other forms of media. Stock images are created by professional photographers and illustrators and are usually sold through online stock image agencies. These images can be used by anyone who buys the rights to use them, rather than having to commission a photo or illustration specifically for their project. Stock images can be used to supplement or enhance a presentation, brochure, or website by adding relevant and interesting visual elements. They can also be used to illustrate a point or idea, by providing an image that represents a concept or feeling. Stock images can save time and money, avoiding the need to create new images specifically for your project.

Stock photos are often fairly generic and not specific to a location or brand. For example, you can use a stock photo of a team working in an office environment to illustrate teamwork in the workplace. Many stock photos are considered to be available in the public domain and therefore are free to use, although this is not true of all stock photos. Be sure you keep copyright issues and licensing requirements in mind when using stock photos in your presentation. You can find websites of stock photos such as Vecteezy or Shutterstock. Some companies may have licenses or accounts with these websites. Some stock photo websites are starting to specialize in specific styles and types of stock photography, such as more diverse stock photos and more realistic, natural stock imagery.

To personalize *My Life in a Snapshot*, add two photos from your personal collection to the last slide. To add a photo from your computer to a PowerPoint slide, follow these steps:

1. Open PowerPoint and select the slide on which you want to add the photo.
2. Click on the Insert tab in the ribbon at the top of the screen (Figure 6.27). In the Images command group, click on Picture, then select This Device. (This means that you will be inserting a picture from your computer.) If you want to add a picture from your phone, you can email the photo to yourself and download it to your computer. If you want to use a picture from the internet, again, download the picture and save it to your computer. A window will appear, allowing you to browse your computer for the photo you want to add. Navigate to the folder where the photo is located, select it, and then click the Insert button (Figure 6.28).
3. The photo will be inserted onto the slide. You can then move it around by clicking and dragging it to the desired position. You can also resize the photo by clicking and dragging the handles (small squares) around the edges of the photo (Figure 6.29).

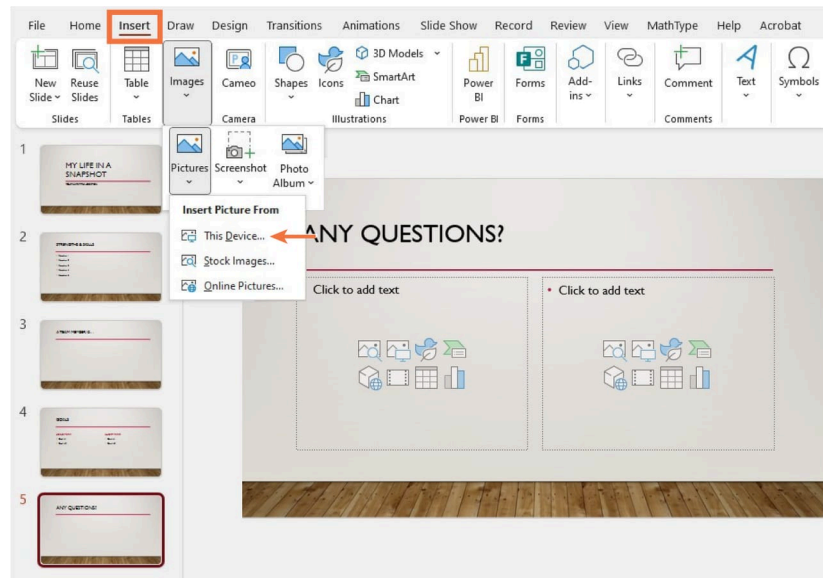


Figure 6.27: PowerPoint also gives users the option to access stock photos or online pictures directly from the Insert Picture menu. (Used with permission from Microsoft)

A screenshot of a PowerPoint Insert Picture pane displays thumbnail images with filenames located in Desktop

Figure 6.28: After you locate the image file on your device, choose Insert to place the image on the slide. (Used with permission from Microsoft)

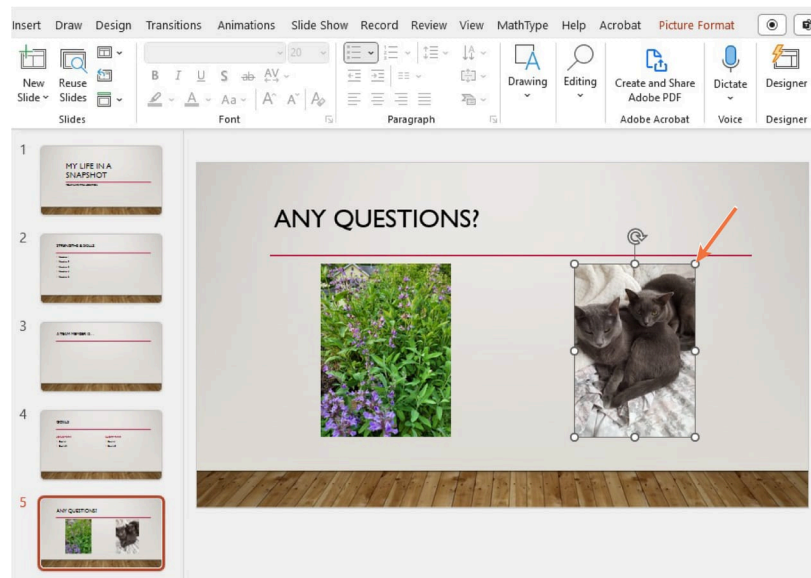


Figure 6.29: Once you have placed the image, you can resize it and move it on the slide. (Used with permission from Microsoft)

To format the picture, first select it with your cursor and then use the options under the Picture Format tab, such as cropping, adjusting brightness and contrast, and adding a border. The Picture Format tab only shows up if the picture is selected. When you are finished, save your presentation by clicking on the File menu and selecting Save. By following these steps, you can add photos from your history that will be shared with WorldCorp's team.

The Picture option supports all picture formats. Notice that when any of the three pictures are highlighted/selected, the Picture Format tab opens, as shown in Figure 6.30. This new ribbon tab will appear all the way on the right end of the ribbon. The first command group, Adjust, lets you adjust and add corrections to the actual picture, such as its color, brightness, and transparency. The last command group in this ribbon, Size, is helpful to know. The Size group within the Picture Format ribbon contains a feature called Crop, which is available in most Microsoft Office programs.

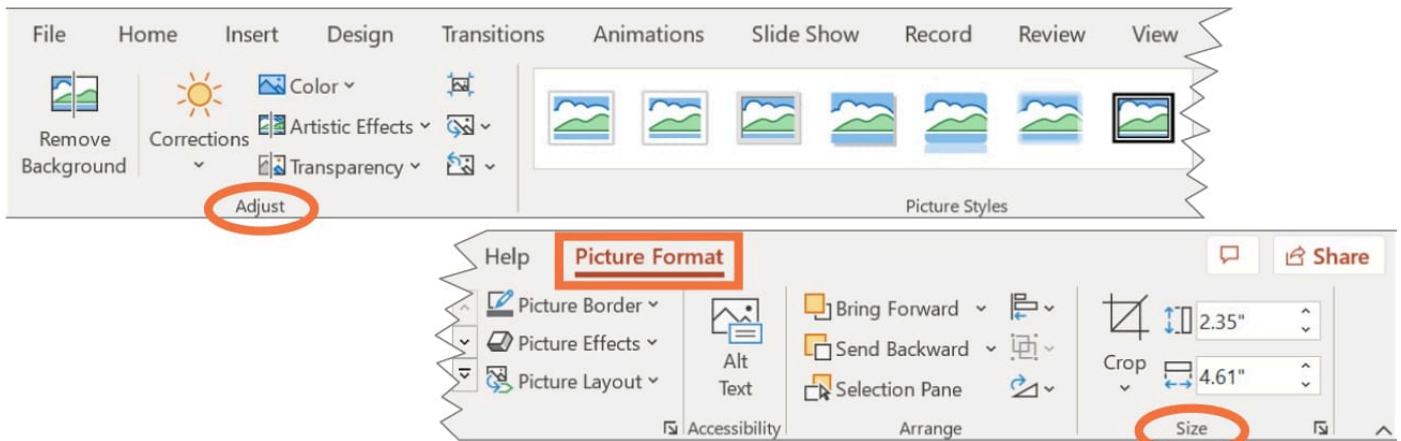


Figure 6.30: The Picture Format ribbon opens automatically when you select any kind of image. (Used with permission from Microsoft)

Having the ability to crop a picture to a preferred size can be a time-saver. You no longer need to find a perfect image, but only a piece of the image that is perfect for your needs. Notice in Figure 6.31a how much ice is in the picture. The ice skates appear small in relation to the entire slide. By cropping some of the ice out of the picture, then enlarging the image to fit the space (Figure 6.31b), you can emphasize what you want your audience to see.



Figure 6.31: Parts (a) and (b) show a before-and-after example of how a picture can be cropped to expand the focal point. (Used with permission from Microsoft)

Adding Text

A great way to add a well-placed description of an image is to insert a text box. Let's add a text box to your *My Life in a Snapshot* presentation, as shown in Figure 6.32.

To add a text box, open the PowerPoint presentation to the slide where you want to insert the text box. Click on the Insert tab in the top menu. In the Text section, click the Text Box button. Click and drag on the slide to create the text box. Type or paste your text into the text box that describes each photo that you selected to share with the WorldCorp team.

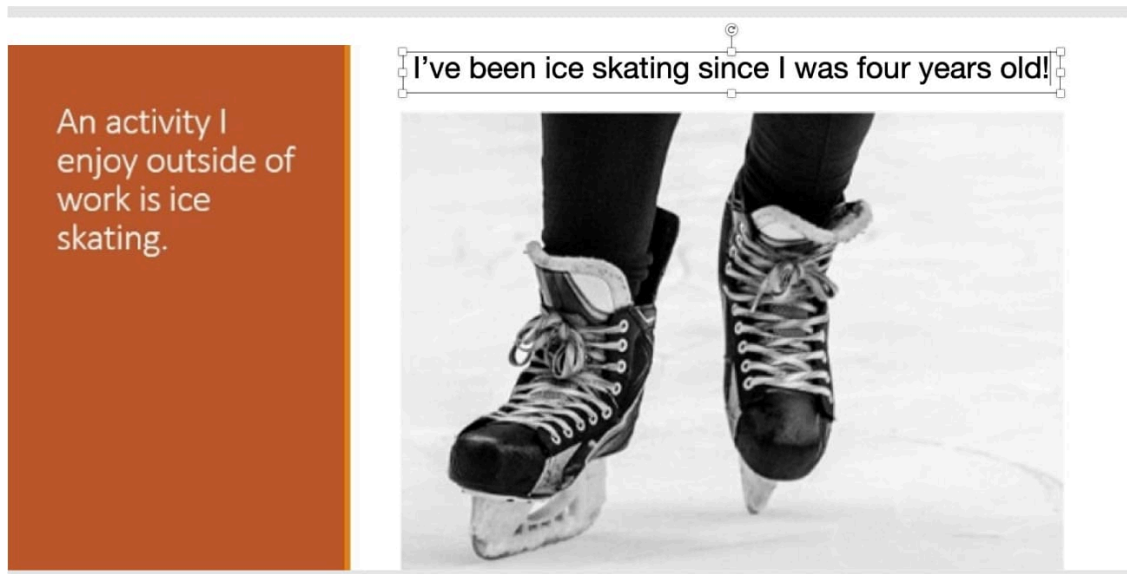


Figure 6.32: By default, text boxes will not have visible borders unless you choose to add them. This gives a seamless look when placed next to or on top of an image. (Used with permission from Microsoft)

You can use the Shape Format tab to customize the text box, such as changing the font, color, or size of the text, just as you did when adding text to existing text boxes provided by PowerPoint in the various defined layouts. Once finished, you can move the text box around by clicking and dragging it, much like any other object or image within the slide.

Adding Symbols

You can add symbols to a PowerPoint slide to enhance the visual appeal of your presentation and to make it more engaging. Symbols can include anything from emojis to arrows to creative shapes, like hearts. You can use symbols to represent different ideas or concepts, to emphasize certain points, or to create a visual hierarchy, arranging the elements of your design according to their level of importance. The purpose of visual hierarchy is to guide the viewer's eye to the most important information or elements first, then to less important information. It's a good idea to use symbols sparingly, and only when they add value to your presentation, so they don't become distracting. This first presentation doesn't require the addition of a symbol, but the steps for adding one to a slide are as follows:

1. Open the PowerPoint slide where you want to add the symbol.
2. Click on the Insert tab in the top menu.
3. In the Illustrations command group, click the Symbol button. A menu will appear with a selection of symbols. Choose the symbol you want to use and click on it to add it to the slide. (Note that these steps may vary slightly depending on the version of PowerPoint you are using. In some versions, Symbols is its own command group on the ribbon.)

You can also use the Format tab to customize the symbol by changing its size, color, or shape.

It is helpful to know the most common types of symbols that you can use in a PowerPoint presentation:

- Icons: simple, graphic symbols that you can use to represent concepts or ideas, such as an icon of a light bulb to represent an idea or an icon of a person to represent a customer
- Arrows: used to direct attention, to show cause and effect, or to indicate a process
- Emojis: used to add a personal touch or to create an emotional impact
- Shapes: can include simple symbols such as check marks, stars, and hearts; they can be used to emphasize a point or to indicate a positive or negative aspect

Always note that the symbols you use in your PowerPoint presentation should be appropriate for the context, audience, and purpose of the presentation.

Adding Equations

Another feature to consider inserting in PowerPoint slides are designed equations. An equation is a mathematical statement that shows the relationship between two or more quantities, using mathematical symbols and operators. Equations are used to describe a wide range of physical, biological, and economic phenomena, and are central to many areas of science and engineering. Simply click on the option on the Insert tab and select from a list of drop-down options. (Note that the Equation option will be grayed out unless your cursor is active on the slide canvas.) A new tab, Equations, will appear on the ribbon, revealing many options for inserting and editing equations.

Adding an equation to a slide in PowerPoint can enable you to represent complex mathematical concepts in a clear and concise manner, making it easier for your audience to follow your presentation. Equations can convey a level of technical expertise and professionalism, which can be especially important in the STEM fields (science, technology, engineering, and mathematics). They can be used to emphasize certain points in your presentation, such as key formulas or important calculations. Using equations to support your arguments can increase the credibility of your presentation and give your audience more confidence in your claims. Additionally, you can use PowerPoint to create interactive equations that allow the audience to manipulate variables—a useful option in fields like education and training.

You will not be asked to add an equation to *My Life in a Snapshot*. However, it is important to remember that when adding anything, even equations, to your PowerPoint slides, they should be formatted correctly and should be used in a way that supports the overall message of your presentation. The process for inserting and editing equations is covered in more detail in the chapter on Document Preparation.

Adding WordArt

In PowerPoint, WordArt can add visual interest to a slide by using different font styles, colors, and effects that are prebuilt and designed for maximum impact. This can make your presentation more engaging and memorable for your audience.

WordArt can be used to emphasize important points or quotes in your presentation, making them stand out from the rest of the text and allowing for more creative expression than a simple text box. For example, you can create shapes, bend text, and add different effects to make your text more appealing than what is offered in a simple text box.

WordArt can be used to give your presentation a consistent look and feel, which can be especially important when creating presentations for work or business purposes as the exaggerated font is easy to duplicate across different slides. Additionally, WordArt can be used to create a visual hierarchy, making it easier for people with visual impairments to read your slide.

Now, let's put this tool into action. As seen in Figure 6.33, start by selecting the fourth slide, Goals, to work on. This slide tells the audience about your short-term and long-term goals within the coming year at WorldCorp. To clearly separate the goals, we will use WordArt to change the headings for each.

1. Start by highlighting the heading "Long Term."
2. Select Insert, WordArt, and then choose a style.
3. Once selected, WordArt will appear in the center of the slide. Delete the original text box.
4. Select and drag over the WordArt text in replace of the original heading.
5. Repeat these steps for "Short Term" using a contrasting style choice (Figure 6.34).

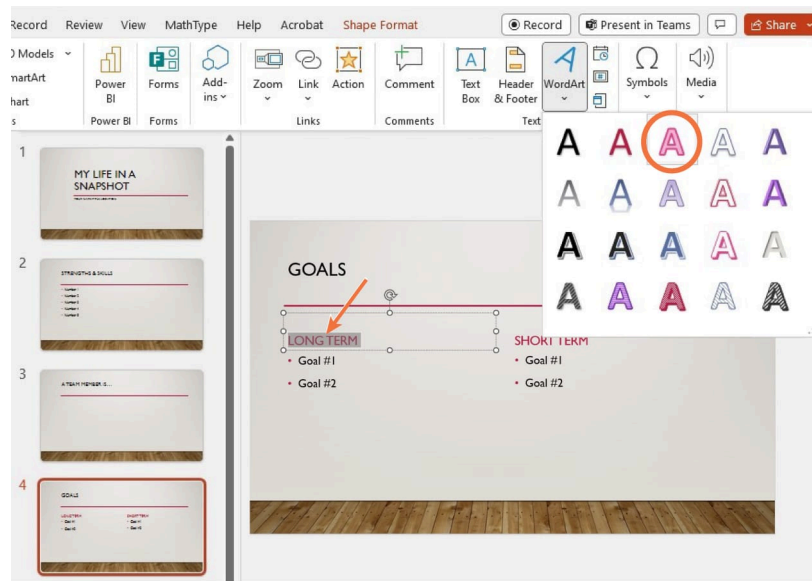


Figure 6.33: WordArt can enhance your text beyond simple formatting, adding elements such as gradients, fills, and shadows. (Used with permission from Microsoft)

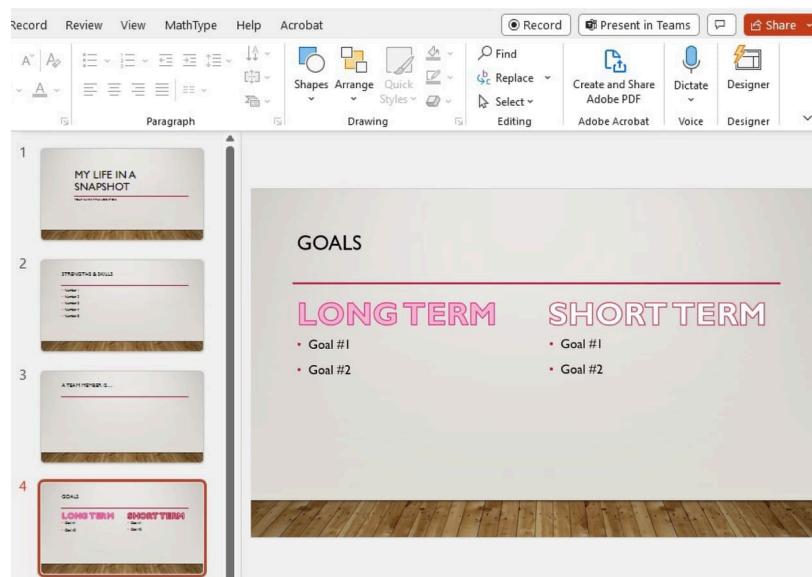


Figure 6.34: Giving slightly different styles to “Long Term” and “Short Term” helps differentiate the lists. (Used with permission from Microsoft)

WordArt should be used sparingly, and only when it adds value to your presentation. It’s also important to make sure that the WordArt doesn’t distract from the main message of your slide. Always consider if a text box is more appropriate due to the length or positioning of the statement. In addition, consider if the provided text needs to be formatted.

Shape Format Tab

You can easily create and change WordArt within the Shape Format tab. To format WordArt in PowerPoint, open the PowerPoint slide where you want to format the WordArt. Click on the WordArt that you want to format. Click on the Shape Format tab in the top menu. Use the options in the Text Effects and WordArt Styles sections to change the font, color, and effects of the WordArt. Additionally, you can use the Text Fill and Text Outline to change the fill and outline color of the WordArt. There are numerous options to explore and evaluate on what may work best.

Use the Text Box to change the size and shape of the text box that contains the WordArt. Use Arrange to change the position of the WordArt in the slide and use 3D Rotation to rotate the WordArt, as seen in Figure 6.35. As with all additions and changes, use WordArt sparingly, only when it enhances the overall look and feel of your presentation and adds emphasis to certain points—but not every point!

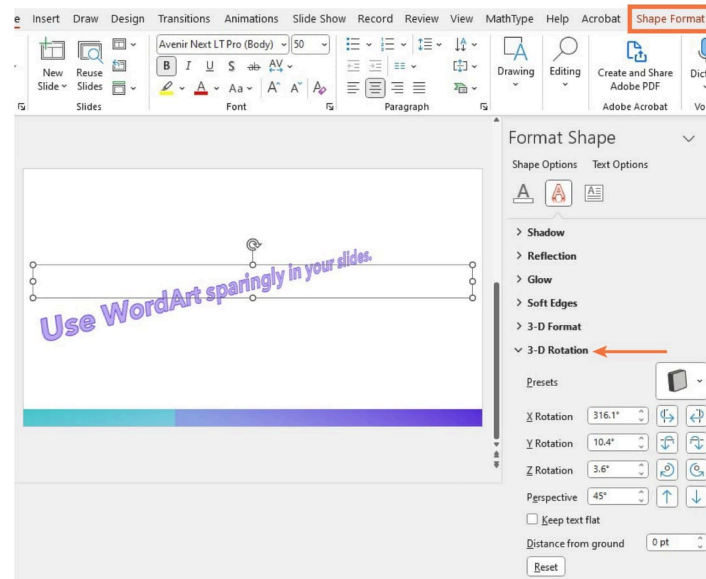


Figure 6.35: Rotating your WordArt-formatted text gives a dramatic appearance. Use caution when employing this feature, as it can sometimes be too informal for business presentations. (Used with permission from Microsoft)

Adding Illustrations

Much like adding images, illustrations can have a lasting impact in a presentation. An illustration is an image that’s “handmade,” so to speak, using either tangible elements such as pens and pencils or digital elements such as media. In this case, please take note of understanding the copyrights of the original work before selecting illustrations. In this section, we will walk through how to add a star to your presentation along with exploring some of the various illustration options. There are several types of illustrations that can be inserted in PowerPoint, including:

- Shapes: basic shapes such as rectangles, circles, and arrows, as well as more complex shapes like flowchart symbols and callout shapes
- Icons: simple, symbolic images that can be used to represent concepts or ideas
- Charts: bar charts, line charts, and pie charts that can be used to present data in a visual way
- SmartArt: predesigned graphics that can be used to create diagrams, lists, and other types of illustrations
- 3D models: models that allow you to rotate and zoom in on an object to show it from different angles

These types of illustrations can be used to make slides more engaging and memorable and to effectively convey the intended message. Now, we will take a closer look at shapes, icons, and the use of charts.

Shapes

To add a shape to a slide in PowerPoint, first click on the Insert tab in the ribbon at the top of the PowerPoint window. Click the Shapes button in the Illustrations command group. Select the desired shape from the drop-down menu; in the next step of your project, you will be looking for the shape of a star (Figure 6.36). Click and drag on the slide to create the shape. Shapes can be resized and positioned to enhance text and images on slides.

Now, it’s your turn to add a shape to *My Life in a Snapshot*. When selecting the area to draw the shape, consider that it can be formatted later on to fit more exactly. It may take several attempts and practice to get the hang of working with these digital drawing tools. Simply select the corners of the shape and position the shape according to the location in Figure 6.37.

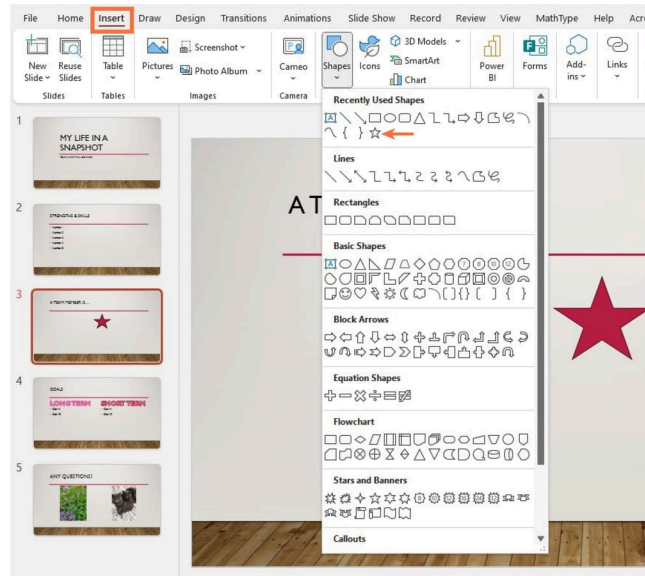


Figure 6.36: PowerPoint includes a large inventory of shapes that can be used to enhance your slides' visual appeal. (Used with permission from Microsoft)

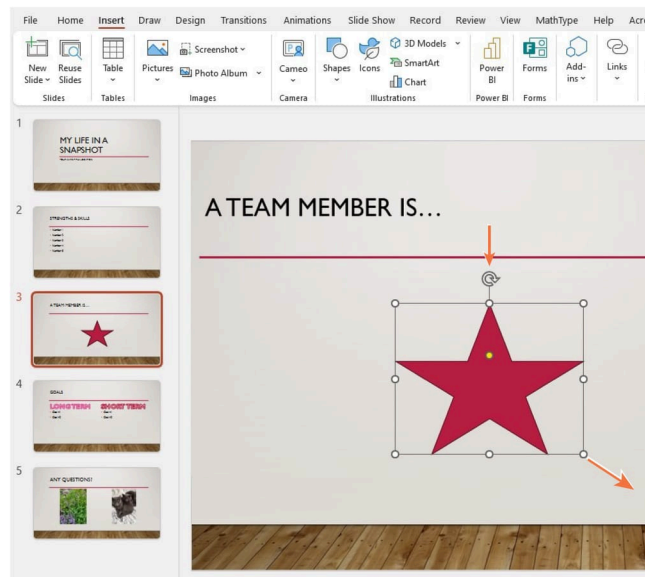


Figure 6.37: Dragging any of the dots will allow you to resize your shape. Select and hold the curved arrow to rotate your shape. (Used with permission from Microsoft)

Icons

Icons can be used in PowerPoint slides to enhance the visual appeal and convey information in a more exact manner. An icon is a small graphic symbol that represents a specific function, feature, or tool. Icons can be added much like Shapes by selecting the icon you want and then drawing it on the slide. These, too, can be resized and formatted after being placed on the slide.

Icons are slightly different from shapes in that they are intended to be universal messaging tools used to illustrate a point or concept for your audience. You might use a compass icon to indicate “direction” or a heart icon to indicate “emotion.” You can also use icons as bullet points to make your slides more visually interesting and easier to read, or you can add them to diagrams and flowcharts to help clarify the meaning of different elements instead of using text. You can use premade icons from the PowerPoint library or from the internet, or you can also create your own icons by combining different shapes and formatting them as you want, using different colors, sizes, and other options to convey your message effectively.

Charts

PowerPoint provides various types of charts, including column, bar, line, pie, and scatter charts. To add charts to your slides, go to the Insert tab, Illustrations command group (Figure 6.38). You can customize your charts with formatting options such as color, labels, and legends. Additionally, you can import data from external sources, such as Excel and Microsoft Access, to create your chart in PowerPoint. This is another element you won't need to use in your *My Life in a Snapshot* presentation, but it will be a useful tool when presenting data.

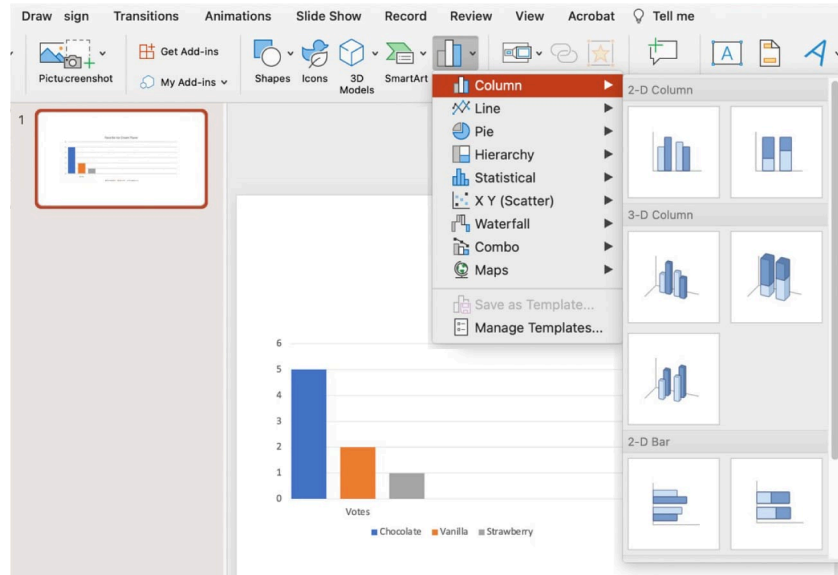


Figure 6.38: Inserting a chart allows you to provide a visual representation of numbers and data in your presentation. (Used with permission from Microsoft)

Depending on your settings, inserting a chart may automatically open Excel so that you can input data to create your chart. Experiment with this process so that you can better understand how to create your data, series labels, and categories.

SmartArt

SmartArt can be effectively used in a PowerPoint slide to visually represent information or ideas. It can be used to create diagrams, flowcharts, organizational charts, and other types of graphic organizers. To use SmartArt in a PowerPoint slide, you can select the Insert tab, then click the SmartArt button. This will open a menu of different SmartArt options to choose from, as seen in Figure 6.39.

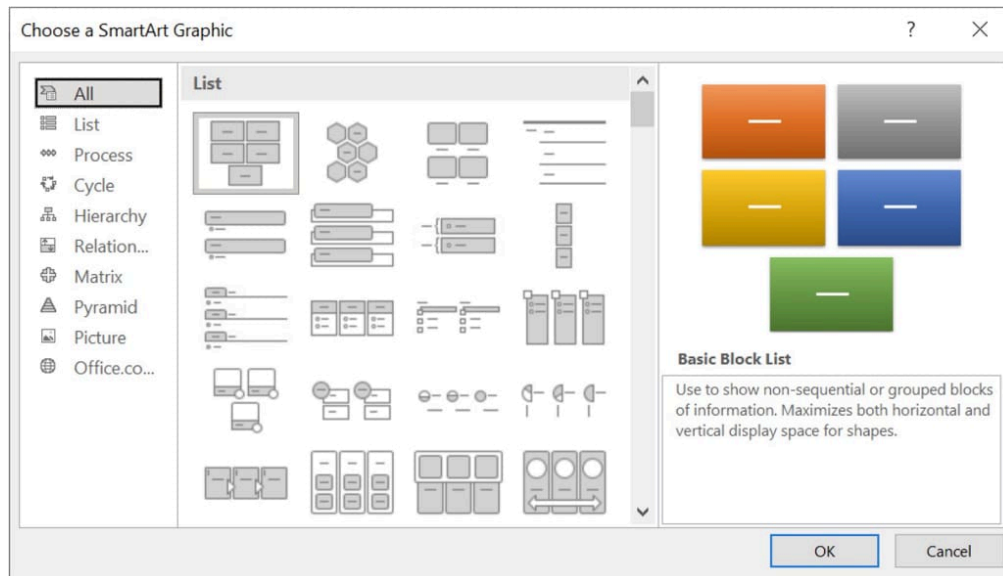


Figure 6.39: SmartArt offers a list of options to select from with a preview screen on the right side. (Used with permission from Microsoft)

Once you have selected the desired SmartArt option, you can enter the text or information that you want to include in the graphic, as you would in a text box. You can also customize the appearance of the SmartArt by changing the typical colors, shapes, and layouts. Each option is designed toward a particular function, such as showing a linear process (like a flowchart) or relationships in a company (like an organizational chart). Take your time looking through these options to ensure that the intent matches the design.

3D Models

One of the newest options that PowerPoint is offering is adding 3D models to a slide. A 3D model in PowerPoint is a digital representation of a three-dimensional object that can be inserted into a presentation and manipulated to show different views and perspectives. 3D models can be effectively used in a PowerPoint slide to add visual interest and help convey complex information. They can be used to demonstrate products, architecture, or other real-world objects in a more engaging and interactive way.

To use a 3D model in a PowerPoint slide, you can select the Insert tab, then click the 3D Models button, as seen in Figure 6.40. This will open a menu of different 3D models to choose from, or you can also import your own 3D models. Once you have inserted a 3D model into your slide, you can rotate, pan, and zoom the model to show different angles and perspectives. Additionally, you can customize the lighting, shadow, and material of the model to suit your needs. A 3D model can help the audience to better understand the product or the object you're showcasing by capturing the exact angle or motion that is called on.

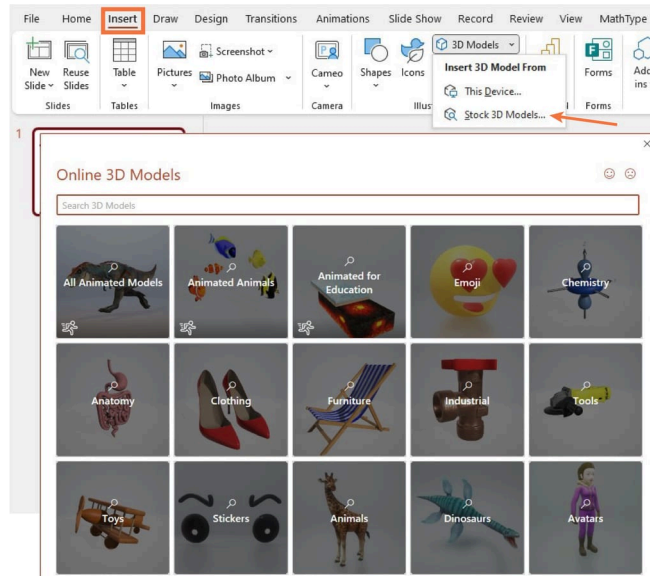


Figure 6.40: By selecting one of the categories, a unique list of options can be reviewed and considered for use. Many of the graphics show animation and movement. (Used with permission from Microsoft)

A good thing to note when deciding to work with 3D models: you will need to have a version of PowerPoint that supports 3D models, such as PowerPoint 2019 or later.

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1.1.8: Tables, Charts, Graphics, and More.

[Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

Utilizing Tables and Charts

The organization of a PowerPoint presentation necessitates that the presentation be concise and meaningful. Tables and charts represent an opportunity to present a lot of data in an organized, structured graphic. Tables can be created and inserted into a

slide in a similar process as Word tables. Tables can be inserted from the Insert tab, or by clicking the Table icon  from a Content layout placeholder. Two contextual tabs are available for formatting the table, similar to Word. Adding table styles that match the theme of the presentation is desirable. Creating tables through this process is ideal for tables full of text, such as the table in the illustration below. Tables can also be created in Word, and then copy and pasted into PowerPoint. Either way, tables are a great way to consolidate a lot of information into a single slide.

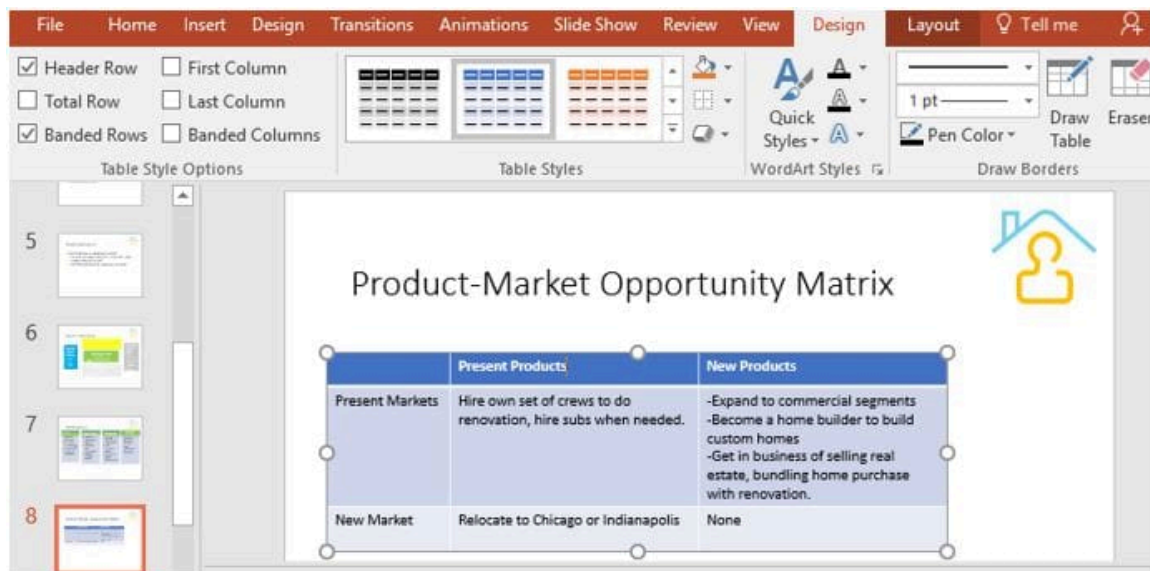


Table Slide

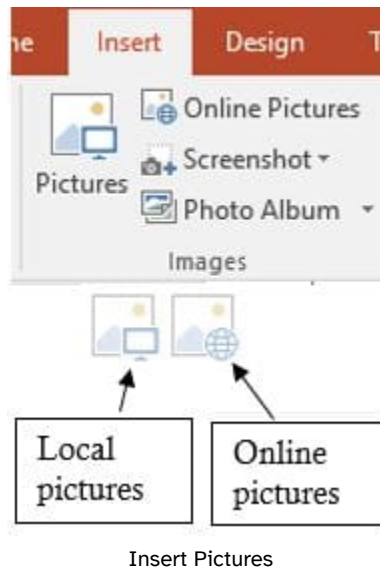
If the table contains a lot numerical data, it might make more sense to create the table in Excel, and paste it into PowerPoint. Data can be edited in PowerPoint using Excel formatting tools. Data can even be linked so that when the Excel file is updated, the PowerPoint slide is also updated. If the data is not linked, it is considered to be an embedded object. Embedded objects become part of the PowerPoint file and, after they are inserted, they are no longer part of the source (Excel) file.

Charts are used to illustrate numerical data, which can help the audience visualize patterns, relationships, or trends in data. The decisions about linking or embedding a table are very similar to the decisions regarding inserting charts. Charts can be created in PowerPoint or Excel, but most are typically already created in Excel and simply need to be pasted into PowerPoint. Then comes the decision about embedding or linking the chart. When a chart is selected on a slide, options on the Chart Tools Design and Format contextual tabs can be used to modify the look of the chart.

Inserting and Modifying Graphics

Graphics can be utilized to make a presentation more interesting and informative. If the PowerPoint developer is trying to keep the length of a presentation to ten or fewer slides, keep in mind that many believe that a picture is worth a thousand words! Sometimes graphics can be more informative than words and enhance a presentation by evoking emotion in the audience.

PowerPoint graphics typically refer to pictures, and pictures can take the form of digital photographs, clip art, or computer-generated imagery (CGI). **Digital photographs** are realistic images captured with a digital camera or scanned to a file by a scanner. **Clip art images** are line-based drawings that are intentionally non-realistic. An example of computer-generated image is a logo, typically produced in a software program such as Adobe Illustrator, or a 3-D graphic, such as an avatar.



Inserting graphics into PowerPoint is very similar to Word. However, in addition to using the Images group options on the Insert tab, users can also insert a graphic via an icon in a content placeholder. Graphics can either be inserted from the user's own device, or from online sources.

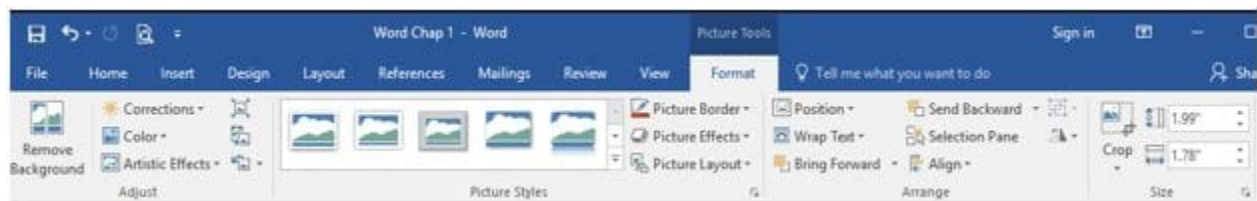
Each type of graphic has its pros and cons. Clip art can be popular because their simplicity results in a compact file size, which can be increased or decreased without distortion. Additionally, the unrealistic nature of these images makes them appropriate for representing sensitive topics that require anonymity. Digital photos are very realistic, which inspire authentic reactions. However, these images result in large files that can be difficult to transfer among devices. Additionally, resizing a digital photo can create undesirable pixilation.

Caution should be used to ensure that graphics are used appropriately by only including images that are relevant to the message being advanced. Graphics usage should also obey applicable copyright laws, especially when downloading images from Internet sources. According the U.S. Copyright Office, a **copyright** is a form of protection for "original works of authorship", and is usually identified by the © symbol. Photos and high-quality artwork that has been self-produced are not at odds to copyright infringement, but images downloaded from online sources should be credited, purchased or defined as royalty-free or be accessed through a Creative Commons (CC) license. By default, Microsoft's Bing Image search engine will only return images licensed under Creative Commons when utilizing the Online Pictures command in PowerPoint.



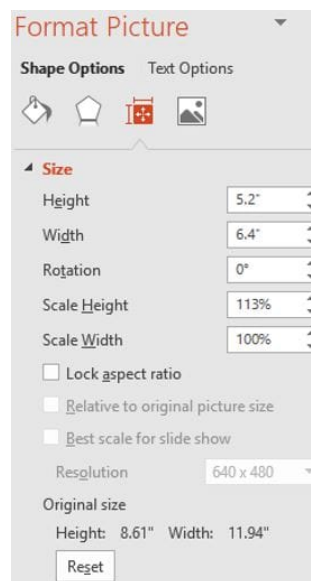
Bing Search Results

The robust photo-editing functionality within PowerPoint makes it easy to manipulate the size, location, and look of inserted graphics. After selecting the graphic, sizing handles will appear around the graphic, and the Picture Tools contextual tab will appear to offer a plethora of image formatting features.



Picture Tools tab

Some of the most commonly used picture formatting tools include:

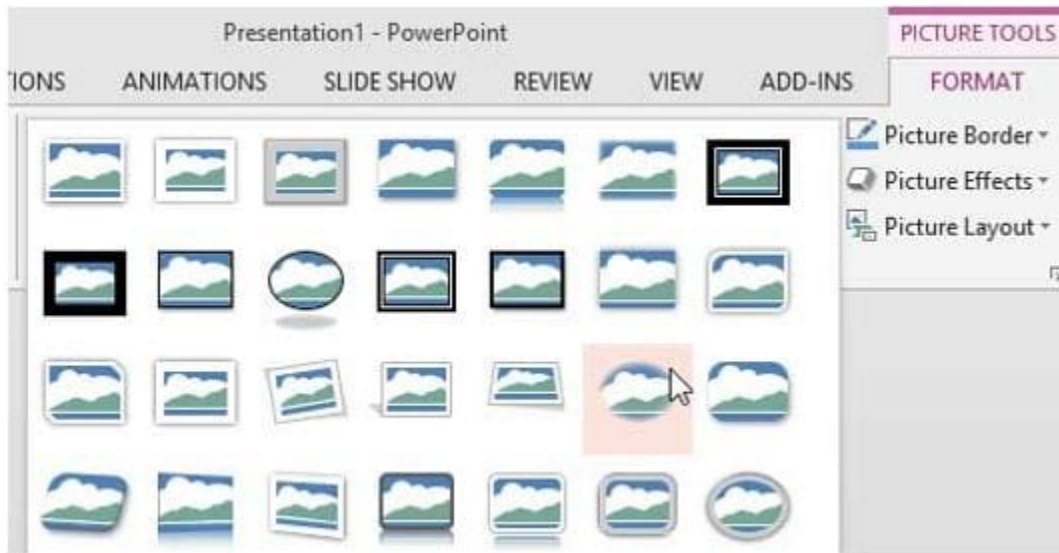


Format Picture

1. **Resizing and cropping.** The easiest way to resize a graphic is to drag the sizing handles. The corner handles will increase or decrease the image's size proportionally, whereas the middle or top/bottom handles can distort the image's size.

Specific height and width measurements can be defined in the Size group. Click the launcher to open the Format Picture pane. Clearing the Lock Aspect Ratio checkbox will allow the user to define specific sizes for the height or width without proportionally resizing the other dimension. Cropping an image results in a part of the image being removed. This is useful when an image has a lot of unwanted content that can distract from focusing on a certain aspect of an image. An image can even be cropped to fit into a specific shape. To reduce the file size of the presentation, use the Compress Pictures feature, in the Adjust group, to permanently delete the cropped portion of the image. Clicking Reset in the Format Picture pane or Reset Picture in the Adjust group will return the image to its original size.

2. **Corrections and Color adjustments.** If an inserted picture is too dark, the Corrections feature allows the user to edit the picture's brightness and contrast. The picture can be softened or sharpened as well to make the picture blurry or distinct. Color adjustments can also be applied to change the saturation (how vivid the colors are) and tone (the temperature – cool or warm) of a picture. Colored filters can also be overlaid to recolor a picture to fit the presentation's theme.



Picture Styles

3. **Picture styles.** Applying a picture style or effect from the numerous preset gallery options can visually enhance the way a picture appears. Picture styles make the picture look more stylish by applying a combination of borders, 3-D rotations, shadow effects or frame shapes. After selecting the picture, hover the cursor over any of the gallery choices, and PowerPoint will display a live preview of the style applied to the image. Clicking a selection will apply the picture style settings.



Picture Effects

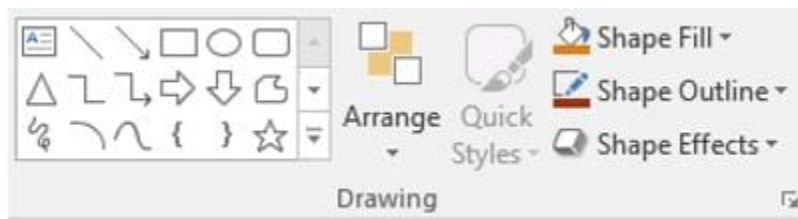
4. **Picture effects** . Users can enhance a picture by adding effects, such as Shadows, Reflections, Glows, Soft Edges, Bevels or 3-D Rotations. To fine-tune the effect, click Options at the bottom of any effect menu. Multiple effects can be applied to the same picture, such as an outer shadow, an angle bevel and a contrasting right, perspective 3-D rotation.

Inserting and Modifying Shapes

Many different types of shapes can be inserted into a PowerPoint slide to help illustrate concepts and draw attention. Want to emphasize a certain focal point on a slide? Draw an arrow and add a custom format! The basic shapes are found in the Drawing



group of the Home tab, but more extensive selections exist from the Shapes drop-down list from the Insert tab. Shape categories include lines, geometric figures, arrows, stars, callouts, and banners. Once a shape is selected from the gallery, a cross-hair pointer allows the user to draw the shape on a slide. Shapes can be filled, stacked, aligned, grouped and merged using advanced formatting.

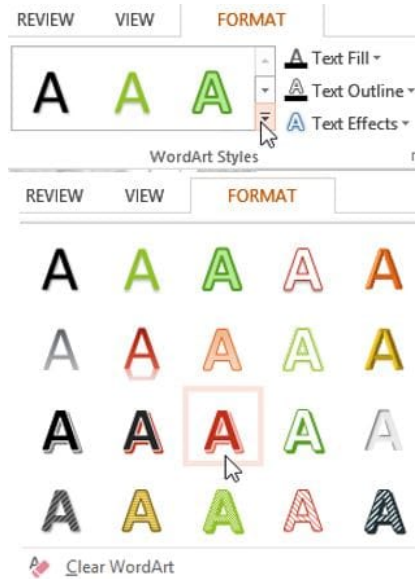


Drawing group

Many aspects of each shape can be further modified, including its line gradient, line color, fill color, weight, outline, shadow and other 3-D effects. Similar to other graphics, like clip art or a photo, a shape can be resized, relocated and reset to complement the design of the presentation. Text can be added to further annotate a shape and explain a concept.

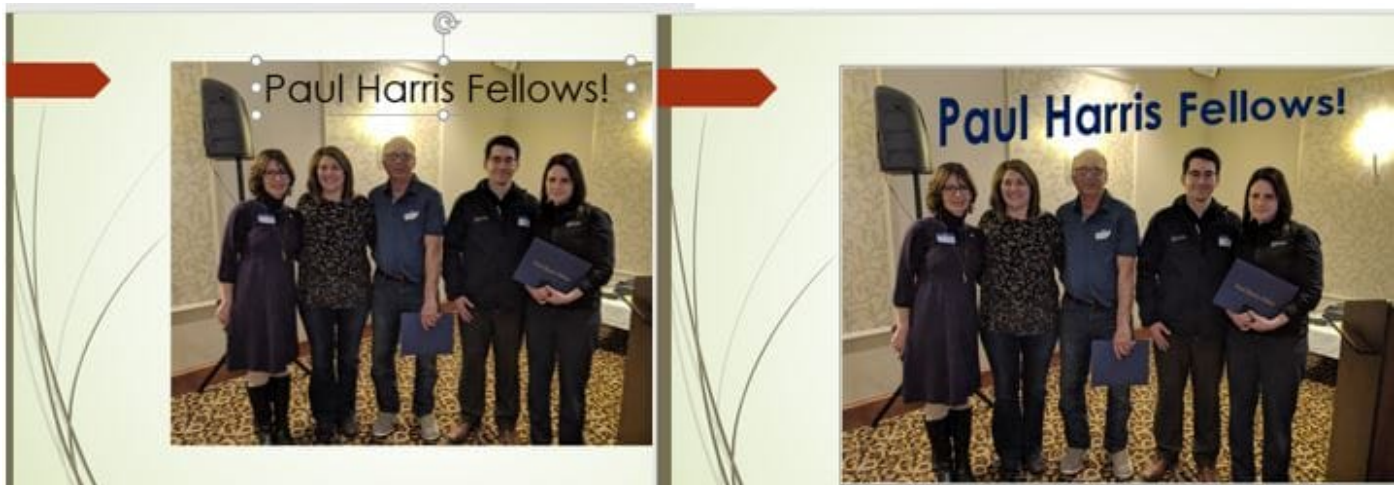
Utilizing WordArt

Keeping the audience's attention requires using non-standard text in order to maintain interest in the presentation. Strong visual elements help hold the audience's attention. As discussed in the Word chapters, **WordArt** is a feature that applies decorative text styles and text effects to any text object in order to attract the audience's attention. Features such as shadows, outlines, colors, glows, bevels, gradients, and 3-D effects can convert ordinary text into something extraordinary! The easiest way to utilize WordArt is to select an existing text object, then from the Drawing Tools contextual Format tab, click a predefined WordArt style from the gallery of choices. Clicking the More drop-down arrow will expand the gallery. After selecting a style, the text will appear in the selected style, and can be further customized by choosing text fill, outline or effect options.



WordArt gallery

WordArt is a great replacement for title text. Notice the difference between the two titles with normal text versus WordArt with text fill color, and a transform 3-D text effect.



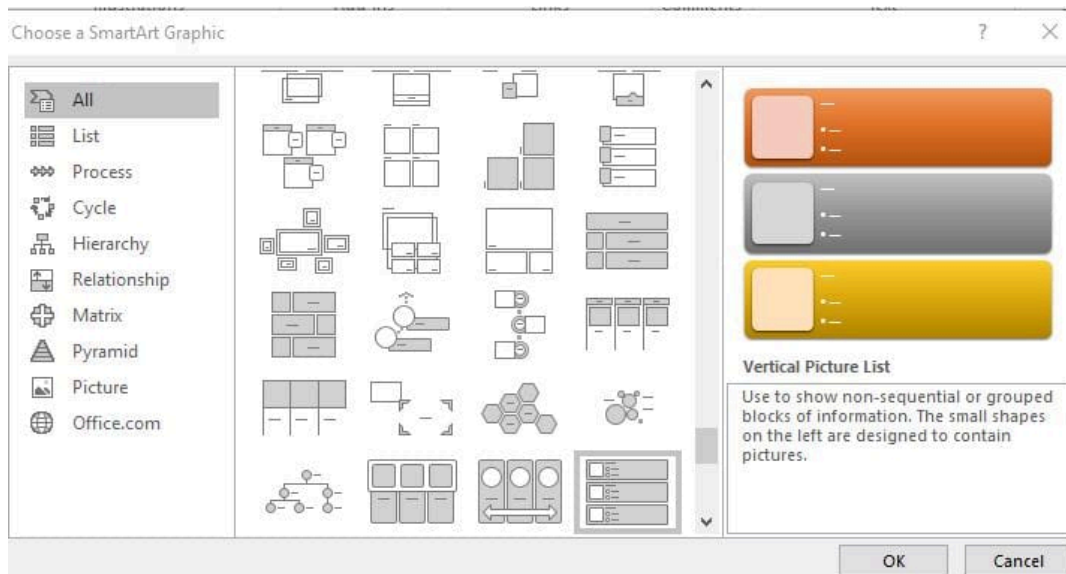
3D WordArt

Inserting SmartArt

Like WordArt, SmartArt is a cross-application feature that adds appeal, design and intrigue to an Office file. A **SmartArt** graphic is a professional-quality diagram that visually illustrates text using a variety of shapes. Like WordArt, a SmartArt graphic can be



created from scratch or text can be converted with a few simple clicks. Converting a bulleted list to a SmartArt list is very easy! To create a SmartArt diagram from scratch, click the icon on the Insert tab. A gallery of graphics will appear.



SmartArt gallery

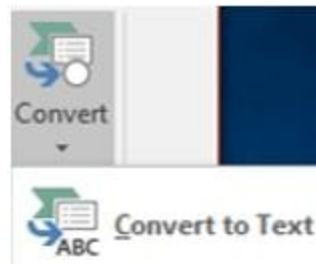
Users can choose from among many different layouts to effectively communicate a complex concept. Categories range from process and cycle diagrams to list and relationship graphics. Choosing the appropriate graphic is key, because some of these diagrams are complex, and therefore, can be more confusing than informative. Other considerations when choosing to use a SmartArt graphic include the amount of text that will be included with the shapes versus the amount of legible space available on a slide. Too many shapes can easily overcrowd a slide to the point that it is illegible. Users can quickly and easily switch layouts, so try different layouts (across types) until you find the one that best illustrates your message.

After selecting a SmartArt graphic, the diagram will replace the content placeholder of the slide. New [Text] placeholders will appear to allow the user to customize the diagram. Alternatively, a Text pane should appear to the left of the graphic to ease the insertion of text. If the pane does not automatically appear, click the arrow control on the left side of the SmartArt graphic.



SmartArt slide

After adding text, and possibly photos, additional formatting is available from the SmartArt Tools contextual Design and Format tabs. The Change Colors and SmartArt Styles options offer radical format changes. A **SmartArt style** is a preset combination of numerous effects, such as line style, bevel, or 3-D, which can be applied to a SmartArt graphic to create a unique and professional design.



Convert to Text

To create a SmartArt graphic from existing text on a slide, place the cursor inside the text, click the Convert button from the SmartArt Tools Design tab, and then choose the Convert to Text option. This is a great way to liven up basic bulleted lists to eye-popping information!

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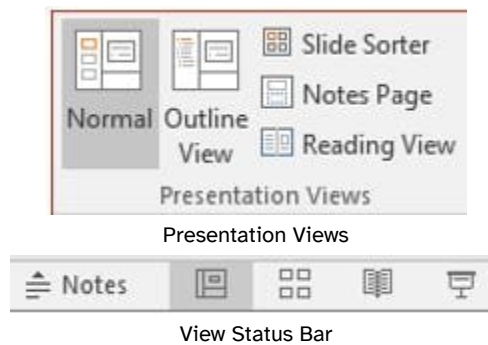
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1.1.9: Presentation Views and Printing

[Click here to view Microsoft PowerPoint Setting a Foundation Chapter](#)

Comparing Presentation Views

PowerPoint can display its slides in several different views, which can be accessed from the View tab, the Status bar, or the Slide Show tab. Each has its own unique purpose as described in the table below.



PowerPoint offers a variety of views to display content depending on the situation. Some views help create a presentation, while others help deliver a presentation. Choose wisely!

View	How to Use
Normal	The default view. Used most commonly for editing slide content. Displays the slide pane and the thumbnails pane simultaneously. Clicking the Notes button on the Status bar adds/removes a third pane, which can be used to add and view speaker notes.
Outline View	Similar to Normal view, except that the thumbnails pane is replaced by an outline pane which displays the text from each slide. Graphics do not display in the Outline pane. Text is editable in the Outline pane. Not accessible via the Status bar.
Slide Sorter	Displays only thumbnails of each slide in horizontally sequential order. Slides can be dragged and dropped to be rearranged, and any slide transition timings can be viewed.
Notes Page	Only accessible from the View tab, this view displays a smaller image of the current slide above a large text box placeholder which can be edited to insert speaker notes. Increase the Zoom percentage to make the text box more user-friendly.
Slide Show View	Used to display the slide presentation to an audience. Displays a full-sized screen and hides the PowerPoint window. All inserted multimedia is functional in this view. Navigation can be controlled by a mouse or the keyboard (arrow keys are the easiest). Can be launched from the Status bar, pressing the F5 key, or the Slide Show tab (recommended). Click the Esc key to exit this view.
Reading View	Similar to the full-screen Slide Show view without the overhead of presenter view controls. The title and status bars remain on screen, and navigation is simpler than Slide Show view. The Windows task bar is also accessible.
Presenter View	Accessible by clicking the  icon during Slide Show view, and then choosing Show Presenter View. Allows the presenter to view speaker notes on one display (monitor) while the audience views only the slide show on another display (projector).

Presentation Views

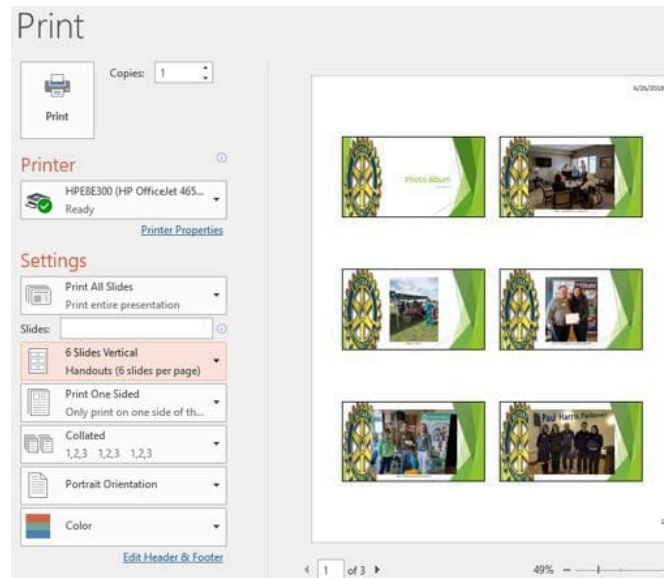
Printing a Presentation

A hard copy of a presentation may be printed for a variety of reasons. A copy might be printed to provide an editor to review and edit. A second reason might be to generate speaker notes for the presenter. A third reason might be to produce handouts for audience members. Whichever reason is chosen, previewing the printout in Print Preview can resolve a lot of unforeseen issues before wasting a lot of time, paper and ink/toner.



Print Preview icon

It is recommended to add the Print Preview icon to the Quick Access Toolbar to make it easy to review the presentation's accuracy and organization.



PPT Print Preview

The most common reason to print a PowerPoint file is to produce handouts, but this objective demands further consideration. How will the audience use the handouts? Will they use them as a reference, or will they be used to take notes? The answer to this decision will affect the first option under the Slides setting. The default is Full Page Slides, which is rarely the preferred selection since each slide is printed on its own sheet. Notes Pages should be the option if the intent is to generate speaker notes. The Outline option will print the presentation in outline format which prints text, but no graphics, tables or photos. This option is popular if saving paper is a goal. The nine different Handouts options offer various numbers of thumbnail versions of each slide per sheet of paper. Three slides is appropriate if it is desired to give the audience room to take notes, whereas six slides is suitable if the goal is simply to provide reference materials. Once the print options have been selected, click Print or the Print icon to print the presentation.

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2: MICROSOFT POWERPOINT - BUILDING PROFICIENCY



Microsoft PowerPoint - Building Proficiency

This page covers key skills in Microsoft PowerPoint, including adding transitions and animations, integrating media, using proofing tools and templates, and finalizing presentations. It aims to enhance readers' ability to create professional and engaging presentations.

2.1: Microsoft PowerPoint - Building Proficiency Sections

- 2.1.1: Chapter Scenario
- 2.1.2: Adding Slide Transitions
- 2.1.3: Apply Animations to Slide Content
- 2.1.4: Adding and Modifying Media
- 2.1.5: Proofing Tools, Templates, and Slide Masters
- 2.1.6: Finalizing a Slide Collection
- 2.1.7: Preparing a Microsoft PowerPoint Collection for Presentation

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2.1: MICROSOFT POWERPOINT - BUILDING PROFICIENCY SECTIONS



Microsoft PowerPoint - Building Proficiency

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-  [Topic hierarchy](#) 

2.1.1: Chapter Scenario

2.1.2: Adding Slide Transitions

2.1.3: Apply Animations to Slide Content

2.1.4: Adding and Modifying Media

2.1.5: Proofing Tools, Templates, and Slide Masters

2.1.6: Finalizing a Slide Collection

2.1.7: Preparing a Microsoft PowerPoint Collection for Presentation

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2.1.1: Chapter Scenario

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In Preparing Presentations, you were shown how to put together a basic presentation. You designed a professional presentation and are sure that it contains all relevant content and all the necessary elements.



Figure 7.1: Developing the right skills to give a presentation is just as important as knowing how to create one. (credit: modification of “Man in Black Suit and Blue Denim Pants Standing beside Projector Screen” by Pavel Danilyuk/Pexels, CC0)

Now the nerves start to set in, and the reality that you have to present this to an audience hits you. This chapter focuses on that next step of presentation readiness and provides the knowledge and tools to give you the confidence to present with ease. You will not only deepen your presenting skills by learning more advanced functions of Microsoft PowerPoint and Google Slides, but you will also learn the equally important skills of collaborating and presenting in a professional setting. Even if your slides are outstanding, you will still need to practice your presentation and consider your audience. All of these skills will help you take your presentation and your presenting skills to the next level, setting you up to be well prepared to give the presentation in front of your WorldCorp colleagues.

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2.1.2: Adding Slide Transitions

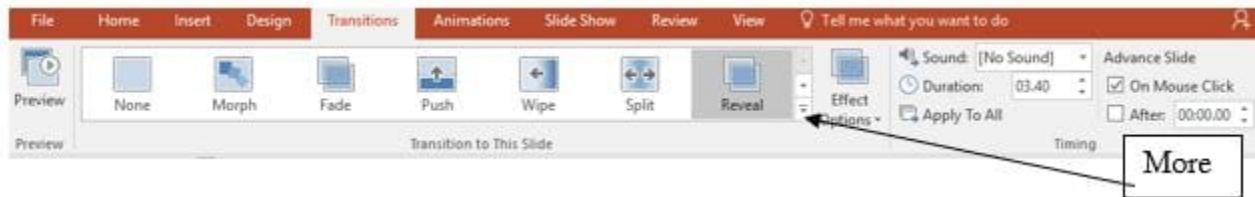
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No one wants to watch a PowerPoint presentation that is neither interesting or entertaining. Without certain design elements, many audience members will consider PowerPoint to be boring. In fact, some audiences sarcastically suffer “Death by PowerPoint” when the presenter and presentation are not stimulating. Don’t be like Dwight Schrute of “The Office”, and start a fake fire to get your co-workers’ attention, because you don’t know how to create a great PowerPoint presentation! One way to add appeal to your presentation is to use multimedia elements.

Motion and multimedia can evoke emotion in the audience, and can be applied in a variety of ways. **Slide transitions** are the visual and audio effects that occur when the presentation moves from one slide to the next while in slide show view. By default, no transitions exist in a newly created presentation. However, applying transitions can be easy and effective.

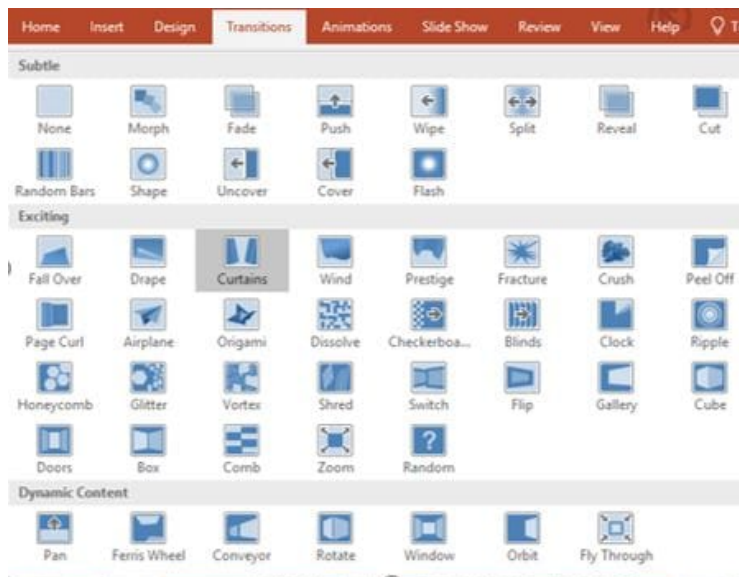
Users can control the speed, add sound, and customize the properties of transition effects. When used effectively, transitions can add a professional feel to a presentation. However, inconsistent and inappropriate transitions can distract from the purpose of the presentation, so careful consideration should be taken to ensure that a transition effect complements the goals of the presentation. While transitions can be applied to individual slides, consistency across all slides is considered a “best practice”.

Applying a transition can be accomplished by clicking a slide thumbnail in the left pane, and then clicking the Transitions tab on the ribbon. This is the slide that will appear after the transition. The user can click on any of the transition icons to see a preview of how the visual and audio effects will display during slide show view.



Transitions tab

Clicking the More button will display a gallery of transition choices. There are three categories of transition types: Subtle, Exciting, and Dynamic Content.



Transitions types

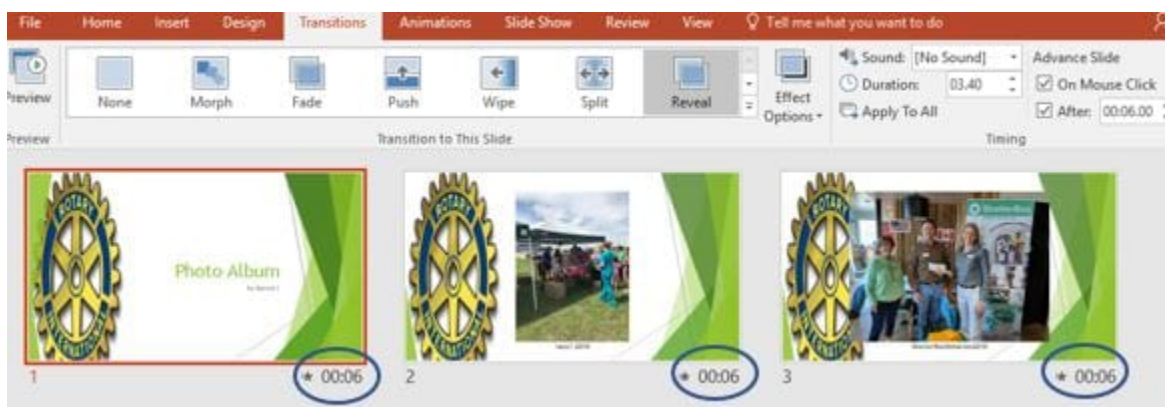
While simplistic, Subtle transitions are popular because they are effective. Their effectiveness is partly due to their lack of distraction. Exciting transitions and Dynamic Content, which use more complex animations, can be overkill if not used in moderation. Any slide transition usage needs to remember the purpose of the presentation, and not distract from that objective.



Effect Options

To customize the look of a transition, users can utilize the Effect Options command to change the direction of a specific transition. These options will vary depending on the selected transition. To remove a transition, apply the None option to a slide.

After a transition is selected, enter a time in seconds in the **Duration** field. This controls how fast the transition occurs; a larger number makes it go slower. From the **Sound** drop-down menu, a sound effect can be added. Caution! – sound effects can quickly become annoying if not used sparingly, and many of these affects are a little cheesy! Under the Advance Slide label, choose either or both of the On Mouse Click or After checkboxes to determine how to trigger the transition effects. The **On Mouse Click** option is popular for presentations with a live speaker in control of the presentation's pace. The **After** combo field is necessary for self-running presentations, and presentations that need to be conducted in a specific time-frame. Precise duration's of time (usually in second-equivalents) can be specified for each slide using the After-combo field.



Transition Timings

To apply the same transition and settings to every slide, click **Apply to All** to maintain consistency. Otherwise, select different slides and repeat this process to apply a different transition to each. The specific timings for each slide are best displayed in Slide Sorter view. Note: clicking the Apply to All option will override any existing transition settings already defined on other slides.

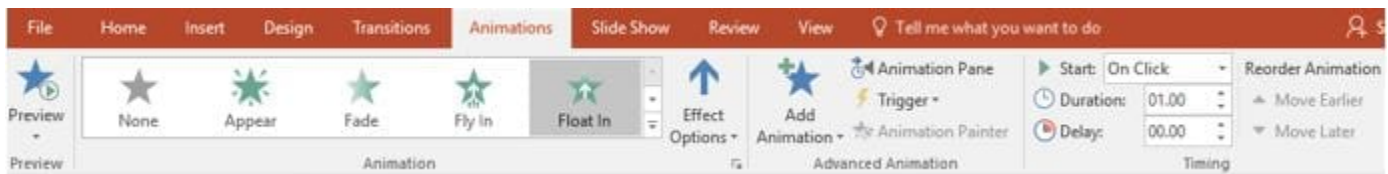
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2.1.3: Apply Animations to Slide Content

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Animations refer to the movement of objects and text on a slide during slide show view. Animations can help make a PowerPoint presentation more dynamic, more memorable, and more interesting. Animations affect the individual objects on a slide, including bullets, text, and graphics. Each effect can be timed to appear on a slide, in a specific sequence, using either Entrance, Emphasis and/or Exit effects. **Entrance animation** effects occur as the object initially appears on a slide, whereas an **exit animation** effects transpire as the object leaves the slide. Entrance animation is very popular for introducing bulleted text one bullet at a time, which prevents viewers from advancing their attention beyond the current topic. **Emphasis animation** occurs after the object has displayed on the slide. It can be useful to draw attention to a specific object on a busy slide by adding motion or highlights.



Animations Toolbar

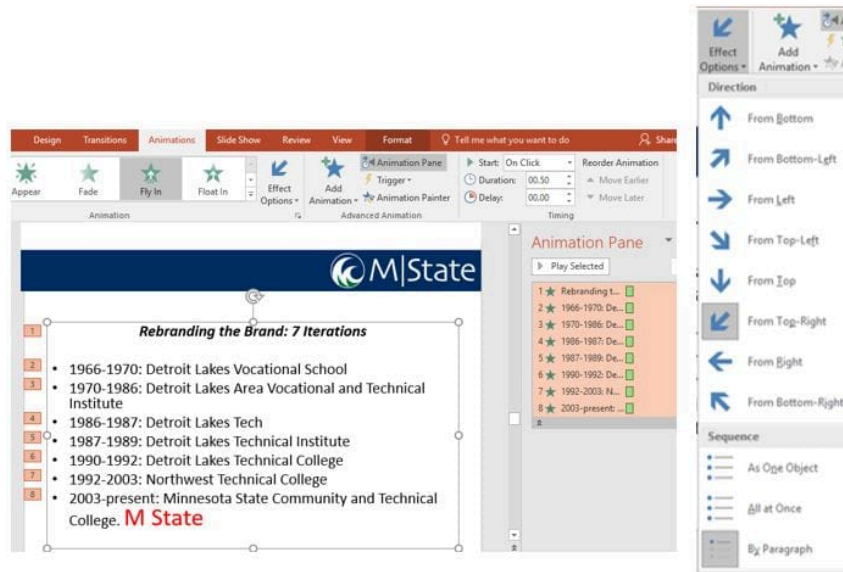
To apply an animation, select an object on a slide, and then choose an animation icon from the Animations tab. In the photo below, a callout shape was added, formatted and filled with text, before a Float In entrance animation effect was applied.



Callout animation

Additional animations can be added to text or objects by clicking the Add Animation button in the Advanced Animation group. If an attempt is made to add an animation without first clicking “Add Animation” it will replace the existing animation instead of adding to it. This step can be repeated multiple times to add as many animations to an object as desired.

Clicking the Animation Pane, located in the Advanced Animation group of the Animations pane, is a useful tool for organizing multiple animations on the same slide. The Animation Pane lists the objects on a slide that have animation applied. It can be used to reorder the animation sequence and choose options for the animations. Effect Options can be applied to change the direction of the animation. To adjust the order of the animated objects, select an option in the Sequence category in the Effect Options gallery. The By Paragraph Sequence is very popular with bulleted text paragraphs. Notice that numbers are assigned to each element to help identify the order each occurs on the slide.



Animation Effect Options

Transitions and animations have many settings, with opportunities to apply multiple actions to a single slide. To maintain a professional design, it is important to maintain consistency with transitions, animations, and other multimedia, including audio and visual effects.

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2.1.4: Adding and Modifying Media

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Adding and Modifying Audio

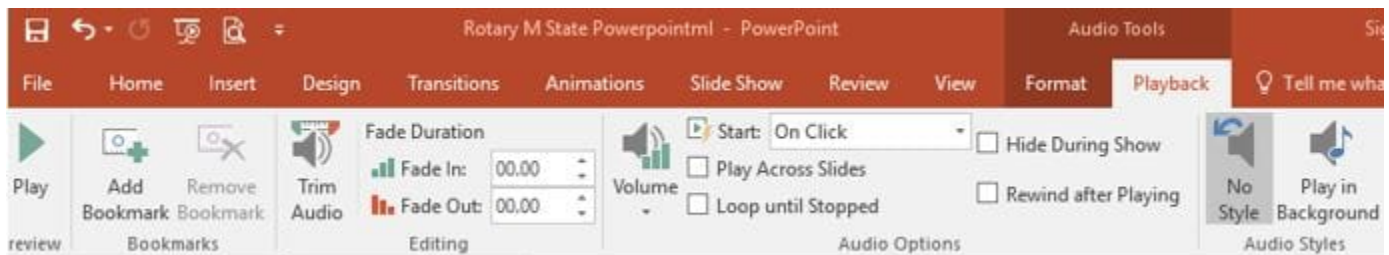
An audio file can be added to a slide and played during a slide show. Audio files can be music, voice narration, or sound bites. To record and hear any audio, the computer must be equipped with a sound card, microphone, and speakers. Typical audio file formats include .mp4, .mp3, .wav, and .wma files. To insert a multimedia file (audio, video or screenshot), click the Media button on the Insert tab.



Insert Media

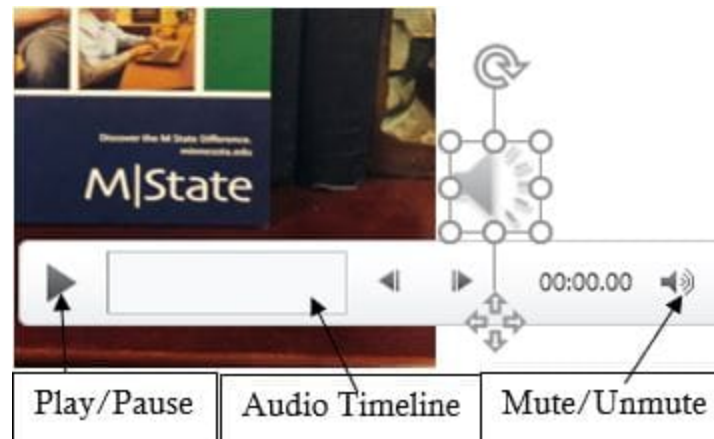


When a sound file is inserted, a sound icon is added to the slide and the Audio Tools contextual tab appears to provide options to format how the audio plays on a slide.



Audio Tool Playback toolbar

After the audio file is inserted, and a sound icon appears on a slide, several formatting decisions should be addressed regarding how the audio sounds during playback. The sound can be previewed by clicking the Play/Pause button in the Audio Control Bar.



Audio Playback

The Audio Timeline can be dragged to the left or right to advance the audio to the desired start location. If hiding the icon from displaying on screen during Slide Show View is desired, clear the Hide During Show checkbox in the Audio Options group. If the audio file is hidden during playback, the Start drop-down list selection should be set to Automatically, since the On Click option is only available if the icon is visible so it can be clicked. The Play Across Slides option is great if the file is long enough to play as background music for many slides. This is a popular choice to complement photo albums.

Adding and Modifying Video

Video is even more engaging than audio because it adds visual appeal in addition to audio sensory stimulation. An appropriate video can provide a lasting memory for the audience, and provide compelling evidence to influence and educate. Videos offer a lot of upside, but they require also require a lot of resources and careful consideration. The overall length of the presentation needs to be considered when deciding to utilize videos with a slide presentation. Videos tend to be lengthy and the presentation should stay focused and on time. Additionally, video file sizes are enormous. Therefore, storage and portability are often major issues to consider if embedding videos into a presentation.



Insert Video

There are a couple of ways to add video to a PowerPoint presentation. You can add a video from your hard drive, embed one from YouTube, or simply linking an image to the video's location. Inserting a video is very a similar process to inserting an audio file. When clicking the Video drop-down list, decide between inserting a Video on My PC... or Online Video... Either option will open a dialog window to allow the user to navigate to the location of the video file. Like audio files, many media files are available to download royalty-free from online sites like freemusicarchive.org or videvo.net.

Insert Video

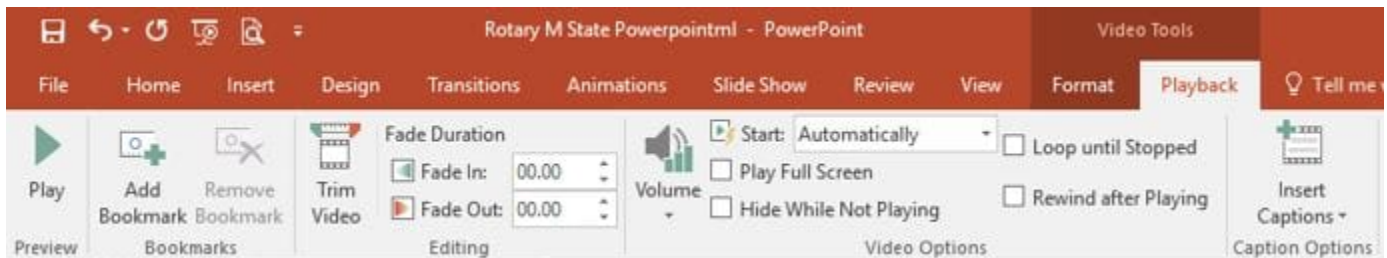

YouTube
[Terms of Use](#) [Privacy Policy](#)


From a Video Embed Code
 Paste the embed code to insert a video from a web site

Insert Online Video

To insert a link to a YouTube site, or embed a YouTube video code, choose the Online Video... option. The link to YouTube option will require a strong Internet connection during playback, however this will control the size of the PowerPoint file.

Once inserted, ensure that the video is moved and resized to be legible for the audience during playback. With the video object selected, a new contextual Video Tools tab will appear with Formatting and Playback options. The Playback tab offers many ways to customize the impact of the video.



Insert Video Toolbar

The first, and most important decision, is to decide whether the video should play Automatically once the slide appears or until a mouse click triggers the playback. A lot of time can be taken to trim and adjust the fade of a video, which can be useful to ensure a snippet of a video plays instead of the entire video file, which can often be too lengthy. There is no denying the impact of videos in today's multimedia rich world. Nonetheless, careful planning and design is necessary to ensure that the investment of time and resources are worthwhile for use in a PowerPoint presentation. Some common video and audio file formats are listed below.

Extension	Supported Video File Formats
<u>.asf</u> , <u>.avi</u>	Windows Video file
.mp4 , .m4v , .mov	MP4 Video file
.mpg .mpeg	Movie file
<u>.swf</u>	Adobe Flash Media
<u>.wmv</u>	Windows Media Video file

Extension	Supported Audio File Formats
<u>.mid</u> <u>.midi</u>	Midi file
.mp3	MP3 Audio file
.mp4 .m4a	MPEG-4 Audio file
.wav	Windows Audio file
<u>.wma</u>	Windows Media Audio file

Audio and Video file formats

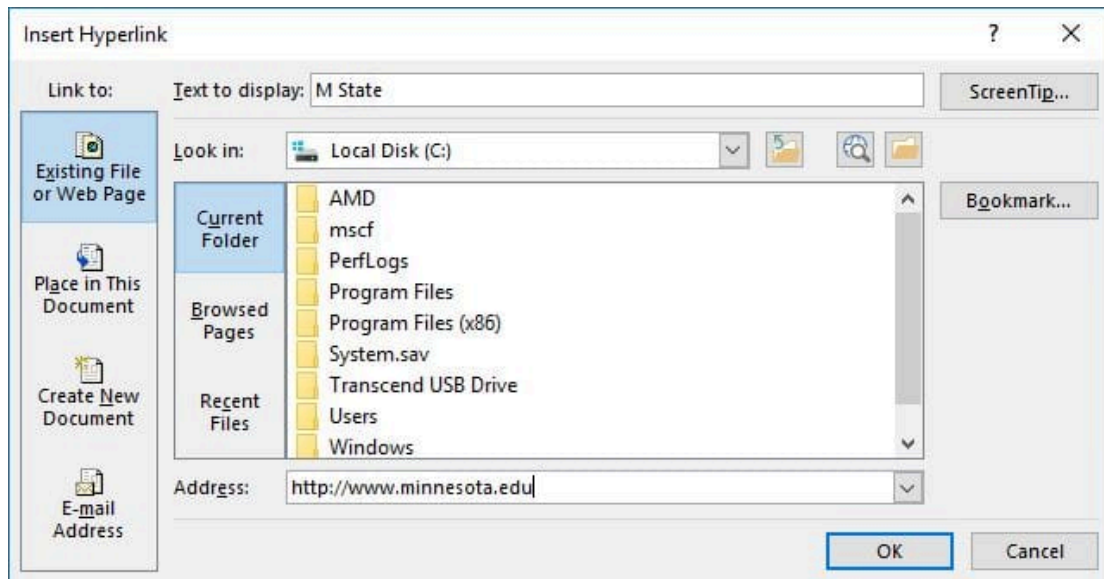
Inserting and Modifying Hyperlinks

Hyperlinks make a presentation dynamic by allowing connections to other slides, documents and/or web pages. A **hyperlink** is an object which when clicked, jumps to another location in the current file or opens another file, or address on the web. Hyperlinks have two parts: the address (of the web page, e-mail address or file location), and the display text (or graphic image).

For example, the text: M State, could be linked to the web site www.minnesota.edu. Likewise, the logo  can also be linked to www.minnesota.edu. To insert a hyperlink, right-click the selected text and choose Hyperlink... from the shortcut menu, or select



the text and click the **Link** button on the Insert tab.



Insert Hyperlink

Select a type of link from the Link to sidebar, and then type a label in the Text to display field. A link could open a file on from the Current Folder, a recently Browsed Page from the Internet or a Recent File that was opened on your computer. For web pages, type a URL in the Address: box, or for an E-mail Address, type the e-mail syntax into the E-mail address field. Choose the Place in This Document option to redirect PowerPoint to a designated slide when the link is clicked. For all options, use the ScreenTip... button to add text that displays on-screen when the cursor hovers over the hyperlink. Make sure to test the inserted links by using Slide Show view and clicking each link.

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2.1.5: Proofing Tools, Templates, and Slide Masters

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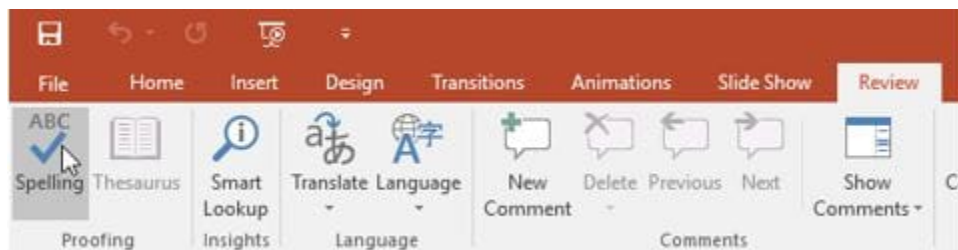
Employing Proofing Tools



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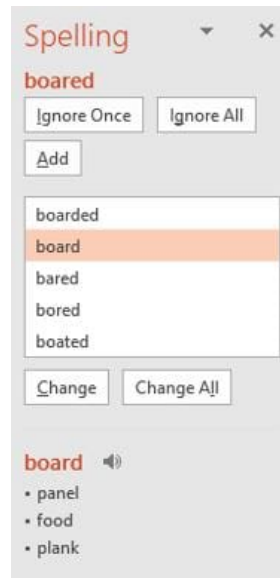
Grammer

In today's social media/texting communication environment, punctuation, spelling and grammar have begun to lose its luster. While this cavalier attitude might be acceptable for personal communications, professional communication still demands proper attention to details. Why is it such a big deal to proofread a PowerPoint presentation? Well, if you make an error in a Word document, one or perhaps a couple of people will notice. However, a presentation is usually given to a large audience, so any spelling, grammar or punctuation error will be magnified by multiples.



Review tab

PowerPoint provides users with several proofing features – including the Spelling and Grammar tool – that can help create professional, error-free presentations. From the Review tab, clicking the Spelling button will open the Spelling pane to the right of the slide pane.

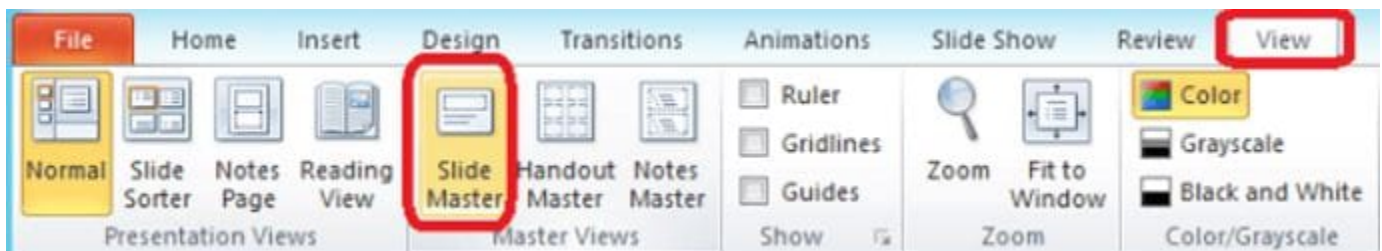


Spelling task pane

For each error in the presentation, PowerPoint will offer one or more suggestions, which can be ignored or selected by clicking the Change button. The Spell Checker only recognizes misspelled and unknown words, not misused words, so proofreading a presentation is still important. The Thesaurus is a fun tool for suggesting synonyms for over-used words. Reusing the same words too often reduces the readability and professionalism of a presentation, so try out the Thesaurus! It is also a great resource for solving crossword puzzles!

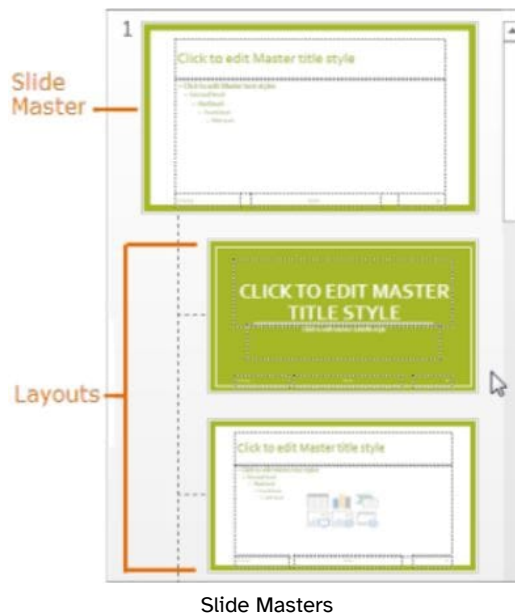
Utilizing Templates and Slide Masters

Consistency is an important quality to maintain a marketing brand. Corporate presentations should maintain consistency when utilizing certain PowerPoint functionality, particularly features like transitions, themes, fonts, etc. Two ways to maintain consistency in a PowerPoint presentation is to use templates or slide masters. A PowerPoint **template** is a replica of a slide that is saved as a .potx file. A template usually contains consistent layouts, fonts, colors, designs and even related content. Templates are a popular starting point for creating new presentations, in part because they save time, and maintain consistency. However, don't be afraid to change designs add additional slides to these templates to make the presentation your own. Many organizations create an organization template that maintains the branding of the organization when employees create corporate presentations. Microsoft has hundreds of free downloadable PowerPoint and other Office templates available on Office.com. Existing and custom-created personal template files are typically found on your hard drive at:
C:\User\<UserName>\AppData\Roaming\Microsoft\Templates.



View ribbon

A **slide master** is the template that applies to all slides in a presentation. When all slides need to contain the same fonts, font sizes, and images (such as logos); a user can make those universal changes in one place—the Slide Master, and they'll be applied to all the slides.



Slide Masters

To open Slide Master view, on the View tab, select Slide Master. The left pane will display thumbnails of the slide master and of all the slide master layouts. Hovering the pointer over a slide layout displays the layout name and indicates which slide in the presentation utilize that layout. The top icon in the left pane will display the slide master. Any modifications (formatting or added logos) to the slide master will apply to all slides in the presentation. Formatting applied to a slide layout master only affects slides that use that specific layout. To return to the normal slide view, click the Close Master View button on the Slide Master tab.

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2.1.6: Finalizing a Slide Collection

 [Click here to view Microsoft PowerPoint Building Proficiency Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Choose an appropriate and engaging color scheme
- Modify a theme of a presentation
- Utilize design ideas options to change the look of individual slides
- Enhance images used in slides

At some point in your career, you might need to present an analysis of data to an audience of peers or management. Your information must appear clear and professional and will likely include graphs and charts of your analysis. In Preparing Presentations, we learned the basics of putting together a presentation and including tables and images. However, when finalizing your presentation, you may want to adjust the colors, slide layout, and other aspects to take your presentation to the next level. The theme and color choices of these elements can be critical to developing a professional presentation that will impress the audience and effectively communicate your intended message. In this section, the focus is on PowerPoint. The use of these skills in Slides is covered in a later section.

Color Schemes

Through the use of color and other design elements, you can visually highlight key points. Your color choices can also engage the audience by evoking emotions. If you are not careful, though, the color scheme can be distracting and take away from your message. You will also want to keep text to a minimum on each slide, focusing on key words or ideas, and using the notes section to capture your speaking notes and detail.

Link to Learning

When preparing the colors for your presentations and charts, there are a few guiding principles you can follow that will help make your presentation look professional. Some of these tips include the following:

- Keep the color scheme simple by using no more than three colors: one main color, a secondary color, and an accent color. The main color should represent about 60 percent of the color in your presentation, the secondary color should be about 30 percent, and the accent color should make up the remaining 10 percent.
- Keep the colors in balance with tint and hue. For example, do not pair a rich royal blue with a pale, pastel yellow. Choose high-contrast colors for the most impact.
- Spread the content out over several slides; do not put all the data or charts on a single slide.

Visit this [web page on choosing the best colors for your presentations](#) for more details on how to use color to create an effective presentation.

Choosing your own color scheme can be a fun way to create your own style for your presentation. However, you may want to go with a preset color scheme to ensure that all the chosen colors go together in a harmonious way. PowerPoint makes this process easy by providing themes, which provide a cohesive and unified design scheme across the whole presentation, allowing you to maintain consistency across slides, even if they have different content. When you apply a theme, PowerPoint automatically updates the color palette, font styles, background designs, and other visual attributes of the presentation. This helps to save time and effort by eliminating the need to manually adjust the appearance and colors of each slide individually.

Modifying a Theme

PowerPoint offers a variety of built-in themes to choose from, each with its own unique combination of colors, fonts, and effects. Additionally, you can customize and create your own themes by modifying the visual elements according to your preferences. Themes keep the look and feel of slides consistent. The theme is applied to all slides you select and is designed with preset colors, fonts, and background styles.

Here we go more in depth about the changes you can make to the theme selected for a presentation. Let's practice by modifying the existing theme selected for the *My Life in a Snapshot* presentation that you created in Preparing Presentations. You have decided that, after learning more about color theory and how colors can evoke emotions in others, you want to change the theme and enhance some color elements. Figure 7.2 shows the original theme selected for the presentation as well as a starting slide that you created in Preparing Presentations. Recall that themes are accessed through the Design tab in PowerPoint. The theme includes more muted, brown tones, and you want to add more color to the presentation to make it more engaging.

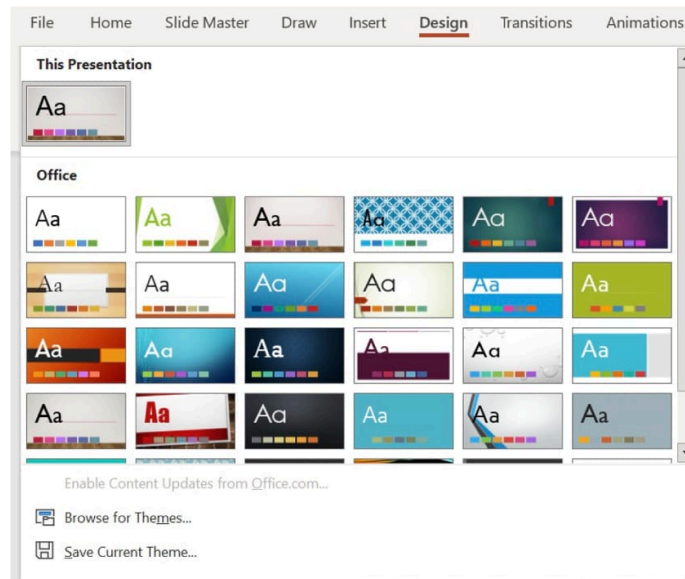


Figure 7.2: Each thumbnail displays the main font that theme will use (as shown by the Aa) as well as the color palette, shown in the form of the small rectangles at the bottom of each thumbnail. (Used with permission from Microsoft)

You decide to go with warm colors, as they convey energy and optimism. Let's first look at how you can change the elements and colors of the current theme. From the Design tab, choose the command group Variants to make adjustments to the theme. Variants are changes to a theme such as colors or slide layouts—essentially, variations to your selected theme. You can also find these options in the Slide Master tab. Figure 7.3 shows the options you have for changing parts of the theme: Colors, Fonts, Effects, and Background Styles. Choose a vibrant color scheme that includes orange and yellow colors. When you select a new color scheme, it will be applied to all slides in the presentation. If you choose, you can also customize colors if you do not like the preset color schemes.

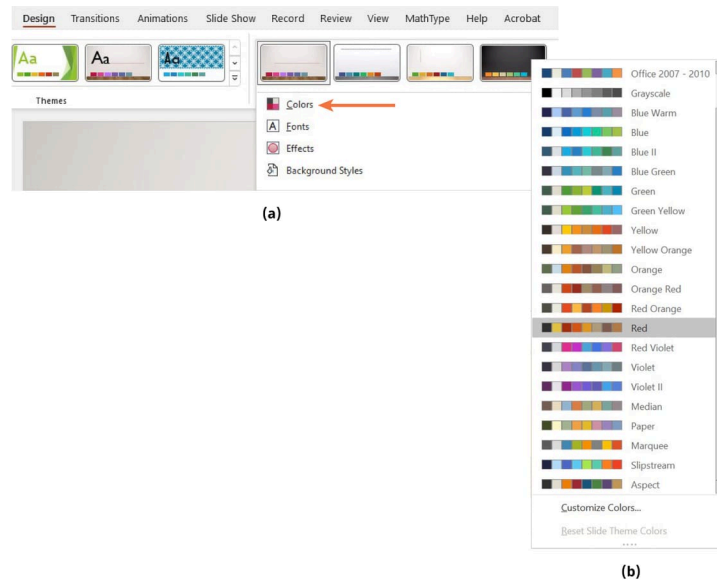


Figure 7.3: (a) In addition to colors, you can change other aspects of the theme, including fonts and backgrounds. (b) When you choose an option under Colors, you will see the change to your slides immediately on the screen. (Used with permission from Microsoft)

Link to Learning

Color theory focuses on the way colors mix together. Knowing a little bit about color theory and the color wheel can go a long way toward helping you select a color scheme, or theme, for your presentation. Watch this [video on the basics of the color wheel and how to apply it to PowerPoint](#) to learn more.

To create a customized color scheme, click on the Design tab located in the PowerPoint ribbon at the top of the screen. In the Variants section of the ribbon, click on the Colors drop-down button. This will display a list of built-in color schemes and options. At the bottom of the Colors drop-down, select Customize Colors. A new window titled Create New Theme Colors will appear. In the Create New Theme Colors window, you will see several categories of colors, such as Text/Background, Accent 1, Accent 2, and so forth. To create a custom color, click on the color square next to the category you want to customize.

For example, click on Text/Background to customize the color used for text and slide backgrounds. In the color picker window, you have several options to create a custom color. You can use the sliders or input fields to adjust the RGB (red, green, blue) values of the color. Alternatively, you can enter the hexadecimal value (or “hex code”) of the desired color in the “#FFFFFF” format. You can also choose a color from the Standard or Custom color palettes. Choose Customize Colors at the bottom of the colors menu. To create a custom color by selecting a color from your slide, click on the Eyedropper tool, and then click on the desired color within your slide. Once you have set the desired color, click the OK button to save it. Repeat for other color categories if you want to customize them as well. After customizing all the desired color categories, click the Save button in the Create New Theme Colors window. In the Save dialog box, enter a name for your custom color scheme and click Save (Figure 7.4). Naming the color scheme will save it for future use.

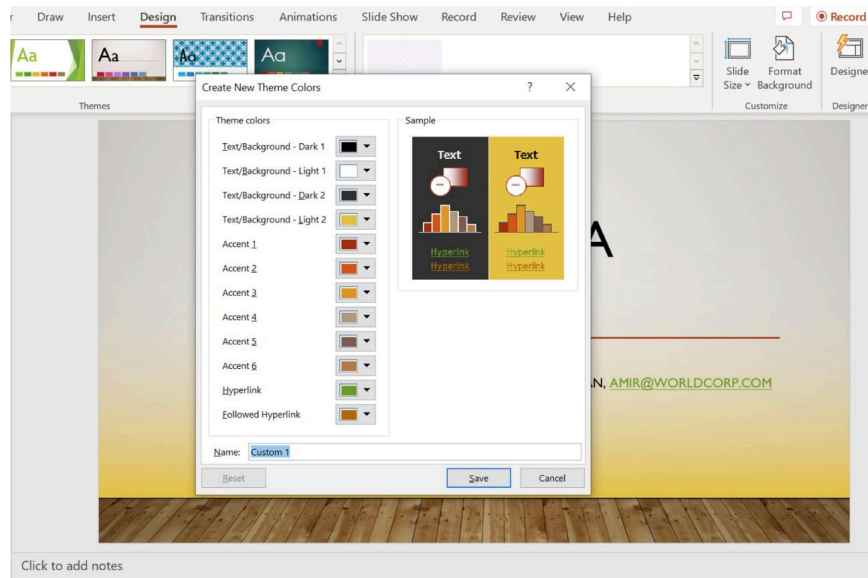


Figure 7.4: You can create a customized color scheme for your presentation and save it to use in future presentations. (Used with permission from Microsoft)

Now adjust the color of the first text option to be a dark red color, as shown in Figure 7.5. Notice that the thumbnails of all the slides have changed to reflect the new color scheme.

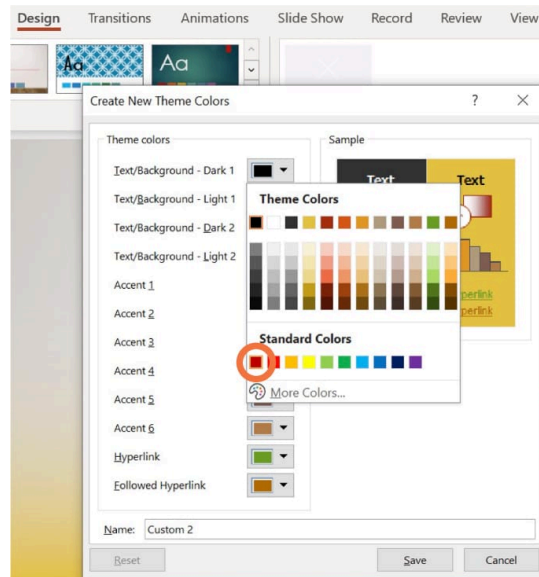


Figure 7.5: The new dark red font color is used throughout the existing slides and any new slides created in the presentation. (Used with permission from Microsoft)

Other options in Variants include changing the font for the theme and effects. To change the font, simply select a new font, and it will be applied to all slides in the current presentation and any additional slides that you might add. The Effects options change how images and other graphic elements are added to the slide. By adjusting effects, you can change the shadowing, lines, and fill elements in a graphic added to a slide.

For example, let's insert a list as a SmartArt graphic. (SmartArt was introduced in Preparing Presentations.) Choose an option from the List section of SmartArt and modify it to include shadows to see how the effects can change. Remember, when you change an item in Variants, whether it is a font, a color, or an effect, it will apply to all slides in the presentation.

First, navigate to the Strengths & Skills slide in the *My Life in a Snapshot* presentation. You can either choose the list from the slide view on the left panel or use the page down key on the keyboard to get to the slide. Then go to the Insert tab to insert a SmartArt graphic that is appropriate for lists, such as the Basic Block List option. When the graphic is inserted, choose a SmartArt

style that has shadows (Figure 7.6).

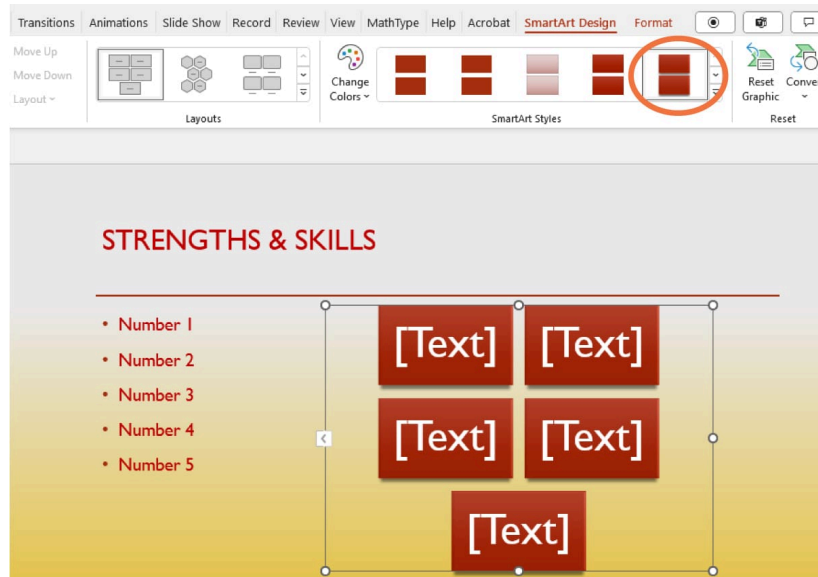


Figure 7.6: Effects changes the fill effects, lines, and shadows of inserted graphics. (Used with permission from Microsoft)

When you have selected the style, go back to the Design tab to adjust the Effects from the Variants command group. Choose a new Effect to see how the elements of the SmartArt graphic are modified. For this example, the Grunge Texture Effect was selected. You will see the change in the graphic as you hover over the various effect modifications (see Figure 7.7).

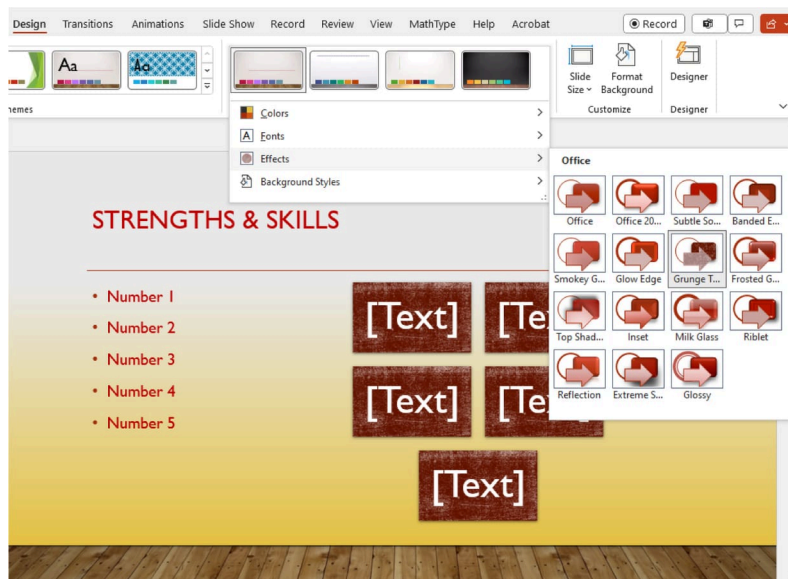


Figure 7.7: The new effect chosen, Grunge Texture Effect, will now apply to all graphics that are currently in or added to the slides in a presentation. (Used with permission from Microsoft)

The last section of the Variants command group is the Background Style. This option allows you to change not only the color but also the fill and texture of the background of the slides. As with the other selections, you access this through the Design tab. Initially, you are given choices to change the color of the background. Note that these colors are preselected for you based on the color scheme that you chose for the theme. As with the other changes, you will see a preview of the change to the background color as you hover over the options (Figure 7.8). Not all colors will work with your chosen font colors or other elements that you have included in the presentation. For example, choosing a dark red background color with the dark red font will make the font unreadable. The chosen color will be applied to all slides in the presentation and any new slides that you add, so consider the entire presentation when selecting the background color.

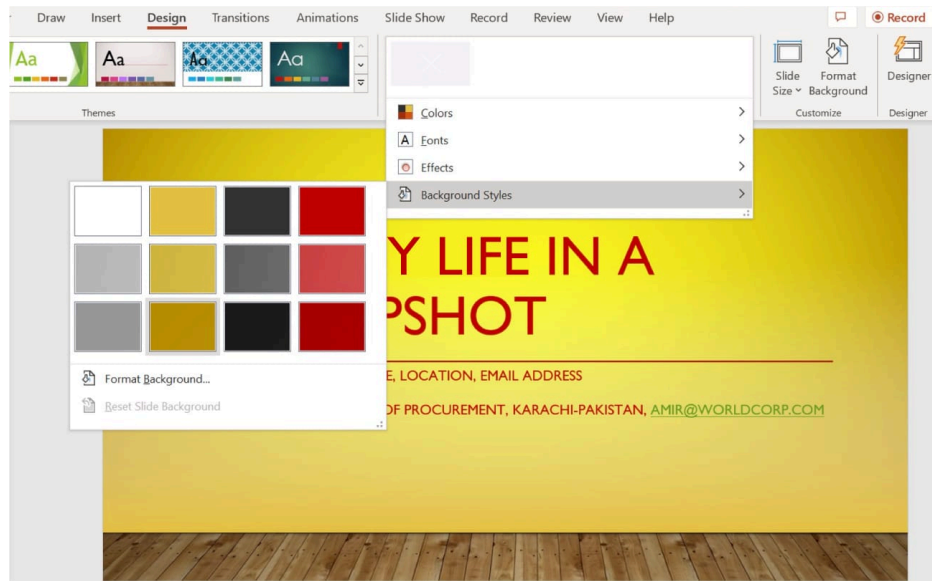
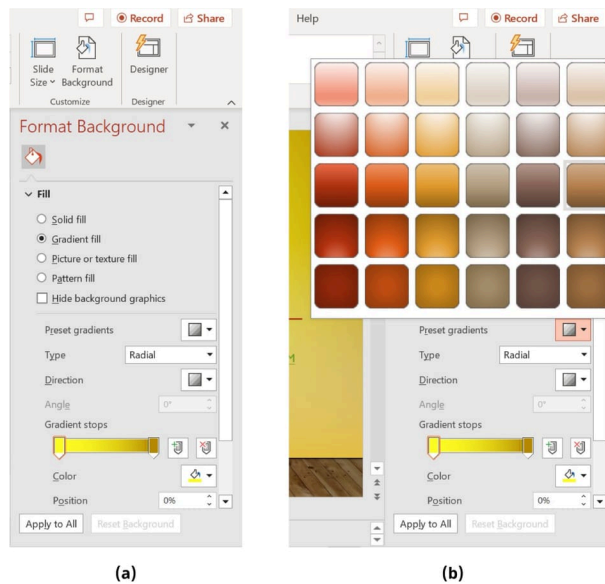


Figure 7.8: Keep in mind the color of the fonts as you choose a new background color. (Used with permission from Microsoft)

The Format Background option gives you the tools to change the gradient, transparency, and fill pattern of the background. A gradient is when one color fades into another. For example, for a slide background, you could add a gradient effect to a slide where the color blends and transitions from green to blue. When you select Format Background, a panel will open on the right, giving options to change various aspects of the background. There are preset gradient options that will also change the color of the background beyond the few options that you originally have available in background styles, as Figure 7.9 shows. Or you can choose to adjust the current option. In this example, we are using the Radial gradient. But that can be adjusted through the Format Background options.



(a)

(b)

Figure 7.9: (a) By changing the settings in the Format Background options, you can customize the look of your slides. (b) Preset gradients offer many more color choices for the background colors. (Used with permission from Microsoft)

Designer

The latest version of PowerPoint includes a feature called Designer. This feature helps you create professional-looking presentations and enables you to change the layout of slides automatically. You can use it to format a slide using various preset formats and to add additional design elements to the slides. It gives you a nice way to vary the layout and enhance the visual appeal of slides in a presentation. When a new slide design is applied, it affects only the current slide, not the entire presentation.

Let's try inserting a slide into the *My Life in a Snapshot* presentation after the title slide to include information such as hometown, education, and a fun fact about yourself. Using the skills acquired from Preparing Presentations, insert a slide that will include this information. Start filling in the slide content with the title "Background." Include the other items for the slide. Then select the Designer option on the Home tab to access the assorted designs for this slide (Figure 7.10). The Designer tool can also be accessed through the Design tab. Note that the Designer tool might not have any "ideas"; when this happens, you will receive a message: "Sorry, no design ideas." You might also receive suggestions that are not appropriate or helpful.

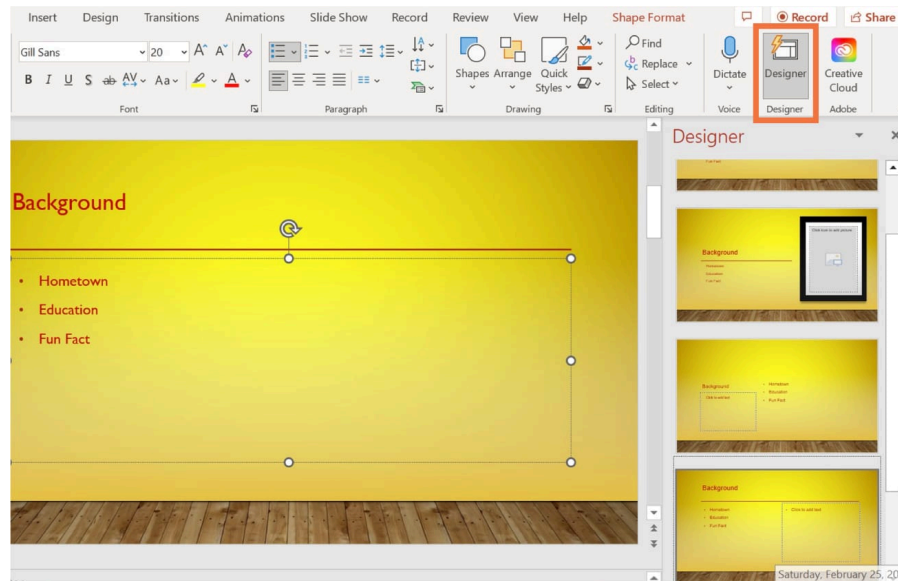


Figure 7.10: Designer gives you various options for layout and design based on the information contained on the slide. Select one of the designs from the list to apply to the current slide only. (Used with permission from Microsoft)

You can also apply a new design to an existing slide by first selecting the slide and then once again going to Designer from the Home tab. The available slide design ideas vary by chosen theme. Some have more choices than others. Figure 7.11 shows the options available when you change the theme of the presentation.

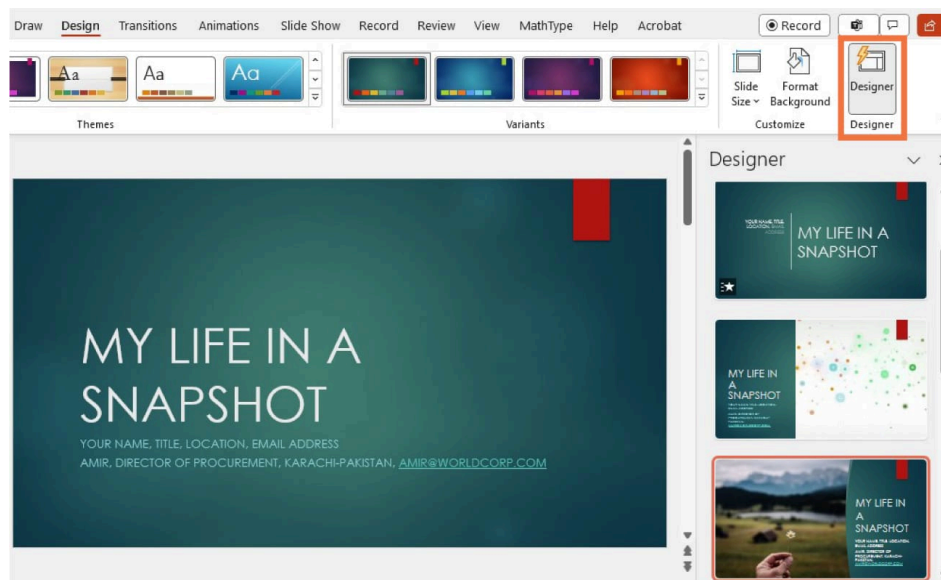


Figure 7.11: The Designer tool can be used to add variety and visual interest to your slides. (Used with permission from Microsoft)

Advanced Tools for Image Enhancement

When creating a presentation, you are likely to include visual elements such as pictures, graphics, and tables. You are likely to want to make some adjustments, such as cropping, to the images to make the pictures clearer and more professional in your

presentation. There are several techniques that can help when inserting visual elements into your presentation. These include removing the background of a picture, cropping the picture, and creating an overlay for the image.

Removing the Background of a Picture

When you have a slide that has a colored background, inserting an image with a different background color can be problematic, because the image's background may clash or stand out in an undesirable way. PowerPoint has a great tool to remove the background for images which allows you to select the areas to keep in the image. Go back to the *My Life in a Snapshot* presentation. Do you recall the empty space next to the star on slide 3? Let's add a picture of Amir next to the star. However, now that we have our yellow slide background, the image's white background seems a bit out of place (Figure 7.12). Let's try removing it.

When you select the image, you get the Picture Format tab in the ribbon. Select the tab, and the Remove Background tool is on the far left of the tab selections.

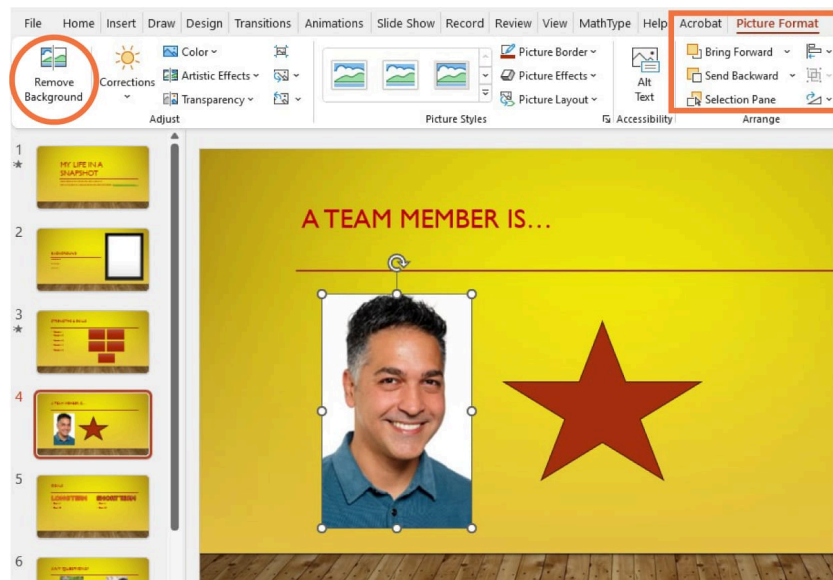


Figure 7.12: The Picture Format tab gives you tools to make changes to the image, including removing the background. (Used with permission from Microsoft)

To begin the process for removing the white background from the image of Amir, select Remove Background. PowerPoint will attempt to determine the background that you would like to remove by shading the space a different color—in this example, purple, as shown in Figure 7.13a. Notice that Amir's hair is part of the selection—we do not want to remove his hair! From the tools, select Mark Areas to Keep and click on the hair area of the image. When you select the tool, you will get a pencil icon that you can use to click on the areas that should remain in the image. Repeat this step to keep the rest of his shirt in the image. When you are finished with the selections, click on Keep Changes. The resulting image should have only the areas you selected removed (Figure 7.13b). To select areas to remove in an image, you follow a similar procedure.

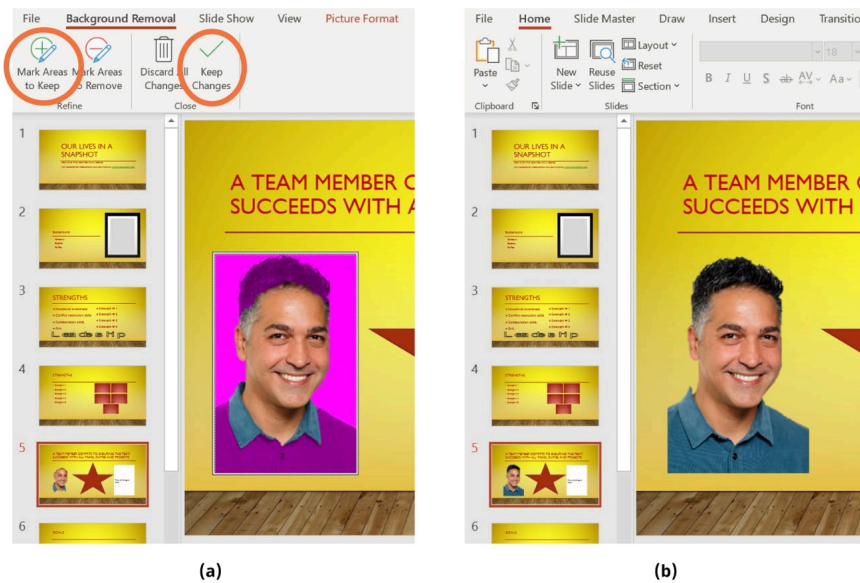


Figure 7.13: (a) The bright purple highlight is a clear and obvious way for PowerPoint to indicate which parts of the image PowerPoint suggests you should remove. (b) Removing the background from the image gives the slide a much cleaner look. (Used with permission from Microsoft)

Crop and Fit Images to Shapes

Sometimes you may need to reduce the size of an image or change its shape to fit into a particular space on the slide. To accomplish this, you use the crop tool. To crop means to cut out parts of the image. Images can be cropped to remove items that are visible in the picture but that you do not want to see. For example, let's assume that on the Background slide, we want to showcase that Amir enjoys kayaking. He has a picture of himself and his friend kayaking last summer, but he would like the image to include only himself. He can crop the photo to remove his friend from the picture. To crop an image, select the image and select the crop tool from the Picture Format tab (Figure 7.14). The image can also be cropped to a specific shape, such as a circle. Additionally, the aspect ratio of the image can be changed to adjust the height (vertical) and width (horizontal) of the image with preset values. The aspect ratio sets the ratio between the height and the width of an image. We can also fit the image to a space or to specific dimensions.

For this example, let's first crop the image to only include the top kayak. To do this, select the image and select Crop. Notice that the outline of the image changes with black boundary lines that you can use to cut the image. Click on one of the black lines or corners. In this example, we will crop the image by choosing the bottom center line and pulling it up. To finish cropping the image, click on the slide area outside of the image (Figure 7.15).

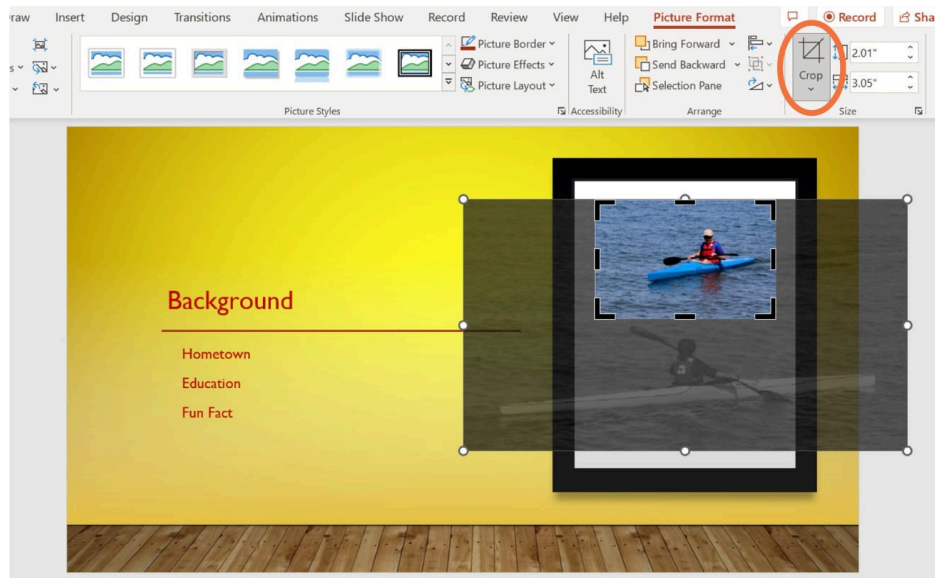


Figure 7.14: By using the Crop tool, you can remove the unwanted parts of an image. You can crop an image from all sides and corners. (Used with permission from Microsoft)

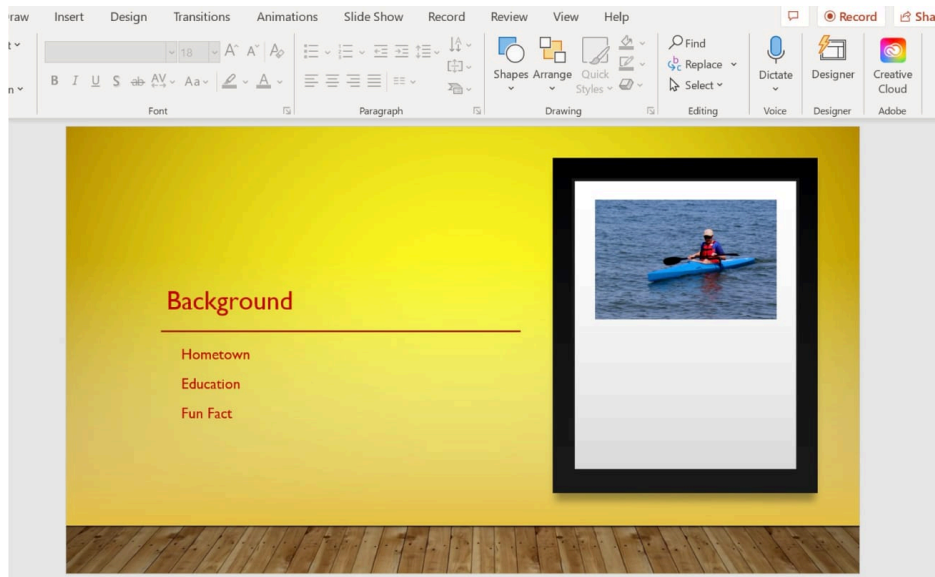


Figure 7.15: After you have finished cropping the image, the black lines around the picture will disappear. (Used with permission from Microsoft)

The cropped image needs further adjustment to make it look appropriate in the space for the image. You can take several steps to accomplish this: You can move the image down to center it in the box. You can enlarge the image to fill the space more fully. You can also crop the image to a specific shape to add visual interest (Figure 7.16). Finally, you can add a text box to provide a description of the image for the audience, as we learned in Preparing Presentations.

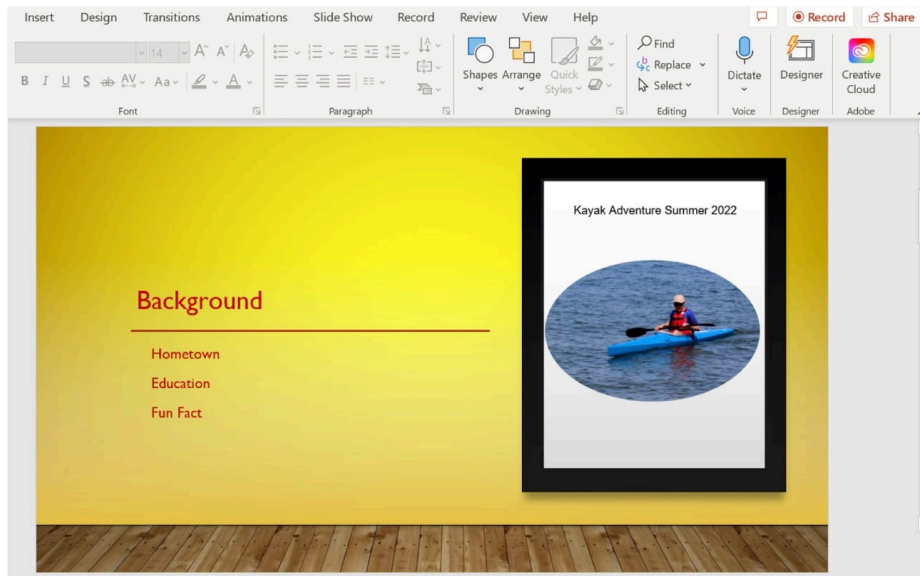


Figure 7.16: The Crop tool gives you many options to fit an image to a specific space on the slide. (Used with permission from Microsoft)

Creating Transparent Picture Backgrounds

Suppose you decide that the kayaking picture might have more impact if it were placed in the background of the slide, rather than in the white box off to the right. You can accomplish this by adjusting the transparency of the image. The amount of light that is allowed to pass through an image is called transparency. If an object is totally solid, like the star included on slide 3 of the presentation, it is considered opaque, meaning no light is allowed through the shape. When we adjust the transparency, we are adjusting how opaque or translucent (clear) the image is.

This type of change is easy to make in PowerPoint. First, you will need to change the design of the slide to remove the framed box on the right of the slide. To do this, go to the Slide Master tab. (Recall that the Slide Master tab summarizes all the features contained on a slide.) Choose the Hide Background Graphics box in the Background command group (Figure 7.17). Now you will notice the frame around the picture has been hidden.

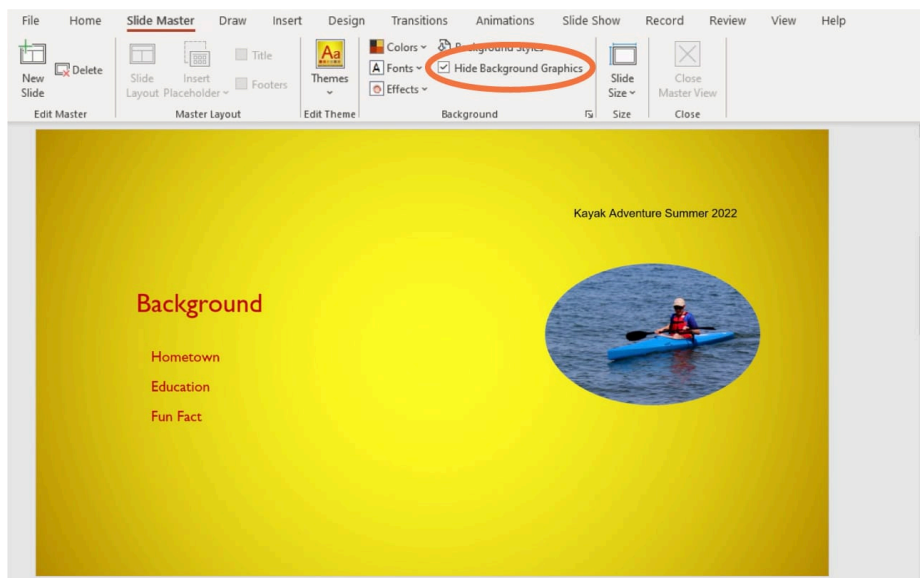


Figure 7.17: The frame around the picture was added when we changed the design of the slide using Designer. We can hide it because it is considered a "Background Graphic" of the slide. (Used with permission from Microsoft)

Next, click on the picture and access the Picture Format tab to make the picture transparent. The Transparency tool is located in the Adjust command group. Choose the down arrow to see the transparency options for the photo (Figure 7.18). When you have

selected an option that works, you will need to resize the photo to take up more of the background of the slide. You can also adjust the cropping of the image from the circle to a different shape, if desired. It may be a good idea to change the font color of the text to make it stand out more from the image background. There are other options in the Adjust command group to change the look of the picture, such as the Artistic effects (Figure 7.19). Explore the options and see how the changes impact the image. If desired, you can also reset the image to its original state.

Keep in mind that as you resize a picture, its quality may be diminished, depending on the original resolution of the image. You may not be able to enlarge all images to fill the entire slide while maintaining the clarity of the photo. In this example, the photo is slightly blurred, but because it is more transparent, the image quality is still acceptable.

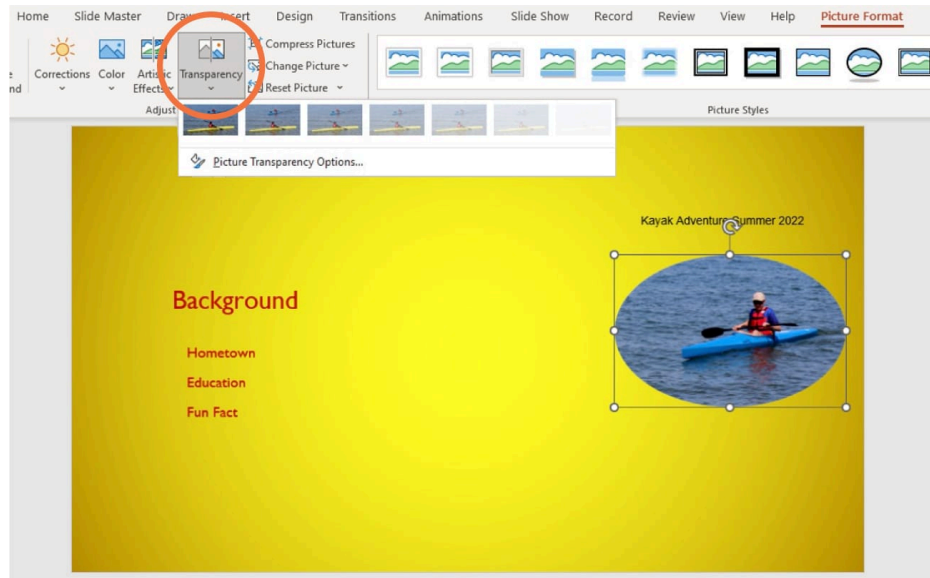


Figure 7.18: You can adjust an image to various levels of transparency. (Used with permission from Microsoft)

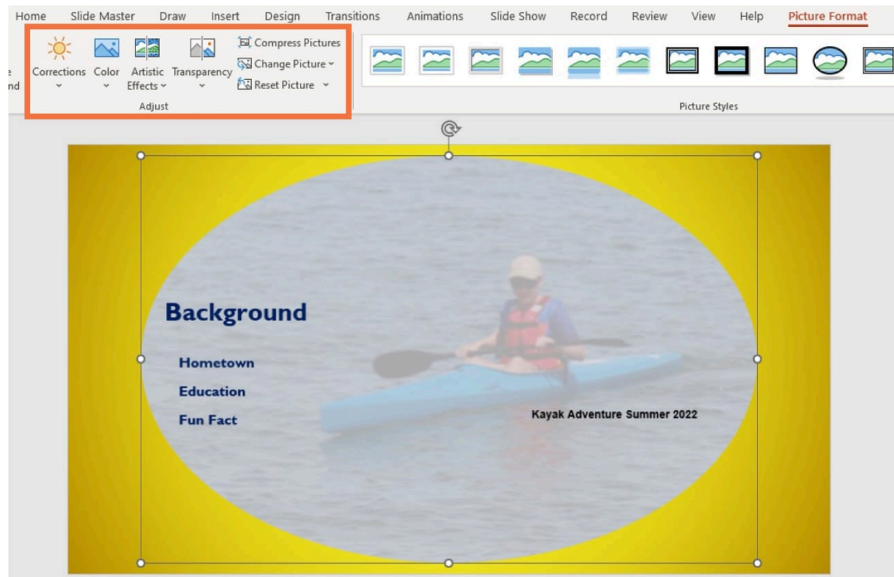
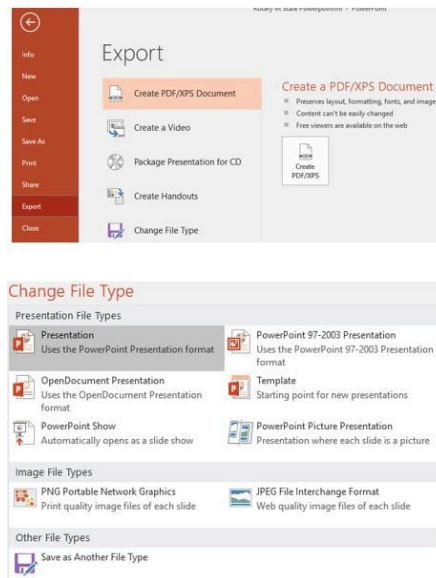


Figure 7.19: There are numerous ways to enhance images using the Adjust command group tools. (Used with permission from Microsoft)

Saving Files in Alternative File Formats

The default file extension for a PowerPoint file is .pptx. Various alternative formats exist depending on how the file needs to be saved. The biggest factor will be the audience's needs. In special circumstances, when it is necessary to share sensitive or legal information with others, it may be prudent to save the presentation file in a fixed layout format that locks the file from being edited. The PDF and XPS formats are two popular fixed layout formats.



PPT Export window

From the File tab on the ribbon, click Export and choose the Create PDF/XPS Document button to open the Publish as PDF or XPS dialog window. Publishing a file in a fixed layout format requires appropriate viewer software, such as Adobe Reader, which opens PDF files. Adobe Reader is a free program downloadable from Adobe's web site. If the audience does not have access to a computer with PowerPoint installed, saving the file as a video or PDF format could be an easy solution. Other file formats are available from the Export window by clicking the Change File Type option. Alternative formats include a PowerPoint Show, or an Image File type which can be optimized for hard-copy printouts or web sites.

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2.1.7: Preparing a Microsoft PowerPoint Collection for Presentation

 [Click here to view Microsoft PowerPoint Building Proficiency Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Add transitions to a presentation
- Add animations to objects and text boxes
- Use the tools in the Media command group
- Finalize your presentation for viewing
- Understand the hardware components of effective presentations
- Prepare for different types of presentations (in person, virtual, or hybrid)

You learned the basic workings of PowerPoint in Preparing Presentations. Now it's time to learn how to turn those basic slides into a presentation that not only informs but also engages the audience. You want to create a presentation that's seamless and easy to present from. For example, if you are giving an in-person presentation, you don't want to have to stand by the computer and manually advance the slides. Also, since the *My Life in a Snapshot* presentation is a presentation about yourself, you want to convey that you are competent with PowerPoint.

Your supervisor told you today that you will need to record the presentation so that it can be shared with others at WorldCorp's international office locations. In this section, you will acquire the skills to virtually automate your presentation while also including the key information you will need to keep you on track as you present in front of an audience.

Finally, you hope to be able to provide printed handouts to the participants in case they need the information later on. Integral to that is learning about other tabs in PowerPoint—namely, the Transitions, Animations, Slide Show, Record, and Review functions.

Transitions

The term transitions refers to the way one slide changes to the next slide. As you can see on the Transitions tab in Figure 7.20, there are many ways to move between slides. The Transition to the Slide command group contains options such as Fade, Split, and Shape. You can use the Timing command group tools to determine the duration of the slide on the screen, or how quickly the slides move (transition) from one to the next. A sound can be used as the slide transitions, or you can simply move to the next slide using a mouse click.

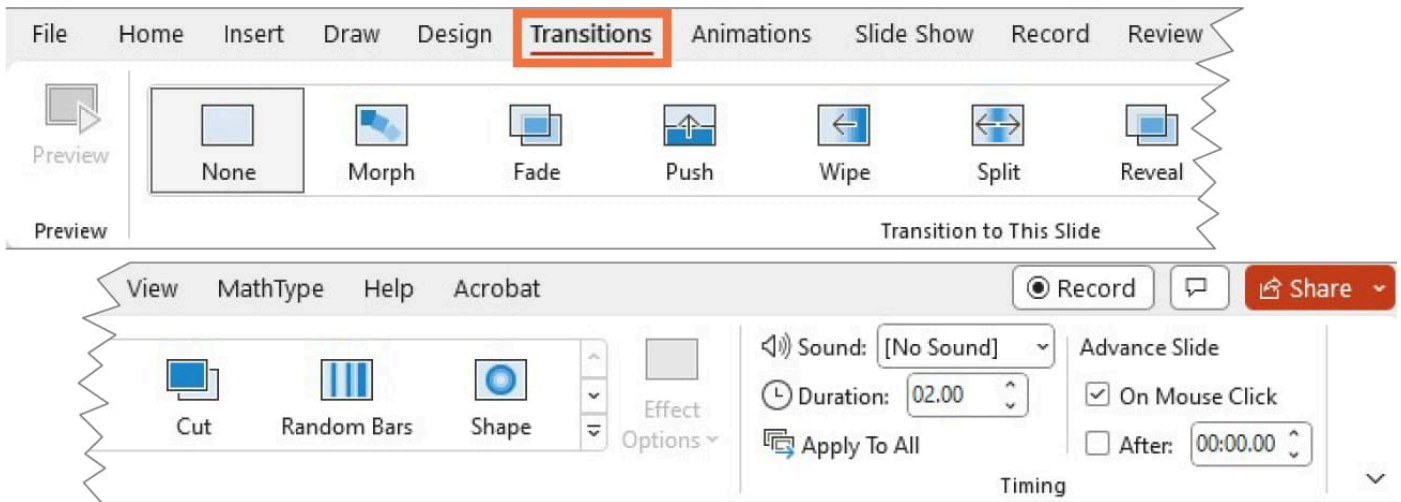


Figure 7.20: Transition effects can apply to a single slide or all slides in the presentation. (Used with permission from Microsoft)

There are many transitions to choose from (Figure 7.21). For example, you can have a slide fade into the next slide or push one slide out of the way for the next one. You can have a slide zoom in from one side when moving to the next slide. But keep in mind that not all the options available are necessary or even professional. Overuse of distracting transitions can take away from the professionalism of a presentation. Choose a transition that works for your content and one that is not going to be too distracting to those viewing the slideshow and that is not irritating to you as the presenter. Look at the available options for slide transitions and see what they do when you advance to the next slide.

Practice with the transitions before you present in front of an audience. If a transition seems to take too much time or seems to stand out more than what you are discussing, you should select a different one. You can always choose to have no transition between the slides. This simply means when you advance the slide it will move fully to the next slide, with no special effects. You must apply the transition to each slide individually. Whatever you choose will not affect the entire presentation. To apply a transition to the current slide, simply click on the desired transition. The Preview command on the far left allows you to see how the transition works on the slide.

Stay focused on the message you are conveying, not on the way one slide transitions to the next. Always remember that just because you can do something does not mean you should. With transitions, follow the principle that less is more if you want to maintain a professional business look.

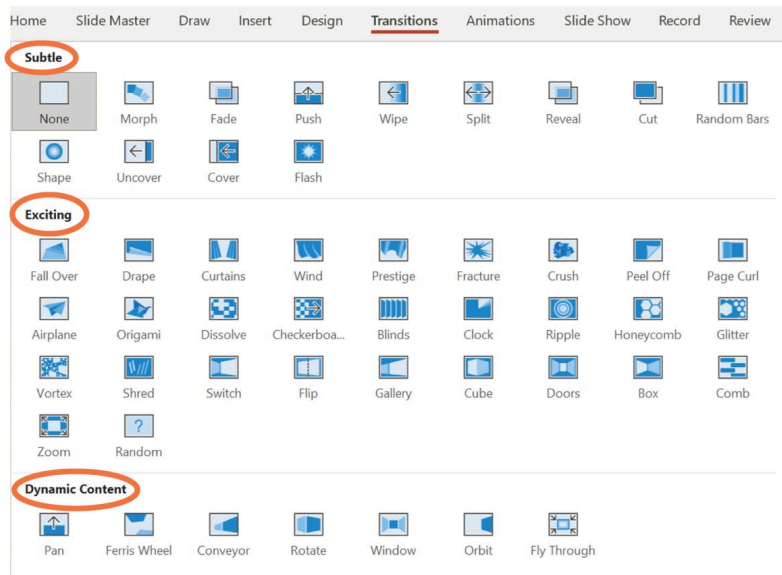


Figure 7.21: The Transitions tab shows the choices you have for moving between slides. Notice the transitions are grouped by theme: Subtle, Exciting, and Dynamic Content. (Used with permission from Microsoft)

You will notice that the Transitions pane is organized by transition effect. For instance, the first command group, titled Subtle, contains Morph, Fade, Push, Wipe, Split, Reveal, and Cut. (It contains more options, but these are the most used.) A description of each is in Table 7.2. There are two other transition command groups: Exciting and Dynamic Content. These transitions are more animated and may not be appropriate for all presentations. But for certain types of presentations, such as sports media or sharing family photos in a slideshow, these transitions might work.

Table 7.2: Subtle Transitions

Morph	Apply to a slide and the slide before it will dissolve out and the slide on which Morph is applied dissolves in.
Fade	One slide fades into the next, so both slides appear at the same time for a second.
Push	Pushes one slide up and out of the way, revealing the next slide.
Wipe	Wipes out a slide in a horizontal direction to reveal the next slide.
Split	Makes a cut up the center of the slide; each half is pushed out of the way to reveal the next slide.
Reveal	One slide blends out, and the next slide blends in.
Cut	Creates a sharp end to one slide and a sharp start to the next. Can be a jolting transition experience.

For our title slide in *My Life in a Snapshot*, let's choose the Wipe transition. Notice in Figure 7.22 that when you choose a transition (other than "None"), the Preview tool will be available, as well as an Effect Options menu. Again, Preview allows you to see the transition in action. The Effect Options gives you additional modifications to the transition that you can apply to the slide. Keep in mind, any modifications are only on the current slide. You will need to apply the transition and the modification to all slides if you want it to be consistent throughout the presentation.

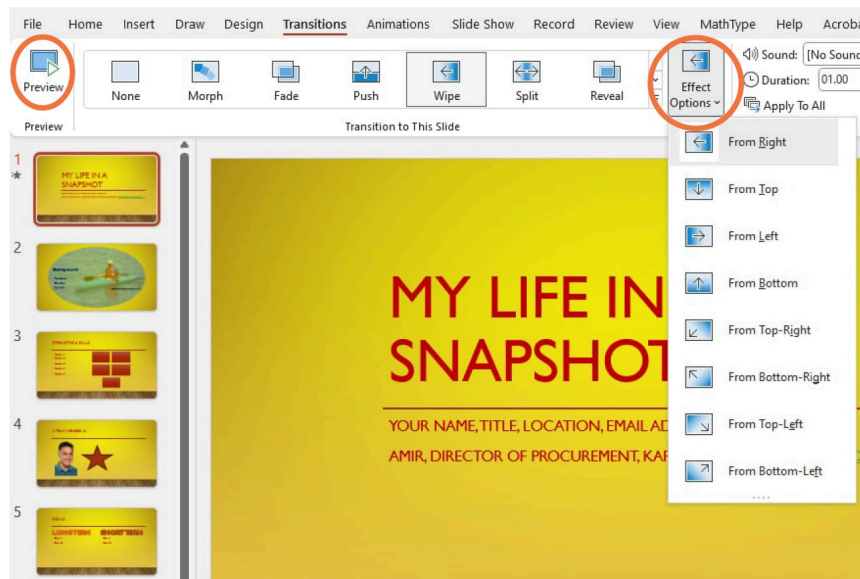


Figure 7.22: You can change the direction of the Wipe transition using Effect Options. (Used with permission from Microsoft)

The last command group on the Transitions tab is Timing. Timing is where you can add sound to your slideshow, as well as choose how many seconds to move from one slide to the next. The arrow gives you many choices of prerecorded audio sounds, such as Applause, Explosion, and Wind, or you can choose a sound file from your computer. When selecting a sound, consider the audience, the presentation environment, as well as the intent: Is the sound relevant to the presentation? Does it enhance the presentation, or is it a distraction? You can apply the sound to the whole slide or to an object on the slide. For example, perhaps your slideshow was created to announce the winner of a competition. You can place a picture of the winner on a slide, and as it is revealed, it is accompanied by a round of applause. Again, use this option with caution, as your audience is not expecting to hear sudden sounds. This command group lets you set the duration of the sound as well. Additionally, you can set the way the slideshow advances, by clicking the mouse or automatically after a set amount of time.

Animations

Slides and presentations as a whole can also be enhanced with the addition of animations. An animation is a special effect added to objects and elements on a slide. They will apply only to that object, shape, or other element, not the entire slide. For example, you could choose to have a picture slowly fade away or come into view during the presentation when you are discussing a current slide. This could be impactful if you want to bring the audience's attention to a particular element on a slide. As with other additions, keep in mind that these special effects should have a purpose and be used to enhance or draw attention to something in a presentation. They should not be overused to the extent of being distracting and taking away from the key message you are trying to convey on a slide.

Let's look at the Animations tab in more detail to see the options you can use for elements on a slide. Figure 7.23 shows the choices available. The first command group is Preview. Click on this and you can see in advance the animations you have implemented. The second command group is Animation. Six choices are shown, including None. Click on the More arrow and thirteen additional movements appear, as well as some emphasis animations.

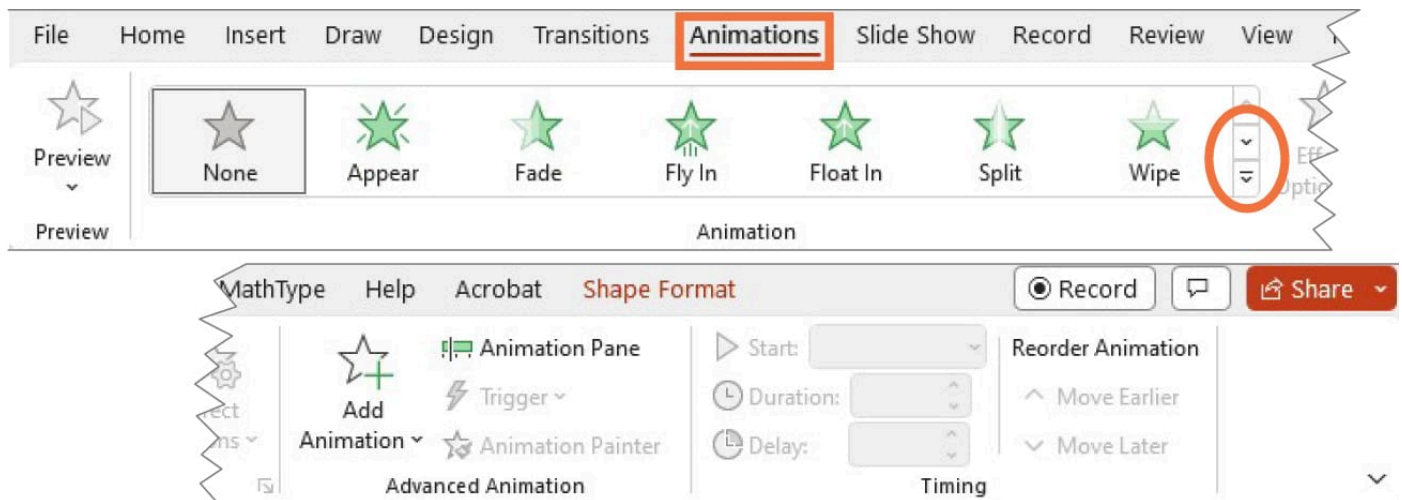


Figure 7.23: The Animations ribbon shows you all the options for animating elements on a slide. (Used with permission from Microsoft)

By scrolling down, you will also see other animation options, including Exit Effects and Motion Paths (Figure 7.24).

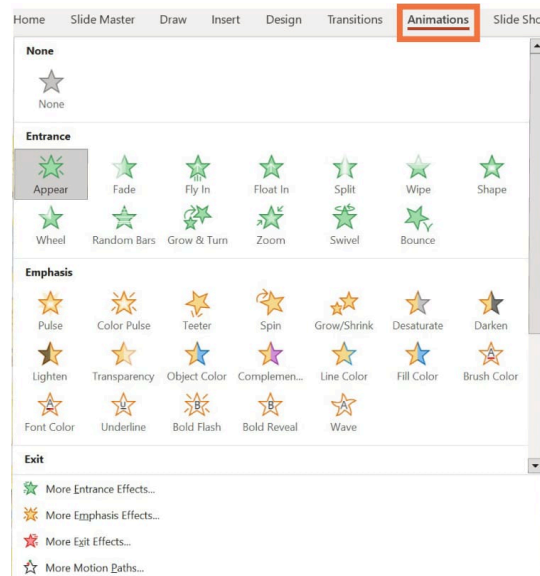


Figure 7.24: Additional animations are available, including some of the Emphasis animations. (Used with permission from Microsoft)

To add an animation to your presentation, click on a text box or an object, and then choose an animation from the menu. Next, in the Timing command group, click the drop-down arrow for Start. You can leave it at Start on Click, or you can choose Start With

Previous or Start After Previous. You need to choose when the animation will start.

Not all animations need to be dramatic or used for emphasis. For example, you can make a bullet list appear one bullet at a time, as opposed to having the whole list appear at once. You can have the first bullet appear, talk about it, and when you are ready, click the mouse again to have the second bullet appear, and so on. This can help you control the flow of the discussion by limiting what your audience sees on the screen. For consistency, you should use the same animation for each of the bullet points in the list.

We can use this approach to add animations to the bulleted list in our *My Life in a Snapshot* presentation. We used a bulleted list in the Strengths & Skills slide; let's apply an animation there.

To begin, click on the bulleted list to select it. Then go the Animations tab and choose an appropriate animation. For this example, let's choose Appear, so that the bullet will simply appear based on the settings you choose in the Timings command group (see Figure 7.25). Notice when an animation is added to an object or text box, the Preview tool is available on the left of the screen, as is a numbered list to the left of each item in the bulleted list. These numbers allow you to adjust the settings for each of the bullet points in the list. When you add an animation, there are also adjustments that can be made through the Effect Options drop-down list. The list can appear as one object, all at once, or by paragraph.

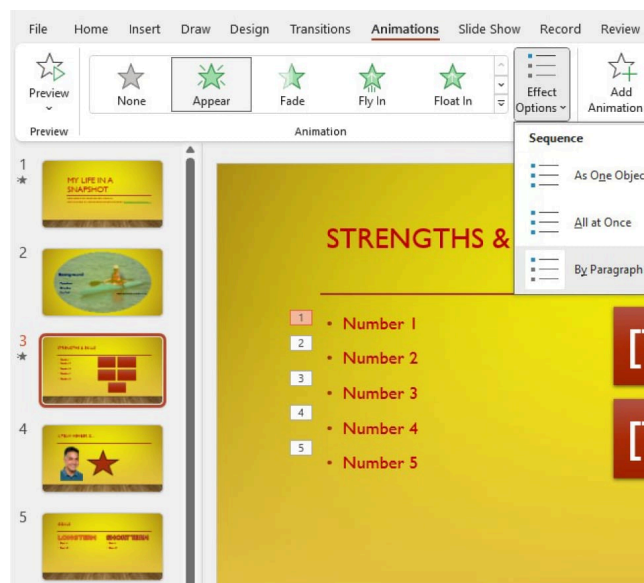


Figure 7.25: You can adjust the settings for each bullet to have a different animation. Here, the By Paragraph sequence is chosen so that each bullet point can be sequentially added one by one when you click. (Used with permission from Microsoft)

You need to adjust the settings for each bullet so that one will follow the other. You can choose to have the bullet appear after a certain amount of time or when you click. For now, let's set it up so that the bullet points will appear when you click, because you are not yet sure how long to talk about each one. For the first bullet point, "Situational awareness," the animation will start On Click, which you choose from the drop-down menu in the Timing command group as shown in Figure 7.26. This will be the setting for each bullet. Selecting the small number to the left of the bullet allows you to change the settings for each animation individually.

The other options in the Timing command group allow you to set the timing for the animation and the delay as you move from one animation to the next. For this example, we left those at their default values and will simply use either the mouse or the Enter key to click when we want to have the next bullet appear. Use the Preview tool to make sure the animation is working.

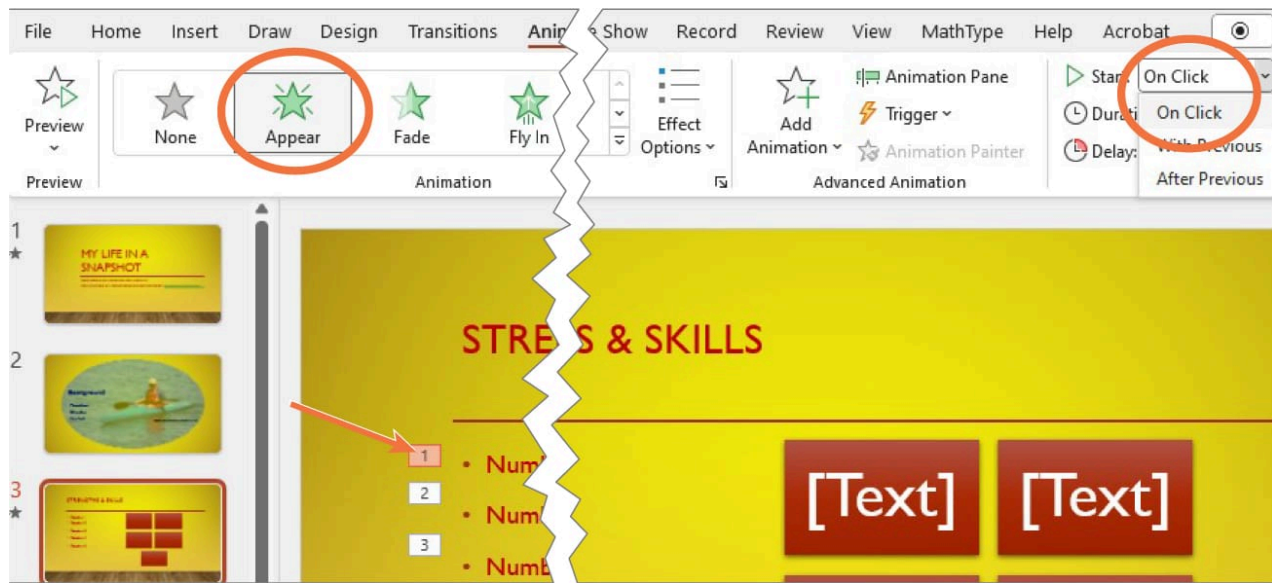


Figure 7.26: Each bullet can have a customized animation setting. (Used with permission from Microsoft)

The remaining command groups on the Animations tab are Advanced Animations and Timing (Figure 7.27). In the Advanced Animations command group, you can control the Trigger for when slides transition. It could be a click of the mouse or after a certain amount of time. In a presentation where you might be in a large room and not close to the laptop or computer, having slides automatically advance might be helpful, although you will need to be aware of how much time you have for each slide and make sure that you do not expect interruptions until the end of the presentation. In this case, you will want to ask the audience to hold all questions until you are finished with the presentation. Finally, if you are one presenter of several during a session and you have very strict time requirements, the timing tools can help keep you on track.

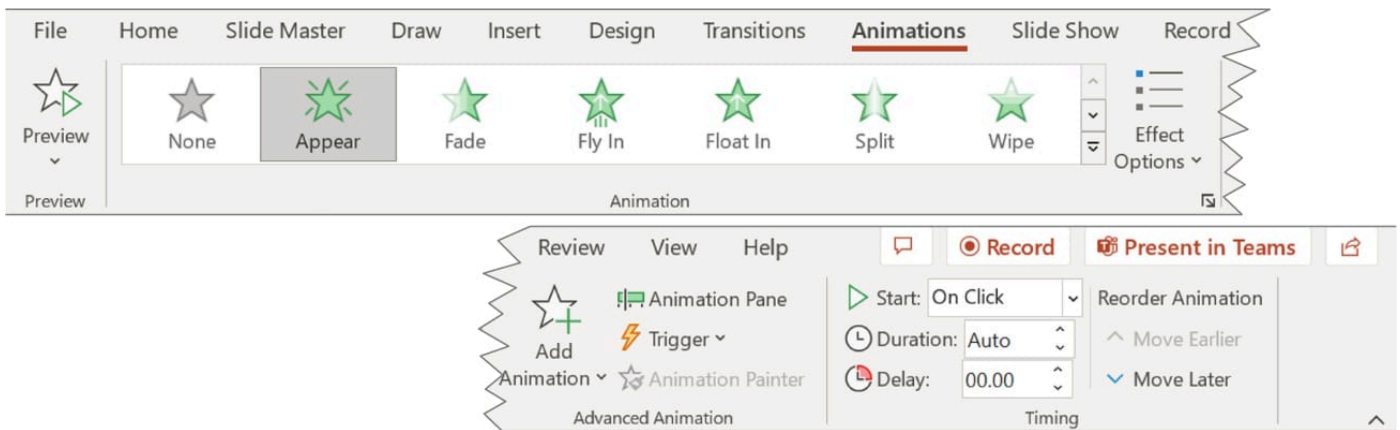


Figure 7.27: The tools in the Advanced options allow you to further customize the chosen animation and to open the Animation Pane to the right of the screen. (Used with permission from Microsoft)

Clicking on the first command, Add Animation, opens the same window that you see when you click on More in the Animations group. At the bottom of the animation illustrations is a list. You can click on More Entrance Effects, More Emphasis Effects, More Exit Effects, or More Motion Paths.

Another command in this Advanced group is Animation Pane. When you select this tool, a pane opens on the right side of the screen that lists all the animations on the slide. Here you can play the animations or make changes. The other commands include Trigger and Animation Painter. Trigger governs when an animation begins, while Animation Painter is similar to Format Painter in that it copies an animation to another object.

The timer on the Animations tab refers to the timing options available for animations applied to objects or elements on a slide. The timer allows you to control when and how the animations occur during a slideshow presentation. On the far right of the Animations tab, you will find the Timing group. Select an object or element on a slide and apply an animation to it. Once selected, you can access the timer options to specify the timing and duration of the animation. Table 7.3 summarizes the options.

Table 7.3: Timing Group Options

Start	Determines when the animation starts playing. By default, it is set to On Click, meaning the animation will start when you click the mouse during the slideshow. However, you can choose other options such as With Previous (starts the animation simultaneously with the previous animation on the slide) or After Previous (starts the animation right after the previous animation finishes).
Duration	Sets the length of time the animation will take to complete. You can specify a specific duration in seconds or milliseconds. The default duration varies depending on the animation type but can be adjusted per your preference.
Delay	Introduces a delay before the animation starts. You can specify a delay in seconds or milliseconds. This can be useful to create time gaps between different animations on a slide.
Repeat	Determines if the animation should repeat after it completes. You can choose to repeat the animation a certain number of times or have it repeat indefinitely until the slide advances, or the animation is manually stopped.
Rewind when done playing	When selected, this option causes the animation to reset to its original state when it finishes playing. This is useful for animations that involve movement or transformations.

By adjusting these timer options, you can precisely control the timing and behavior of animations on your slides, ensuring they align with your desired presentation flow and visual effects.

While it may be fun to animate all kinds of things in your presentation, remember that it is your message that matters. Audiences can easily get distracted or fascinated by animations and not pay attention to the substance of the presentation. Therefore, it is important to use animations judiciously and purposefully to enhance, rather than distract from, your content. Animations in PowerPoint can be effective tools for emphasizing key points, guiding the audience's focus, or adding visual interest. However, it is essential to strike a balance between engaging animations and maintaining the clarity and effectiveness of your message. Here are a few best practices to consider:

- **Keep it relevant:** Only use animations that directly support or enhance the content of your presentation. Avoid using excessive or flashy animations that serve no real purpose, as they can overshadow your message.
- **Enhance comprehension:** Use animations to aid in the understanding of complex concepts or processes. For example, you can use animations to sequentially reveal steps or demonstrate cause-and-effect relationships.
- **Use sparingly:** Don't apply animations to every element on every slide. Selectively choose elements that truly benefit from animation to avoid overwhelming the audience or diluting the impact of your message.
- **Prioritize readability:** Ensure that animated text or objects remain easily readable and don't become distorted or hard to follow. Consider the size, font, and colors used in your animations to maintain legibility.
- **Practice timing:** Fine-tune the timing of your animations to maintain a smooth flow throughout the presentation. Avoid animations that are too fast or too slow, as they can disrupt the natural pace of your delivery.
- **Rehearse and gather feedback:** Before delivering your presentation, rehearse with the animations to ensure they enhance your overall delivery. Seek feedback from trusted colleagues or friends to gauge if the animations effectively support your message or if they become distractions.

Remember, the primary goal of your presentation is to convey a clear and impactful message. While animations can be engaging, they should never overshadow or detract from the substance of your content. Strive for a harmonious balance between captivating visuals and a compelling message to create a memorable and effective presentation.

Media Command Group

The Media command group is used to add audio or video media to the presentation. There might be instances where you would want to add a short clip of a video or audio to enhance the presentation of a topic. For example, in your role in the marketing department at WorldCorp, you might want to share a clip of a new radio ad campaign, or a short video showing some concepts for new ads to be placed on the website for a new line of products. You can do this by embedding various media types into a slideshow presentation. The Media command group is located all the way on the right side of the Insert ribbon tab. You have three options to choose from, as shown in Figure 7.28: video, audio, and screen recording. The screen recording option will allow you to record your computer screen and insert it into your presentation.

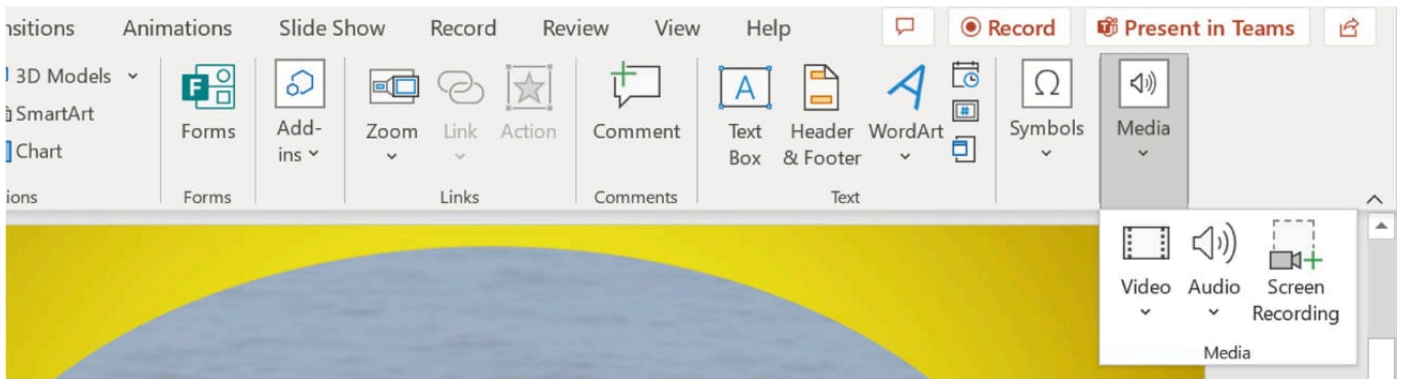


Figure 7.28: The Media menu makes it easy for you to choose which type of media you want to insert. (Used with permission from Microsoft)

Let's add a video to our kayaking slide. We have the option of adding a video that we have created ourselves, a stock video that is already available in PowerPoint, or a video that is available online, such as from YouTube. You will want to consider the source of your media, as well as how you will be presenting this material. For instance, is the media file linked to the internet? If so, you will want to ensure you have internet connectivity in order to play the video. For this example, let's search stock videos for a kayaking video to insert into the slide. As a word of caution: do not overuse these tools. Consider only the additions that will enhance the presentation content. Not every slide should include media, and not all presentations are appropriate for media.

To add media to a slide, select the slide for the addition. In this case, insert the video on the Background slide. Go to the Insert tab and click on the Media command group. Select Video, then select Stock Videos from the menu (Figure 7.29). In the search bar, type "kayak" to locate a kayaking video to insert onto the slide. Once the video is on your slide, you have the option to resize it (Figure 7.30).

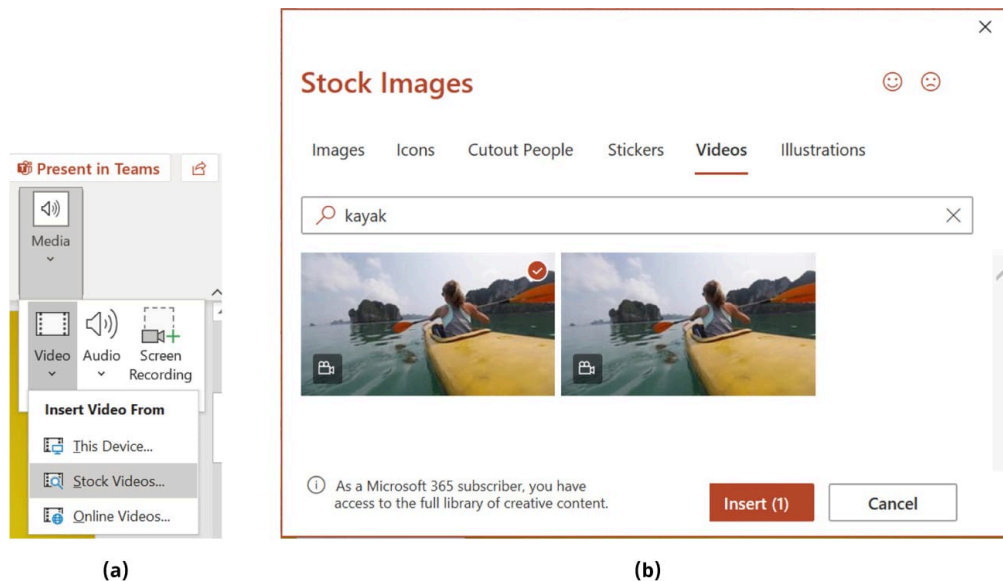


Figure 7.29: (a) You can search online or through available videos in PowerPoint to find one to insert into the slide. (b) Choose Insert to place the video into the slide. (Used with permission from Microsoft)

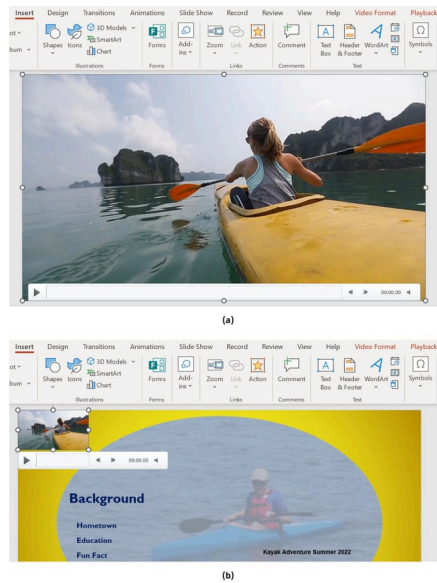


Figure 7.30: (a) The video will insert at a large size. Click on it to resize it to fit on the slide. (b) You can play the video using the control keys under the video insertion. (Used with permission from Microsoft)

Once the video is inserted into the slide, it will automatically play when you get to that slide in the presentation. However, you can change this through the Playback tab that becomes available on the ribbon when the video is selected (Figure 7.31). It is important to preview the video before presenting or sending the presentation to others. Previewing the video in your presentation ensures that it meets your expectations, enhances your message, and delivers a seamless viewing experience to your audience. It allows you to proactively address any issues, improve the overall quality, and ensure a successful presentation. Notice there are several options available on the Playback tab. Experiment with the settings to see which ones appeal to you most and give the slides a professional appearance.

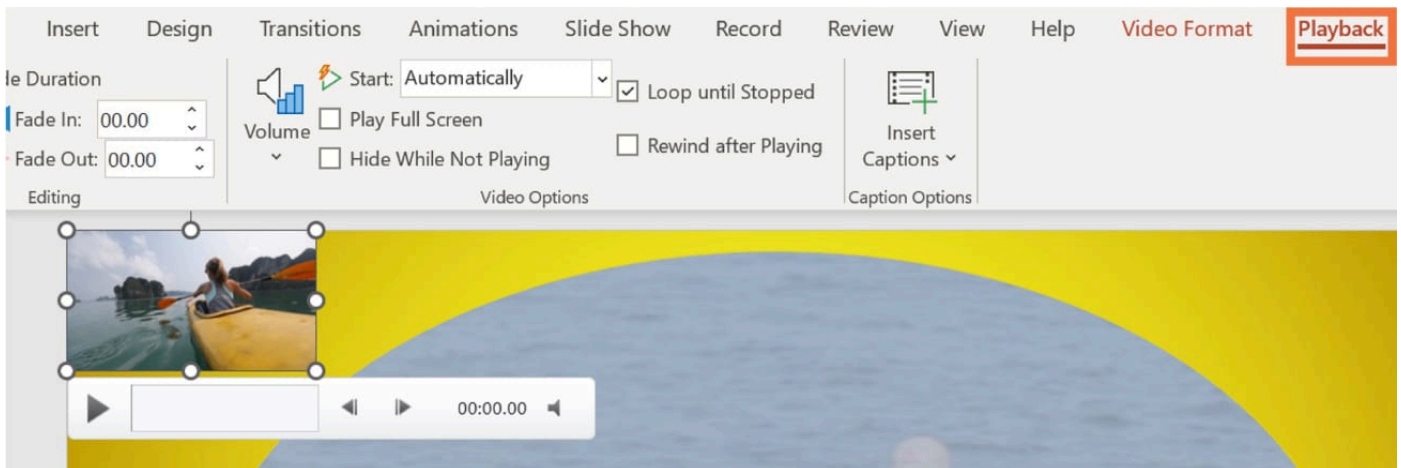


Figure 7.31: Be sure to determine whether you want sound in the video. That can be adjusted with the Playback tab options. (Used with permission from Microsoft)

Finalizing Your Slideshow

Before you complete your presentation, you should give it a final review so you can see exactly how it will appear to your audience. It is also important to practice your presentation and consider the other, nondigital elements involved in a presentation, such as monitoring the length of your presentation and interacting with the audience.

By accessing the Slide Show tab, as shown in Figure 7.32, you can view the complete presentation from start to finish. The first command group in this tab is called Start Slide Show, and you can choose From Beginning or From Current Slide, and the presentation will do just that. This is a wonderful way to preview all the transitions and animations you have added, as they will appear to the audience. Next, you can choose the option to Present in Teams, which we covered in Essentials of Software

Applications for Business. You need to be logged into your Microsoft account to use this option. The next command is Custom Slide Show, which allows you to choose the slides to use in the show. This is a helpful option should you need to shorten the presentation.

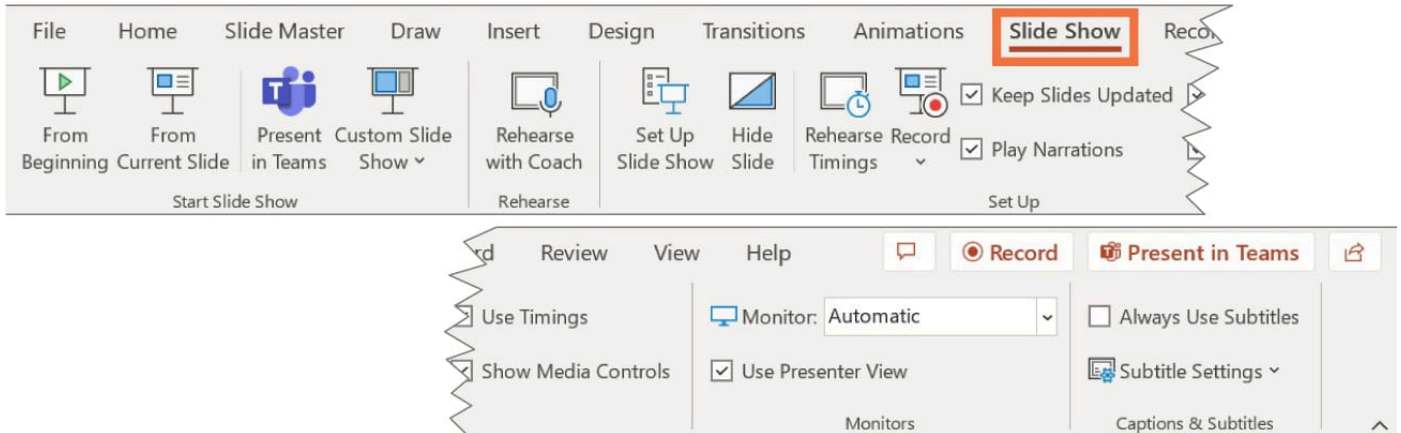


Figure 7.32: This is the ribbon where you can set up, rehearse, and make final adjustments to your presentation. (Used with permission from Microsoft)

Next you can choose the Rehearse with Coach tool, which allows you to practice the presentation and get feedback in real time. This tool will listen for things such as using “uh” or “um” in the presentation as well as how fast you are speaking. Not only will the tool give you a summary of items related to your speaking skills, but it will also provide you with some strategies for improvement. You will need to have the microphone enabled on your computer to use this feature. This is a helpful tool as you work to develop your skills presenting in front of a group.

The next set of commands is in the Set Up command group. Rehearsing the timing, playing narration, and other options are controlled through the tools in this command group. These tools allow you to fine-tune your presentation options. Clicking on the Set Up Slide Show button, for example, opens a menu with a number of different settings, as shown in Figure 7.33.

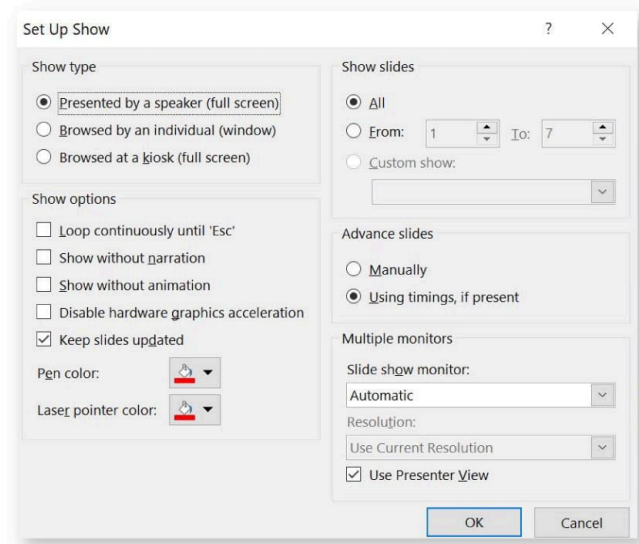


Figure 7.33: The Set Up Show tool allows you to control many different aspects of your presentation, particularly the hardware elements, such as using multiple monitors and how your presentation will be viewed by others (Show type). (Used with permission from Microsoft)

As you can see, you can set the Show type as either presented by a speaker in full screen mode, browsed by an individual in window mode, or browsed at a kiosk in full screen mode. The default setting is presenting full screen, where you can click through the slides as you present them. The window mode setting allows you to present with the slides in a resizable window rather than in full screen. Finally, the kiosk setting is used when you want to run the presentation continuously, such as at a company event. For example, suppose you want to have a new marketing campaign available for employees to view at an internal conference. By choosing the kiosk setting, the slideshow could run automatically and continuously until you turn it off.

The Set Up Slide Show tool also gives you the option to Hide a slide, Rehearse the timing, or Record the slideshow. Other options in this window require just checking the appropriate boxes, such as Keep Slides Updated, Play Narration, and so on.

The last command group on the Slide Show tab is Captions & Subtitles. The tools here allow you to turn on and modify the captions and/or subtitles in your slideshow. You can determine where you would like the subtitles to be placed—for example, at the top of the slide.

Mac Tip

When adjusting the caption and subtitle preferences on a Mac, you will be directed to your operating system's Accessibility settings.

Record Tab

If you need to record the presentation to send to others or even for your own viewing, you will find the tools you need in the Record tab (Figure 7.34). This feature in PowerPoint allows you to capture your presentation, either from the beginning or starting from a specific slide, and customize the recording options (Figure 7.35).

In Recording Options, you can choose whether to record the entire presentation from the beginning or start recording from a specific slide. This flexibility is helpful if you want to focus on specific sections or if you have already recorded part of the presentation and want to continue from where you left off. PowerPoint allows you to record audio along with your presentation. You can use a microphone to narrate your slides and explain concepts, making the recording more engaging and informative. This feature is particularly useful for online training sessions, narrated presentations, or self-paced learning materials.

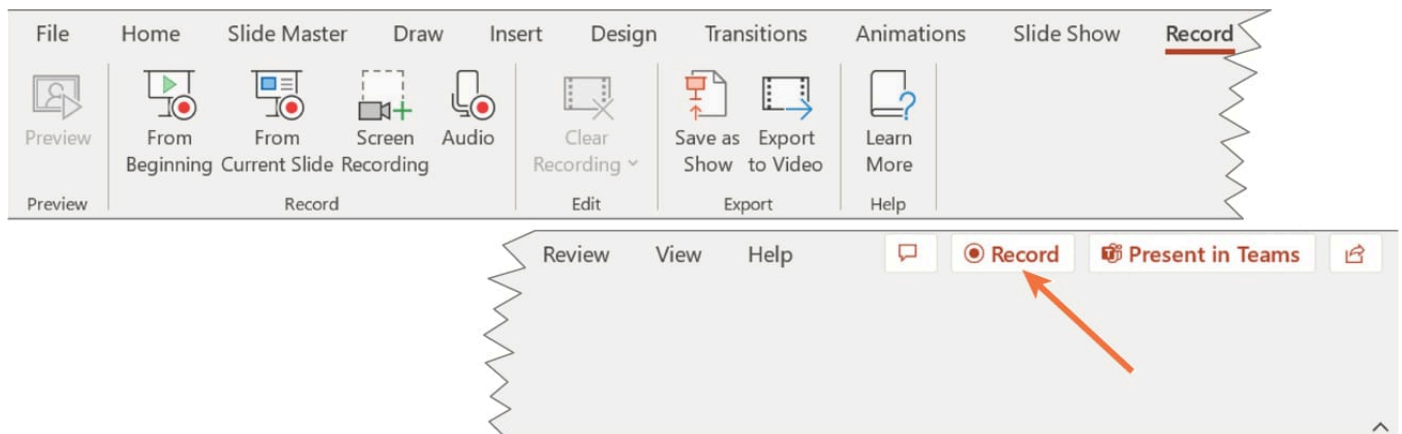


Figure 7.34: Recording the presentation can help you as you rehearse to present in front of others. In the record mode, you will see several tools such as exporting and adding notes to help you when presenting. (Used with permission from Microsoft)

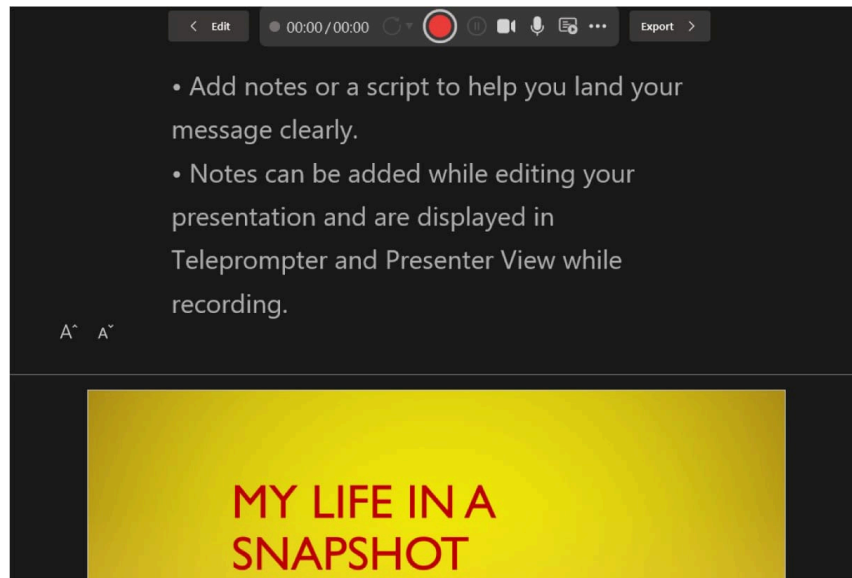


Figure 7.35: This is what your screen will look like after you hit the red Record button in the Record ribbon. (Used with permission from Microsoft)

In addition to audio recording, PowerPoint offers screen recording functionality. This enables you to capture actions on your screen, such as demonstrating software usage, showcasing a website, or walking through a step-by-step process. Screen recording can enhance the clarity and understanding of your presentation, especially when visual demonstrations are involved. After you complete the recording, you can export it as a video file. This video can be shared with others, uploaded to video hosting platforms, or embedded in websites or learning management systems. Exporting the recording as a video makes it more accessible and shareable across different devices and platforms. During the recording process, you can add private notes to your slides to help guide you through the presentation. These notes are only visible to you and serve as personal reminders or prompts while delivering the presentation. They are not included in the recorded presentation itself.

Review Tab

The Review tab, as shown in Figure 7.36, is used primarily when you are collaborating on a presentation with someone else or incorporating feedback on your draft slides. However, this tab still offers valuable resources if you are creating your presentation on your own. The first command group in this tab is Proofing. As with any document you produce, it is essential that you proofread everything, including text, figure captions, and any handouts you may have for the participants.

The presentation and handouts should reflect your professionalism and attention to detail. But, you should not rely solely on the spell check tool to find all the errors. Among other things, spell check often does not identify spelling errors in proper names or words that are spelled correctly but used incorrectly. Additionally, errors will be much more noticeable when they are displayed on a large-format screen. It's easy to overlook errors in our own work, so be sure to have a friend or coworker review the slides to look for errors.

All of the proofing options can be set before you begin writing. This is done by choosing File, Options, and then Proofing. These options are similar to what we covered in Essentials of Software Applications for Business.

Link to Learning

Proofreading a presentation can be much different from proofreading a document. This [article on the importance of proofreading presentations](#) addresses how to effectively proofread PowerPoint presentations.

The Thesaurus tool is helpful when you write the dialog that will accompany the slideshow, as it will offer alternatives to the words you have used in the presentation. For example, we used the word “hometown” in our background slide. When we click on that word and choose Thesaurus from the Review tab, a pane will open on the right offering alternative words that are similar to “hometown” (Figure 7.36). This tool can come in handy if you find yourself using the same words multiple times in a presentation.

You can vary the words used and still convey the same message.

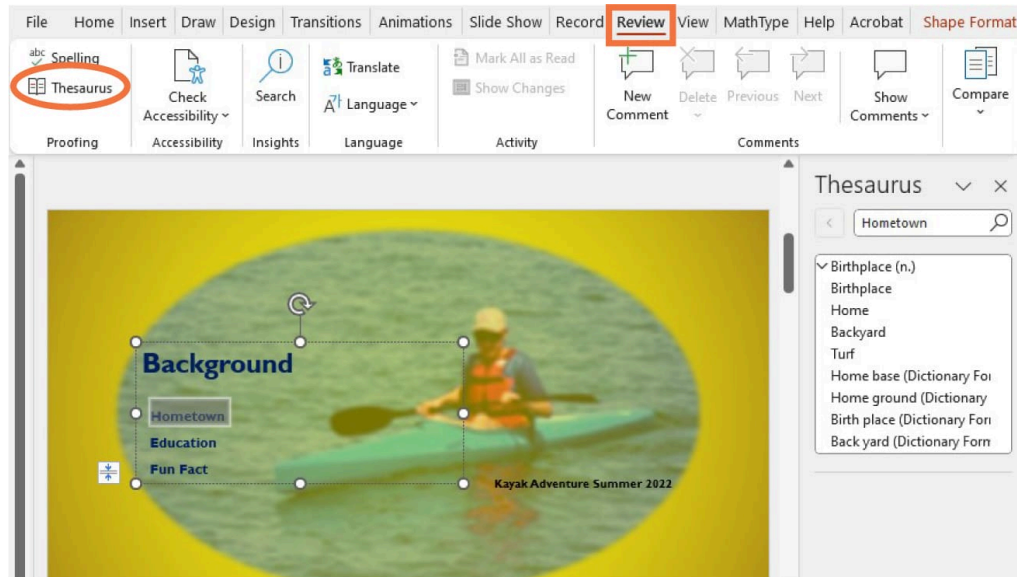


Figure 7.36: The Review tab covers Proofing options, adding comments, and comparing different versions of the show. The Thesaurus will help you enhance the slides by offering synonyms for words, which will appear below the search bar. (Used with permission from Microsoft)

Mac Tip

On Mac, this command is found in the PowerPoint menu, then Preferences, then Proofing.

Comments

As in other Microsoft products, the Review tab is also where you can find tools for collaboration and commenting. (PowerPoint does not allow users to track changes.) We discuss a workaround for this in the Compare section. When working with others to produce a presentation, your colleagues have the option of adding comments to it. To do this, open the Review tab, then click on a word in the place where you want the comment to appear, and then click on New Comment. As you can see in the example slide in Figure 7.37, the Comments pane opens to the right. After you type the comment and click Enter, a reply text box becomes available. You, or anyone else with permission to work on the presentation, can enter a reply to the comment here.

Notice that a callout symbol opens in the place where you want the comment to apply. You can move the callout symbol around on the slide without affecting the content of the comment.

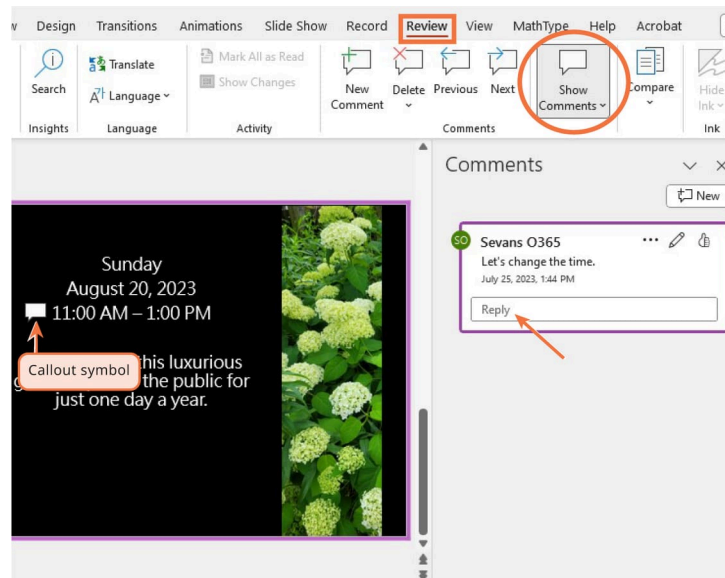


Figure 7.37: A Callout symbol helps you find where the comment is located. This is particularly useful when the commenter uses directional references such as, “Let’s move the title here.” (Used with permission from Microsoft)

Compare

Unlike Word, PowerPoint does not offer a tracking function. However, you can use the Compare command, also found under the Review tab, as a workaround to tracking changes. To use this tool, you will need to have different versions of the presentation saved. The Compare command then will look for differences between the two files, and you can either decide one by one to accept (or reject) each change or accept (or reject) all the changes/differences between the two files.

To see how the Compare command works, let’s use the presentation we created in the previous chapter, along with the updated version we have created thus far in this chapter. Here we have saved the previous chapter presentation as “version 1” and the current presentation as “version 2.” Note that the different versions of the presentations must have different names. To begin, choose the Compare command from the Review tab and find the “version 1” file you are going to use to compare to the current version (Figure 7.38). Then click Open, and you will notice that you now have access to other tools available in the Compare command group on the Review tab. You can use the tools and the pane on the right of the screen to scroll through the differences between the two files and determine if you want to accept or reject the changes. You can choose to accept or reject the changes for each individual slide, or you can accept or reject them for the entire presentation as you move through the comparisons (Figure 7.39).

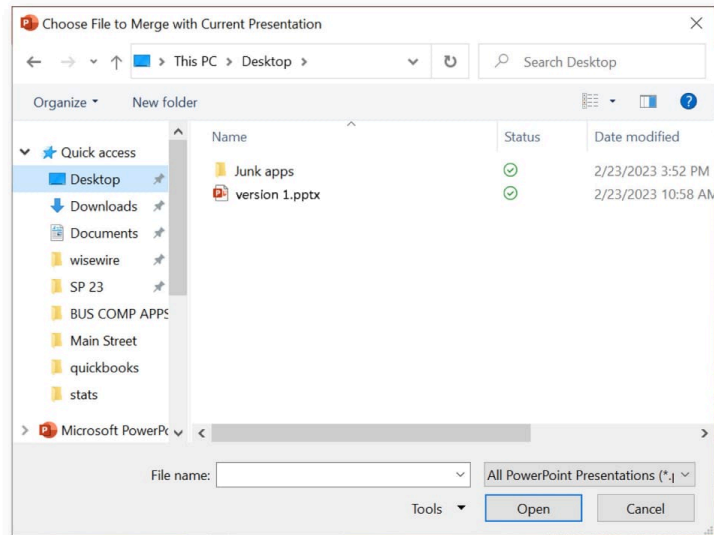


Figure 7.38: Make sure that the file you choose to compare to has a different file name. (Used with permission from Microsoft)

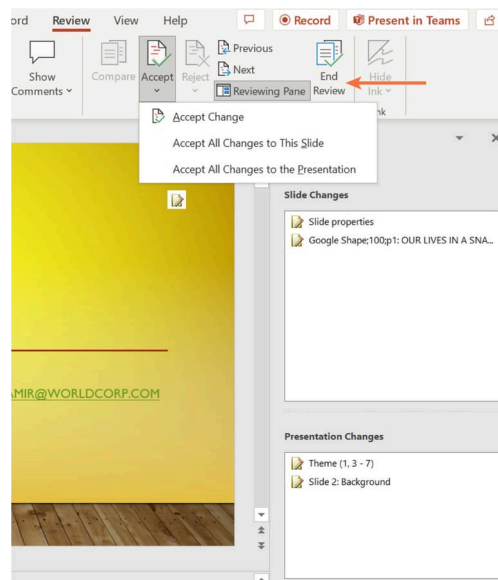


Figure 7.39: Using the Compare tool is not quite the same as tracking changes, but it can be close. It allows you to compare different versions of the same file. (Used with permission from Microsoft)

Printing a Presentation

Sometimes, as a presenter, you may wish to print your presentation as a handout for the audience. You could provide the slides as a handout prior to the presentation so that the participants can take their own notes on the information, or offer them to participants as they exit the presentation. PowerPoint gives you many options for accomplishing this. On the File menu, click Print, and you will see a familiar pop-up menu, as shown in Figure 7.40 and Figure 7.41.

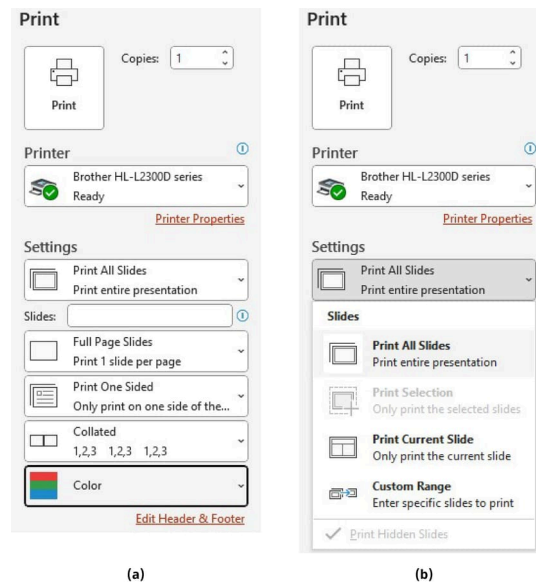


Figure 7.40: (a) When printing a presentation, you have several options. Many of these options are similar to what you might find when printing a Microsoft Word document. (b) You can choose to print select slides or just a few slides. (Used with permission from Microsoft)

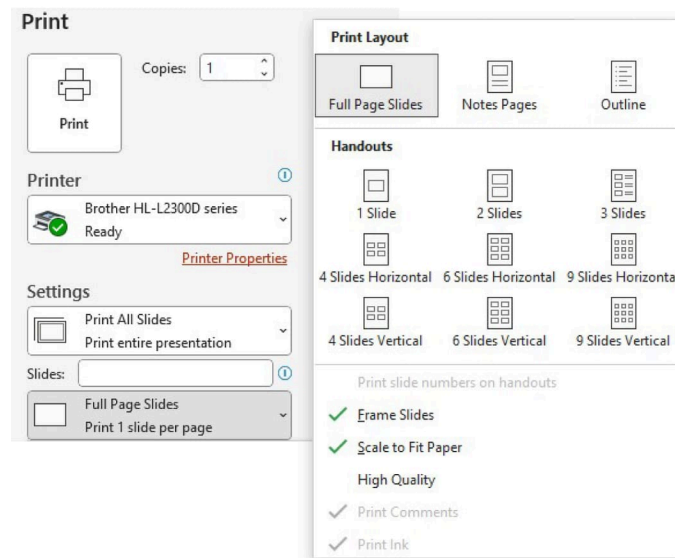


Figure 7.41: When printing the slides, you can choose to have several on one page to save paper. This might be a nice option if you are printing for audience handouts. (Used with permission from Microsoft)

The Print All Slides option allows you to print the whole presentation, to print just the current slide on the screen, or to selectively print only the slides you want. The Print Full Page Slides option brings up a menu of layouts so you can print anywhere from two to nine slides to a page and can indicate whether you want them to appear in a horizontal or vertical format. You may also choose to print the Notes page and the outline. These can be helpful as you rehearse your presentation.

Other Considerations Before Presenting

In addition to the practical aspects of your slideshow—such as how the slides appear to your audience, what media to include, and how to print your slides—there are other, less tangible things to consider before showing your slide collection to an audience. These include the length of your presentation, audience interaction, notetaking, and accessibility.

Presentation Length

When constructing and preparing for a presentation, you need to know how much time is allotted for the talk. Is your presentation

the main component of the meeting, or will several others also be presenting? Knowing how much time you have to present will dictate how much information and, in turn, how many slides you will have in the slideshow. Keep in mind that you should not overuse slides. *You* are the main part of the presentation. The slides are there to enhance and support what you are saying by keeping the audience engaged and conveying the main points you want to get across. They should not contain all the content you are sharing. The optimal number of slides depends on the content you are sharing. For example, if you are sharing complicated data in an informational presentation, you will need more slides to break up the material. If you are giving an inspirational presentation, you may need fewer slides, most of which should be images rather than text.

A good strategy is to use allotted time to determine the number of slides. As a rule of thumb, each slide should be on the screen for about a minute, so a ten-minute presentation would have about ten slides. Of course, this can vary based on the type of information contained on the slides. The audience might need more than a minute to digest and understand data and graphs on a slide, whereas they may need only fifteen or twenty seconds to get the full effect of a slide consisting entirely of pictures. Practice your presentation; you may want to have someone track the time, or you can simply set a timer on your phone. You could use the timer to gauge how long you need to spend on each slide. You may even want to have this timer displayed on your laptop screen close to your speaker's notes so it will be in your line of sight. If you run out of time before you have discussed all of the slides, you will know that you have too many slides. At that point, you can consider either removing some slides altogether or merging information on two or more slides onto a single slide.

Audience Interaction and Questions

When you give a presentation, it is likely that there will be questions from the audience (Figure 7.42). During your preparation phase, brainstorm a list of questions that might be asked or areas where you think more clarification will be needed.



Figure 7.42: It can be helpful to have answers and comments prepared in anticipation of a lot of people having questions. Promising to get back to attendees with questions that you can't answer at the moment is acceptable as well. (credit: "person raising hand" by pxfuel, Public Domain)

Consider creating a Frequently Asked Questions (FAQ) page to distribute to the audience for questions that you feel are likely to be asked. You might even have a friend or family member listen to the presentation and ask you tough questions. This exercise will not only help prepare you to answer tough questions but can also help you maintain your composure if someone challenges you in front of the group. If that happens, you should remain professional and not respond defensively to questions or challenges from participants. You may even want to encourage interaction and questions from the audience. Take a bit of time to plan ahead for how you will interact with the audience and address questions from participants. You can certainly ask the audience to hold all questions until the end of the presentation, but be aware that this often reduces engagement, and you may find that you have no questions at all at the end of the presentation—only silence. If you want to hold questions until the presentation is over, you might ask a colleague or friend to be prepared to ask a question that will get the conversation started. Sometimes participants will be more engaged after the first question, so having a "plant" in the audience to ask the first question can get things moving.

Also consider a strategy where you have audience interaction from the beginning and encourage questions during the

presentation. One effective way to set the stage for having a dialog with the audience during the presentation is to start by posing a question to participants. This can be very general—"How is everyone this morning?"—or it can be something specific related to the presentation you are about to give. Amir's introduction presentation for WorldCorp conveys his leadership skills and his passion for kayaking, so he might start by asking who in the audience enjoys water sports or what characteristics make a good leader. All of these ideas will set the stage for a more interactive presentation. Figure 7.43 outlines some other tips and strategies for handling audience questions.

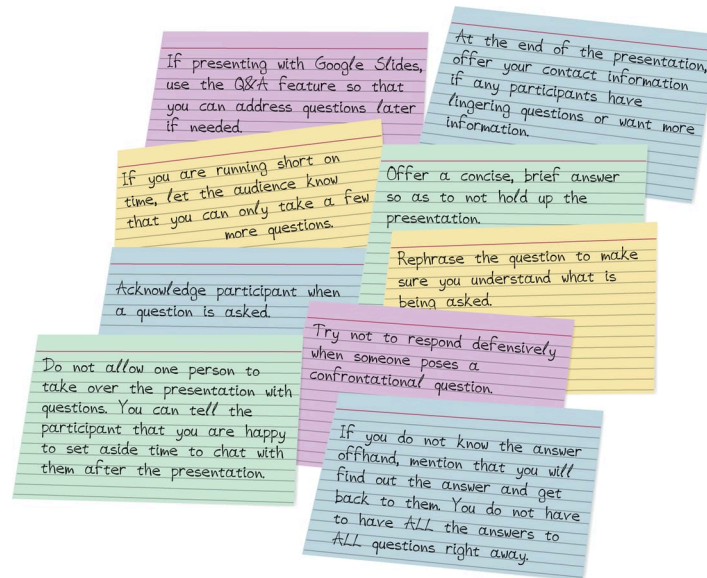


Figure 7.43: Have a strategy planned before the presentation to deal with audience questions.

Speaker's Notes

You can convey a more professional and well-prepared appearance in front of a group if you present without holding note cards or note pages during the presentation. However, it may be helpful for you to have a few notes visible to keep you on track during the presentation or to capture details such as sales figures that you want to be sure to quote exactly. This is where speaker's notes can come into play. In Normal view, you can see the space for notes at the bottom of the slide (Figure 7.44). If you do not see the Notes section at the bottom of the slide, you can click on the Notes button from the View tab. When you add your notes, they will appear as shown below the slide (Figure 7.45). Click to add the details and click Save.

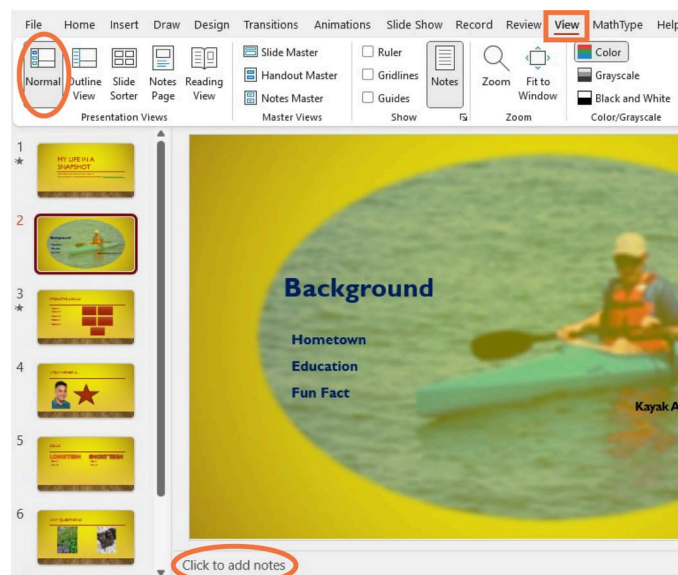


Figure 7.44: Slides do not come with any notes by default. If you want notes to appear with slides, you must add them. (Used with permission from Microsoft)

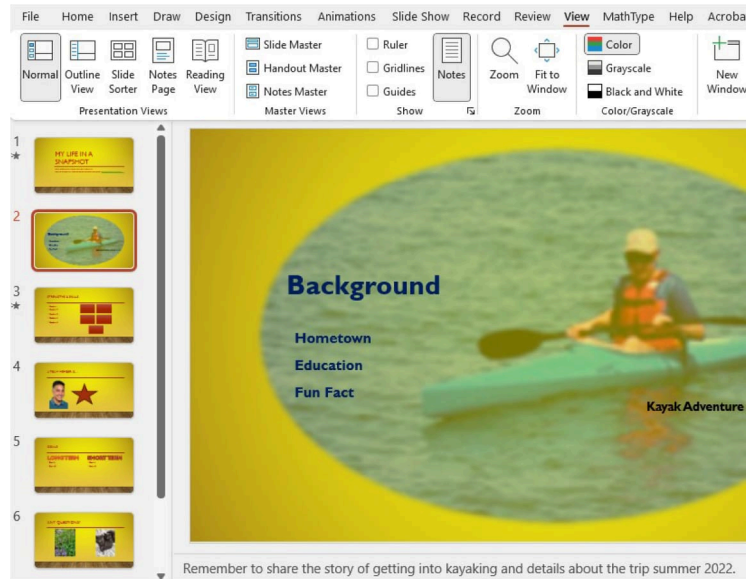


Figure 7.45: Speaker's notes appear directly below the slide. They are only visible to you, the presenter, and will not be shown to the audience during the presentation. (Used with permission from Microsoft)

When you present your slideshow, do so using Presenter's View. Make sure you check the box found on the Slide Show ribbon. Your notes will appear on your laptop but not on the projection screen. Your audience will not see your notes.

Accessibility and Languages

An additional consideration when preparing a slide presentation is making sure the information and format of the presentation can be understood by all of your viewers. The Check Accessibility tool in PowerPoint functions in the same way that it does in Word. This feature can be set to continue running while you are creating the presentation. It will look for items that might cause accessibility issues, such as color contrast and font size, and offer suggestions for correcting the issues. For example, the tool might find that there is not enough contrast between the background color and the text color, making the text hard to read. Or it may flag text in a table as being unreadable due to it being too small. The Accessibility tool will also indicate if images have appropriate alt tags associated with them.

You may also have speakers of other languages in your audience. The Translate tool, found in the Review tab, can be helpful if you need to make the material available in a language other than the one you wrote the slideshow in. The Translate tool can be used to translate the entire presentation or just the current slide. (If you speak a language other than English yourself, you can also set the default language to be different from English when typing in content to the slides.) A word of caution for relying solely on the Translate tool: like the spell check tool, it may not be completely accurate and should be reviewed by a person. It would be beneficial to have a proficient speaker of the language review the translation for accuracy before you share the presentation. As WorldCorp operates globally, this tool can be useful when sharing information with the company's international divisions.

Room Setup and Technology

You will likely be presenting with several types of technology, including the laptop on which you created the slideshow, monitors, audio equipment, and others. As part of your preparation process, make sure you understand the environment in which you will be presenting. If you can, visit the physical space in advance and see how the room will be set up. This may mean you will need to make time to come to the room on a day prior to your presentation or to show up early on the same day to familiarize yourself with the room and technology.

When you are there, you should be looking at how the audience will be arranged in relation to you as the speaker, as well as the setup of the technology. You will also want to know what the "speaker space" looks like. Will you have space at the front of the room to walk back and forth a bit, or will you be restricted to standing behind a podium or sitting at a computer terminal? You will also want to test the acoustics in the room. You will want to know if your voice level will be appropriate or if a microphone will be needed. Another item to consider is how you will manage printed handouts for the audience if you have incorporated these into the presentation. Will the room setup give you easy access so you can distribute the handouts, or will you need to have them

available as participants enter the space? You may want to consider asking a colleague to be responsible for passing out the materials.

The point is to be prepared and know the space before giving your presentation. This will not only set your mind at ease if you are nervous, but it will convey a level of professionalism during the presentation. Coming unprepared for the layout of the room can add an unnecessary layer of stress and confusion when giving an important presentation.

It is even more advantageous if you can view your slideshow in the space you will be presenting in. Put your slides up on the display screen and go to the back of the room to see how they look. Often, how slides appear on the computer or laptop screen may not be how they show up on a large projector screen or a large monitor. By previewing the slides from the back of the room, you can determine if changes are needed to color schemes or font sizes to make the slides more readable from that distance.

Being prepared for the various technologies you will encounter is also important. Some technologies you can provide yourself, such as a slide clicker. A slide clicker, or presentation remote, is a tool that can pair with your laptop and allow you to click through your slides from a distance. Some remotes also include laser pointers, so you can point to things on your slides from a distance. If the slide clicker has a laser pointer included, make sure you know how to use the pointer and think about how you might incorporate it into your presentation. You may also have several audio options available to you. Using a lapel microphone, or a mic that clips onto your shirt, will allow you to move freely about the room. However, some spaces may only have a microphone at a podium, so you will need to stand in one place to use it. Your approach to the presentation will likely change if you have to click the slides at the computer and be at a podium for the microphone. There is more flexibility to move about the room when giving a presentation if you have a slide clicker and lapel microphone.

It is also a good idea to test each piece of equipment to make sure it is functional and that you know how to use the technology. It can be embarrassing to be in a situation where the technology is not working or you do not know how to use the devices. Many venues and companies will have a person assigned to address technology issues during presentations. This could be someone from the information technology department or someone else who is familiar with the room and the technology. It is a good idea to find out if that person will be in the room during your presentation or available quickly if needed.

Some additional technology considerations include issues of compatibility between your file and the computer available in the room. We see this often when going from a Mac to a Windows environment. Make sure your file is saved in a format that will be universally accessible. Often, saving your file in PDF format ensures it can be accessed on a variety of platforms. (You can review how to do this in *Essentials of Software Applications for Business*.) It is also a good idea to have your presentation file saved in multiple locations, for example, on the hard drive of your laptop, in One Drive, and on an external storage device such as a flash drive, in case the internet is inaccessible. You may also want to email yourself a copy of the file so that you can access it that way if necessary.

There is no expectation that you are a computer expert, but preparing and having a backup plan in place can help ease your mind and reduce some stress associated with giving a big presentation. Also, if you know you will have challenges with technology, be sure to let the meeting organizer know so they can be prepared to help or have someone who can assist if needed.

Types of Presentations

With the technology available today, it is likely that you will be a part of a meeting that has virtual participants. Many meetings will still be conducted fully in person with all participants in the same room, but it is becoming more common for meetings to be either fully virtual or hybrid, with some in-person participants and some online participants. Your preparation for such a meeting can vary based on the type of presentation you will be giving. Most of our discussion so far has been centered on fully in-person presentations with the speaker and the audience in the same physical space. If you will be part of a meeting where some or all will be participating virtually, there are other items to consider.

Fully Virtual Meetings

Let's first consider a fully virtual meeting, where you as the speaker as well as the participants are online. Virtual presentations can be even more impactful and beneficial due to various web conferencing tools that can enhance the presentation, like polls and other tools. This could be using a program such as Zoom or Microsoft Teams. Each participant will join the meeting space via the internet and while being physically in their own space. If you have had online courses, you may have already experienced such a meeting and may have a good idea about some of the potential challenges and benefits. For example, a fully virtual meeting can be accessible for everyone who has the technology needed to attend. In some cases, you can also share more content in a

virtual meeting than in an in-person meeting through the chat feature and other document sharing options. The chat feature also allows a bit more audience interaction, as all participants can post questions and comments in the chat. Finally, you may find an online presentation less stressful than an in-person event because you do not have to stand in front of a crowd but can be in a familiar, comfortable space such as your own office.

However, virtual presentations also pose numerous challenges. First, it is much harder to keep the audience engaged, especially if participants do not have their cameras on. You can politely request participants keep their cameras on during the presentation, but that does not automatically mean they are more engaged or that they will comply. And this can be hard to manage as the speaker if there is a large audience. Think about times that you have participated in an online class or meeting. You may be doing other things such as checking email or dealing with issues at home during the meeting/class. One way to combat this in an online meeting is to set up breakout sessions/groups where the participants interact with one another in a small group setting. You can also use the chat feature or conduct a live poll to encourage audience participation. As the speaker, you will need to make an active effort to engage participants. This can start even before the actual presentation begins.

For example, you might send participants a questionnaire beforehand and address those questions during the presentation. Or you can survey participants to identify key topics they would like you to address. Finally, if you ask participants to pre-register, you will have a list of their names if you want to address them individually during the presentation.

Preparing for a virtual presentation is the same in many ways as preparing for a fully in-person talk. For example, preparing your slides is the same, but you may be able to include a bit more text on each slide because participants will have the slides right in front of them. You will still need to prepare and practice with the technology. Be sure you know how to mute and unmute participants and how to share your screen with the audience so they can see the slides. These settings may be different depending on the software you are using to present, whether it is Zoom, Google Meet, Webex, or another program. You need to make sure your online connectivity is dependable and that you have good sound quality as you are speaking. You will need to test the camera on your computer in the space that you will be in. Look at the lighting in the room and see how it looks on the screen. Keep your camera at eye level and examine how you are spaced in the video screen. You do not want to be either too close to the camera or too far away; either will make it harder to hear what you are saying. To reduce distractions, turn off on-screen notifications for any apps installed on your computer. (For example, make sure that participants won't hear a "ding" every time you get an email.) Make sure your presentation environment is a quiet, professional space, with minimal distractions. You probably do not want unwanted guests, such as your cat or dog, making their appearance during the presentation. Look at the background the audience will see behind you. Many virtual presentation platforms have tools that allow you to blur and change the background for a more professional appearance. Make sure you are focused on the camera and the presentation. You do not want to give the impression that you too are distracted and not engaged, especially when you are the speaker.

Additionally, consider setting expectations for the audience at the very beginning of the presentation. Do you want participants to put their questions in the chat, or would you like them to use features such as the "raise hand" icon to indicate they have a question? Will you have breakout sessions during the talk? Ask participants to turn on their cameras and mute themselves, and then let them know if the session is being recorded. Addressing these items at the beginning of the presentation will help avoid distractions later.

Finally, decide how you are going to monitor the chat during the presentation. Will you be answering questions and comments while you are speaking? It may be a better idea to ask a colleague to be responsible for monitoring the chat and the participants for relevant questions and comments. That way, you can focus on presenting without the added stress of keeping track of the chat.

Hybrid Presentations

Hybrid presentations, where some participants are in-person and others are virtual, pose additional challenges. As much as possible, try to set the stage so that all participants have a similar experience and walk away with the same information. However, you cannot control all the nuances of a hybrid presentation, starting with the risk that online participants will feel left out of the conversation. Extra care will be needed to make sure the virtual participants are fully engaged. At the beginning of the session, acknowledge and welcome those who are online. When you are speaking to a hybrid group of participants, it is important to make eye contact with both groups. Make sure to focus attention on the virtual participants on the screen as much as those who are in the room. Again, asking participants to keep their cameras on will help keep them engaged in the meeting. Remind yourself (or a helper) to check regularly for raised hands and chat comments during the presentation. When a comment is posed in the chat by a virtual participant, read the comment aloud for the in-person audience. If you are using breakout rooms during the session, include virtual participants in the activity and combine groups so there is interaction between both in-person and virtual participants. Consider displaying the virtual participants on a large screen so the in-person audience can see them.

It is impossible to anticipate all the hiccups that can happen during a presentation. With careful planning beforehand, however, you can be prepared for many of the likely issues and feel less anxiety when speaking in front of a group, whether in person or virtual.

Link to Learning

Creating a real-time poll during your presentation can help increase engagement during a virtual or hybrid presentation. Instructions on [how to create a poll in Zoom](#) are given on the Zoom platform.

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3: MICROSOFT POWERPOINT - OVERVIEW AND EMERGING FEATURES



Microsoft PowerPoint - Overview and Emerging Features

This page offers a comprehensive overview of Microsoft PowerPoint, emphasizing new features and functionalities. It includes sections on creating photo albums, selecting suitable presentation tools and visual aids, and enhancing presentation skills. Furthermore, it introduces essential PowerPoint terminology to help readers utilize the software effectively across different presentation scenarios.

3.1: Microsoft PowerPoint Overview and Emerging Features Sections

- 3.1.1: PowerPoint New Features
- 3.1.2: Creating a Photo Album
- 3.1.3: Choosing the Best Presentation Tools and Visual Aids
- 3.1.4: Effective Presentation Skills
- 3.1.5: PowerPoint Terminology

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3.1: MICROSOFT POWERPOINT OVERVIEW AND EMERGING FEATURES SECTIONS



Microsoft PowerPoint - Overview and Emerging Features

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-  [Topic hierarchy](#) 

3.1.1: PowerPoint New Features

3.1.2: Creating a Photo Album

3.1.3: Choosing the Best Presentation Tools and Visual Aids

3.1.4: Effective Presentation Skills

3.1.5: PowerPoint Terminology

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3.1.1: PowerPoint New Features

 [Click here to view Microsoft PowerPoint Overview and Emerging Features Chapter](#)

New PowerPoint Features

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In this PowerPoint tutorial video, I'll show you 8 new features in Microsoft PowerPoint for 2026. Updates include the new Copilot-powered editing, AI image editing, improved slide placeholders, better drawing tools, shape drawing, AI-powered alt text improvements, video trimming in PowerPoint for the web, and the Animation Pane now available on the web. Some features are available in PowerPoint desktop, some are available in PowerPoint for the web, and some AI features require a Copilot subscription. In this video, I'll show what's new, how these updates work, and how they can help you create better presentations faster.

Microsoft 365 Copilot in PowerPoint

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Copilot in PowerPoint helps you turn your ideas into stunning presentations. Your storytelling partner, Copilot can transform existing written documents into decks complete with speaker notes and sources or start a new presentation from a simple prompt. Condense lengthy presentations at the click of a button. Use natural language commands to adjust layouts, reformat text, and perfectly time animations.

3.1.2: Creating a Photo Album

[Click here to view Microsoft PowerPoint Overview and Emerging Features Chapter](#)

If your presentation's purpose is more slanted towards entertaining versus educating, then a photo album is a popular feature that might facilitate that entertainment. PowerPoint's **photo album** allows users to load a bunch of digital photos into a single file, one photo per slide, formatted consistently, with a variety of formatting options. Photo album is a great tool for creating self-running presentations that display photos from an event or a family memory (graduation, wedding anniversary, funeral, etc.) PowerPoint creates a new presentation file when a user chooses to create a photo album.

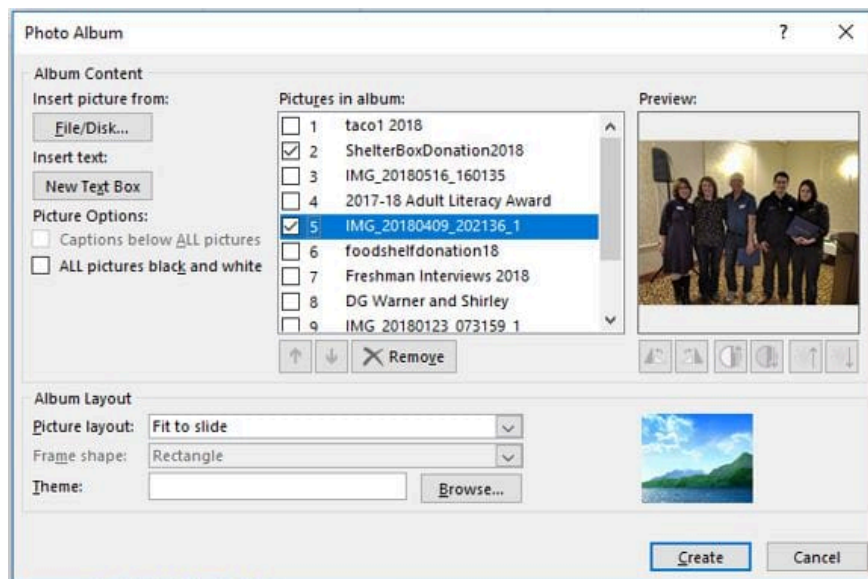


Photo Album

To start, take note of where the photos you want for the album are located (preferably on a local device). Then go to the Insert tab and click the Photo Album button. Once the Photo Album window opens, the next step is to insert the pictures from your device by clicking the File/Disk... button. The Insert New Pictures dialog window will appear. The user should then navigate to where the photo files reside on their device, then select multiple picture files (remember to use the Ctrl button to select multiple non-consecutive files) and choose Insert. The selected files will appear in the Pictures in Album scrolling-window in the Photo Album window. The order of the slides can be rearranged in this window or in the main PowerPoint window.

The more important decisions that should be determined before clicking the Create button pertain to the Album Layout and Picture Options. Notice how the Captions below ALL pictures option is disabled? This is due to the Picture layout currently being set to the Fit to Slide option. Choosing any other Picture layout will enable this option. **Captions** are a great way to add accompanying text to each slide in the album and provide explanation for the photos when no presenter is present. If this feature is skipped and needs reversing, choose the Insert tab, click the Photo Album drop down arrow, and select Edit Photo Album. The picture layout, frame shape, theme and picture options can all be redefined, and pictures can be added or deleted as well. The Insert Text Box is an alternative way to add manually add text to a separate slide versus the captions, which defaults with the operating system's file name as the slide caption. This data can be edited for each slide via the normal PowerPoint view. Photo albums can become even more entertaining when additional (yet to be explained) functionality is added. However, these features, which demand a lot of creative attention, can become very time-consuming! The Photo Album feature was designed to work with the Windows operating system. Therefore, this feature is not available for Mac users.

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3.1.3: Choosing the Best Presentation Tools and Visual Aids

[Click here to view Microsoft PowerPoint Overview and Emerging Features Chapter](#)

Microsoft PowerPoint has been the focus for these chapters and we have covered setting a foundation and building proficiency. Understanding the dynamics of Microsoft PowerPoint provides a good foundation for using any other presentation tools. There are many to choose from and they have their advantages and disadvantages. Most provide the option to convert to a Microsoft PowerPoint. Regardless, of the presentation tool you decide to use in the future, review the main key elements for presenting.

Key Considerations

Presentation software allows you to take an oral presentation to the next level—engaging your audience verbally and visually as well as aurally. What's most powerful about using presentation software and other visual aids is the ability to use imagery to bridge cultural and language gaps and arrive at a shared understanding of the message.

Using multimedia—images, photos and video and animation—that supports your point also provides repetition and can increase retention. A memory research pioneer, German psychologist Hermann Ebbinghaus, found that we forget approximately 50 percent of new information within 18 minutes, with retention falling to 35 percent after a week. However, Ebbinghaus also discovered that repetition of the new information at key intervals can change this trajectory, a discovery known as the spacing effect. ^[1] Specifically, repeating the information at a 10–20 minute, 24 hours and 7 day intervals countered the initial memory loss and reduced the subsequent rate of memory loss. The lesson for presenters: work repetition into your presentation and your follow-up.

Adapt to Listeners' Learning Styles Using the VARK Model

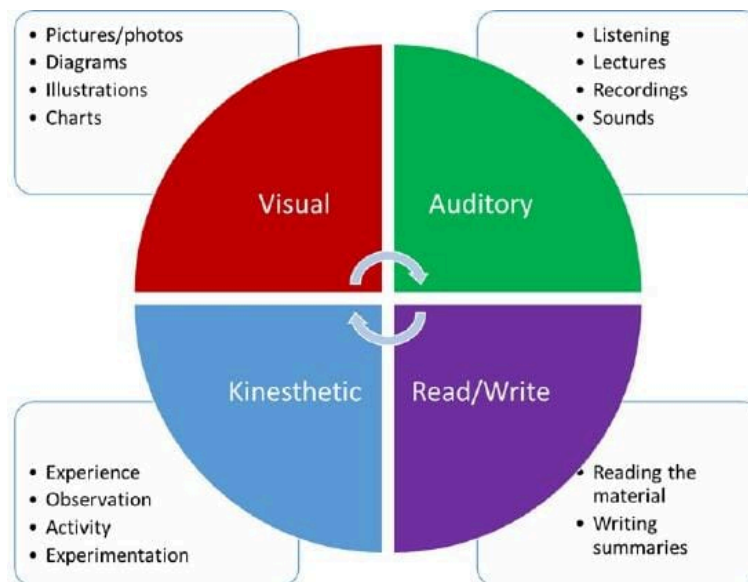


Figure 3.1.3.1: The VARK Model of Learning Styles (CC BY 4.0; Rae Ann Ianniello)

The VARK model identifies four main types of learners: Visual, Auditory, Read/Write and Kinesthetic. Consider listeners' learning style when determining the types of visuals to use in your presentation.

- **Visual learners** prefer to see pictures, photos, graphs, charts, and diagrams.
- **Auditory learners** prefer listening and speaking, so choose vivid language and use vocal variety such as raising or lowering your voice to emphasize or de-emphasize key points.
- **Read/Write learners** prefer written information such as handouts, summaries, or lists.
- **Kinesthetic learners** prefer hands-on activities. You can incorporate these activities by asking listeners to raise their hands

if they agree with you or to imagine holding an object in their hands.

Be creative! Track the types of visuals that appeal to certain audiences, and don't forget the element of surprise! For example, a speaker might perform a magic trick in the opening before explaining that the company's new product works like magic.

The Power of Visual Communication

Visual communication, the art of conveying information through images, is a powerful tool that enhances clarity, engagement, and memory retention. Visual aids make complicated ideas easier to understand and remember. Visuals have the power to tell a story, evoke emotions, and capture attention in the way that words alone cannot.

Presentation Tools

Presentation software elevates oral presentations, engaging your audience verbally, visually, and aurally. Below are the top 10 tools used today. Notice that PowerPoint is listed first because it is considered one of the most robust tools for creating presentations due to its design capabilities, custom templates and formatting options. Google slides are often used by teams working on collaborative projects. Each tool has a best purpose.



Figure 3.1.3.1: Sample PowerPoint Slide (CC BY 4.0; Rae Ann Ianniello)

1. **PowerPoint** – One of the most widely-used presentation tools in the U.S.
 - Tool: [Microsoft PowerPoint](#)
 - Learning Resource: [Microsoft PowerPoint Training](#)
2. **Google Slides** – A free cloud-based alternative to PowerPoint
 - Tool: [Google Slides](#)
 - Learning Resource: [Google Slides Help](#)
3. **Canva** – A design-focused tool with presentation templates
 - Tool: [Canva Presentations](#) Figure 2: Wall of Slides
 - Learning Resource: [Canva Design School](#)
4. **Prezi** – A tool for creating dynamic, non-linear presentations
 - Tool: [Prezi](#)
 - Learning Resource: [Prezi Training](#)
5. **Visme** – A tool with infographics and animation features
 - Tool: [Visme](#)
 - Learning Resource: [Visme Learning Hub](#)

Eight Principles of Visual Communication

Design your slides to have the most impact. The most basic advice is to follow the Rule of Thirds. As a compositional guideline, it encourages dividing an image into nine equal parts (see the example below). The Rule of Thirds is used in art, painting, photography, and design. The table below illustrates more key principles of visual communication, definitions, and how to apply the principles in presentations.

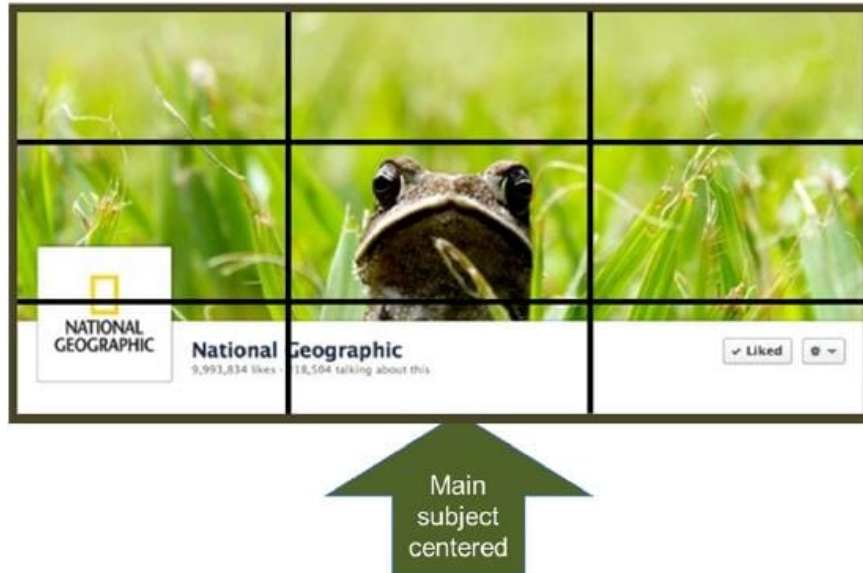


Figure 11.6.3: The Rule of Thirds



Figure 11.6.4: Place Subject Strategically

Principles of Presentation

Principle	Definition	Example in a Presentation
Balance	The distribution of elements to create a stable and visually pleasing layout	Ensuring text and images are evenly distributed across a slide to avoid clutter on one side
Contrast	The use of differences (e.g., color, size, shape) to highlight important elements	Using a dark background with white text for readability or bolding keywords

Principle	Definition	Example in a Presentation
Emphasis	Drawing attention to the most important part of the visual	Using a larger font or a bright color for a critical statistic on a slide
Movement	Guiding the viewer's eye through the design in a natural sequence	Placing arrows or numbering steps in a process to direct attention logically
Pattern	The repetition of visual elements to create consistency	Using the same font and header style across all slides to maintain a professional look
Proportion	The relative size and scale of elements to show importance	Making the title larger than body text to indicate hierarchy and focus
Repetition	Reinforcing key messages by using consistent design elements	Repeating a company logo or a key phrase throughout the presentation to strengthen the message
Unity	Ensuring all elements work together cohesively	Using a consistent color scheme and design style throughout the slides

Best Visual Aids for Presentations

As with any visual, less is more. You don't have to overwhelm your audience with your artistic flair. Which type of visual will resonate with your specific audience? If you are delivering your talk to more than one audience, will you need to add, remove, or adapt your visuals?

1. **Slides with Minimal Text** – Ensure readability and avoid information overload
2. **Charts and Graphs** – Use to represent data clearly and visually
3. **Images and Illustrations** – Reinforce key points and make content engaging
4. **Videos and Animations** – Enhance storytelling and provide real-world examples
5. **Infographics** – Summarize complex data in an easy-to-understand format
6. **Props and Physical Objects** – Help demonstrate concepts hands-on
7. **Diagrams and Flowcharts** – Show relationships and processes

Guidelines for Using Visual Aids Effectively

Focus on your audience and purpose. SEE and HEAR your talk from the audience's viewpoint. Your audience will influence your choice of primary and supplemental tools: handouts, product samples, giveaways, worksheets, and even snacks.

Example: Persuading My Business Communication Peers

Audience: Diverse college students

Purpose: To persuade them to donate to an edible garden in their community

Possible Visual Aids: Statistical chart showing food insecurity in our community, photo of garden created in another community, handout of seed packets

You can distinguish yourself by your knowledge and application of learning and design principles. Even basic facts and figures can be rendered beautifully. Instead of typical online photos or charts and graphs, consider creating an [infographic](#) that distills the insight. For inspiration, visit David McCandless's [Information is Beautiful website](#). To understand the possibilities for presenting complex data in a compelling manner, explore the resources on [Edward Tufte's website \(opens in new window\)](#) or one of his classic books on data visualization. For perspective, *The New York Times* described Tufte as the “Leonardo da Vinci of data.” Not to be outdone, *Bloomberg* labeled Tufte the “Galileo of graphics.”

- **Keep It Simple** – Use minimal text and focus on key points

- **Use High-Quality Images** – Avoid pixilated or distracting visuals
- **Be Consistent** – Stick to a uniform color scheme and font style
- **Limit Animations** – Use them sparingly to avoid distractions
- **Ensure Readability** – Use large, clear fonts with good contrast
- **Explain the Visuals** – Don't assume the audience will interpret them correctly
- **Test Before Presenting** – Ensure all visuals function properly in the setting

Displaying Visuals Using Communication Platforms Such as Zoom or MS Teams

When sharing your screen on a communication platform such as Zoom or MS Teams, remember that YOU are a visual. Your personal appearance and placement within the frame will convey your confidence and credibility. On her website, the Science of People, author and speaker Vanessa Van Edwards provides a great deal of advice for presenting online,^[3] including:

- Keep your eyes wide open. Eyes express likeability
- Smile to suggest competence and friendliness.
- Dress for success to boost your influence factor.
- She advocates filming from the waist up so the audience can see your posture and gestures.
- Use a warm-tone background.
- Position yourself from the waist up, as illustrated below.

Learn more on her website: [Digital Body Language](#) [Digital Body Language: 24 Tips to Build Rapport (w]

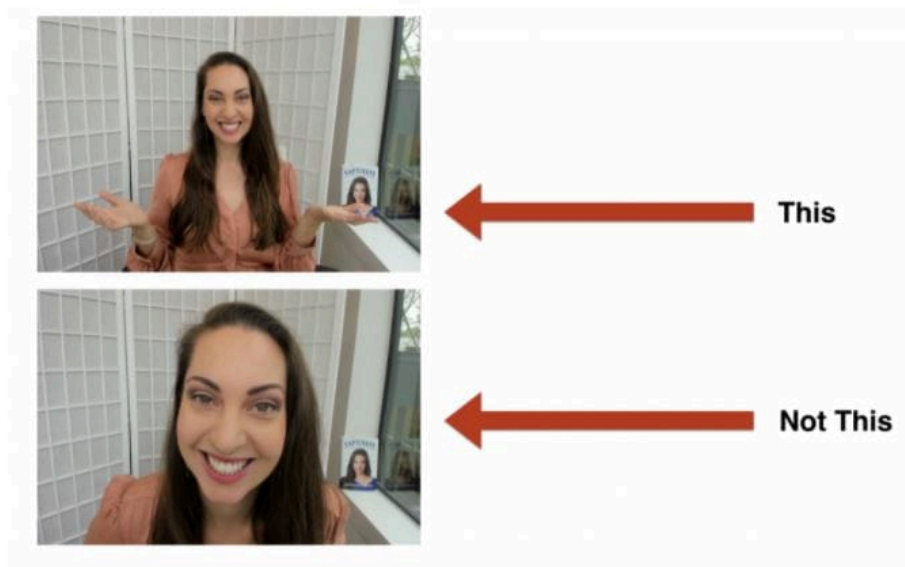


Figure 11.5.6: Example of Speaker's Position within a Video Frame (Vanessa Van Edwards)

Resources for Engaging Your Audience

- Harvard Business Review on Presentations: hbr.org
- TED Talks Presentation Strategies: ted.com

Other Tools

Consider other tools that show your creativity or thoughtfulness. Focus on providing valuable, relevant elements that will engage the audience. As technology evolves, you can explore interactive elements, games, and even alternate endings (think about

movies--they could have a fairy-tale ending or tragic finale).

- Before and After Photos
 - Add Ins: Polling
 - Handouts (i.e., infographic, quick reference)—Not your presentation!
 - Giveaways, including snacks
 - Flip Charts and Dry Erase Boards
 - Memes and GIFs
 - Live-action videos
-

Final Thought

John Medina stated, "Visuals engage the mind, ease understanding, and are most remembered." ^[2] A well-crafted presentation blends strong content, strategic repetition, engaging visuals, and thoughtful audience interaction. Mastering these elements will enable you to connect with your audience, enhance your credibility, and emphasize key points in both online and live presentations.

Additional Resources

Barker, Philip. *Using Visual Aids in Presentations*. New York: Routledge, 2019.

Duarte, Nancy. *Slide:ology: The Art and Science of Creating Great Presentations*. Sebastopol, CA: O'Reilly Media, 2008.

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Weissman, Jerry. *Presenting to Win: The Art of Telling Your Story*. Upper Saddle River, NJ: Pearson Education, 2009.

Footnotes

[1] Harry Cloke. What is the Forgetting Curve? Definition, History & Key Strategies [2025]. [Growth Engineering](https://www.growthengineering.co.uk). [Growth Engineering](https://www.growthengineering.co.uk) [www.growthengineering.co.uk]

[2] Peg Arnold. [Using Visual Aids to Engage Your Audience](#). SpeakUp Conference. n.d.

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- Figure 4: Place Subject Strategically. Example 2 of Slide Design. **Provided by:** Rae Ann Ianniello **License:** [CC BY: Attribution\(opens in new window\)](#)
- Figure 5: Positioning on a Communication Platform. **Provided by:** Vanessa Van Edwards.

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3.1.4: Effective Presentation Skills

 [Click here to view Microsoft PowerPoint Overview and Emerging Features Chapter](#)

Learning Objectives

By the end of this section, you will be able to:

- Ensure the slideshow meets the needs of the presentation
- Craft a strong presentation hook
- Identify the key skills for presenting in front of an audience
- Describe the importance of a strong closing

A well-crafted set of slides is essential for an effective presentation. Equally essential are presentation skills. In this first section, we discuss some best practices in presenting. Some people may be apprehensive about presenting in front of a group; others may welcome the challenge. At this point in your academic career, you may have also taken a course in public speaking. Regardless of your prior experience and your feelings about presenting in front of others, some practice and attention to developing your skills as a presenter will be worthwhile. We can all benefit from fine-tuning our public speaking and presenting abilities, even if we are regularly in front of a group. These skills are relevant in all types of meetings, whether in person or virtual.

One of the best ways to improve your presenting is to practice. This can help you work through all of the technological hiccups, as well as set your mind at ease. You should practice in the same space and with the same technology, if possible, as well as practice what you are going to say and your demeanor during the presentation. The importance of this prep work cannot be overemphasized. Consider recording yourself as you are practicing to give you a firsthand look at your presentation skills. This strategy is helpful even if you are presenting fully in person.

Ensuring the Final Presentation Meets Its Goals

In general, to create an effective presentation, you first need to understand the goal or intent of the presentation. Your supervisor may provide those goals, or you may determine them yourself. Regardless, setting your goals first will help you ensure that the look of your slides matches those goals. Presentations can fall into one of the following categories, as outlined in Table 7.1: persuasive, instructional, informational, or inspirational. Knowing the goal of your presentation helps you set the stage for developing the slides and constructing your narrative.

For example, if you want to create a lively, inspirational presentation to encourage the audience to donate to a nonprofit cause, a gray-tone slide presentation dominated by text will not be effective in meeting your goals.

Table 7.1: Types of Presentations The goal of the presentation should guide all aspects of slide development, from color choices to the graphics included on the slides to the overall tone of the presentation.

Type	Main Goal	Example
Persuasive	To prompt the audience to act. Provide enough information and support to move the audience in the desired direction.	Encourage participation in a local community cleanup effort.
Instructional	To educate the audience. Typical of training presentations.	New-hire training by the human resources department.
Informational	To report on company performance or other metrics. Include charts and visuals.	Quarterly sales reports for each region in a company.
Inspirational	To energize the audience to evaluate and change a belief, or to motivate the audience to act on that changed belief.	Solicit donations for a nonprofit.

Opening a Presentation

There are many ways to start a presentation to engage your audience. What you do not want to do is jump right into the content or start by simply introducing yourself. You want your audience to be interested and engaged right away and to want to know more about what you are presenting.

To get your audience interested and engaged in the presentation from the get-go, consider developing a strong opener, or hook. A hook is a statement, story, or question designed to get participants' attention and pique their interest.

For example, if you are presenting WorldCorp's sales goals, you could begin with a personal anecdote about how you once set a goal and achieved it. Alternatively, you could ask the audience to think about a time when they faced a lofty goal and found a way to overcome the challenges. Be creative—think about a time when you were in a meeting or presentation and found yourself engaged from the beginning. What did that speaker do to get your attention? Did the presentation include compelling statistics? Maybe a short video or bit of humor got your attention. The hook helps set the tone of the entire presentation and can establish rapport with the group. It is your way to connect with the audience from the initial stages of the presentation.

Also, think about your goals and how they are relevant to the type of presentation you are giving. Do you want to inspire the group and leave them with a call to action? Perhaps your presentation is a training session where you will be assessing the participant's learning at the end. Keeping the type of presentation in mind can help you craft an impactful hook. After you have delivered the hook, transition into the introduction of the slideshow, drawing the connection between the hook and the goal of the slideshow.

Spotlight on Ethics - Inclusivity and Presentations

When delivering presentations, consider the needs of all audience members and ensure accessibility for all individuals, including those with disabilities. Presentations should be designed and delivered in a way that accommodates individuals with visual, hearing, or other impairments, to ensure equal access to information and an inclusive experience. Here is an example:

Imagine WorldCorp is conducting a large-scale conference at which it provides handouts of presentation slides to attendees. In this case, it would be important to consider whether the handouts are available in alternative formats, such as braille or accessible electronic formats. This ensures that individuals with visual impairments can access the same information as everyone else.

Additionally, in the context of delivering presentations, presenters should consider incorporating accessible features in their slides and delivery style. Some key considerations include the following:

- Clear and readable text: Use legible fonts, appropriate font sizes, and high contrast between text and background colors to ensure readability for individuals with visual impairments.
- Alt text for visuals: Provide alternative text descriptions for images, graphs, and charts. This allows individuals with visual impairments who use screen readers to understand the content presented visually.
- Captioning and transcripts: If the presentation involves audio or video elements, provide closed captions or transcripts. This helps individuals with hearing impairments or those who may have difficulty understanding the spoken language.
- Verbal descriptions: When demonstrating visual elements, ensure that the presenter provides verbal descriptions of what is being shown on the screen. This assists individuals who are visually impaired and cannot see the visuals.
- Inclusive language and tone: Use inclusive language, and avoid making assumptions or generalizations that could marginalize or exclude certain groups of individuals.

By considering these guidelines, presenters can create a more inclusive and accessible environment, ensuring that their presentations are accessible to a broader range of individuals.

Key Presentation Skills

Specific skills can vary by the type of presentation. For example, if you are giving a persuasive presentation, you might use more humor than you would in an informational presentation. There is no single standard set of skills that all presenters should possess, and what defines a good presenter versus a bad presenter can be quite subjective. However, there are some skills that pertain in all situations. A good presenter is one who is prepared, professional, and able to communicate effectively with the audience.

First, consider what you are going to wear to the presentation. You should choose attire that is professional and appropriate for the type of presentation you are giving. Make sure you feel comfortable too. Do not wear clothing that you think you will be fidgeting with or accessories that you might handle if you are feeling nervous, such as coins or keys in your pocket. If your hair falls on your face often, you may want to pull it back for the presentation. The fewer distractions there are, the better. Consider the type of footwear you will wear. If you will be moving around the room during the presentation, choose comfortable shoes that you are confident walking in. The type of flooring in the room is also something to consider. Carpet is typically much quieter when walking during the presentation. Certain shoes on tile floors can be quite loud and distracting.

Also, think about the temperature in the room. When you are presenting, you may warm up quickly because of nerves and because you are active. Choose attire that will not show signs of sweat and will not let you become overheated. You might also want to consider what fragrances you typically wear. In a smaller or warm room, strong fragrances can quickly become overwhelming and distracting.

But first and foremost, be on time for your presentation. In fact, you should plan to arrive early. Arriving early will help set your mind at ease and leave time for you to work out any issues that may arise. A good rule of thumb is to arrive at least thirty minutes before your presentation is scheduled to start. Get the slideshow set up before any participants arrive, and get prepared to begin. Remember, you will start with your hook. Be sure to use your slides as a supplement to what you are saying. The slides should not be the centerpiece; they are secondary and complementary to what you want to convey. Reference the content on the slides as necessary to keep the audience engaged.

During the presentation, be aware of your body language. You want to appear confident and prepared. Make eye contact with the audience, making sure you look at all sides of the room. Also, you should display body language that shows the audience you are engaged and excited about the presentation. This means good posture, using hand gestures as appropriate, and pausing to make sure the audience is following. There is nothing worse than sitting through a presentation where the speaker appears disengaged and bored. Try not to rely on the slides or your notes too much, and avoid turning your back to the audience. It is acceptable to walk out into the room a bit and not stay in the front of the room or behind a computer desk or podium. However, too much moving around can be distracting to the audience and make you appear nervous and unprepared.

Think about how your voice is coming across to the audience. Have good voice projection without yelling. Maintain a conversational style of speaking, rather than sounding monotone and memorized. Avoid swearing and inappropriate jokes. Be sensitive to audience members and aware of words or phrases that may reflect any bias or discrimination. Use pauses and voice inflection when you want to draw attention to certain parts of the presentation. Throughout the presentation, you can also repeat or rephrase important points for emphasis. Speak slowly and clearly. Keep a bottle of water close in case you need it, especially if you will be speaking for an extended period. If you lose your train of thought or are searching for the next phrase, avoid using filler words such as “uh” and “um.” Instead, try silently counting to yourself for a few moments; this is one strategy that can help you avoid using words to fill pauses. Sometimes a little silence is okay. You do not need to fill every spare moment with speaking.

Again, consider recording yourself presenting to see where you can improve. Use the available technological tools such as the Rehearse with Coach feature in PowerPoint. Your skills and comfort level will improve with practice and preparation. The more you practice and present in front of others, the better you will get at it.

Real-World Application - TED Talks

One way to hone your presentation skills is to watch other presenters. TED Talks are an excellent source. One TED Talk that is often recommended for its exceptional presentation skills and storytelling is “[The power of vulnerability](#)” by Brené Brown. In this talk, Brown, a renowned research professor and author, explores the topic of vulnerability and its connection to human connection and personal growth.

Brown’s talk stands out for several reasons:

- **Engaging storytelling:** Brown captivates the audience with personal anecdotes, humor, and relatable stories that make the topic accessible and relatable to a wide range of people. She uses storytelling as a powerful tool to connect with the audience emotionally.
- **Authenticity and vulnerability:** As she discusses vulnerability, Brown displays a genuine and vulnerable presence on stage. She shares personal experiences and openly acknowledges her own struggles and fears. This authenticity creates a strong connection with the audience, making her talk even more impactful.

- Research-based content: Brown supports her talk with research findings, which adds credibility and depth to her message. She presents her research in a way that is easily understandable and relatable, helping the audience grasp complex concepts.
- Humor and wit: Brown infuses her talk with humor and wit, using well-timed jokes and lighthearted moments. This keeps the audience engaged and creates a pleasant atmosphere during the presentation.

"The power of vulnerability" has millions of views and has resonated with people worldwide. It serves as an excellent example of how effective storytelling, authenticity, and research-based content can create a powerful and memorable presentation.

Closing a Presentation

Just as you need a strong hook to start off a presentation, you also need a strong closing statement. It should be more than simply a summary of what you discussed in the presentation. Your closing statement should be a few words that leave a lasting, positive impression and that convey the essence of the slideshow. You want your audience to remember the presentation, especially your key points. This is your last chance to bring it all together for the audience.

To prepare your closing statement, start by making a list of the top three to five items you hope the audience will walk away with after listening to your presentation. For Amir's presentation at WorldCorp, he may want the audience to remember his leadership skills, his teamwork ability, and a few items about his background. In your closing, you can reemphasize these items in a creative way rather than simply listing them one by one. For example, your closing slide might include a collage of pictures that visually represent your main points. If you are giving a persuasive or inspirational presentation, you may want to close with a call to action—what you hope the participants will be motivated to do after hearing your presentation.

For example, if you are giving a presentation to encourage people to donate to a nonprofit organization, in the closing you can specifically ask about how to donate. Another option is to end the presentation with a story or joke that sums up the main points. If you started with a story as your opening hook, you can come back to that story and add more to it. Finally, you may want to use a quote from a famous historical or contemporary figure that encapsulates what you hope the audience will take away from your presentation.

As you can see, there are many ways to close a presentation that go beyond simply ending with a "Thank You" or "Questions" slide. Your main goal should be to get the audience to remember the presentation and the message you set out to convey.

Link to Learning

One technique to engage the audience during a presentation is to tell a story rather than give a speech. People are intrigued by stories. Using this approach encourages your listeners to create mental images. See this [blog on storytelling techniques used by the TED presenters](#) for some tips on using storytelling in presentations.

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3.1.5: PowerPoint Terminology

 [Click here to view Microsoft PowerPoint Overview and Emerging Features Chapter](#)

PowerPoint Terminology

Term	Definition
3D model	digital representation of a three-dimensional object that can be inserted into a presentation and manipulated to show different views and perspectives
aesthetics	study of how things look and how we perceive and respond to them; the overall look and feel of something
Animation Pane	the pane that displays additional options that can be applied to animations
Animations	a visual or sound effect added to an object or text on a slide
aspect ratio	relationship of a slide's width to its height
Audio	sound files that can be recorded and embedded into a presentation
Background image	an image that can be added to the background of a PowerPoint slide and will be automatically resized to fill the entire slide
Clustered column	a type of chart that displays more than one data series in clustered vertical columns; commonly used for direct comparison of multiple series, but they become visually complex quickly
coherency	smooth and logical flow of the slideshow or slide deck within a presentation
Color Variant	a variation on the presentation theme style or color
consistency	quality of always behaving or performing in a similar way, or of something always appearing or occurring in a similar way
Contiguous	slides that are adjacent to each other in a presentation
contrast	use of different elements, such as colors, fonts, or design elements, to draw attention and create visual interest
crop	a tool used to remove portions of an image that is inserted onto a slide
Crop to shape	a command that removes unwanted or unnecessary areas of a picture and forms it into a specified shape
Designer	a feature that adds variety and interest to slides
diagram	graphical representation of information or data; diagrams can be used to visually communicate complex information, ideas, or concepts in a simple and intuitive way
ecosystem	brand of software that an organization primarily uses, particularly across programs
Effect options	additional enhancements such as sound and timing that can be applied to an animation
Embedding	the integration of links, images, videos, gifs, and other content from a variety of digital sources into a presentation
equation	mathematical statement that shows the relationship between two or more quantities; equations are used to describe a wide range of physical, biological, and economic phenomena, and are central to many areas of science and engineering
Eyedropper	a tool that captures the exact color from an object on your screen and then applies it to any shape, picture, or text

Term	Definition
Fit	a function of the crop command that allows you to resize the picture so that the entire picture displays inside the picture area, while maintaining the original aspect ratio
hook	a strong opening statement to engage the audience in the content of a presentation
icon	small graphic symbol that represents a specific function, feature, or tool; icons are used in PowerPoint to provide visual cues and to make it easier to navigate the software
Keep source formatting	maintains formatting options from the source file
Layout	the arrangement of elements in a PowerPoint slide such as title and subtitle, lists, pictures, shapes, charts, tables, and media
Lock aspect ratio	a graphic option in which the ratio between height and width remains constant but the height and width can increase or decrease
Microsoft PowerPoint	a presentation program used to create business, educational, or informal presentations
Noncontiguous	slides that are not adjacent to each other in a presentation
Normal view	the primary editing view in PowerPoint where you write and design your presentations
Notes pages	a printout that contains the slide image on the top half of the page and notes that you have entered on the notes pane in the lower half of the page
Online pictures	allows you to find and insert online pictures into your presentation from a variety of sources
Outline view	a PowerPoint view that displays the presentation outline to the left of the slide pane
Placeholder	a box on a slide with a dotted border that holds the title, body text, or other content such as charts, tables, and media
PowerPoint template	predesigned set of slides and slide elements that can be used as a starting point for creating a presentation
Presentation	the process of communicating a topic to an audience, typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or build goodwill or to present a new idea or product
Presentation software	computer software used to display information in the form of a slide show, published to the web or recorded to watch as a video
Print options	although presentations are not typically printed, this will allow efficient options for when printing is necessary
Print preview	provides a preview of what the presentation will look like when printed
proximity	distance between the audience and the subject matter being presented in a slide
QuickStyles	styles listed in the styles list that can be accessed at any time; can be predefined or created
Reading view	a view in PowerPoint that displays a presentation in a manner similar to a slide show but in which the taskbar, title bar, and status bar remain available in the presentation window
Remove background	automatically removes unwanted portions of a picture, markers can be used to indicate areas to keep or remove from the picture
repetition	use of similar or identical elements, such as colors, fonts, or design elements, across multiple slides in a presentation
Reuse slides	allows you to take slides from an existing presentation and insert them into a new presentation without the need to open the old presentation; also allows you to keep the original formatting or apply the formatting used in your new presentation

Term	Definition
rule of thirds	basic principle of photography and design that suggests that an image can be divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines; the theory is that if you place the important elements of the image along these lines, or at the intersections of them, your photo or design will be more balanced and will have more visual interest
Screen clipping	a type of screenshot that allows you to take a quick snapshot of part of the screen and add it into a presentation
Screenshot	a picture of one's computer screen that can be inserted into a presentation
seven-seven rule	guideline for creating content for slides so that each slide in a presentation should contain no more than seven lines of text and that each line of text should have no more than seven words
Shape styles	applies preset colors and effects to quickly enhance the appearance of your shape or text box
Slide decks	a collective group of slides in a presentation
Slide Master	template of the slide that shows each part of the slide
Slide sorter	displays a miniature version of each slide
Slides	a presentation page that can contain text, pictures, tables, charts, and other multimedia or graphic objects
Slideshow	occupies the full computer screen exactly the way your presentation will look on a big screen when your audience sees it
Smart guides	dashed lines that display on your slide when you are moving an object to assist you with alignment
SmartArt	a visual representation of information that you create by choosing from among various layouts to communicate your message or ideas effectively
speaker's notes	notes added by the presenter to the slides that are not intended for display to the audience; intended to help presenters recall important points during their presentation
special character	character or symbol that is not typically found on a keyboard but can be inserted into a Slides presentation to add visual interest or convey specific meaning
Status bar	located at the bottom of the PowerPoint window and shows messages and information about the view, such as the slide number and the current theme template used
stock image	generic image created or licensed by a stock photography company, often used in professional publications; may be copyrighted or only available through paid services
storyboard	visual plan that separates topics out into different scenes or sections
table	structure for organizing and presenting data in a grid format
Template gallery	thousands of pre-made templates available in Google Slides
Templates	pre-made Google Slides presentations that can be used as-is, or modified to fit your needs
Theme styles	a coordinated group of theme attributes that can be applied to shape styles
Themes	a set of unified design elements that provides a coordinated look for your presentation by applying colors, fonts, and effects
Timing	the way and order in which transitions and animations can be programmed to appear or occur on the screen
title slide	usually the first slide in presentation that includes the title of the slide as well as a subtitle such as your name or the date of the presentation
Transitions	motion effects that occur in slide show view when you move from one slide to another during a presentation

Term	Definition
transparency	the degree of light that is allowed to pass through an image
Trim	refers to taking off either part of the beginning or end of a media clip
URL	stands for Uniform Resource Locator, also common only know as a web address
variants	design elements such as colors, fonts, and backgrounds that you can change in a theme
visual hierarchy	arrangement of elements in a design according to their level of importance or emphasis; the purpose of visual hierarchy is to guide the viewer's eye to the most important elements first, and then to less important information
white space	unoccupied areas of a slide that are not filled with text or other content
WordArt	a gallery of text styles with which you can create decorative effects, such as shadowed or mirrored

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