

**Preparing Presentations**  
**and**  
**Aide-Mémoire on Power-Point**

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## Basic Principles for Preparing a Presentation

### 1 START WITH THE END IN MIND

Before you even open up start preparing, sit down and really think about the day of your presentation.

- What is the real purpose of your talk?
- Why is it that you were ask to speak?
- What does the audience expect? (What are the most important parts of your topic for the audience to take away from your, say, 50-minute presentation?)

Remember, even if you've been asked to share information, rarely is the mere transfer of information a satisfactory objective from the point of view of the audience. After all, the audience could always just read your book (or article, handout, etc.) if information transfer was the only purpose of the meeting, seminar, or formal presentation.

### 2 KNOW YOUR AUDIENCE AS WELL AS POSSIBLE.

By identifying your audience, you will know how to direct your presentation most effectively. At the very least, you need to answer the basic "W questions".

- **Who is the audience?** What are their backgrounds? How much background information about your topic can you assume they bring to the presentation? (absorption capacity)
- **What is the purpose of the event?** Is it to inspire? Are they looking for concrete practical information? Do they want more concepts and theory rather than advice?
- **Why were you asked to speak?** What are their expectations of you?
- **Where is it?** Find out everything you can about the location and logistics of the venue.
- **When is it?** Do you have enough time to prepare? What time of the day? If there are other presenters, what is the order (always volunteer to go first or last, by the way). What day of the week? All of this matters

### 3 CONTENT, CONTENT, CONTENT

If your presentation is not based on solid content, you can not succeed. Great content is a necessary condition, but not a sufficient one.

Your presentation preparation starts with solid content (appropriate for your audience) which you then build into a winning story that you'll use to connect with your audience.

Spare your audience the unfortunately all too common "data dump."

- when a presenter crams too much information without making the effort to make the information or data applicable to the members of the audience.
- when data and information do not seem to build on the information that came earlier in the presentation.

Sometimes it almost seems that the presenter is either showing off, or more likely, is simply afraid that if he does not tell the "whole story" by giving reams of data, the audience will not understand his message.

Do not fall into the trap of thinking that in order for your audience to understand anything, you must tell them everything. Which brings us to the idea of simplicity.

#### 4 **KEEP IT SIMPLE**

##### **Simple does not mean stupid.**

Simple can be hard for the presenter, but it will be appreciated by the audience. Simplicity takes more forethought and planning on your part because you have to think very hard about what to include and what can be left out.

“What is the essence of your message” is the ultimate question you need to ask yourself during the preparation of your presentation.

Before starting ask yourself: If your audience could remember only three things about your presentation, what would you want it to be? Base the preparation of your presentation on the answers.

#### 5 **CREATE AN OUTLINE TO MAKE YOUR PRESENTATION CONCISE.**

The slide show of a presentation is a tool that visually and textually conveys an idea. These presentations include key points taken from many pages of reports and communication documents.

Presentations need to be simple and structured to help your audience absorb information. A strong outline helps deliver your message, and it will make it easier for your audience to follow your presentation.

Your audience needs to see where you are going. And it is not enough to simply have an "agenda" or "road map" slide in the beginning that illustrates the organization of your talk. First outline your ideas and set them up in a logical fashion, then your thinking should be very clear. You must visualize the logic of your content and the flow of the presentation.

Throughout the presentation needs to have a solid road of logic and structure. In fact, the audience may become even more irritated since the promise of organization of the beginning, then failed to deliver with a presentation which is confused and lacks focus.

#### 6 **BUILDING THE PRESENTATION**

Based on a simple outline, add content

- to keep link with the previous point
- to clarify the points of the present point
- to prepare the arrival of the next point

When assembling the content of your presentation always put yourself in the shoes of the audience and ask "so what? If you can't really answer that question, then cut that bit of content out of your talk.

**7 WRITE THE TEXT, ADD IMAGES AND CREATE A COVER SLIDE.**

Slide show presentations usually have a cover slide that features the company's name and logo, as well as the presentation date and title.

Start your presentation with an outline giving the main headings. Verbally explain the content and objectives of each chapter and how they are linked together.

If necessary present before starting a chapter the table of content of the chapter and detail the logic behind the table of content: from where we are to where we go.

For the body, the text for each slide should be limited to two to four sentences, since having more than that will overwhelm your audience.

Your speech should deliver most of the message, with the text on the slides serving more as emphasis on your key points. Images make your presentation interesting, and they engage the audience.

Good presentations include stories. Good presenters illustrate their points with the use of stories, most often personal ones. The best presenters utilise stories and examples arranged with the environment of their audience. The easiest way to explain complicated ideas is through examples or by sharing a story that underscores the point. Stories are easy to remember for your audience. If you want your audience to remember your content, then find a way to make it relevant and memorable to them. You should try to come up with good, short, interesting stories or examples to support your major points.

**8 ADD RESOURCES SPECIFIC TO YOUR AUDIENCE'S NEEDS.**

These resources, whether through Internet links or names of other organizations that your audience can refer to, will help add value to the presentation. The audience will use these resources to further their knowledge about the topic you are presenting. For small businesses, presentations are part of their marketing and their brand, so providing the audience with value will give them credibility and loyalty.

## Aide mémoire on Powerpoint

### 1 WHAT IS POWERPOINT?

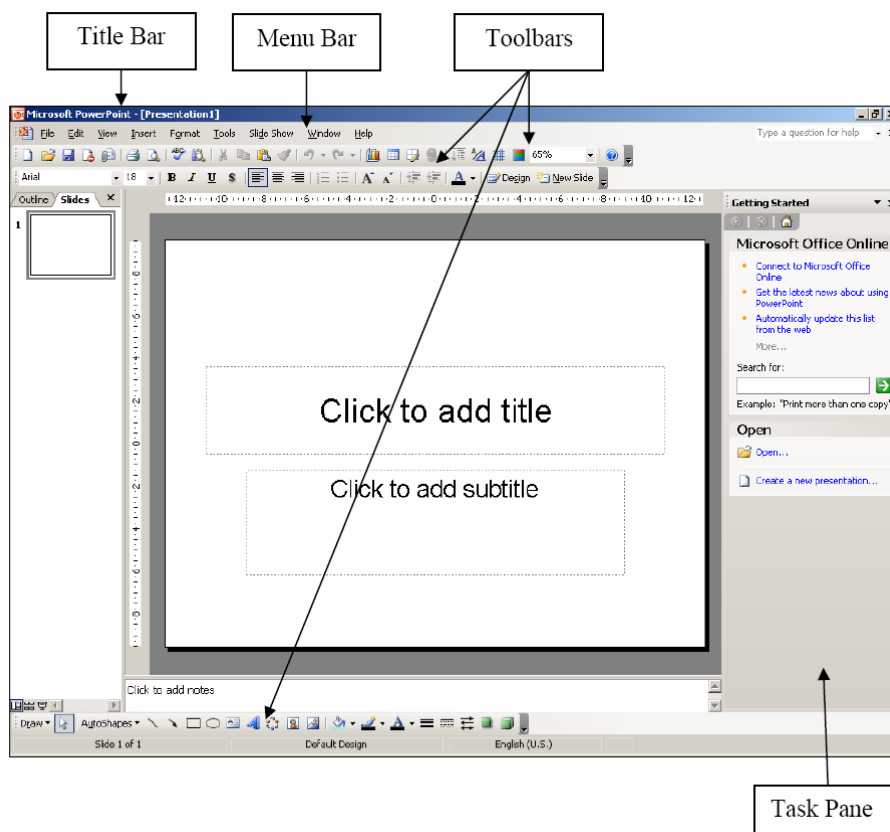
PowerPoint is a presentation graphics package that lets you create formatted presentations which can be used in a number of ways. You can produce projects such as overheads for a team briefing, slides for a business meeting or interactive on-screen presentations on your company's products. It allows you to produce:

- Animated Presentations shown on a monitor or overhead screen
- Overhead Projector Transparencies
- Paper Printouts of your slides
- Notes for the Speaker
- Handouts for the Audience
- 35 mm slides

### 2 LAUNCHING POWERPOINT

Start button on the Taskbar → Programs → Microsoft PowerPoint

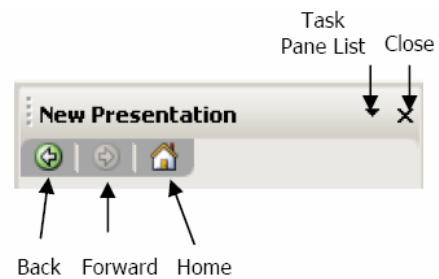
PowerPoint displays the Tri-pane displayed below when it is first launched. This view is also known as Normal view.



#### 2.1 THE POWERPOINT SCREEN

**Title Bar** The coloured bar that appears at the top of the PowerPoint window. The title bar tells you which application you are using and if the presentation you are in is maximized, it will also contain the name of the presentation.

**Menu Bar** PowerPoint has two menus, the menu bar and shortcut menu. The menu bar displays all options available within PowerPoint and is accessed using the left mouse button. The shortcut menu however, only displays some of the more frequently used options and is accessed via the right mouse button.



**Toolbars** Toolbars are a form of shortcut menu. They allow the user to carry out some of the most common functions quickly.

In PowerPoint there are numerous toolbars available. By default, the Standard, Formatting, Drawing and Task Pane toolbars are displayed when PowerPoint is launched. If the mouse pointer is left stationary over an icon on a toolbar, a 'tool tip' appears stating the use of the tool.



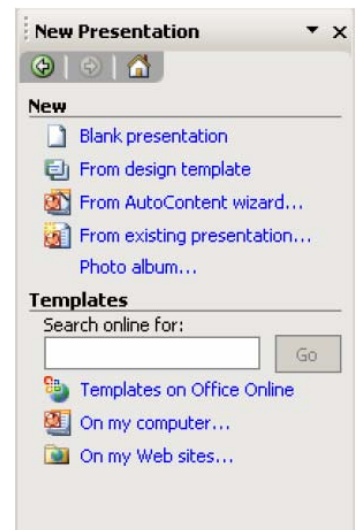
2003:

- Activation of Tool Button on the Toolbar Mouse → Click left on the required tool.
- To Display Other Toolbars Mouse → Click right on any toolbar currently displayed,

2007

Only two toolbars available the other are in the groups of the ribbon

**Task Pane** A task pane is a window that collects commonly used actions in one place. The task pane enables you to quickly create or modify a file, perform a search, or view the clipboard. It is a Web-style area that you can either dock along the right or left edge of the window or float anywhere on the screen. It displays information, commands and controls for choosing options. Like links on a Web page, the commands on a task pane are highlighted in blue text, they are underlined when you move the mouse pointer over them, and you activate them with a single click. A task pane is displayed automatically when you perform certain tasks, for example when you choose the File, New command from the menu bar to create a new presentation.



→ View menu → Task Pane.

You then need to navigate to the particular task pane you want to work with. You can display any of the main task panes that are available by clicking the down arrow near the upper right corner of the pane that is displayed initially, and choosing the name of the pane you want to open from the drop-down menu.

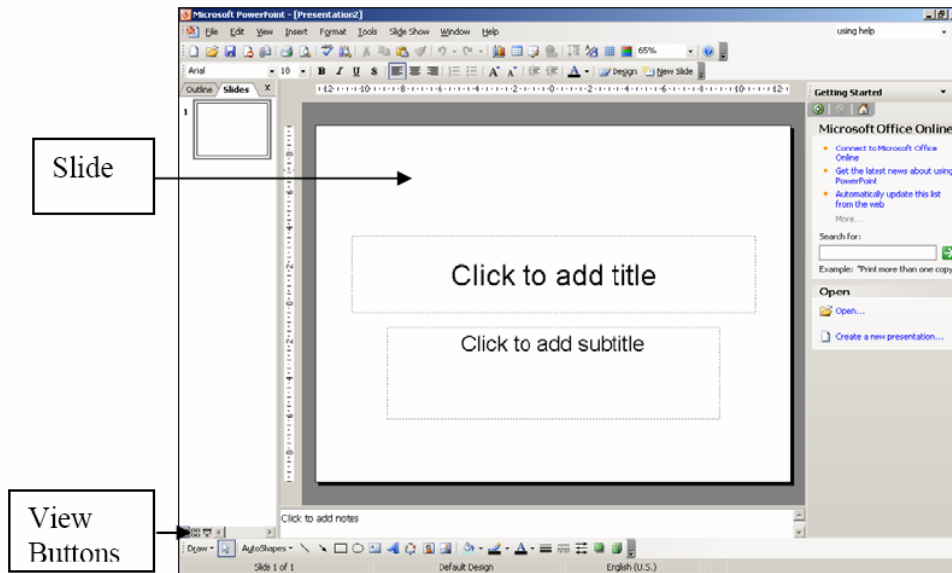
You can navigate among the task panes you have recently displayed by clicking the Back and Forward Web-style buttons. The Home button will display the 'Getting Started' Task Pane. Close the task pane by using the close button.



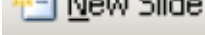
### 3 CREATING A PRESENTATION

#### 3.1 EDITING A SLIDE

When you launch PowerPoint, you are placed into a blank PowerPoint presentation, with one blank title slide and the Getting Started Task Pane displayed.




There are many different layouts you can select for your slides. You can select an appropriate layout including bulleted text, graphs, clipart etc.

**Adding New Slides** : right click in left panel or new slide icon 

**Entering and Editing Text** Both the Title and Bulleted list layouts are specifically designed so that you can easily enter titles and bulleted list items.

**Bullets and multi-level bullets** PowerPoint can create five levels of bullet points. Each has a different bullet point, a smaller text size and is progressively indented.

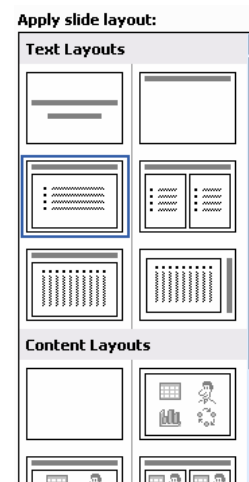
You can change the level with the promoting – demoting icons 

**Adding Free Form Text** There will be times where you wish to insert text outside of one of the pre-defined text placeholders or perhaps on a blank slide. The Free Form Text box allows us the freedom to do this. Once you have added the Free Form text box, you can add it and resize it as you require.

#### 3.2 CHANGING THE SLIDE LAYOUT

"Layout" refers to the way things are arranged on a slide. A layout contains placeholders, which in turn hold text such as titles and bulleted lists and slide content such as tables, charts, pictures, shapes, and clip art.

All available layouts are displayed in the Slide Layout Task Pane. This Pane will automatically be displayed when you either create a new presentation or add a new slide to your existing presentation



### 3.3 COMMENTS

Comments are like electronic sticky notes that can be attached to a slide. If you would like your presentation to be reviewed by colleagues you can ask them to insert comments about suggested changes instead of making changes to the presentation itself. The comments appear in yellow comment boxes. Each Note inserted will show the reviewers name at the top.

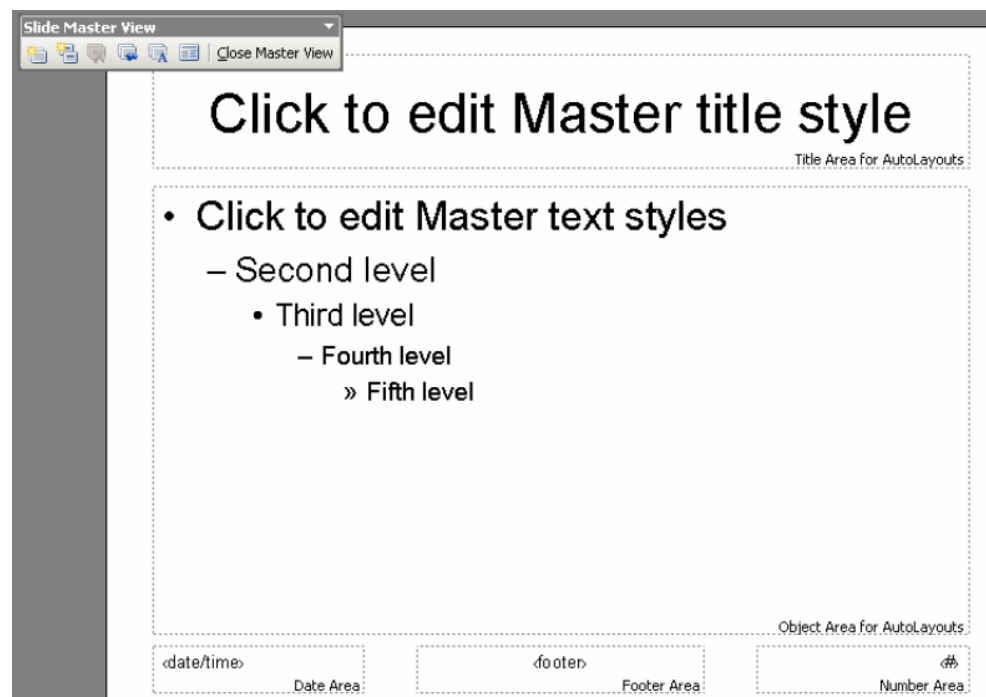
This name is taken from the information entered into the General tab of the Tools, Options dialog box.

Comments won't appear in outline view or in slide show view. .

## 4 FORMATTING A PRESENTATION


### 4.1 SLIDE MASTER

The slide master stores information relating to the underlying formats of the slides in your presentation, including font styles, placeholder sizes and positions, background design, and colour schemes and is used to control the appearance of the presentation. Each presentation has a Slide Master. When you want to apply consistent formatting through all slides in your presentation, you change global attributes by editing the Slide Master. These changes will be automatically reflected through each new slide (apart from the Title Slide). This is done through the View, Master, Slide Master.



It is possible to have more than one Slide Master. PowerPoint users can easily create more than one slide master within one file. This makes it possible for users to combine multiple presentations in one file or create separate sections within the same presentation.

If you apply a new master to the entire presentation, the original slide master becomes unused and will be deleted. You need to preserve the original slide master to avoid it being deleted. New slide masters that you create are automatically preserved.

Select the slide master you wish to preserve. Click on the Preserve  Master button

## **4.2 SELECTING PLACEHOLDERS AND TEXT**

In order to change the appearance of text, it is firstly necessary to select or highlight either the text or the placeholder that the text sits in. There are a number of different methods used for selecting the text.

## **4.3 FORMATTING TEXT**

Text formatting allows you to change the font, size, colour and style of your text. Using similar formatting across your Word, Excel and PowerPoint documents helps to present a consistent and professional corporate image. Don't forget, in order to format text, it is firstly necessary to select it.

## **4.4 FORMATTING BACKGROUNDS**

The background colour of all new slides is, by default, white. It is possible to apply a different colour, graded fill colour, pattern, texture or picture, which will override the default setting. The change applies to all slides that follow the design template of the currently selected slide


## **4.5 FORMATTING NUMBERED AND BULLETED LISTS**

The bullets that PowerPoint assigns when you switch them on or use a bulleted list auto layout are controlled by the slide master template. You can however choose different bullet symbols if you wish. On a similar way you can change the numbering

## **4.6 FORMAT PAINTER**

The Format Painter is a tool that you can use to copy all the formats from one area of text to another. This is particularly useful when you have spent time formatting one placeholder and you decide that you would like to apply the same formatting to another placeholder – rather than reapplying the formats again manually, one by one, you can paint them in to the new placeholder or text with the Format Painter.

# **5 POWERPOINT VIEWS**

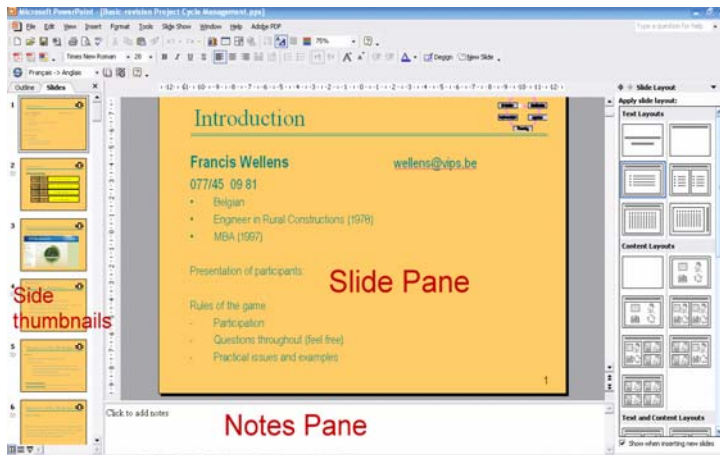
To switch between these different presentation views you simply need to select the view from the View menu. Alternatively, you can click on the required view button at the bottom left of the screen. 

## **5.1 NORMAL (TRIPANE) VIEW**

In the Normal view you can display the slide, outline and notes views in their own adjustable panes, so you can see everything at once. Normal view is the main editing view, which you use to write and design your presentation.

The view has three working areas:

- on the left, tabs that alternate between an outline of your slide text (Outline tab) and your slides displayed as thumbnails (Slides tab);
- in the center, the Slide Pane, which displays a large view of the current slide; and
- on the bottom, the Notes Pane.

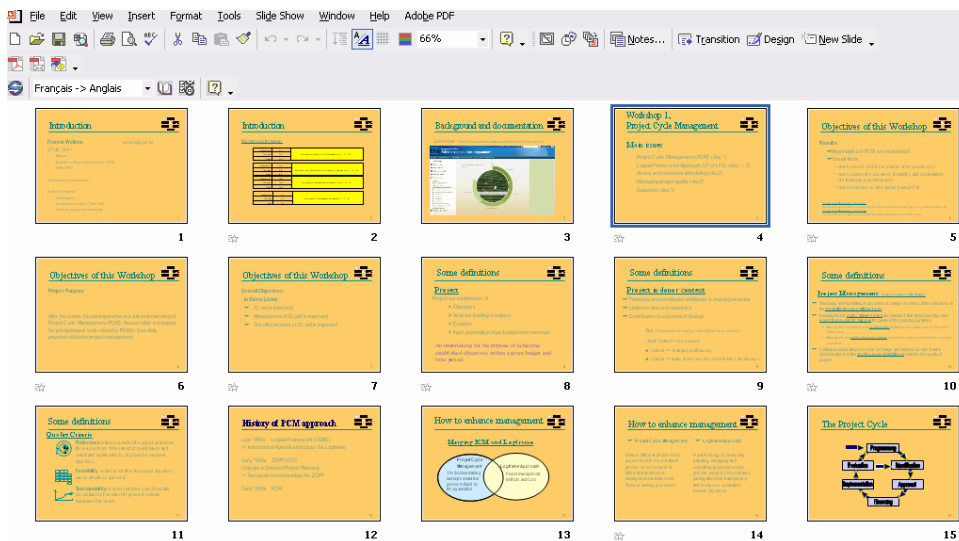


## The Outline Tab

This pane enables you to edit your presentation quickly when it contains a large amount of text. You can add new slides and text in Outline View. This area is a great place to start writing your content, planning the logical order you want to present your ideas in, and move slides and text around

### 5.2 SLIDE SORTER VIEW

Slide sorter view is an exclusive view of your slides in thumbnail form. When you are finished creating and editing your presentation, slide sorter gives you an overall picture of it making it easy to reorder, add, or delete slides and preview your transition and animation effects.



### 5.3 SLIDE SHOW VIEW

Instead of having OHP transparencies produced you can show your presentation directly from your computer, using the electronic slide show. You can show the presentation on the computer monitor or use an LCD panel and project the show onto an overhead screen.

Slides fill the whole screen and display exactly as formatted. As you click with your mouse or press [ENTER] on your keyboard you will automatically be taken through each slide.

Furthermore, as we will see further on, you can incorporate a range of extra features such as transitions (the way one slide makes way for the next) and animated build effects (which allow objects such as text and graphics to “fly” onto the slide in different ways). You can also include movies and sounds in your presentation as well as buttons which allow the user to branch from one slide to another.

## 6 WORKING WITH OUTLINE VIEW

### 6.1 USING OUTLINE VIEW TO ENTER TEXT

This pane enables you to edit your presentation quickly when it contains a large amount of text. You can add new slides and text in Outline View. This area is a great place to start writing your content, planning the logical order you want to present your ideas in, and move slides and text around.

The outline format helps you edit your presentation's content and move bullet points or slides around. It allows you to create new slides and add text to slides very quickly.

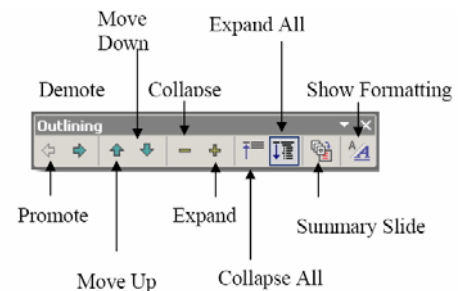
### 6.2 CREATING SLIDES IN OUTLINE VIEW

It is also possible to create new slides using Outline View.

- Position the cursor at the end of the previous slide.
- Press [CTRL] [ENTER].
- Type in the title of the new slide.

### 6.3 THE OUTLINING TOOLBAR

When in Outline Format an extra toolbar is available, the Outlining Toolbar. You can increase or decrease text indents, collapse and expand content so that you see slide titles but no subordinate bullet points, and show or hide text formatting as you work.



When you work with text on the Outline tab in normal view, you can collapse text so that you see only the first outline level (slide titles) as you organize. You can re-expand text at any time. You increase or decrease text indents, collapse and expand content so that you see slide titles but no subordinate bullet points, and show or hide text formatting as you work.

In some cases, you may prefer to use a Word Processor to create your slide show outline. As long as that document uses a format that PowerPoint understands (RFT, TXT, DOC, etc), it can create a slide show outline directly from the document, saving you valuable time.

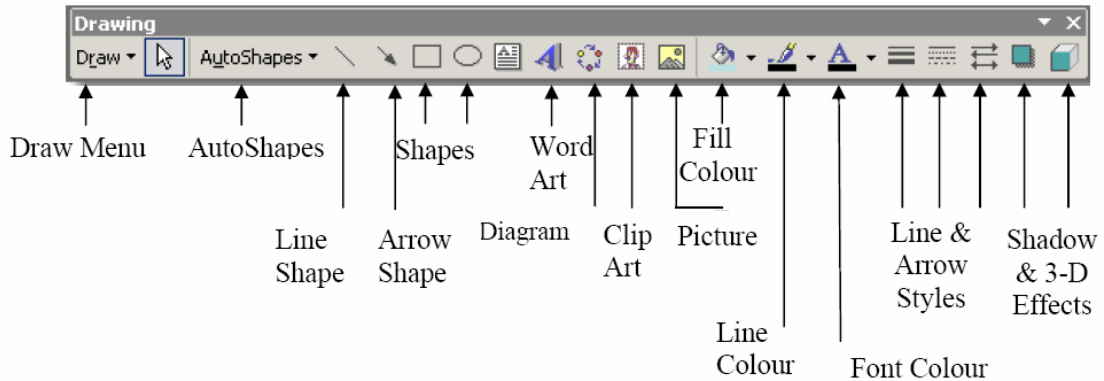
### 6.4 CREATING A SUMMARY SLIDE

To introduce or close a slide show presentation, you can create a slide that includes the titles of all your slides or certain selected slides in your presentation. This is sometimes referred to as the title slide, which is a new slide, with bulleted titles from the selected slides, appearing in front of the first selected slide. The Summary Slide can be created in either Slide Sorter View or Outline View.

## 7 DRAWING SKILLS

### 7.1 THE DRAWING TOOLBAR

PowerPoint offers a wide range of drawing tools which allow you to create your own pictures to visually enhance your presentation. You also have a comprehensive Clip Art gallery of pictures which can be inserted into your slides.



### 7.2 DRAWING AND RESIZING BASIC SHAPES FREEHAND

ex: To draw freehand shapes: Drawing toolbar → AutoShapes → Lines.

### 7.3 FORMATTING SHAPES

Any shape or line that you draw is called an Object and must be selected before you can move, resize or format it. Selected objects display eight resizing handles around them.

PowerPoint's Format menu gives you plenty of scope for changing an object's attributes which will change its appearance on the slide.

**Fill:** The fill is the colour of the shape. Choose from solid or semitransparent fill, gradient, textured, pattern and picture fills, background colour or none. Semitransparent Fill allows objects behind to show through.

**Lines** Use the options in the Colours and Lines tab to format the colour, style and weight of the line and to set a dashed effect if desired. Connectors can be changed between straight, elbowed and curved types.

**Arrows** Lines can be formatted with arrow heads and tails. The beginning of a line is the end at which the line was started when drawn.

**Text Box Tab** The settings in this dialog box allow anchoring the text in a textbox in various formats. The Text Box tab will not be available until you have entered text onto your object. To type text onto an object, select the object and begin to type

**Resizing objects** If you need to enlarge or shrink an object, you can use the sizing handles that appear when it is selected.

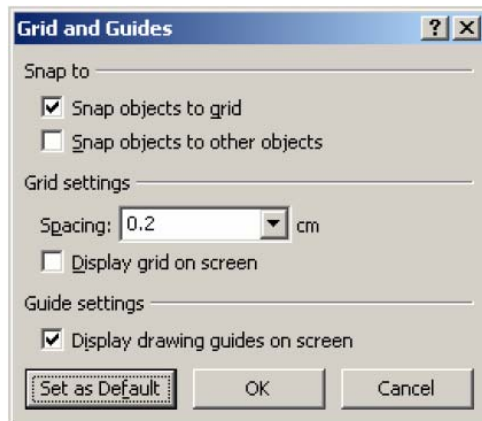
- Resizing Handles are small circles which appear at each corner and along the sides of a rectangular area that surrounds each object.
- Many shapes also display Adjustment Handles when selected. These are small, diamonds which when moved will adjust the proportions of the shape.

Text boxes are also objects and have similar resizing handles to graphic objects and can be resized in the same way.

## 7.4 WORKING WITH GUIDES

The grid is a set of intersecting lines used to align objects. It can make it easier for you to align objects, because they give you a visual cue in relation to the objects and the slide. Use the grid to help align objects more precisely, particularly in relation to each other. The grid can be shown or hidden. Grids are not visible in a slide show and they do not print.

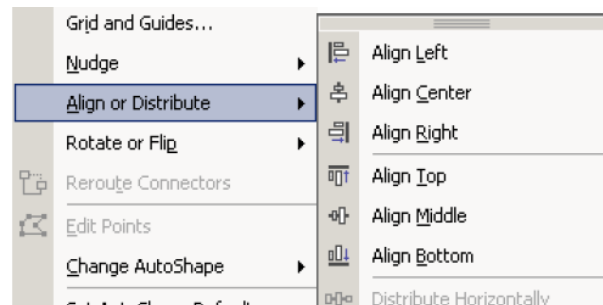
View → the menu bar → Grid and Guides



The grid includes an option called snap-to, which aligns objects to the nearest intersection of the grid or to another object as you draw or move objects. The snap-to option is turned on by default and works even when the grid is not visible. In most cases, having objects snap-to assists you in laying out your slide accurately. However, occasionally, you may find the grid snap-to option prevents you moving objects freely and placing them exactly where you want. In these cases, turn off the grid snap.

## 7.5 ALIGNING AND DISTRIBUTING OBJECTS

After you have created several objects you may wish to align them in relation to each other and to distribute them evenly. For example you can align three rectangles so that their top edges are all at the same height and the gap between each one is equal.



Select the Objects to be aligned → Draw → Align or Distribute.

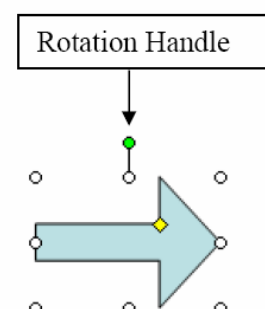
## 7.6 FLIPPING AND ROTATING

If you need a mirror image of an object you can flip it over in any direction.

Select the object → Draw, Rotate/Flip → Choose the appropriate option from the cascading menu. (Use the pictures to help you select the option you need).

In PowerPoint you have the ability to free rotate all objects easily using the rotation handle.

→ Hover your mouse over the rotation handle until your mouse

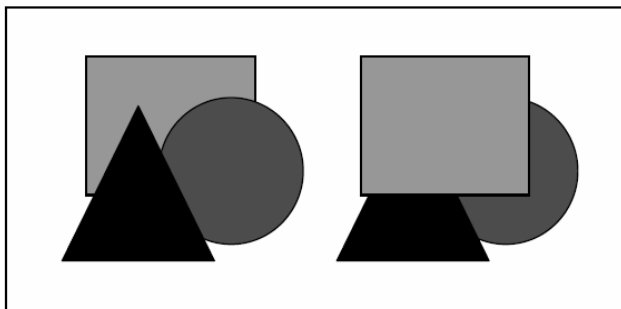


pointer changes to a circular arrow symbol → Click and drag with the mouse to move the object around to the desired new position.

## 7.7 ORDERING AND GROUPING OBJECTS

PowerPoint stacks objects automatically as you add them to a slide, giving every object its own layer. You see the stacking order when objects overlap: the top object covers a portion of the objects underneath it. This is exactly like putting down several pieces of paper on a desk. The top (front) piece will obscure the piece underneath it.

You can move individual objects or groups of objects within a stack. For example, you can move objects forwards or backwards through the stack one level at a time or you can bring an object to the front of the stack or send it to the back of the stack in one move.



## 7.8 INSERTING AND FORMATTING TEXT WITHIN A SHAPE

All the objects that you can draw onto a slide that have an interior have a text anchor point, which means that you can type text inside them. If the object is moved, the text will move with it.

The text can be formatted with → right click on the text → autoshape

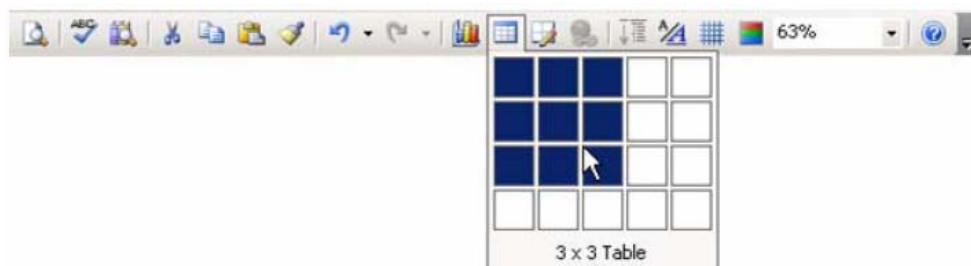
You can also use the shortcut buttons on the Formatting Toolbar.

## 8 TABLES

A table allows you to present information in a clear and easily accessible format. PowerPoint makes use of the table feature in its sister application Microsoft Word, so using tables in PowerPoint is very similar.

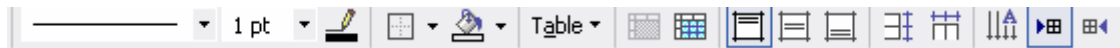
### 8.1 CREATE A TABLE

You can insert a table into your presentation in two ways; insert a new slide with a layout that contains a content pane into which you can insert a table, or insert a table onto your pre-existing PowerPoint slide.



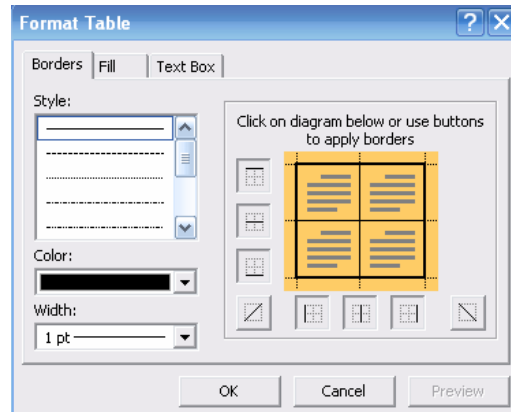
Changes to the table are made using the Tables and Borders toolbar





## 8.2 ENHANCE A TABLE WITH FORMATTING

When you insert a table, PowerPoint automatically borders the outline and all the gridlines within – these will appear on a print out and on a slide show. You may want to change the border style and colour or even remove the borders altogether. You can also shade in parts of your table to emphasise them.




## 9 CHARTS

Charts (graphs), are graphic representations of numeric data and can be a dynamic way of displaying information.

When you open MS Graph from PowerPoint, a default chart is created using sample data. The default chart displays the data in 3-D columns, with a legend and standard formatting. You can enter your own data to replace the sample data and add a variety of additional features and formatting to the chart.

As the application is more complete and especially dedicated, it is advisable to utilise Excel to prepare your data and your charts and then transfer them (copy – paste) or (copy – paste special as Excel worksheet), you will be able to return to the Excel worksheet and data by double clicking on the chart in PowerPoint.

### 9.1 CREATE A CHART IN POWERPOINT

In Powerpoint, just click on the chart icon, it will give you a sample chart 

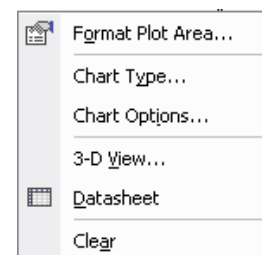
### 9.2 EDIT THE CHART TYPE

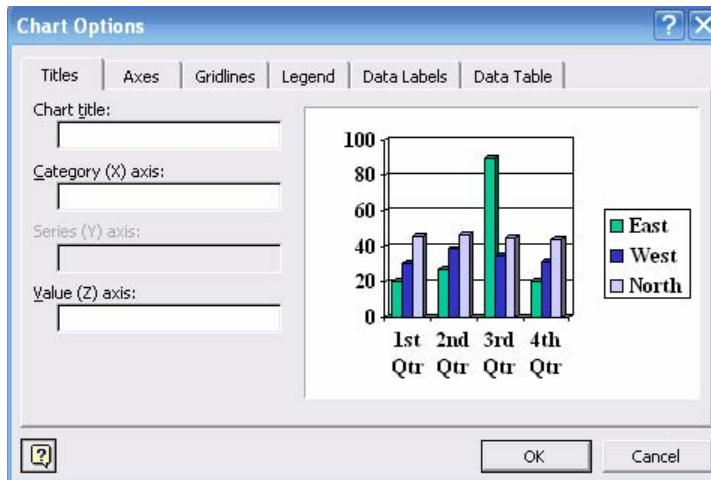
The Datasheet gives you a spreadsheet view of the data displayed in the chart. To edit the contents you must open the Datasheet Window. The datasheet window is normally displayed automatically when you have activated the chart. However, as it is possible to close down the datasheet by using the cross at the top right hand corner, so you may sometimes find it necessary to redisplay the datasheet. To re-open click right on the chart → data sheet.

You can modify the data or import data from other software like Excel or Word.

### 9.3 EDIT THE CHART OPTIONS

Right clicking on the chart enables you to modify the chart options






This will allow adding titles changing axes, entering data labels etc.

Similarly, Chart type allows changing the type of chart etc.

In Data Table you can request the data to be shown underneath the chart.

## 10 ORGANIZATION CHARTS

### 10.1 CREATE AN ORGANIZATION CHART

→diagram icon  →organization chart option. 

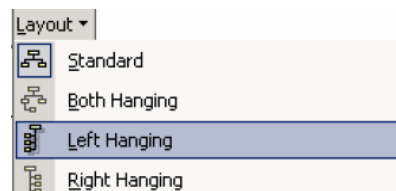
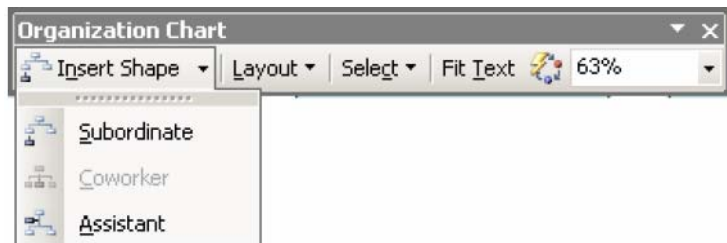
### 10.2 EDIT AN ORGANIZATION CHART

Utilise the organisation chart toolbar to complete the chart.

Your chart will initially appear with shading and formatting in keeping with your colour scheme. However, you can amend the formatting of the chart to suit your own particular needs using the options on the drawing toolbar.

Elements in an organization chart can be formatted in exactly the same way as objects you have drawn yourself e.g. you can change the shading, line style and colour, add shadows etc.

If there are too many boxes on any particular level in your chart, the layout style may need to be changed in order to maintain a balanced design. Select the person whose subordinates need to be rearranged → Layout button → select the kind of layout you would prefer.



## 11 TEMPLATES

PowerPoint comes with two types of templates: **design templates** and **content templates**.

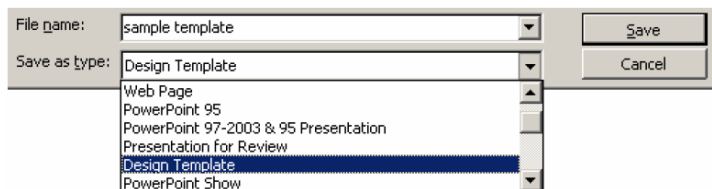
**Design Templates** are used to give your slide presentations a consistent and stylish appearance. They contain colour schemes, slide and title masters with custom formatting, and some also include background graphics which have been placed into the masters. When you apply a Design Template to your presentation, the slide master and colour scheme of the template will replace the previous slide master and colour scheme of the presentation. Once you apply a Design Template, each slide you add, regardless of the layout, has the same custom look to it. PowerPoint comes with a variety of professionally designed templates.

**Content templates** contain formats and colour schemes just like design templates, plus suggested content for specific subjects. These are usually chosen when a new presentation is started from the Autocontent Wizard on the New Presentation Task Pane.

When you apply a template to your presentation any logos, graphics and extra text you have previously placed on your Slide Masters will disappear. If you want to use a design template and show your own logo too, you must apply the template before adding the logo to the Slide master.

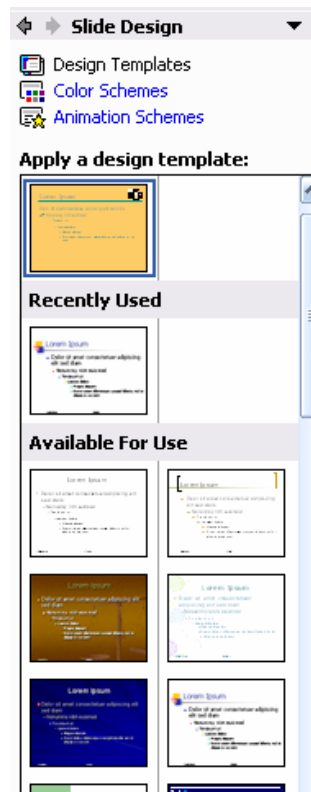
The change in Colour Scheme will affect the colour of many of the objects you may have drawn. It will also cause charts/ graphs to be re-coloured. For these reasons it is better to apply a Design Template as early on in the creation of your presentation as possible.

You can modify any of the templates to suit your needs, or you can make a new template based on a presentation you've already created. If you do create a template based on an existing presentation the slide master formatting and graphics, colour schemes and background formatting in that presentation will be applied when the template is applied. Text on the individual slides and footer text will not be carried through.



Create a new presentation and change the slide master formatting and graphics, colour schemes and background formatting as required or open an existing presentation which you have already formatted.

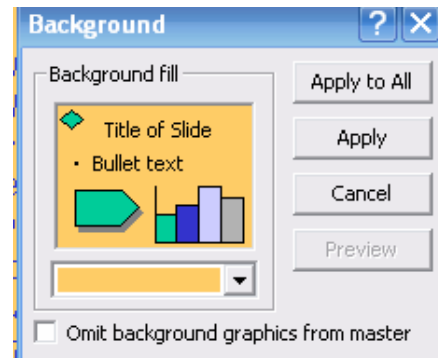
→ File, Save As.--> Save as type field to Design Template.



## 12 SLIDE BACKGROUND

Use this option to colour the background of your slides. Although you could choose to have different backgrounds for each slide it gives a more professional effect if you use the same background on all slides of a presentation.

Background allows to change the colour but also top change texture, place a picture and other fill options.



## 13 HEADERS AND FOOTERS

A header or footer is text or graphics that appears at the top or bottom of every slide in a presentation. You can add company logos or other pictures, slide numbering and informative text, such as the date or author. To add text use the Header and Footer command. To add graphics and to format the header and footer text use the Slide Master.

→View → Header and Footer.

## 14 TRANSITION AND ANIMATION EFFECTS

There are many levels of animation effects that can be used to create movement, excitement and impact within a presentation. Obviously, animation effects applied will not be seen if slides are printed out onto paper or OHP transparency slides, but can be enjoyed when a slide show is delivered from a computer using electronic projection equipment.

- Animation effects can be applied to whole slides to control the way they appear on the screen.
- Animation can also be added to text (e.g. to make bullet points build up one by one) and drawn objects.

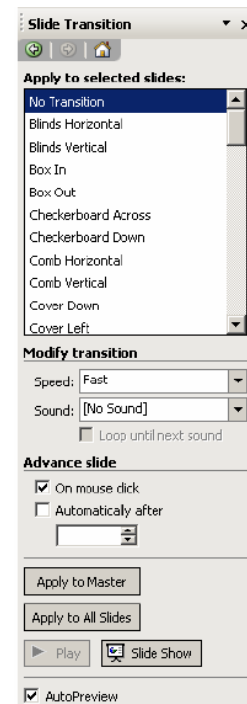
### 14.1 APPLY ENTRY (TRANSITION) EFFECTS TO SLIDES

A transition controls the way one slide moves off the screen to make way for the next one during an electronic slide show.

- You have a choice of transitions for each slide, including Fade through black, Dissolve, Cover Left, Checkerboard Across.
- You can vary the speed of each one.
- Transitions can be applied to individual slides, a number of selected slides or across the whole presentation.
- Slide transitions are applied and modified using the Slide Transition task pane.

### 14.2 ANIMATING TEXT AND OBJECTS

You can animate the text in your slide to add emphasis to your topics. On a bulleted list slide, animation can be applied to both the title area and the bullets area and is most commonly used to get bullet points to appear one by one. Text animation is applied using the Custom Animation task pane.



- **Entrance Effects** change the way that objects arrive onto a slide. Text can be made to simply appear, or there are more exciting effects such as Crawl In or Fly In.
- **Emphasis Effects** can be applied to objects that are already on the slide. Emphasis Effects will bring attention to an item without actually moving its location e.g. text can be made to spin in position.
- **Exit Effects** change the way that objects leave a slide. The effects applied are similar to Entrance Effects.
- **Motion Paths** can be used to make objects move along a certain trajectory e.g. down, up, spiral. Motion paths are not particularly applicable to animating text but more useful for objects.

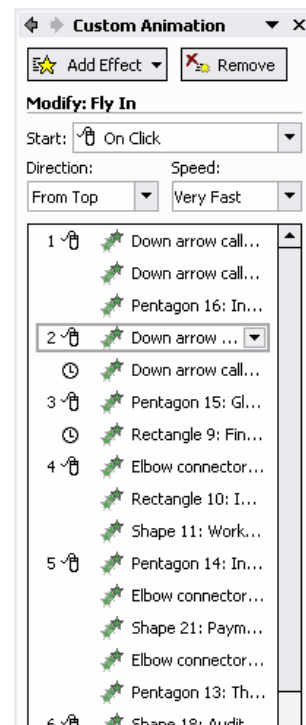
There are a large number of animation effects within each of the categories above.

- you will find you are offered five common effects within each category first
- Under More Effects, the animation effects are divided into Basic, Moderate, Subtle and Exciting .

You are able to apply more than one type of animation to an object e.g. you could have an entrance, then an emphasis and finally an exit effect. However, too much animation into your slides can start to look unprofessional.

**With animation in PowerPoint, less really is more!!**

Adding animation effects to objects is very similar to animating text as described earlier in this section. There are four different categories of animation that can be added: Entrance, Emphasis, Exit and Motion Paths. Animation is applied using the Custom Animation task pane.



## Preparing \*.html presentations