

Dazzle 'Em With PowerPoint #2

Taking MS PowerPoint To the Next Level* by John Chamberlain, CORD

Moving beyond the basics, let's transform an existing, basic, "vanilla" ppt file into a unique and attention-getting presentation. The starting ppt file gives company background and an invitation to join the XYZ Company, a maker of widgets.

A custom design

1. Microsoft offers several Slide Designs. And even more online:
<http://office.microsoft.com/en-us/templates/default.aspx>
But even so, you can customize a design. To change the design, edit the "slide master." In the menu, *View, Master, Slide Master*. See the two master slides in the left pane: the slide master and the title master. (See Figure 1.)
2. Each Master specifies default fonts, bullets, line spacing, etc. On the Title Master, select the text frame (click the text, then click the hashed border around the text), and change the font characteristics of the title on the title slide master. : Close the Master View, and check your presentation's title slide. Did it change?
3. Similarly, change other text elements on the slide/title master and verify the changes: fonts, bullets, indents, line spacing, etc. Change the frame sizes to fill more of the slide, or less. On the title slide, change from "centered" to left justified, for example.
4. The slide background? Yes, you can change it, too. Click on and identify the background's parts and pieces. They may be "grouped," in which case you can "ungroup" by using the Draw menu.
5. Change the background: colors or fill effects. Delete unwanted graphics. Delete unneeded elements (e.g., date area), or change their characteristics, too.
6. Add a graphic element to the background: the XYZ company logo—even an animated GIF company logo. Note: animated GIF files only animate during the slide show.

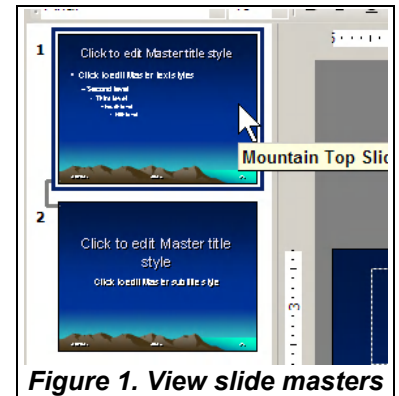


Figure 1. View slide masters

Fancy bullets and animations

Let's leave the Slide Master alone now, although we could continue making many changes there.

7. On any of the bulleted slides, select the frame, and *Format, Bullets and Numbering...*
8. Of course, you can choose a different bullet, change the color, the size, and so on. But you can also **choose a picture**. Microsoft provides many colorful picture bullets to choose. Or you can import and add your own picture to the list. (See Figure 2.)

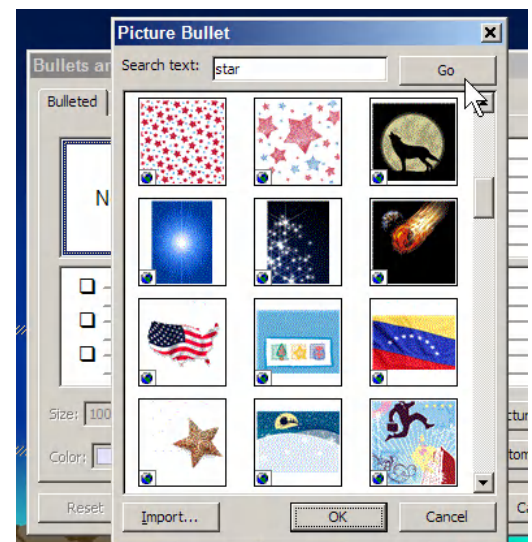


Figure 2. Select a picture bullet

* **Note:** This tutorial is written for PowerPoint 2003. However, you can do almost all the tasks discussed here with any of PowerPoint 97, 2000, XP versions, or PowerPoint 2007. The commands and menus will be found in slightly different ways.

9. You can import your own image for a bullet. an animated bullets from the “pic” folder, and apply them to your bulleted slide. **Note:** The bulleted list will be changed for all Microsoft applications, but only PPT can display animated bullets.

Slide transitions—the action seen between successive slides

10. In the *Normal View*, apply/change “transitions” between slides.
 - a. Choose *Slide Show, Slide Transition...*, to show the *Transition Task Pane*, offering a long list of slide transitions choices. Click on any transition names, and see and instant preview of the transition for the selected slide. If you want to apply this transition to all your slides (not necessarily a bad thing), click *Apply to all slides*.
 - b. View the slide show to check the appearance of the transition.
 - c. Notice the other settings you can control: the transitions speed, a sound to play with the transition, disabling the advance by a mouse click (or any keypress, for that matter—useful for a “kiosk” presentation), and enable automatic advancing (for that kiosk, or a clever series of slides that should automatically advance for a desired effect).

Animations—the action seen on one slide

11. Next let’s make the individual slides more interesting. PowerPoint animations range from very simple to very complex—many options! Start with a simple bulleted list. We can control how the bullets “animate.”

- a. In *Normal View* click a bulleted list to select it.
- b. In the *Animation Task Pane*, click on the box that reads *Add effect*, choose *Entrance*, and choose one of the *animation* types, such as *Fly In*, for example. See Figure 5.
- c. The slide area will provide a preview of the animation.
- d. The task pane lists the animations configured for the current slide. You can select one (or more) slide items in the list and adjust the many animation settings: the speed and direction of the animation, the timing (e.g., delay), repeating an effect a few times, and so forth. See Figure 6.

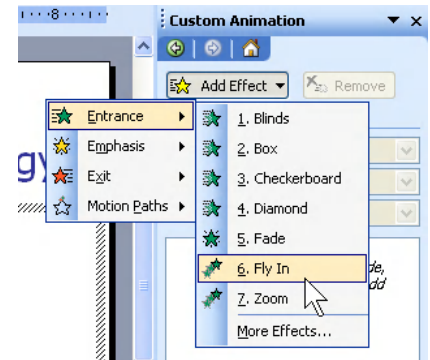


Fig 5. Selecting a Custom Animation effect

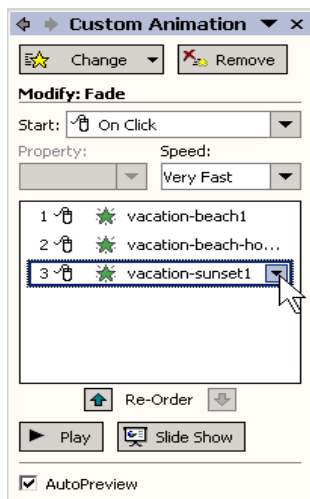



Fig. 6: Animated items listed in the Custom Animation Pane

- e. You’ve seen the **entrance** of items. You can also add
 - an **emphasis** effect: draw attention to an item already on the slide.
 - an **exit** effect: remove an item, either gracefully or suddenly.
 - a **motion path**: move an item around on the screen along a path.
- f. Put some of those together for a pleasing effect.
 - **Draw an oval** around a word you wish to emphasize. (Click the *Oval* tool and draw it. Change the oval to *No fill*, select a line color, and change the *weight* to 4 points.)
 - **Add an entrance effect:** *Zoom In*.
 - With the oval still selected, **add an emphasis effect:** *Spin*. Change the *Start* to “After previous” and *Speed* to “Very fast.”
 - **Add an exit effect:** *Fade*. Change the *Start* to “After previous” and *Speed* to “Slow.” View the result.

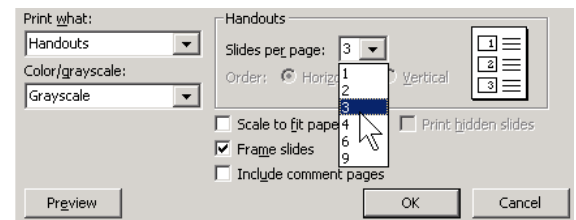
- g. Add a motion path to our oval.
 - With the oval selected on the slide, *Add Effect, Motion Paths, Draw Custom Paths, Curve*.
 - Draw the path: 1) click in the lower left corner of the slide, then 2) the right middle, and finally 3) double-click where you want the oval to stop: right over the word to emphasize.
 - Change the motion path animation to “With Previous.”
 - Drag it in the list to right after the entrance effect and view the result.
 - Want to tweak the path? Right-click the motion path dotted line and choose “Edit Points.” Now you can move the path’s nodes (little black squares). Tip: Right-click the path again while in *Edit-Points* mode, and see even more options!

Advanced animation control


12. Bulleted lists default to all having the same animation. Expand the animation block by clicking the down chevron . Then you can edit each line of the animation block, if desired.
13. Complex slides can have many objects. The order of the objects will control the final appearance. Right-click an object and choose the Order menu to change the order. Best approach is to carefully plan the order of inserting objects, with new objects laying on top of old ones. You can use the “tab” key to step through and “select” each of the many objects on a complex slide.
14. For slide shows to **run automatically** (e.g., from a CD):
 - a. Set *Slide Transition* to *Advance Slide* “Automatically” (after __ seconds).
 - b. Set *Custom Animation* (if any) to *Start* “After Previous” or “With Previous”, and be sure to adjust the *Delay* of each animation for a pleasing amount of time. Any animations set to *Start* “On Click” will cause the show to stop.
 - c. In the menu *Slide Show, Set Up Show* to be “Browsed at a kiosk” and “Using timings.”
15. Using the *Custom Animation* feature of a slide, you can control many aspects of a slide, and accomplish some pretty amazing animations.
 - a. Second- or third-level bullets can come in with the first level bullet, or be animated separately. See the *Grouped By* setting, under the *Text Animation* tab. (See 17f. above.)
 - b. “After Previous” causes *PowerPoint* to “automatically” animate the object. Under the *Timing* tab (see 17f. above) you can control the delay, the speed of the animation, cause the animation to repeat several times, and even trigger when/if a certain animation occurs (for example, only if a picture is clicked).
 - c. Use *Add Effect, Motion Paths* to produce some very clever animations! But realize that you’ll probably need to include an *Entrance* animation effect as well for those items.
 - d. Explore the *Insert* menu. You’ll discover that you can insert many other things into your slides, such as movies and sounds, Microsoft Word documents and objects (like tables, Word Art, etc.), Microsoft Excel spreadsheets, and so forth. Also, don’t be afraid to try a *Copy* and *Paste* of various kinds of things.
 - e. Adjust the “order” (as in layers) of objects on your slide to achieve the desired appearance, and enable access to many objects on complex slides. Use the “tab” key to select each of the many objects on a complex slide, one at a time, in the order they are layered on a slide.
 - f. Learn to right-click objects to access many more editable properties and menus.
 - g. Notice the difference between a **text box (or frame) that is selected** (tiny dots, no cursor) and a **text box surrounding selected text** (tiny diagonal lines, blinking cursor). Applying formatting to the former (the frame) will change all text within the text box, while applying formatting to the selected text will change only the selected text.

16. Finally, to share your presentation with others....

- a. Show it electronically, 1) on a laptop, 2) on a computer monitor, 3) on a regular television screen (requires a “scan converter,” and quality is relatively poor), 4) on a widescreen TV, or 5) with a projection system.
- b. If you must use a computer other than your own, use *File, Package for CD...* Be sure to select the options to **include the free Viewer and True-Type Fonts**. This ensures the result is as you planned it to be (same fonts, colors, and so forth). For most presentations; burn the resulting collection of files to a CD or save it to a “memory stick.” To start your show on the borrowed PC, insert the CD and it will usually automatically start. (If not, manually run *play.bat* from the CD.)
- c. With slide transitions and animations set to advance automatically, your show can run without any user intervention at all. Under *Slide Show, Set up show...* you can select “Loop continuously” to automatically restart the show when it reaches the end. Select Browse at kiosk to prevent any user intervention at all.
- d. A wise backup plan (in case of hardware failure) is a set of color transparencies of your slides. In the menu, use *File, Print...* with the *Print What...* setting set to “Slides” and the printer *Name* set to a color printer loaded with transparency film.
- e. Create handouts for your presentation. In the menu, select *File, Print...*, with *Print What...* set to *Handouts*. You can specify 2, 3, 4,... *Slides per page*. “3 slides per page” is usually readable and provides some room for note-taking. If you don’t really like PowerPoint’s formatting of the handouts, try *File, Send To, Microsoft Word...* where you can edit the result somewhat.
- f. It’s really easy to publish your presentation on the Web! In the menu, select *File, Save as Web Page...* As with any web pages, you will need to upload all the resulting file(s) and folder(s) to your web server.



In the Print menu, specify Handouts: 3 per page

17. PowerPoint provides a quick and easy way to **show your digital photographs**. Choose the menu, *Insert, Picture, New Photo Album...* and click the *File/Disk* button. Navigate to and select the desired photos, and click *Insert*. While you can make several adjustments in this dialog box, the only one you should really use is the adjustment of the order, since you can see file names here. The other adjustments are better done before you import them into PowerPoint. Finally, click *Create*. Of course, you’ll then want to customize the resulting *PowerPoint* with backgrounds, transitions, and so forth. **Hint:** The presentation created from large photo files will of necessity itself be very large—maybe even gigabytes! So, use the *Compress Picture*  function on the **Picture** toolbar.