



PRESENTING POWERPOINT

PowerPoint is designed for planning; composing or creating complete presentations, including Slides, Notes and Handouts.

Used with a *multimedia projector*, which allows slides to be presented directly from a PC, PowerPoint introduces infinite creative possibilities for slides, including fancy animations, embedded videos, sound and other effects.

In the hands of an inexperienced presenter or designer, these multimedia effects can be badly misused, resulting in a full-blown assault on the senses, a mishmash of colour, style, fonts, sounds and video, which can obscure rather than clarify the message.

This guide provides a few pointers on using PowerPoint to create visually supportive slides to enhance your message as a presenter.

TECHNICAL TIPS

- Ensure that the PC used to deliver the presentation has your fonts installed
- Use the same screen resolution to create and deliver the presentation
- Print your slides onto acetates as a backup in case of equipment failure
- Make sure your slides are visible to everyone

PICTURES

Graphics on your slides should be there only to enhance your message. Graphics should be relevant to the slide, otherwise you risk changing the audience's focus away from your point.

NEW AND UNUSUAL

Be wary of standard clipart. Some images have been around for a long time, and your audience may have grown weary of seeing them. The latest version of Office, particularly Publisher, has a much larger collection of clipart, some of which is still new and unusual. In addition, Microsoft's Clip Gallery Live provides a regular source of new free clipart for you to use. Clip art CDs are also cheap and widely available

Using clipart of the same style throughout your presentation can give a polished image to your slides.

A PICTURE OR 1000 WORDS?

There are times when a graphic can put a message across much more easily than words. Charts are easier to remember than raw statistics, flowcharts than written procedures. You can always pass on the more detailed information to your audience in the form of a handout.

Sometimes a simple photograph or graphic can be used to express a message without the need for words.

TIME TO ABSORB

If you introduce a slide containing detailed or unusual graphics, allow the audience sufficient time to take in the visuals prior to commencing your narrative. Failure to do this will mean the audience will only rejoin your speech part way through your second sentence!

MASTERS / TEMPLATES

PowerPoint comes complete with several *masters* or design *templates* that contain the formatting information for the whole presentation.

Understand how the masters work and how to change them. If you don't like the font or bullet style, change it on the master, not on individual slides. That way your whole presentation carries a consistent format.

DON'T USE THEM AS THEY ARE!

While the master designs have been produced by professional designers, don't feel constrained to use them as they are! Use them for design ideas and adapt them to your own style.

The templates used for the Presentation Content examples are often better than those offered as a template design. You can use the designs alone without taking the content. However taking the content will give you a feel for the design across an example presentation.

A DESIGN TO FIT THE MESSAGE

Don't try to make your message fit your choice of design. Add the basic text to blank slides and then add a design template and other graphics to suit the message and the audience.

LOGOS ON THE MASTER

If you want an object to repeat on every slide (e.g. a logo or other graphic), make sure you place it on the master. The audience will notice if the logo jumps from side to side as you move between slides.

INDICATE HEADINGS & BREAKS

Consider changing the background colour to indicate heading slides or section breaks in a long presentation.

AUTO LAYOUTS

PowerPoint includes with a set of layout guides to help you create your slides. Use them. The layout guides will help you to produce slides quickly, and to keep the slide format consistent throughout the presentation.

When using the same slide type on consecutive slides, never change the width of the placeholders or move them horizontally on different slides. What seems like a slight shift to the left or right will leap out at the audience!

COLOUR SCHEMES

Most masters include more than one colour scheme, These dictate the colours to be used for titles, text, fills, etc. Understand how the colour schemes work and make sure you work with colours within the scheme. That way, if you change to a different template or colour scheme, your slide content will be reformatted to use the new colour scheme. Colours outside the colour scheme will stay as they are, which may lead to clashes or low contrast colour combinations..

FONTS

Avoid "Ransom" Typography, i.e. using so many different fonts throughout the presentation that it looks like a ransom note! Stick to one or two fonts, used consistently throughout the slides.

The best fonts to use are the sans serif fonts (those without flicks at top and tail). Examples include Arial and Gill Sans. They are clean and easy to read.

Avoid scripted fonts that are hard to read, and only use "fun" fonts such as Comic Sans MS for an informal feel.

USEFUL KEYBOARD SHORTCUTS

EDITING SLIDES

New Slide	Ctrl-M
Select All	Ctrl-A
Cut	Ctrl-X
Copy	Ctrl-C
Paste	Ctrl-V
Undo	Ctrl-Z
Redo	Ctrl-Y
Toggle Title & Text	Ctrl-Enter
Repeat Action	F4
Duplicate Objects	Ctrl-D

OUTLINE VIEW

Promote Para	Alt-Shift-Left
Demote Para	Alt-Shift-Right
Move Para Up	Alt-Shift-Up
Move Para Down	Alt-Shift-Down
Show Heading Level 1	Alt-Shift-1
Expand Text	Alt-Shift-Plus
Collapse Text	Alt-Shift-Minus
Show All Text	Alt-Shift-A

SLIDE SHOW VIEW

Next Slide	N, Enter or Space
Previous Slide	P or Backspace
Go to Slide <N>	<N>-Enter
Toggle Black Screen	B
Toggle White Screen	W
Stop or Restart Auto Show	S
End Slide Show	Esc
Erase On-screen Annotations	E
Go To Next Hidden Slide	H
Set New Timings	T
Use Original Timing	O
Change the Pointer to a Pen	Ctrl-P
Hide Pointer and Button	Ctrl-H

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CREATING MOVEMENT IN YOUR PRESENTATION WITH ANIMATIONS AND TRANSITIONS

Animations refer generally to movement within a slide, transitions to the change from one slide to another.

Both are often overdone in a presentation. If in doubt, avoid them! However they are powerful tools that can add interest, focus and emphasis when used correctly.

Remember that if you emphasise everything, you emphasise nothing. So choose your effects with care, and engage your audience's interest with something a little different.

DON'T BUILD—FOCUS

Building a bulleted list can focus audience attention. Overdoing this is a great way to annoy the audience!

Don't hide the bullet list completely. If previous and future points are hidden, your audience's attention may wander as they play the guessing game, and you lose the opportunity to recap the points.

Display a static bullet list in the *dimmed* colour. On top of that list, place an identical list, but one that builds point by point. That way your audience can see the whole list, but you can still indicate the current point for focus. This works best with a subtle effect such as dissolve.

BUILD & EXPLAIN

Use animation to build complex flowcharts in sections, so that each logical section can be explained before the next section appears.

Charts can also be animated by series or category in PowerPoint 97 and 2000. The wipe effects work well here, e.g. wipe up for a column chart, wipe right for a bar chart.

HIGHLIGHT FROM BEHIND

Another useful technique to display a list, but focus on a point, is to animate the background colour rather than the text.

- Create a bullet list in the "dimmed" colour, and place a rectangle behind each paragraph in the list
- Animate the rectangles to appear one-by-one, making the text above them stand out
- Hide the rectangle to focus on the next point

BRING YOUR TITLES TO LIFE

Animate the background for large blocks of text on a title slide.

- Add your text, in the background colour so that it is hidden
- Add 6 or 9 rectangles 3 across and 2 or 3 deep, perfectly sized and positioned to fill the slide, in a different fill colour from the background
- Position the rectangles behind the text
- Animate the rectangles to appear one after another, top left, followed by bottom right, and so on
- The text remains static but is displayed as the coloured boxes appear behind it in jigsaw fashion

TRANSITIONS

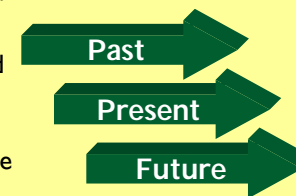
Slide transitions are a subtle way to reinforce psychologically the message of a slide. Transitions should not be applied at random, but with deliberate, conscious purpose. Use a single transition for most of your slides, applying a special transition on the slides whose message you want to reinforce.

Don't use PowerPoint's random transition feature, where the transitions will probably not be aligned with the message, and the different transition per slide is distracting.

- For a *positive* effect, choose any transition that contains Right or Up in the name, e.g. Wipe Right
- With a *negative* message, choose any transition that contains Left or Down in the name
- For a *new opportunity*, choose any transition that appears from the centre out, such as Box Out, Fade Through Black, or Split Vertical Out
- When *closing* or *starting again*, choose transitions that appear from the outside inward, such as Box In, Dissolve, Split Horizontal In
- Choose either Cut or Cut Through Black to *speed up the pace*

ADDING DEPTH AND DIMENSION

- To add shadow to a text box, you must give the box a fill colour, or the text will take on a shadow
- Bullets don't need to be simple text. Shapes such as arrows can also be very effective.



- Give heading text additional depth beyond a basic shadow using 3 copies of the text box, overlapping each other and with the bottom two in ever darker shades

A2Z