Slide 1

Welcome to MS PowerPoint. This session will focus on what not to do in PowerPoint and what to do instead. It is likely that you have attended presentations that were somewhat "painful" in the way they were assembled and presented. It might have been that it just kind of felt "wrong". Or perhaps you were able to identify specifics that you would have done differently. The point is that our use of PowerPoint should be to enhance our message rather than detract from it. These topics may serve as a checklist to review as you prepare for your next presentation.

This session is presented using the Office 365 version, but most features apply to all versions. I will note the newest features which are available on the Office 365 version.
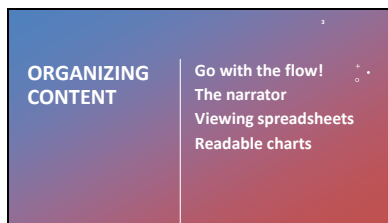
Slide 2
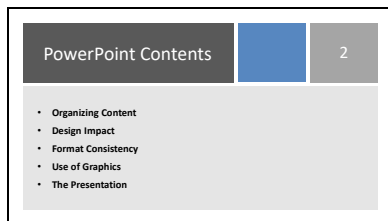
Ralph Waldo Emerson said, "What you do speaks so loudly, I can't hear what you're saying".

Throughout these topics we will discuss techniques around how to better communicate with your audience. Connecting with your audience in a way that is open and authentic is first and foremost as we **plan** how to best develop our presentation. No audience, no presentation. Once we have that in place – in mind and heart, we can **prepare** a presentation that is polished and professional.

Slide 3

Approach the building of your presentation with a plan in mind, possibly an outline, with topics organized into chapters, modules, related topics. Rather than creating a group of 60 slides with data you need to cover, create a structure to follow with topic development and segways. Ironically, the flow will come from the structure.

Slide 4
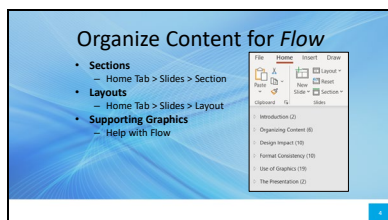
- Use Sections to group related slides (one section / topic) so you can collapse/expand, move, delete, and print groups automatically.
- Use Layout patterns to add consistency to the format of the presentation and alert the audience to a change in topic.
- Use related graphics to support the topic. The basic design rule is that there should be no more than six slides without meaningful graphics.

Slide 5
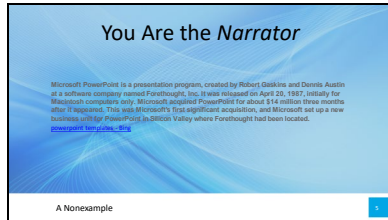
As the presenter, you are there to provide the narrative for your presentation. Theoretically, you should be able to give your presentation without PowerPoint. If the power goes off, you should be able to continue with the presentation. PowerPoint is just the tool to provide the visuals. You are in essence the storyteller.

The information on this slide is used as an example of the appearance of narrative text on a slide. My suggestion is that the only place for narrative text in a presentation is in the speaker notes – which I believe you should share with your audience. Slides should serve as prompts for you and your audience to follow the presentation flow. The audience should not be expected to read narrative text as slide content, and you should definitely not read to your audience.
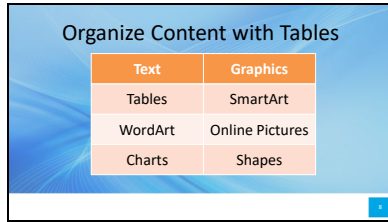
Slide 6

You may need to share a spreadsheet with your audience but making it fit onto a slide in a way that is unreadable is not the best solution.
Alternatives:
- Include the spreadsheet with the audience handout. If you have Adobe Acrobat, you can include a variety of file types as the handout.
- Pin the spreadsheet to the Excel icon on the taskbar (the jump list) so that you can easily switch to display the spreadsheet and discuss it.
- It may be possible to summarize the results of the spreadsheet if you intend to include the information on a slide.

Slide 7

The chart people tell us that our job when creating a chart is to build it in such a way that the reader can look at the chart and tell immediately what we want them to see. We should never present a chart that someone must take time to analyze to gain the intended information. The chart people also tell us there should never be more than six elements on a chart. If we need more, we should create an additional chart.

This chart is close to acceptable in terms of size however does anyone know what Category 1, Category 2, etc. and Series 1, Series 2, etc. mean? How about the scale from zero to six? Any ideas?
When including a chart on a slide, make sure meaningful labels are used for both values and text!

Slide 8

Organize Content with Tables	
Text	**Graphics**
Tables	SmartArt
WordArt	Online Pictures
Charts	Shapes

Using a table gives the reader a visual of the information in an arrangement that captures the essence of the content without reading descriptive narrative or still another list of bulleted points or still another SmartArt diagram, or still another chart...

Table Tips: Limit the content and use multiple tables if necessary. Format the table contents to center vertically. Enlarging the table with the grow/shrink handle adds extra spacing, making it more readable.

Slide 9

DESIGN IMPACT

Use of Templates
Use of Color
Design Tools
Headers / Footers

Even before you put content into a presentation, the design template should be chosen and applied. Yes, it is possible to use multiple templates, but you are making more work for yourself if you do so. Each template will create a set of slide master layouts that you may need to manipulate. Yes, it is possible to change your mind and switch to another template but again, you are making more work for yourself as the slide content may not completely automatically change to fit the new template design. Slide-to-slide tweaking is not a good sign!

Slide 10

New Screen
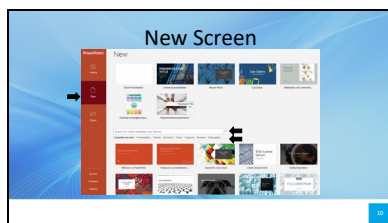
Launching PowerPoint displays the Home Screen that includes a list of Recent files in the color pane on the left, an Open link, and an arrow to view more templates on the right. By selecting a template first, you will know how the design will affect the content. Templates are divided into categories across the middle of the New screen. Many are **presentation** templates that contain a collection of slide layout types and topics to give you a good start in content development and sequence. I highly recommend you take a moment to view some of these built-in presentations. Whether you use one or not, you may get some ideas on ways to improve your presentation / template. Return to these at any time from File > New. You can launch anytime into a new blank presentation with Ctrl+N.

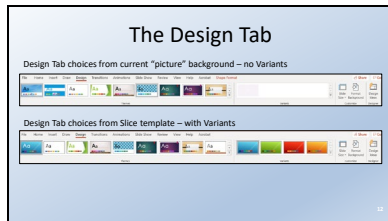Slide 11

Color Impact

A Nonexample

What kind of impact does the blank background have?

Click **once** on a design theme to view a series of layouts in different colors. Click Create to continue. The colors used in the template matter. Be able to justify your choices. Which

template will provide the best foundation for your presentation? The template supplies the design components: color, font, layout, graphics, etc. Put that in place first and then build the content on top of it.

If your group doesn't provide templates for presentations, consider creating a series of templates for yourself. Select Blank, a built-in design theme, or open a presentation and customize it for your new presentation. If you are creating your own template, make sure you save it as a true template type file (.potx or .potm) to avoid accidentally overwriting it in the process of creating the next new presentation.
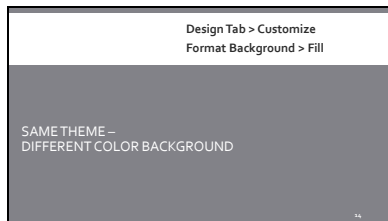
Slide 12

If no variants are available, you have choices with the Format Background button on the right side of the Design Tab. Here you can apply solid fills, gradient fills, even pictures and patterns.

Slide 13
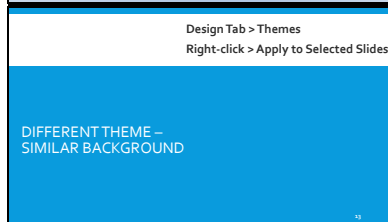
You can use multiple themes within a presentation, but they should have related visual components for consistency. Keep in mind each theme will have its own set of masters. Any changes that need to be made across multiple slides will have to be made to each layout master. Some presenters organize their slides by applying different background colors to the same theme to simplify and streamline the process.

Slide 14

Slide 15

The background graphics from the Title slide can be hidden. The graphics stripe that remains is part of a "picture" that is the background of this slide. You can replace the picture, at the slide or slide master level, with another picture, fill with a solid color, or change the transparency. Make sure you save the file before making changes at the master level! You can always close the file without saving if the changes don't work for you. **Try any changes on a copy or in a small way.** One change may affect more than you anticipated in PowerPoint.

Slide 16

Photograph as "background" format. Transparency has been applied so that text may be added on the top layer for a special effect.

Slide 17
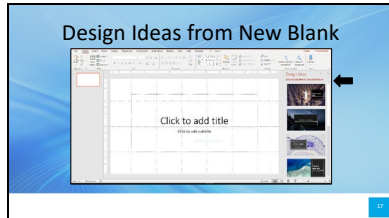
In Office 365, launching a new blank presentation automatically creates Design Ideas in a pane on the right. You can activate Design ideas with the button on right side of 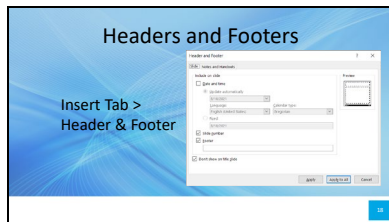ribbon from the Design Tab. Design ideas are part of an artificial intelligence effort added to PowerPoint and are available in the online version. Design Ideas are available at any point in the development of your presentation.
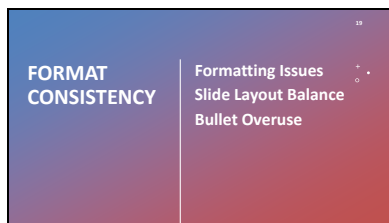
Slide 18

Footers are generally used on slides while Headers and Footers are typically used on Speaker Notes and Handouts.

I would recommend "always" using slide numbers in a presentation as a point of reference for both you and the audience.

Slide 19

Be aware of how and why you format the slide content. Format from slide to slide should be consistent to ensure smooth transitions. The audience should not have to refocus their eyes to adjust to the next formatting "surprise". Consistency lends to a more professional appearance.

Slide 20
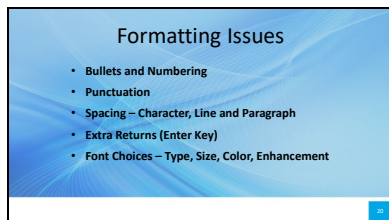
The devil is in the details. Proof your presentation not only for spelling but for formatting issues. Ask yourself:

- If I'm mixing bullets and numbered items, when and why am I using which? Use bullets when items do not have to be listed in order and numbering when order is important.
- Am I using periods at the end of bullet points? Bullets are not intended to be complete sentences, but if they are, periods should be used and then used throughout.
- Have I used the spacebar for any reason other to separate words or at the end of a sentence? (for instance, positioning text on the slide)
- Have I applied line and paragraph spacing the same across slides?
- Do I have the habit of pressing the Enter key at the end of the slide title? This adds an extra line under the title, placing it off balance on the slide.

- Have I used fonts consistently across slides? Readability is key when it comes to font formatting. It is recommended to use no more than three fonts in a presentation. Font title size and font body size should remain constant.

Slide 21
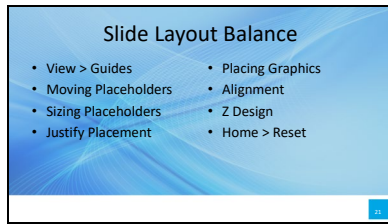
Working with Guides **on** provides a visual of the quadrants of the slide. This will help in determining content placement. You will see alignment smart guides at work as you move an object on the slide. You can also use object alignment buttons for both alignment and distribution.

The design people give us three guidelines for layout purposes:
- The human eye likes to see more content at the top of a slide (or page) and more open space at the bottom. Unless you are creating a sign, such as a room sign, or a target, you should avoid placing content exactly in the middle of the slide.
- If you can justify why you placed something where you did, it will probably work.
- A **Z** Design is the strongest type of layout in that it leads the eye from left to right across the slide, then follows down and back to the left, and then to the right, off the slide.

Following the same theory, graphics should always be placed facing into the content of a slide to keep the reader's eye on the slide.

Placeholders exist for the reason of keeping the slide balanced. If a placeholder is moved or resized and the slide becomes off-balance, click on the Reset button on the Home tab. The placeholders will automatically be moved and sized into their original layout position.

Slide 22
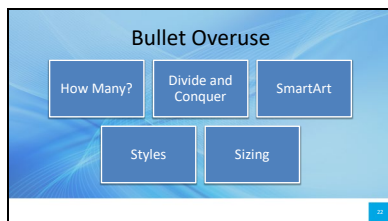
Here comes the Rule of Six again!
Use no more than 6 lines per slide and 6 words per line.

An alternative to using multiple bullets on a slide is to create a separate slide for each point.

Convert the bullets you've already created into SmartArt, the predesigned diagrams found in the Insert Tab.

To convert existing bullets to SmartArt, select the text, right-click on the bulleted list, and click on Convert to SmartArt. Select the desired SmartArt diagram.

Slide 23
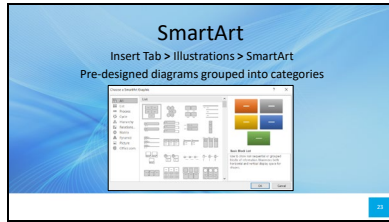
SmartArt is grouped into categories on the left side of the dialog.
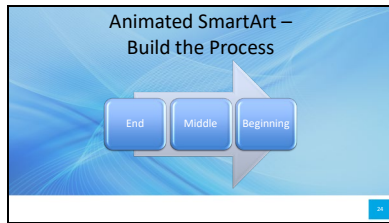Select a category and double-click the SmartArt icon you wish to use.
Click in the shape and type or type in text pane attached to the SmartArt.
SmartArt Contextual Tab appears:
   Design Tab, apply styles and colors
   Format Tab, Shapes, Styles, Arrange, Size

Slide 24

Effect Options contain choices of animation. Notice the difference between Fly In on the current slide and Fade on the next slide.
Also notice the style of SmartArt. Use of one style throughout the presentation is recommended, although you may want to change color settings / topic.
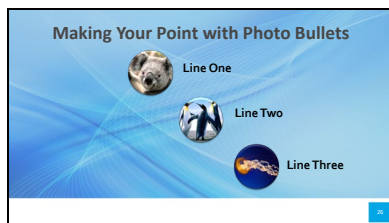
Slide 25

A few bulleted lists may be the best choice for presenting lists of data, but they should be used sparingly , few and far between. Consider other ways to make your point.
SmartArt has many good choices for diagrams that can act as bullets. This is a piece of SmartArt that is still intact (one piece) with an animation command to animate one-at-a-time.
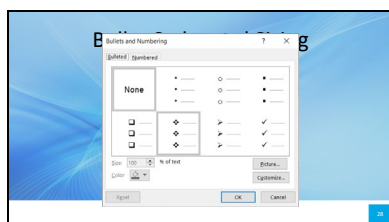
Slide 26

SmartArt that has been ungrouped and animated individually with the Grow & Turn effect. To change pictures, right-click on a picture and select Fill (Shape Fill) from a file. Select a different picture.

Slide 27

Shadowed circles from Microsoft Sample Tutorial 2010
Say good-bye to boring bullets. Make your point with pictures.

Slide 28

Use the drop-down arrow next to the bullet button to change style and sizing.
Turn on the ruler to move indent markers to control spacing between bullet and text.

Changes in bullet styles may be applied to a single slide or all bullet slides by applying the changes at the slide master level.

PowerPoint automatically uses different styles and sizes for each indented level of text entered within a placeholder. Again, this can be changed on individual slides or at the slide master level to affect all slides of a specific layout.
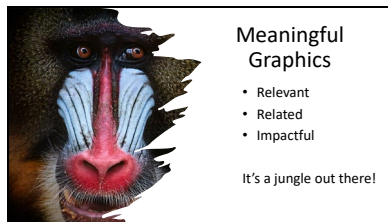
Slide 29
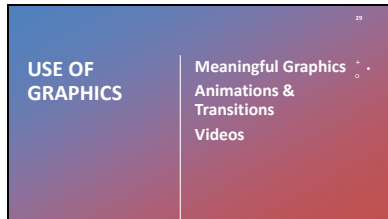
There is one school of thought that says PowerPoint should never hold anything except photographs that help make your point as the presenter.

Whatever types of graphics we use in PowerPoint, they need to support your message. We are not here to decorate. It is important to use related graphics for consistency.

Slide 30

Save your words and insert a relevant picture instead. The image you choose should point into the text on the slide in an effort to keep the reader's eye on the content of the slide. The rotate command has a flip horizontal button that will change the direction the image is facing. This technique will not work well with images containing text and/or numbers, as they will be reversed.

The concept of using related graphics has to do with the style of the graphic – are you using all photos or mixing photos with illustrations? Are the illustrations hand-drawn or stock images? Pick a style and go with it. If you are using cartoons, use all related cartoons. The tools for modifying photos and pictures are numerous even within PowerPoint. Notice the contextual tab, Picture Format, that appears at the top right of the ribbon when you select a picture of any type.

I recommend you create a PowerPoint file that serves as your own graphics library so that you can easily access related pieces as you need them. Many companies provide a graphics library of what is acceptable to use for PowerPoint presentations.

Slide 31
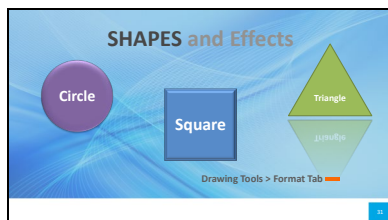
Draw a shape (the Shift key constrains ovals to circles, rectangles to square, triangles to isosceles triangles). Type in any shape instantly; there is no need for an Add Text command or creating a text box within a shape. The duplicate command is Ctrl+D. Use duplicate rather than trying to recreate an exact duplicate manually. Capture the attributes of the shape to save settings for default values with a right-click > Set as Default shape. Or use the format painter tool to apply attributes to other shapes. Once you

select a shape, you will have another contextual tab for Shape Format.
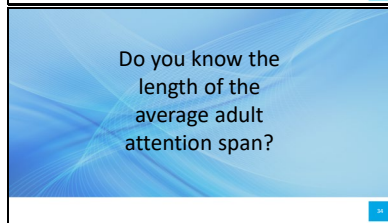
Slide 32
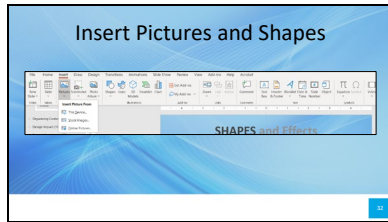
For the most comprehensive set of commands for inserting graphics, use the Insert tab on the ribbon. Pictures and shapes are only the beginning. Familiarize yourself with what is available so that you are not spending time reinventing the wheel. While you can draw shapes, there may already be a diagram in SmartArt that is ready for use. Icons and 3D Models are two of the newer tools.
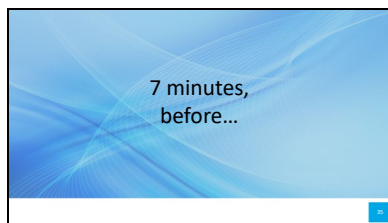
Slide 33
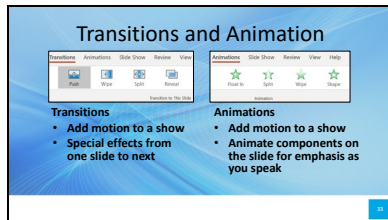
Even the transitions and the animation should support the message! Use these techniques to draw attention, add interest, and emphasize a point. You can animate any object on a slide, and you can adjust the effects of the animations.
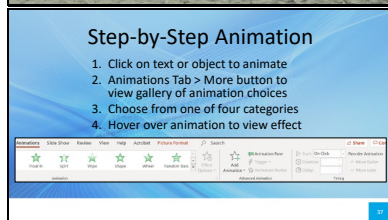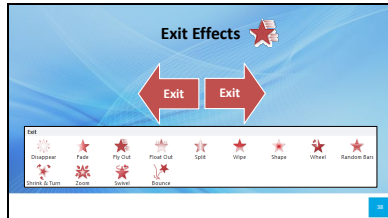
Slide 34

Slide 35

Slide 36

Bring your audience back from the beach! Use the Design > Background > Insert Picture from File path to create a full slide image of a picture, rather than trying to size the picture to fill the slide.
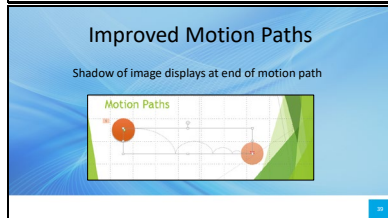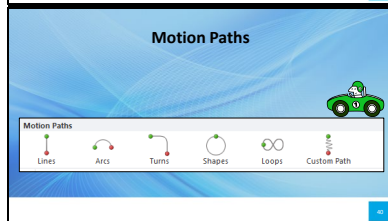
Slide 37

FYI

Slide 38

Slide 39

You can now tell where an object will end along the motion path.

Slide 40

The object moves along defined path
Drag end of the path marker to change length or size of path.

Graphics should lead into the slide, into the message.

If you are drawing a custom path, clicking, holding, and dragging the path line will result in a pencil tool. To create a straight line (unlike other graphic straight lines), click the mouse once briefly, release the button and drag for a straight line. Briefly holding the shift key at the end of the line may help to straighten it further.

Slide 41
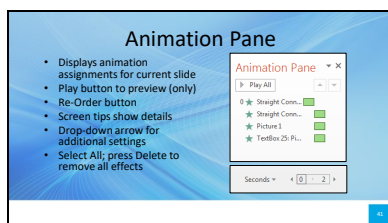
Animations Tab > Advanced Animation Group > Animation Pane button
Animation assignments are numbered by order assigned.
Numbers are represented on the slide.
Don't rely completely on the Play button as a preview of the animation! 100% accuracy is only seen in the Slide Show view.
If possible, test the slide show on the computer at the location of the presentation prior to the arrival of the audience.

Slide 42
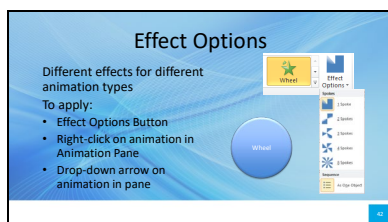
A variety of effect options are contained within a single effect. This is the Effect Options button on the ribbon with choices for the Wheel animation.

Slide 43

There are many avenues to explore when gathering techniques to use for your presentations!

Slide 44

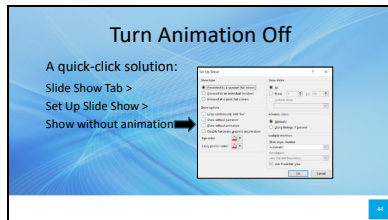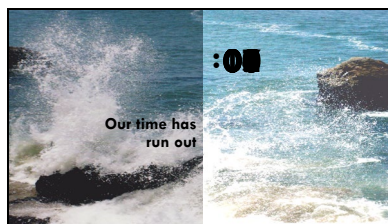Transitions will still display, but animation will not. Use this for proofing content. Just remember to turn it on again prior to the presentation! And always preview each slide in the Reading Mode or the Slide Show mode. Do not rely on the Play All button on the Animation Pane, as it is not accurate!

Slide 45

One photo cropped into two pieces. Color contrast changed for effect. Counter with stacked numbers on "bright" side.
Pictures are Peek In.

Slide 46
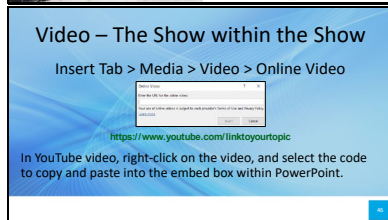
It is perfectly acceptable when presenting live (onsite or online) to display a video to effectively deliver a larger block of information. Audio and video are also used on stand-alone, self-running presentations or presentations you share electronically. When using audio and/or video, make a point of testing the slide show on the computer that will be used, and test in the presentation room if possible. Clicking on the video will activate the contextual Video Format tab at the top right on the ribbon for commands to best display the video.

Slide 47

View the video in the Reading mode or the Slide Show mode.
"In the marketplace of nature, he who hesitates is **lunch**". – Lorne Sulcas

Slide 48

Your materials are in order, and your presentation is nearing the finish-line. Make sure to spell check. Check and double-check for anything your spell check may have missed. Errors will appear large and looming when projected for your audience. Check your preference

settings in File > Options > Proofing. Remove checkmark from Ignore words in UPPERCASE.
Mark the options for Check spelling as you type and Mark grammar errors as you type.
Most speakers use the Slide Show view to present. If you have two monitors, you can use
the Presenter View. From within the Slide Show view, right-click and select Show Presenter
View. This is for your use while the audience views the full screen view of only the slide. In
the Presenter View you have easy access to many tools as well as a view of the upcoming
slide and you can enlarge any speaker notes you may have entered. To turn off the
Presenter View as you are presenting, right-click and select Hide Presenter View. To disable
the Presenter View completely, go to the Slide Show tab > Set Up Slide Show > Multiple
Monitors > remove checkmark from Use Presenter View.

Slide 49
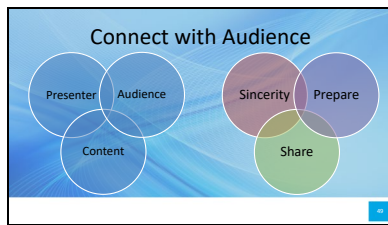
A great quote that pertains to presentations: *"People don't care about how much you
know until they know how much you care."* – Chess Edwards
Sincerity is the best tool for connecting in the way that works for you.
Apparent lack of preparation shows how much you don't care.
Willingness to share information is usually appreciated.
Engage your audience in an interactive session. Invite participation. Answer questions and
follow-up with more information as needed.

Slide 50

Practice speaking. It may be helpful to present to a friend or co-worker and gather
feedback. You can also conduct a practice using the Dictate tool in Word for your
PowerPoint presentation. The "ums" will become obvious. Including a few related stories
can also help drive a point home. Everyone loves to hear a good story. Humor (in good
taste, of course) is a good icebreaker, for both the presenter and the audience. Relax and
enjoy the moment. This is your chance to share your expertise in a meaningful, memorable
way. Your focus needs to be sharing your good work with people who need to know about
it and who may be able to benefit from it.

Slide 51
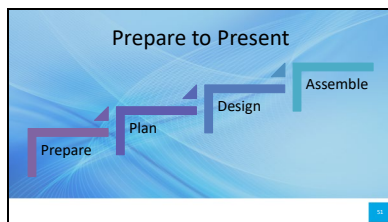
Create a protocol for building your presentations – prepare, plan, and design. Use your best
judgement for organizing, design, and layout, and ask for feedback from someone who is
unfamiliar with your presentation. Once you have a presentation that you are satisfied

with, save it as a template file type (.potx) so that you don't have to build from the ground up each time! Depending on the number of presentations you give and whether the audience changes, you might consider creating three or four templates for variety to contain new content. Your company may already have templates in place. Please check their requirements and guidelines!

Slide 52
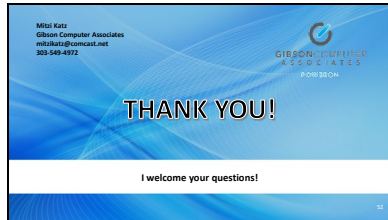
Replace the default black slide with a thank you slide. Go to File > Options > Advanced > Slide Show > remove checkmark from End with Black Slide.

Take time to thank your audience for attending and participating. Give them information to take away that will make it worth their time to have attended. When possible, be a resource for your audience. The connection can continue after the last side is viewed. Thank You!