PowerPoint &

the Art of

Presentation Graphics

From "Death by PowerPoint…   **…To "Killer" Presentations**

1st Edition, PowerPoint 2019 & Office 365

R. Craig Collins, © 2020

ITSW 1310 Presentation Graphics
Course Description: Instruction in the utilization of presentation software to produce multimedia presentations. Graphics, text, sound, animation and/or video may be used in presentation development.

End-of-Course Outcomes: Identify presentation media terminology and concepts; create presentations using text, visual and/or sound elements; use effective compositions and style; prepare presentations for distribution on computers or other media; and modify sequence and slide master.

Microsoft PowerPoint top skills:

Basic design principles: Great design using pre-made templates, custom templates.
Learning the fundamentals of design
deliver your message effectively
creating tables, charts and diagrams
Using animation, sound and other features

I have decided to write a book for ITSW 1310, as none of the books I have seen cover what I think needs to be covered, and too often they are filled with busy work. There will be detailed step by step instructions for practice, and through the Learning Management System I will provide copyright free images and videos, etc., as well as PowerPoint presentations that duplicate my lecture, and YouTube videos of the practice activities.
I will link open source support material, case studies, articles, and examples of both good and poor design.
The biggest things I will cover aside from an in depth tour of every tab is why and when items are to be used, and actual design principles and compare Monitor based vs. Projection based presentations.
I will create rubrics for the students with a screenshot of slide sorter view of what the final product will look like. Face to face, or online, you will all get the same experience, and the skills needed.
R. Craig Collins

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ITSW 1310 – **Intro Presentation Graphics (3:2-2)**

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Textbooks/Reference/Materials

- Microsoft Office 365: PowerPoint 2019, Collins
- Access to http://www.templejc.edu
- Access to http:// templejc.desire2learn.com
- file storage (home computer, removable USB drive, etc.)

COURSE Calendar, Any Term, ITSW 1310

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Module 4	Adding interest				Lab 6, Test 2
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See course website for current semester's calendar, and holidays

Course Competencies

CIP Code: 11.0301 (Computer and Information Sciences, General)

Course Title: **Intro Presentation Graphics**

Course Level: Introductory

See Learning Management System for specific dates, and additional notes on the syllabus

Add your Notes:

Copyright

 The way this applies to Presentations, very briefly, is as follows.

If you create something, and put it in a tangible form, it is automatically copyrighted. An image or a presentation is a fixed, tangible form, and therefore it is copyrighted. It helps if you note this on your material with the ©, and it helps if you register your material with the Copyright Office of the Library of Congress, but these steps are not required.

Once created, no one can use your material without permission until their copyright or patent expires. Period.

This also means you may not use other people's material in your presentation without their permission. Period.

Some sites have notices, which state that you may use their drawings, etc.; this is their way of granting you permission. If this notice is not present, you must ask them. E-mail is usually is not considered legal permission, as there is no signature or proof of who sent it.

Legal Gray Areas
It is possible to get a picture of Mickey Mouse from sites aside from Disney, and while these 'generous' sites may grant you permission to use their version of Mickey... they did not have permission in the first place, so them granting you permission to copy it to your site is useless. They are breaking the law, and you would be distributing illegal copies.

It is possible to pull an image from Disney, and display it via the Internet in your presentation, which seems legal, as you are not storing the image. And, Disney had put it up there on the Internet already for people to look at... but this is theft of bandwidth, and the image is not being used as the copyright holders intended.

Finally, copyrights do expire, normally 50 years after the death of the author, or 75 years after the item was released if the author is still alive.
A U.S. utility patent is generally granted for 20 years from the date the patent application is filed. A design patent is generally granted protection for 14 years measured from the date the design patent is granted.
http://www.stopfakes.gov/faqs/how-long-does-patent-trademark-or-copyright-protection-last

How you can copyright something someone else made.
Aside from being able to copyright the original, you can copyright your version, if you have permission to make your own version or if there is not copyright in place.
Example: Barnes and Noble can copyright the Sherlock Holmes books that they publish, or the New York Philharmonic can copyright their performance of Beethoven's 9th Symphony, as they have the legal right to publish or perform the material since both original copyrights have expired. But again, these new, legal expressions are now copyrighted... preventing you from photocopying a book, or copying a CD.

You can make your own version of the Mona Lisa if you paint it from memory as the original is out of copyright; but if you use a photograph as your starting point, you are violating the copyright of the photographer.

So, in this class,
1) you must have created it yourself, or
2) you must have permission to use anyone else's material (such as from Creative Commons), or
3) you must have legal permission to use the material, by way of fair use.

Fair Use: A POSSIBLE exception to copyright law
Fair use states that some work can be used without permission under a few rules:
1) to parody a copyrighted work
2) to critique or review a copyrighted work, only a small portion is used
(a rule of thumb is 10% or less) and credit is given
3) review a copyrighted work for scholarly purposes
(again, only if a small portion is used and credit is given)

PS You can't claim your presentation on a game, mp3, or movie is scholarly.
So let me repeat, in this class, to use something in your presentation,
1) you must have created it yourself, or
2) you must have written permission to use anyone else's material, or
3) you must have legal permission to use the material, by way of fair use.
Check before using something you didn't make. See also http://www.copyright.gov/

Orientation
Check your Learning Management System (LMS) for information on how this class will be conducted

Lab 1
May include introduce yourself to the class, as directed in your Learning Management System (LMS)

Notes on Versions of PowerPoint and the computers they run on

If you get your email through Office 365, there is an online version of PowerPoint, but it is not suitable for this class. Note the difference in the interface between the online version home tab, and the full version, right below.
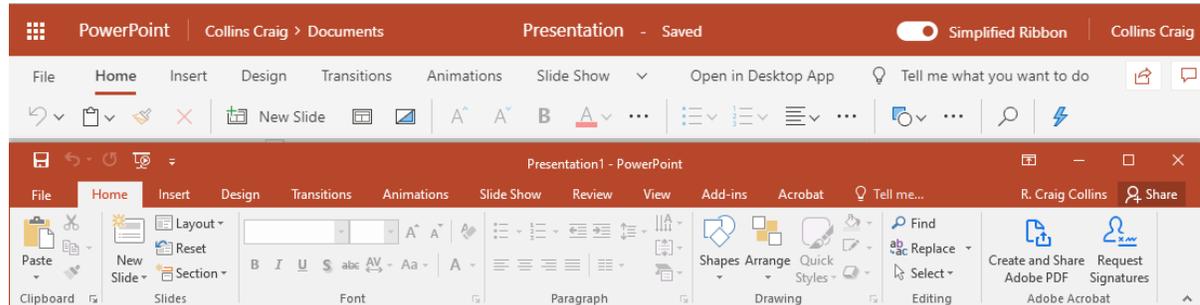
Long story short, there quite a few more actions available in the full, or desktop version, and this in-depth dive into PowerPoint does focus on the more advanced features.

Note: You cannot use the desktop version on a Chromebook, only the online version, and again, the online version does not have all the tools that will be used in this course.

However, the Mac version of PowerPoint works just like the Windows version, aside from the window controls, such as maximize/minimize, and close.
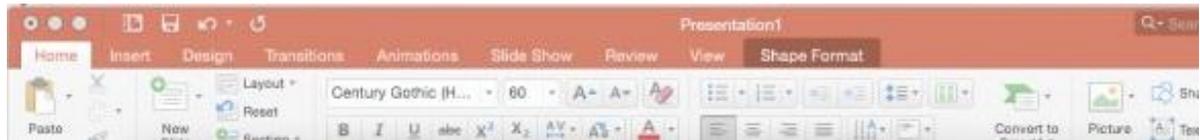
Getting Microsoft Office, other Presentation Graphics Software

There are many other presentation graphics tools aside from PowerPoint, such as OpenOffice Impress, LibreOffice Impress, Google Docs, Adobe Persuasion, Harvard Graphics, and Apple Keynote.

However, while similar in end product presentations, the tools are very different and often default to different file formats than PowerPoint uses. (You can often open a PowerPoint Presentation in these other tools, and often you can save as a PowerPoint file type, but the tool itself is different and not all the features line up. SO, for this class you need to either have
1) access to the desktop version of PowerPoint installed on your computer,
2) have access to a computer with the installed version, such as in a computer lab, or
3) be able to figure out how accomplish the tasks using alternate software, and save your homework as a pptx.

Your Learning Management System (LMS) may have instructions on how to get the desktop version for free, or for a reduced price.

Typically, college users of Office 365 will have a link within the system to download the full version.

Log into your Office 365 account if you have one; on the main entry Window, note [Install Office]
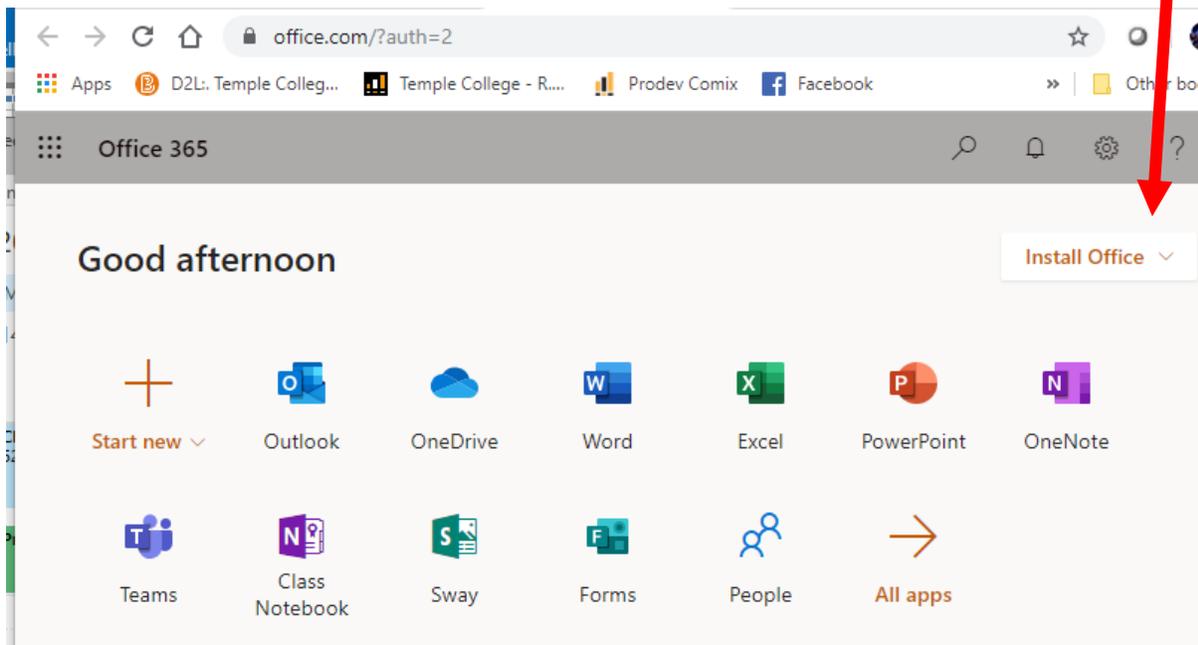
(If your school does have this feature, you can investigate the annual subscription options, though http://products.office.com/Microsoft/Office, where students can often buy Word, Excel, and PowerPoint outright for just a bit more than an annual subscription.)

Presentation Basics

Presentation graphics, such as PowerPoint can help people better understand what they hear, by adding visual reinforcement. Many people retain information according to the following rates:
10% of what they read
20% of what they hear
30% of what they see
70% of what they see and hear...
... so by adding a PowerPoint show: you can increase retention, as well as helping yourself, by providing a guide to get through the presentation.

For this class, you will use the following structure to reinforce audience retention:
- Title Slide – Contains title of the presentation, Name of presenter including their title, organization, and perhaps a date.
- Topics or Intro or Objectives - let them know what you will cover
- Body of the Presentation – Contains slides of information for presentation, one main idea per slide. You may use graphs, pictures, etc. for clarity, or interest... if not over done!
- Conclusion – Summarizes the presentation, and makes a point… what do you hope they learned.

Title   Overview   Topic 1   Topic 2   Topic 3   Conclusion/Recap

Design Consideration Basics, monitor vs. projection, on site or away

Assume you will be presenting to a big room; make sure the audience members in the last row can see the presentation text.

If the presentation is to be displayed on a screen, especially in a poorly lit room with a weak projector, use a **dark background** with **contrasting light text**.
If the presentation is meant to be displayed on a user's computer, you may consider using a light background with contrasting dark text, but if you are unsure of the final delivery location, use a dark background.

Avoid the color red for text, or backgrounds, it does not project well.

For that last row audience member, strongly consider the **7x7 rule**. This rule states that there should be no more than 7 words per line, and no more than 7 lines per slide. PowerPoint by default uses fonts that I think are already too small, and if you put too much text on the slide, PowerPoint further reduces the size of the text.

You really never should put full sentences or paragraphs of text in a presentation… the presentation is to support the speaker, not to deliver all the content. Bulleted lists should be what is on the screen, and the speaker should provide the narrative. Additional handouts can be the reinforcement.

Steve jobs famously would occasionally put just one word on a slide, to make a point.

I strongly suggest making the title font size 40-44, and the top level bullet size 36-40. Further, while serifs can benefit a printed document to add clarity, a projected word at a distance loses the benefit of the serif, so typically you should choose a well-designed proportionally spaced san-serif font for projection.

 A little bit about text shapes on computers, usually called fonts. This includes the **font face**, or, the shape of a letter and if it has got extra shapes to help you read it (called `serif`) or no extra shapes (called san serif) A serif 'g' is a lot less likely to be read as a 'q' than a Sans serif version .
Consider lll, is that the word ILL, or an uppercase i, a lowercase L, and a number 1?
The **font size** of the letter, measured in points... 72 points in an inch
The **font color** of the letter
The **attributes** of a letter, such as bold and/or italic.
Another consideration is the spacing of letters, if it is monospace, or proportionally spaced.
Monospace letters all take up the same amount of room, where as proportional take less space

 Monospace words can be harder to read because of spacing.

Every slide should have a title, and should cover one main idea. Typically the overview slide lays out the titles of slide to follow. If the one main idea does not fit on one slide, make a second slide with the same title to continue.

Avoid overwhelming animation or transitions. A transition is how the slide appears, animation is how the contents of the slide come in. If overdone, this can be a distraction from you message.

Bad example 1: I saw a presentation where the presentation text came in a letter at a time, with a typewriter sound… it literally took 2 minutes for all the text to appear, and the audience had stopped paying attention.

Bad example 2: I saw a presentation where both the animations and transitions were set to random… you should never be surprised by what is going on, on the screen behind you. After a while, the audience seemed more interested in how the text would appear than with what the text said.

Bad example 3: I saw a presentation where each slide had a different colored background, different sizes and colors of text. Items would zoom in and out… Other people told me later they actually felt sea sick, and were so turned off by the delivery that they did not recall the message.

To avoid overwhelming, stick with two acronyms: CCC and KIS.
CCC: Clutter Creates Confusion
KIS: Keep It Simple.

When appropriate you should add a graphic; as the saying goes, a picture can be worth a thousand words. But 17 pictures on the same slide? Probably not improving your message.

Guy Kawasaki[1] preaches the **10x20x30** rule: no more than 10 slides, the presentation should be a maximum 20 minutes, and no font should be smaller than 30 points.

Most people can recall 7-10 items; more than that you they may not recall some very important topic.

Most people have a 7 minute attention span, so unless you are very good at bringing people's attention back, even a 20 minute presentation can be a reach. Leave time for questions to fill your allotted time.

How not to present: Don't read the presentation; practice the presentation until you only need to occasionally refer to notes. Practice in front of a mirror, and time yourself.

Failure to practice often leads to one of two problems:
fumbling through the presentation, and losing your way (which leads to losing your audience), or rushing through the presentation, which does not allow the audience time to digest what was said.

Don't speak to the screen, make eye contact with your audience, or at least look like you are making eye contact with the audience. Scan the room looking above the faces if eye contact makes you

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[1] https://guykawasaki.com/the_102030_rule/

uncomfortable. Find a clock and make sure you are sticking to you pace. Put your watch or phone on the podium where you can see it.

Assume it will not work. Have a plan B. Do you have a copy of the presentation on a thumb drive, in case the one you emailed doesn't get put on the computer in the room? Did you embed the video in the presentation, in case there is not a working internet connection? Did you save it as a ppsx as well, in case their version of PowerPoint is too old to show your new file?

But you do have to deal with Implications of these actions, especially file size, and potential copyright issues.

Picasso's rule. Finally, Picasso's rule… if you know all the rules, sometimes it is okay to break the rules. Picasso know how to paint realistic people and scenes, he chose to make simplistic images on occasion to better tell his story.

If you are working with a specialized crowd, trying to make a particular point, or if you think it will aid you to tell a better tell a story, etc., break a rule or two. But you have to prove you can follow the rules before you can start breaking the rules, especially in this class.

"As the maxim goes, rules are for the guidance of wise men and the obedience of fools. Break all of these rules at once and don't blame us if you end up with a screen full of spaghetti. Bend them in isolation, however, and beautiful things can happen." [2]

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[2] https://buffalo7.co.uk/three-powerpoint-presentation-design-rules-can-break/
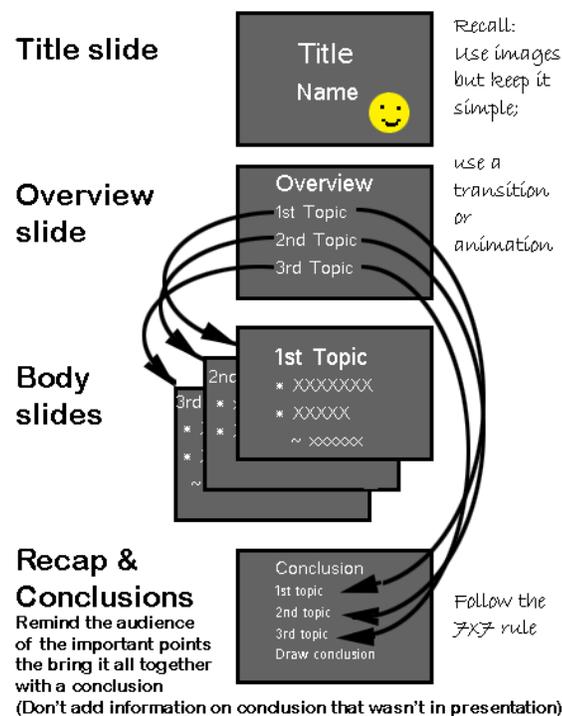
Lab 2

Recreate the following Presentation: Making a burger

Begin by opening PowerPoint; In Windows select [Start icon] Start and browse the listing, or click in the Search bar typing PowerPoint... when located, select the icon
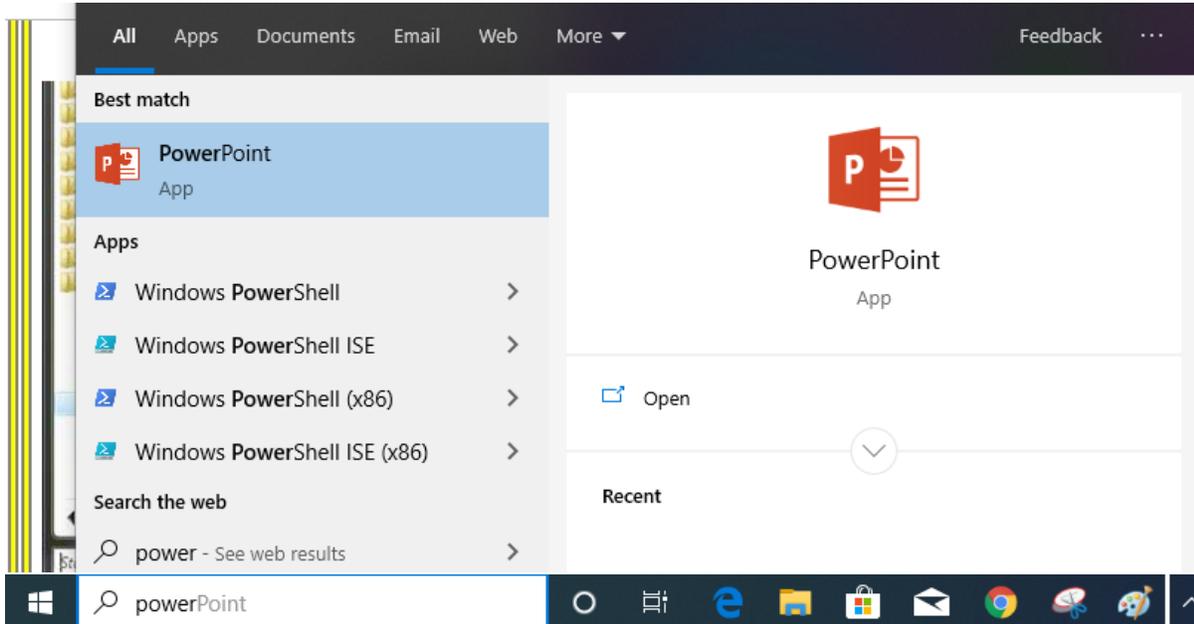
Select Blank Presentation, to get the following screen. Your screen may differ, depending on version.
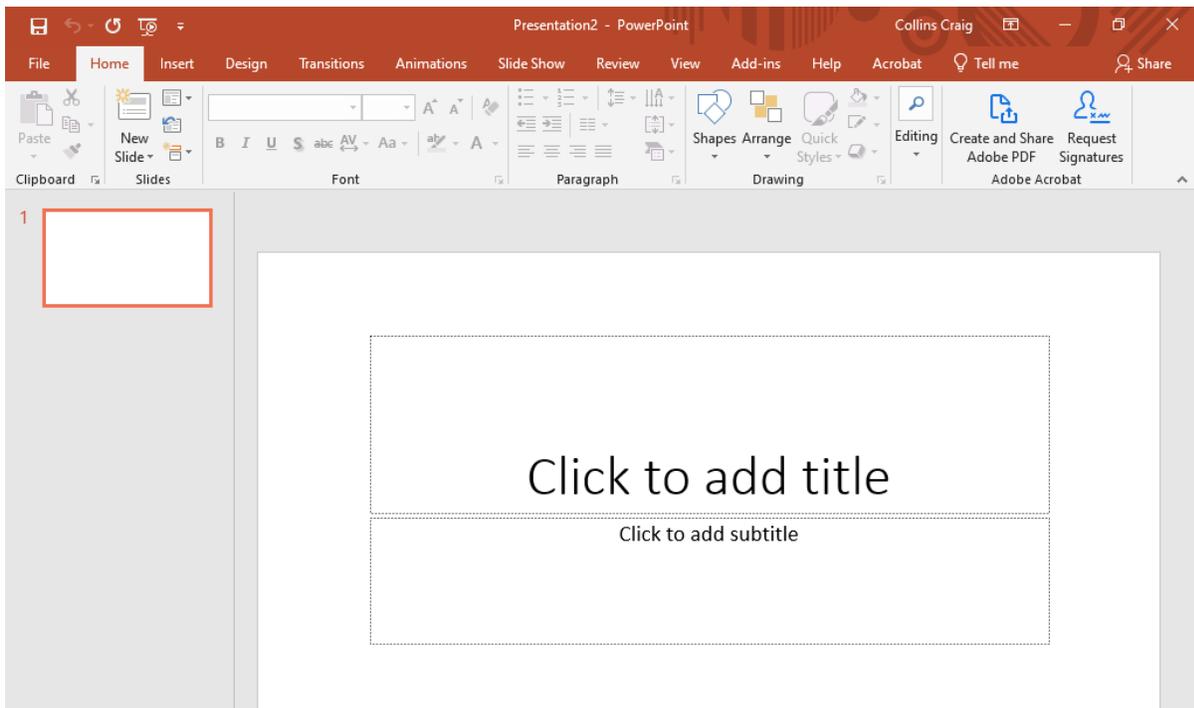
I prefer to keep my hands on the keyboard, and to maximize my time. Rather than using the standard view, I prefer Outline view.

Next to the lightbulb icon [Tell me] at the top right, you may type **Outline view**, or click the Normal view [icon] icon at the bottom of the screen twice.
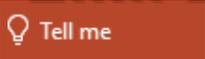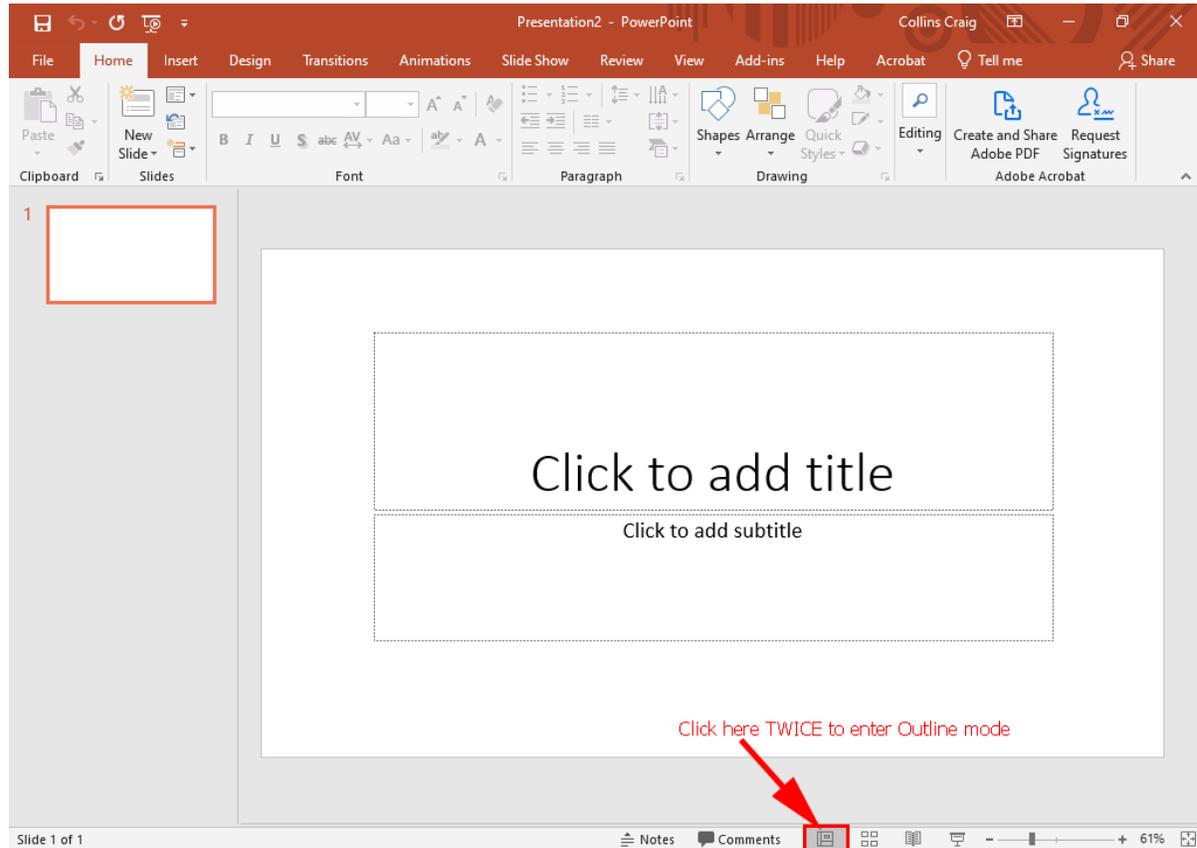
Click next to the small box in the upper left hand window, and start typing... what you type here shows up in the main window.
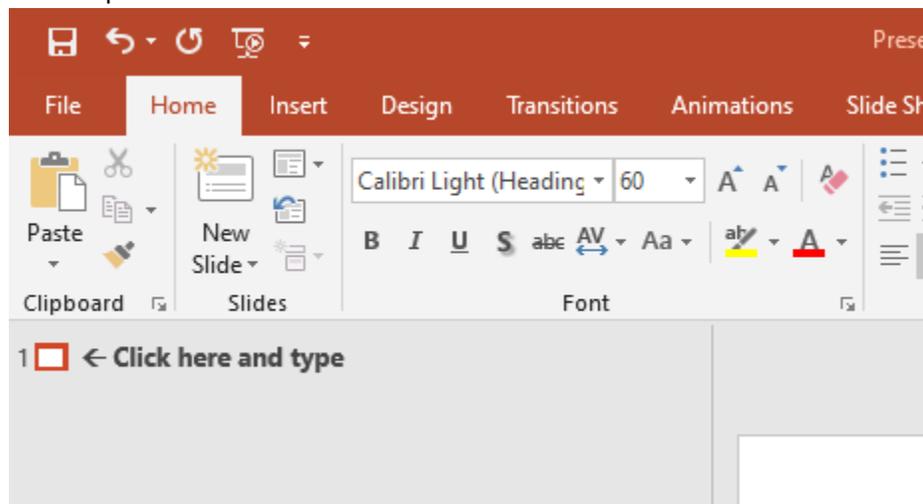
In outline view, you may leave your hands on the keyboard, and not have to reach for the mouse. Three rules:
At the end of each line, you press the enter key, and it stays at that level of the outline.
If you wish to increase the indent into the outline →, press [Tab].
If you wish to decrease the indent of the outline ←, press [Shift]+[Tab].

Yes there are icons to increase and decrease the indent, but that can interfere with your train of thought when trying to quickly created your presentation.
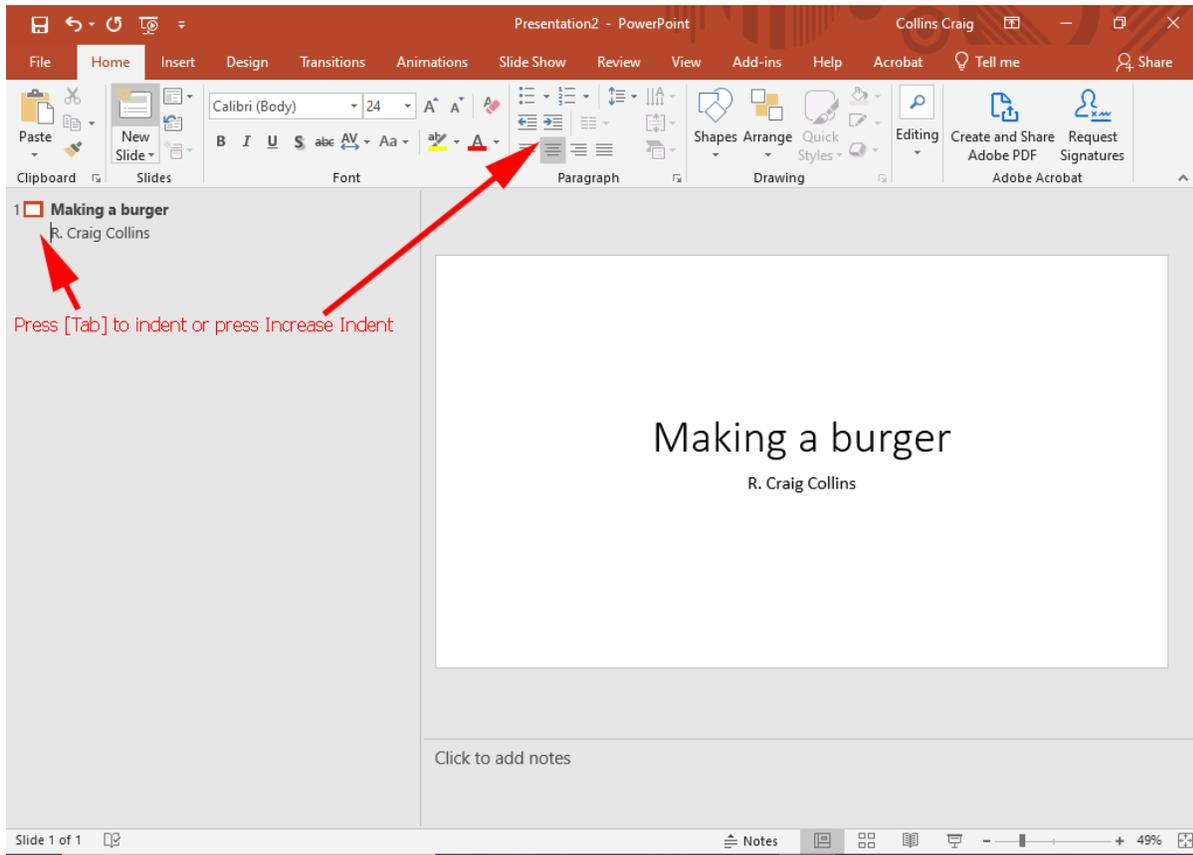
You should always start your presentation with a slide that lets folks know who you are and what you are covering.

Professions typically are making an assertion that they will support... in our simple presentation we'll just have a meaningful title.

To duplicate what I have so far, again click next to the 1[] top left, and type: My First Presentation.

Of course, a better title would **actually tell the people what the presentation was going to be about**. Use your arrow keys, and move to get back to the beginning of the My First Presentation line. Just as Word can edit text, PowerPoint can to; replace the My First Presentation text with Making a Burger. Press the [Enter] key, then the [Tab] key, to increase the indent… then type your name. You should see a preview similar to the image above.

Hit the enter key to start a new line.

We don't want to be at this level any longer, so to decrease the indent of the outline ←, press [Shift]+Tab]. This should create a new slide.

Note: when at the highest level, pressing the [Enter] key automatically inserts a new slide, using the default type: Title and Text (with bullets). You may also choose other types of slides by clicking the New Slide button.

A normal outline looks like this:

```
I. Major topic
   a. subtopic
   b. subtopic
      i. detail
      ii. detail
II Next topic
   a. sub topic
      i. detail
```
and so on.

In Word, when using an outline number list, or when in PowerPoint's outline view,
[Enter] starts a new entry at the same level you are on
[Tab] moves the current entry 'right' one level, such as from major topic to subtopic.
[Shift] [Tab] moves the current line left, such as from subtopic to major topic.

(You may also use the New Slide button, or the increase and decrease buttons on the Home tab.)
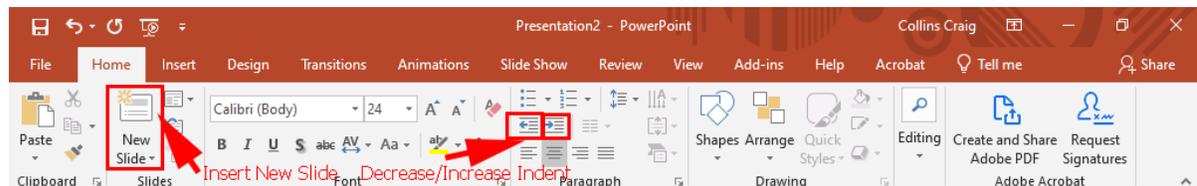
So if you are at the slide level, [Enter] makes a new slide, and [Tab] moves from major topic to subtopic, etc.

Make sure your cursor is in the outline, next to 2[].

This will be our overview slide, which briefly describes everything you want to present.

Some folks think of this as the mapping slide... which shows how the presentation will progress; at any point you need to let the audience know what you going to discuss, to prepare them to better retain the material.

For this simple presentation, type Overview to add a title to the slide.

Press the [Enter] key, then the [Tab] key to move from the title to the bulleted list, then type Get a bun. Press the [Enter] key.

This moves the next line of the bulleted list. Now type Cook Patty. This creates a new entry at the same level. Press the [Enter] key, to start a new line, and then type by Put Patty on Bun.

This would be a good time to save your presentation, perhaps calling it *yourname*-test.pptx.

This is what you should have, so far.
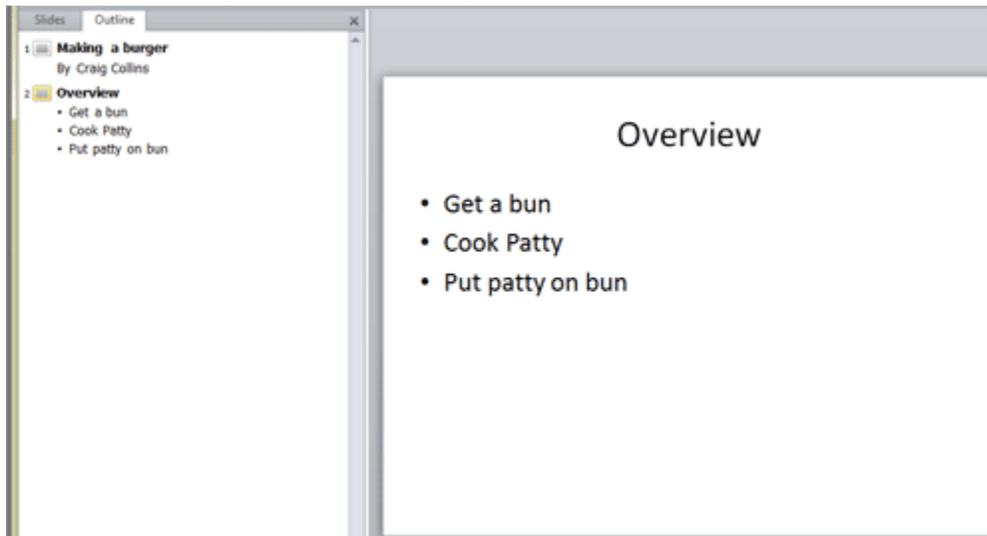
We are now ready for slide 3. As always, at the end of a line, click Enter.

There are several ways to lay out slides, but it is important to limit each slide to one main idea, and not overload it with text. Some folks use a slide with an assertion related to the first topic, a graphic that lays items to be discussed, and will identify key assumptions at the bottom.

In this simple presentation, we'll use talking points.

Make slide 3 look like:

Get a bun
  Open Package
  Take out bun
  Put bun on plate
Notice that we took our major topic from the overview slide, and just added details.

Make slide 4 look like:

Cook Patty
  Open Package
  Take out patty
  Put in Microwave
     Follow cooking instructions

Make slide 5 look like:

Put Patty on Bun
  Using a spatula, remove patty
  Place patty on bun
  Add lettuce and catsup
     Add additional items to taste

At the end of your presentation, you need a summary... perhaps remind them of the key points you made, and the deliver what you hope they learned. Again, it could be a summary statement, a graphic that puts it all together, and perhaps a request for questions, but again, we will be using talking points in this simple presentation. Make slide 6 look like:

Conclusion
  Follow 3 simple steps
    Get a bun
    Cook patty
    Put patty on bun
Making Burgers is easy
Enjoy!
  *unless you have high cholesterol
	The top part is the recap
	
	This part is the conclusion.
	PS this part is a really BAD conclusion
	in the future you should do better

Additional sound effects, movies, pictures, etc. can be added from the **Insert** menu. More on this later.

The next step is to know where the presentation is to be delivered, and make sure you lay your presentation out so you entire audience can read it as you discuss it. For this presentation we are going to make some assumptions:
1) you have the typical lousy projector, lights have to be dimmed for folks to see what you have, and
2) it is a deep room with some folks fairly far away from you.

To deal with these two issues, we will use a dark background with light text for contrast, and big, easy to read fonts. Choose the **Design** tab, and select a theme. Experiment with some samples, I like Damask, but none are really good.

Selecting Damask.

Return to the Home tab.
Now, let's run the presentation. Press [F5] to start from the beginning, or click the presentation icon in the lower corner to start the presentation from the current slide.

Okay, not bad, but a little boring. And, the font is too small. So, on the View tab, click Slide Master...
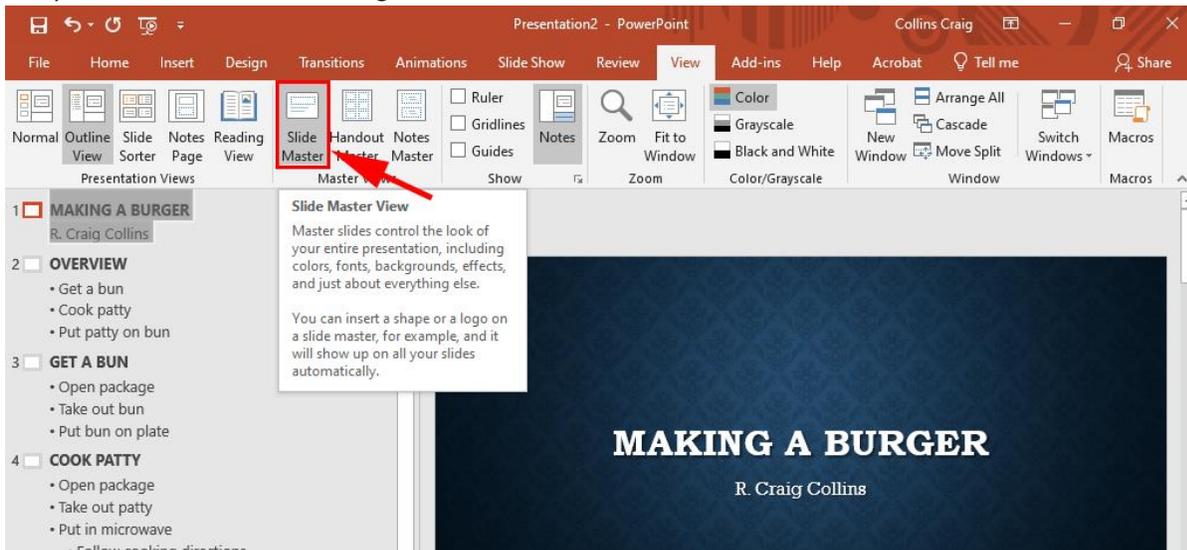
...and select the Title and Content slide... the one below the title.
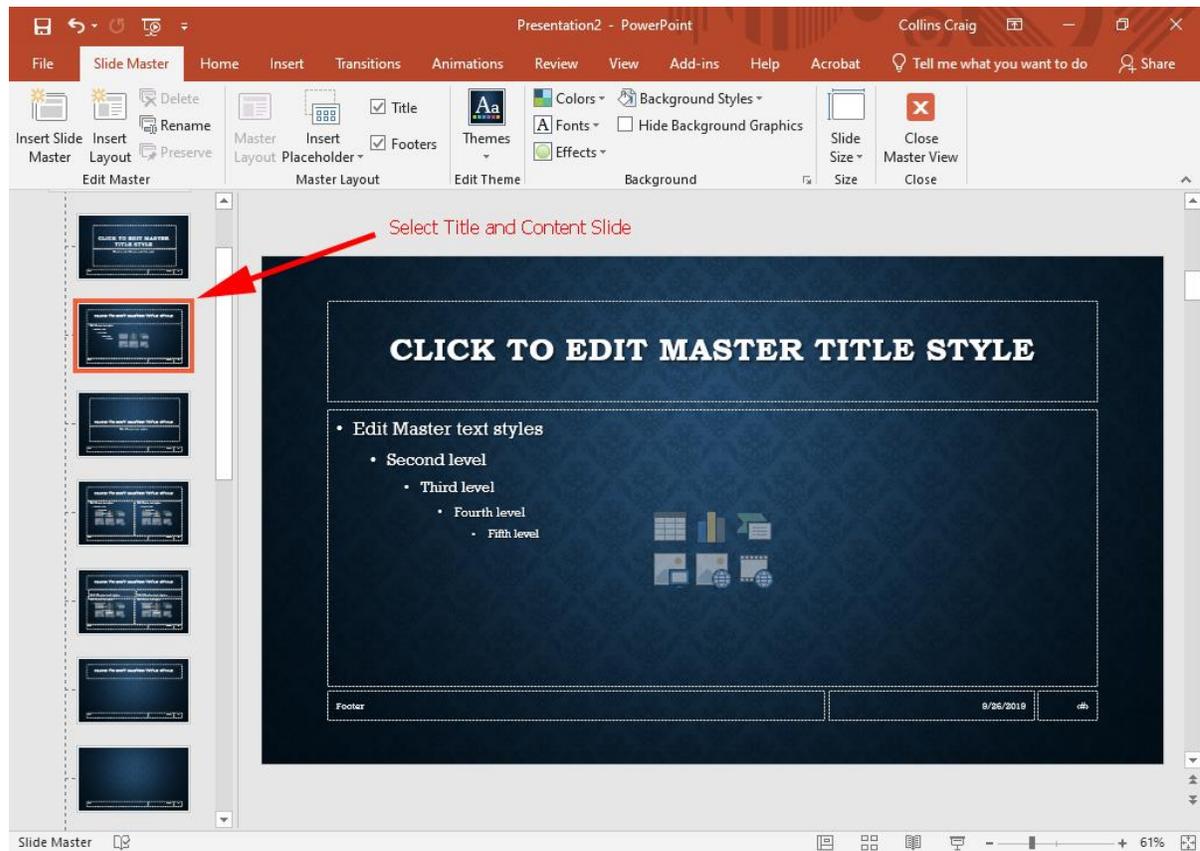
Highlight the text in the big box;
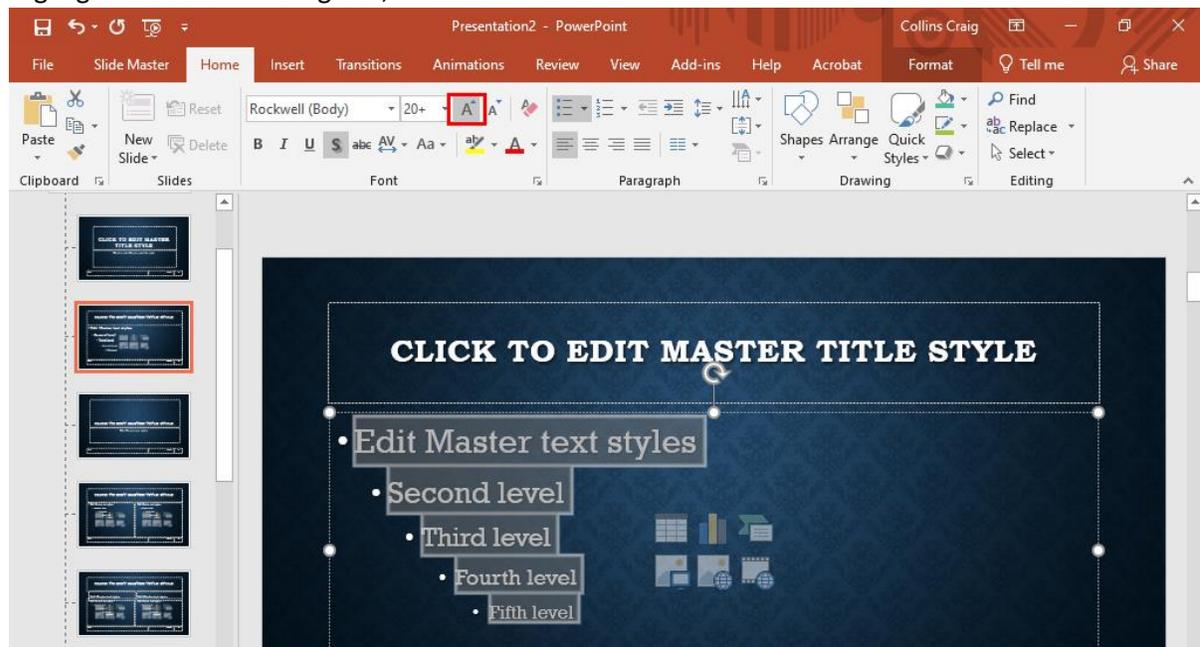
… select the Home tab, and increase the size of all the text items by clicking the [A^] button... I like the first line font size to be between 36 and 40.

Now the text can be read from the back of an auditorium. Click Slide Master and close the tab.

Now let's change to Slide sorter view. In the lower left hand corner, choose the four box icon.

From here, you may right click and hide a slide, or drag a slide from one place to another, or apply transitions. Select a slide or slides, then on the Transitions tab, choose a transition. I like Fade
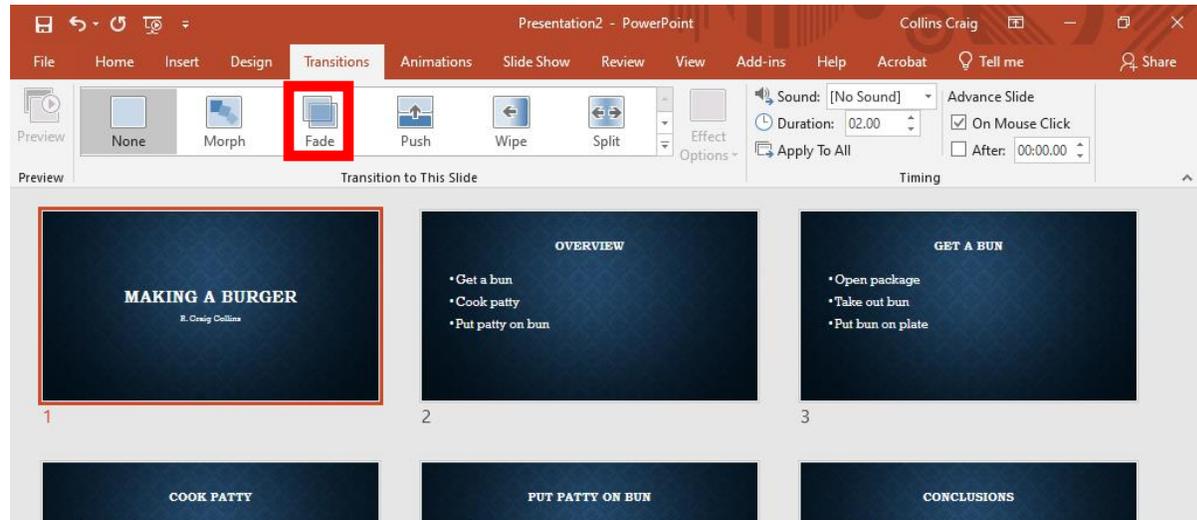
As with Word, in order to add images, you use Insert/Image/from ClipArt... to add a picture of a hamburger on the first or last slide, double click the slide to go back to the Outline view for that slide, then insert an image. You may select Creative Commons images that you are free to use.

Additional tricks can be done with custom **animation**. Go to the last slide, making sure you are in normal outline view; click the text box, you should a box with dashed lines...

THEN choose the Animation tab, and select Appear.

This will bring in items a paragraph at a time, instead of all at once.
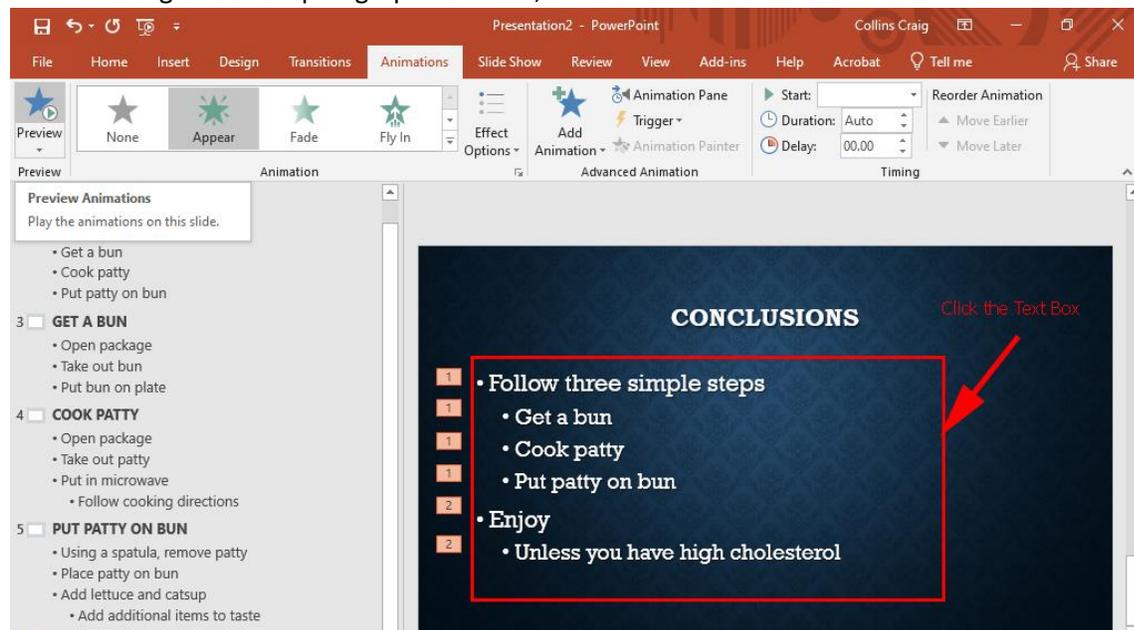
Note for academic presentations, you also need to include your references… making a burger does not require these citations.

Finally, when printing, you may print slides, handouts, or notes. If printing handouts, I choose 6 slides per page, and print in Pure Black and White for the best results.

See also 11 Printing
https://edu.gcfglobal.org/en/powerpoint/printing/1/
Learn how to print your slides.

Save your presentation as yourname-test.pptx

Module 2

What's New
Picture tools and external editors
Modifying existing presentations
Adding tables
Adding Screenshots
Adding Shapes
Adding Comments
Adding Text Boxes
Adding Word Art,
Adding Dates,
Adding Slide numbers
Adding Audio
Adding Video/media, etc.
Lab 3
Saving a file as a template
Getting Help
Lab 4
Test 1

What's New in PowerPoint 2019?
Dec 31, 2018 |https://www.presentationpoint.com/blog/whats-new-in-powerpoint-2019/

What's new in PowerPoint 2019? A lot.
Microsoft's PowerPoint is no doubt one of the most versatile and most used Office applications. From helping people organize charts, statistics, data and information, to helping presenters pass information to an audience in the simplest and most visually appealing way, everybody at one point will make use of the PowerPoint.

There are more than 500 million PowerPoint users with over 300 million presentations created per day, using the application.

However, from 1984 (when the first application was rolled out) until now, a lot has changed about the features—and target—of the app. For one, it was initially made for "managers, professionals, knowledge workers, and salespeople". Now the application is for everybody.

And while the basic functions of organizing presentations are still in use, a lot of features have been improved upon.

The previous version was Office 2016 and next to this traditional version, Microsoft started with their Office 365 subscription-based version. Regularly, they added new features to the Office 365 edition like the text highlighter, Morph transitions and more. Basically, this new Office 2019 is the sum of Office 2016 plus all the new features of Office 365.

Here are the latest features in PowerPoint 2019:
see also

35 New Features in Office 2019
https://edu.gcfglobal.org/en/powerpoint/new-features-in-office-2019/1/
Discover some of the new features in Office 2019.

Enter the text highlighter
If you have used this feature in Microsoft Word, it is not so different in PowerPoint 2019. Found under the Home tab (and under fonts), the text highlighter allows you to emphasize important texts by changing the color around the text.
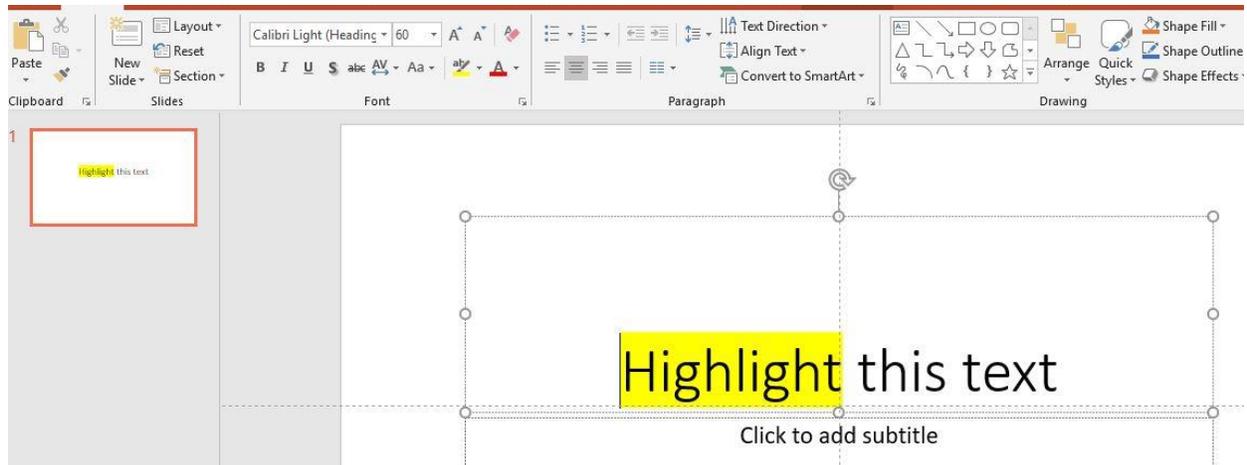
Funnel Charts

A powerful way to depict trends, funnel charts can help show how data has increased or decreased across various dependent stages. Generally, they are called funnel charts because the value decrease and the shape look like a funnel.

Tip: if you are an Excel user, this option is also available.

Transition Morph

Transitions are one of the interesting features of PowerPoint. You might be used to effects like *Honeycomb, Fade, Zoom, Random, Origami, Gallery* and so on. If you are, you will love the newly introduced Morph effect.

Tip: It is placed after the Normal effect and before the Fade effect so that you can locate it easily.

Basically, the morph effect is used to animate or make your slides or objects move as if they have life within them. It can make your objects bigger from the background and you can specify what you want to animate.

To make use of the morph effect, you will need to duplicate the slide you want to morph. Click on the transitions tab and apply the morph to the duplicate slide or object. Afterward, click on the preview to see if you like what you did.

The Zoom

Zooming has always been a great feature to have around. Not only for PowerPoint presentations but for everything else.

The new Zoom effect in PowerPoint 2019 is another great way to emphasize presentations. You can see more than one—or all—of your slides at a glance and choose which one you want to discuss or present.

With the Zoom for PowerPoint 2019, you can jump from a slide or section to another slide or section of your presentation.

The zoom tab has three commands which you can choose from to bring out various interesting effects.

The summary zoom

The Section zoom

The Slide zoom

Remove Image Background… easily

With this new version of PowerPoint, you can easily remove the background of an image. The auto-detect feature removes the need to draw around the shape you want to keep in the foreground. More still, you can draw with pencil in free-form instead of using straight lines only—a limitation found in previous versions.

Insert Icons and 3D models

If you have 3D models you want to insert, click on the insert tab and on 3D models to choose "from a file".

If you don't have 3D models available, but you intend to insert one, you can choose "from online sources". As part of the update, there is a large online library called Remix 3D, on which you can search through for different models.

After you insert, you have options to manipulate the image. You can:

Tilt the image in any direction or position

Make the image smaller or bigger

Rotate the image

Align the model on the page or slide

Pan and zoom the model to make it fit within the frame

Use the morph transition to rotate or zoom the 3D model

You can also insert Scalable Vector Graphics or SVG images. You have options to edit the color and texture; add effects like shadows, glow or reflection; and align, rotate, crop or zoom the image.

Interestingly, you can also covert the SVG image into shape and edit the parts independently. Simply right-click the SVG image and click on convert to shape.
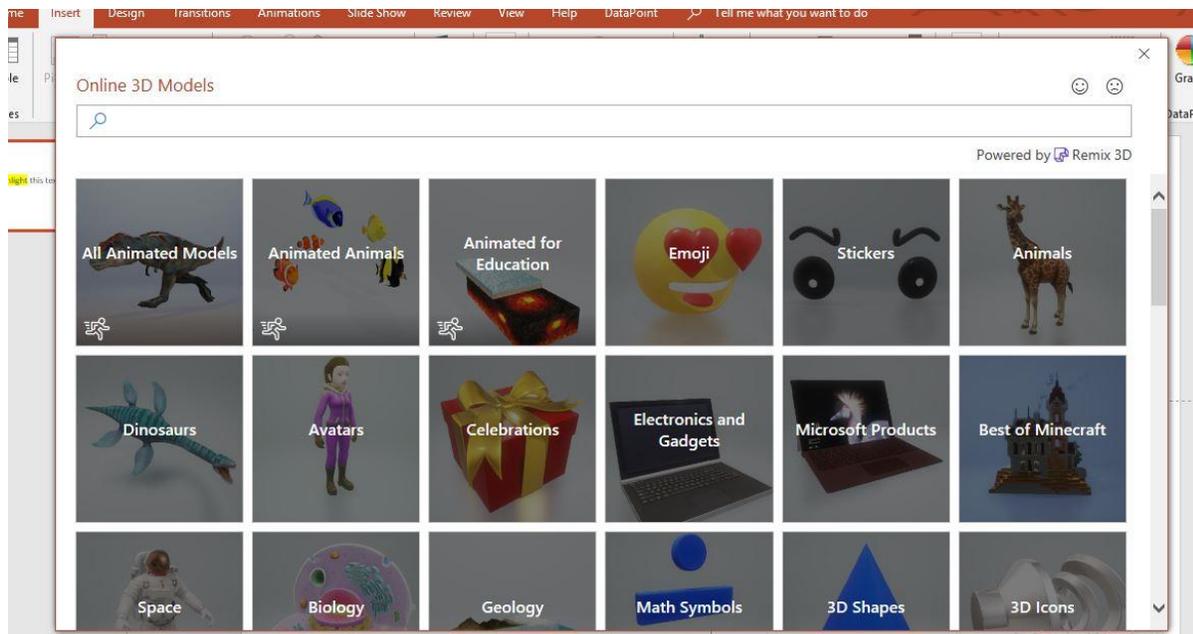
Add an Online Video

Mac users can add a live or online video to their slides without leaving the presentation. Here is how:

Go to YouTube or Vimeo

Look for the video you want to make use of.

Right under the video frame, click on Share, and click on Embed. (If you don't click on Embed, you will end up copying the wrong code)

Copy the iFrame embed code. (The code MUST not begin with "https". It does, click on Embed again)

Go back to your PowerPoint presentation.

Click the slide in which you want to add the video.

Click on the Insert tab and on "Video". Afterward, click on "Online Video".

In the "From a Video Embed Code box", paste the embed code you copied, and then click the arrow.

You will see a video rectangle that you can move and resize to suit your needs. Preview the video.

You can also search for the YouTube video by name and insert into your slides.

Also, you can trim or cut out parts of a video that you don't want. This option is available only for videos that you have inserted from your computer and is available for both Windows and Mac users, although Mac users need to be on Office 365.

You can also trim audio files and discard parts that you do not need.

Convert to High Quality Videos

After saving your presentation in *.pptx*, you can export the file and convert it into a video format. The 2016 PowerPoint version allows you to do this. However, in PowerPoint 2019, you can export your video as an Ultra High Definition (HD) or 4K format which you can display on large screens.

You can also save your presentation as a PowerPoint show *(.ppsx)*, such that when people open the file, it displays in full-screen and presentation mode. They begin to see your presentation immediately.
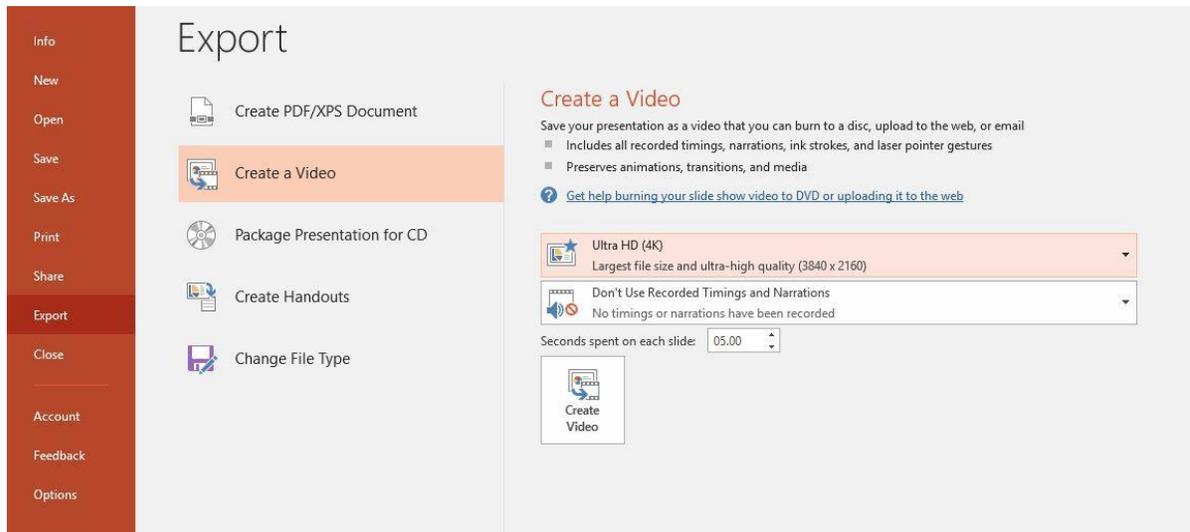
Digital Control

If you have a Surface Pen 4 or any digital pen that supports Bluetooth connectivity, you can control your slides and advance them.

Copyright Release
Dear Sir,
Thanks for your message. Sure no problem with that. You can collect all the information from our websites www.presentationpoint.com and www.signagetube.com, and present it to your students. Let me know if you need more info on data-driven presentations or digital signage!
Best regards / Met vriendelijke groeten,
Kurt Dupont

KURT DUPONT
www.PresentationPoint.com

Kurt@PresentationPoint.com

Lanklaarsesteenweg 31 · 3665 As · Belgium
1177 Avenue of the Americas, 7th floor · New York, NY 10036 · USA

Note: Much of the following material was probably covered in your BCIS class, and much of it was covered in Lab 2… however, in order to make sure everyone has a level playing field, and just as a refresher, please put up with the repetition and see if you can pick up one or two helpful items.

Picture tools and external editors

As shown in Lab 2, inserting an image into PowerPoint opens a new set of tools. I try to use my own images, or images from Creative Commons to avoid copyright issues.
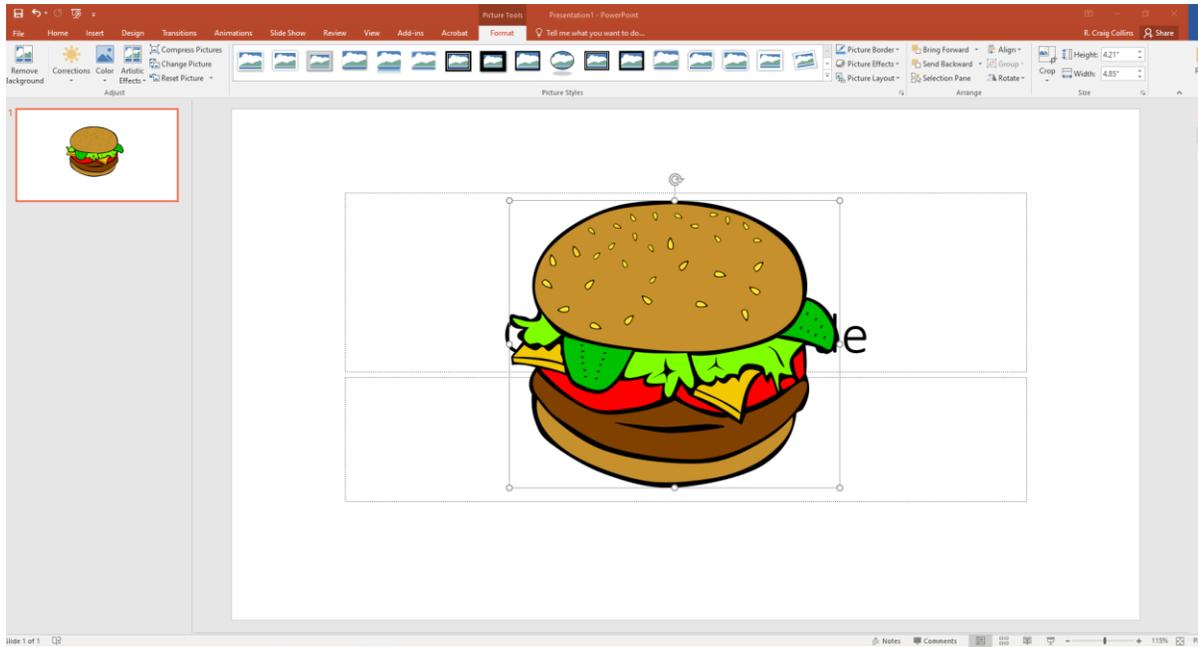
Let's dig a little deeper into the image tools, as you can do so much more than just insert.
The image itself has 8 'handles,' the ○ on the sides and corners that can be used to scale the image. Click a corner handle and drag toward or away from the opposite corner to scale the image proportionally; click and drag the top, bottom, or side handles toward or away from the opposite side to distort the image.
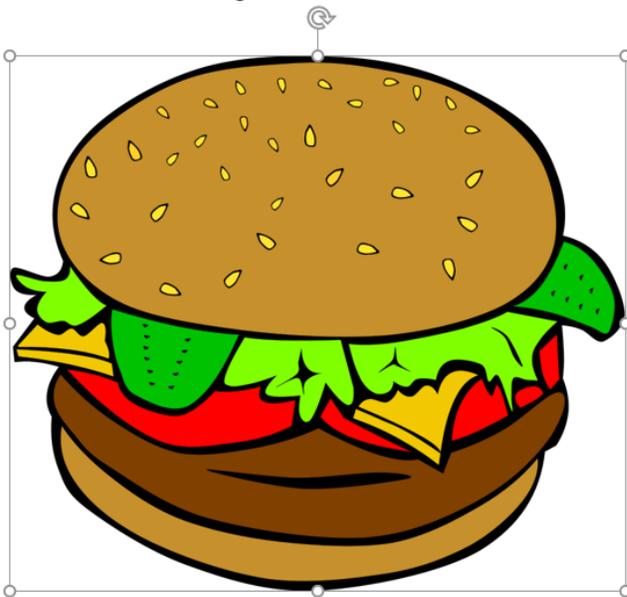
The ↻ arrow tool is used to rotate the image.

Other Image tools available when you select an image.

The Insert Ribbon

Views of the pop up Drawing ribbon items available when an image is selected
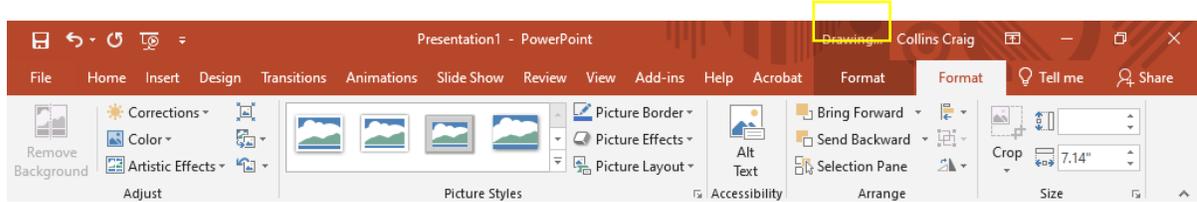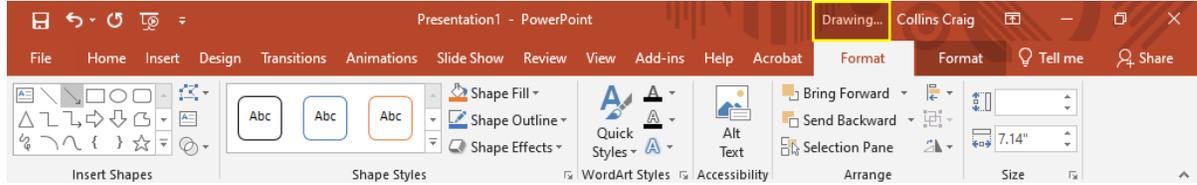
Sometimes the image has a transparent background, as shown below.
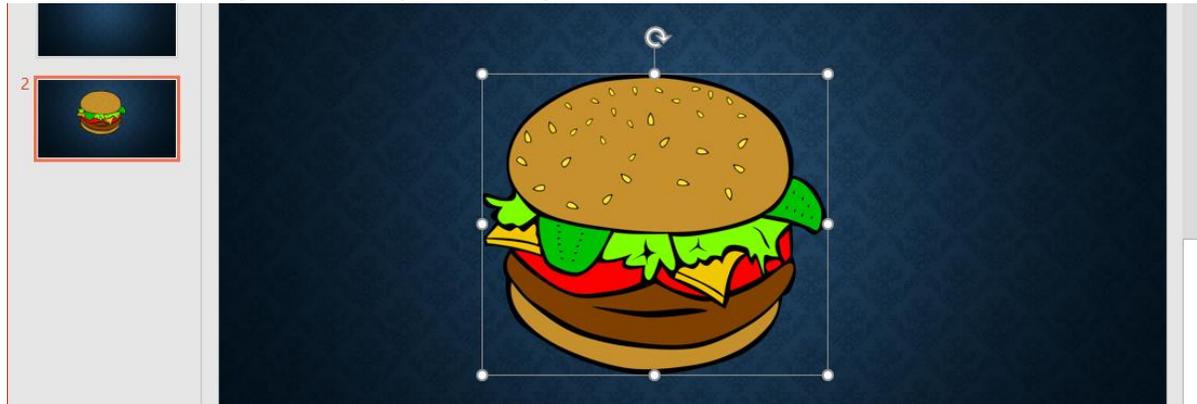
Sometimes the image has a white or colored background, as shown below.

The color can be removed with the Remove Background Tool.
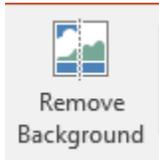
While the image is selected, click the Remove Background button to get the following menu
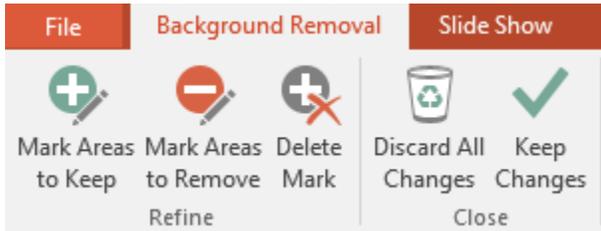
Click Mark Areas to Keep, and DRAW a line around sections of the image to be retained, then click Keep Changes.

See a video of using this tool at
https://support.office.com/en-us/article/remove-the-background-of-a-picture-c0819a62-6844-4190-8d67-6fb1713a12bf

The Corrections tool can adjust the Brightness and Contrast
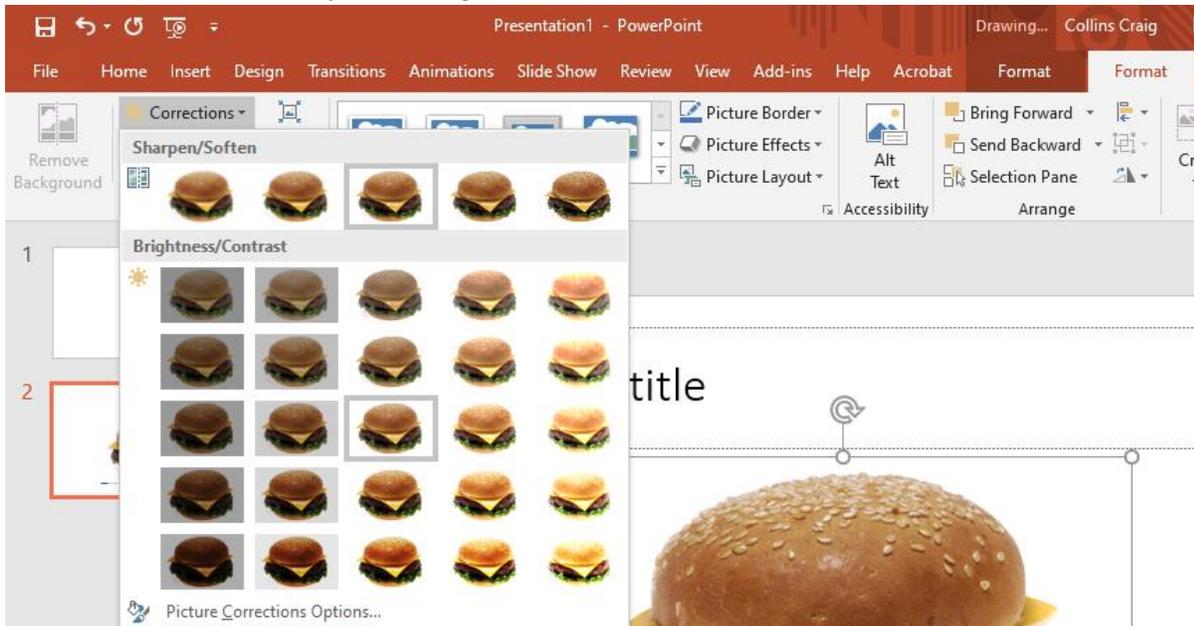
You can also select an image, and if you don't like it, change the image
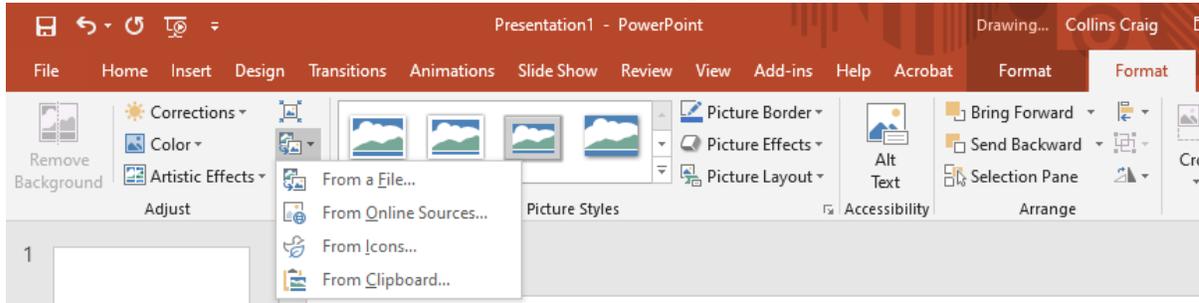
The Color tool can change the color of the image
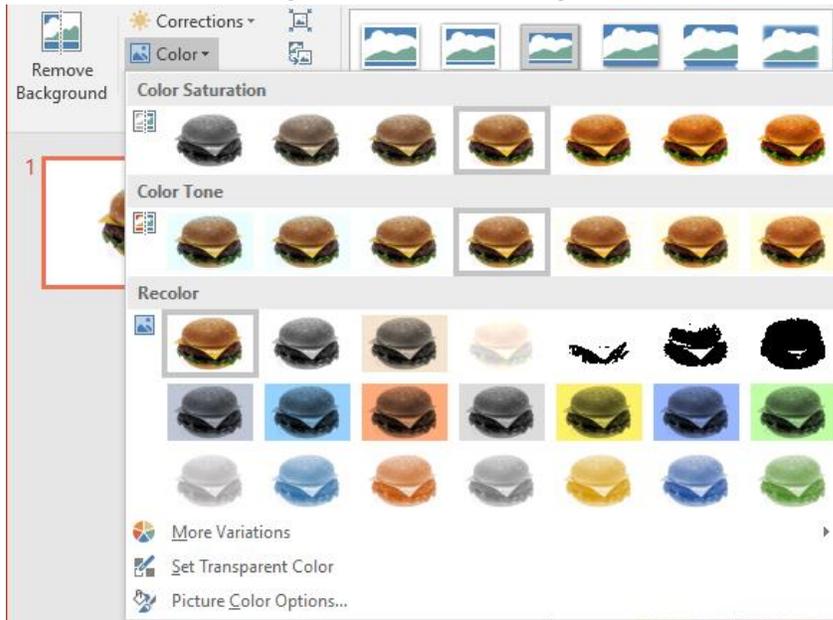
The Artistic Effects tool can make your picture look more like a sketch or painting
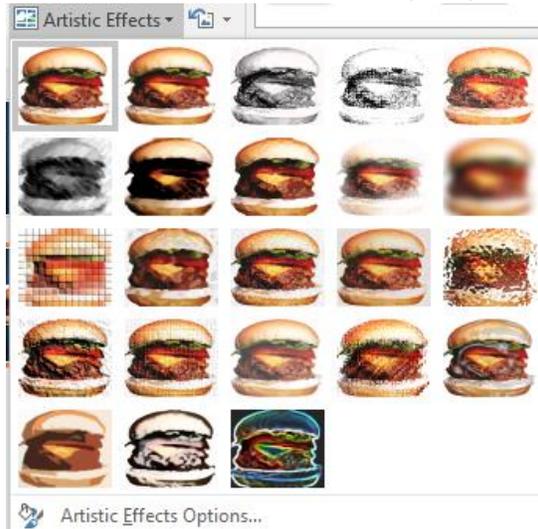
If you get carried away… you can always Reset the picture back to the way it was.
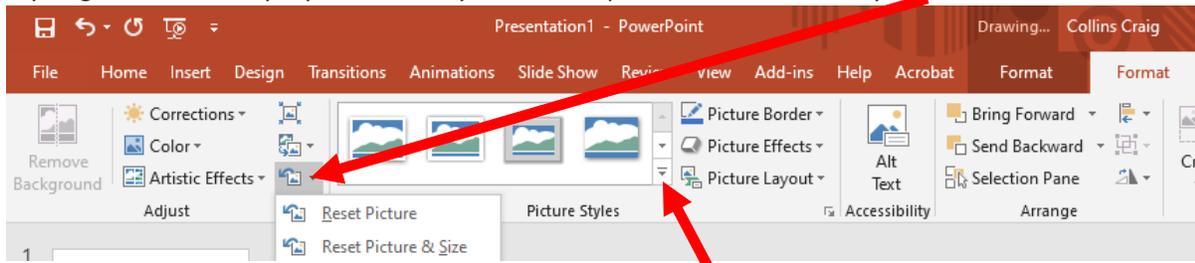
You can add Picture Styles to add frame effects… click the ⌄ arrow to expand.
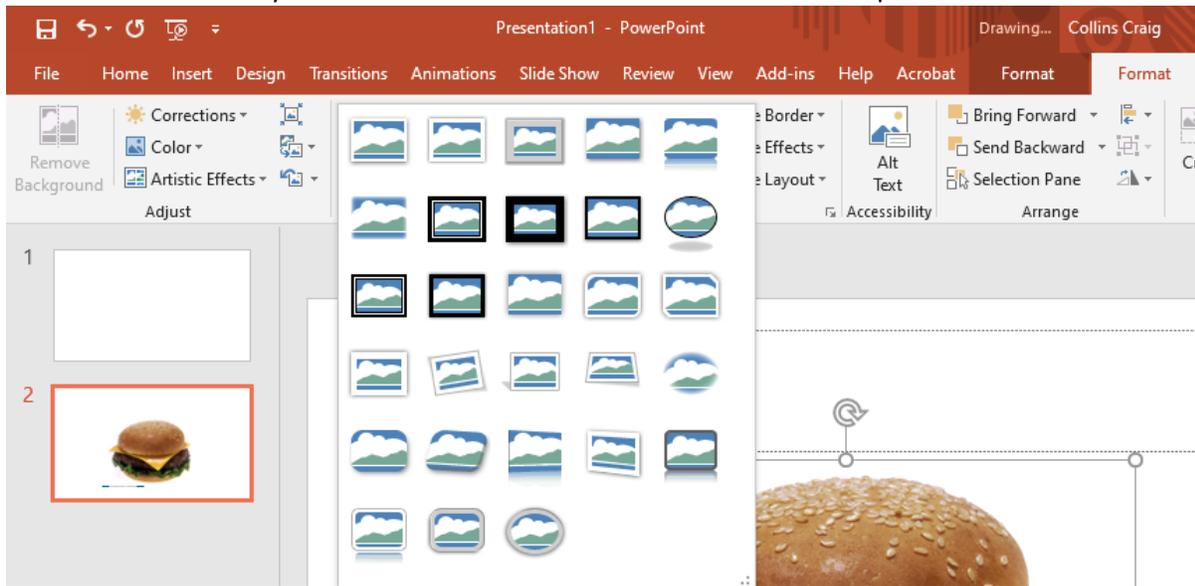
You can also change the border colors, weight, or line dashes…
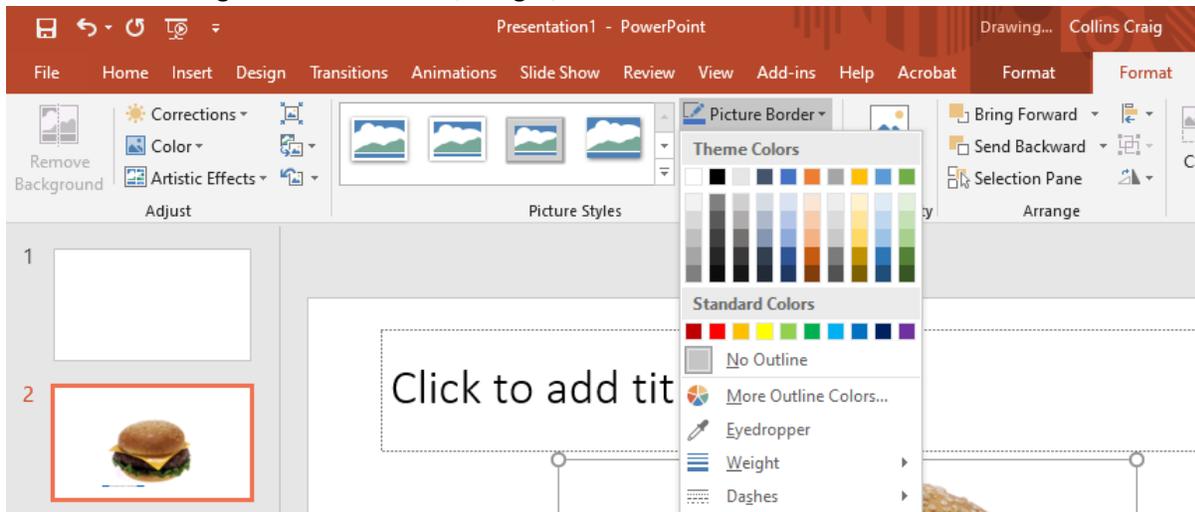
Again, feel free to experiment with options, as you can always Reset the image back to the way it was a moment ago.

But there are even more tools to explore.

You can further modify the Picture Styles frame options with Picture Effects…
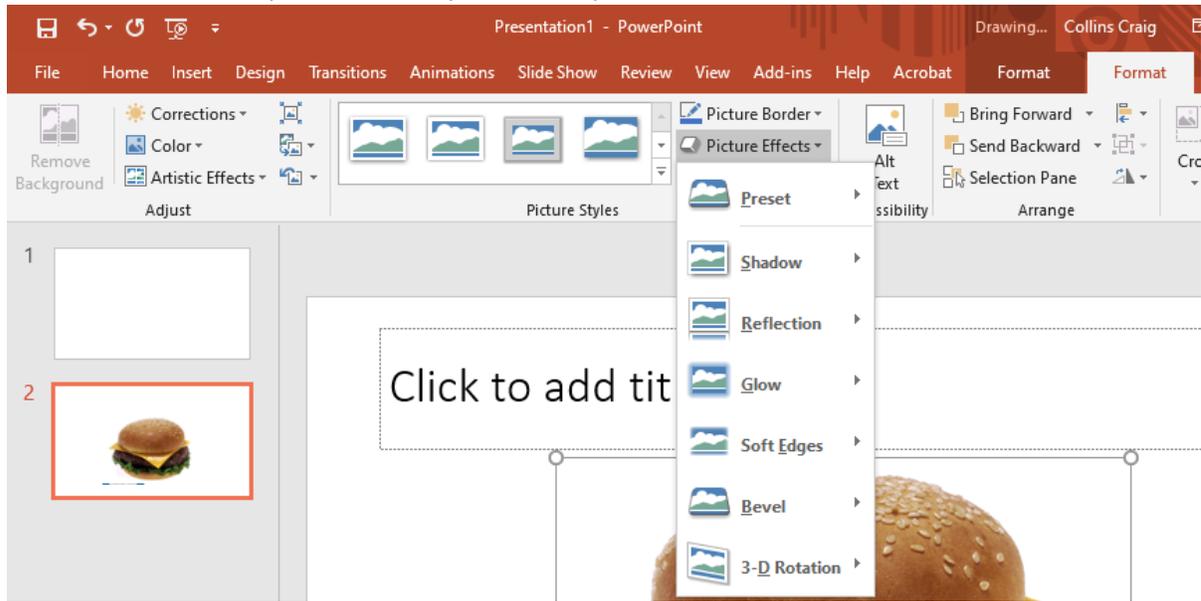
… or Picture Layout.
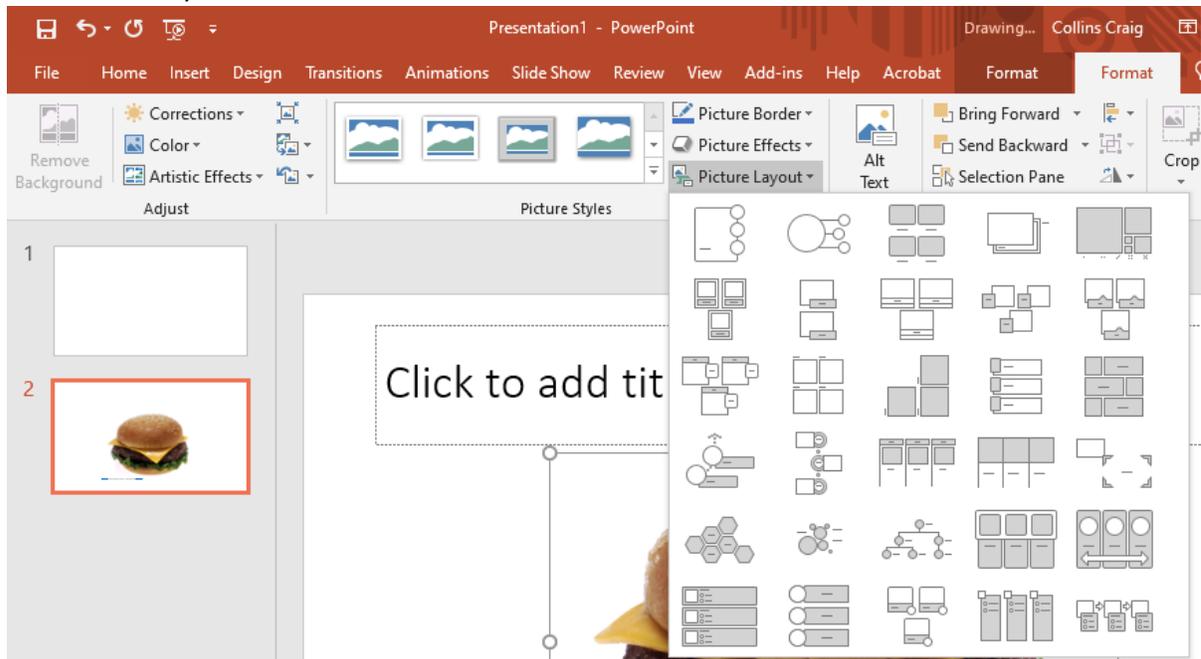
Alt Text allows you to caption an image with a meaningful description for Screen readers to say aloud when a visually impaired user is taking in the presentation. You can also position an image above text, or behind text, or crop an image to make it smaller.
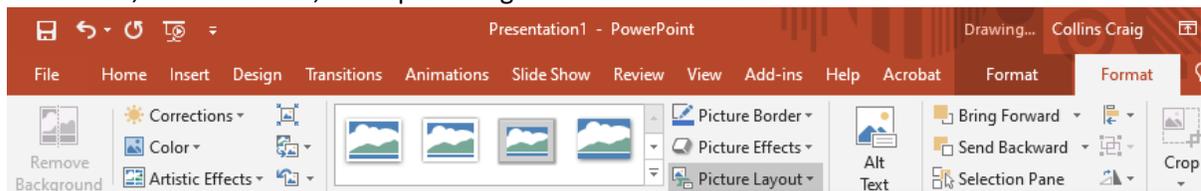
External Editors

While PowerPoint does have a wide range of tools to manipulate images, sometimes results can be improved by using external editors on an image, such as Adobe's Photoshop, or the Open Source (Free) GIMP software.

Basics of Gimp and Photoshop

The basics of image editing are crop, resize, and brightness/contrast.

Crop is to remove unwanted areas of an image, perhaps to center an image. But cropping can also change the aspect ratio, the height compared to the width.

Resize is to scale an image… most images become pixelated if you try to make the image bigger, but it is very simple to scale an image smaller, to fit on a slide.

Brightness and contrast is to adjust the amount of white in an image, and adjust how much items in the front of the image stand out against items in the background.

External reference material on GIMP and Photoshop

Intro to GIMP/Photoshop   http://www.youtube.com/watch?v=rWO_DEH4KKI

GIMP Basics: https://www.youtube.com/watch?v=WP5ahrnLhWE

Basic Phot edit/optimization   http://www.youtube.com/watch?v=Hn2hl0sF9gM

You may get additional details from a book used in my Intro to Computer Graphics class "Paint and the Art of Computer Graphics," especially chapter 8
http://ww3.templejc.edu/prodev/ARTC1325/comp-graphics.pdf
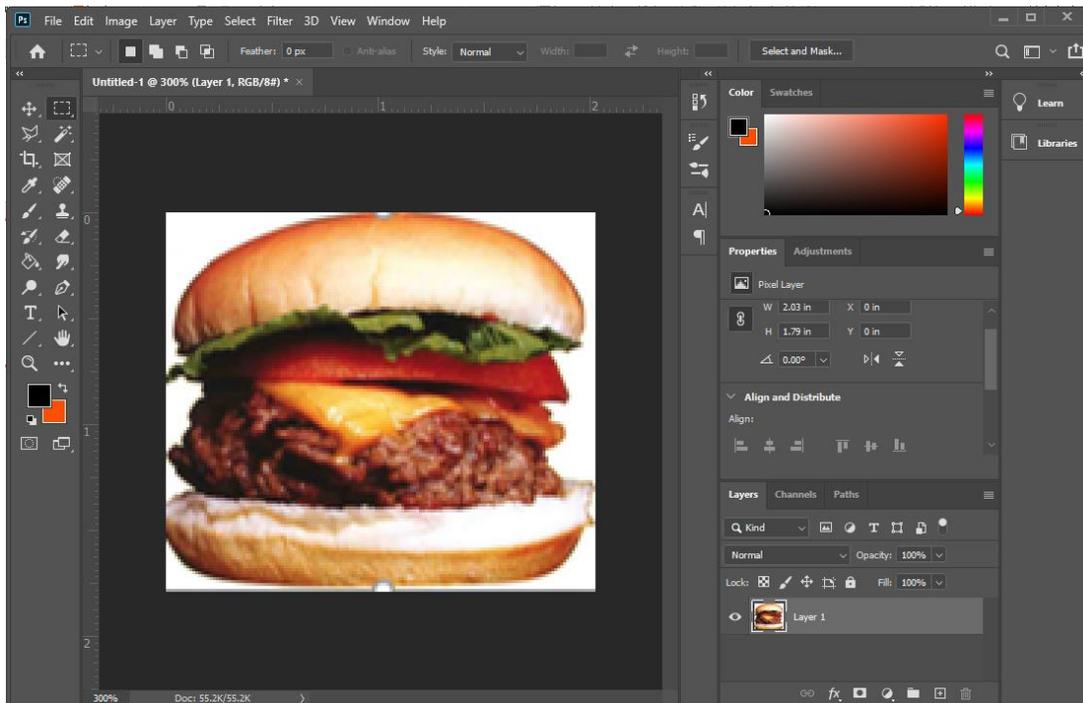
Note: Much of the following material was probably covered in your BCIS class, and much of it was covered in Lab 2… however, in order to make sure everyone has a level playing field, and just as a refresher, please put up with the repetition and see if you can pick up one or two helpful items.

A quick review of the remaining Ribbon items

Design
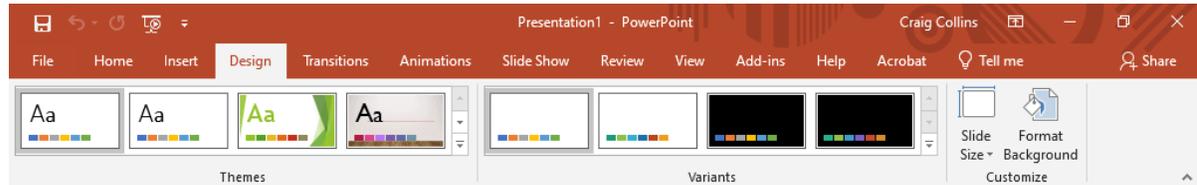
You may recall from Microsoft Word that a Style is a collection of formatting options. A theme is also a collection of formatting options: slide color, text color, text size, bullet formats, etc. If you apply a theme, that theme can be modified on the Slide Master, but also by using Variants, or Format Background.

See also
5 Slide Basics
https://edu.gcfglobal.org/en/powerpoint/saving-presentations/1/
Learn the basics of working with slides.
6 Text Basics
https://edu.gcfglobal.org/en/powerpoint/text-basics/1/
Learn how to cut, copy, paste, and format text.
7 Applying Themes
https://edu.gcfglobal.org/en/powerpoint/applying-themes/1/
Learn how to apply a theme to your slides.

Transition

A transition is how a slide appears. Without a transition, slides abruptly jump from one to the next.

NEVER use a Random transition… you shouldn't be surprised by what the presentation is doing; Fade is a great choice.
In Slide sorter view, you may select all the slides, and apply the transition.

   But also note the Timing group, where you can add sounds, control durations, or advance based on clicking the slide or by time.

See also
8 Applying Transitions
https://edu.gcfglobal.org/en/powerpoint/applying-transitions/1/
Learn how to apply transitions to your slides.

Animations

Transition is how the slide appears. Animation is how items appear ON the slide appear.
But note once an animation is in place, you can set triggers and reorder the appearance order in the Advance Animation and Timing groups.

Slide Show

During a regular presentation, the F5 key can start the presentation, but note also on the Slide Show tab that you have a lot of options in the Set up group.

Review

Spell checking, and so on, is automatic, so you will rarely visit the Review tab for those items, but do note the Comments group, and the Ink group.

View
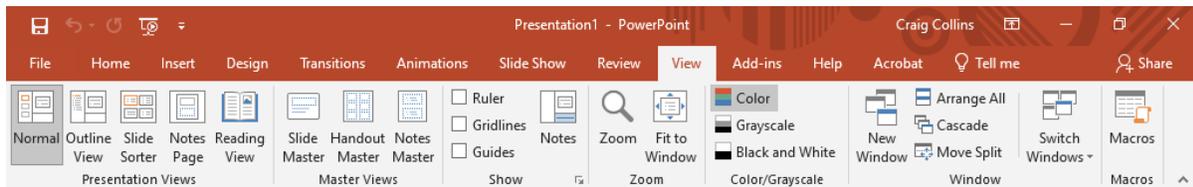
The view options and zoom are at the bottom of the PowerPoint window, so you will rarely visit the View tab for those items, but do recall this is where the Slide Master tool is, and this is where you turn on the ruler, and optional gridlines and guides.

Module 2B

Preparing for a presentation.

Now that we have recreated a presentation to master the basics, we can now focus on how to plan and deliver your own presentation.

- You should anticipate audience questions, and address them in your presentation.
- Involve your audience, keep their attention, by embedding questions for the audience within your presentation.
- Rehearse your presentation, and then rehearse in front of a mirror.
- Strategize how to connect to your audience by being aware of your body language
- Either make eye contact when speaking or fake eye contact by looking at the top of their heads… they can't tell the difference.
- Rehearsing leads to confidence, and allows you to avoid 'fillers' such as eh, um, or like.
- Speak to the audience, not the screen, put keep your eyes on the monitor, and point to the screen to make points.
- Google tips to avoid nervousness

See also
12 Presenting Your Slide Show
https://edu.gcfglobal.org/en/powerpoint/presenting-your-slide-show/1/
Learn how to present your slide show to an audience.

32 Rehearsing and Recording Your Presentation
https://edu.gcfglobal.org/en/powerpoint/rehearsing-and-recording-your-presentation/1/
Learn how to rehearse and record your presentation.

Modifying existing presentations

Sometimes in business you are handed an existing presentation and are asked to modify it, or you may be asked to make a new presentation that looks like an existing presentation. Let's tackle updating an existing presentation first.

You can easily go to the outline view to edit the textual content. Recall, your text is typically **a list** in a text box.

See also
13 Lists
https://edu.gcfglobal.org/en/powerpoint/lists/1/
Learn how to add numbered and bulleted lists.

14 Indents and Line Spacing
https://edu.gcfglobal.org/en/powerpoint/indents-and-line-spacing/1/
Learn how to use indents and line spacing.

Next, recall you control the background and text appearance using a theme, so you can remove or change the theme.

See also
28 Modifying Themes
https://edu.gcfglobal.org/en/powerpoint/modifying-themes/1/
Learn all about modifying themes to mix and match colors and fonts.

If that throws fonts sizes, off, using the Slide Master, you can adjust the font size, etc.

See also
29 Slide Master View
https://edu.gcfglobal.org/en/powerpoint/slide-master-view/1/
Learn how to use Slide Master view to ensure a consistent look.

9 Managing Slides
https://edu.gcfglobal.org/en/powerpoint/managing-slides/1/
Learn the tools available to help organize and prepare your slide show.

If the same term is repeated too often, perhaps use Find & Replace to locate the other times the term was used, then use the Thesaurus to change to phrase to add variety.

See also
10 Using Find & Replace
https://edu.gcfglobal.org/en/powerpoint/using-find-replace/1/
Learn how to find and replace text.

> *Tip: if there is too much information on a slide, duplicate the slide.*
> *Remove the bottom half of the content from the first slide, and then*
> *remove the top half of the content on the second slide*
>
> *Next, change the title from Blah Blah on the second slide to Blah Blah, continued.*

> *Tip: if there are too many images on a slide, don't delete the extras, as you may want to use them someplace else. Instead, create an additional slide somewhere, and cut the extra image(s), and paste the extra onto this extra slide. That way the image is available if you find another spot for it. Hide the slide, rather than deleting; again, that way you still have the images if you want it image later. Note, saving extra items does increase the file size.*

Changing the text and appearance is the easy part. The hard part of improving a presentation require adding new tables, screenshots or images, shapes, etc.

Note: Much of the following material was probably covered in your BCIS class, and much of it was covered in Lab 2… however, in order to make sure everyone has a level playing field, and just as a refresher, please put up with the repetition and see if you can pick up one or two helpful items.

Adding tables

While Module 3 will further cover Excel and Tables, some refresher info:

A table allows you to add rows and columns to a slide, to organize information.

Sometimes PowerPoint is not the best tool to create tables, or charts... sometimes using Excel is a much better option.

For Excel Basics, check out this short Tutorial, that includes a YouTube video.

http://ww3.templejc.edu/prodev/common/howto-excel.html

Once you have created your table in Excel, save the file in the same location as the presentation; then select that which you want to duplicate, and copy it.

You may use the menu item to copy, the Control C keyboard shortcut to copy, or right click the selection and copy.
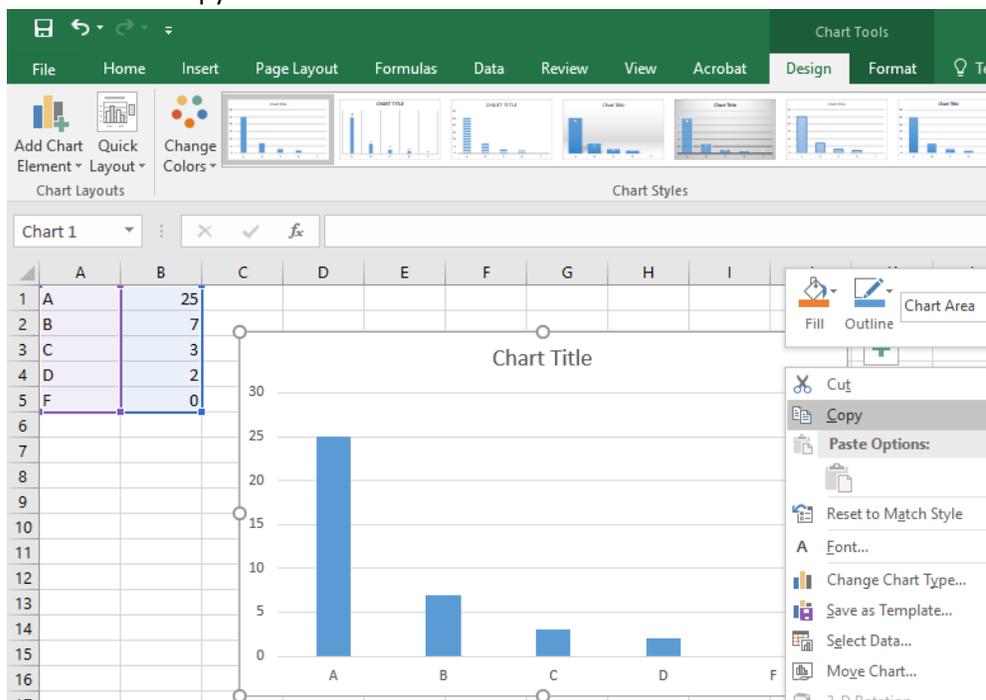
Then switch to the slide you wish to add the table to, but do NOT right click to paste... instead, select the v arrow under Paste on the Home tab, then select Paste Special...
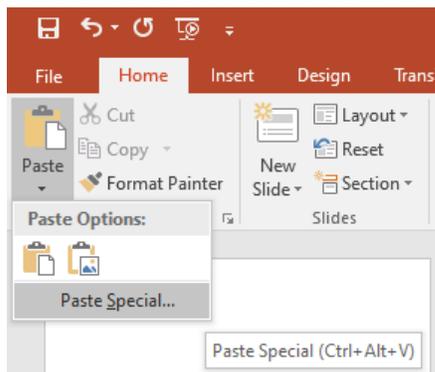
… then select Paste Link (NOT Paste), and then finally select the Excel object.
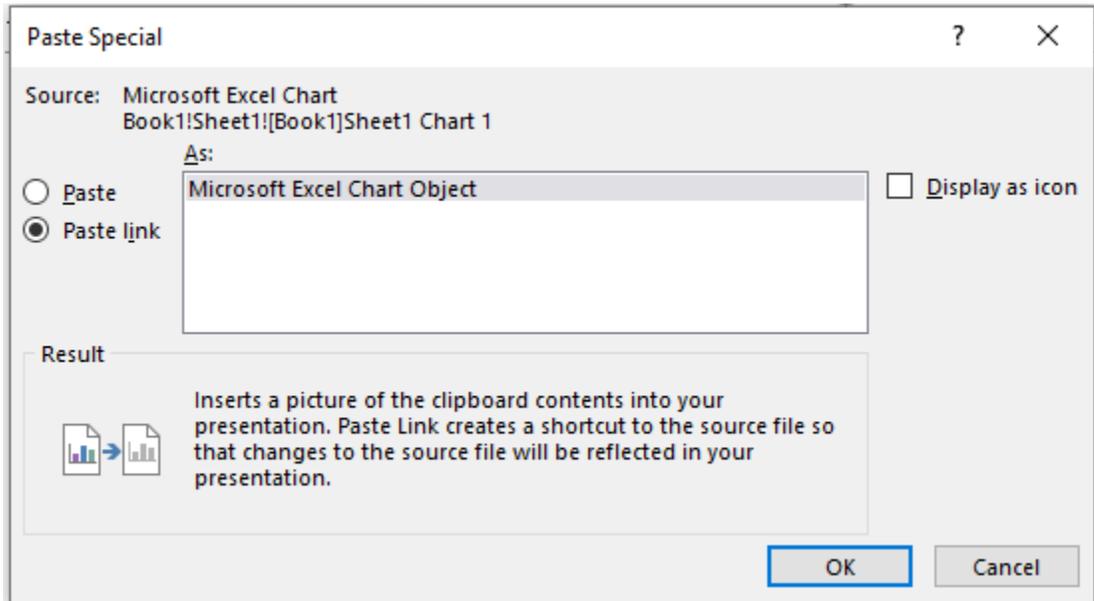
By linking, rather than embedding the chart… any change made to the Excel spreadsheet will be reflected in the PowerPoint slide, automatically.

Adding Tables in PowerPoint

A table is used to organize information into Rows and Columns, and perhaps to line up or place items on the slide, such as

Industry Salaries

Texas	$50,000
Oklahoma	$48,000
Louisiana	$49,500
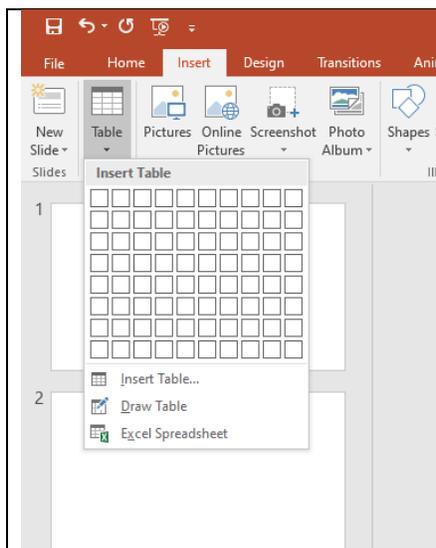
To create a table, open the Insert tab and select Table.

You may highlight boxes under Insert Table to indicate the number or rows or columns, or
Select Insert Table to specify the number of rows and columns, or
Draw table

Note: Even PowerPoint thinks Excel might be a good option.

Once the Table is in place, note that you have Table tools including Design for styles and borders, and
Layout to add/remove rows and columns, and arrange text

Design Tab
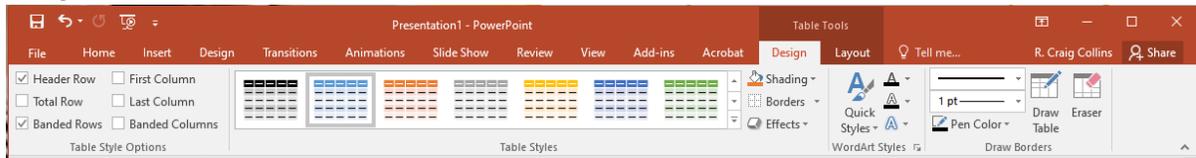
Layout Tab
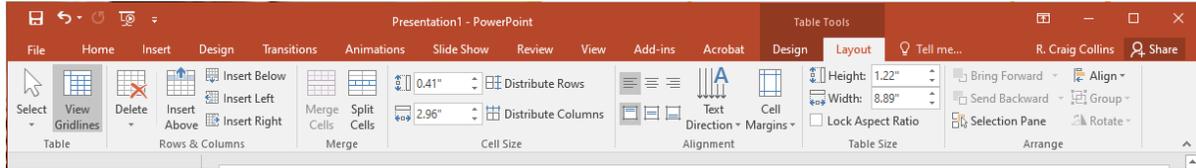
See also 22 Tables
https://edu.gcfglobal.org/en/powerpoint/tables/1/
Learn how to add and modify tables.

Again, Module 3 will further cover tables.

Images

While the first half of Module 2 went into Images and the Picture tools already, it pays to bear in mind that you may need to remove images that you suspect are under copyright protection, especially if you don't have written permission to use. Recall, you can search for Online pictures and select "Creative Commons" to find images that are free to use.

See also
15 Inserting Pictures
https://edu.gcfglobal.org/en/powerpoint/inserting-pictures/1/
Learn how to insert and modify images.

16 Formatting Pictures
https://edu.gcfglobal.org/en/powerpoint/formatting-pictures/1/
Learn how to format the images in your slides.

Screenshots

If you wanted to include something from your computer in your presentation, you may wish to insert a Screenshot. The old fashioned way to get screenshots still works (print screen, paste into Paint, crop, copy, and then paste…), but these days all you need to do is pull up the window you want to include in your presentation, switch to PowerPoint and select the screenshot tool on the Insert Tab.. the tool will minimize PowerPoint, you then can draw a box around the item you want to capture with your mouse, and boom it is captured. Great if you are creating tutorials, like this book!

Windows does have the Snip and Sketch tool that does a similar function, but this requires you to launch a separate app, make the screenshot, then paste into PowerPoint… extra steps that you no longer need to worry about.

Adding Shapes

I don't have a lot of use for shapes, but I suppose there are times when a few shapes may help convey information. JD Sartain, a writer for PCWord once said about using shapes
"… you want your PowerPoint slides to engage your audience without distracting them from the presenter (you). Too much text invites people to read rather than listen—if they don't just tune out completely."[3] So, occasionally add shapes.

See also
17 Shapes
https://edu.gcfglobal.org/en/powerpoint/shapes/1/
Learn how to add and modify shapes.

18 Aligning, Ordering, and Grouping Objects
https://edu.gcfglobal.org/en/powerpoint/aligning-ordering-and-grouping-objects/1/
Learn how to align, group, and order objects.

19 Animating Text and Objects
https://edu.gcfglobal.org/en/powerpoint/aligning-ordering-and-grouping-objects/1/
Learn how to animate text and objects.

Adding Comments

If a group is editing a presentation, you may want a way to add a comment to the working presentation. Such as one group member suggesting, via a comment, that perhaps the group should not use red as a table color.

These comments do not display when running the presentation. Select an area in the presentation you wish to discuss. On the Insert or Review tab, click New Comment.
Type your comment, and then click outside the comment box. To view a comment, click the comment thumbnail on the slide. A side bar opens to read, and reply to the comment.

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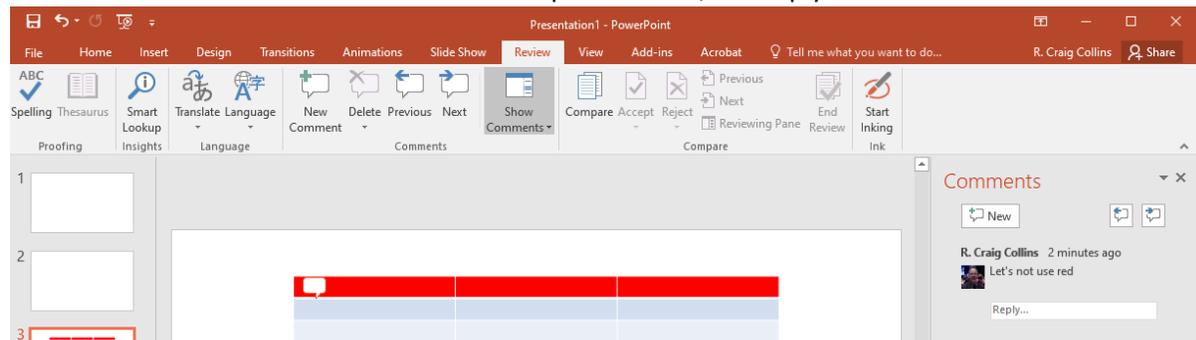
[3] https://www.pcworld.com/article/2456424/add-sizzle-to-your-powerpoint-presentation-with-shapes-and-special-effects.html July 23, 2014

Adding Text Boxes; Adding Word Art

In previous classes, you should have learned about Adding Text Boxes and Word Art,
but don't forget, you can click the [Tell me what you want to do…] box to get just in time help with
these tools.

Adding Dates, Adding Slide numbers

Headers and Footers are items that can be automatically added to a document, and they can be
used in PowerPoint as well as Excel or Word. On the Insert tab, select Header and Footer. Note
below the options you may add to the Presentation. If you don't update the date, it could be used as
a last edited date.
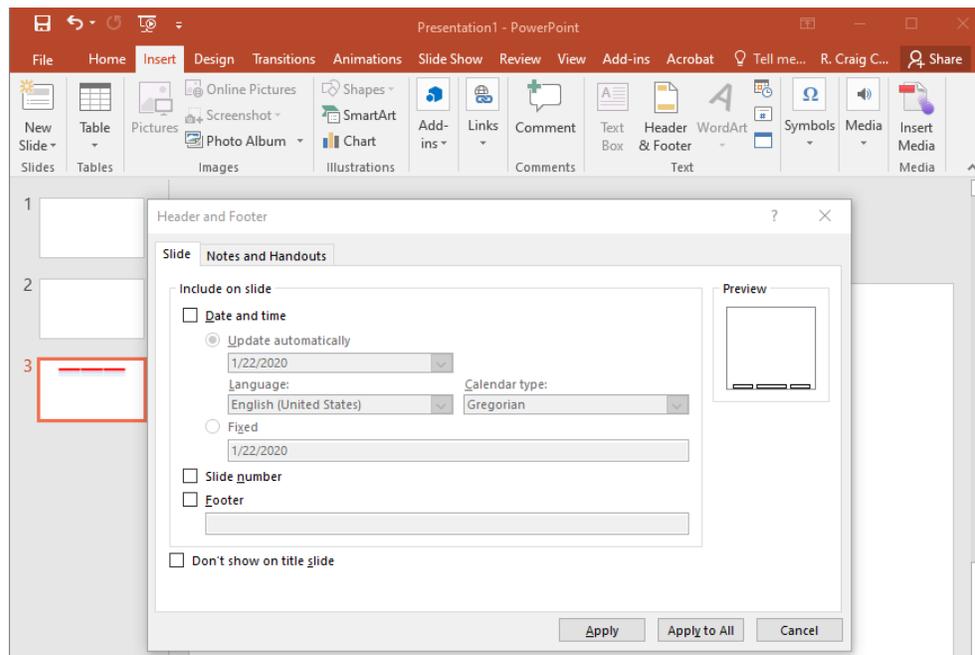
Adding Audio or other media

If you can link to media, rather than embedding it into your presentation, you file will be smaller.
But if there may not be Wi-Fi where you are presenting, perhaps you need to embed the media in
the file, even if it make the file larger.

See also
21 Inserting Audio
https://edu.gcfglobal.org/en/powerpoint/inserting-audio/1/
Learn how to insert and edit audio in your slides.
20 Inserting Videos
https://edu.gcfglobal.org/en/powerpoint/inserting-videos/1/
Learn how to add and edit videos within your slides.

Additional items you may be interested in
30 Links
https://edu.gcfglobal.org/en/powerpoint/links/1/
Learn how to add and edit links.
31 Action Buttons
https://edu.gcfglobal.org/en/powerpoint/action-buttons/1/

Lab 3 Images and Templates

Adding images, editing presentations, about templates in PowerPoint

Steps to accomplish
Download my bad presentation (lab3 starter, Available in D2L)
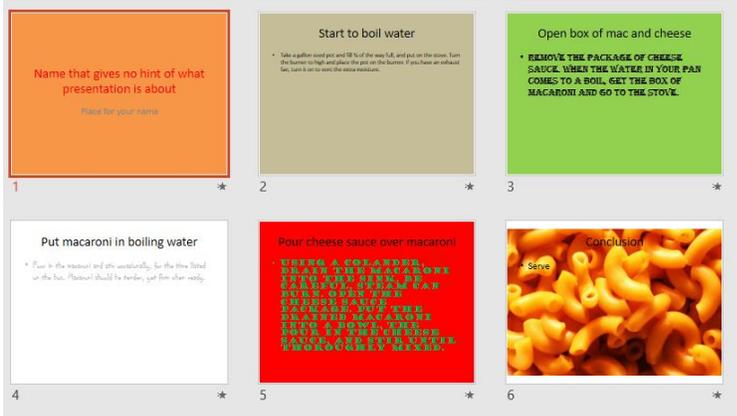
Get into Outline view

1) Add a place for an overview at the beginning, and pull titles from following pages to populate

2) Make the background and font colors consistent…dark background with some texture, not just a color, with light contrasting text

3) Make sure the font is large enough on each slide Think Slide Master for some of this

4) Change long sentences to bullet point

5) Add a recap to the Conclusion, and improve the conclusion

View the presentation and adjust as needed.

6) Add date modified to footer, save as yourname-edited.pptx

7) Save as a template yourname-template.potx

Part Two, add the following to yourname-edited.pptx

8) Add an image Use commons

9) Add the same image on a new slide (I need to see the before and after)

Experiment with changing the proportions using the handles

10) Scale the image

11) Remove part of the image with crop or remove background Experiment with filters

12) Add picture frames

13) In the notes section of the slide, describe how your edited your image

Optional: Using Gimp or Photoshop Crop Scale Brightness and contrast
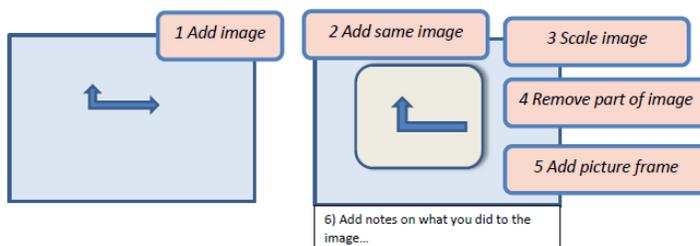
Module 3 Under Construction

Advanced tables and charts

See also

23 Charts
https://edu.gcfglobal.org/en/powerpoint/charts/1/
Learn how to add and modify charts.

24 SmartArt Graphics
https://edu.gcfglobal.org/en/powerpoint/smartart-graphics/1/
Learn how to add and edit SmartArt graphics.

Importing Word outlines or excel charts
Link or embedding objects, Lab 4
Including video, and the implications on file size
Video editing and external tools

Module 4
More on Animation and transitions, managing files with Slide Sorter, Groups
Print Options
Group Lab 5, Test 2
Case Study: Best PowerPoint Presentations; Beginning the Capstone

Module 5
Advanced view options , Group work
Case Study: Worst PowerPoint presentations, communications
Creating self-running presentations, timings, Narration Lab 6

Module 6
Communications, tracking changes
Other thoughts on presentation rules, other software (Prezi, etc) Lab 7
Design concepts, Case Study: Great PowerPoint Designs, communications
About Macros

Module 7
Other Formats, Lab 8; creating a video from a presentation Lab 9, Test 3

Module 8
Capstone, Lab 10, Final Exam