UNIVERSITY OF SOUTH DAKOTA

Center for Teaching & Learning

Microsoft PowerPoint 1: Planning & Building Your Presentation

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Introduction to PowerPoint

PowerPoint is a program that allows users to create multimedia presentations and handouts. By creating 'slides,' users can add color, images, sounds, and movies to their text presentations.

PowerPoint Etiquette: the Do's and Don'ts

Do:

1. Take advantage of the individual slide format by keeping the message of each slide clear and concise.
2. Keep slides organized in a logical and connected order. Each slide should flow smoothly from one to the next.
3. Use bulleted lists to convey groups of ideas.
4. Place text and graphics on the slides in their order of importance.

Don't:

1. Use color schemes that may not be practical for the viewing and absorption of information.
2. Add too much animation and multimedia content; your audience will be distracted by the presentation and will not learn from it.
3. Put every detail on one slide – slides should be used to enhance the lecture, not take the place of it.

4. Use multiple backgrounds throughout the show. Keep the same background throughout your presentation.

Planning Your Presentation

Introduction to Planning

You should plan your presentation the same way you would plan a written document. Consider your purpose, audience, and situation. The biggest difference between a written document and an oral presentation is your audience.

There are specific questions you should ask yourself about the presentation:

1. What is the purpose of the presentation?
2. What type of presentation do I need to give?
3. Who is the audience? What do they need and expect?
4. What is the situation (location and setting) for my presentation?
5. What is the most appropriate media for my presentation?

Determining Your Purpose

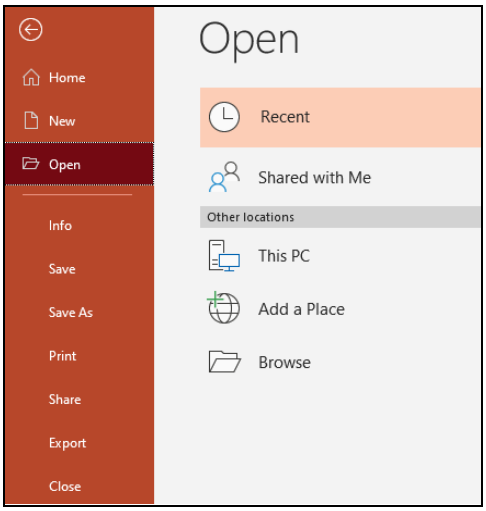
Your situation will establish what type of presentation you need to give. The most common types of presentation are:

1. Informative presentations give your audience knowledge, background information, and specific details about a topic or issue. Examples include:
    a. Professional or academic conferences
    b. Updates on a project's status
    c. Speeches at a lunch or dinner meeting
2. Persuasive presentations, by their very nature, suggest influencing your audience to feel or behave a certain way. Common examples include:
    a. Sales presentations
    b. Motivational presentations
3. Demonstration and Training presentations are used to help your audience understand a process or procedure, show your audience how something works, or provide practice and feedback. Examples include:
    a. Software demonstrations
    b. Products/Services overviews
    c. Employee orientation

Other Considerations

1. Determining the outcome of your presentation.
2. Analyzing the needs and expectations of your audience.
3. Assessing the situation (location and setting) of your presentation.
4. Selecting the appropriate media.
5. Focusing your presentation.

The PowerPoint Environment



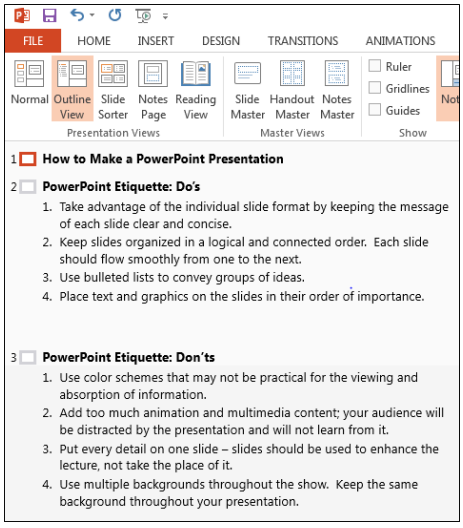
Open an Existing Presentation

1. Click the **File** tab. Select **Open**.
2. Browse for and select the appropriate presentation.
3. Click "**Open**."

Create a New Presentation

1. Click **New** on the menu that opens (you can also hit **CTRL + N**)
2. Choose an option in the New Presentation window.

Slide vs. Outline Navigation Panel



By clicking the **View** tab at the far right hand side of the program, you can select your view. Depending on how you are viewing it, you will either see the individual slides of your presentation or an outline layout.

If you select the Outline View, you will be able to compose your presentation using an outline format (as shown in the figure at right). Utilizing the outline format tends to help you organize your presentation. You can easily switch back to the slide view by clicking the Normal in the Presentation Views group.

Switching Views and Navigating

At the bottom right of the screen, to the left of the Zoom toolbar, you will see **three view buttons**.



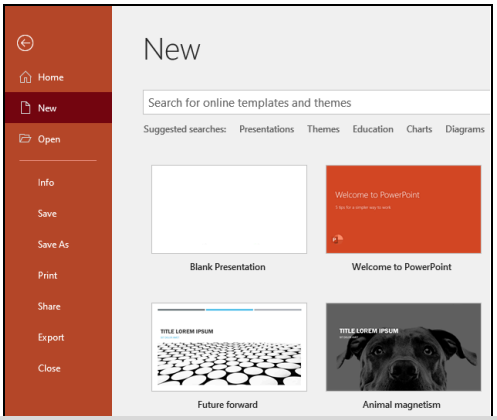
These are:

Normal View	This is the main editing view, where you will write and design your presentation. In Normal View, the Slide Pane shows the current slide as it will look during your slide show.
Slide Sorter View	View of all your slides in thumbnail size. When you have completed your presentation, the Slide Sorter View makes it easy for you to add, delete, or reorder your slides. You can also preview your transition and animation effects.
Reading View	The slide in reading view is shown in full screen, but you will also see the PowerPoint title band at the top of the screen and the PowerPoint status bar and the Windows taskbar displayed at the bottom of the screen. The ribbon and the slides/outline pane are no longer visible.
Slide Show View	This begins a full-screen slide show, starting with the slide currently selected. Navigate through the slides by hitting the spacebar or arrow keys.

Notes Pane

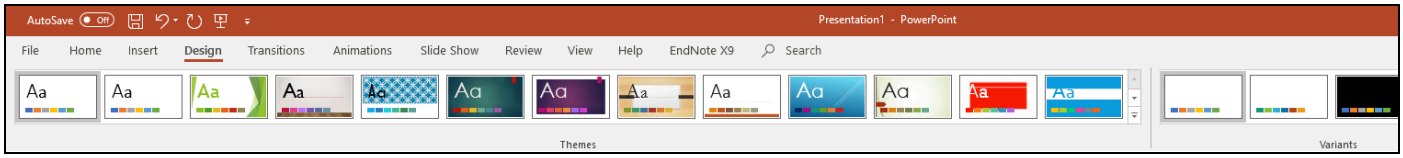
The Notes Pane appears beneath the Slide Pane when you select the **Notes** button on the bottom right of the screen. These notes typically contain speaker's notes. Because your slides have only the main points, the Notes Pane is the place for you to include specific points to cover or other information you would like to convey during your presentation. The audience does not see the notes pane contents.

Themes



When you create a new PowerPoint presentation, it will automatically prompt you to select a theme, so that you can see how all your content is going to look. That way you'll see how the theme colors look on certain things you add, such as charts or tables. The theme

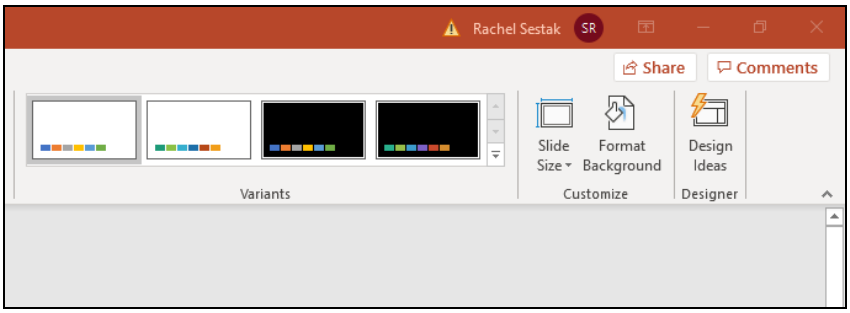
supplies the look and feel, in terms of slide design, of the presentation. It applies the background design, placeholder layout, colors, and font styles to your slides and slide elements.



The **Design** tab is where to go to browse themes. A gallery like the one for design templates that you may have used in earlier PowerPoint versions appears here under **Themes**. Each theme has a name, which shows when you hover your mouse over the theme.

TIP: By resting the pointer over a theme thumbnail, you can see a temporary preview on the current slide. You can see the theme's effect before applying it, saving you the step of undoing it if you don't like it. When you move the pointer off the thumbnail, the preview ends.

Click the **arrow on the right of the Themes** group to get more choices and information, such as which themes (since you can use more than one) are used in the presentation and for links to other themes.



The theme you choose is a complete design. But where's the fun if you can't do some tweaking? The Design tab has other galleries in case you want to modify the theme. To access these options you have to click the arrow at the bottom right of the Variants group.

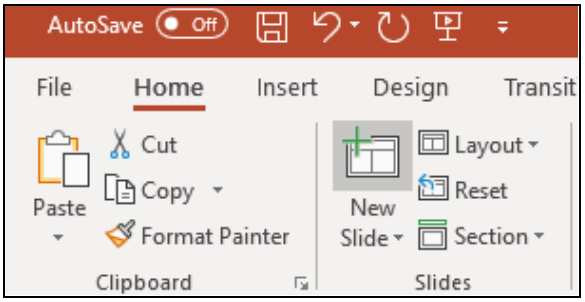
- **Colors:** There's a set of colors for every available theme; you can select your theme's colors and modify any of them.
- **Fonts:** Click any sample from the Fonts gallery to apply it to the slides. Each includes a font for title text and one for body text.
- **Effects:** These are a range of visual effects for shapes, such as a glow, soft edges, or a three-dimensional (3-D) look.
- **Background Styles:** Subtly change the theme's background while keeping within the set of theme colors. Samples are shown in the picture.

Tweak the Theme

- Use the Colors, Fonts, and Effects galleries, all on the Design tab.
- Look at other Background Styles. The choices use theme colors.

- Point to a thumbnail to get a preview of the alternative background.

Slide Layouts



Introduction to Slide Layouts

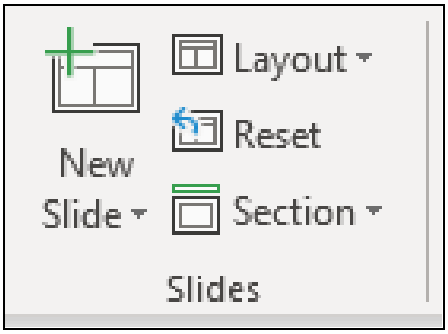
You can also choose a layout before you insert the slide. To do so, click **New Slide**, below the slide icon on the **Home** tab. That displays the layout choices.

The layouts in PowerPoint are more robust than before. Several of them include "content" placeholders, which you can use for either text or graphics. An example is the Title and Content layout. In the middle of its one placeholder, it includes this set of icons (see figure in bottom right).



Click any of the icons to insert that type of content — a table, chart, SmartArt graphic, picture from a file, piece of clipart, or video file. You may also ignore the icons and type text, which this layout supports.

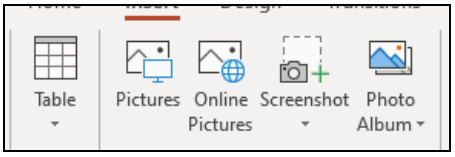
1. On the Home tab, click the drop-down arrow next to the New Slide command.



2. Click a layout to insert a slide with that layout.

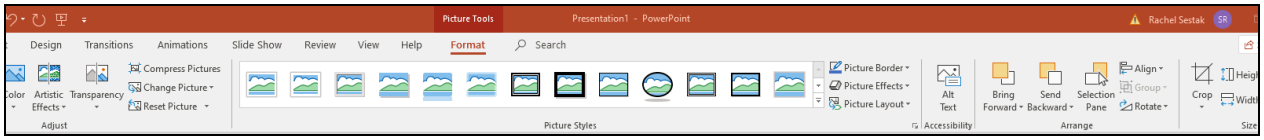
Insert a Picture

Maybe you're including portrait photos of company executives, or you want a piece of clipart to accentuate slide content. As you saw in the preceding section, you can insert the picture right from the slide, from within a content placeholder. The illustration shows you how.



1. To insert a picture of your own, click **Insert** then **Pictures**.
2. The picture will be positioned within the placeholder border.

3. Once your picture is inserted, what if you want to resize it or give it special effects? First, select the picture on the slide.
4. **Picture Tools** appear on the Ribbon. Click the **Picture Format** tab, and use buttons and options there to work with the picture. You can give it square or curved edges; apply a shadow or glow; add a colored border; crop it or size it, and so on.

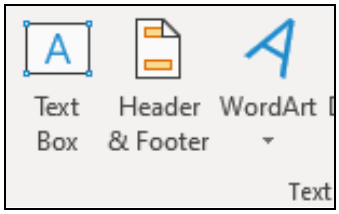


Inserting a picture from the slide itself is handy. It's an especially good method if you have more than one placeholder on the slide because, when you insert using the slide icons, the picture goes within the same placeholder.

Don't forget the Insert tab! You can use the **Insert** tab to insert a picture, too — as well as many other slide elements. The only difference in using this method is that sometimes PowerPoint has to guess which placeholder you want the picture to go in.

For the purposes of this class, choose a presentation idea (a class lecture, personal introduction, etc). Since we are inserting pictures, use the clip art option and pick an image that corresponds to your presentation.

Insert a Text Box



Text boxes can be used for many different purposes – displaying the main body of text or even using it as a picture caption. To insert a text box, go to the **Insert** tab, and in the Text group, click on the **Text Box** command.

When you insert the text box, the **Drawing Tools** are displayed. Click the **Shape Format** tab, and use the commands on it to:

- Choose a shape style for the text box or other shapes, and a shape fill, such as a gradient color; a shape outline color; and an effect, such as beveling or a shadow or glow.
- Insert, change, and edit shapes.
- Position and arrange shapes.

Let's continue with the idea of making a presentation. Enter some text that relates to your presentation (class lecture, etc.).

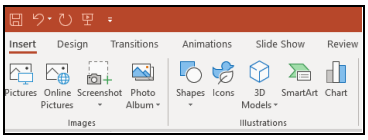
Styles for Your Text Box

1. The Format tab in Drawing Tools has styles for text boxes and other shapes.
2. Display the shapes gallery, and point to any style.

3. You see a preview of the style on the slide, applied to the text box.

Insert an Organizational Chart

As you saw earlier, you can insert a picture and other graphics by using icons in the Title and Content layout. These include an icon for SmartArt graphics, and these graphics offer org chart layouts as well as all other layouts for diagrams in PowerPoint.

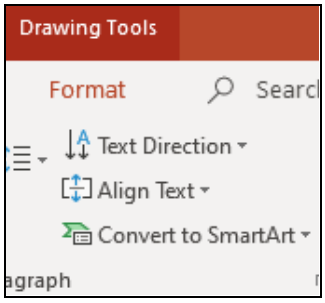


When you click the SmartArt icon: you get a full gallery of the graphical layouts available.

Org charts and other graphics now have a Text pane in which you can type the text for the chart and work with it outside of the chart's shapes. This is convenient if you prefer not to type directly in the chart.

Working with a New Org Chart

1. The org chart adopts the colors of the applied theme.
2. A Text pane appears next to the chart, and you can type text there.
3. Text you type in the text pane maps appears in the chart as you type.

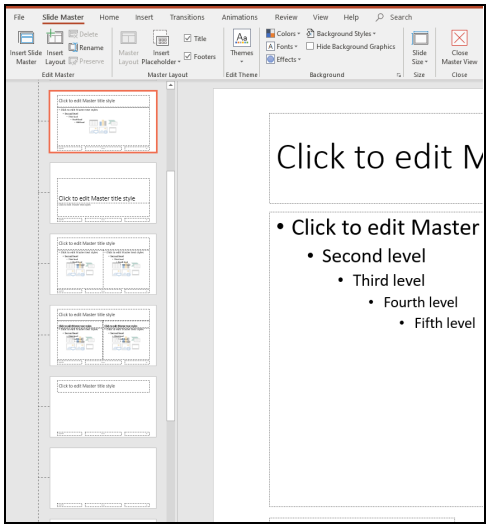


Convert Text to New Org Chart

1. Highlight the *bulleted* list that you wish to convert to an org chart
2. On the Home tab, in the Paragraph group, click on “Convert to SmartArt”
3. This will prompt you to choose what type of chart you desire
4. Select the appropriate chart and click on it.

Working with the Slide Master

Introduction to Slide Master



To open Slide Master View, click on the **View** tab. In the Master Views group, click **Slide Master**.

Before you create your custom slide layout, let's spend a moment learning more about Slide Master View.

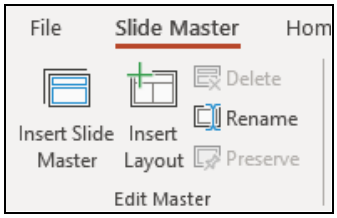
Slide Master View is a behind-the-scenes view that lets you see and change placeholders and layouts. It's also the place where you can make across-the-board changes, such as adding a logo to all your slides.

Thumbnails of the layouts appear under the slide master because layouts, along with information such as theme colors, fonts, effects, and background styles, are part of the design shown in the slide master.

In Slide Master View, placeholders can contain only text, even though this text doesn't appear in your presentation and doesn't print. Rather, it is a custom prompt text, there to remind you of what to do in the placeholder. For example, when creating a presentation in Normal view, you may see Click to add text, which is the default custom prompt text for the text placeholder.

When you finish making your changes to the slide master and the layouts, you return to Normal view, where you can apply any layout, including custom layouts, to any slide.

Now let's see how to create your custom layout.



Add a Custom Layout

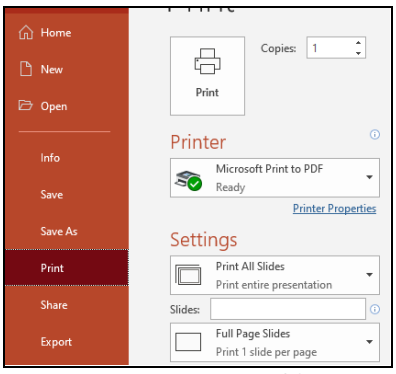
1. Click **Insert Layou**t.
2. Newly inserted custom layouts have four placeholders: the Title and three Footers (Date, Footer, and Slide Number). You can remove these placeholders by clearing the corresponding check boxes in the Master Layout group on the Slide Master tab.
3. To easily find and reuse your custom layout later, click the Rename button, type a name you can easily recognize in the Layout name box in the Rename Layout dialog box, and then click Rename.

Now that you've created the custom layout with the logo, you can return to Normal view. To do this, on the **Slide Master tab**, in the Close group, click **Close Master View**.

Your custom layout is now available for use in this presentation. The easiest way to use your custom layout is to add a new slide to your presentation. On the **Home** tab, in the Slides group, click **New Slide**, and then click Tropical vacation layout.

If you wanted to use the custom layout only in this presentation, you could stop right here. But to use the custom layout for all of your other presentations as well, you would save it as a template.

Printing Presentation Handouts

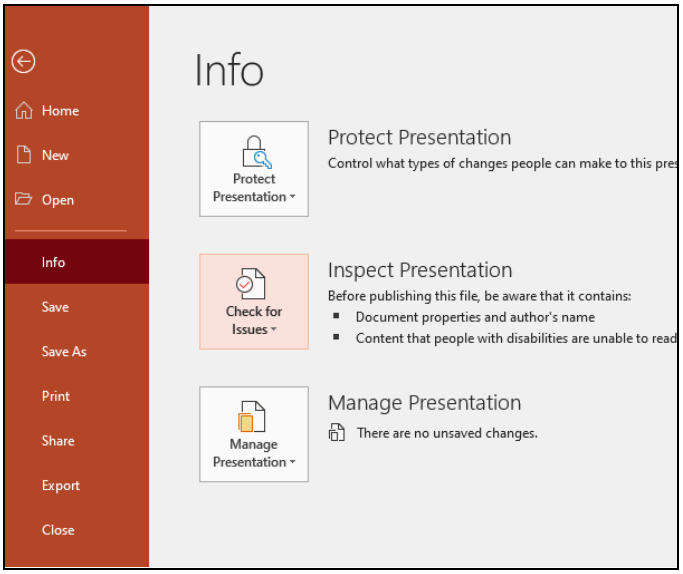


A nice feature of PowerPoint is the ability to provide hard copy versions of the slides and/or the outline text of a presentation. This is useful for the preparation of handouts for an audience or a class. From the **File** menu, choose **Print**. Click the drop down arrow that correlates to how many slides you want to print per page. If you have a larger presentation,

you may want to print multiple slides per page in order to conserve paper. Click Print when you are ready to print.

Accessibility Checks

It is recommended that you do accessibility checks on all documents that are being used. When completing accessibility checks, please open up the PowerPoint document you are using. Click "**File**" on the left-hand side of the document. In the toolbar, click on the option "**Info**". In the info tab, click on the **Check for Issues** tab found under Inspect Presentation. There will be a dropdown arrow as shown in the figure at right. When clicking on "**Check Accessibility**" it will direct you to any errors that may have been missed.

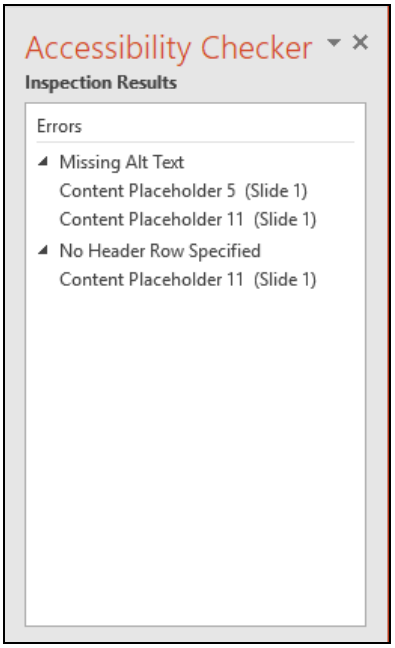


IMPORTANT: It is highly recommended that all errors found through the accessibility checker are corrected prior to publishing the document.

Accessibility Remediation

Once you have run an accessibility check, you will be given inspection results. It is strongly recommended that all errors presented in the inspection results are fixed. In addition to errors, your inspection results will give warnings for changes to be fixed. The warnings can be fixed at your discretion.

We have created a sample document to assist in instructing you on how to remedy common accessibility errors. The sample Microsoft Powerpoint in the figure below has three errors that should be corrected.

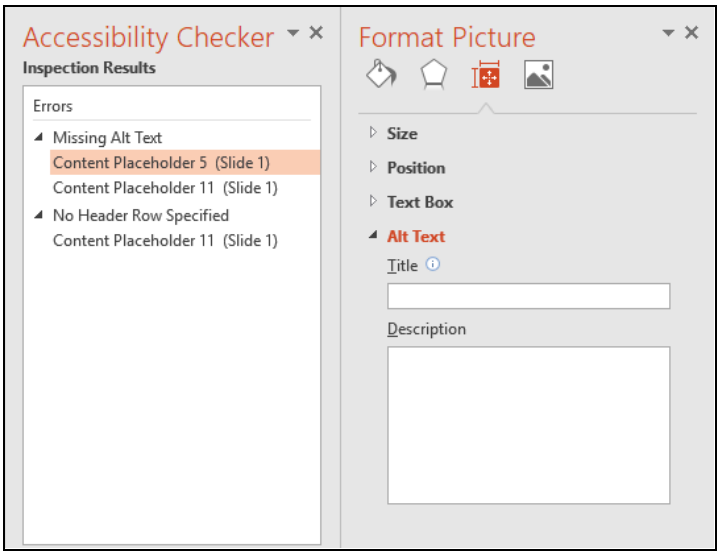




Missing Alt Text in Image

This error states that the image used in the document does not have alternate text. Alternate text helps readers understand information presented in pictures and other objects. This tool is essential when the viewer is visually impaired or the image is unavailable.

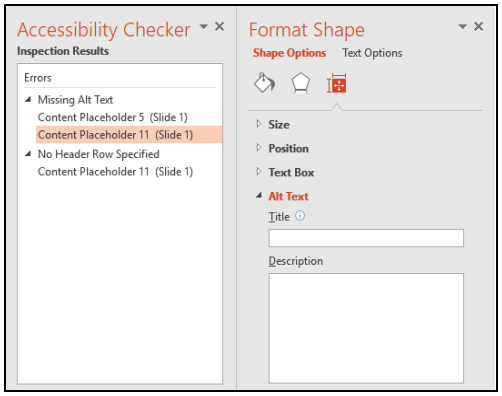
1. Click **Content Placeholder 5 (Slide 1)** in the Accessibility checker inspection results window
    a. Microsoft Powerpoint will navigate you to the image that needs alternate text when you click on it in the Accessibility checker.
2. Right click on the image and select Format Picture
3. Select the **Layout & Properties** tab (third tab)
4. Click **Alt Text**
5. Type in the alternate text for the image in the description field
    a. If you have a detailed image that requires a long description, you may want to enter a brief summary of the description in the "Title" field. This allows users to decide if they need the full description of the image or not. Otherwise, you can leave the "Title" field blank.
6. Close the “Format Picture” window pane



Your alternate text has now been saved and that error will automatically be removed from the Accessibility Checker Inspection Results.

Missing Alt Text in Table

Titles and descriptions provide alternative, text-based representations of the information contained in tables, diagrams, images, and other objects. This information is useful for people with vision or cognitive impairments who may not be able to see or understand the object.



1. Click **Content Placeholder 11 (Slide 1)** in the Accessibility checker inspection results window
    a. Microsoft Powerpoint will navigate you to the table that needs alternate text when you click on it in the Accessibility checker.

2. Right click on the **Table** and select **Format Shape**.
3. Select the **Alt Text** tab (third tab)
4. Type in the alternate text for the table in the description field
    a. If you have a detailed table that requires a long description, you may want to enter a brief summary of the description in the "Title" field. This allows users to decide if they need the full description of the table or not. Additionally, the title can be read to a person with a disability and is used to determine whether they wish to hear the description of the content.
5. Press **OK**

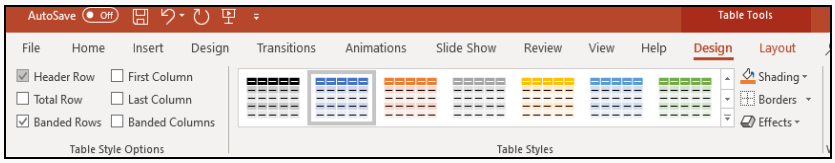
Your alternate text has now been saved and that error will automatically be removed from the Accessibility Checker Inspection Results.

Missing Header Row in Table

When heading rows are not defined and non-sighted users may have difficulty identifying the meaning of data cells and how they relate to other data in the table. A table header row contains column headings that provide context and aid navigations of the data in the table.

1. Click **Content Placeholder 11 (Slide 1)** in the Accessibility checker inspection results window
    a. Microsoft Powerpoint will navigate you to the table that needs a header row specified when you click on it in the Accessibility checker.
2. Click on **Table Tools** located on the Microsoft Ribbon
3. Click **Design** tab
4. Click **Header Row** table style option

Your table now has a specified header and that error will automatically be removed from the Accessibility Checker Inspection Results.



NOTE: The sample Microsoft PowerPoint document in figure 19 has a color contrast issue that was not identified in the Accessibility Checker Inspection Results. WCAG 2 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text, and a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). This requirement ensures that users will not have to strain to differentiate text and its background while reading a document.

- As instructors, you must make sure that all text is readable. The best way to prevent these problems is by incorporation of colors that have a drastic contrast ratio. For example, dark text should be used on lighter backgrounds and vice versa.