Creating PowerPoints that are out of this World

Presented by Cindy Smith and Jana Brown

Conceptual Presentation Design Principles

- Clarity – Can the clutter. Get to the point. Simply. Be specific.
- Relevance – Don't confuse the issues with irrelevant stuff on the slide.
- Animation – Use relevant animations to clarify your information, not confuse it.
- Plot – Tell the story. Define the path you plan to take and why you're going there.

Visual Presentation Design Principles

- Contrast – If two items are not exactly the same, make them really different.
- Repetition – Repeat some aspect of the design throughout the entire piece.
- Alignment – Nothing should be placed on the slide arbitrarily.
- Proximity – Group related items together; physical closeness implies a relationship

Cool Things to do with Graphics

Please note: The following examples are using PowerPoint 2007.

Microsoft Office Clip Art – http://office.microsoft.com/en-us/clipart/

1. Search clip art by keyword (e.g. presentation). You can narrow your search to just clip art or photos. If you want to edit the clip art you must look for **.wmf** images

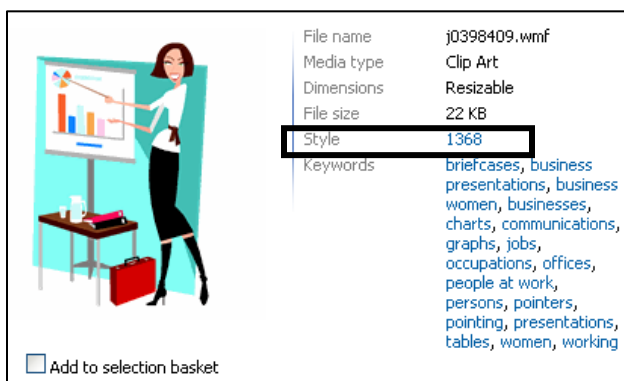2. If you want to find similar clip art search by style number, e.g. Style 1368. (Figure 1)

Figure 1

3. To edit clip art: Insert your **.wmf** image into PowerPoint. Select the image and choose the **Picture Tools Format** tab then click on the **Group** button then choose **Ungroup.** (Figure 2) If a message pops up asking to convert to a Microsoft Office drawing object, choose **Yes**. If that happens, you will need to ungroup the image one more time.
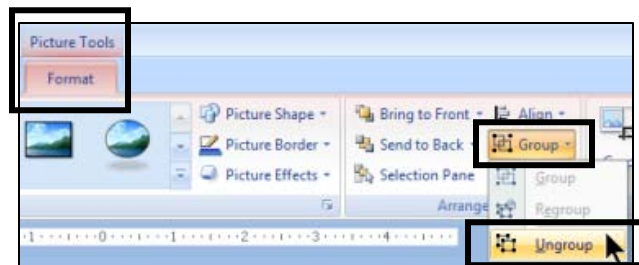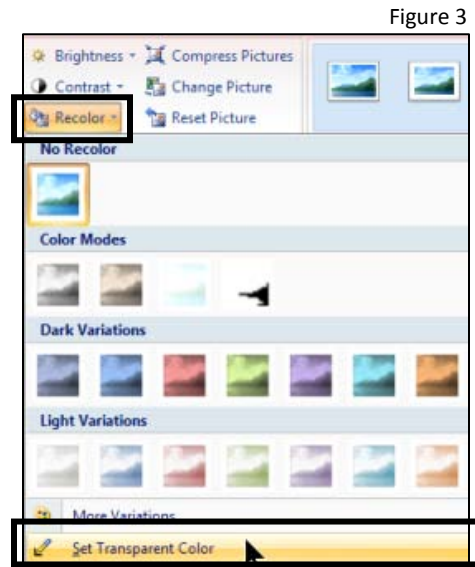

Figure 2

4. When the image is ungrouped you can select the individual objects you want to change or remove from the image.

Set a Transparent Color

This example works with **.jpg** and **.png** images.

1. Insert the image into PowerPoint.
2. Select the image by clicking on it and on the **Picture Tools Format** tab, click on the **Recolor** button and choose **Set Transparent Color** (Figure 3).
3. Click on the color on the image that you want to be transparent.

Using Motion Paths with Images

1. Insert image(s) into PowerPoint.
2. Click on the **Animations** tab and click on **Custom Animation** which will open the Custom Animation side bar on the right (Figure 4).
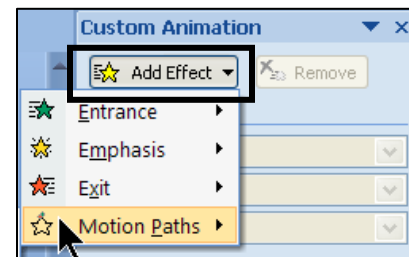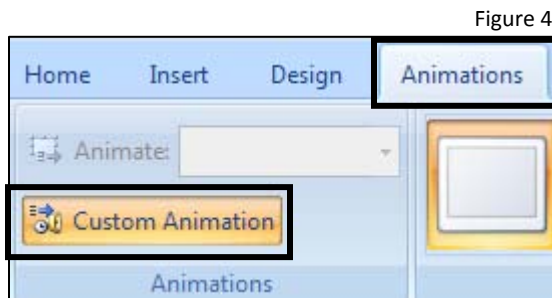
Figure 4

Figure 5

3. Click on the image that you want the motion path added then on the side bar choose **Add Effect** and **Motion Paths** (Figure 5). From there you can choose a predefined path or draw your own.
4. You will need to adjust the path until it starts and finishes where you want. From the side bar (Figure 6), you can change the effect to start On Click, With Previous, or After Previous (A) and the speed of the motion (B). Additional adjustments can be made on the drop down menu that is associated with the image and effect (C).
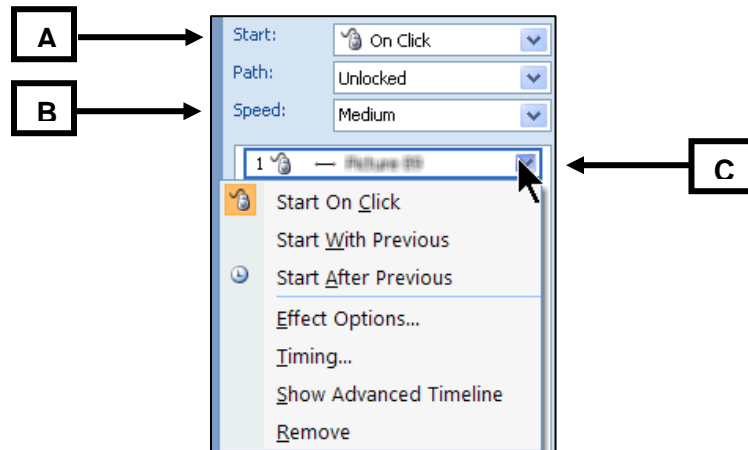
Figure 6

Fill Text with an Image

1. Insert a Text Box on the slide in PowerPoint and type the text you want to fill with an image.

2. Change the font to a heavy or thick style font and large point size. (In our example, we used Arial Black at 170 points. Please note that the drop down menu for font size only goes up to 96 points, but you can type in larger numbers.)

3. It is a good idea to crop your image to the same size as your text box so the image won't get stretched or scrunched up when you fill your text. To do this, insert your image into PowerPoint and crop the image (the **Crop** tool, Figure 7, is found on the **Picture Tools Format** tab) then right click on the image and choose **Save as Picture** then use that image to fill your text

Figure 7

4. To fill your text with an image, go to the **Drawing Tools Format** tab and click on the **Text Fill** button and choose **Texture** (Figure 8). At the bottom of the Textures menu choose **More Textures** which will bring up the **Format Text Effects** window (Figure 9).
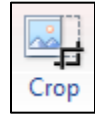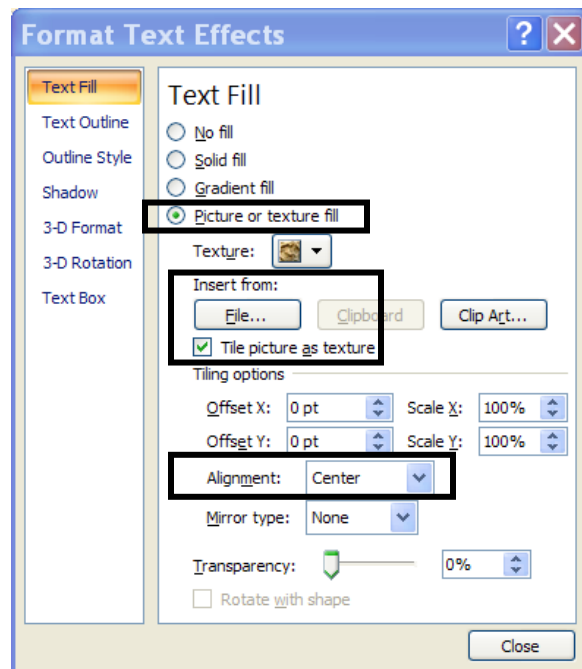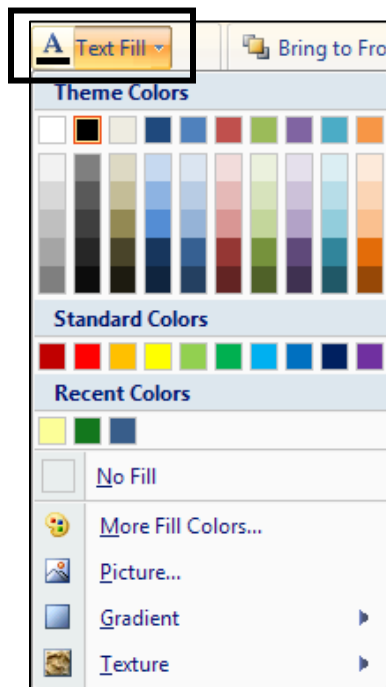
Figure 9

5. On the **Format Text Effects** window, click on **Picture or texture fill** and **insert from: File** and locate the image you cropped and saved earlier. Make sure **Tile picture as texture** is checked. Since the image is the same size as the text box choose to align **Center** from the **Alignment** dropdown menu.

Fill Shapes with an Image

1. Create the shapes that you want to fill with an image. This will work with any shape, but for our example we used squares.

2. Once you get the number of shapes you want to use, you will want to size your image to fit in that area. You can insert the image and crop like the example for in the "**Fill Text with an Image**."

3. Click on your first shape (top left) and on the **Drawing Tools Format** tab click on the **Shape Fill** button and like the example for the Text Fill choose **Texture** and on the bottom of the Textures menu choose **More Textures** and this will open the **Format Picture** window.

4. On the **Format Picture** window, click on **Picture or texture fill** and **insert from: File** and locate the image you cropped and saved earlier. Make sure **Tile picture as texture** is checked. Since the image is the same size as the group of shapes choose to align **Top Left** from the **Alignment** dropdown menu.

5. Click on the next shape (top center) and follow steps 3 and 4 but this time for **Alignment** choose **Top**, for the Top Right shape choose **Top Right Alignment** and so forth until all the shapes are filled with the image.

Create Your Own Graphics

The instructions for the "post-it note" and "big 'o stack of papers" are basically the same with slight variations.

1. For the post-it note, draw a shape on your slide using the **Rectangle** tool which is on your **Home** tab. (Hint: If you hold down the shift key as you draw your shape it will be a perfect square.)

2. Choose the color you want the note to be from the **Shape Fill** button and on the **Shape Outline** button choose **No Outline**.

3. Right click on your shape and **Save as Picture**. Delete the shape off of your slide and insert the image you just saved.

4. Go to the **Picture Tools Format** tab and on the **Picture Styles** section look for the **"Rotated, White"** style in the predefined styles (Figure 10).

5. To change the thick white border click on the **Picture Border** button and choose **Weight** then choose the **¼ pt** line weight.

6. To add text to your post-it, draw a text box and type your text. You can rotate your text box to align better with your note. (Hint: It is a good idea to group your image and your text box so if you move one, the other moves with it. To group objects click on one object and hold down your shift key and click the other object(s) then press Ctrl + G.)
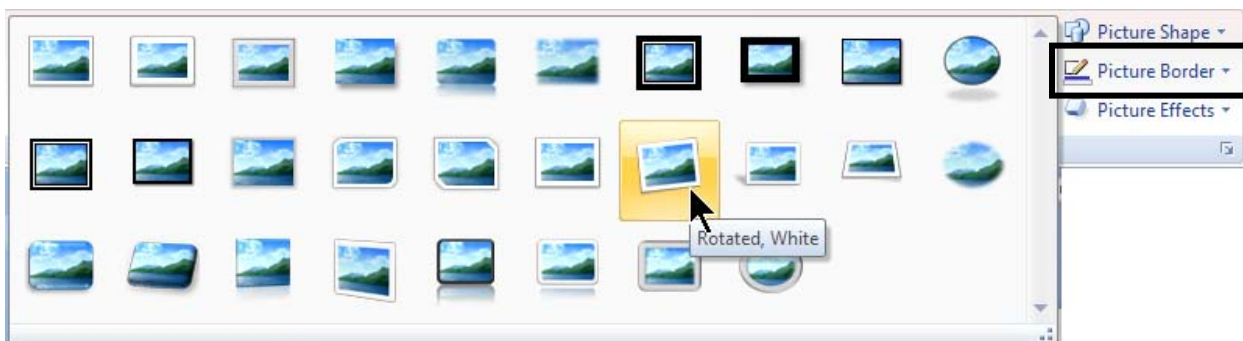

Figure 10

Resources

Conceptual and visual presentation design principles excerpted from:

- *The Non-Designer's Presentation Book*
  by Robin Williams
  Peachpit Press

The Rapid E-Learning Blog by Tom Kuhlmann
http://www.articulate.com/rapid-elearning/

The University of Texas at Tyler • Office of Instructional Design
Resource Wiki
http://uttyler.pbworks.com

Contact Information

Cindy Smith
cindy_smith@uttyler.edu

Jana Brown
jbrown@uttyler.edu