

Making an Entertaining PowerPoint Presentation

3

In this chapter, we will learn the following to World Class CAD standards:

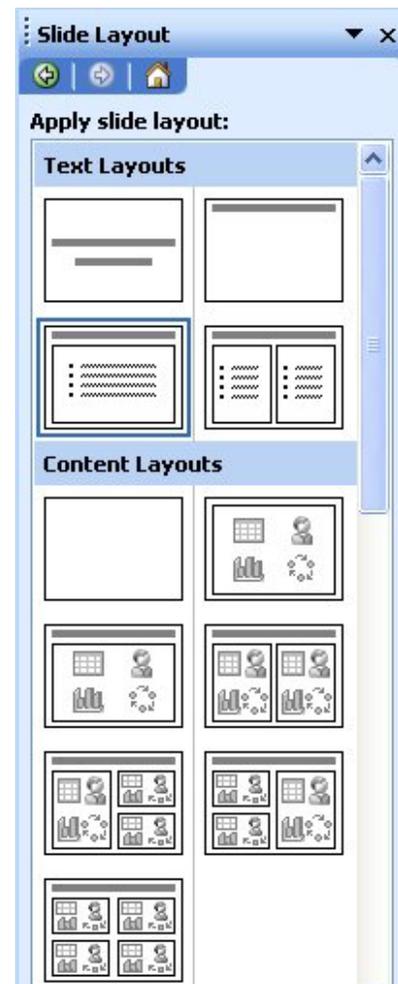
- **Understanding your Audience**
- **Collecting Digital Images**
- **Creating an Outline**
- **Showing the Guides on the Slide**
- **Inserting a Digital Image**
- **Changing the Font Size and color**
- **Adding More Slides**
- **Formatting for a Widescreen Layout**

Understanding your Audience

When we attend a conference, we hope to experience a day where ideas are shared and communication between the presenters and the audience is fluent and original. Our familiarity with modern multimedia such as the World Wide Web and television has given us expectations for interesting visual and audible content. However, when many of the presenters begin their discussion, up pops another text based slideshow and the attendees settle in for a tedious routine of watching an outline appear to pace the dialogue we hear. Hopefully, the speaker has an appealing topic, because the graphic support they are using demonstrates little knowledge of visual communication.

In the professional occupations, we understand the power of graphical data to show future and past performance, and we would be surprised to receive a report from our finance manager without a chart to graphically display the numeric statement. Many business meetings have a basic slide presentation that conveys standard information such as total sales, inventory and next month's projections. We would have to say that the majority of textbooks and the support documentation and templates included with PowerPoint train the developers of new slideshows to follow the same old path. The first slide, the title page as we see to the right in the Slide Layouts is the same in almost every PowerPoint presentation we have ever seen.

The second, third, fourth and every other slide has the title on the top and the bulleted content in rigid columns which is a concept that follows along with the guidance given by the PowerPoint program writer. The support for bulleted content is so important to Microsoft that in present day versions of the application, we can see multiple colors and thousands of shapes of bullet symbols that precede a basic phrase. Can we imagine leaving a seminar and hearing the group ahead of us remark about the wonderful bullets that the presenter had in their show? No, the answer is just the opposite. In many cases, people are bored. While we are presenting, they are working on their own projects and texting on their phones during our lifeless slideshow.



The Microsoft PowerPoint application is not the Adobe Flash software package, where we can make elaborate movies, but this computer program come close to having all of the tools to make a very attractive production. PowerPoint slides can transition smoothly

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from frame to frame. Each slide can hold a single dynamic photo that best communicates what we wish the viewers to see. We can add background music to accent our auditory. We can utilize more features in the program that is on almost every computer in the business world to relate to our customer what we wish them to see and hear.

We need to make a checklist of what to do when making a presentation, so we can remove ourselves from the category of individuals that bore their audience.

First, each slide should contain an image that transmits to the spectators what we are communicating. We tell the developers that they can remove the words from the oratory or from the slide and the public should be able to deduce the data we are presenting from the illustration. The graphic should be high resolution and clear. We should not use Clip Art, but acquire our own digital photographs. For example, if we are telling the audience of the trash at the local park, we need to take our own pictures of the garbage around the people of our community and let them see the mess. Then our speechifying corresponds to the image and the image to our dialogue.

We should add background music to a single or multiple slides. Music is powerful and can transmit as much information as the picture. We encourage groups to use songs just as a directors utilize melodies in television and movies to keep the viewers' attention. The music generally does not contain words that will interfere with our own discussion.

Not all slides need text, since the picture supported by the music relates our ideas sufficiently. When we need to place text on a slide, we need to make sure that the short phrase is important to the viewers. We should never place sentences on the slide and expect the attendees to read the content.

We should use professional techniques to match the color of the text to the slide image. Websites such as EasyRGB.com can provide a beginning developer with the skills to coordinate the visual arrangement. For example, when we are preparing to talk to the

Presentation Checklist

- Slides should contain one professional image
- Images should be original digital photographs and not Clip Art
- Image should clearly communicate our idea

- Use music as a background for the presentation
- Use melodies without words to avoid conflict with the verbal presentation

- Slides do not need titles or phrases
- If text is needed, use short and influential phrases

- Text colors should match the colors in the image
- Use a RGB support program to professionally color match
- Colors have meaning and should be used wisely

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School Board, we take care that our appearance is pleasing. We should follow the same steps when harmonizing all of the contents of a slide. In addition to managing red, greens and blues, we should know that colors have meaning. Inside this chapter, we will list the meanings of typical colors.

Text is just another image on the slide. The audience will digest the illustration first, and then their eyes will move through the text phrases depending on the color, size and font of the few words. We should select a font that matches the contours in the main image. For example, if our picture contains many curved objects, we will use a font with smooth flowing lines. When the content of our digital image has mostly straight edges, we use a sharply edged font.

We should enable the transitions between slides to be accomplished as smoothly as possible. Even the most experienced of graphic designers will express the concept of clear and concise communication or better phrased “use the KISS (Keep It Super Simple) method” of making presentations. We need to stay away from flipping and twisting transitions that do not help to support our ideas, since they mostly annoy the audience. Transitions between introducing text, images and slides should be elegant and meaningful. The entire presentation should be well thought out.

The foreground image is the focal point of the slide along with any supporting text. The background is the foundation that holds both the phrases and main graphic, so the canvas should not draw the attention of the audience from the focal point. We should never use patterned backgrounds or wall paper to draw the attention away from the focal point. Most commonly used solid colors are black and white. Remember that a white background will introduce more light into a conference room allowing everyone to see each others

- Use a font shape that matches the image
 - Edgy fonts match images containing straight objects
 - Smooth flowing fonts match images with curved objects
 - Use uppercase text to proclaim information loudly
 - Use lowercase text to discuss ideas calmly
-
- Use KISS to create clear and concise productions
 - Use smooth transitions between slides
-
- Backgrounds should be solid
 - Background colors are typically black or white
 - Black backgrounds focuses attention'
 - White backgrounds opens attention to the whole room

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responses, where the use of black backgrounds on the stage limits the light and focuses the individual's personal attention on the presentation.

We should write our oration that we will present and type the sentences in the notes section under the slide layout. When we print the notes page, we will have a numbered page with our speech typed out on each slide. This replaces the older 3 by 5 cards of previous days. Now our speech is permanently attached to each slide. Some developers will take this a step further and add their oration to each slide using the record narration function. At that point, along with automatic transitions, the PowerPoint presentation develops an appearance similar to television.

We should conduct multiple rehearsals of our speech, visual and music presentation to work out any conflicts that are in the production. After each rehearsal, we can make corrections to the slides, the sentences in the notes page and with the timing and transitions. Do not make last minute changes to the material too close to the day or the hour of the presentation. Even though we may have a great idea, the small change is probably not worth the chance that the slide show will not work properly. We advise professionals to hold off last minute changes and we can add them later for another seminar.

Now that we have some basic guidelines to create a PowerPoint slide show, we can begin.

Collecting Digital Images

We embark on the process of making our slide show by collecting data and taking digital photographs of items to support our ideas. In this chapter, we will present four foods to the audience which will be an appetizer, a vegetable, an entrée and a dessert. This can be an enjoyable project since all people have some opinion or interest in food.

- Have the oration typed in the Notes section of the slide
 - Send the slide presentation to the printer with the notes page option to obtain the oratory for each slide
 - Add your speech permanently to the show with the record narration option
-
- Rehearse the presentations seven times
 - Make changes after each rehearsal
 - Never make last minute changes that can cause embarrassment when the slide show does not function

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The presentation material for follow up practice after this exercise can be about other topics such as engineering, architecture or green living. Whatever scheme that we want to convey to our audience, we need to start with the idea, collect the information and learn to construct an appetizing presentation.

We collected images from Chef Marc Dullin's website, achefforyou.net to utilize in our project. Chef Dullin is very accomplished in the culinary profession, so we have excellent material to employ in our production. After getting permission to use the digital images, we saved the best ones in a folder named "four foods". We should always collect more pictures than we need in the slide show, so we have plenty of options when choosing our graphics.



Figure 3.1 – Images from Chef Dullin's AChefforYou.net

Creating an Outline

Next, we will create a simple outline of the slide show in Microsoft Word as shown to the right. We suggest to professionals to stop opening the PowerPoint application and just start typing without knowing where the visual production is heading. We advocate that the designer of the production should have a plan and not trust the outcome of our work to chance.

Four Foods Presentation

- I. Four Foods
- II. Appetizer
- III. Vegetable
- IV. Entrée
- V. Dessert
- VI. Thank You

Once the outline is complete, we can note what pictures best represent the topic of the slide. With the pictures in our slide show being the focal point, we will begin to develop the skill of choosing illustrations that are crowd pleasing. Sometimes only a segment of the original digital photograph is important in supporting our storyline, so we will learn to utilize the Crop tool on the Picture toolbar to trim away unneeded visual information. If we find that our outline is incomplete when discussing our concept with others, then we can rearrange, add or subtract slide topics in the list.

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Once the outline is complete, we will insert the file into PowerPoint by selecting Insert on the Menu Bar and choosing Slides from Outline. We will select the file that contains the outline and press the Insert command button. Every topic for our presentation is now in PowerPoint as shown in figure 3.3. We will save the file as Four Foods.

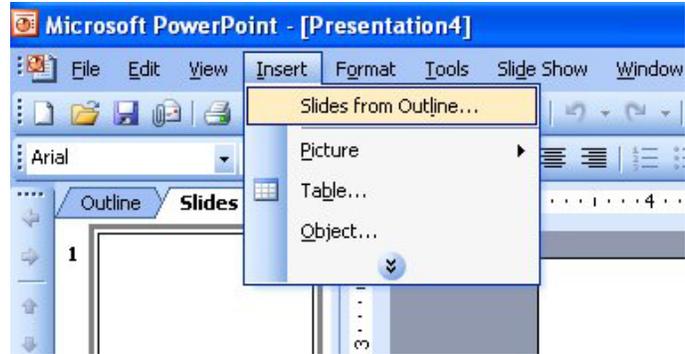


Figure 3.2 – Inserting the Outline

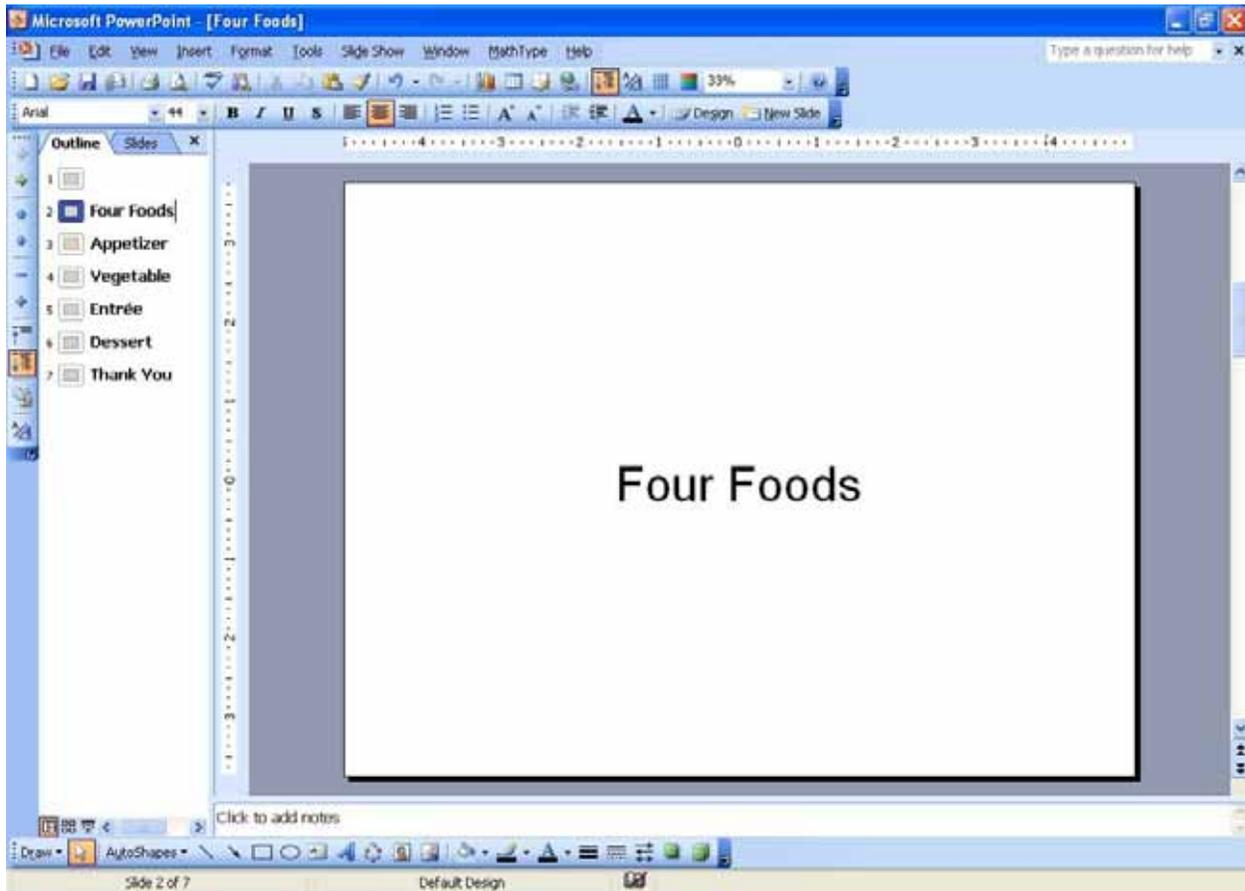


Figure 3.3 – The Four Foods PowerPoint Presentation

We learn to keep the first slide blank so that when we launch the slide show before the presentation starts, the display screen will be blank. Once the orator or their assistant presses the next slide arrow on the computer monitor or the Enter key on the keyboard, then we will transition to the title slide.

Some developers will place a graphic or text on the first slide stating when the presentation will begin. Other designers will have a pre-presentation show that includes images and music playing while people are moving to their seats in the auditorium.

Showing the Guides on the Slide

The drawing guide is a beneficial tool in helping a developer to lay out the images and text on the slide. The guides are two centerlines which are shown on the slide, one vertical and one horizontal. We can move a digital photograph or a textbox to the centerline and match the sizing handles to them to either center the object horizontally, vertically or both. Main titles are typically centered on both guides.

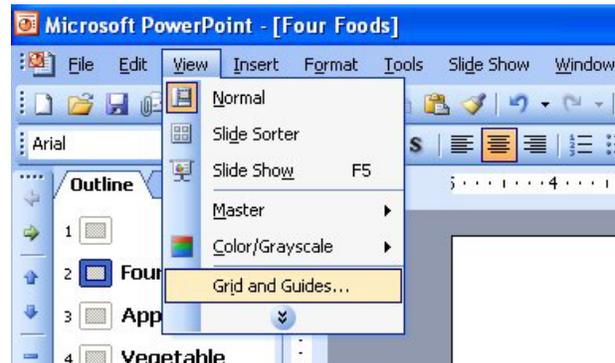


Figure 3.4 – Accessing Grids and Guides

To turn the guides on, we select View on the Menu Bar and choose Grids and Guides as shown in Figure 3.4. The Grid and Guides window will appear on the monitor as shown in figure 3.5. Pick the Display drawing guides on the screen checkbox and press the OK command button and the guides come into view.

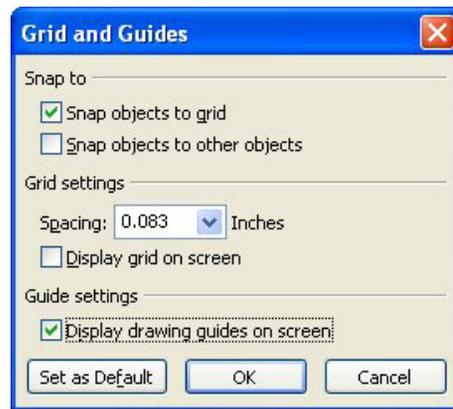


Figure 3.5 – Display the Drawing Guide

Inserting a Digital Image

On our slide, we want the digital image to become the focal point, therefore we will insert our best appetizer picture. There are two basic methods in which to accomplish this task, the first way is to place in the picture on the slide and size that image. The second technique is to add the photo to the slide background where the illustration may be distorted when it automatically fits the slide. In the second option, we can lock the picture's ratio, but we will still lose our ability to crop the image.

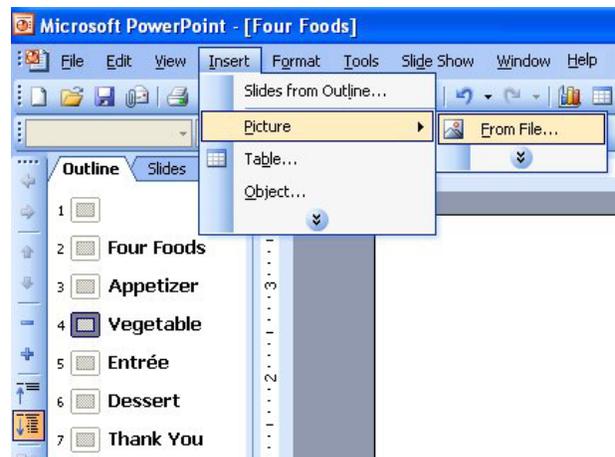


Figure 3.6 – Display the Drawing Guide

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We typically choose the first option which allows us to have the maximum ability to size and crop the image. To attach a digital picture from the four foods folder, select insert on the Menu bar and choose Picture From File to open the Insert Picture window as shown in figure 3.7. We will pick the Assorted Bruschetta illustration and press the Insert command button. The image will appear in the center of the appetizer slide.

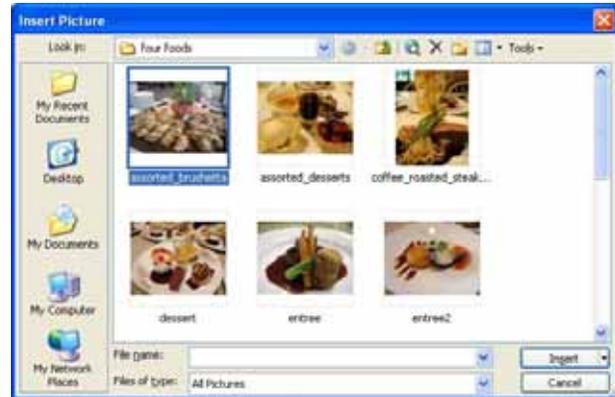


Figure 3.7 – Display the Drawing Guide



Figure 3.8 – Display the Drawing Guide



Figure 3.9 – Display the Drawing Guide

Once the image is on the slide as shown in figure 3.8, we will select the photo with the mouse and holding down the left button, move the digital illustration to the upper left corner of the slide as shown in figure 3.9.

There are eight sizing handles on an image and the ones located at the center of the horizontal and vertical edges will only scale the photograph in one direction. When scaling an image, we always use the sizing handles on the corners of the illustration, so the digital photograph will remain proportional when we change the photo's dimensions. To resize the Assorted Bruschetta image, select the sizing handle in the lower right hand corner of the photograph and while holding the left button of the mouse down, move the dotted line representing the illustration's edge to the lower right hand corner of the slide.

As we can observe in figures 3.10 and 3.11, this task is relatively simple. But not every illustration fits the PowerPoint slide perfectly, so we need to follow a simple rule. Images that have a portrait shape, that is a taller than wider illustration, will never fill the entire slide, so we will add a solid colored background to accent the picture. An image that is landscaped sized, which is wider than taller photo, will generally always fill up the slide. The designer can fit the landscape image perfectly using the resizing and crop tools.

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Figure 3.10 – Resizing the Image



Figure 3.11 – The Image in Position

Every time we add an object to a PowerPoint slide, the new item will lay on top of the previous object. In our example, the digital photograph is now covering up the title text. To make the text visible, right click on the digital image and select Order and choose Send to Back as shown in figure 3.11. The title text is now discernible.



Figure 3.11 – Changing the Order



Figure 3.12 – Text is Now Visible

We probably do not want the title to just say “Appetizer” and will most likely want to change the color and the font to match the focal point illustration.

Changing the Font Size and Color

Start the Microsoft Paint program and open the Assorted Bruschetta image. To match the text color to the image, we find a color that is predominant on the image and select the color with the dropper tool. We accomplish this task by selecting the dropper as shown in figure 3.13 and picking the pink color on the cup. We can see the color appear on the palette at the bottom of the Paint program.

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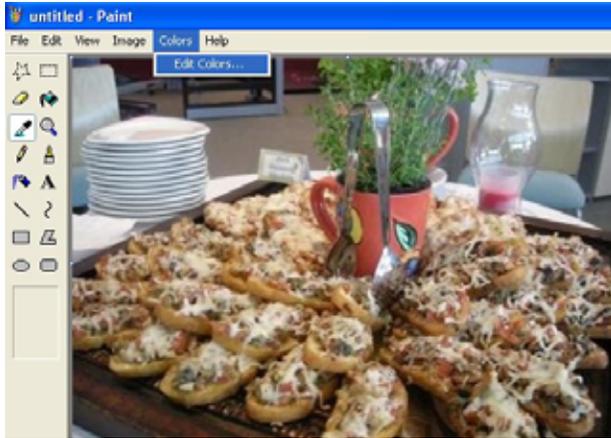


Figure 3.13 – Picking the Cup’s Color

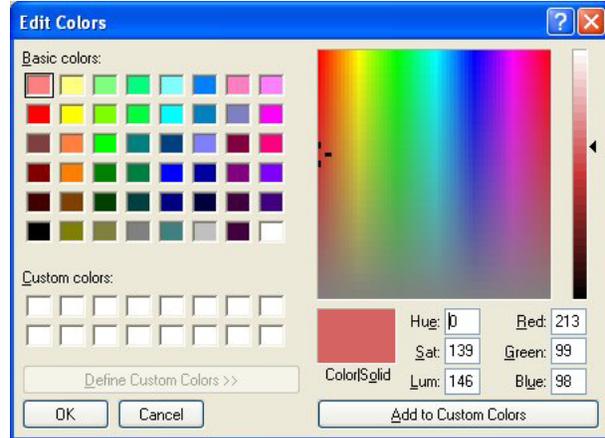


Figure 3.14 – Obtaining the RGB Numbers

To retrieve the red, green and blue numbers that make the 24-bit color we are seeing, select Colors on the Menu bar, then Edit Colors, and finally Define Custom Colors. The pink color we see is actually:

Red	213
Green	99
Blue	98



Figure 3.15 – Selecting the Text and Opening the Colors Window

Move back to the PowerPoint slideshow and highlight the word “Appetizer” and select the arrow to the right of the Font Color tool on the Formatting toolbar and then pick More Colors as shown in figure 3.15. Choose the Custom tab and we can type in the RGB from the Paint program.

Red	213
Green	99
Blue	98

When we press the OK command button, the color of the word appetizer will match the pink cup.

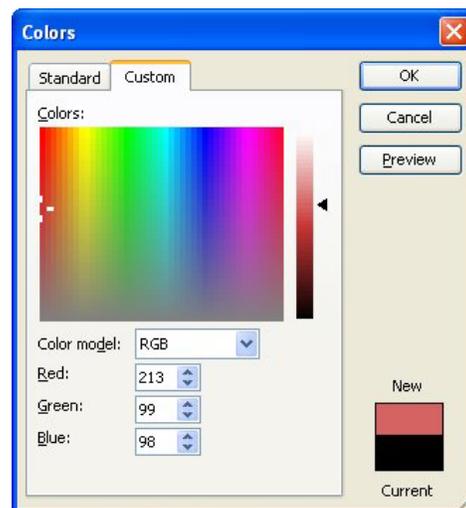


Figure 3.16 – Setting the RGB Colors

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Instead of Appetizer, we will change the title to Crostini fantasia, meaning fancy Bruschetta. We use the Segoe Media Center font since the shapes of the letters are clear and the curves match the contour of the food. We change the font size to 64.

We select the Textbox tool on the Drawing toolbar and insert the word “gustoso” meaning tasty at the bottom of the slide.



Figure 3.17 – Changing the Text

We return to the Paint program to obtain the RGB colors from the green vegetation sprouting from the cup. To retrieve the red, green and blue numbers that make the green 24-bit color, select Colors on the Menu bar, then Edit Colors, and finally Define Custom Colors. The green color we see is actually:

Red	108
Green	143
Blue	111

When we press the OK command button, the color of the word appetizer will match the pink cup.

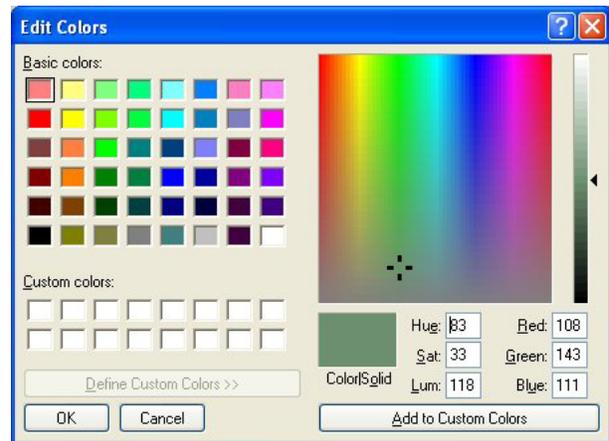


Figure 3.18 – The Green RGB Numbers

Move back to the PowerPoint slideshow and highlight the word “gustoso” and select the arrow to the right of the Font Color tool on the Formatting toolbar and then pick More Colors. Choose the Custom tab and we can type in the RGB from the Paint program.

We also make the font Stylus BT and the font size is 54 for the word, gustoso. Now, we can examine our finished slide that has a focal point for our oration along with matching phrases, colors and fonts.

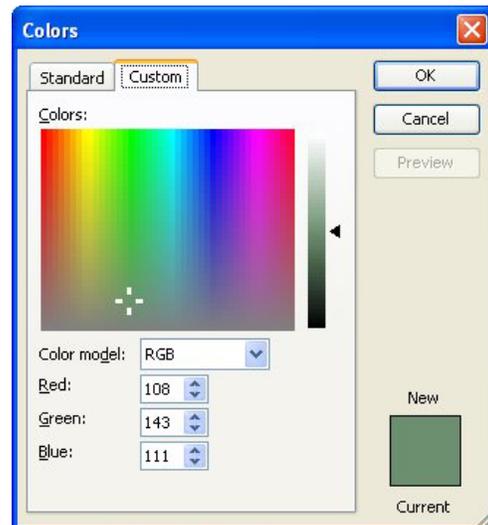


Figure 3.19 – Changing Colors

Adding More Slides

In the next slide, we practice the skills we have learned in our previous work with the landscape image of the asparagus and ham. The title or supporting text “Asparagus” rests at the left bottom of the slide and is colored with the RGB shade from the vegetable in the illustration. We will still utilize the Segoe Media Center font since the shapes of the letters are smooth and they match the outline of the food. We change the font size to 54 to fit the long word into the allotted space.



Figure 3.20 – Changing the Text

The digital photograph we select for the main entrée has a portrait shape, so we align the picture to the left of the slide and change the background to black by right clicking on the slide and select background from the menu. With our mouse select the arrow to the right of the white color as shown in figure 3.21. Pick the black icon and the Apply command button to change the background to black.

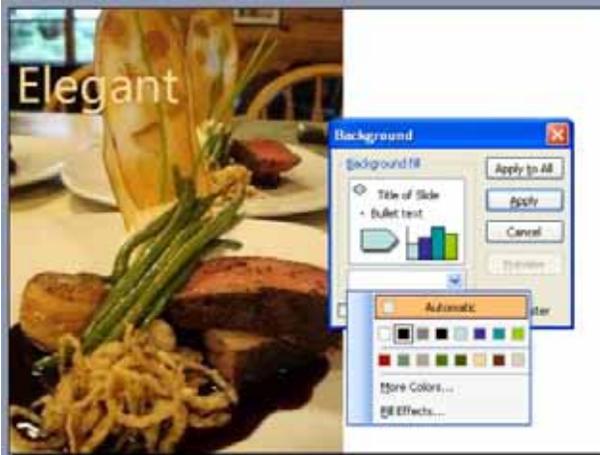


Figure 3.21 – Changing the Text



Figure 3.22 – Changing the Text

We change the title text from Entrée to Elegant and make the color of the text match the shade of the plate. We select the Textbox tool on the Drawing toolbar and insert the phrase “Our Entrees calm, sooth and comfort the Soul” at the right of the slide. The orange tinted color we see is actually:

Red	245
Green	215
Blue	155

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The slide for the dessert will help us strengthen our skills of sizing the focal point image and changing the background and text color. The background color is the same shade as the fudge on the plate. When we select the color list box on the Background window, we will type the RGB numbers for the brown we obtain from the photo while in the Microsoft Paint program. The text color is the same as the plate except the word “temptingly” which has the same color as the red syrup on the pastry.



Figure 3.23 – Changing the Text

We end the presentation with a thank you and some designers will inquire whether there are any questions at this point in the production.

We may want to add another type of slide to the presentation showing our command of current technology by changing the digital photograph into a widescreen layout.

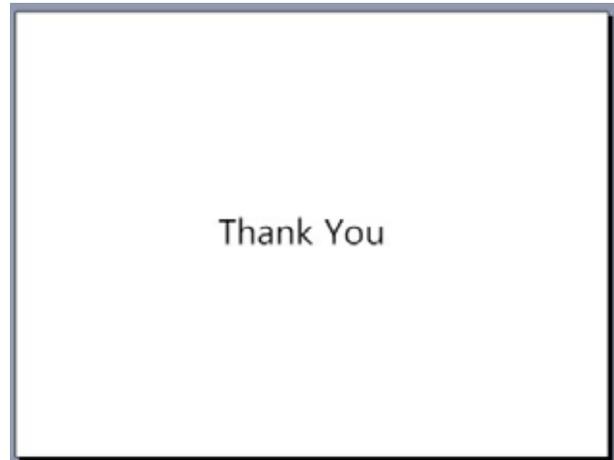


Figure 3.24 – Changing the Text

Making a Widescreen Slide

To make a wide screen image on a PowerPoint slide, we insert the digital photograph just as we have before. We add the Picture toolbar to our program by right clicking on any existing toolbar and selecting Picture from the list. In figure 3.25, we choose the Image and then the Crop tool on the Picture toolbar. Instead of sizing handles, the image now has eight black cropping bars. We select the bottom middle cropping bar with our mouse and trim the picture by moving into the illustration. We also will cut away a portion of the top of the image by selecting the top middle cropping bar with our mouse and move into the image trimming away the photograph.

We center the digital photograph on the slide, so we have slide background showing at the top in the bottom. Go ahead and change the background to black by right clicking on the slide and select background from the menu. With our mouse select the arrow to the right of the white color. Pick the black icon and the Apply command button to

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change the background to black. We will ignore the black background at the top and bottom of the screen during a presentation just as we do when we watch television or a movie shown in white screen format on a conventional monitor.



Figure 3.25 – Cropping the Image



Figure 3.26 – A Widescreen Image

In our next lesson, we will learn how to transition the slide presentation and the flow of text in the slide. However, we want to practice the skills that we have learned in this lesson until making pleasant looking PowerPoint slide shows is simple for us to do.

*** World Class CAD Challenge 16-3 * - Create a entertaining Power Point presentation with a blank slide, a title slide, four information slides and an ending slide. The focal point of the information slides will be a digital image with supporting text that has matching font and color. Complete this task in less than 60 minutes to maintain your World Class ranking.**

Send your best time and a copy of your webpage for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com