

# ***How to Do Everything with PowerPoint 2003***

## **By Ellen Finkelstein**

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*How to Do Everything with PowerPoint 2003* is liberally sprinkled with special sections called “Did you know?” or “How to.” These sections provide advanced or supplemental material to the main content of the book. I hope you find them useful.

Of course, these sections are only a small portion of the entire book. For a complete reference, please buy the book at <http://www.ellenfinkelstein.com/index.html#bookstore>.

### **Chapter 1**

**Did you  
know?**

#### **The Impact of Multimedia**

Why use multimedia? A great deal of scientific research shows that visual aids and the use of color significantly increase the amount of material your audience understands and remembers. Moreover, presentations including visual aids and other multimedia effects have been shown to be more effective in convincing an audience to take the course of action suggested by the presenter. For full details, see Chapter 10: Use Multimedia.

### **Chapter 2**

**Did you  
know?**

#### **The Importance of Design Templates**

Design templates are backgrounds for your slides. A background comprises both a colored background and design elements that appear on every slide. The template also includes other features such as a color scheme, bullet design, specific fonts, and font sizes. You can also add text animation to the template. Using a design template creates a unified look for your entire presentation.

Note: Many new templates are available from the Templates Web site. To find them, scroll down to the bottom of the templates in the Slide Design-Design Templates task pane and click the Design Templates on Microsoft.com link.

The truth is that if you hire outside professionals to make a slide show for you, they will always create a background design from scratch. However, you can often find an appropriate design template that will give your presentation a professional look. Your choice of design template has a powerful effect on the impact of your presentation. Chapters 5, 6, and 7 are packed with helpful information and tips on graphic layout, color, and visual effects that can help you decide the best design template to use. Refer to Chapter 7 for details on creating your own design template.

## How to...

### Develop an Outline

You should spend a great deal of time and thought in creating your outline. It determines the content of your presentation—what you are going to say—and is the first and most important step in creating a presentation.

First decide the objective of your presentation, whether it's selling a product or service, explaining a program, or training employees. Then narrow your objective, such as training supervisors how to interview prospective employees.

Get as much information as possible about your audience. What do they already know? Why are they coming to the presentation? What do they want to gain?

Then research your topic, always keeping in mind the objective of your presentation and the type of audience.

Next, decide on the structure of your presentation, the body of the presentation. Let's say you are recommending a strategy for reducing costs in the Human Resources Department. Your structure might be the following:

1. State the objective.
2. Explain the present situation.
3. List the possible strategies.
4. Analyze the advantages and disadvantages of each strategy.
5. Recommend one or more strategies.
6. Offer action steps for implementing the strategy or strategies.

Place your structure inside a broader framework:

- **Opening** Tell your audience the subject and, if appropriate, the objective of your talk.
- **Agenda** If appropriate, list the key areas you plan on covering.
- **Body** This is the main part of your presentation.
- **Examples and anecdotes** Give examples, tell anecdotes, and show pictures or video clips to add interest. These can be integrated into the body of the presentation
- **Conclusion** Repeat the key areas you covered, including next steps to take.

Now, write the outline, pouring the results of your research into the structure you want to use. When you are done, format the outline as explained in the section “Prepare the Outline.” Use level 1 headings for main topic, the slides. Use level 2 headings for subtopics, the main bullets.

Edit and rewrite the outline until you are happy with it. You may want to run it by a colleague or your boss. Leave out anything that might not be clear or necessary. Of course, you can always change your text later.

## Chapter 3

### How to ...

### Expand One Slide into Two

If you just can't make the text fit properly on a slide, try splitting the text onto two slides. If the text is in a text placeholder, you can accomplish this task easily on the Outline tab of the outline pane, as follows:

1. Position the insertion point at the end of the last bulleted item that you want to appear on the first slide.
2. Press ENTER.
3. On the Outline toolbar, click Promote until a New Slide icon appears.
4. Type a title for the new slide. You may have to adjust the bulleted text to get it to the proper level.

## Did you know?

### Uses for AutoShapes, Text Boxes, and WordArt

Text used in conjunction with meaningful AutoShapes or WordArt can help make your point—if you don't get carried away. For example, to show that sales went up 15 percent, put the text **15%** on an AutoShape of an arrow pointing diagonally upward about 15 degrees. Here are some guidelines:

- Use AutoShapes to organize your text for the audience. For example, if you set up two columns and three rows of text, in which direction are readers supposed to look first—down the first column or across the first row? You can place AutoShapes behind groups of text that you want readers to consider all at once.
- When you place text in AutoShapes and text boxes, make sure these objects are aligned with each other to avoid a chaotic effect. Chapter 5 explains how to perfectly align objects.
- Don't put too many AutoShapes with text on a slide. Sometimes simple bulleted text is easier to follow.
- WordArt is great fun, but use it sparingly. Use WordArt for short phrases that are separate from the rest of the text, such as "See you there!" or "Don't forget!"

Remember, too many effects make your text less readable, so use common sense.

## How to ...

### Make Text Count

The first rule for making text count is readability. Here are some pointers that will help you ensure your text is legible:

- Shadowed text can make text stand out, but make sure it looks good on your background color.
- When you place text over a full-color graphic, be sure that the text is readable everywhere on your slide. If the graphic has many colors, some of its areas may blend in too well with your text.
- Be careful about rotated and vertical text—it can be hard to read
- To get text to stand out, concentrate on the right font, the right size, the right color, and a contrasting background instead of using all capital letters or a very fancy text effect. One of the text styles (bold, italics) or effects (shadow, embossed) can also

work wonders.

- Don't use more than three fonts on a slide. The effect is chaotic and therefore distracting. A better choice is to limit yourself to one or two fonts.
- Associate a font with a type of element. For example, make all your slide titles the same font.
- Keep the font type fairly simple for legibility.
- Have someone else read your presentation, on paper or on-screen, to make sure the flow of ideas is clear. For example, if you set up two columns and three rows of text, in which direction are readers supposed to look first—down the first column or across the first row?

In Chapter 9, I explain how to animate text—another good way to emphasize it. You can make text appear when you want it to, as well as have lines you've already

## Chapter 4

### How to ...

## Use Bullets and Numbering in AutoShapes and Text Boxes

You can create bulleted text in AutoShapes and text boxes. For best results, the text should be left-aligned. To left-align selected text, click Align Left on the Formatting toolbar.

To add bullets to selected text, click Bullets on the Formatting toolbar. To add numbering, click Numbering on the Formatting toolbar. To create bullets or numbering as you type, click Bullets or Numbering first and then start typing. Click Bullets or Numbering again when you want to return to regular text. You can use all the features of the Bullets and Numbering dialog box as described earlier, including custom bullets. Select the text and choose Format | Bullets and Numbering.

There is no automatic way to create bullets in WordArt text. You can, however, insert a bullet symbol and use this technique to create bulleted text in WordArt. See Chapter 3 for instructions on inserting symbols into WordArt.

## Chapter 5

### Did you know?

### Finding Additional Clip Art

It's easy to find clip art for your presentations. Some is free, and some you have to pay for. You can find individual pieces of clip art or entire collections containing thousands of files. Here are a few sources I've collected for clip art:

- **Freeze.com** This site offers about 5,000 free images for private use. Go to the clip art section and find some clip art by topic. For \$23.99 annually, you can access 15,000 images for commercial use. <http://www.freeze.com>
- **ClipArt.com** Over 2.5 million clip art images are collected at ClipArt.com, including photos and lots of fonts. You pay from \$2.88 to \$7.95 per week depending on the length of your subscription. The collection is continually being updated so that you can always find something new. <http://www.clipart.com>
- **DigitalJuice** You can purchase a huge selection of PowerPoint backgrounds, photos, and animations. I've used a number of their backgrounds for figures in this book. <http://www.digitaljuice.com>
- **ExpressIt** This site has free clip art as well as a collection of a million images for \$19.99 per year. <http://expressit.broderbund.com>
- **Barry's Clip Art Server** Barry's offers a good selection of free clip art collections on certain topics. You can drag clip art directly onto your slide. <http://www.barrysclipart.com/clipart>

To save images from a web site, right-click the image and choose Save Picture As (Internet Explorer) or Save Image As (Netscape Navigator). Otherwise, follow the instructions on the web site for downloading the images.

To drag clip art onto a slide, you can use one of two methods:

- Adjust the size of your browser window so you can see the slide at the same time and drag.
- Drag the clip art down to the Windows taskbar onto your presentation's button, wait until the presentation appears, and drag directly onto the slide.

## How to ...

### Create a Custom Grid

If the standard grid that PowerPoint provides doesn't suit your needs, you can create your own, with varied spacing and a margin, for instance. One way to create a grid is to draw it on the slide master using the Drawing toolbar:

1. First create your guides.
2. Then draw a line along the first guide. (Grids are traditionally light blue.) By default, the line snaps to the guide.
3. Choose CTRL-D to duplicate the line and drag it to the second guide.
4. Now continue to duplicate the last line you've created, and PowerPoint gets the message, placing them automatically on your guides.
5. When you've done this in both directions on the slide master, use the Rectangle tool to create a margin all around the slide.
6. Select all the lines and the rectangle, and group them.

Return to your presentation, and you will see the grid on all your slides.

You can create a template containing only a slide master with this grid and use it for all your presentations. Or once you've created this grid, you can copy it from one presentation to another.

When you have finished the presentation, go to the slide master, and delete the grid.

## Chapter 6

### Did you know?

#### Factoring in Lighting and Mood

Conventional wisdom is to use a dark background for presentations shown on a screen and a light background for overheads and printed handouts. The full truth is more complex. In a dark room, dark backgrounds with light text show up well, but in a light room, a dark background appears faded and the light text does not show up as well. Instead, use dark text against a light background.

The purpose of the presentation is another consideration. Yellow or white text against a dark background can appear harsh. When you want a softer impression or perhaps to convey bad news, use a lighter background. A light to medium green or blue with dark text often works well. However, be sure that the text contrasts sufficiently with the background for good legibility.

## Did you know?

### The Effect of Color

Never sacrifice legibility merely for the sake of a pleasing color combination. Very light backgrounds can cause an uncomfortable glare. Similarly, avoid using strong primary colors, such as yellow or red, as backgrounds.

Due to the way our eyes work, and because color-perception deficiencies are common, avoid the following color combinations: red/green, brown/green, blue/black, and blue/purple.

Handle red with care. It can elicit such emotions as desire, passion, and competitiveness. However, it also carries negative connotations, such as financial loss. Red works best as an occasional accent color to make an item stand out.

Don't forget basic black. Often overlooked, black is a color with useful connotations; it suggests finality and simplicity.

Green is another background color with positive associations. Researchers believe that it stimulates interaction, which makes greens and teals good colors for trainers, educators, and those whose presentations are intended to generate discussion.

Blue is commonly associated with a calming and conservative effect. However, due to blue's popularity for business presentations, some business audiences now equate blue backgrounds with staleness and unoriginal thinking. When corporations specify blue backgrounds, professional presentation designers typically try to infuse them with some originality. Purple can imply immaturity and unimportance, while brown connotes uneasiness and passivity.

While background colors help set the emotional tone for your presentation, the colors you use for text, tables, charts, and other graphic elements have a bearing on how well the audience understands and remembers your message. Research has shown that the effective use of selective contrast, known as the *von Restorff effect* (or *isolation effect*), makes audiences remember the outstanding item—and even your entire message—better. An example of this technique is to make certain text larger or brighter than most text or to put it in an AutoShape.

Most experts agree that your color scheme should include one or two bright colors for emphasis—but to preserve the power of these colors, use them with restraint.

## How to ...

### Remove a Picture Background

The Picture tab of the Fill Effects dialog box offers no obvious way to remove a picture background. You can substitute one picture for another by choosing a new picture, but how do you remove a picture altogether? The secret is to restore the automatic default

background. Here are the steps:

1. Choose Format | Background. If you were looking at the Picture Background tab of the Fill Effects dialog box, click Cancel to return to the Background dialog box.
2. Click the drop-down list and choose Automatic on the top row.
3. Click Apply to remove the picture from one slide, or click Apply to All to remove the picture from all slides.

You now see the background defined by the slide master. Chapter 7 explains all about slide masters.

## Chapter 7

### How to ...

## Control a Presentation's Look

The slide master is the framework of your entire presentation. It is a powerful tool for coordinating all the elements of a presentation when you use it fully.

PowerPoint has two main masters that control the look of the presentation: the slide master and the title master. The title master defines the elements only for slides that use the Title Slide AutoLayout—usually used to open the presentation or perhaps at the start of a section. The slide master defines every other type of layout. On these masters, you define the format for the entire presentation, so that when you change something on the master, it affects the whole presentation. Working with the slide master lets you do less and accomplish more. On the master, you should do the following:

- **Format the background** Insert your background here. The background automatically shows on every slide. An added bonus is that inserting the background once helps keep the file size small. (See Chapter 6 for more information.)
- **Specify the color scheme** Format your slide color scheme on the master. Here, in one location, you decide all the colors of the presentation. Define the colors of the text, shadows, fills for charts, and even hyperlink colors. (See Chapter 6 for more information.)
- **Select fonts and bullets** Apply your fonts to the slide masters. These will automatically take effect for any slide in the presentation. You should also

select which bullets you want in the body text. (See Chapters 3 and 4.)

- **Add animation** Use the slide master to specify consistent animation for the entire presentation, including slide animation and slide transitions. (Animation is covered in Chapter 9.)
- **Add logos or slide elements** Anything you need on every slide should be placed on the master. A company logo, slide numbers, copyrights, and so on—all of these should be placed once on the master, so they will be displayed on every slide. (See Chapter 5 for information on adding graphics.)

Slide masters are powerful tools. They increase your efficiency and improve the

## How to ...

### Add Your Template to the AutoContent Wizard

You can add a template of your own to the AutoContent Wizard. Here's how:

1. Display the New Presentation task pane.
2. Click From AutoContent Wizard.
3. Click Next.
4. Choose a category except for All. (The All category automatically contains all the templates in the other categories.)
5. Click Add.
6. In the Select Presentation Template dialog box, choose your template and click OK.
7. Click Cancel if you don't want to continue with the AutoContent Wizard at the present time. The next time you will be able to choose your template from the AutoContent Wizard. Or choose the new template and click Next to start a new presentation using the template.

## Chapter 8

### How to ...

### Create Clear Charts

Charts are an essential component of many presentations. However, many charts are unclear and require extensive explanation before the audience can understand them.

A chart is created to make a point. Suppose you're creating a presentation about your company's financial results. You could put a summary of the company's balance sheet into the presentation. However, if what your audience really wants to see is the company's debt-to-equity ratio, which is buried somewhere in the balance sheet, a simple pie chart of the debt-to-equity ratio would be more effective.

Once you determine that the key point is to show the improvement in earnings per share, for example, you can create your chart, perhaps a column chart. But even a simple column chart should be designed to serve a purpose. Choose colors and fills so that the eye is drawn to improvement, rather than past losses. Decide if you want data values on the top of each column or values on the Y axis—but both are unnecessary and confusing. The border around the chart that PowerPoint creates by default is also unnecessary. Also, 3-D charts are notoriously hard to evaluate—it's difficult to see exactly where the top of the column is. If you wish, add an arrow to guide the attention to the latest earnings. If there is a recent improvement, add a text box or AutoShape and explain it in a few words. Shadows and shaded fills on the columns enhance visual appeal. Animation (discussed in Chapter 9) can be used to focus the attention of the audience on what the presenter is saying.

Here are some basic rules of thumb for charts:

- Guide the attention to your main point. Use an arrow, animation, or a contrasting color to guide the eye.
- Reduce the number of lines or bars. Try to use one data series (line or row of bars) per chart. If necessary, create two charts on separate slides to present all the data.
- Use an axis scale or data points, but not both.
- Remove details. Gridlines, footnotes, and other details detract from the message.

A well-designed chart needs very little explanation. The audience gets the idea quickly and can pay more attention to your analysis and follow-up discussion.

## Chapter 9

# How to ...

## Animate Text on Top of Text

An interesting use of the Hide on Next Mouse Click feature, one of the After Animation options, is to enable you to cover a great deal of information on one slide. This technique lets you hide text and then display new text in the same location as the previous text, which is now invisible. You get to use the same “real estate” twice—or more.

Figure 9-9 shows a portion of a slide that uses this technique. The presenter wanted to discuss the products that his company offers, and wanted to add subtopics for each product. This slide includes some complex animation, in which major topics are animated on the presenter’s mouse click and the subtopics are displayed automatically afterwards, and then hidden. See if you can follow the frames in Figure 9-9 to get a sense of the flow of the slide.



## How to ...

## Use Animations and Transitions Effectively

When presentation software programs introduced movement into their feature sets, it became the best of times and the worst of times. It's not enough to animate objects because you can; your audiences simply grow weary of the gratuitous use of any presentation element. The first time you animate some clip art, it gets a few oohs and aahs; the second and third time, some yawns. The flying objects appear to be nothing more than a multimedia shell game, causing audiences to wonder under which presentation component the real message resides.

That said, the proper use of movement can have a profoundly positive affect on how your audiences grasp, interpret, and retain your key messages. You can make a busy chart significantly easier to understand by introducing the content in animated stages. Mirroring how the presenter addresses the information (quarter by quarter or category by category) is essential in making the point.

Text-based information creates its own inherent challenges. When given a chance to read ahead, the audience is more likely to make quick judgments. By staging the bullets to enter on a mouse click, you get an opportunity to articulate the points before judgment is passed, providing the best chance of the audience staying with the flow of information.

The challenge in creating a quality presentation is to identify opportunities for making text-type information more graphical and introducing it in a way that best supports your needs. This could be processes, steps, chronologies, or other similar topics.

Transition effects fall into the same category. Presentation software provides many more options than will ever be appropriate. Look at transition effects as a tool for guiding the audience's eye or creating interest. For example, you could use a Wipe Up effect to guide the eye back to the top after each slide, or possibly a Wipe Left effect to reset the eye for more information. Pick a specific nondistracting transition and stick with it. Sort through the choices, eliminate those that fall into the cute category (audiences grow weary of "cute" very quickly), and throw in a change-up once in a while. Introducing a new topic in the presentation may be a time to box out a transition and then get back into your standard transition effect.

Let's face it: animations and transitions are just electronic effects. A wise presenter realizes that the stage lights don't make good presenters—compelling stories do.

*Thanks to Jim Endicott, who is owner/manager of Distinction, a business communications company that provides creative and consulting support services. He assists business professionals in enhancing the content, tools, and techniques of effective presenting. Jim regularly writes articles for Presentations magazine. He can be reached at 503-554-1203 or jim.endicott@distinction-services.com.*

## Chapter 10

### How to ...

## Insert an AutoCAD Drawing into PowerPoint

If you use technical drawings (CAD drawings), you can now put an AutoCAD drawing directly into PowerPoint. AutoCAD is the most widely used technical drawing (CAD) program in the world. Incredibly, with Autodesk Express Viewer (AEV), Autodesk's viewer (a free download from Autodesk at <http://usa.autodesk.com/adsk/servlet/index?id=2787358&siteID=123112>), you can zoom in and out and pan around the drawing to show the entire drawing in detail, all from within your PowerPoint presentation. First, you need to turn the AutoCAD drawing into DWF format using the PUBLISH command. These instructions were tested using AutoCAD 2004.

Here are the steps:

1. Create the DWF file.
2. In PowerPoint, choose a slide layout that gives you room for the DWF file.
3. Choose Insert | Object.
4. Click Create New and then choose Autodesk Express Viewer Control. Click OK. You see a box with handles on your slide.
5. If you want, resize or move the box. (If you deselect the box, it disappears. Click inside the box to select it again.)
6. Right-click the box and choose Autodesk Express Viewer Control Objects | Properties.
7. In the Autodesk Express Viewer Control Properties dialog box, on the SourcePath tab, type the path to the DWF file or click browse to browse to the file.
8. In your PowerPoint presentation, click the Slide Show View button to enter Slide Show view. You can now pan, zoom, and print from within your presentation.

This could make for a very nice presentation, zooming in and out to show the drawing. It's certainly more than you can do with a JPEG or any other static image format.

## Did you know?

### Online Video Resources

When you start to use video, you'll need to collect resources for both hardware and software, especially if you want to create your own clips. Sources for video hardware include the following:

- **Pinnacle Systems** <http://www.pinnaclesys.com>
- **Matrox Video Products Group** <http://www.matrox.com>
- **Dazzle Multimedia** <http://www.dazzle.com/main.html>

These are some of the video editing applications currently available:

- **Adobe Premiere** [www.adobe.com/products/premiere/main.html](http://www.adobe.com/products/premiere/main.html)
- **Pinnacle Systems Studio** <http://www.pinnaclesys.com>
- **Ulead Systems VideoStudio** <http://www.ulead.com/vs/runme.htm>
- **Dazzle MovieStar** <http://www.dazzle.com/main.html>

Other valuable resources include Cleaner 5, a highly-regarded suite of tools for preparing video and audio files. It does an excellent job of compressing these files, works with most formats, and lets you convert a file from one format to another. It also provides tools for publishing your video or audio projects. For more information, go to <http://www.discreet.com/products>.

In addition, an excellent article on multimedia in PowerPoint is available at <http://www.indezine.com/products/powerpoint/ppmultimedia.html>.

## Chapter 11

### How to ... Create a Web-Style Presentation

Most presentations are *linear* and give viewers no choice about what they see. When you deliver a presentation, you control what your audience sees. However, from experience viewing web sites, people are accustomed to choosing what they see from an array of hierarchically arranged information. You can create a presentation that functions like a web site. This style is ideal for presentations to small groups of clients—you can let them choose which information they want to see.

If you wish, start with a title page: in web jargon, this is called a *splash page*. Then create a home page with your logo, a brief explanation of what you are offering your audience, and a menu. Turn each menu item into a hyperlink to other slides.

To create the hierarchical structure, create a menu on each of the second-tier slides and link to yet more slides. These slides contain the information you want to present. Finally, create links on each of the slides to return to the tier above and to the home page, just like on a web site.

You can choose Slide Show | Action Buttons to insert premade web-style buttons on your slides, such as the house icon, to go to your home page.

When you give your presentation, present your home page and explain the information available using the menu. If your prospective clients indicate an interest, go that way. If not, you can use the links to direct the presentation yourself.

Why not just present your company's web site? There are many reasons:

- The web site probably doesn't contain all the specialized information you want to present and probably contains lots of information your audience doesn't need.
- Getting a fast, reliable Internet connection is tricky. You don't want prospects to have to wait for pages to download (or worse, not download at all).
- Web sites limit graphics and colors for downloading speed and consistency over various platforms and browsers. In PowerPoint, you can create the compelling look you want.

Hierarchical presentations take some getting used to for both the presenter and the audience, but you'll soon find that they offer incredible flexibility and power.

## Chapter 12

### Did you know?

### Broadcasting Your Presentation

When you publish a presentation to the Web, viewers see can the presentation whenever it's convenient to them. Another option is to present a slide show in real time over the Internet. PowerPoint calls this *broadcasting*. The broadcasting feature is available as a free download from Microsoft's web site. While the location is not final, I expect that you will be able to find it at <http://office.microsoft.com/downloads>. Follow the instructions to download and install it.

To broadcast a presentation, you invite your audience to view the presentation at a specific time, so they know when to go online. PowerPoint uses Advanced Streaming Format (ASF) technology to send the presentation to all your viewers at once. You need access to a server or other computer that can be accessed by everyone in your intended audience. The broadcast can be recorded and saved so that people who miss the meeting can view the presentation whenever they want.

Although broadcasting is an exciting concept, it has some major limitations: viewers must have Internet Explorer 5.01 or later, and if you want to broadcast to more than 10 locations at once, you need a Windows Media server (or other third-party server) available from Microsoft. Broadcasting is most useful in an organization with an intranet, where you have access to a network administrator, have a means of contacting all the viewers, and know that all your viewers have Internet Explorer 5.01 or later.

Broadcasting involves the following steps:

1. Set up server options (you need to do this only once) and schedule the broadcast using Microsoft Outlook or your e-mail program.
2. Start the broadcast.
3. View the broadcast.

Broadcasting can be complicated to set up, but after you have worked out the details once, it is fairly easy to use and offers a new way to communicate to a group of people at one time.

## Chapter 13

Did you  
know?

### Customizing the Way Toolbars and Menus Work

The Options tab of the Customize dialog box lets you customize several features of toolbars and menus. You can enable or disable the display of only often-used menu items and toolbar buttons. You can also specify that you want the Standard and Formatting toolbars on two separate rows, so that all of the buttons are always available. Check Large Icons if you have a very high screen resolution and the toolbar buttons are too small to see clearly. This feature is also useful for people

with visual impairments. By default, font names in the Formatting toolbar's Font drop-down list are displayed in their font. If you find that this feature slows the display of fonts, you can disable it on the Options tab. You can turn on and off the display of ScreenTips (labels that appear when you hover the cursor over a toolbar button). If you like to use keyboard shortcuts but often forget them, check Show Shortcut Keys in ScreenTips.

## Did you know?

### Using Add-Ins

*Add-ins* are programs (written by a programmer) that add a feature to PowerPoint. You install an add-in and then load it into PowerPoint. PowerPoint add-ins are files with the filename extension .ppa.

Microsoft's web site has several add-ins that you can download and try out. Go to <http://office.microsoft.com/downloads/> and choose PowerPoint as the product. Among the available PowerPoint downloads are the add-ins. If the add-in is compressed, you need to decompress it. Microsoft provides self-extracting .exe files. Double-click the file to install the add-in. Follow the simple instructions to complete installation. The installation program tells you where it is installing the add-in. Write down this location because you may need it later. To load the add-in, follow these steps:

1. Choose Tools | Add-ins.
2. Click Add New.
3. In the Add New PowerPoint Add-In dialog box, locate the add-in. Here's when you need to remember where you installed it. Choose it and click OK.
4. If you see a message that says the Add-In contains macros, choose Enable Macros if you want the add-in to work.
5. Click Close in the Add-Ins dialog box.

Of course, how you use an add-in depends on the add-in. Most add-ins come with a text file or some other method to provide you with instructions. (You may see instructions at the web site that you can print.)

You can also unload an add-in when you are finished using it. Choose Tools | Add-Ins and select the add-in. Click Unload.

If you have some VBA code, you can save it as an add-in. Type the code in the Visual Basic Editor (discussed later in this chapter in the section "Program with VBA"). You can use any presentation to do this. Close the Visual Basic Editor and

then choose File | Save As from PowerPoint's File menu. In the Save as Type drop-down list, choose PowerPoint Add-In (\*.ppa). Type a name in the File Name text box and click Save.

## How to ...

### Sign and Trust Your Macros

You should never set your security level to Low, but you can have the virus protection that high security provides while still being able to run your own macros. To run your own macros while using high security, you must sign and trust them. Just follow these steps:

1. Create a code-signing certificate using the Selfcert.exe utility that comes with Office 2003. To create a certificate, run Selfcert.exe, which by default is located in the C:\Program Files\Microsoft Office\Office 11 folder. (You may need to install this feature first.) Enter your name in the Create Digital Certificate dialog box and click OK to create your new digital code-signing certificate.
2. Open the Visual Basic Editor by choosing Tools | Macro | Visual Basic Editor (or press ALT-F11).
3. Choose Tools | Digital Signature to open the Digital Signature dialog box.
4. Click Choose to see a list of all digital certificates registered on your computer and select the certificate you just created. Click OK twice to close the Digital Signature dialog box.
5. Close the Visual Basic Editor and exit PowerPoint.
6. When you open the PowerPoint presentation that is signed with your certificate again, the Security Warning dialog box will list your new signing certificate as unauthenticated. Check the check box to always trust macros from this source and click the Enable Macros button.
7. Choose Tools | Macro | Security to open the Security dialog box, and click the Trusted Publishers tab. Click OK. Your certificate is now listed as trusted. If you now choose to set the security level back to High, you will still be able to run your macros when you open the presentation again. You won't see the Security Warning dialog box when PowerPoint starts, but you will have the protection that high security provides.

*Thanks to Ken Slovak for this information. Ken (<http://www.slovaktech.com>) is an Outlook MVP (Most Valuable Professional).*

**Chapter 14****How to ...****Reuse a Presentation in Another Format**

Most presentations contain content that you can reuse, either in new presentations or as e-mail or in other software formats. Chapter 10 covered the Microsoft Producer add-in for PowerPoint. Chapter 12 explained how to export a presentation to HTML to display it on a web site or intranet. For more options, try PPT2HTML, developed by Steve Rindsberg ([www.rdpslides.com/pptools](http://www.rdpslides.com/pptools), \$49). You'll have more control over how your presentation appears in various browsers.

Several programs convert PowerPoint presentations into Macromedia Flash SWF format. Flash is a program for creating web-based animation. These programs are server-based or desktop-based. Three desktop-based options are PowerCONVERTER ([www.presentationpro.com](http://www.presentationpro.com)), iCreate ([www.wanadu.com](http://www.wanadu.com)), and Macromedia Breeze (previously Presedia, [www.macromedia.com/products/breeze](http://www.macromedia.com/products/breeze)).

Impatica for PowerPoint ([www.impatica.com](http://www.impatica.com)) converts PowerPoint files into Java presentations with faithful rendition of most transitions, animation, sound, and narration. Viewers may need to download Sun Microsystems's Java Virtual Machine to view the presentation (<http://java.sun.com/getjava/download.html>).

Another possibility is to capture a presentation as it runs in a movie format. TechSmith's Camtasia Studio ([www.camtasia.com](http://www.camtasia.com)) and Hyperionics Technologies HyperCam ([www.hyperionics.com/hc](http://www.hyperionics.com/hc)) can accomplish this task so that you can play a presentation as RealMedia or Windows Media content. You can also convert these presentations to video CDs or DVDs for display on a television screen.

If you have Adobe Acrobat, you can convert your PowerPoint presentation. Acrobat puts a PDF icon within your PowerPoint application window to quickly convert the presentation to a PDF. While PDF is generally a static format, the newest version, 5.0, does the best job of including hyperlinks and some slide transitions. For a more faithful translation, try Prep4PDF ([www.rdpslides.com/pptools](http://www.rdpslides.com/pptools)) from RnR., which works with Adobe Acrobat.

Perhaps you *really* present on the run and would like to have your presentation on your handheld PC or PDA. Dataviz's Documents To Go ([www.datavisonline.com/palm\\_powerpoint.htm](http://www.datavisonline.com/palm_powerpoint.htm)) has a Slideshow To Go component, which you can use to edit and rehearse your presentation at the last minute. Other options on the PocketPC 2002 platform are CNetX's Pocket Slideshow ([www.cnetx.com/slideshow](http://www.cnetx.com/slideshow)) and Conduits Technologies' Pocket Slides ([www.conduits.com/products/slides](http://www.conduits.com/products/slides)). To actually deliver your slideshow from your Palm, PocketPC, or Sony Clie, try Margi's Presenter-To-Go ([www.margi.com](http://www.margi.com)) for the hardware you need.

*Thanks to Geetesh Bajaj, PowerPoint MVP and the technical editor of this book, for this information.*

Did you  
know?

## The Three Stages of Rehearsing

Before you present, you need to rehearse your presentation until you are thoroughly familiar with it. You should know your presentation so well that you almost have it memorized, but not well enough that you can repeat it by rote.

Practice delivering your presentation in three stages. The first stage is to talk through the presentation in front of your computer. You can look directly at your slides, which is OK for a first run. Repeat this step a couple of times. Next, attach your mike to your computer and use PowerPoint's narration feature to record what you have practiced saying, going through the entire presentation. (See Chapter 10 for details.) Now, sit back and run through the presentation again, just listening to the presentation. How was the tone? Did you speak too fast or slow? Were you clear? You are sure to find room for improvement. Make adjustments and go through the cycle of practicing, recording, and listening until you are happy with the results.

The second stage is to run through the presentation using the equipment (laptop, projector, and so on) you will use when you actually deliver the slide show. New elements at this stage are becoming comfortable with the equipment, talking without looking directly at the slides for more than a second, and standing up, even walking around a bit, while you talk. You should practice your opening remarks, when you will turn the lights up and down (if at all), how you will start and end the presentation (for example, opening and closing remarks; ending with a final slide or black screen), answering questions, and so on. A great idea is to rehearse in front of a real person to get feedback. If you can videotape yourself, do so. Just like narration lets you listen to how you sound, video lets you see how you look as you present.

The final stage is to run through your presentation in the actual physical environment you plan to use, if possible. (If you are presenting in-house, you can combine stages two and three.) If you will use a projector and screen, set them up and use them. Where will you stand? Check out the view from the last seat. Can you read the smallest text? Learn everything you can about the room—where the lights and thermostat are, where to get more chairs, where the outlets are, and so on.

Once you have completed these steps, you will be well rehearsed and ready for anything! The confidence you have gained from being prepared will shine through.

**Chapter 15****Did you know?****View Your Presentation in Grayscale**

If you need to print in black & white, you can view your presentation in grayscale to see how it will look. To do so, choose View | Grayscale. Unfortunately, if you use the common technique of using a template that includes a bitmap image or if you insert a bitmap image using Format | Background your background does not appear, making it hard to judge the final look of your presentation. On the other hand, if you use a template that does not include any bitmap images or if you open the Slide Master, use Insert | Picture, and then choose Draw | Order | Send to Back from the Draw toolbar, you do see your background.

**Did you know?****Arrive Early**

Professional speakers generally plan to arrive about two hours early to check out the room and their equipment, make any necessary adjustments, and do a dry run of their presentation. If you find that the room doesn't have enough chairs, how long will it take to get them? Will you have to help carry them in and set them up yourself? If so, will that leave you enough time to check out your equipment? (This is the stuff that nightmares are born of.) Don't be afraid to ask others for help setting up.

*Note: The text in this document comes from *How to Do Everything with PowerPoint 2003* by Ellen Finkelstein and is used with permission from McGraw-Hill/Osborne.*