

PowerPoint Tips and Tricks

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Presentation can be found at – www.esdi.us/clients/uofm/ppt/

Agenda:

What We Won't Talk About (much)...

Why do Anything?

Things to Think About...

Basic Features

Intermediate Features

Advanced Features

What We Won't Talk About (much)...

Will: Personal Template, "Custom Animation," linking to other sites or presentations, including sound or video

Won't: Narrated PPT, Publishing to the Web, Movies of PPT, Delivery Models, etc..

Not Much: PowerPoint and Pedagogy

This is a session built to introduce three or four more advanced techniques for incorporation in PowerPoint. It is not a session about how to use either these techniques or the tool appropriately. Intelligent strategy and tool selection is critical...

Why Do Anything?

Purpose

The purpose of the presentation is to communicate a message to or communicate with the audience. It is not to demonstrate snazzy graphics or animations. Clearly stating your purpose helps you flesh in an outline and plan your presentation. What audience needs are you trying to satisfy?

- Summarize a paper?
- Illustrate procedures?
- Training / Teaching / Informing?
- Prompt discussion?
- Selling something – product or idea?

Things to Think About...

Planning

Planning is as much about expecting the unexpected as it is about preparing for the expected. Matching and preparing a menu of strategies (from sophisticated to simple) to your purposes, helps ensure a successful event.

- What if the electrical outlets go out?
- What if there are 500, not 50, people in the room?
- The room does not have that Internet connection you asked for...
- How are you going to make the presentation available?
 - Online? What's the URL?
 - Handouts? What if you run out? Can they give you their e-mail address? Do you have a pad of paper or an e-mail address where they can send their request?

Presentation and Presenter

The Presentation

- Content (amount and type):
 - Rule of 666
 - Six points per slide
 - Six words per point
 - (No more than) Six text-filled slides in a row
 - KISS: Keep it Simple, Smiley
 - Spell-check is a wonderful tool. Try it!
- Fonts and Colors
 - High contrast between background and text or images
 - Screens: Dark background, light letters. Printing (Handouts): Light background, dark letters
 - Color Coordination: If you can't coordinate your clothes, you better have someone examine your slides
 - Color Blindness: Nearly 10 % of men and less than 1% of women have some form of colorblindness.
 - Color charts (for purchase) for designers - <http://www.visibone.com/colorblind/>
 - Colorblindness check - <http://www.geocities.com/Heartland/8833/coloreye.html> and <http://members.aol.com/protanope/colorblindtest.html>
 - Font Size: 24 point minimum; David Brown's Floor Test = Print one slide (full size) and place on the floor. If it is easy to read the smallest text, it should be fine.
 - Font type
 - If transporting presentation, stick with standard fonts – Ariel, Verdana, Tahoma, Times New Roman (serif)
 - Microsoft fonts supplied (may not be installed) - <http://www.microsoft.com/typography/fonts/default.asp>
- Backgrounds
 - Don't be distracting
 - Focus on high contrast between text and background
- Multimedia
 - Know exactly why you are using the ____ (audio? video? Internet?)
 - Use sparingly UNLESS it is essential to your purposes
 - Planning and testing is ESSENTIAL; already easy to get tripped up on technology, incorporating multimedia invites gremlins
- Room Characteristics
 - Lighting: As "normal" as possible but dark enough for someone to read all of the slides from the back of the room.
 - Audience and screen: Know farthest distance from screen (length of room) prior to creating presentation

The Presenter

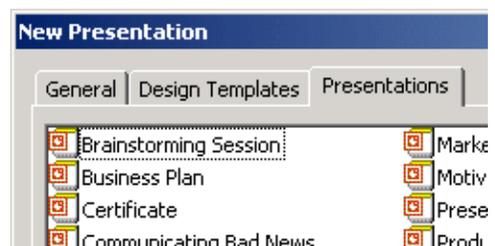
- Rule of Tell 'em
- Speed: Slow down! Rule of thumb: No more than 3 slides a minute
- Reading your slides = Sleeping audience
- Who's watching whom (or what)?
- Audience engaged = Audience awake

A Presentation Checklist (see Appendix A)

Basic Features

Starting a New Presentation

- **The Wizard vs. Blank Presentation**
 - The Wizard: Assists in the selection of a skeletal presentation
 - Pre-selected backgrounds, text sizes and colors
 - A pre-determined outline: A set of slides, each containing suggested topics and bullets
 - Select template or "pre-cast" presentation immediately

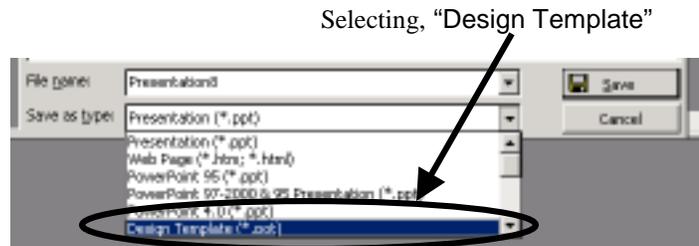


- **Creating a Personal Template**

- 1) Open a new blank presentation
- 2) Proceed directly to “View”/ “Master” / “Slide Master”
- 3) Create (or select) your background
- 4) Determine text colors, etc.
- 5) (Optional) Select, “Insert New Title Master”
- 6) Repeat #3 and #4
- 7) Select, “File” / Save As...”
- 8) Select, “Design Template”
(note a “.pot” suffix)

This should move you directly into the “Templates” directory. Save your file new template with a relevant name.

Your personal templates now become Available as options when creating a new presentation and within the “Templates” folder.



Useful Shortcuts

- **Open a quarter-sized PowerPoint Presentation:**

“Ctrl” / <click on “slide show” button>



- **Blackout the screen during a presentation**

- 1) Hit the “B” key on keyboard.
- 2) To return to presentation, hit “B” again.

- **Move to another open window (software or desktop)**

“Alt” / “Tab”

- **Screenshots for use as images**

“Alt” / “Print Screen” = captures active window

“Print Screen” (or “Ctrl” / “Print Screen” or “Prt Scr”) = captures entire screen

- **Additional Resource:**

<http://www.seoconsultants.com/windows/tips/keyboard-shortcuts.htm>

In left-hand column, look for:



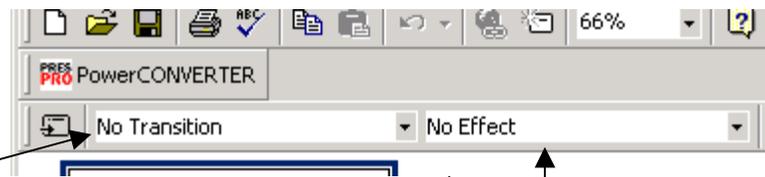
Intermediate Features: Animations, Transitions, Builds, Images

Animations and Transitions

Easily added from the “Slide sorter” view



- 1) Highlight slide (click once on slide) where effects will be applied,
- 2) Select from pull-down menus:



Transitions = Effects when moving from one slide to the next.

Animation = Animate text and objects within a slide.

“Custom Animation”

Available in, “Normal view”,
“Outline view,” and “Slide view”



Select – **Slide Show / Custom Animation**

- Provides several options for combining sounds and animations for specific elements of the slide.
- Use “Custom animation” only for adding humor or grabbing attention. Can be very distracting and unprofessional looking.

Images

Size: PPI and DPI (often used interchangeably; technically = DPI is used for printing; PPI is used for computer screens)

Image size, in this case, refers to how much screen area you want the image to cover. When you scan or create an image, you often have the option to choose both the size of the image (measured in PPI; or sharpness) and DPI (or resolution) of the resulting image. Typically, increasing either results in a larger file size (in terms of Kilobytes). For PowerPoint presentations from which handouts are likely to be printed, select a screen size of 800x600 PPI and resolution of 150 DPI.

Macintosh screen resolution is 72 PPI, PC is 96 PPI. If you are going to print handouts, you will want images saved at 150 DPI or greater. Thus, 150 is a minimum. Remember, you can easily resize images to be physically smaller without losing clarity. Resizing images to appear larger may result in unsightly pixilation of the image. Thus, 800x600 PPI should be sufficiently large (for many monitors, this is the largest setting, for others, you can adjust down to 800x600 resolution).

Moral to the story: Create your images in any format you prefer. When ready to export for use in PPT, save (or export) as “JPEG” (.jpg). Save them as large as 800x600 unless you know exactly what size you want. Save the file at 150 DPI (if you *might* be printing the image in a handout, for example).

- 3) If you “Pack and Go,” be sure to select, “Include linked files” when given the option
- 4) If you simply burn your presentation to a CD, be sure to burn all the files in your presentation folder

Video Format matters (a lot!)

“Codec stands for Compressor / Decompressor and it does pretty much what the name implies. They are used to compress multimedia files for transfer and storage, and then to reverse the process for play back.”

(<http://www.indezine.com/products/powerpoint.ppmultimedia.html>)

There are literally hundreds of CODECs – audio and video. Each supports a limited range of file types. Unless you are absolutely certain whether your destination machine supports a particular file format. **AVI or MPEG are your best bet. Each uses the Cinepac Codec, the most common codec on PCs.**

Video Conversion Software

Tested:

RAD Video Tools - <http://www.radgametools.com/bnkdown.htm> (“.mov” or “.qt” to “.avi”; free)

Untested:

WinMPG Video Convert - <http://www.winmpg.com/buynow.html> (“.avi” to “.mpg1” or “.mpg2” several other formats; \$30.00)

DoEasier.org - <http://www.doeasier.org/avi-converter/> (freeware)

Quicktime 6 Pro - <http://www.apple.com/quicktime/upgrade/> (\$30)

Linking to the Web

- 1) Enter the text for a the link name within a slide
- 2) Select, “Slideshow” / “Action Settings”
- 3) Select, “Hyperlink to..”
- 4) Select, “URL”
- 5) Type the URL for the site

Planning for Failure to Get Online – Linking to Another Presentation

Incorporate a link to a set of screen shots (in a separate PPT show created and saved within the same directory/folder) as an optional link next to your link to the Internet

Example:

If the link, below, to the U of M WebCT server is down or your connection is dead, the “alt” link takes you to another PPT presentation containing a series of screen shots.

WebCT at the U of M (alt.)

“Advanced Topics We Aren’t Talking About....

Narration

- Narrated individual slides
- Narrated segments of presentations
- Narrated presentations

Decision trees

- Self-study modules
- Decision-making during live presentation

Delivery models

- At a F2F conference
- As a self-standing “looping” presentation (kiosk, trade shows, etc.)
- As a self-study information module with self-quizzing
- On the web
 - “Save as web Page”
 - Streaming server (SoftTV and RealMedia server)
 - PowerConverter = PPT to Flash narrated movie in a web page

Pedagogy and PowerPoint

Several resources included at <http://www.esdi.us/clients/uofm/ppt>

Contact information and Related Resources

Contact Information

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Presentation and Related Information

(including a much more comprehensive set of URLs and articles)

<http://www.esdi.us/clients/uofm/ppt/>

Related Resources

A Small Set of Useful Links:

PowerPoint FAQ

<http://www.rdpslides.com/pptfaq/>

Hypercam

<http://hypercam.com/>

and

<http://indezine.com/products/powerpoint/pphypercam.html>

A PowerPoint Ezine

<http://www.indezine.com/>

Storyboarding

<http://www.indezine.com/ideas/storybrd.html>

University of Minnesota Resources

Digital Media Center / OIT Training Sessions

<http://training.micro.umn.edu/ShortCourses/>

Center for teaching and Learning

<http://www1.umn.edu/ohr/teachlearn/>

COP, Office of Educational Development
(Web site opening soon)

<http://www.pharmacy.umn.edu/oed/services/>

Appendix A – Presentation Checklist

Creating Your Presentation

- Defined audience needs
- Selected strategies specifically related to audience needs
- (For PPT) Have detailed outline
- Created a storyboard for the presentation with associated strategies and tools
- Asked at least one other “knowledgeable” (i.e., someone familiar with content and audience) person for reaction to outline and storyboard
- Know platform, operating system version, and PowerPoint Version for presentation
- Copyright permissions for images or multimedia clips
- PowerPoint matches handout material
- Certain of proper timing of presentation elements
- Not using non-standard fonts
- Certain of appropriate font sizes and contrast between background and objects

Before You Walk Out the Door

- Test-drive presentation several times
- All presentation elements (e.g., PPT, video, sound, etc.) contained in “Pack and Go” bundle or CD or disk
 - Might want to put it all on an FTP site for easy (emergency) access from a distance. What if your CD gets crushed?
- Handouts already printed or ready for printing
- Business cards

At the Site

- Test-drive complete on conference hardware in same or similar room where presentation will occur.
- Know where all the connections (and power cords) are and whom to contact when something goes wrong (get a beeper number, if possible)
- Know where the lights are and how they work

The Presentation

In addition to the elements described under, “Things to Think About...,” consider the following rubric:

Category:	Explanation
Eye Contact	Constantly looks at someone or some groups at all times
Facial Expressions	Gives audience clues to what the content of speech is about; Appropriate expression, never notice a deadpan or conflicting expression
Gestures	Natural hand gestures demonstrated
Posture	Stands up straight, both feet on the ground.
Enthusiasm	Demonstrates a strong positive feeling about topic during entire presentation
Articulation	No vocalized pauses (e.g., "Uh..," Well, um...") or extended sentences (and... and...")
Presentation matches abstract	Presentation matched announced purpose
Topic Introduction	Includes a brief personal introduction; uses introduction to explain what the presentation will be covering
Time frame	Presentation fills required time frame
Visual Aids	Visual aids enhanced presentation, discussion related to bullets, keeps interest
Presentation well planned, complete / coherent.	Thoroughly explains all points