Advanced Presentation

Microsoft PowerPoint 2013

Important Notice

All candidates who follow an ICDL/ECDL course must have an official ICDL/ECDL Registration No. (which is proof of your Profile Number with ICDL/ECDL and will track all tests taken). Without such a Registration No., no tests can be taken and the candidate will not be able to obtain an International Computer Driving Licence, nor any other form of certificate or recognition for the course.

Registration numbers are obtainable from ICDL/ECDL Training and Testing Centres or directly from Specto®.

SPECTO

مهارات لقيادة الحاسوب

Tel: +962 6 5932028
Fax: +962 6 5932029
W: www.specto.co

This Manual was compiled by:

Marianne Lubbe

Published by:

Let's Do It!

PO Box 589, Melkbosstrand, 7437

Phone: +27 (0) 21 553 5455

E-Mail: leonard@letsdoit.co.za

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Using this manual you will encounter the following features:

Let's Remember!

Take note of the informative reminders.

Let's Do It!

Practical Exercises.

This is a practical guide for anyone using *Microsoft® Office 2013* software.

Copy and **paste** the complete **Adv Presentation** folder from Specto website (www.specto.co\data) to the hard drive (C-Drive) of your computer. Open the templates from this folder. A separate folder can be created to save completed exercises if necessary. Additional templates are provided for demonstration and practice purposes. Where a template is available for demonstration and practice purposes, it will be mentioned at the beginning of a section.

Model answers for all exercises are provided in the **Model Answers** folder.

This manual was written using *Windows® 10*. If a different operating system is used, some dialog boxes may look different, but the content is the same.

A screen resolution of *1366 x 768* was used in compiling this manual. Working in a different screen resolution, or with an application window which is not maximized, will change the look of the *Office 2013 Ribbon*. The *Ribbon* appearance is dynamic, as it will change to fit the space available. For example, the full *Ribbon* may show a group containing several options, but if space is restricted it may show a single button that you need to click to see the same options.

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Module Goals

Advanced Presentation requires the candidate to understand presentation planning and design considerations and use the presentation application to produce advanced presentation outputs.

The candidate shall be able to:

 Understand target audience and venue considerations in presentation planning.
 Create and modify templates and format slide backgrounds.
 Enhance a presentation using built-in drawing and image tools.
 Apply advanced chart formatting features and create and edit diagrams.
 Insert movies and sound and apply built-in animation features.
 Use linking, embedding, importing and exporting features to integrate data.
 Work with custom slide shows, apply slide show settings and control a slide show.

Presentation Planning

The following outcomes will be covered in this category:

 Understand how audience demography and knowledge of subject impacts on planning of a presentation
 Understand venue considerations
 Understand timing considerations
 Understand that presentation dialog is supported by graphical objects and text
 Understand the importance of using a consistent design scheme and adequate colour contrast
 Be aware of accessibility design considerations

Audience and Environment

Understand how Audience Demography (Age, Educational Level, Occupation, Cultural Background) and Knowledge of Subject impacts on Planning of a Presentation

It is important to remember that it is with the audience where it all starts. Knowing your audience is essential in determining how you will build your presentation. The more knowledge you have of the audience, the more effective your presentation and the message you want to deliver. Your audience may be represented by a variety of distinguishing characteristics and commonalities, often referred to as **demographics**. Communication barriers play a role in any presentation. Most of the time more than one factor should be taken into account with a single presentation.

Important factors to take into account are:

 Age of the audience: a presentation created with children in mind, or with a childlike effect will not be effective for business people and vice versa. A presentation for senior citizens might have a more conservative look and will not be effective with teenagers. Humour is always good, however, be careful how and when you use it. An audience with teenagers might enjoy lots of humour, but business people might be more serious and prefer getting to the point.

 Educational Level: Don't "talk over the heads" of your audience. The presentation must be on the educational level of the specific audience. If your audience are first year students, their level of education might differ from that of university professors.

 Occupation: The presentation should link to the occupation of the audience. Engineering, mathematical and science students might need more technical information whereas nature, sport and recreational students might need more facts. You might lose their interest by giving them technical data and vice versa.

- ✏ **Cultural Background:** Because of cultural differences and diversity, the same meaning is not always attached to a communicated message. Ensure that you know and understand the cultural backgrounds of your audience. If the background is vastly different, then try to communicate in simple and clearly understood terms as to avoid confusion.
- ✏ **Knowledge of the subject:** You should be aware of the specific knowledge the audience have of a subject and adapt your presentation accordingly. Too little explanation for an audience with little knowledge of the subject might cause them to lose interest. The opposite is also true, giving too much detail with which the audience are familiar, will have a negative effect.
- ✏ **Relationship:** The relationship the audience have with one another might have a huge effect. Are they all coming from the same company, school, learning institution, etc.? If they are all coming from the same company, it may result in using different terminology than for people from the same occupation, but coming from different companies.

Understand Venue Considerations such as: Lighting, Available Presentation Equipment, Room Size and Layout

The venue and size of the audience is important factors to take into account when preparing your presentation. A good presentation, directed to the correct audience can fail by not taking the venue and related factors into account. Have a test run of your presentation, preferably the day before. This will enable you to adapt to any external factors or to make some changes to your presentation.

- ✏ **Lighting:** A venue with inappropriate lighting can result in the audience not being able to see your presentation properly. When sun is shining through windows or open doorways or the lights are too bright or even shining directly on the screen, it will be difficult for the audience to follow the presentation. Dim the lights, close blinds or curtains where sun is shining through. Be careful however for a room that is too dark, specifically if the audience wants to take notes, as they will not be able to see.
- ✏ **Presentation equipment:** Are a data projector available or do you need to bring your own? Are there a white screen available or will the data be shown on a different coloured wall, for example cream? A different coloured wall or even a blanket can have an effect on the colour of your presentation. Will you use a microphone and are you comfortable with using it? Talking to an audience holding a microphone or using a headset is a different experience. If a remote device will be used to turn slides ensure that the batteries are fully charged. Will you be using your own laptop or you need to bring your presentation on an external storage device, such as CD or Flash Disk? You need to make sure what equipment is supplied by the venue and what you have to provide. Test all equipment beforehand and have spare batteries, power cables and back-ups of the presentation available.
- ✏ **Room/audience size and layout:** Audience and room size will determine the nature of a presentation, especially in terms of delivery style and subject matter. If the audience is large, you may need to consider a more animated presentation style, taking into account the size of the auditorium and the possibility of people getting side-tracked by conversations and other distractions. You may need to invigorate your presentation with larger exhibits, attention-grabbers and a more forceful speaking tone. Since a large audience requires bigger rooms, you will need to use microphones, digital projectors and large enough screens. If the audience is small, you can use a more intimate, informal presentation style. This will make it easier for you to stay focused on each individual in the room.

The type of room, the shape of your environment, the arrangement of the furniture, and the distance between you and your audience are all factors that will affect your presentation. Will the presentation be held in an office, a hotel, an auditorium, a park, or a classroom? Will the presentation have a formal seating arrangement? Will everybody be able to see you and your presentation? If not, you might need to walk around between the members of the audience.

Design, Content and Layout

Understand Timing Considerations such as: Tailor Content to Time Available, allow Appropriate Time Interval for each Slide

✧ **Time available:** Find out how much time you will have for your presentation and tailor the content of the presentation accordingly. If there is not enough time available for a presentation, the effect of the presentation and the message you want to deliver will be lost. Take into account that there must also be time for questions. The presentation must make sense and the slides must run in a logical order.

✧ **Time intervals:** Time intervals between slides can have a huge impact. Time intervals can be set to run automatically or can be manually controlled. A slightly longer time interval between slides or even bullet points can ensure that key points are better understood. Be careful however, if the time intervals are too long, the message might be lost and the audience can become restless. The level of detail will determine the length of the time interval. The more detail, the longer the interval.

Understand that Presentation Dialog is supported by Graphical Objects and Text; Understand the Importance of limiting the Level of Detail of Graphical Objects and Text

Text and graphics in a presentation support the spoken word. However, text and graphics should be used sparingly as too many graphics or text can create confusion, look chaotic and the message of the presentation will be lost.

Keep the design clean and uncluttered. Leave empty space around the text and graphics and use quality graphics. The graphic should relate to and enhance the topic of the slide. Try to use the same style graphics throughout the presentation, for example cartoons, photographs, etc. Limit the number of graphics on each slide. Check all graphics on a projection screen before the actual presentation. Avoid flashy graphics and noisy animation effects unless they relate directly to the slide. Use graphics only to enhance a key concept.
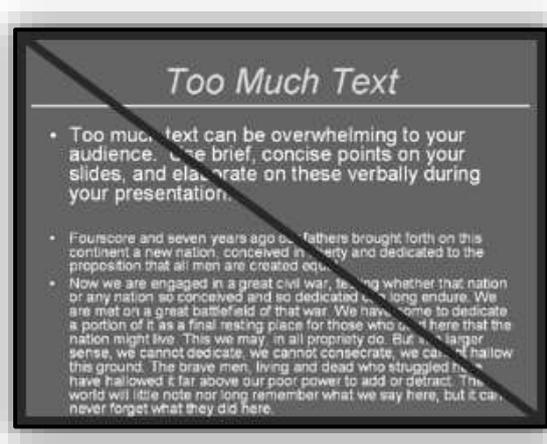
Overuse of text is a common mistake. Too much text makes a slide unreadable. If your audience is reading the slides, they are not paying attention to you. If possible, make your point with graphics instead of text. Use short bullet points with key words to emphasize key areas. Do not read from the slides. Ensure that you are well prepared and are fully aware of key points and the order of the slides following one another.

Understand the Importance of using a Consistent Design Scheme and Adequate Colour Contrast

Backgrounds or design schemes should never distract the audience from the presentation. Using the default white background is hard on the viewer's eyes. Backgrounds that are light coloured with dark text, or vice versa, look good. A dark background with a white font reduces glare.

Colours appear lighter when projected. Pale colours often appear as white. Consistent backgrounds or design schemes add to a professional appearance. For a long presentation, you may want to change background designs when shifting to a new topic.

Limit the number of colours on a single slide. Colour contrast on a single slide or slide show must be used for effect and not because the presenter thinks it looks good. Bright colours make small objects and thin lines stand out. However, some vibrant colours are difficult to read when projected. Know your audience and adjust your colour scheme accordingly. Presentations for teenagers or young parents might be more colourful and the use of graphics more important than for business people.

Don't use dark backgrounds in a poorly-lit room or light backgrounds in a well-lit room. It's hard to read off such backgrounds. Check all colours on a projection screen before the actual presentation. They may project differently than what appears on the monitor.

Be Aware of Accessibility Design Considerations such as: Font Size, Alternative Text, Colours, Limiting Animations and Transitions

Font size must be large enough to be easily read. A font size for titles can be size 36 to 44. A font size of 28 to 34 with a bold font is recommended for subtitles. Small fonts are difficult to read and may be projected poorly by a low-resolution projector. It is distracting if you use too wide a variety of fonts.

Don't use dark font colours on dark backgrounds and light font colours on light backgrounds. Select sans-serif fonts such as Arial or Verdana. Avoid serif fonts such as Times New Roman or Palatino as they are sometimes more difficult to read. Use the same type of font for all the text on a slide. If the font has to be changed, rather do it on a different slide.

Clearly label each screen. Use a larger font or different colour for the title. Avoid italicised fonts as they are difficult to read quickly. Don't use more than six to eight words per line. Avoid using all caps except for titles as the audience can regard it as shouting or dominating.
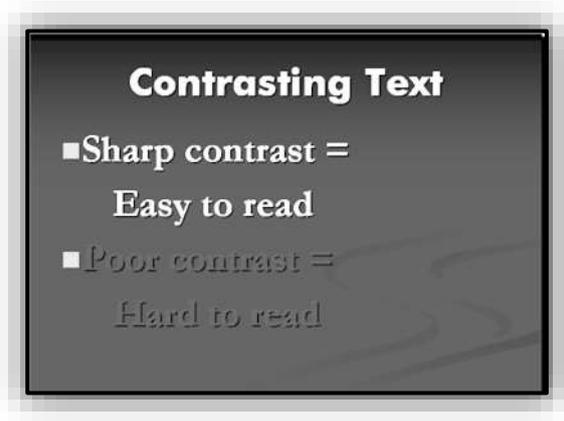
Limit the number of transitions and animations used. It is often better to use only one type of transition or animation so the audience knows what to expect. Too many effects can become distracting and the message of your presentation will be lost. It is also unprofessional. Limit animations and transitions as that will make it difficult to easily read the text.

Accessibility design is an advantage of *MS Office 2013*. This has been developed for visually impaired people who use screen readers to convert graphics on the screen to spoken word. This is also called *Alt Text* or alternative text. When using this feature in a presentation, take special care of the font size, colour, etc. Ensure that the font size is large, limit the text and don't use too many colours. The text must be bold.

Let's Do It! ⇨ 1

1.   Which one of the following presentations is best suited for an audience of young students?

   a.   A long presentation with short time intervals
   b.   A large number of slides with mostly technical data
   c.   A short humorous presentation, with colour, graphics and a bit of facts
   d.   A short presentation with lots of text and a bit of humour

2.   A large audience will gain the most in which circumstances?

Slide Masters and Templates

The following outcomes will be covered in this category:

- Insert a new slide master, new title master
- Edit slide master layouts
- Apply a custom slide master
- Create a template, theme
- Modify a template, theme

Slide Masters

The *master slide* is the slide that **holds information about the presentation**, including font styles, placeholder sizes and positions, background design, colour schemes, etc. Any graphical object placed on the master slide, e.g. a company logo, will appear on every slide in the presentation. Any changes made to text, bullets, slide numbering and background colours on the master slide will be reflected on all the slides in the presentation.

The master slide is used to create a **uniform look** to your presentation. It is also useful when the same changes must be made to various slides. Using a slide master saves time as you don't have to type the same information on more than one slide. The slide master especially comes in handy when a presentation is extremely long with lots of slides.

Insert a New Slide Master

For demonstration and practice purposes, please open and use the **Master Slides.pptx** presentation.

PowerPoint 2013 has the capability to have more than one *Slide Master*. This feature lets you set up two or more *Slide Masters* and then choose which *Master* you want to use for each slide in your presentation.

1. In a new or existing presentation, click the *View* tab and select the *Slide Master* button in the *Master Views* group.
2. A new *Master Title* slide will appear in *Slide Master* view with slide layouts in the slide thumbnail pane on the left.
3. On the *Slide Master* tab, click the *Insert Slide Master* button in the *Edit Master* group. A new *Slide Master* appears. Notice that a thumbnail for the new *Slide Master* is added to the list of thumbnails on the left side of the screen, and that the new *Slide Master* uses PowerPoint's default settings.
4. The mew *Slide Master* can be customised as desired.

Insert Slide Master

New Slide Master
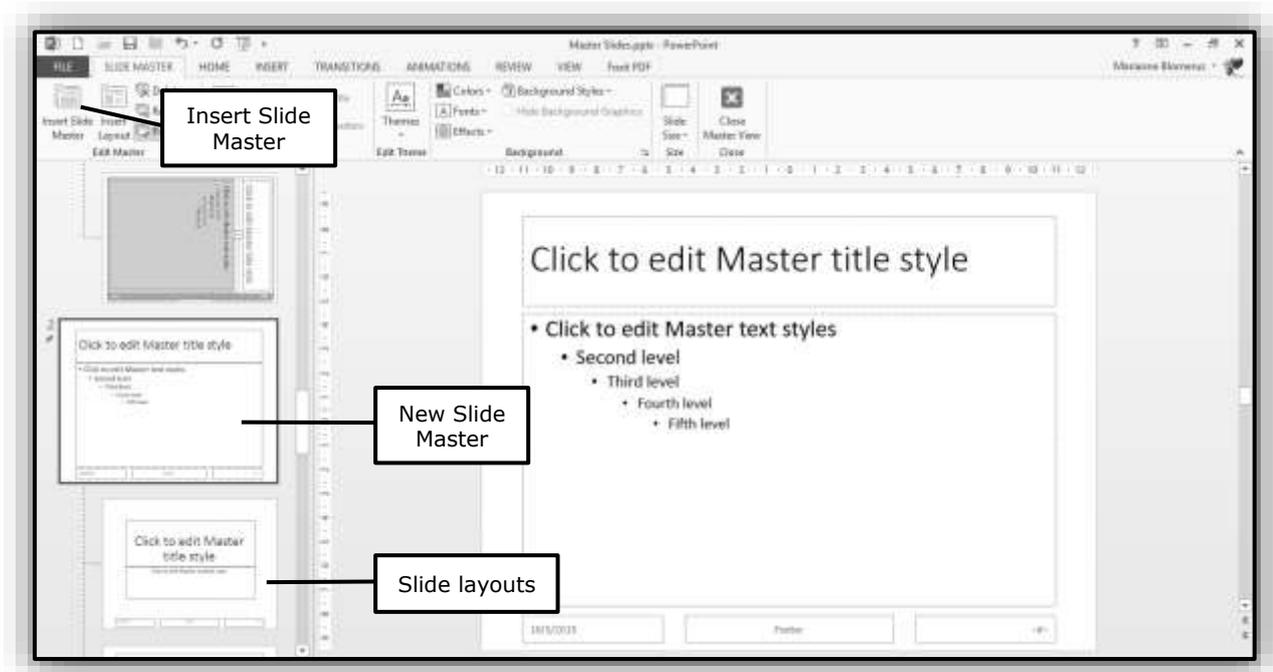
Slide layouts

In *Slide Master* view, there are several default layouts associated with any given slide master. Choose from the available layouts, the ones that work best to display specific information.

Both Slide Masters are displayed when inserting a new slide
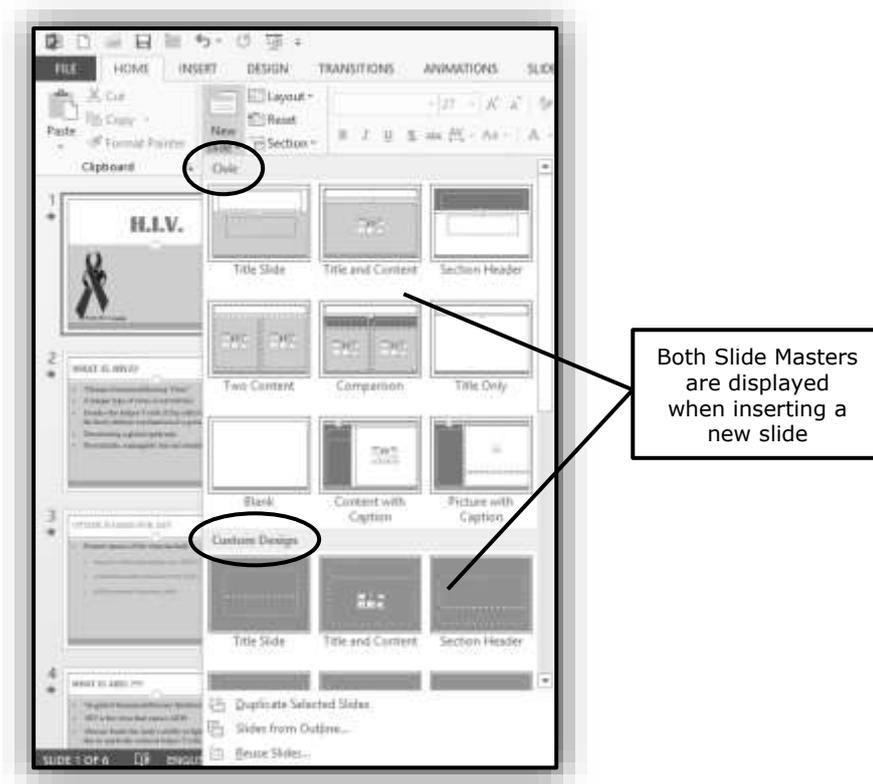
A presentation can contain one or more slide masters. It can be saved as a *PowerPoint Template* (***.potx**) file and then use it to create other presentations. This file includes everything a slide master contains and more.

It is a good idea to create a slide master before starting to build individual slides, rather than after. When you create the slide master first, all of the slides that you add to your presentation are based on that slide master and the associated layouts. When you start making changes, make them on the slide master.

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If you create a slide master after you build individual slides, some of the items on the slides may not conform to the slide master design. You can override some of the slide master customisations on individual slides by using the background and text formatting features, but others, such as footers and logos, can be modified only in *Slide Master* view.

Insert a New Title Master (Layout)

The title master can be accessed in *Slide Master* view. Below the slide master at the top, a title master layout will be displayed. This layout can be duplicated to create a new title master or any other layout, e.g. a blank layout, can be used to create a new title master with a different layout.

1. On the *Slide Master* tab, select the title master slide.
2. Right-click the slide and select *Duplicate Layout* from the shortcut menu. A new Title Master slide will be inserted.
3. Modify the slide layout as desired. If necessary, rename the new layout (right-click ⇨ *Rename Layout*).
4. Save the presentation.
5. Alternatively, click *Insert Layout* and create a new title master layout. Save the presentation.
6. When selecting a new *Title* slide in *Normal* view the changes made on the slide layout will show and new layouts will be available in the drop-down menu.
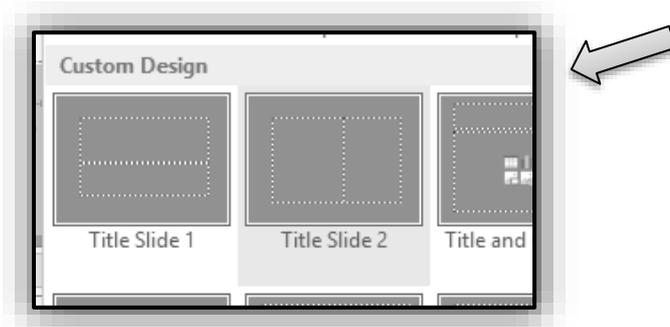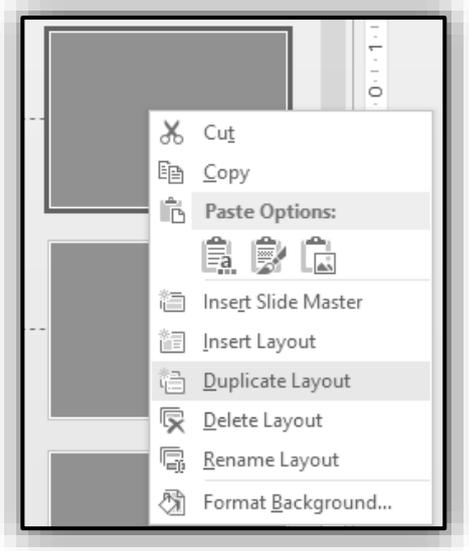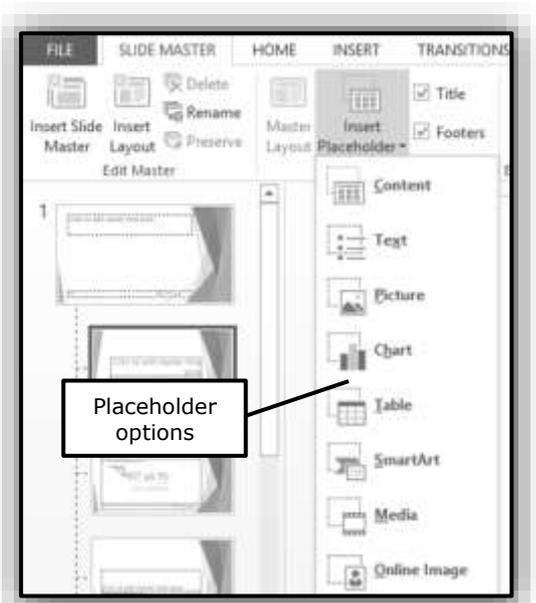
Edit Slide Master Layouts

Slide master layouts can be edited as desired by adding text-specific and object-specific placeholders.

Insert a Placeholder

For demonstration and practice purposes, please open and use the **Master Slides.pptx** presentation.

1. In *Slide Master* view, select the slide master layout to be formatted.
2. In the *Master Layout* group, select the *Insert Placeholder* drop-down menu.
3. Placeholder options will be displayed.
4. Select an option. On the slide, click and drag to create the placeholder.
5. The selected placeholder will appear on the slide master layout.

Placeholder Position and Deletion

The position of the placeholder will be determined by the need of the user. The placeholder can be re-positioned by clicking anywhere on the placeholder border and dragging it to a new position. Custom layouts will have standard layout areas or placeholder positions. However, these placeholders can be moved, deleted or resized.

☞ To **delete** a placeholder, click the placeholder border to select it. Once the selection handles appear, press the *Delete* key on the keyboard.

Font

The font of a *Text* or *Content* placeholder can be changed in the same way as text in *Normal* view. However, the font function in the *Background* group on the *Slide Master* tab can also be used while in *Slide Master* view.
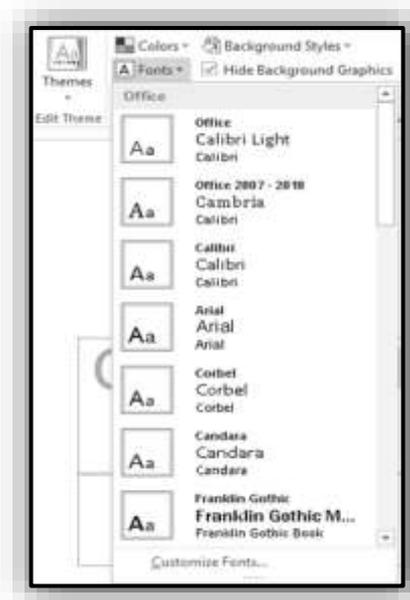
1. Select the placeholder where you want to change the font or select specific text in a placeholder.
2. On the *Slide Master* tab, in the *Background* group, click the *Font* button to display the drop-down menu.
3. A list of different font options will appear.
4. Move the mouse pointer over the various fonts and notice how the font changes in the placeholder.
5. Click the desired font to apply it.

☞ The **colour** of the font in the placeholder can be changed in the same way as text in *Normal* view.