

POWERPOINT 2013

Adding Graphics, Animation, and Sound

In this lesson, you will enhance a presentation that currently includes only text. You will use online clip art to add interest to the presentation, a drawing object to add spark, and slide transitions and animation to “bring the presentation to life.”

CASE STUDY: ADDING EYE CANDY

The iJams presentation is evolving nicely. However, you know you will have to add some pizzazz to it if iJams is to contend with competitors. Although you have created an error-free, technically perfect presentation, you can see that something is definitely missing! You decide that if used sparingly, clip art and animation will enhance the presentation.

LEARNING OBJECTIVES

After studying this lesson, you will be able to:

- Add clip art, photos, screenshots, and shapes to a presentation
- Remove backgrounds and apply artistic effects to slide images
- Add transition effects to a slide show
- Add animation to objects on a slide
- Add sound effects to transitions and animations

LESSON TIMING

- Concepts/Develop Your Skills: 1 hr 15 min
- Concepts Review: 15 min
- Total: 1 hr 30 min

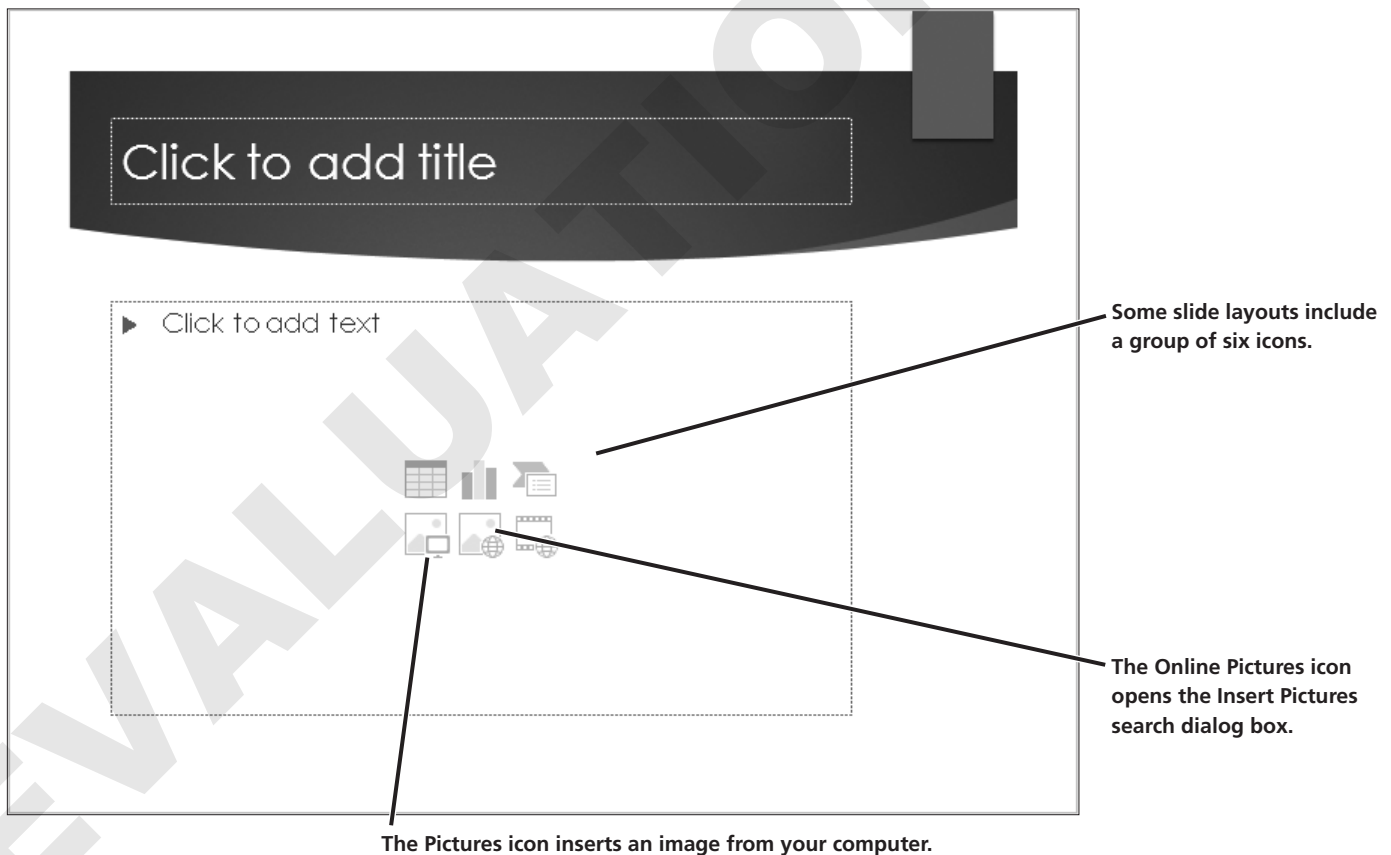
Working with Online Pictures







You can search for and insert clip art from the Internet directly from within PowerPoint. Adding clip art will help you emphasize key points and add polish to the presentation as a whole. The Microsoft Office website has a clip art collection of more than 130,000 pieces of art—and it grows daily. There is clip art available for any occasion.

While the term *clip art* is an industry-standard term referring to predrawn artwork that is added to computer documents, Microsoft uses the terms *clip art* and *online pictures* inconsistently to refer to the same thing. For example, PowerPoint's Online Pictures button opens the Insert Pictures dialog box, which allows you to search the Office.com website for clip art.

Using Text and Object Layouts

PowerPoint creates slides with different layouts, such as slides with titles only and slides with titles and text. These slide layouts allow you to easily create slides with a standardized title and bulleted text. Many of PowerPoint's layouts, including the Title and Content layout and the Two Content layout, provide placeholders for titles, text, and various types of content including tables, charts, clip art from the Internet, pictures from your computer, organizational charts, and movies.



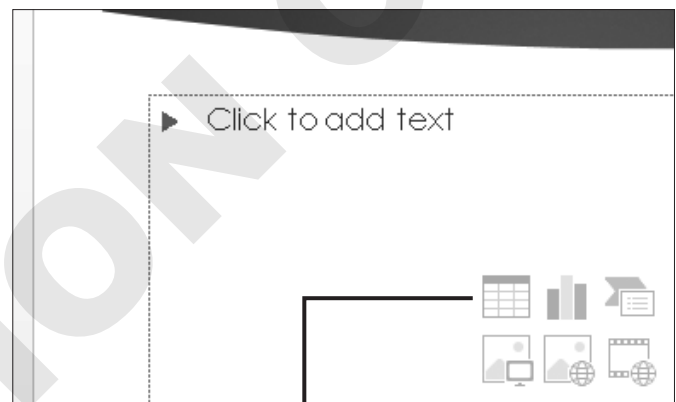
SLIDE INSERT SHORTCUTS			
Icon	What It Does	Icon	What It Does
	Inserts a table		Inserts an image
	Inserts a chart or graph		Inserts a SmartArt graphic
	Opens the Online Pictures dialog box to insert clip art		Inserts a video clip

Deleting Placeholder Text

Sometimes you may decide to replace all text on a slide with a graphic. Deleting all text inside a placeholder results in the slide displaying its six default insert icons, making it easy to insert clip art or other objects.




When all the text inside a placeholder is deleted...



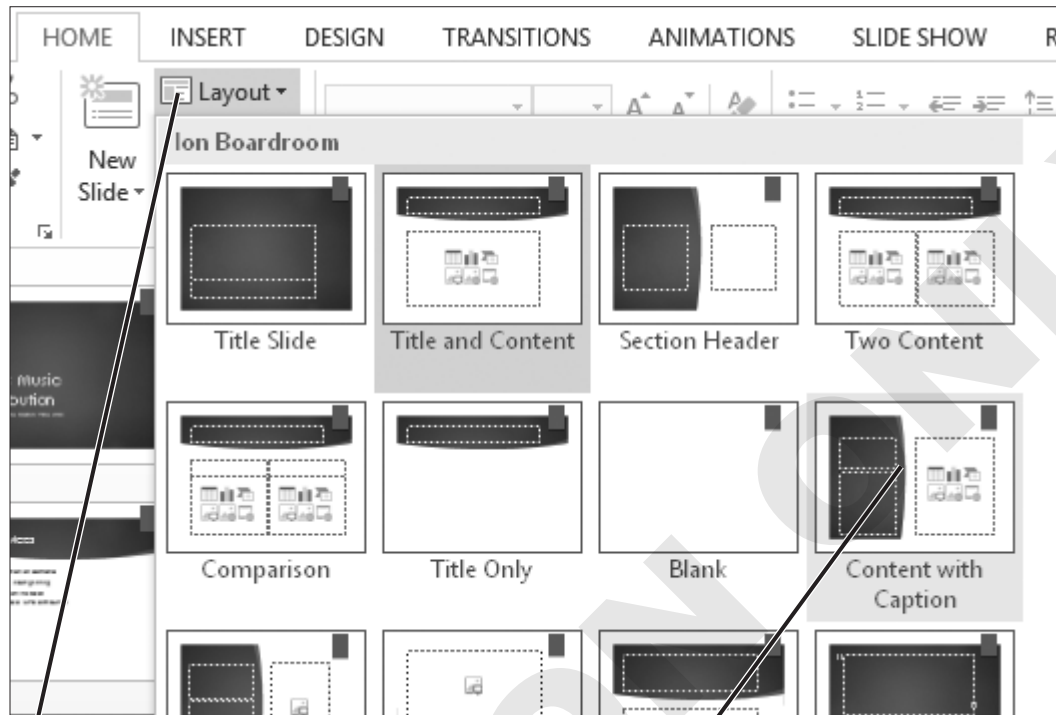
...the six insert icons reappear.

DEVELOP YOUR SKILLS PP03-D01

Get a Slide Ready for Clip Art

1. Start **PowerPoint**. Open **PP03-D01-Animation** from the **PP2013 Lesson 03** folder, and save it as **PP03-D01-Animation- [FirstInitialLastName]**.
2. Select the **Our Services** slide from the **Slides** panel.
3. Choose **Home**→**Slides**→**New Slide** .

4. Follow these steps to apply a slide layout suitable for clip art:



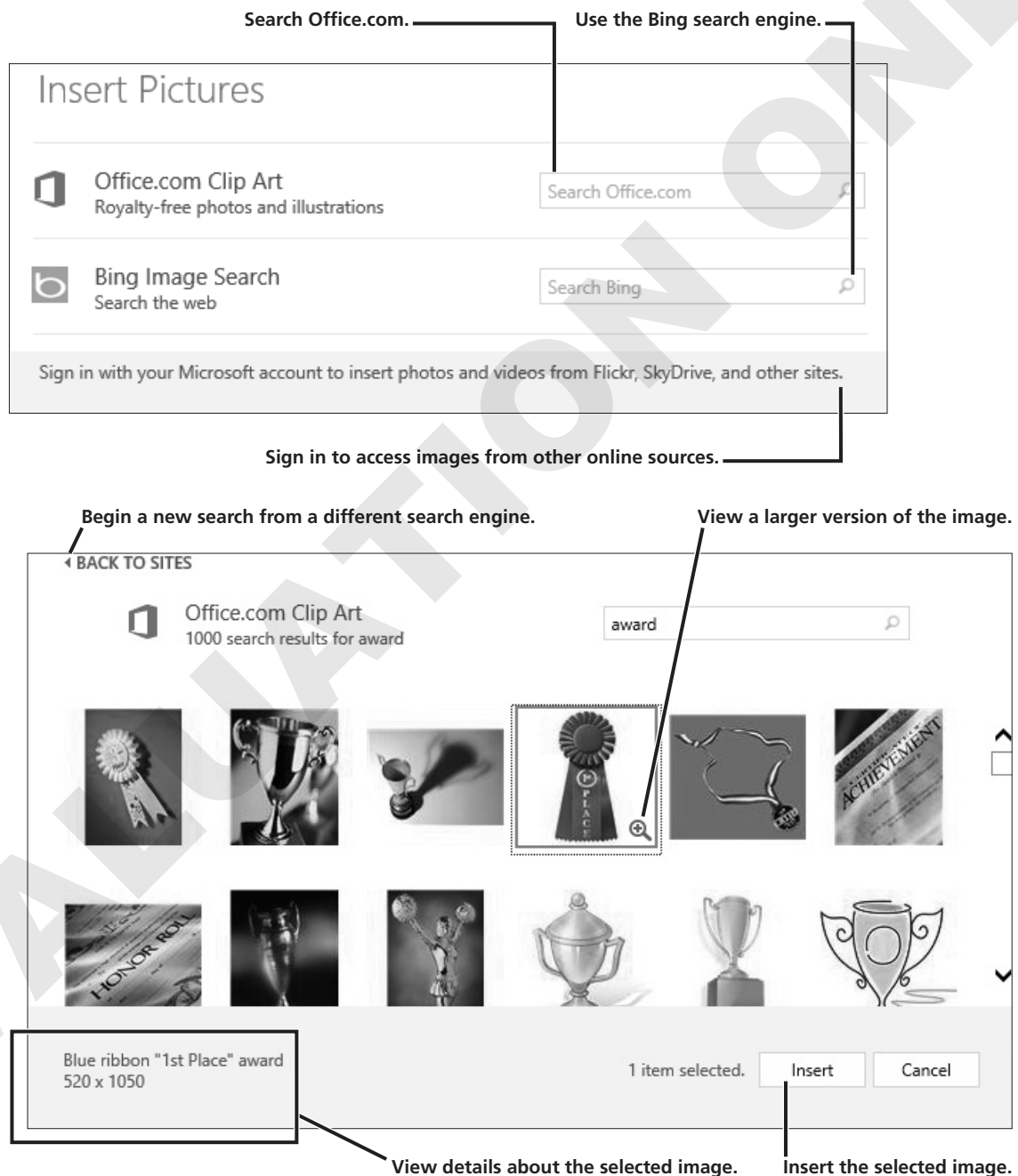
A Choose **Home**→**Slides**→**Layout**.

B Select the **Content with Caption** layout.

5. In the Title placeholder, type **Our Recent Success**.
6. In the text box beneath the title, type:
7. Select the text *Top of the Rock*; choose **Home**→**Font**→**Font Size menu ▼** and then choose **24**.
8. Choose **Home**→**Font**→**Bold**.
9. Select the text *League of Electronic Music Distributors*.
10. Choose **Home**→**Font**→**Italic**.
11. Click in the large text placeholder at the right and type:
12. Click inside the text box, if necessary, to display its dashed border.
13. Click the dashed border to select the text box.
14. Tap **Delete**.
15. Save your presentation.


Searching for Clip Art with the Insert Pictures Search Window

The Insert Pictures search window replaces the Clip Art panel that existed in previous versions of PowerPoint. This new window lets you search for clip art on the Office.com Clip Art website or from the Bing™ search engine. Each piece of clip art is associated with keywords that describe its characteristics. The first illustration that follows describes the Insert Pictures search window. The second illustration shows the images that can be located by using the keyword *awards* or *prizes*.



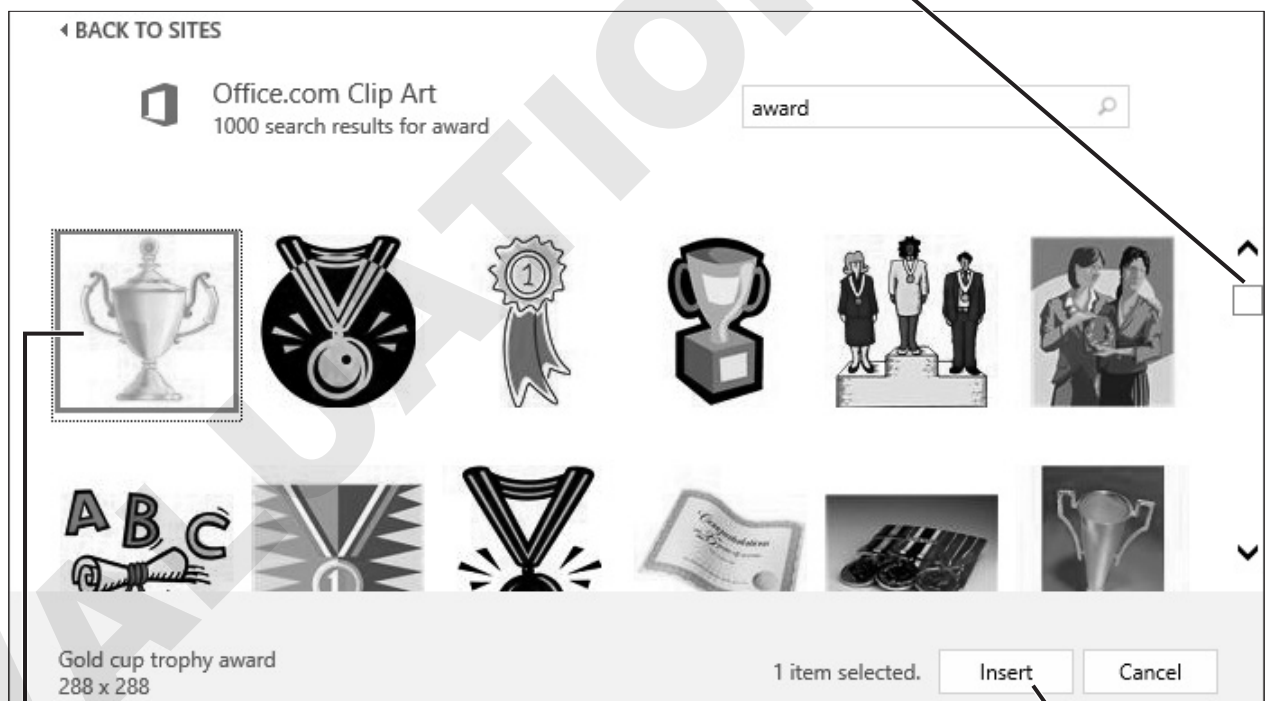
DEVELOP YOUR SKILLS PP03-D02

Insert Clip Art

1. Save your file as **PP03-D02-Animation- [FirstInitialLastName]**.
2. On the **Our Recent Success** slide, click the **Online Pictures**  icon to open the Insert Pictures search window.
3. Type **award** in the Office.com search box and then tap **Enter**.



4. Follow these steps to insert a picture on the slide:
 - A Scroll until you find an image you like.
Your results may differ from the figure.



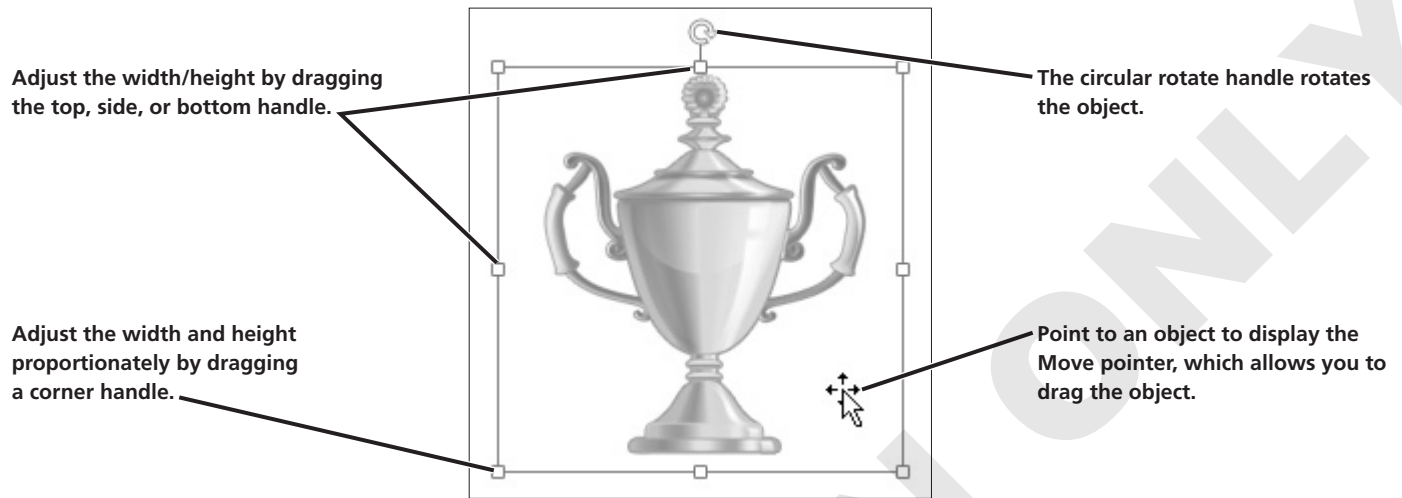
- B Click an image to select it.

- C Click **Insert**.

5. Save the presentation.

Moving, Sizing, and Rotating Objects

When you click an object (such as a clip art image), sizing handles and a rotate handle appear. You can easily move, size, and rotate the selected object.



Stacking Objects

Sometimes when you insert a picture, it overlaps text or some other object. You can change the stacking order of objects, such as pictures and shapes, by moving them forward or backward.

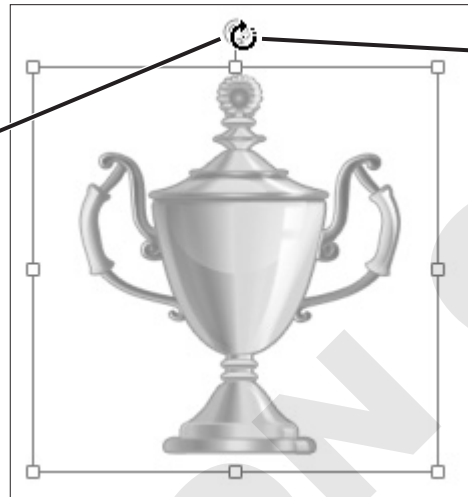


DEVELOP YOUR SKILLS PP03-D03

Move and Size Clip Art

1. Save your file as **PP03-D03-Animation- [FirstInitialLastName]**.
2. Follow these steps to rotate the clip art image:

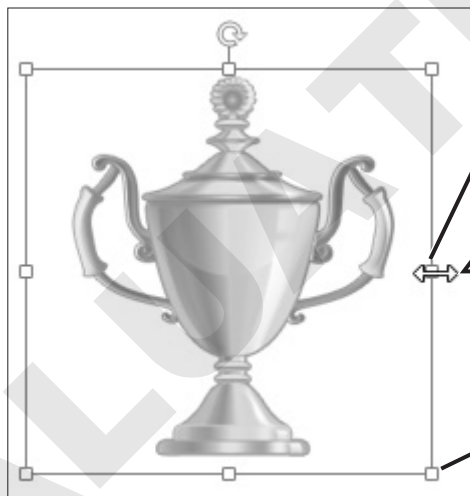
A Point to the **rotate handle** until the insertion point changes to a circular arrow.



B Press the left mouse button and drag slowly to the right. Release the mouse button after the image has rotated about 90 degrees.

C Choose **Quick Access Toolbar**→**Undo**.

3. Follow these steps to resize the clip art image:



A Point to this **square handle** so the insertion point becomes a double-headed arrow.

B Press the left mouse button and drag right until the image is twice as wide as the original and stretched too wide.

C Choose **Quick Access Toolbar**→**Undo**.

D Point to a bottom-right corner handle and drag to enlarge the image proportionately to your liking.

4. Point to the image itself (not the border or a resize handle) until the pointer becomes a four-headed arrow. Drag so the image is centered next to the bar of text.




5. Save your presentation.

Formatting Clip Art

After your image is on the slide, use the various groups on the contextual Format tab to add effects or align your image. You can add borders, drop-shadows, or bevels, or rotate your image in 3-D from the Picture Styles group on the Format tab. Other groups on this tab allow you to align, flip, crop, or perform basic image-editing tasks.

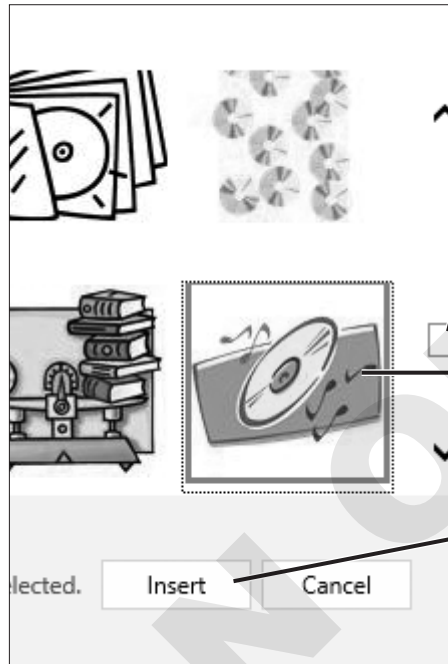
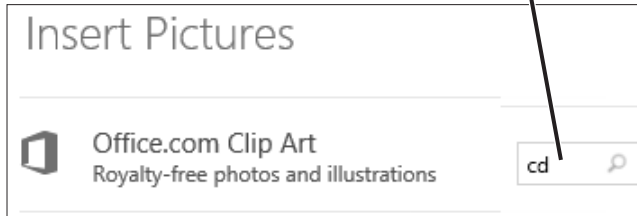
DEVELOP YOUR SKILLS PP03-D04

Insert and Format Clip Art

1. Save your file as **PP03-D04-Animation-[FirstInitialLastName]**.
2. Display the **title slide**.
3. Choose **Insert**→**Images**→**Online Pictures** .

4. Follow these steps to insert clip art on the title slide:

- A Type **cd** in the Office.com search box and then tap **Enter**.

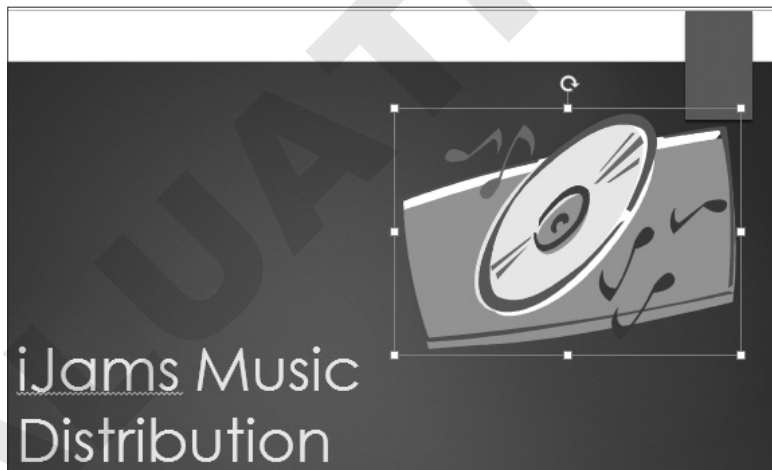


- B Scroll through the results and find a suitable image. Your selection may differ from the figure.

- C Click once on the image thumbnail.

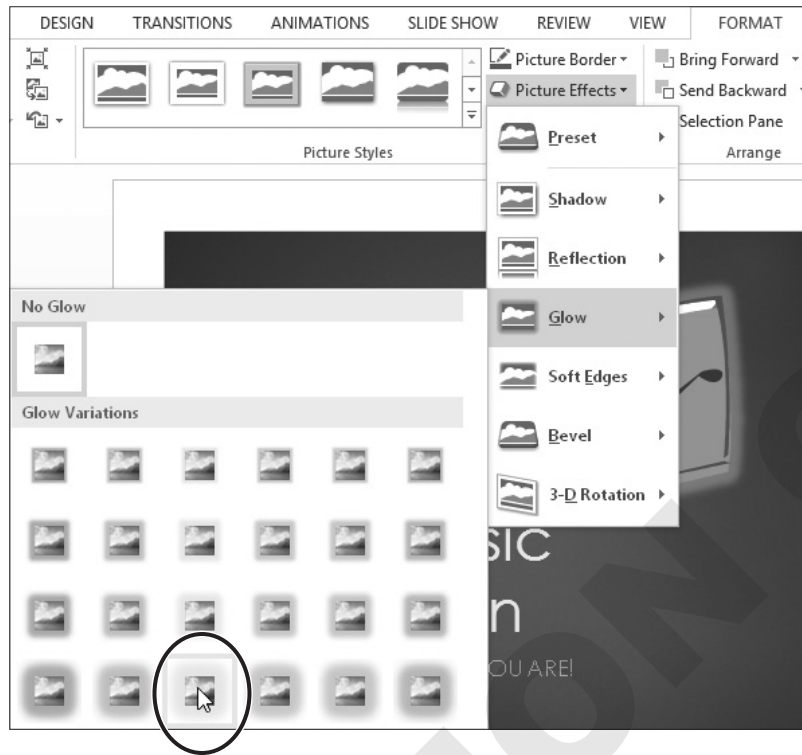
- D Click **Insert**.

5. Drag the image to the top of the slide so it no longer overlaps the text. Then drag the top-right corner handle toward the top-right corner of your slide to enlarge the image proportionately.

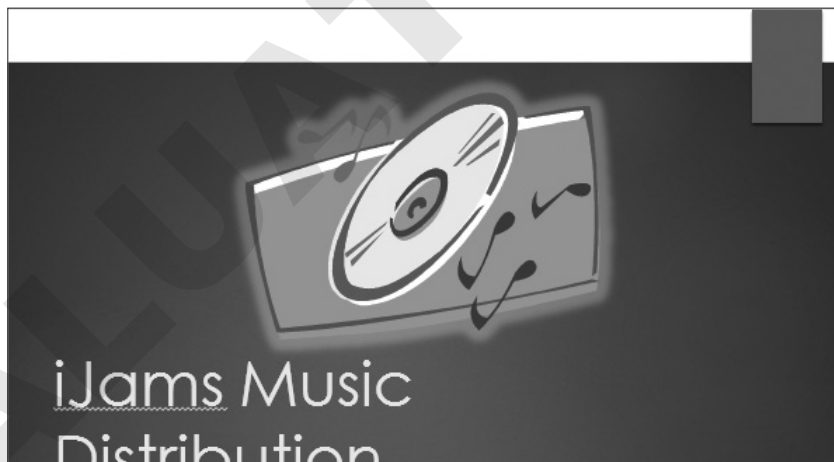


6. Choose **Format**→**Arrange**→**Align**→**Align Center**.
7. Make sure the image displays handles to indicate it is selected and then choose **Format**→**Picture Styles**→**Picture Effects**.
8. Roll your insertion point over several of the items in the **Picture Effects** gallery to view a Live Preview of each effect.

9. Choose **Format**→**Picture Styles**→**Picture Effects**→**Glow**→**Gold, 18 pt glow, Accent color 3**.



10. If necessary, resize and move your image so it doesn't overlap the text.



11. Save your presentation.

Adding Other Graphics

Sometimes you just can't find that perfect image through clip art. Often you can incorporate more-unique and personal imagery if you take your own pictures or download professional photographs from a commercial website. PowerPoint 2013 includes tools and features to make the most of your images, including the ability to remove a background and add artistic effects.

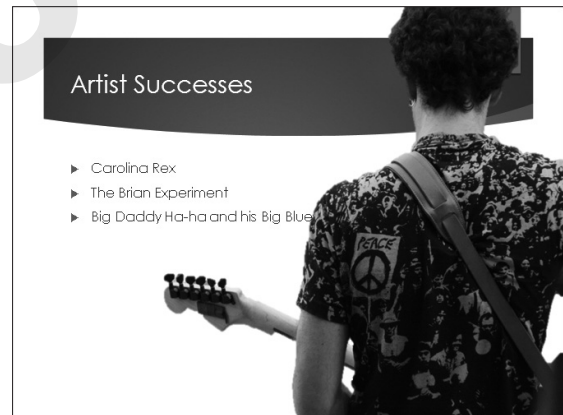
Removing a Background

Many times a photograph contains more than what you need. In the past, it was necessary to use a graphics-editing program to remove the background or other unwanted elements. PowerPoint 2013 includes a feature that allows you to remove backgrounds with just a few clicks. When removing a background, the original picture is not harmed, because PowerPoint works on a copy of the picture embedded in the slide. Additionally, nothing is actually removed from the picture. PowerPoint just hides areas of the picture that you mark to be removed. The hidden areas can always be made visible again. You can adjust the settings of the removal tool at any time after the background's initial removal, so there is no need to worry about getting it perfect on your first try.

The Background Removal tool overlays in purple the areas to be removed.



With just a few clicks, the background can be removed.



DEVELOP YOUR SKILLS PP03-D05

Remove a Background

1. Save your file as **PP03-D05-Animation- [FirstInitialLastName]**.
2. Scroll down the Slides pane, if necessary, and select the **Artist Successes** slide.
3. Choose **Insert**→**Images**→**Pictures**.
4. Navigate to your **PP2013 Lesson 03** folder, select the **PP03-D05-Guitarist** picture, and click **Insert**.
5. Drag the picture up so its top snaps to the top of the slide.
6. Drag the bottom handle down until the bottom of the picture snaps to the bottom of the slide.

7. Choose **Picture Tools**→**Format**→**Adjust**→**Remove Background**.
8. Drag the top-right handle of the rectangular box inside the picture so it snaps to the top-right corner of the picture.
9. Drag the bottom-left handle of the rectangular box down and right so the entire guitar is inside the box.



10. Choose **Background Removal**→**Refine**→**Mark Areas to Keep**.

11. Follow these steps to adjust the overlay:

A Point to the top of the left shoulder and drag down to the bottom of the elbow to tell PowerPoint not to remove this area.

B Point to the left edge of the guitar and drag right to keep this area.

C Drag over any other purple on the guitarist or the guitar.



12. Choose **Background Removal**→**Refine**→**Mark Areas to Remove**.

13. Follow these steps to define areas to be removed:

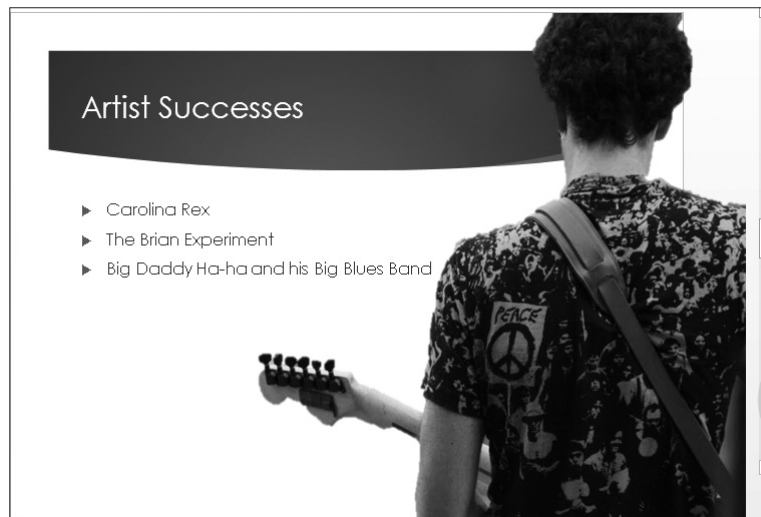


14. You will probably have to go back and forth with the **Mark Areas to Keep** and **Mark Areas to Remove** buttons as you continue to tweak the purple overlay.



15. Choose **Background Removal**→**Close**→**Keep Changes**.

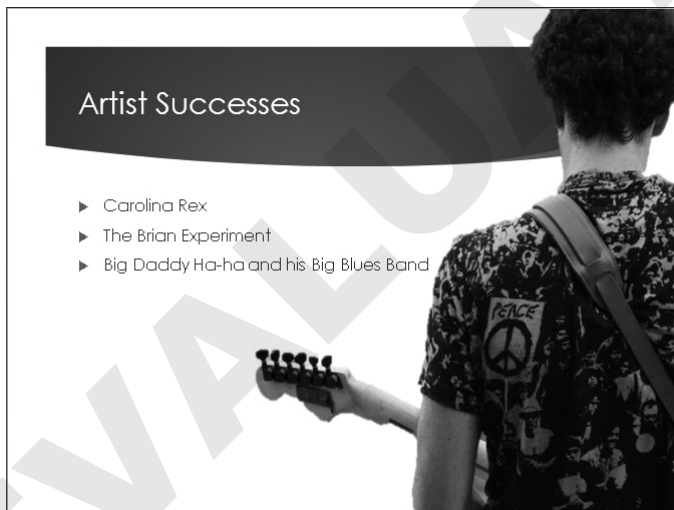
16. Drag the image to the right so all three bulleted paragraphs are visible. If your slide doesn't resemble the following figure, choose **Picture Tools**→**Format**→**Adjust**→**Remove Background** to adjust the overlay.



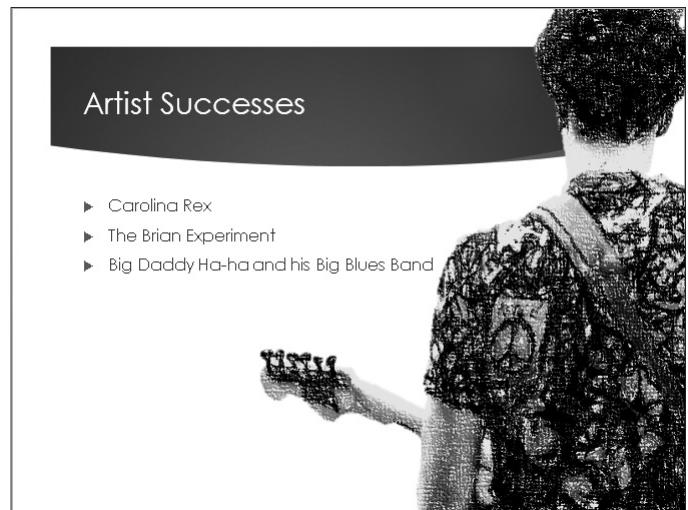
17. Save your presentation.

Applying Artistic Effects

PowerPoint 2013 includes artistic effects that can be applied to pictures, making photographs look like pencil sketches, cement, or pastels. Additionally, pictures can be recolored to create a color cast that blends with your theme.



The picture before any effect has been applied

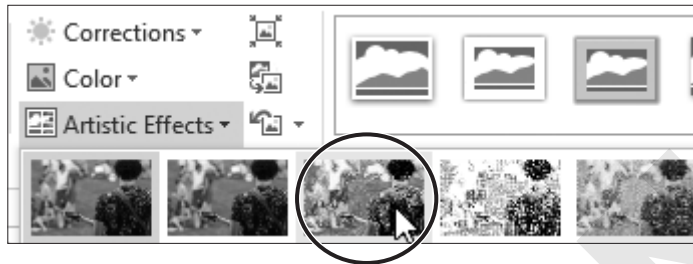


The picture after the Pencil Sketch and Recolor effects have been applied

DEVELOP YOUR SKILLS PP03-D06

Apply Artistic Effects

1. Save your file as **PP03-D06-Animation-[FirstInitialLastName]**.
2. If necessary, select the picture on the sixth slide, **Artistic Successes**.
3. Choose **Picture Tools**→**Format**→**Adjust**→**Artistic Effects**.
4. Point to several effects to see how they change the picture on the slide. Notice that a ToolTip appears when you point to an effect, indicating its name.
5. Select the **Pencil Grayscale** effect.



6. Choose **Picture Tools**→**Format**→**Adjust**→**Color**.
7. Point to several color adjustments to see how they change the picture on the slide.
8. Select the **Teal, Accent Color 5 Light** adjustment.
9. Save your presentation.

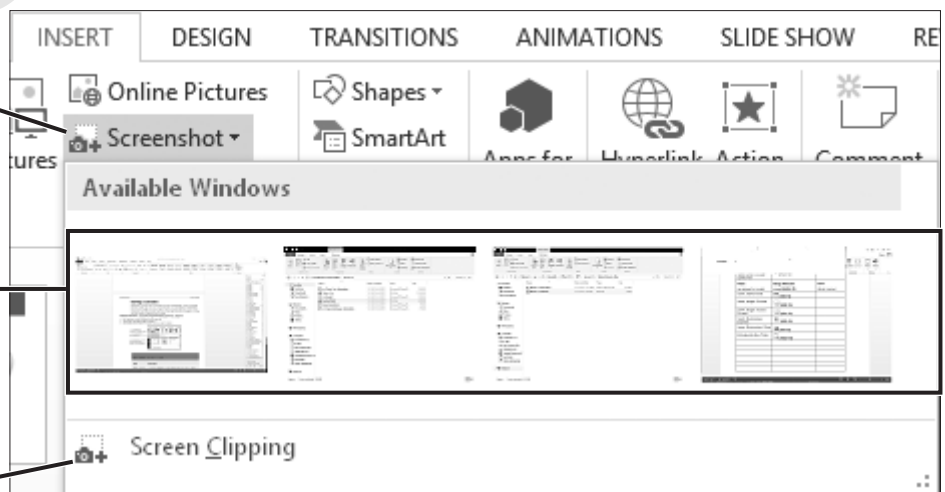
Inserting a Screenshot

Sometimes you may want to include a picture of something on your computer screen, such as a program window or web page, in a presentation. PowerPoint's Screenshot tool lets you insert a picture of any open window or program or drag on your screen to define an area to insert.

The Screenshot command is available on the Insert tab.

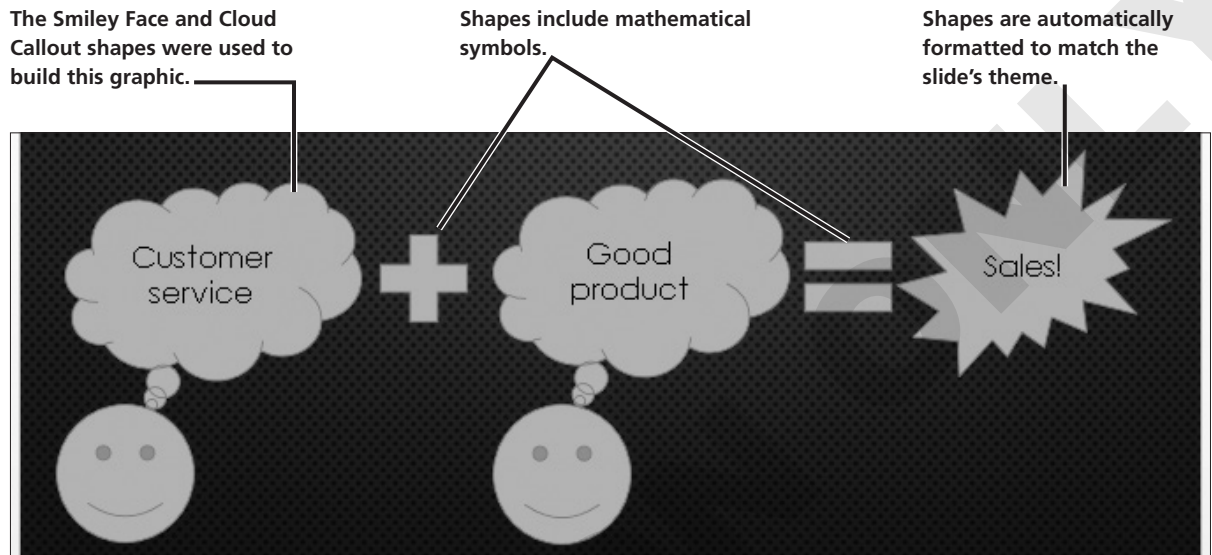
You can insert any open window as a picture.

You can drag on the screen to define an area to capture.



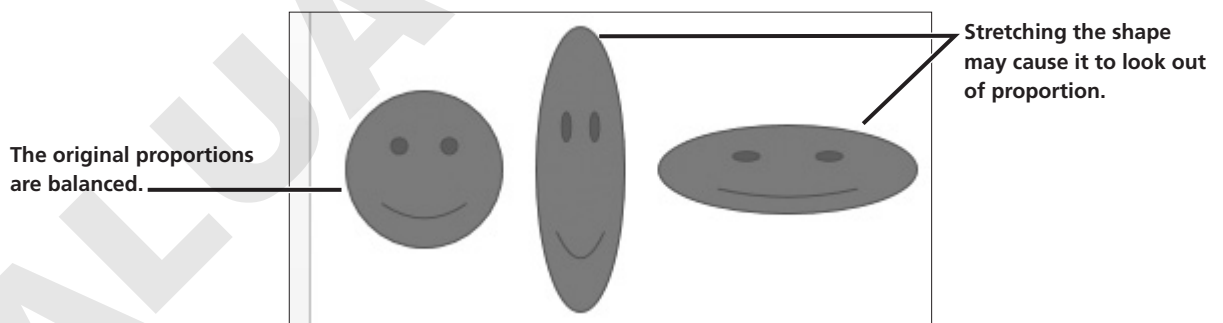
Working with Shapes

PowerPoint offers more than 150 shapes that you can add to your slides. You can use these shapes to build your own custom flowcharts, mathematical equations, speech and thought bubbles, or other design. Shapes can even include text.



Adding a Shape

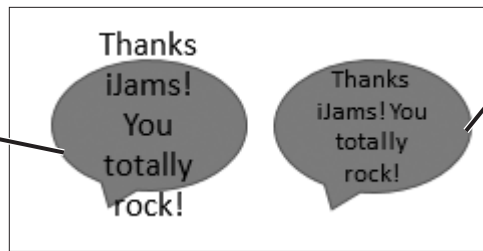
When adding a shape to a slide, you can stretch it to make it wider/narrower or taller/shorter. All shapes are preformatted with a specific ratio of width to height, so stretching a shape can sometimes make it appear unbalanced. You can use the **[Shift]** key to maintain the original width-to-height ratio.



Adding Text to a Shape

You can easily add text to a shape, but the text does not automatically resize itself to fit nicely. Text will, however, automatically wrap to the next line so there is no need to tap **[Enter]** as you type.

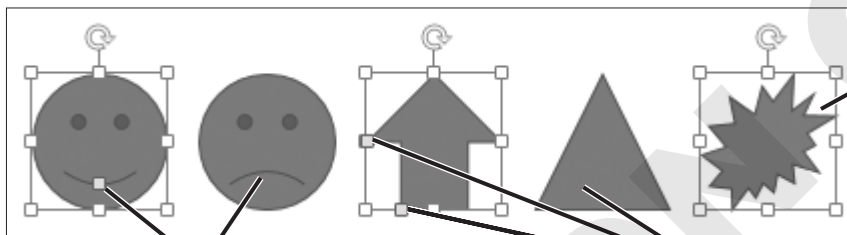
Text will automatically wrap to the next line but will not automatically get smaller to fit inside the shape.



You may need to adjust the text size to get it to fit.

Resizing a Shape

Shapes can be resized and rotated just like clip art. Additionally, some shapes include a yellow square that you can use to change the shape's properties. For example, you can change the Smiley Face shape to a frown or you can change the head and body of an arrow shape.



The Smiley Face shape can be changed to a frown by dragging the yellow square.

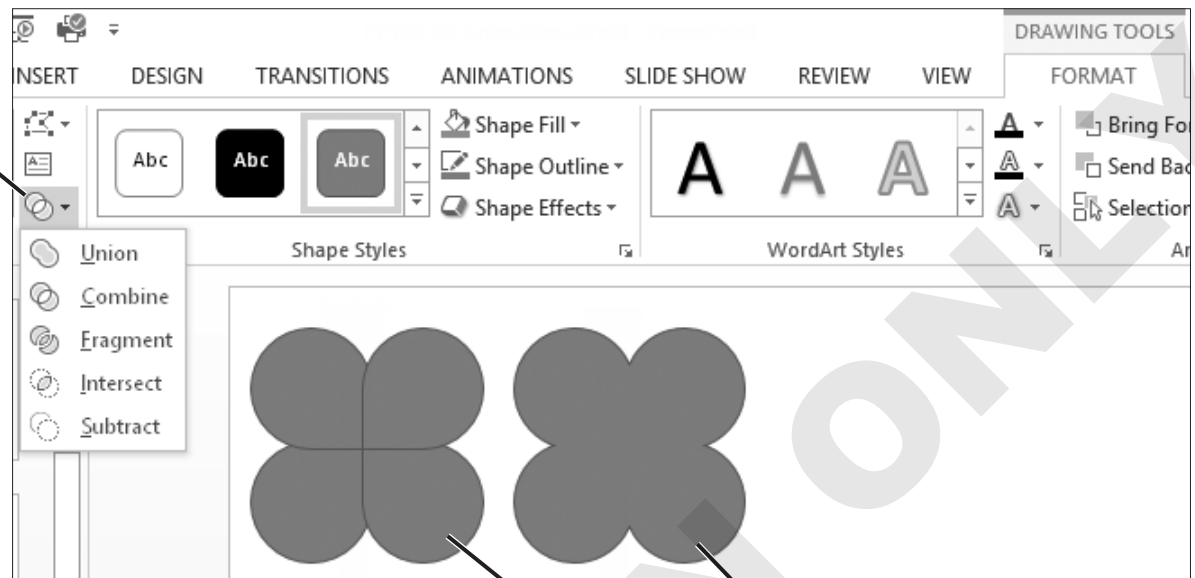
You can adjust the head and body of the Up Arrow shape by dragging the yellow squares.

Not all shapes can be manipulated this way. This Explosion shape has no yellow square.

Merging Shapes

New in PowerPoint is the ability to merge shapes. This feature allows you to create your own custom shape by combining existing shapes into a single one. The benefit of this is that your new custom shape has a single outline and truly looks like a single shape rather than several overlapped shapes.

The Merge Shapes command is available from the Drawing Tools→Format tab.



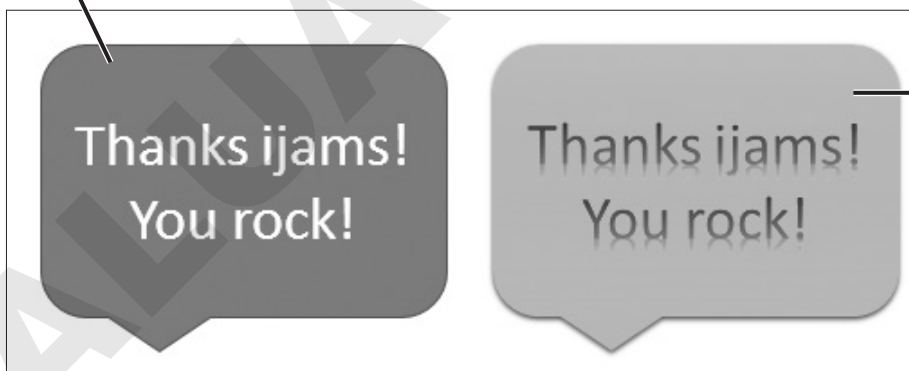
Non-merged shapes look like they are overlapped.

Merged shapes have a single outline.

Formatting Shapes and Shape Text

While shapes and the text they contain are automatically formatted to match the slide's theme, you may want a more exciting look such as a drop-shadow or three-dimensional effect. Adding a Shape Style or WordArt Style can make your shape graphics really pop.

This is the original shape and text.

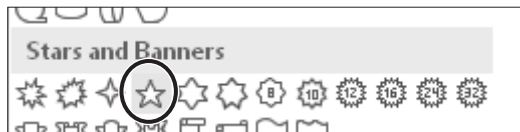


Here, a Shape Style and a WordArt Style have been applied to the shape and text.

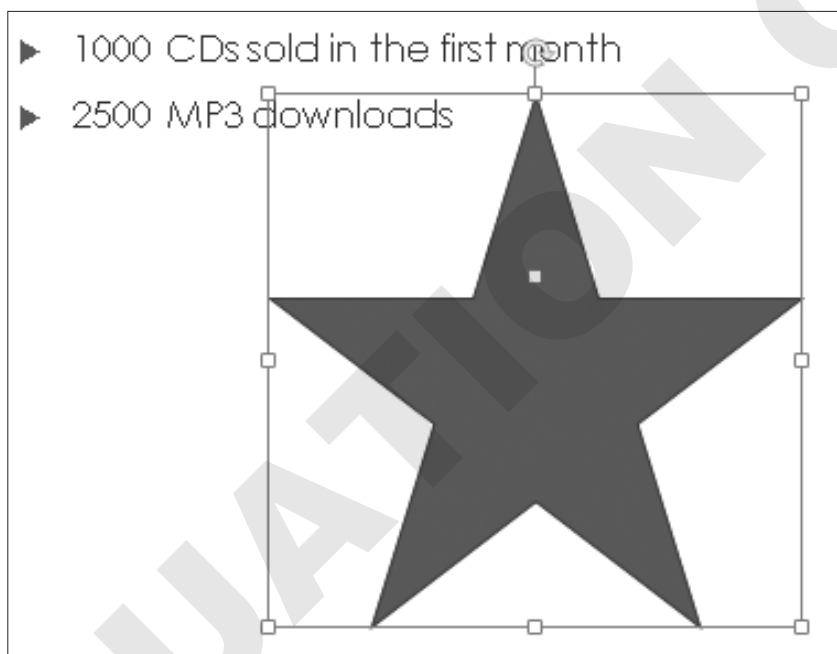
DEVELOP YOUR SKILLS PP03-D07

Add and Format a Shape with Text

1. Save your file as **PP03-D07-Animation-[FirstInitialLastName]**.
2. Display the seventh slide, **Carolina Rex**.
3. Choose **Insert**→**Illustrations**→**Shapes** ▼→**Stars and Banners**→**5-Point Star**.



4. Hold **Shift** as you drag on the slide to create a star shape.



5. Type the following: **Top Seller!**



6. Click the dashed border of the shape so it turns solid.
7. Choose **Home**→**Font**→**Font Size** ▼→**44**.
8. Follow these steps to change the shape of the star and make the text fit nicely:



A Drag the **yellow square** up a little bit to change the shape of the star.

B Try to match your star shape to the figure. You may have to drag the yellow diamond up or down.

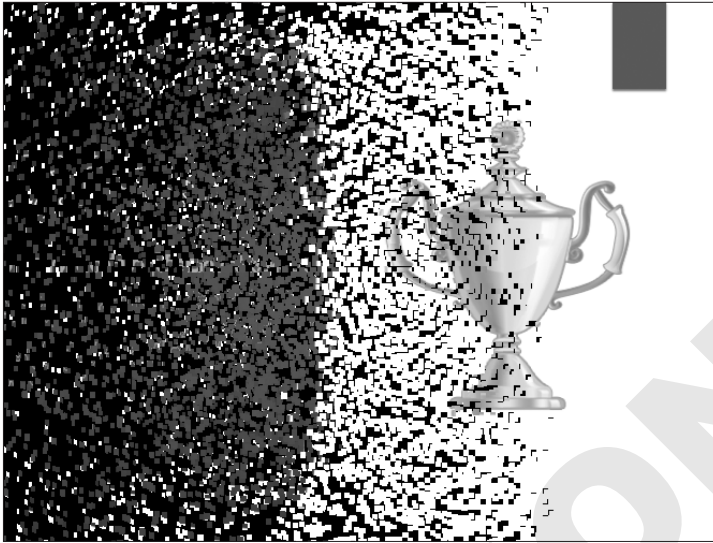
9. Choose **Drawing Tools**→**Format**→**Shape Styles**→**More**→**Intense Effect – Purple, Accent 6**.
10. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**More**→**Fill – White, Outline – Accent 1, Shadow**.



11. If necessary, change the size of the star shape so the text fits on two lines.
12. Save your presentation.

Working with Slide Transitions

A slide transition is the animation between slides. Used properly, these transitions can add zest and excitement to your presentation and provide a distinct breaking point between slides. PowerPoint 2013 includes many transitions that are often used in video production, such as 3-D rotations and other animated effects.



The Vortex transition occurring between two slides

Creating Transitions in Slide Sorter View

Most of the time, you will want to apply the same transition to the entire presentation. Maintaining a consistent transition style looks more professional (less haphazard) and is less distracting for the audience. Using the Slide Sorter view is a quick and easy way to accomplish this task. You can apply transitions to a single slide, multiple slides, or all slides in a presentation. When you apply a transition, it animates the change from one slide to another, not individual elements of the slide.

Selecting Slides for Transitions

To easily select all slides in a presentation from Slide Sorter view, click to select any slide and then press **Ctrl** + **A**. All slides will be selected. Then, choose Transitions→Transitions to This Slide and select a transition effect. The transition will be applied to all selected slides. You can also use this method from the Normal view's Slides panel to select all slides in a presentation.

To apply a transition to a single slide, select a single slide in either Normal or Slide Sorter view and then choose a slide transition. The transition will be applied to the selected slide.

The Transitions Tab

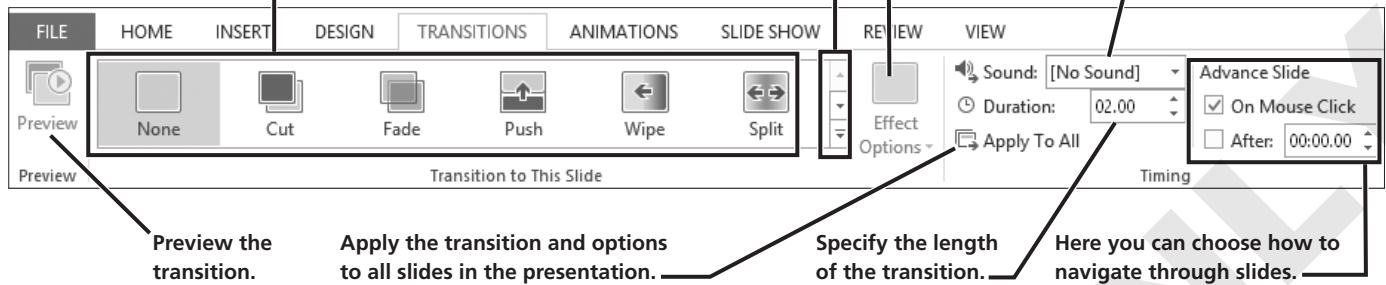
The Transitions tab contains the Transitions to This Slide group, which you use to implement your slide transitions. The Transitions tab contains commands to apply transitions, sound, and other transition options.

You can preview the transition or apply one to the selected slide(s) with a click from this area.

Use the scroll bar or the More button to view all available transitions.


Specify options for the selected transition.

Select an optional sound effect to play during the transition.



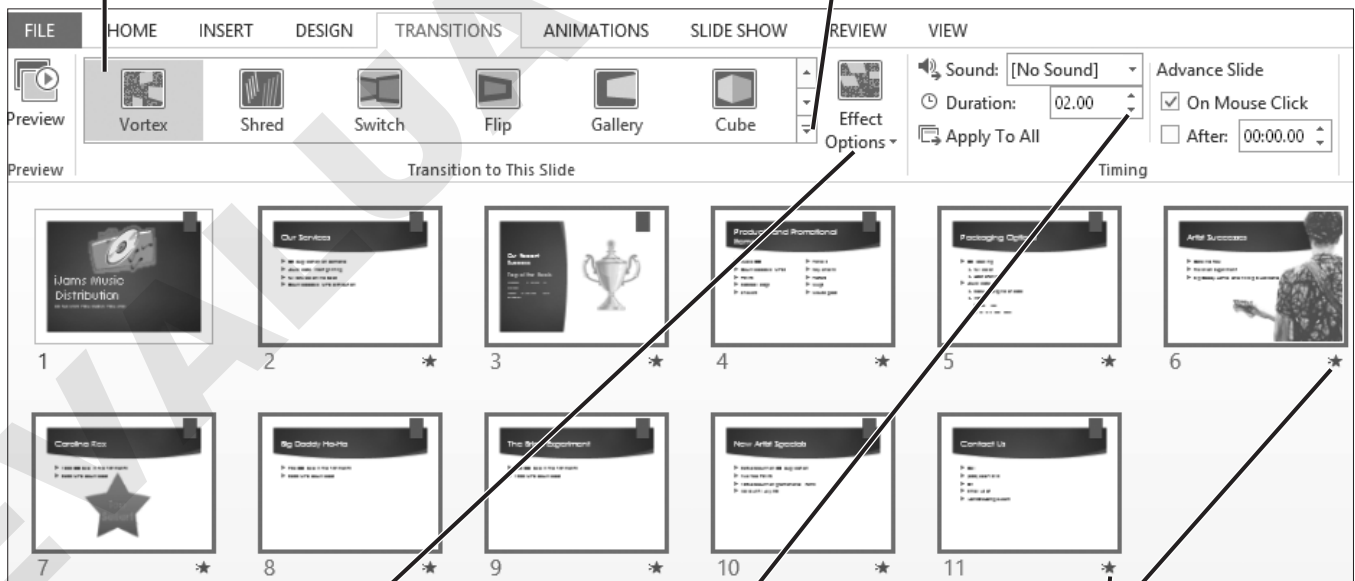
DEVELOP YOUR SKILLS PP03-D08

Apply Transition Effects

1. Save your file as **PP03-D08-Animation- [FirstInitialLastName]**.
2. Choose **View**→**Presentation Views**→**Slide Sorter** .
3. Choose the **Transitions** tab.
4. Click the **Our Services** slide to select it.
5. Use **[Shift]** + click on the **Contact Us** slide.
6. Follow these steps to apply a transition effect to the selected slides:

B Choose **Vortex**. A preview of the transition appears on each slide.

A Click the **More** button and locate the Exciting category.




C Tap **[Esc]** to stop the transition from previewing.

D Set the Effect Options to **From Top**. Then tap **[Esc]** to stop the previews.

E Click the **Down** button repeatedly to set the Duration to **2.00**.

F Notice the star icons indicating a transition effect for the slides.

7. Choose **Slide Show**→**Start Slide Show**→**From Beginning** .
8. Click the mouse button to advance to the next slide.
9. Continue to click the mouse button until you reach the end of the presentation and the Slide Sorter window reappears.
10. Save your presentation.

Using Slide Animation

Whereas transitions are applied to slides as a whole, animations are applied to individual objects *within* a slide. Animations begin only after any transition effect is completed. Some examples of animation include the following:

- A clip art image that moves across the slide to its final location
- A slide that starts out empty, and then has a title and other elements that fade into view with a mouse click
- Bulleted paragraphs that fly in from the bottom of the slide, one by one, each time the presenter clicks with the mouse

Adding Animations

PowerPoint offers more than 40 animations you can add to objects on a slide by using a single command. For example, the Fade animation tells PowerPoint to gradually make objects on a slide fade into view after any transition effect is completed.

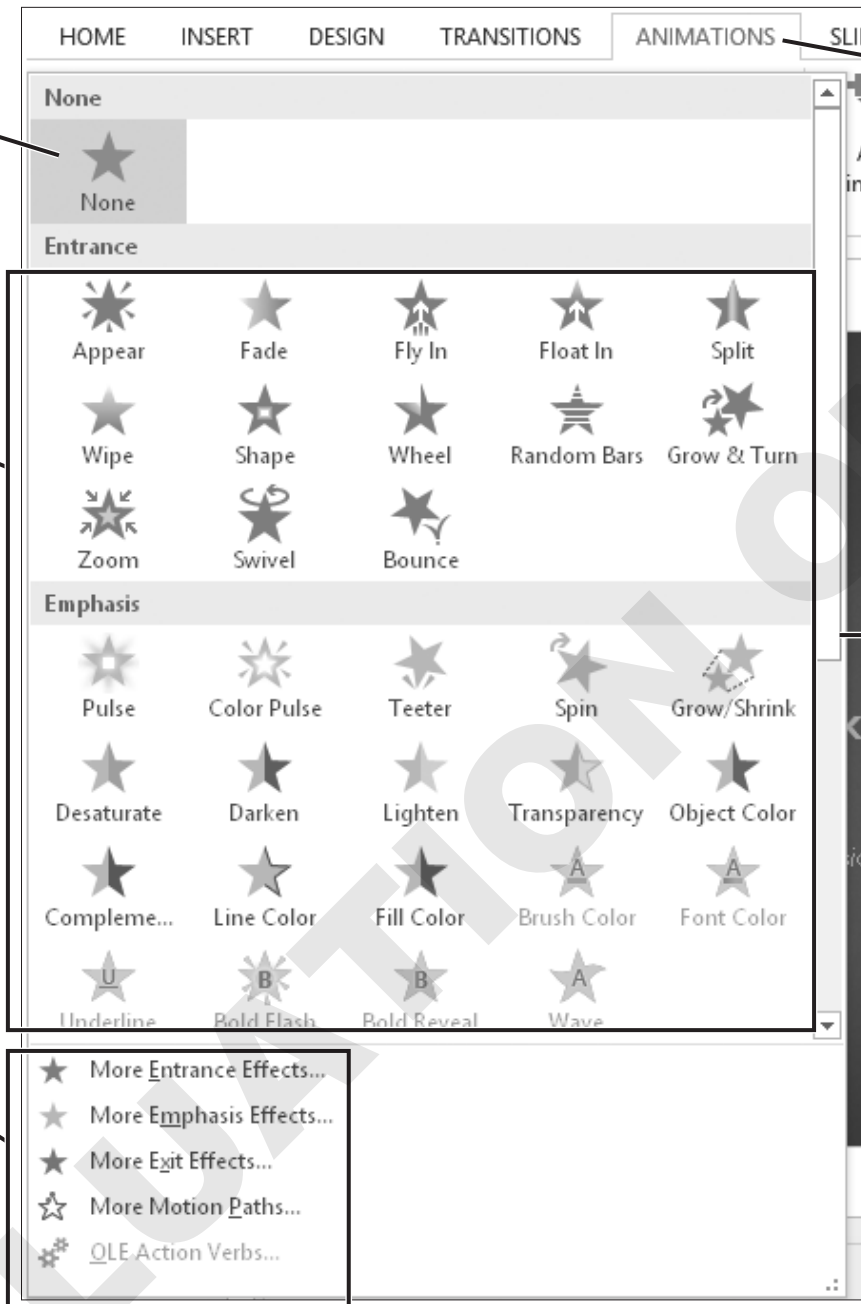
None removes an animation from an object.

Point to an animation to preview it. Click an animation to apply it.

Animations not represented by icons within the gallery can be accessed here.

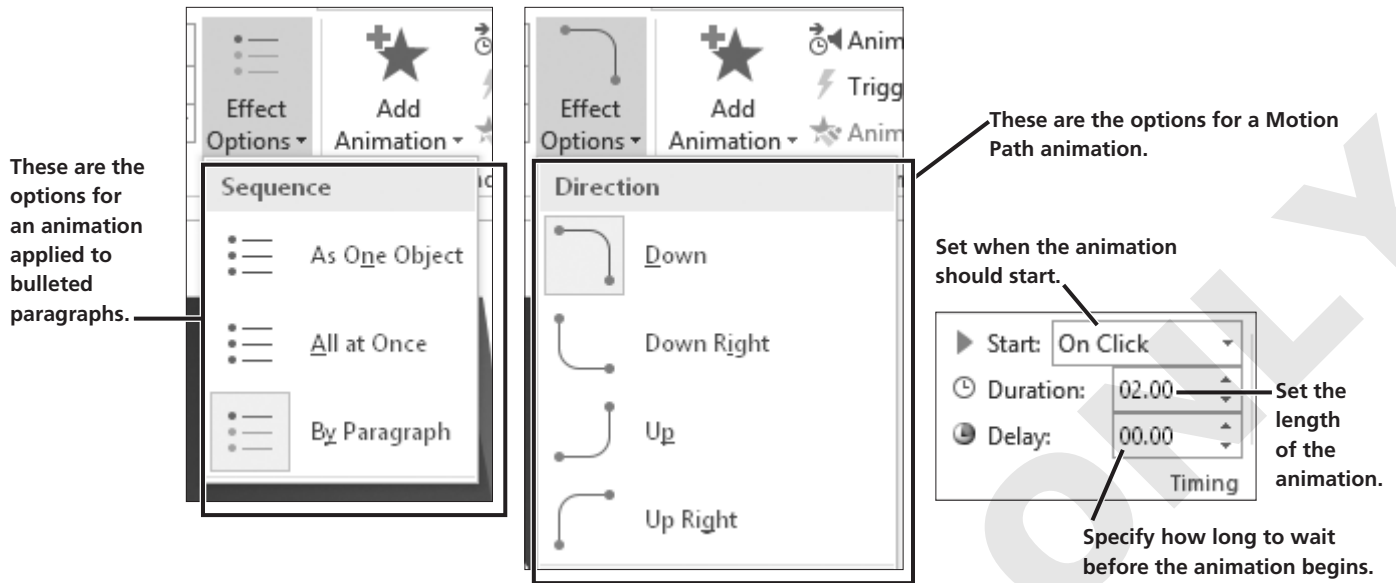
Commonly used animations are available from the Animations tab on the Ribbon.

Additional animations may be previewed by scrolling down.



Setting Animation Options

After applying an animation to an object, you will likely want to set the animation options to control exactly how the animation effect works. The available options differ based on whether the animation was applied to text or an image. The options also differ based on the animation itself. Additionally, you can set timing options to control the speed of the animation.



DEVELOP YOUR SKILLS PP03-D09

Apply Animation to Bulleted Paragraphs

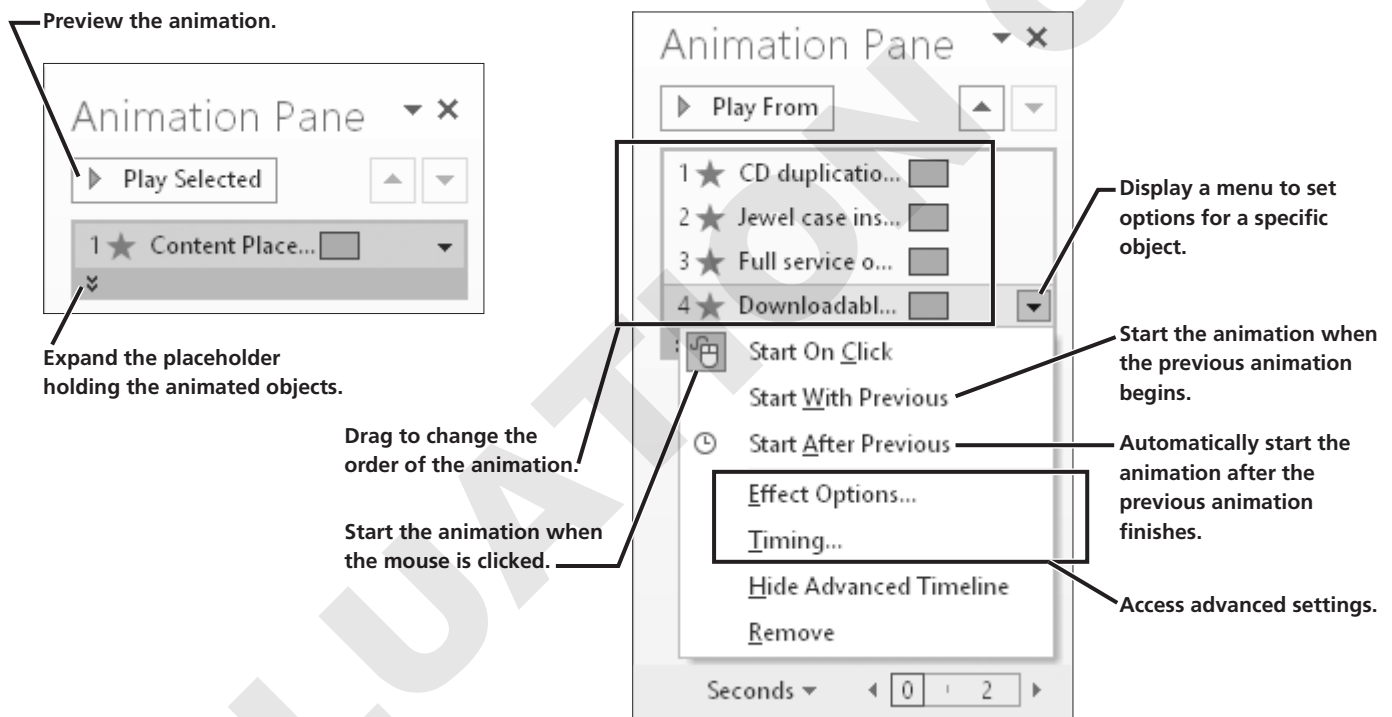
1. Save your file as **PP03-D09-Animation- [FirstInitialLastName]**.
2. Choose **View**→**Presentation Views**→**Normal**.
3. Display the **Our Services** slide.
4. Click once in the **bulleted text** so a dashed border appears around the text box.
5. Choose **Animations**→**Animation**→**More**→**Entrance**→**Float In**.
6. Choose **Animations**→**Animation**→**Effect Option**→**Float Down** to have the paragraphs animate from the top of the slide down.
7. Choose **Slide Show**→**Start Slide Show**→**From Beginning** to start the slide show.
8. Click anywhere with the mouse to advance to the second slide.
9. Click anywhere with the mouse.
10. Continue clicking until all four bulleted paragraphs are visible and the slide show advances to the third slide, Our Recent Success.
11. Tap **[Esc]** to end the slide show and return to Normal view.
12. Save your presentation.

Using the Animation Pane

By using the Animation pane, you have many more choices for effects than you have in the animation menu you used previously. You can also individually set the animation for each element on a slide. When using the Animation pane, you can control the visual effects, timing, and sequencing of the animation process. For example, rather than having to click each time to display the next animated bulleted paragraph, you can set it so that the animation starts automatically after the slide transition and continues until all objects on the slide have been animated.

Budgeting Your Time

Using the Animation pane to customize each animation is a time-consuming process. Be prepared to spend a significant amount of time selecting each animated object individually and then setting its options. The following figure describes the options on the Animation pane.

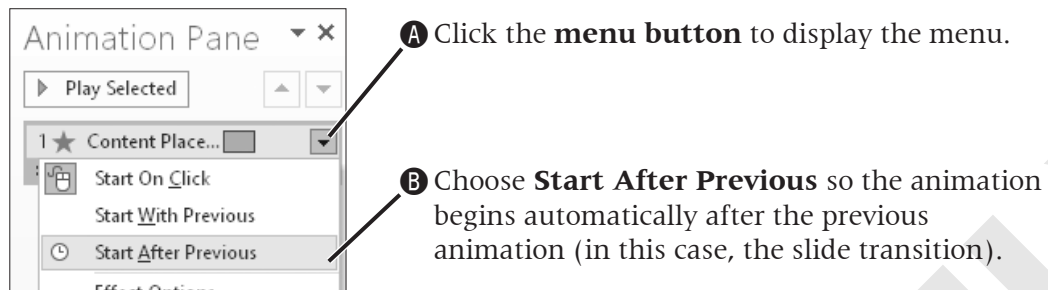


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Use the Animation Pane

1. Save your file as **PP03-D10-Animation- [FirstInitialLastName]**.
2. Display the second slide, **Our Services**.
3. Click once in the bulleted text so a dashed border appears around the text box.
4. Choose **Animations→Advanced Animation→Animation Pane**.

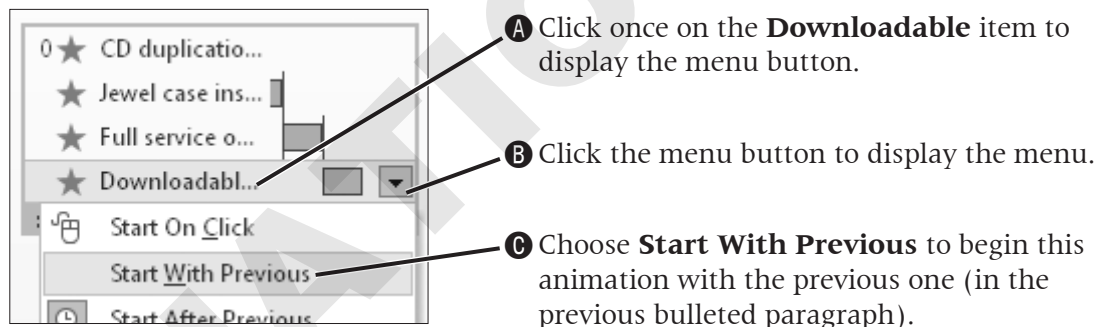
5. Follow these steps to begin to configure the advanced animation settings:



6. Click the **Click to Expand Contents** bar to show each individual paragraph.



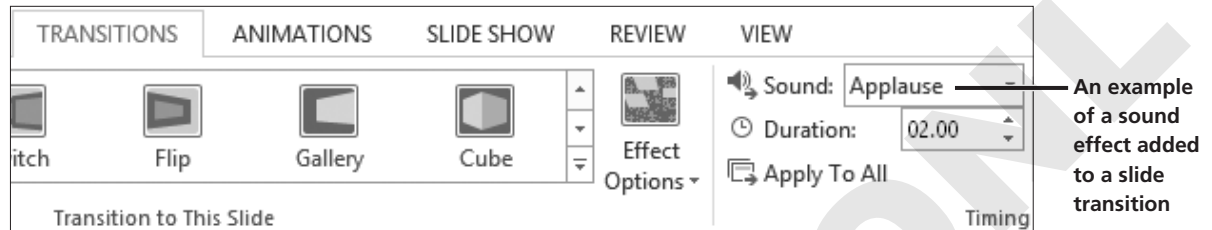
7. Follow these steps to customize the animation for the last paragraph:



8. Choose **Slide Show**→**Start Slide Show**→**From Beginning**.
9. Click anywhere with the mouse to advance to the second slide.
10. Tap **[Esc]** to end the slide show and return to Normal view.
11. Save your presentation.

Adding Sound Effects

PowerPoint 2013 provides audio clips and sound effects to accompany or accentuate your slide elements. For example, you may attach sound effects to slide transitions or animations. You can use the Transitions tab to add a sound to a slide transition or the Animation pane to add a sound to an animation.



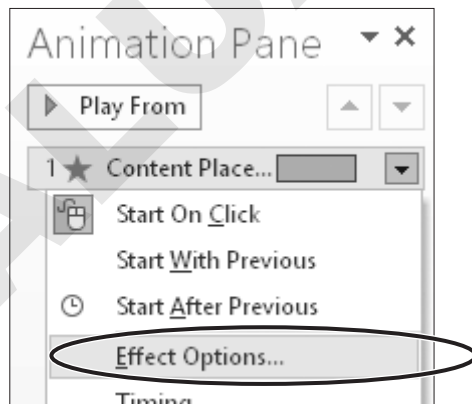
Adding a Sound Effect to an Animation

Sometimes you don't want a sound effect to play during a slide transition, but rather when an animation causes an object to move across the slide. The following table describes the steps used to apply sound effects to animations.

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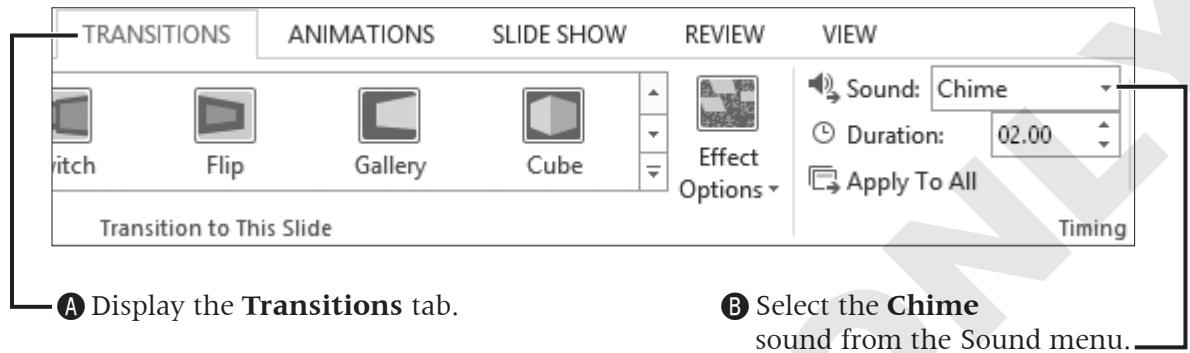
Apply Sound Effects


1. Save your file as **PP03-D11-Animation- [FirstInitialLastName]**.
2. Choose the **Our Recent Success** slide and then select the clip art object.
3. Choose **Animations**→**Animation**→**More**→**Entrance**→**Bounce**.
4. Click the drop-down menu for the clip art animation in the Animation pane and choose **Effect Options**.



5. Click the **Sound drop-down menu** in the Effect tab and choose the **Applause** sound effect.

6. Click **OK**, and the animation and sound will be previewed.
7. Display the **Our Services** slide.
8. Follow these steps to add a transition sound effect:



9. Choose **Slide Show**→**Start Slide Show**→**From Beginning** .
10. Navigate through the presentation until you hear the applause and see the Bounce animation on the Our Recent Success slide.
11. Press the **[Esc]** key to end the slide show early and return to Normal view.
12. Close the **Animation pane**.



13. Save your presentation and exit **PowerPoint**.

Concepts Review

To check your knowledge of the key concepts introduced in this lesson, complete the Concepts Review quiz on the student resource center.