

3

Adding Graphics, Animation, and Sound



In this chapter, you will enhance a presentation that currently includes only text. You will use pictures to add interest to the presentation, drawing objects to add spark, and slide transitions and animations to “bring the presentation to life.”

LEARNING OBJECTIVES

- ▶ Add pictures, 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

Project: 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 its 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, pictures and animation will enhance the presentation.

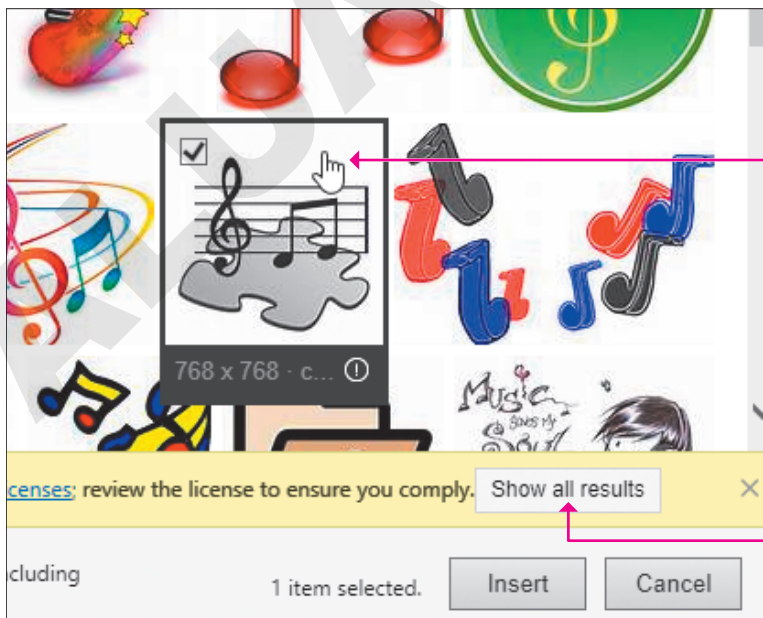
Working with Online Pictures

You can search for and insert pictures from the Internet directly from within PowerPoint. Adding pictures will help you emphasize key points and add polish to the presentation as a whole.

Microsoft uses the term *pictures* to refer to a range of graphic elements, including **clip art** and photographs. The term *clip art* is an industry-standard term referring to pre-drawn artwork that is added to computer documents. Searching for pictures from within PowerPoint displays results including both clip art and photographs.

Obeying Copyright Law

As per U.S. copyright law, it is illegal to use copyrighted pictures without the express consent of the copyright owner. This means you cannot simply search the Internet and use any picture you happen to find, as that picture may be protected by copyright. However, PowerPoint uses the Bing search engine to search for pictures online and by default displays only pictures licensed under Creative Commons, meaning you can use these pictures freely in your presentations.

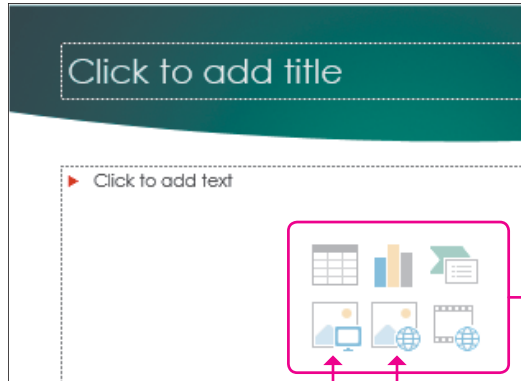


Warning!

Using copyrighted pictures without permission can result in a lawsuit or fines of several thousand dollars.

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, pictures from the Internet or your computer, organizational charts, and videos.



Some slide layouts include a group of six icons.

The Pictures icon inserts an image from your computer.

The Online Pictures icon opens the Insert Pictures search dialog box.

SLIDE INSERT SHORTCUTS

Icon	What It Does	Icon	What It Does	Icon	What It Does
	Inserts a table		Inserts a chart or graph		Inserts a SmartArt graphic
	Inserts a picture from your computer		Opens the Online Pictures dialog box		Inserts a video clip from your computer or online

Deleting Placeholder Text

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 a picture or other objects.



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



...the six insert icons reappear.

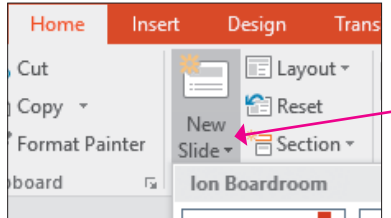
DEVELOP YOUR SKILLS: P3-D1

In this exercise, you will get a slide ready to accept a picture.

1. Start PowerPoint. Open **P3-D1-Animation** from the **PowerPoint Chapter 3** folder and save it as **P3-D1-AnimationRevised**.
2. Select the **Our Services** slide from the Slides panel.

Choose a Layout and Format Text

3. Choose **Home→Slides→New Slide menu button ▼**. Be sure to click the bottom half of the New Slide button so the menu displays.





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



A new slide is inserted below Our Services and has the Content with Caption layout applied in a single step. Using this method is faster than first adding a new slide and then changing its layout in a second step.

5. In the Title placeholder, type **Our Recent Success**.
6. In the text box beneath the title, type:
Top of the Rock
Excellence in Service to Musicians
League of Electronic Music Distributors
7. Select the text *Top of the Rock* and choose **Home→Font→Font Size menu button ▼→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:
Many successes
Record-breaking sales
As soon as you start typing, the six slide icons disappear. You decide instead to replace the bulleted text with a picture. You will delete all the text in the placeholder so the slide displays the six insert icons again.
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 .
The text is deleted, and the six insert icons reappear.
15. Save your presentation.

Searching for Pictures with the Insert Pictures Search Window

The Insert Pictures search window lets you search for pictures on the Internet using the Bing search engine. You can also search Facebook, Flickr, and other sites if you are signed in to your Microsoft account.

≡ Insert a picture from an online source: Insert→Images→Online Pictures  or click Online Pictures  on the slide


≡ Insert a picture from your computer: Insert→Images→Pictures  or click Pictures  on the slide



View the video “The Insert Pictures Search Window.”

DEVELOP YOUR SKILLS: P3-D2

In this exercise, you will insert a picture to add visual interest to a slide.

1. Save your file as **P3-D2-AnimationRevised**.
2. On the **Our Recent Success** slide, click the **Online Pictures**  icon to open the Insert Pictures search window.
3. Type **award** in the Bing Image Search box and tap **Enter**.
4. Follow these steps to insert a picture on the slide:



- A Scroll until you find any award picture you like. Your results may differ from the figure.
- B Click the desired picture to select it.
- C Click **Insert**.

Tip!

If you don't like the picture when you see it in the slide, tap **Delete** and then start this exercise over at step 2 to try a different picture.

The picture is inserted on the slide and replaces the large text box.

5. Save the presentation.

Moving, Sizing, and Rotating Objects

When you click an object (such as a picture), sizing handles and a rotate handle appear. You can easily move, size, and rotate the selected object so that it fits perfectly on the slide.

You can resize objects to be wider or taller than their original size to better fit a slide's contents. If you want to maintain the original picture proportions, take care to drag the handles in the four corners of the picture only. Similarly, you can rotate a picture by dragging the rotate handle, which looks like a circular arrow, left or right. Rotating a picture sets it at an angle.

Tip!

Remember that to manipulate the size or rotation of an object, you must select it first.

Objects can be moved around the slide as you like. When moving, it's not necessary to select the object first, though. Hovering the mouse pointer over the picture will change it to a four-headed arrow. That arrow means the object is ready to be moved.



View the video "Manipulating Objects."

Stacking Objects

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







If an object is covering text...



...send it behind the text.

≡ Move by one object at a time: Picture Tools→Format→Arrange→Send Backward  or Bring Forward 

≡ Move to front/back: Picture Tools→Format→Arrange→Send Backward  menu button ▼→ Send to Back  or Bring Forward  menu button ▼→Bring to Front 

DEVELOP YOUR SKILLS: P3-D3

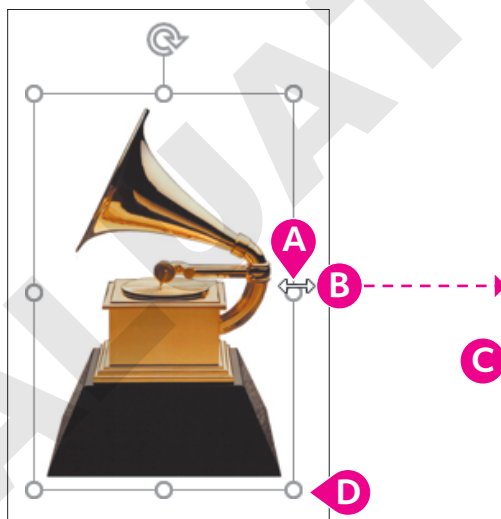
In this exercise, you will manipulate a picture, sizing and moving it to place it on the slide.

1. Save your file as **P3-D3-AnimationRevised**.
2. Follow these steps to rotate the picture:



- 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 picture:



- A Point to the handle on the right side 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 so the mouse becomes a double-headed arrow 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.

Compare your slide with the following illustration.



5. Save your presentation.


Formatting Pictures

After your picture is on the slide, use the various groups on the contextual Format tab to add effects or align your picture. You can add borders, drop shadows, or bevels, or rotate your picture 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.

Picture Tools → Format → Picture Styles

DEVELOP YOUR SKILLS: P3-D4

In this exercise, you will work with the Ribbon to insert and format a music-related picture on your slide.

1. Save your file as **P3-D4-AnimationRevised**.
2. Display the title slide.
3. Choose **Insert** → **Images** → **Online Pictures** .
4. Type **music cd** in the Bing Image Search box and tap **Enter**.
5. Scroll through the results. When you find a suitable picture, select it and click **Insert**.

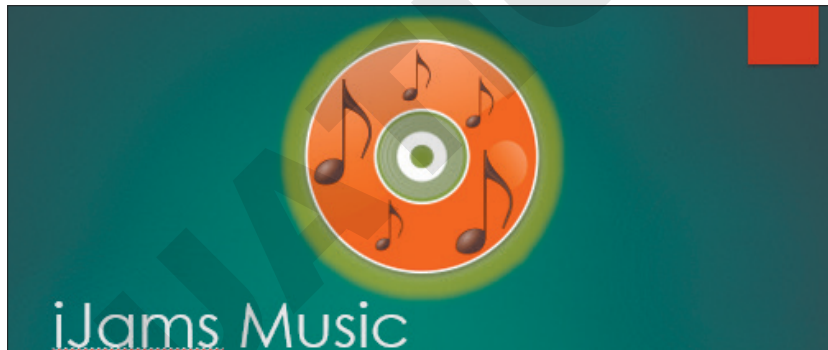
A suitable picture is one that is high quality and that an audience can recognize when viewing a slide show from across a room.

Size and Position the Picture

6. Click the picture on the slide to display its border, drag the corner handles to resize the picture proportionally, and then drag the picture to fit in the space above the text. Be sure the picture does not overlap the text.



7. Choose **Picture Tools**→**Format**→**Arrange**→**Align menu button ▼**→**Align Center**.
Selecting a picture forces the display of the contextual Format tab.
8. Make sure the picture displays handles to indicate that it is selected and then choose **Picture Tools**→**Format**→**Picture Styles**→**Picture Effects menu button ▼**.
9. Roll your insertion point over several of the items in the Picture Effects gallery to view a Live Preview of each effect.
As you have seen with other commands, Live Preview makes it easy to anticipate the effect of a command without the need to undo it if you don't like the effect.
10. Choose **Format**→**Picture Styles**→**Picture Effects**→**Glow**→**Gold, 18 pt Glow, Accent Color 3**.
PowerPoint applies a glowing effect to the edge of the image.
11. If necessary, resize and move your image so it doesn't overlap the text.



12. Save your presentation.

Adding Other Graphics

Sometimes you just can't find that perfect picture through PowerPoint's online search. Often you can incorporate more unique and personal imagery if you take your own pictures or download professional photographs from a commercial website. PowerPoint includes tools and features to make the most of your pictures, 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

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 using the Mark Areas to Keep and Mark Areas to Remove commands, 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.

Picture Tools→Format→Adjust→Remove Background 

DEVELOP YOUR SKILLS: P3-D5

In this exercise, you will insert a picture and remove the background.

1. Save your file as **P3-D5-AnimationRevised**.
2. Scroll down the Slides panel, if necessary, and select the **Artist Successes** slide.
3. Choose **Insert→Images→Pictures**.
4. Navigate to your **PowerPoint Chapter 3** folder, select the **P3-D5-Guitarist** picture, and click **Insert**.

The picture is inserted on the slide but contains more imagery than we need.

Remove the Background

5. Drag the picture up so its top snaps to the top of the slide.
6. Drag the bottom-left corner handle down and left until the bottom of the picture snaps to the bottom of the slide.

Dragging a corner handle maintains the proportions of the picture so it doesn't appear stretched or distorted. The picture now covers the whole slide. The left part of the picture extends off the slide and will be cut off during a slide show. This is preferable to dragging the picture taller out of proportion and having it fit the slide exactly.

7. Choose **Picture Tools**→**Format**→**Adjust**→**Remove Background**.

PowerPoint places a rectangular border inside the picture and does its best to guess what you want to remove. A purple overlay indicates the content that will be removed. You will adjust this.

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 and the bottom border snaps to the bottom of the picture.

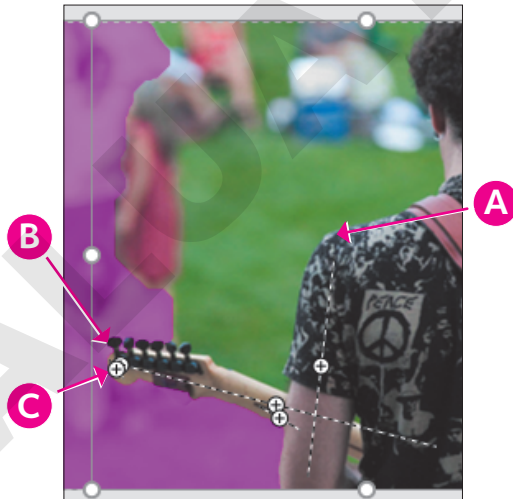
Your slide should resemble the following image, but it will not be exact.

When you resize the box inside the picture, PowerPoint adjusts the purple overlay. The overlay still needs to be adjusted so you can see the whole guitarist.



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:



A Drag over the background to tell PowerPoint to remove this area.

B Drag over this section to remove it as well.

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. Be sure no part of the guitarist's shirt is purple. You may want to also remove the small spaces to the left and right of the guitarist's body.



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

15. Drag the image to the right so that the red ribbon at the top of the slide is covered by the picture.

16. If your slide doesn't resemble the figure, choose **Picture Tools**→**Format**→**Adjust**→**Remove Background** to adjust the overlay.

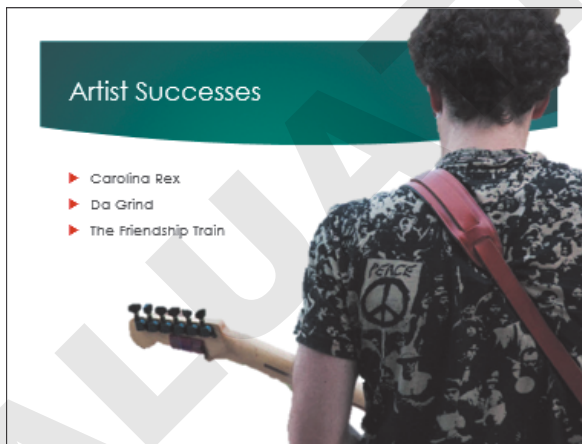
Parts of the picture extend to both the left and right beyond the slide. While it may look strange in Normal view, it will look fine as a slide show. The areas outside the slide will not display.



17. Save your presentation.

Applying Artistic Effects

PowerPoint 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.



No effects have been applied.



Pencil Sketch and Recolor effects have been applied.

Picture Tools→Format→Adjust→Artistic Effects 

DEVELOP YOUR SKILLS: P3-D6

In this exercise, you will apply artistic effects to a picture to enhance its visual appeal.

1. Save your file as **P3-D6-AnimationRevised**.
2. If necessary, select the picture on the sixth slide, **Artistic Successes**.
3. Choose **Picture Tools**→**Format**→**Adjust**→**Artistic Effects** menu button ▼.
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.
Notice the ToolTips that appear.
8. Select the **Recolor**→**Teal, Accent Color 5 Light** adjustment.
9. Save your presentation.

Inserting a Screenshot

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. You can insert either a full program or folder window, or take a screenshot of a portion of a window.



View the video “Adding Screenshots from Other Applications.”

≡ Insert→Images→Screenshot  menu button ▼

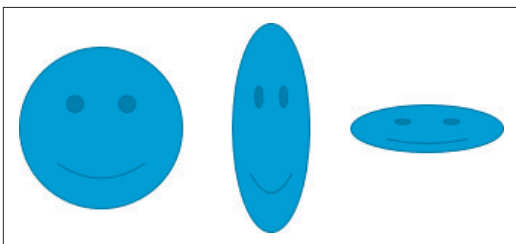
Working with Shapes

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 designs. Shapes can even include text—and they are all preformatted to match a slide's theme.

≡ Insert→Illustrations→Shapes 

Stretching a Shape

You can stretch shapes to make them 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. Whenever possible, you should maintain the original aspect ratio, as a distorted shape makes a slide appear amateurish.



The original proportions are balanced (left), but stretching the shape may cause it to look distorted and amateurish.

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 automatically wraps to the next line but does not automatically get smaller to fit inside the shape. You may need to adjust the text size to get it to fit.

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 3-D effect. Adding a Shape style or WordArt style can make your shape graphics really pop.

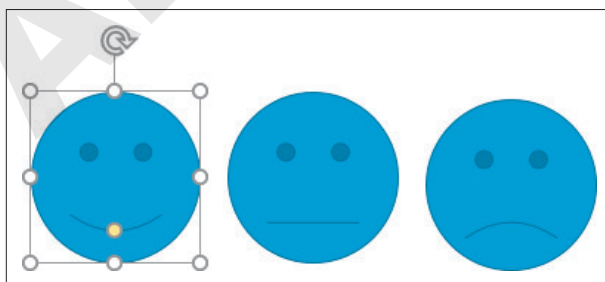


This is the original shape and text.

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

Shape Variations

When selected on a slide, some shapes display a yellow handle that you can use to change the shape's properties. For example, you can change the Smiley Face shape to a frown.



Dragging the yellow handle generates shape variations.

Merging Shapes

If you need a shape that PowerPoint doesn't offer, you can merge shapes to generate your own custom shape. 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.

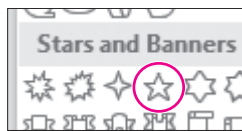


View the video "Custom Shapes."

DEVELOP YOUR SKILLS: P3-D7

In this exercise, you will use a shape to emphasize important slide text.

1. Save your file as **P3-D7-AnimationRevised**.
2. Display the seventh slide, **Carolina Rex**.
3. Choose **Insert**→**Illustrations**→**Shapes menu button ▼**→**Stars and Banners**→**5-Point Star**.



4. Hold **[Shift]** as you drag on the slide to create a star shape that fills most of the white area to the right of the text. Make sure the shape does not extend into the top colored part of the slide.



5. Type **Top Seller!** in the shape.

Your star shape should resemble this figure, though your text may span two lines.



6. Click the dashed border of the shape so it turns solid.

When the shape is selected, you can format its text.

7. Choose **Home**→**Font**→**Font Size** menu button ▼→**54**.

The font size increases, but the text no longer fits nicely inside the shape. You will fix this in the next few steps.

Customize the Shape

8. Follow these steps to change the shape of the star and make the text fit nicely:



- A Drag the yellow handle 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 handle up or down.

Format the Shape and Text

9. Choose **Drawing Tools**→**Format**→**Shape Styles**→**More** [dropdown]→**Theme Styles**→**Intense Effect – Purple, Accent 6**.

The shape changes color and appears three-dimensional. However, the text remains the same.

10. Choose **Drawing Tools**→**Format**→**WordArt Styles**→**More** [dropdown]→**Fill – White, Outline – Accent 5, Shadow**.

The text within the shape changes.

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 includes many transitions that are often used in video production, such as 3-D rotations and other animated effects.



View the video “Slide Transitions.”



Consistency within a presentation helps keep the audience focused. Avoid using different transitions within a single presentation.

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 apply transitions, as you can see all slide thumbnails at the same time. You can apply transitions to a single slide, multiple slides, or all slides in a presentation. Transitions animate the change from one slide to another, not individual elements of the slide. The Transitions tab on the Ribbon contains commands to apply transitions, as well as sound, duration, and other options.

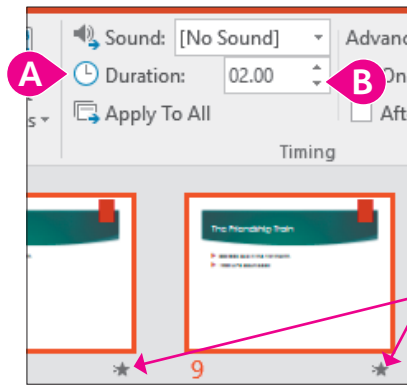
☰ Transitions→Transition to This Slide

DEVELOP YOUR SKILLS: P3-D8

In this exercise, you will apply a transition to all slides except the title slide to make the slide show more interesting.

1. Save your file as **P3-D8-AnimationRevised**.
2. Choose **View→Presentation Views→Slide Sorter**.
3. Press **Ctrl+A** to select all slides.
4. **Ctrl**+click on the **first slide** to remove it from the selection.
Slides 2–11 are selected.
5. Choose **Transitions→Transition to This Slide→More ▾** and locate the *Exciting* group.
6. Click **Vortex** to apply the transition to all selected slides.
PowerPoint displays an animated preview of each slide transition.
7. Tap **Esc** to stop the transition previews.
8. Choose **Transitions→Transition to This Slide→Effect Options menu button ▼→From Top**.
This sets the transition to animate from the top of each slide down rather than from the default setting of left to right.
9. Tap **Esc** to stop the transition previews.

10. Follow these steps to change the transition duration:



- A Locate the **Transitions**→**Timing**→**Duration** setting.
- B Click the down button repeatedly to set the duration to **02.00**.
- C Notice the star icons indicating a transition effect for the slides.
The title slide does not have the star icon because there is no transition applied to it.

Run the Presentation

11. Choose **Slide Show**→**Start Slide Show**→**From Beginning**.

The title slide appears without a transition. The title slide would have opened with the Vortex transition if you had applied the transition to it.

12. Click the mouse button to advance to the next slide.

The Vortex transition effect displays as the slides advance.

13. Continue to click the mouse button until you reach the end of the presentation and the Slide Sorter window reappears.

14. Save your presentation.

Using Slide Animation

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

- ▶ A picture 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

Tip!

Less is more. Animation can distract an audience, so use it sparingly.

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.



View the video “Animations.”

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.




View the video “Customizing Animations.”

☰ Animations→Animation→Effect Options

DEVELOP YOUR SKILLS: P3-D9

In this exercise, you will apply an animation to text objects on a slide to draw attention to them.

1. Save your file as **P3-D9-AnimationRevised**.
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**.

The animation previews, and you see each level-1 paragraph animate across the slide.

6. Choose **Animations→Animation→Effect Options menu button ▼→Float Down** to have the paragraphs animate from the top of the slide down.

The numbers next to each bulleted paragraph indicate the order in which the animation is applied. By default, each paragraph will animate after a mouse click.

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.
The transition effect animates, but no bulleted paragraph appears yet.
9. Click anywhere with the mouse.
The first bulleted paragraph animates into view.
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.

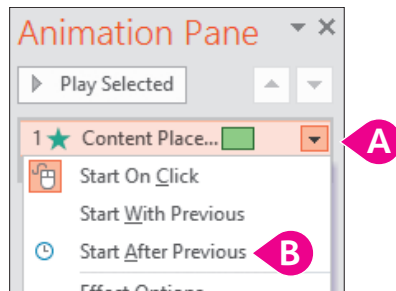


View the video “The Animation Pane.”

DEVELOP YOUR SKILLS: P3-D10

In this exercise, you will use the Animation pane to configure the bulleted paragraphs to animate automatically after the slide transition completes. This reduces the need for you to click constantly during a slide show.

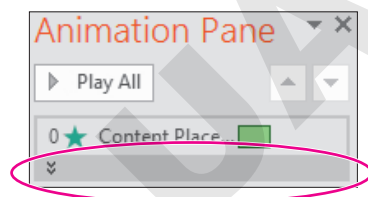
1. Save your file as **P3-D10-AnimationRevised**.
2. Display the second slide, **Our Services**.
3. Click once in the bulleted text so a dashed border appears around the text box.
4. Choose **Animations→Advanced Animation→Animation Pane**.
The Animation pane displays on the right side of the screen.
5. Follow these steps to begin to configure the advanced animation settings:



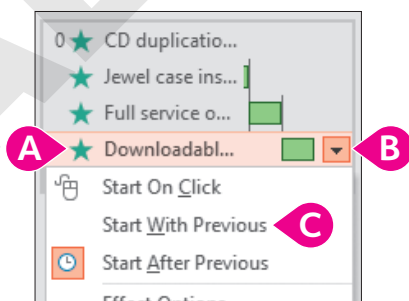
- A Click the **menu** button ▼ to display the menu.
- B Choose **Start After Previous** so the animation begins automatically after the previous animation (in this case, the slide transition).

Notice that the numbers next to each bulleted paragraph in the Animation pane have changed to zeros, indicating their animations all happen at the same time, automatically, after the slide transition.

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:



- A Click once on the **Downloadable** item to display the menu button.
- B Click the **menu** button ▼ to display the menu.
- C Choose **Start with Previous** to begin this animation with the previous one (in the previous bulleted paragraph).

8. Choose **Slide Show→Start Slide Show→From Beginning**.
9. Click anywhere with the mouse to advance to the second slide.
The bulleted paragraphs animate automatically after the slide transition ends. Each animation happens sequentially, except for the last bulleted paragraph, which animates with the previous item.
10. Tap **[Esc]** to end the slide show and return to Normal view.
11. Save your presentation.

Adding Sound Effects

PowerPoint 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.



View the video “Sound Effects on Transitions.”

☰ Transitions→Timing→Sound 

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.




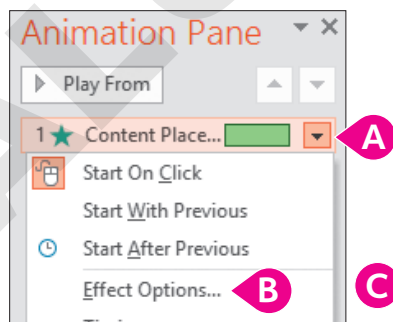
View the video “Sound Effects on Animations.”


☰ Animations→Advanced Animation→Animation Pane 

DEVELOP YOUR SKILLS: P3-D11

In this exercise, you will apply two sounds to the presentation to enhance an animation.

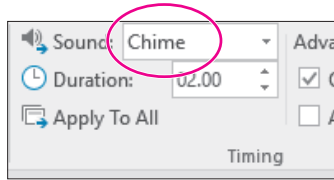
1. Save your file as **P3-D11-AnimationRevised**.
2. Choose the **Our Recent Success** slide and then select the picture.
3. Choose **Animations→Animation→More**  **→Entrance→Bounce**.
4. Follow these steps to display the effect options:



- A Click the drop-down menu for the animation.
- B Choose **Effect Options**.
- C On the Effect tab, click the **Sound menu** button  and choose **Applause**.
5. Click **OK**, and the animation and sound will be previewed.

Apply a Transition Sound Effect

6. Display the **Our Services** slide.
7. Choose **Transitions**→**Timing**→**Sound**→**Chime**.



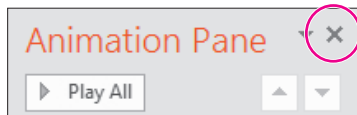
PowerPoint applies the Chime sound to the transition effect for this slide.

8. Choose **Slide Show**→**Start Slide Show**→**From Beginning**.
9. Navigate through the presentation until you hear the applause and see the Bounce animation on the Our Recent Success slide.



You may not be able to hear the sound effect if your computer does not have speakers.

10. Press the **[Esc]** key to end the slide show early and return to Normal view.
11. Close the Animation pane.



12. Save your presentation and exit PowerPoint.

Self-Assessment



Check your knowledge of this chapter's key concepts and skills using the Self-Assessment in your ebook or eLab course.



Reinforce Your Skills


REINFORCE YOUR SKILLS: P3-R1

Work with Pictures

In this exercise, you will add pictures to the Kids for Change community presentation to increase interest in the group's promoted events.

1. Start PowerPoint, open **P3-R1-KidsPics** from the **PowerPoint Chapter 3** folder, and save it as **P3-R1-KidsPicsRevised**.
2. Choose the **Events** slide (second slide).
3. Choose **Home**→**Slides**→**Layout menu button ▼**→**Two Content**.

Insert and Format a Picture

4. Click the **Online Pictures**  icon on the slide to display the Insert Pictures search window.
5. Type **calendar** in the Bing Image Search box and tap **Enter**.
6. Scroll through the results until you find an appropriate image.
7. Choose a picture that appeals to you and click **Insert**.
8. Drag any of the picture's corner handles to resize it so it fills the right half of the slide.
9. Drag from the center of the picture to move and position it so it does not overlap any text.
10. Drag the rotate handle above the top edge of the picture to rotate it slightly for visual interest.
11. With the picture still selected, locate the **Picture Tools**→**Format**→**Picture Styles** group of commands.
12. Point to several of the thumbnail samples in the Picture Styles gallery to preview them and then click one to apply it. Choose a style that works well with your calendar image.

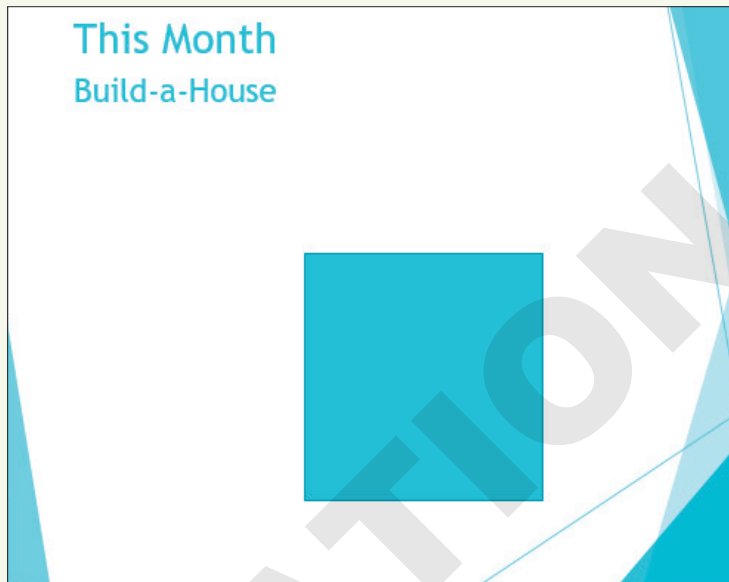
Apply Advanced Image Editing Skills

13. Display the **Contact Us** slide (fourth slide).
14. Choose **Insert**→**Images**→**Pictures**.
15. Browse to your **PowerPoint Chapter 3** folder and insert the **P3-R1-Phone** picture.
16. With the picture selected on the slide, choose **Picture Tools**→**Format**→**Adjust**→**Remove Background**.
17. Drag the handles of the Background Removal border so the phone and wire are inside the border, and then choose **Background Removal**→**Close**→**Keep Changes**.
18. Move the phone so it is roughly centered below the phone number.
19. With the picture still selected, choose **Picture Tools**→**Format**→**Adjust**→**Artistic Effects**→**Pencil Sketch**.
20. Choose **Picture Tools**→**Format**→**Adjust**→**Color**→**Recolor**→**Dark Green, Accent Color 4 Light**.
21. Save the changes and exit PowerPoint.

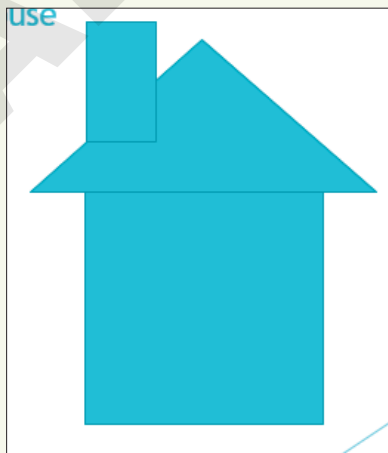
REINFORCE YOUR SKILLS: P3-R2**Add Shapes and Animations**

In this exercise, you will create a custom shape of a house and incorporate animation to add visual appeal to the presentation.


1. Start PowerPoint, open **P3-R2-KidsAnimated** from the **PowerPoint Chapter 3** folder, and save it as **P3-R2-KidsAnimatedRevised**.
2. Display the **This Month** slide (second slide).
3. Choose **Insert**→**Illustrations**→**Shapes menu button ▼**→**Rectangles**→**Rectangle**.
4. Drag on the slide to draw a rectangle. Resize and move it so it roughly matches this figure.

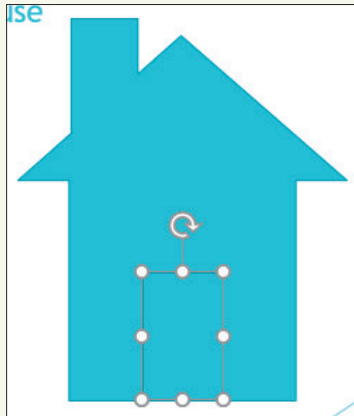


5. Choose **Insert**→**Illustrations**→**Shapes menu button ▼**→**Basic Shapes**→**Isosceles Triangle**.
6. Drag on the slide to draw a triangle to act as the roof of the house, resizing and moving it so it roughly matches the figure in step 8.
7. Choose **Insert**→**Illustrations**→**Shapes menu button ▼**→**Rectangles**→**Rectangle**.
8. Drag on the slide to draw a small rectangle to act as a chimney, resizing and moving it to roughly match this figure.




Merge Shapes

9. Click the large rectangle on the slide to select it and then use **Shift**+click on both the triangular roof and the small chimney so that all three shapes are selected.
10. Choose **Drawing Tools**→**Format**→**Insert Shapes**→**Merge Shapes**  menu button ▼→**Union**.
11. Choose **Insert**→**Illustrations**→**Shapes** menu button ▼→**Rectangles**→**Rectangle**.
12. Drag on the slide to draw a rectangle to act as the door; adjust as necessary to roughly match this figure.



13. Click the door shape to select it, if necessary, and then use **Shift**+click on the house so both shapes are selected.
14. Choose **Drawing Tools**→**Format**→**Insert Shapes**→**Merge Shapes** →**Combine**.

Format and Add Text to a Shape

15. Click the house shape to ensure it is selected and its border displays.
16. Type **Home** **Enter** **Sweet** **Enter** **Home** **Enter**.
17. Click the shape's dashed border to select it.
18. Choose **Home**→**Font**→**Font Size** menu button ▼→**36**.
If your text no longer fits in the shape, choose a smaller font size or adjust the size of the house shape.
19. Choose **Drawing Tools**→**Format**→**Shape Styles**→**More** →**Theme Styles**→**Intense Effect – Blue, Accent 2** (the bottom thumbnail in the third column).
20. Resize and move the shape so it fits in the upper-right area of the slide; adjust the font size as necessary.

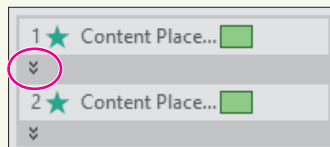


Apply Transition Effects

21. Select slide 2, **This Month**, in the Slides panel.
22. Use **[Shift]**+click on the last slide in the Slides panel so all but the title slide are selected.
23. Choose **Transitions**→**Transition to This Slide**→**More** ▾→**Subtle**→**Random Bars**.

Add Animation

24. Display the **This Month** slide (second slide), if necessary, and then click the house shape to select it.
25. Choose **Animations**→**Animation**→**More** ▾→**Entrance**→**Bounce**.
26. Choose **Animations**→**Timing**→**Start menu button** ▼→**After Previous**.
27. Click the up arrow on the Delay box four times to set the delay to **1 second**.
28. Display the **Event Benefits** slide (third slide).
29. Click in any text in the left column so a dashed border appears around the text box.
30. Choose **Animations**→**Animation**→**More**→**Entrance**→**Float In**.
31. Click in any of the text in the right column so a dashed border appears around the text box.
32. Choose **Animations**→**Animation**→**More**→**Entrance**→**Float In**.
33. Choose **Animations**→**Advanced Animation**→**Animation Pane**.
34. Click the double arrows to expand the top group of content in the Animation pane.



35. Click the second item, **Homeless families**, to display its menu button.
36. Click the item's **menu button** ▼ and choose **Start After Previous**.
37. Click the third item, **\$0 mortgage**, to display its menu button.
38. Click the item's **menu button** ▼ and choose **Start After Previous**.
39. Click the fourth item, **A fresh start**, to display its menu button.
40. Click the item's **menu button** ▼ and choose **Start After Previous**.
41. Expand the second group's contents and set each item to **Start After Previous**.

Add a Sound Effect to an Animation

42. Display the **This Month** slide (second slide).
43. Click the **house shape** to select it.
44. Click the single item in the Animation pane, click its **menu button** ▼, and choose **Effect Options**.
45. Set the Sound menu to **Whoosh** and then click **OK**.
46. Close the Animation pane.
47. Choose **Slide Show**→**Start Slide Show**→**From Beginning** and click each slide until the slide show ends and you return to Normal view.
48. Save the changes and then exit PowerPoint.

REINFORCE YOUR SKILLS: P3-R3

Add Visual Interest

In this exercise, you will add pictures and animation to enhance a presentation and inspire audience members to donate to the group's toy drive.

1. Start PowerPoint, open **P3-R3-KidsVisual** from the **PowerPoint Chapter 3** folder, and save it as **P3-R3-KidsVisualRevised**.
2. Display the third slide.
3. Choose **Home**→**Slides**→**Layout menu button ▼**→**Two Content**.

Insert Pictures

4. Click the **Pictures** icon on the slide to insert a picture from your computer.
5. Browse to your **PowerPoint Chapter 3** folder and insert the **P3-R3-Girl** picture.
6. Drag the picture to roughly fill the right side of the slide.
7. Display the fourth slide and choose **Home**→**Slides**→**Layout menu button ▼**→**Two Content**.
8. Click the **Pictures** icon on the slide to insert a picture from your computer, browse to your **PowerPoint Chapter 3** folder, and insert the **P3-R3-Truck** picture.
9. Drag the truck picture to roughly center it on the slide.
10. Display the fifth slide and choose **Insert**→**Images**→**Online Pictures**.
11. Type **toy** in the Bing Image Search box and tap **Enter**.
12. Scroll through the results until you find a toy you like and then click the toy to select it.
13. Continue to scroll and look for more toys. Click on additional toys to add them to your selection. After you have selected six toys, click **Insert**.

Move, Size, and Rotate Pictures

14. Click an empty area of the slide to deselect the inserted pictures.
15. Click one of the toys on the slide to select it.
16. Drag a corner handle on the picture's border to make the picture smaller.
17. Drag the rotate handle above the top edge of the picture to slightly rotate it.
18. Drag the picture to move it to a position of your liking.
19. Resize, rotate, and move the remaining toys so they are spaced throughout the slide.

Do not be concerned if the picture backgrounds overlap each other or the slide text at this point.

Remove a Background

20. Display slide 4, click the truck picture, and choose **Picture Tools**→**Format**→**Adjust**→**Remove Background**.
21. Drag the handles of the background removal border until the truck fits inside it.
22. Choose **Background Removal**→**Refine**→**Mark Areas to Remove**.
23. Drag on the light-colored areas on the ground near the tires to remove them.

24. Choose **Background Removal**→**Close**→**Keep Changes**.
25. Drag a corner handle of the truck's border to enlarge it and then drag the truck to position it next to the text.
26. Display slide 5; remove the pictures' backgrounds, if necessary, so they can be overlapped; and then drag the pictures to reposition them to your liking.

Format Pictures

27. Display the third slide and click the picture of the girl and her teddy bear.
28. Choose **Picture Tools**→**Format**→**Picture Styles**→**More**→**Rotated, White**.
29. Drag the picture to reposition it, if necessary.
30. With the picture of the girl and her teddy bear still selected, choose **Picture Tools**→**Format**→**Adjust**→**Artistic Effects** menu button ▼→**Glow, Diffused**.

Add and Format a Shape with Text

31. Choose **Insert**→**Illustrations**→**Shapes** menu button ▼→**Stars and Banners**→**Up Ribbon**.
32. Use [Shift]+drag to create a proportional ribbon that fills the left side of the slide under the text.
33. Type **My 1st toy**.
34. Click the blue ribbon shape to select it and tap [Ctrl]+[C] to copy the shape.
35. Display the fourth slide with the truck.
36. Tap [Ctrl]+[V] to paste the shape.
37. Drag the truck picture so the blue ribbon doesn't overlap it.
38. Click the blue ribbon shape and then choose **Drawing Tools**→**Format**→**Shape Styles**→**Shape Effects** menu button ▼→**Reflection**→**Reflection Variations**→**Half Reflection, Touching**.
39. Choose **Home**→**Clipboard**→**Format Painter** to copy the formatting.
40. Display the third slide and click the blue ribbon to duplicate the shape's effect.

Apply Transition Effects

41. Choose **View**→**Presentation Views**→**Slide Sorter**.
42. Click slide 2 and then [Shift]+click on slide 5 so all but the title slide are selected.
43. Choose **Transitions**→**Transition to This Slide**→**More**→**Exciting**→**Glitter**.
44. Choose **Transitions**→**Transition to This Slide**→**Effect Options** menu button ▼→**Diamonds from Top** and click the down arrow as necessary to set the duration to **02.00**.

Apply an Animation

45. Double-click slide 5 to display it in Normal view.
46. Click one of the toys on the slide and then choose **Animations**→**Animation**→**More**→**Entrance**→**Grow & Turn**.
47. Click a second toy on the slide to select it.
48. Choose **Animations**→**Animation**→**More**→**Entrance**→**Grow & Turn**.
49. One at a time, click each remaining toy and apply the **Grow & Turn** animation.

Use the Animation Pane

50. Choose **Animations**→**Advanced Animation**→**Animation Pane**.
51. Click the first animated item in the **Animation** pane to display its menu button ▼.
52. Click the **menu** button ▼ and choose **Start After Previous**.
53. One at a time, click each remaining item and set it to **Start After Previous**.

Add a Sound Effect to an Animation

54. Click the last item in the Animation pane, click its **menu** button ▼, and choose **Effect Options**.
55. Set the sound effect to **Applause** and then click **OK**.
56. Close the Animation pane.
57. Choose **Slide Show**→**Start Slide Show**→**From Beginning** and click each slide to view the presentation. Return to **Normal** view when you are finished.
58. Save the changes and then exit PowerPoint.

Apply Your Skills

APPLY YOUR SKILLS: P3-A1

Work with Pictures

In this exercise, you will add pictures and remove the backgrounds for the Universal Corporate Events presentation. You will also format the pictures to enhance the slides' visual appeal.

1. Start PowerPoint, open **P3-A1-UniversalPics** from the **PowerPoint Chapter 3** folder, and save it as **P3-A1-UniversalPicsRevised**.
2. Choose the **Catering** slide (third slide) and apply the **Two Content layout**.
3. Apply the **Two Content** layout to slides 4–9.
4. Display slide 3.
5. Click the **Online Pictures** icon, and then search for and insert a picture appropriate for a catering slide.
6. Search for and insert an appropriate photograph on slides 4–9. Each slide's photograph should represent the slide's text content.

Format Objects and Finalize the Presentation

7. Resize and reposition the photographs on each slide so they fill the right half of the slide.
8. Add a picture style or picture effect to each photograph. Use a maximum of two effect styles.
9. Remove each photo's background. You may want to resize or move the photos after removing the backgrounds.
10. Display the **Graphic Design** slide (fifth slide) and apply an artistic effect to the photo.
11. Save the changes and exit PowerPoint.

APPLY YOUR SKILLS: P3-A2

Add Shapes and Animations

In this exercise, you will add shapes and an animation to emphasize specific slides.

1. Start PowerPoint, open **P3-A2-UniversalAnimated** from the **PowerPoint Chapter 3** folder, and save it as **P3-A2-UniversalAnimatedRevised**.
2. Display the **Vegan** slide (third slide).
3. Insert the **Explosion 1** shape.
4. Type **Certified Vegan!** in the shape.
5. Resize and reposition the shape so it fills the area below the text.
6. Enlarge the font size of the shape's text to be as large as possible while remaining inside the shape.
7. Add the **Explosion 2** shape to slide 4 with the text **Certified Kosher!**
8. Resize and reposition the shape so it fills the area below the text.
9. Enlarge the font size of the shape's text to be as large as possible while remaining inside the shape.

10. Add the **Up Ribbon** shape to slide 5 with the text **Certified Organic!**
11. Resize and reposition the shape so it fills the area below the text.
12. Enlarge the font size of the shape's text to be as large as possible while remaining inside the shape.

Merge and Format Shapes

13. Display the last slide.
14. Insert a **Rectangle** shape and resize it so it is tall and thin.
15. Insert a **Teardrop** shape and adjust the size and shape so it looks like a candle flame. Position it on top of the thin rectangle.
16. Merge the **Rectangle** and **Teardrop** shapes into a single candle shape.
17. Copy the new candle shape and paste three copies on the slide, arranging them similarly to the following figure.



18. Go to **Shape Styles**→**Presets** and apply the **Gradient Fill – Dark Red, Accent 2, No Outline** style to the shapes on slides 3–6.

Apply Transition Effects and Animations

19. Select all slides but the title slide.
20. Apply the **Checkerboard** transition and set the Effect Options to **From Top**.
21. Display the second slide, *Catering*.
22. Apply the **Fade** animation to the bulleted paragraphs.
23. Use the Animation pane to select the *Kosher Dishes* item and set it to **Start with Previous**.
24. Set *Meat-lovers dishes* and *Desserts* to **Start with Previous** so that all four paragraphs will fade in at the same time after a click.

Add a Sound Effect to an Animation

25. Select the *Vegan dishes* item in the Animation pane and apply the **Applause** sound effect.
26. Close the Animation pane.
27. Choose **Slide Show**→**Start Slide Show**→**From Beginning** and click each slide until the slide show ends and you return to Normal view.
28. Save the changes and exit PowerPoint.

APPLY YOUR SKILLS: P3-A3

Add Visual Interest

In this exercise, you will add pictures, shapes, and animation to enhance the Universal Corporate Events presentation.

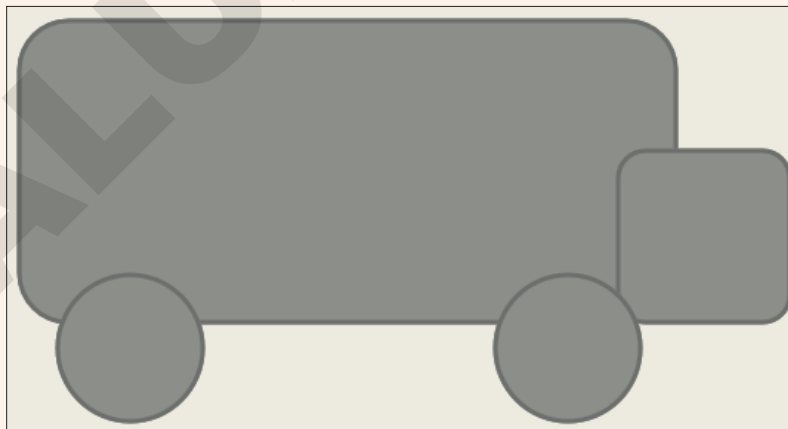
1. Start PowerPoint, open **P3-A3-UniversalVisual** from the **PowerPoint Chapter 3** folder, and save it as **P3-A3-UniversalVisualRevised**.
2. Display the second slide and change its layout to **Two Content**.
3. Use the **Online Pictures** icon on the slide to search Bing and insert a photo of a bus.
4. Use the Ribbon to open the **Insert Pictures** dialog box, search Bing for a photo of a limousine and a photo of a ferry boat, and add them to the slide.
5. Resize and position the three images on the slide to your liking.
6. Apply a picture style to each picture. Use the same style on all three pictures to maintain consistency.

Remove a Background and Apply Artistic Effects

7. Display the title slide.
8. Insert the **P3-A3-Hand** picture from the **PowerPoint Chapter 3** folder.
9. Use the **Background Removal** tool to remove the picture's white background.
10. Move the picture to the lower-right corner of the slide and resize it so it doesn't overlap any text.
11. Apply the **Photocopy** artistic effect to the picture.
12. Use the **Picture Tools**→**Format**→**Adjust**→**Color** gallery to apply **Color Tone**→**Temperature: 7200k**.

Add, Merge, and Format Shapes

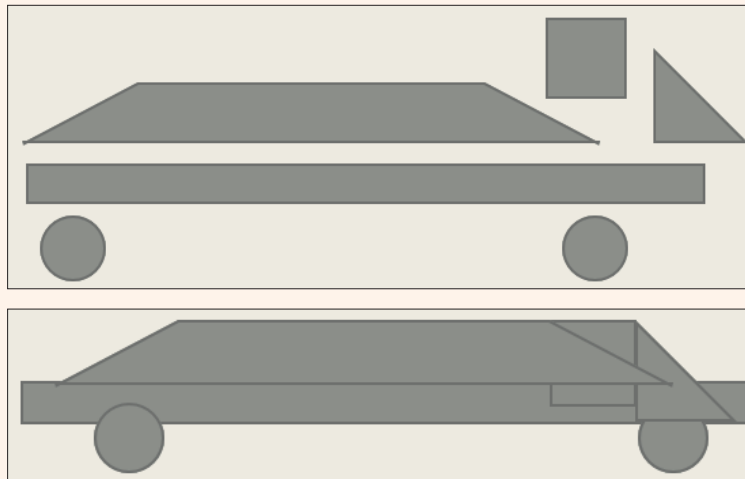
13. On the third slide, draw a wide **Rounded Rectangle**, a small **Rounded Rectangle**, and two **Circles**; arrange them into the shape of a bus.



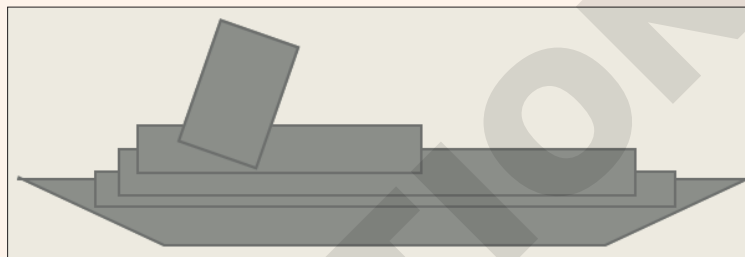
14. Merge the shapes into a single bus shape.

15. On the fourth slide, use the **Rectangle**, **Oval**, **Right Triangle**, and **Manual Operation** shapes to create a limousine.

The Manual Operation shape is in the Flowchart category.



16. Merge the shapes into a single shape.
17. On the fifth slide, use the **Rectangle** and **Manual Operation** shapes to create a ferry boat.



18. Merge the shapes into a single shape.
19. Apply the **Shape Styles**→**Theme Styles**→**Intense Effect – Green, Accent 4** style to each of the shapes on slides 3–5.
20. Resize and position the shapes so they fill the maximum area of their slides without overlapping the text.

Apply Transition Effects and Add Animation

21. Apply the **Reveal** transition to all but the title slide.
22. Set the effect on all slides to **Through Black from Right**.
23. Set the animation duration on all slides to **3** seconds.
24. Apply the **Fly In** animation to the hand picture on the title slide.
25. Set the option effect to appear **From Right**.

Use the Animation Pane to Add Sound

26. Use the **Animation** pane to add the **Whoosh** sound effect to the hand's animation.
27. Close the Animation pane.
28. Choose **Slide Show**→**Start Slide Show**→**From Beginning** and click each slide to view the presentation, returning to **Normal** view when you are finished.
29. Save the changes and exit PowerPoint.

Extend Your Skills

These exercises challenge you to think critically and apply your new skills. You will be evaluated on your ability to follow directions, completeness, creativity, and the use of proper grammar and mechanics. Save files to your chapter folder. Submit assignments as directed.

P3-E1 That's the Way I See It

New PowerPoint users often use too many transitions, animations, and sound effects. In this exercise, you will see how less can be more. Create a new presentation, saved as **P3-E1-AnimationOverkill** and that includes at least six slides, in which every slide except the title slide includes a title, text, and an image. Apply any design theme and variation. Make sure the presentation focuses on a single idea (for example, a classic car collection, your favorite movies, or inspirational people). Apply a different transition to each slide. Apply a different animation to each text block and each image. Add a different sound effect to each slide. In other words—overdo it! View the presentation as a slide show.

Now save the presentation as **P3-E1-AnimationAppropriate**. Edit the presentation so each slide uses the same subtle transition. Remove the animation from each image and standardize the animation on the text blocks. Choose a subtle Entrance animation. Remove all sound effects. Save your changes. View the revised presentation as a slide show and compare it with your “overkill” version.

P3-E2 Be Your Own Boss

In this exercise, you will edit the animation on the Blue Jean Landscaping presentation. Open **P3-E2-BlueJeanAnimated** and save it as **P3-E2-BlueJeanAnimatedRevised**. View the presentation as a slide show and notice where the animations occur. Edit the presentation so the animations occur when a slide is clicked rather than automatically. Also, make sure the bulleted text animates one line at a time. Add a final slide using the Section Header layout. Use the title **Get Outside More** and the subtitle **It'll do you good!** Insert **P3-E2-Flowers** and make these changes:

- ▶ Remove the photo background.
- ▶ Move the image to appear behind the text.
- ▶ Apply an adjustment to make it less distracting.
- ▶ Apply the same slide transition used by the other slides.
- ▶ Add a sound effect that you feel is appropriate.

P3-E3 Demonstrate Proficiency

Stormy BBQ needs a slideshow to play on television screens throughout its seating area. It should feature images of mouth-watering barbeque. Create a new presentation named **P3-E3-BBQSlideShow**. Use at least five slides, where each slide includes a single photo of delicious barbeque. Remove the backgrounds from the images as necessary. Use slide transitions to fade one slide into the next. Include an animated title on each slide that names the dish. Choose one slide on which to add a shape. Add a shape from the Stars and Banners category with the text **Blue Ribbon Winner**. Format the shape and its text to add visual interest while keeping the text easy to read.

EVALUATION ONLY