

COMPANION WEBSITE

WRITTEN BY  
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# Microsoft® PowerPoint® 2013 BIBLE

**THE COMPREHENSIVE TUTORIAL RESOURCE**

GET THE MOST OUT OF  
POWERPOINT 2013

LEARN HOW TO ANIMATE  
SLIDE CONTENT

CREATE INTERACTIVE AND  
KIOSK PRESENTATIONS

**WILEY**

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# Part I

## Building Your Presentation

### **In This Part**

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# Chapter 1

## A First Look at PowerPoint

### In This Chapter

Who uses PowerPoint and why?

What's new in PowerPoint 2013?

Learning your way around PowerPoint

Changing the view

Zooming in and out

Displaying and hiding screen elements

Working with window controls

Using the help system and getting updates

PowerPoint 2013 is a member of the Microsoft Office 2013 suite of programs. A *suite* is a group of programs designed by a single manufacturer to work well together. Like its siblings — Word (the word processor), Excel (the spreadsheet), Outlook (the personal organizer and e-mail manager), and Access (the database) — PowerPoint has a well-defined role. It creates materials for presentations.

A *presentation* is any kind of interaction between a speaker and audience, but it usually involves one or more of the following: computer-displayed slides, noncomputerized visual aids (such as transparencies or 35mm slides), hard-copy handouts, and/or speaker's notes. PowerPoint can create all of these types of visual aids, plus many other types that you'll learn about as you go along.

Because PowerPoint is so tightly integrated with the other Microsoft Office 2013 components, you can easily share information among them. For example, if you have created

a graph in Excel, you can use it on a PowerPoint slide. It goes the other way too. You can, for example, take the outline from your PowerPoint presentation and copy it into Word, where you can dress it up with Word's powerful document formatting commands. Virtually any piece of data in any Office program can be linked to any other Office program, so you never have to worry about your data being in the wrong format. PowerPoint also accepts data from almost any other Windows-based application and can import a variety of graphics, audio, and video formats.

In this chapter you'll get a big-picture introduction to PowerPoint 2013, and then we'll fire up the program and poke around a bit to help you get familiar with the interface. You'll find out how to use the tabs and panes and how to get help and updates from Microsoft.

## Who Uses PowerPoint and Why?

PowerPoint is a popular tool for people who give presentations as part of their jobs and also for their support staff. With PowerPoint, you can create visual aids that help get the message across to an audience, whatever that message may be and whatever the format in which it is presented. Although the traditional kind of presentation is a live speech presented at a podium, advances in technology have made it possible to give several other kinds of presentations, and PowerPoint has kept pace nicely. The following list outlines the most common PowerPoint formats:

- **Podium.** For live presentations, PowerPoint helps the lecturer emphasize key points through the use of computer-based shows (from a notebook or tablet PC, for example) or overhead transparencies.

- **Kiosk shows.** These are self-running presentations that provide information in an unattended location. You have probably seen such presentations listing meeting times and rooms in hotel lobbies and as sales presentations at trade show booths.
- **CDs and DVDs.** You can package a PowerPoint presentation on a CD or DVD and distribute it with a press release, a marketing push, or a direct mail campaign. The presentation can be in PowerPoint format, or it can be converted to some other format, such as PDF or a video clip.
- **Internet formats.** You can use PowerPoint to create a show that you can present live over a network or the Internet, while each participant watches from their own computer. You can even store a self-running or interactive presentation on a website in a variety of formats and make it available for the public to download and run on a PC.

When you start your first PowerPoint presentation, you may not be sure which delivery method you will use. However, it's best to decide the presentation format before you invest too much work in your materials because the audience's needs are different for each medium.



Need help structuring a presentation or planning for its delivery? See Appendix A, "What Makes a Great Presentation?"

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Most people associate PowerPoint with sales presentations, but PowerPoint is useful for people in many other lines of work as well. The following sections present a sampling of how real people just like you are using PowerPoint in their daily jobs.

## Sales



More people use PowerPoint for selling goods and services than for any other reason. Armed with a laptop computer and a PowerPoint presentation, a salesperson can make a good impression on a client anywhere in the world. [Figure 1.1](#) shows a slide from a sample sales presentation.

**Figure 1.1** PowerPoint offers unparalleled flexibility for presenting information to potential customers.



These are just some of the sales tools you can create with PowerPoint:

- Live presentations in front of clients with the salesperson present and running the show. This is the traditional kind of sales pitch that most people are familiar with.
- Self-running presentations that flip through the slides at specified intervals so that passersby can read them or ignore them as they wish. These types of presentations

are great for grabbing people's attention at trade show booths.

- User-interactive product information demos distributed on CD/DVD that potential customers can view at their leisure on their own PCs. This method is very inexpensive because you can create a single presentation and distribute it by mail to multiple customers.



See Chapter 19, “Designing User-Interactive or Self-Running Presentations,” to learn about controlling a live presentation. You create a self-running or user-interactive presentation in Chapter 20, “Preparing a Presentation for Mass Distribution.”

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## Marketing

The distinction between sales and marketing can be rather blurred at times, but marketing generally refers to the positioning of a product in the media rather than its presentation to a particular company or individual. Marketing representatives are often called upon to write advertising copy, generate camera-ready layouts for print advertisements, design marketing flyers and shelf displays, and produce other creative selling materials.

PowerPoint is not a drawing program per se, and it can't substitute for one except in a crude way. However, by combining the Office 2013 clip art collection and drawing tools with some well-chosen fonts and borders, a marketing person can come up with some very usable designs in PowerPoint. [Figure 1.2](#) shows an example. You learn about clip art in Chapter 11, “Working with Clip Art and Photos.” You can also integrate video clips in PowerPoint presentations that can tell the story of your product; see Chapter 15 for more information.

**Figure 1.2** PowerPoint can generate camera-ready marketing materials, although it can't substitute for the tools that professional advertising companies use.

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technology?*

*Computer glitches  
giving you fits?*

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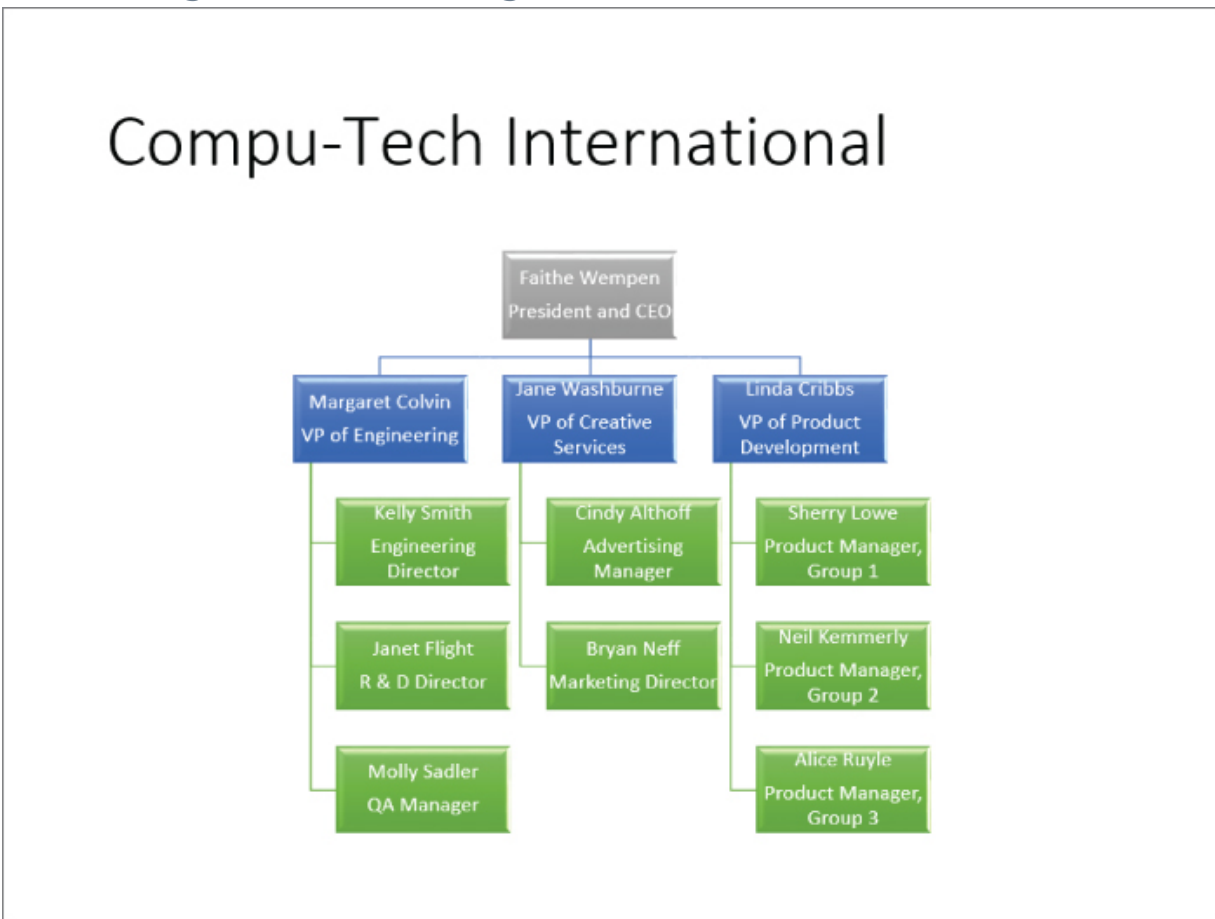
## Human Resources

Human resources personnel often find themselves giving presentations to new employees to explain the policies and benefits of the company. A well-designed, attractive presentation gives the new folks a positive impression of the company they have signed up with, starting them off on the right foot.

One of the most helpful features in PowerPoint for the human resources professional is the SmartArt tool. With it, you can easily diagram the structure of the company and make changes whenever necessary with a few mouse clicks.

[Figure 1.3](#) shows an organization chart on a PowerPoint slide. You can also create a variety of other diagram types. Organization charts and other SmartArt diagrams are covered in Chapter 10, “Creating SmartArt Diagrams.”

[Figure 1.3](#) Microsoft's SmartArt feature lets you easily create organizational diagrams from within PowerPoint



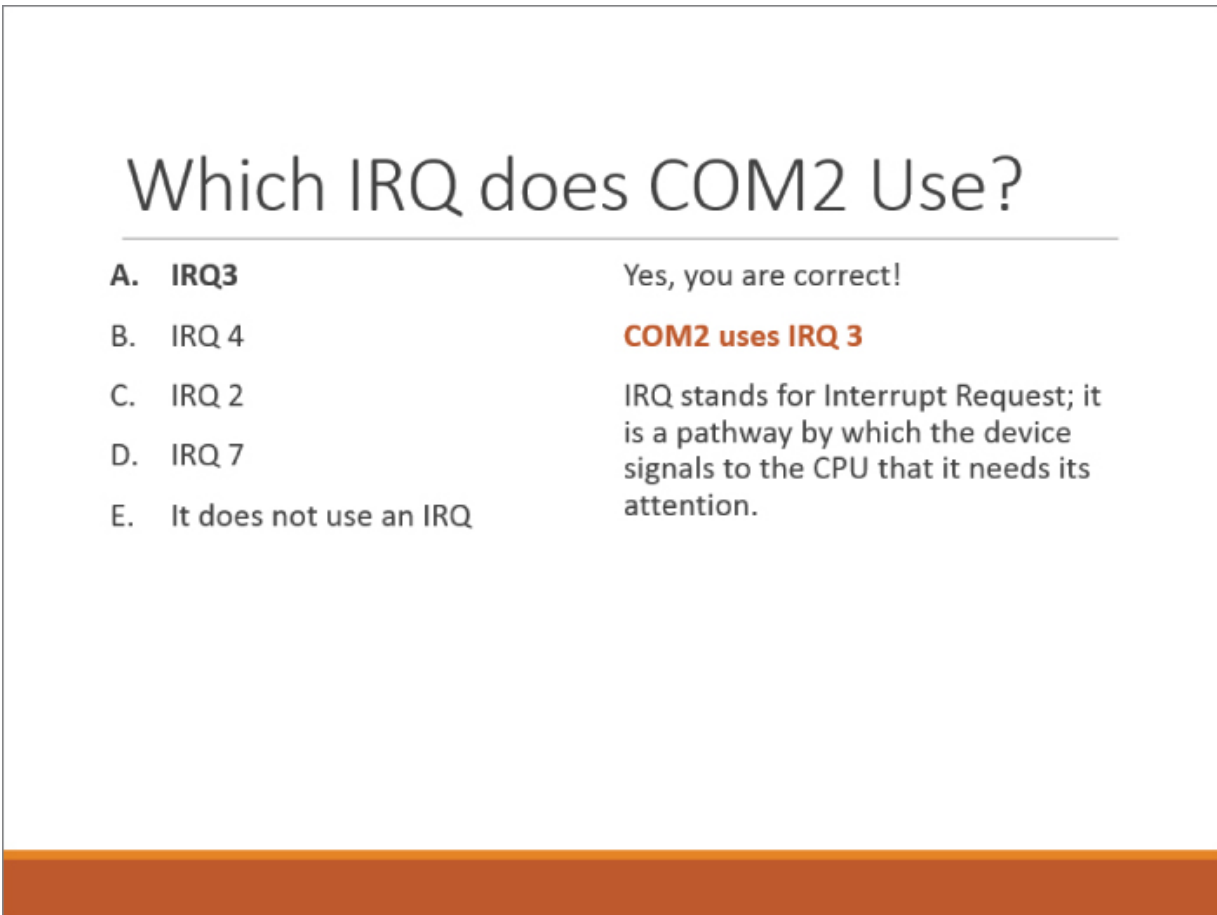
## Education and Training

Most training courses include a lecture section in which the instructor outlines the general procedures and policies. This part of the training is usually followed up with individual, hands-on instruction. PowerPoint can't help much with the latter, but it can help make the lecture portion of the class go smoothly.

If you have access to a scanner, you can scan in diagrams and drawings of the objects you are teaching the students to use. You can also use computer-generated images, such as screen captures and video clips, to teach people about software.

PowerPoint's interactive controls even let you create quizzes that each student can take on-screen to gauge their progress. Depending on the button the student clicks, you can set up the quiz to display a "Yes, you are correct!" or "Sorry, try again" slide. See [Figure 1.4](#). For details about this procedure, see Chapter 19 and Lab 4 in the Project Labs section at the end of the book.

**Figure 1.4** Test the student's knowledge with a user-interactive quiz in PowerPoint.



The image shows a screenshot of a PowerPoint quiz slide. The title is "Which IRQ does COM2 Use?". Below the title is a horizontal line. There are five multiple-choice options listed on the left: A. IRQ3, B. IRQ 4, C. IRQ 2, D. IRQ 7, and E. It does not use an IRQ. On the right side of the slide, there is a feedback message: "Yes, you are correct!" followed by "COM2 uses IRQ 3" in bold red text. Below that, there is a definition: "IRQ stands for Interrupt Request; it is a pathway by which the device signals to the CPU that it needs its attention." The slide has a white background with a blue footer bar at the bottom.

## Which IRQ does COM2 Use?

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- A. **IRQ3**
- B. IRQ 4
- C. IRQ 2
- D. IRQ 7
- E. It does not use an IRQ

Yes, you are correct!

**COM2 uses IRQ 3**

IRQ stands for Interrupt Request; it is a pathway by which the device signals to the CPU that it needs its attention.

# Hotel and Restaurant Management

Service organizations such as hotels and restaurants often need to inform their customers of various facts but need to do so unobtrusively so that the information will not be obvious except to those looking for it. For example, a convention center hotel might provide a list of the meetings taking place in its meeting rooms, or a restaurant might show pictures of the day's specials on a video screen in the waiting area.

In such unattended situations, a self-running (kiosk) presentation works best. Typically the computer box and keyboard are hidden from passersby, and the monitor displays the information.



You learn more about kiosk setups in Chapter 19.

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## Clubs and Organizations

Many nonprofit clubs and organizations, such as churches and youth centers, operate much the same way as for-profit businesses and need sales, marketing, and informational materials. But clubs and organizations often have special needs too, such as the need to recognize volunteers for a job well done. Microsoft provides a certificate template for PowerPoint that's ideal for this purpose. [Figure 1.5](#) shows a certificate generated in PowerPoint. Another popular use for PowerPoint is to project the lyrics of a song on a big screen for sing-alongs at churches and meetings.

[Figure 1.5](#) With PowerPoint, you can easily create certificates and awards.



# What's New in PowerPoint 2013?

PowerPoint 2013 is very much like PowerPoint 2010 in its basic functionality. It uses a tabbed Ribbon across the top, rather than a traditional menu system, and employs dialog boxes and a Quick Access Toolbar in the same ways that 2010 did.

This doesn't mean that there aren't changes and improvements though! The following sections outline the major differences you will see when you upgrade from PowerPoint 2010 to PowerPoint 2013.

# Cloud Integration

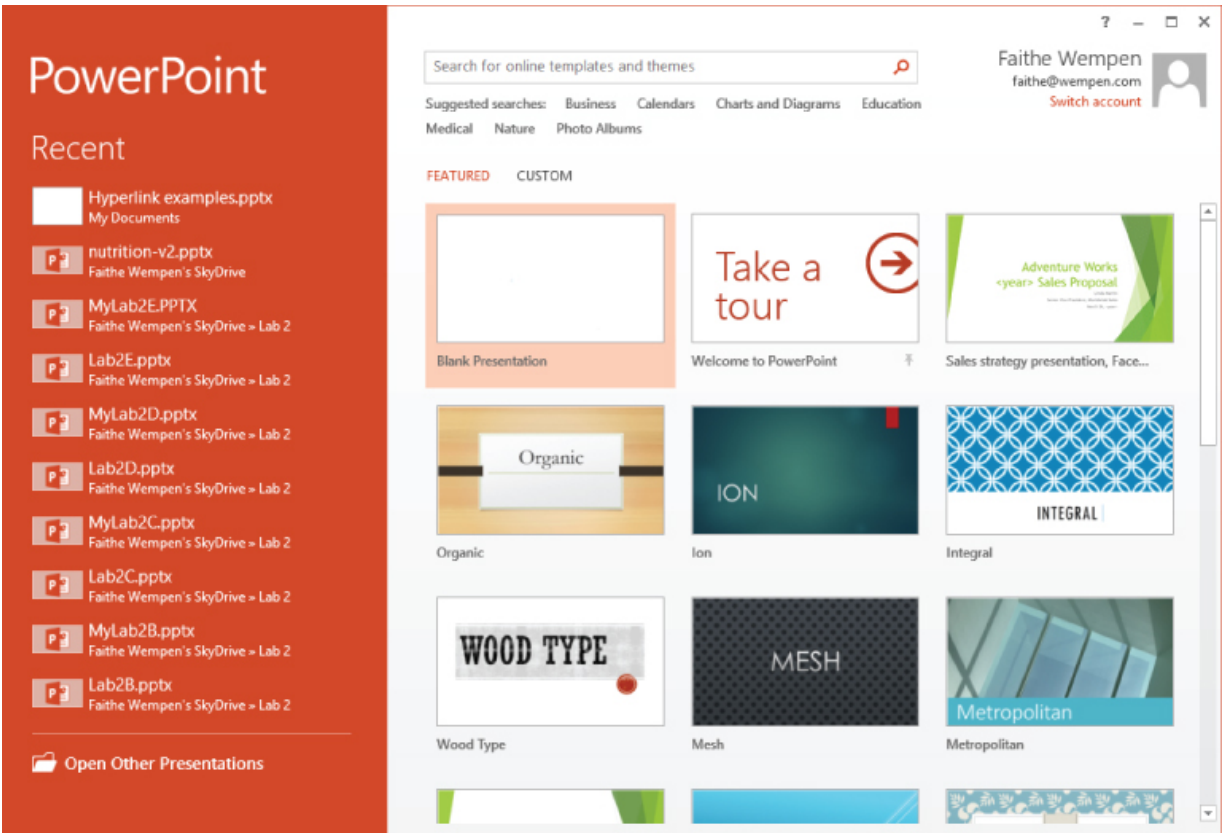
You can purchase Office 2013 (or the standalone PowerPoint 2013) either as a traditional boxed application or as a cloud-based subscription called Office 365. There are several benefits to the cloud version, including lower price, automatic updates, the ability to use Office on multiple PCs without paying extra (with some editions), and the ability to access your Office applications and files from multiple locations. The cloud-based version is marketed primarily to businesses, but versions are also available for university students and home users too. See <http://www.microsoft.com/en-us/office365/small-business-home.aspx> for more information.

## Start Screen

In earlier PowerPoint versions, you started up in a blank new presentation, which some beginners found intimidating. PowerPoint 2013 opens with a Start screen ([Figure 1.6](#)), providing easy access to both local and online templates as well as recently used files.

**[Figure 1.6](#)** PowerPoint 2013 opens with a Start screen that offers links to templates and recent files.





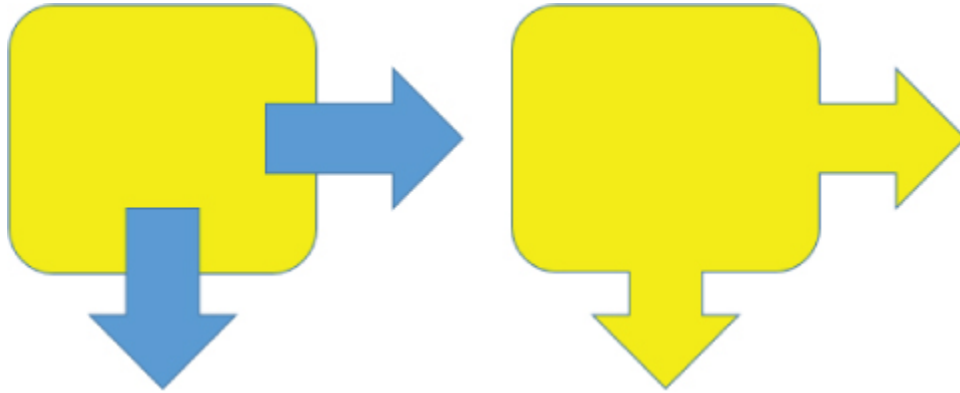
## Improved Shape Merging

If you have ever tried to create anything with the drawing tools in an Office app, you know that it can be frustrating because the shapes provided don't always match the shapes you want. Office 2013's drawing tools contain several new commands and capabilities that make the process of creating just the right shapes much easier. You can find the Merge Shapes button on the Insert Shapes section of the Drawing Tools Format tab when two or more shapes are selected. Clicking Merge Shapes opens a menu of merge types.

These new commands are all focused around merging two or more shapes into a single shape, using actions like Union, Combine, Intersect, Fragment, and Subtract. For example, suppose you want a shape that consists of a rounded rectangle with two arrows emerging from it. You could start

with the three separate shapes shown at the left in [Figure 1.7](#) and then use the Union command to join them into a single shape, as shown on the right.

**[Figure 1.7](#)** Drawn shapes, before and after merging.



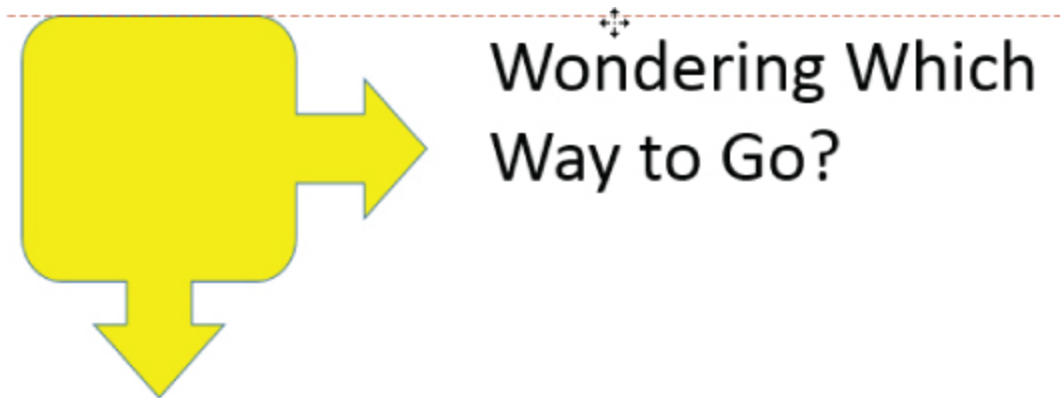
You will learn a lot more about these in Chapter 9, “Drawing and Formatting Objects.”

## Improved Smart Guides

PowerPoint 2013 makes it easier than ever to precisely align and evenly space objects with one another. When you drag an object to position it, dotted guidelines called Smart Guides appear, showing its relationship to other objects on the slide and allowing you to easily snap the object into precise alignment and spacing. Earlier versions of PowerPoint had alignment commands, but you had to specifically issue them; Smart Guides present themselves automatically whenever they might be needed. [Figure 1.8](#) shows an example. Smart Guides are covered in Chapter 9.

You can also create permanent drawing guides on the slide masters, making it easier to position content on slide masters and layout masters. Chapter 4, “Working with Layouts, Themes, and Masters,” covers modifying slide masters.

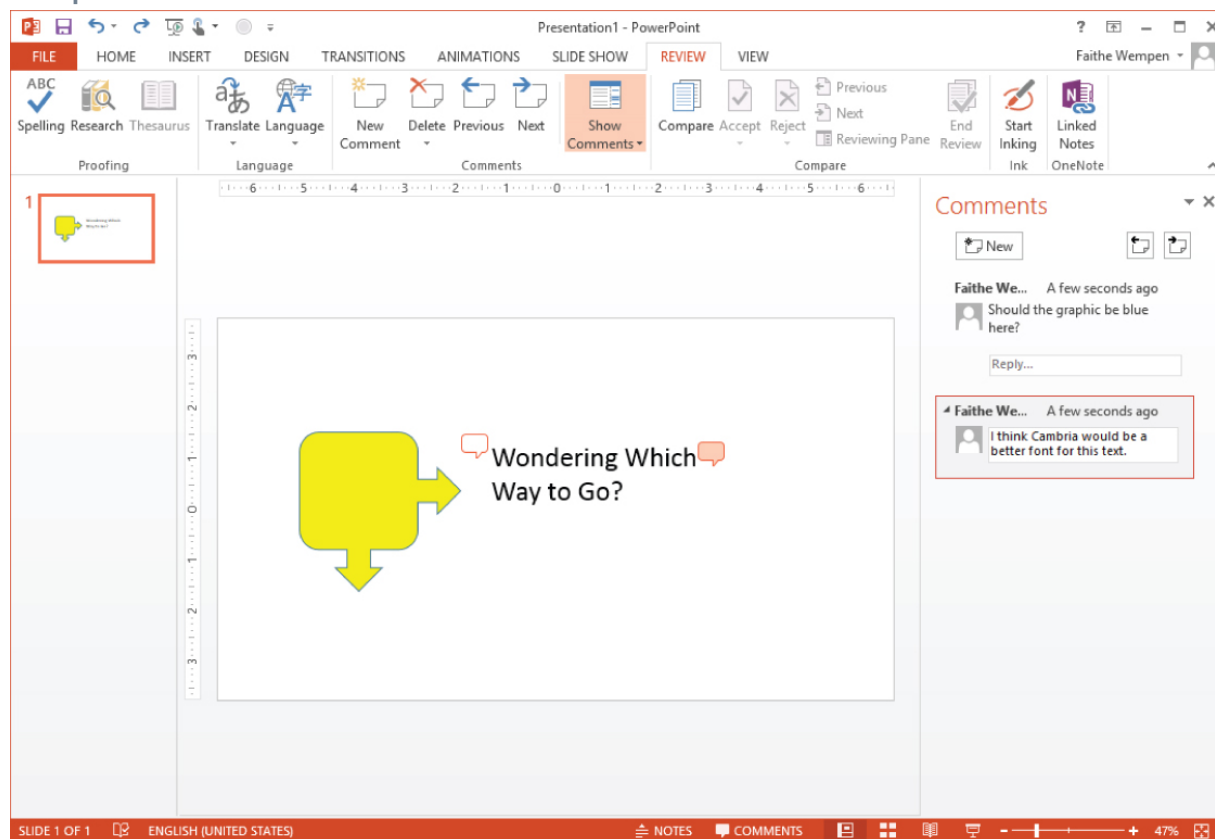
**[Figure 1.8](#)** Alignment guides make it easier to align objects on slides.



## Improved Comments

PowerPoint has included a Comments feature in the past, but it hasn't been very robust. In PowerPoint 2013, there is a Comments pane that you can use in Normal view to display and manage comments. See [Figure 1.9](#).

**Figure 1.9** The Comments pane helps you display and respond to comments.



# SkyDrive Integration

SkyDrive is Microsoft's online file storage service. Each user gets a certain amount of free space there (usually 2GB), and you can purchase additional space.

In Office 2013 apps, the logged-in user's SkyDrive is the default save location, making it as easy to save files to your SkyDrive as it is to save to any local folder on your hard disk. Files saved to SkyDrive are private and secure, and you can access them from any Internet-connected computing device, no matter where you are. For more information about SkyDrive, see Appendix B.

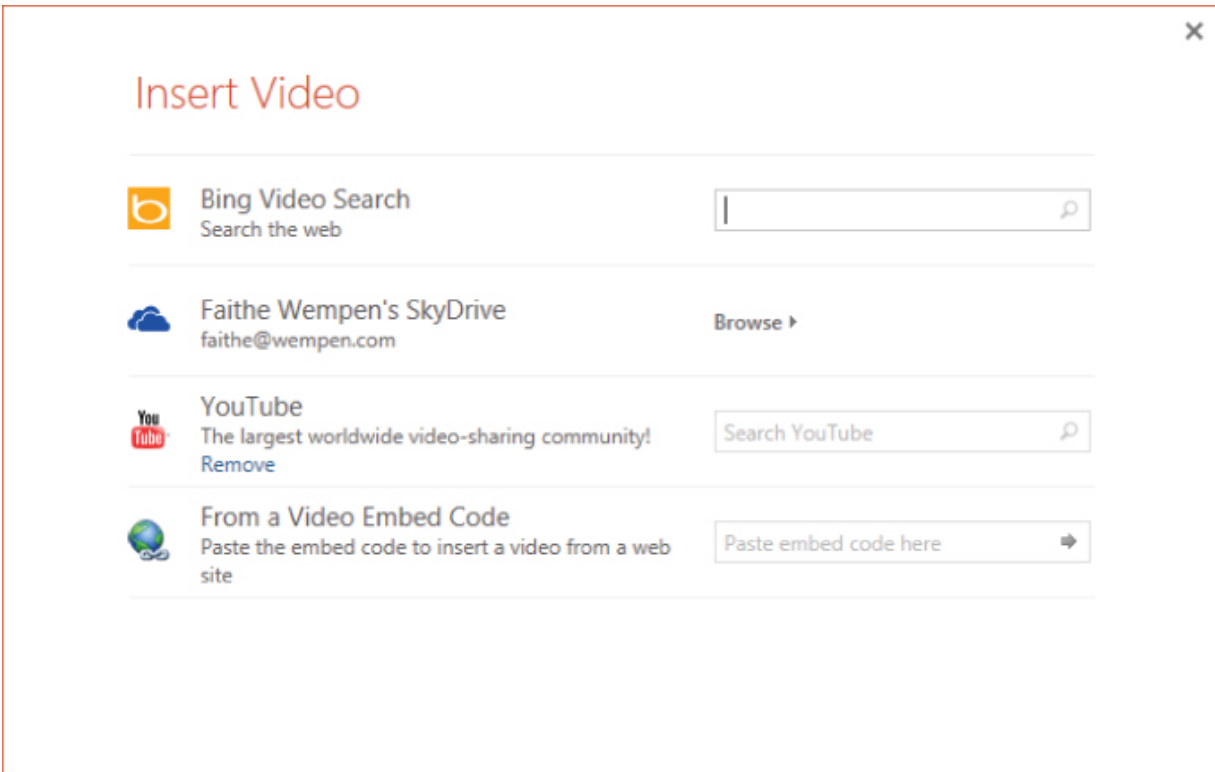
## Online Pictures and Videos

PowerPoint 2013, like other Office 2013 applications, includes integration with online picture and video sharing services such as YouTube and Flickr, enabling you to easily access your own and other people's online content for use in your presentations.

Microsoft's clip art collection is now accessed entirely online from Office.com. You can also easily import pictures from your own SkyDrive and from a Bing image search. To help you avoid copyright problems, by default the Bing image search returns only results that are free to use under Creative Commons (a public user license).

For videos, you can embed video code from any website that provides it. (PowerPoint 2010 also allowed this.) But what's new now is that you can search for videos with Bing video search and select and embed clips directly from YouTube. See [Figure 1.10](#).

**[Figure 1.10](#)** You can insert or embed video content from online sources.

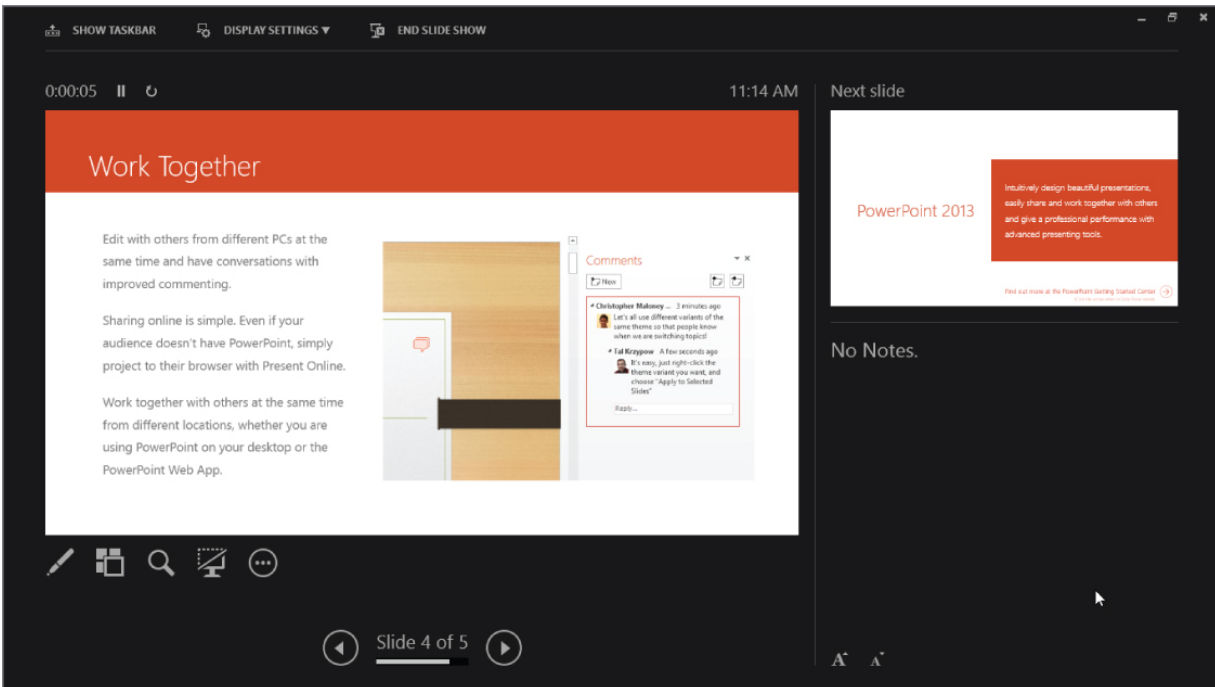


## Improved Presenter Tools

PowerPoint 2013 improves on-screen presentation capabilities in several ways. First, the tools available to you in Slide Show view are now more robust, including the ability to zoom in on a particular area of a slide and to select a slide to jump to from an array of thumbnail images.

Presenter view can now be viewed on one monitor, allowing you to rehearse without connecting anything else. Presenter view has also been enhanced, with extra display settings and easier-to-use slide controls. See [Figure 1.11](#).

[Figure 1.11](#) Presenter view is now easier to use.



## ...And Other New Features

Besides the features I've just outlined, there are plenty more nice surprises awaiting upgraders:

- **Theme variants.** For many years now, PowerPoint users have complained that the templates PowerPoint provides are not customizable enough. For example, what if a certain template has a perfect background graphic but the colors are all wrong? PowerPoint 2013 solves this by providing color variants for many of the built-in themes.
- **Touch controls.** All of the Office 2013 apps, including PowerPoint, are more easily controlled with touch screens than their predecessors. You can use PowerPoint 2013 in the traditional way, with a mouse, or by pointing, tapping, swiping, and dragging on a touch screen.
- **Eyedropper tool.** Some graphics programs enable you to use an Eyedropper tool to pick up a color from one object and copy that color to another object. Now you