

CD-ROM Included

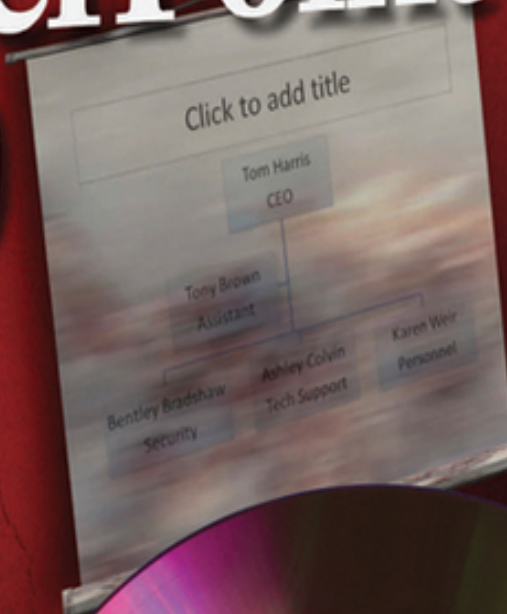
CD-ROM Included!

• More than 500 professionally-designed PowerPoint templates and backgrounds

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Microsoft®
PowerPoint® 2010

Microsoft® **PowerPoint®** **2010**



Discover what makes
a great presentation

Add eye-popping
graphics and multimedia

Make a connection
with your audience

Bible

Wempen



WILEY

The book y



Preface

Some books zoom through a software program so fast it makes your head spin. You'll come out dizzy, but basically able to cobble together some sort of result, even if it doesn't look quite right. This is not one of those books.

The *PowerPoint 2010 Bible* is probably the only PowerPoint book you will ever need. In fact, it might even be the only book on giving presentations you'll ever need. No, seriously! I mean it.

As you probably guessed by the heft of the book, this is not a quick-fix shortcut to PowerPoint expertise. Instead, it's a thoughtful, thorough educational tool that can be your personal trainer now and your reference text for years to come. That's because this book covers PowerPoint from “cradle to grave.” No matter what your current expertise level with PowerPoint, this book brings you up to the level of the most experienced and talented PowerPoint users in your office. You might even be able to teach those old pros a thing or two!

But this book doesn't stop with PowerPoint procedures. Creating a good presentation is much more than just clicking a few dialog boxes and typing some text. It requires knowledge and planning—lots of it. That's why this book includes a whole chapter on planning a presentation, and another whole chapter on the practical issues involved in presenting one. You learn things like the following:

- How to select the best color schemes for selling and informing
- How to gauge the size of the audience and the meeting room when selecting fonts

- How to arrange the tables and chairs in the meeting room to encourage (or discourage) audience participation
- How to choose what to wear for a live presentation
- How to overcome stage fright

And lots more! When you finish this book, you will not only be able to build a presentation with PowerPoint, but you'll also be able to explain why you made the choices you did, and you'll deliver that presentation smoothly and with confidence.

If you are planning a presentation for remote delivery (for example, posting it on a Web site or setting up a kiosk at a trade show), you'll find lots of help for these situations too. In fact, an entire section of the book is devoted to various nontraditional presentation methods, such as live Internet or network delivery, trade show booths, and interactive presentation distribution on a disk or CD.

How This Book Is Organized

This book is organized into parts, which are groups of chapters that deal with a common general theme. Here's what you'll find:

- **Part I: Building Your Presentation.** In this part, you start building a robust, content-rich presentation by choosing a template, entering your text, and applying text formatting.
- **Part II: Using Graphics and Multimedia Content.** This part teaches you how to import and create various types of graphical and multimedia content including clip art, diagrams, photos, charts, sound effects, movies, and music. You'll also learn here how to create movement with animation effects and transitions.
- **Part III: Interfacing with Your Audience.** This part helps you prepare your presentation for various delivery scenarios, including printing handouts for a live audience, running a live show on a computer screen, designing visual aids for user-interactive or self-running presentations, and sharing a collaborating with others.
- **Part IV: Project Labs.** This part provides four step-by-step walkthroughs that demonstrate how to create some of the most powerful and sought-after PowerPoint effects and projects, including creating navigation systems, classroom games, complex animations, and graphically presented text.

What's on the companion CD-ROM

The CD-ROM included with *PowerPoint 2010 Bible* contains more than 500 PowerPoint templates and backgrounds that you can use to design your own PowerPoint presentations. If you aren't familiar with how to choose a background or

template for your presentation, be sure to read Chapter 3 in this book, which discusses templates, and Chapter 5, which includes the backgrounds discussion, before attempting to use the CD-ROM. Please see the CD-ROM Appendix for more information on the professional designers who supplied the templates for your use. The CD-ROM also contains author files for use in the Project Labs in Part IV.

Special Features

Every chapter in this book opens with a quick look at what's in the chapter and closes with a summary. Along the way, you also find icons in the margins to draw your attention to specific topics and items of interest.

Here's what the icons mean:

Cross-Reference

These icons point you to chapters or other sources for more information on the topic under discussion.

Note

Notes provide extra information about a topic, perhaps some technical tidbit or background explanation.

Tip

Tips offer ideas for the advanced user who wants to get the most out of PowerPoint.

Caution

Cautions point out how to avoid the pitfalls that beginners commonly encounter.

Good luck with PowerPoint 2010! I hope you have as much fun reading this book as I had writing it. If you would like to let me know what you thought of the book, good or bad, you can e-mail me at faiethe@wempen.com. I'd like to hear from you!

Part I

Building Your Presentation

In This Part

Chapter 1 A First Look at PowerPoint

Chapter 2 What Makes a Great Presentation?

Chapter 3 Creating and Saving Presentation Files

Chapter 4 Creating Slides and Text Boxes

Chapter 5 Working with Layouts, Themes, and Masters

Chapter 6 Formatting Text

Chapter 7 Formatting Paragraphs and Text Boxes

Chapter 8 Correcting and Improving Text

Chapter 9 Creating and Formatting Tables

Chapter 1

A First Look at PowerPoint

In This Chapter

Who uses PowerPoint and why?

What's new in PowerPoint 2010?

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 2010 is a member of the Microsoft Office 2010 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 visual aids: 35 mm slides, overhead transparencies, computer-based slides (either local or at a Web site or other network location), hard-copy handouts, and speaker 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 2010 components, you can easily share information among them. For example, if you have created a graph in Excel, you can use that graph 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 2010, 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 format it may be presented in. 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

overhead transparencies, 35 mm slides, or computer-based shows.

- **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 can be converted to Web format or even a movie clip, for distribution.
- **Internet formats:** You can use PowerPoint to create a show that you can present live over a network or the Internet with a service such as PowerPoint Live, while each participant watches from his or her own computer. You can even store a self-running or interactive presentation on a Web site 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.

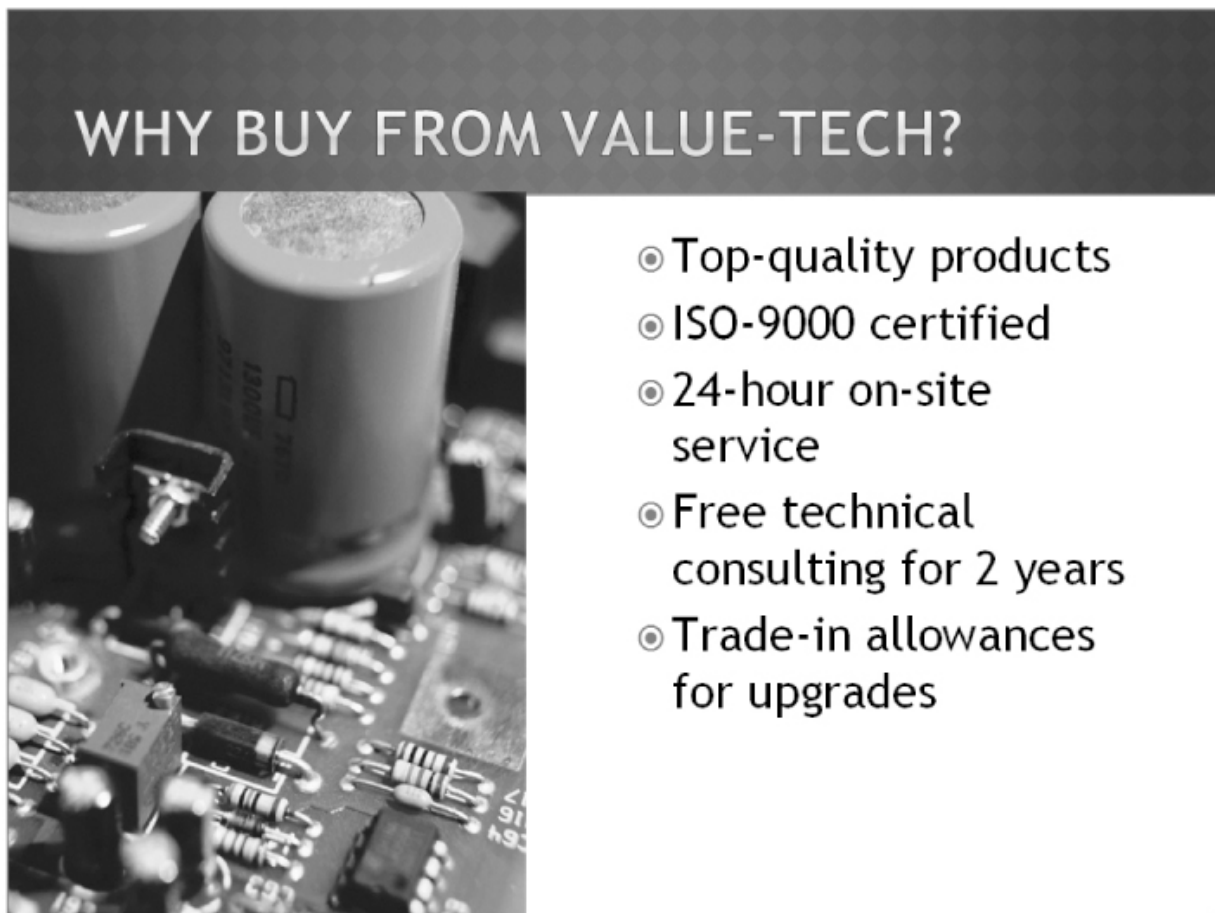
Cross-Reference

You learn more about planning your presentation in Chapter 2.

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.

Sales possibilities with PowerPoint include the following:

- 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.

Cross-Reference

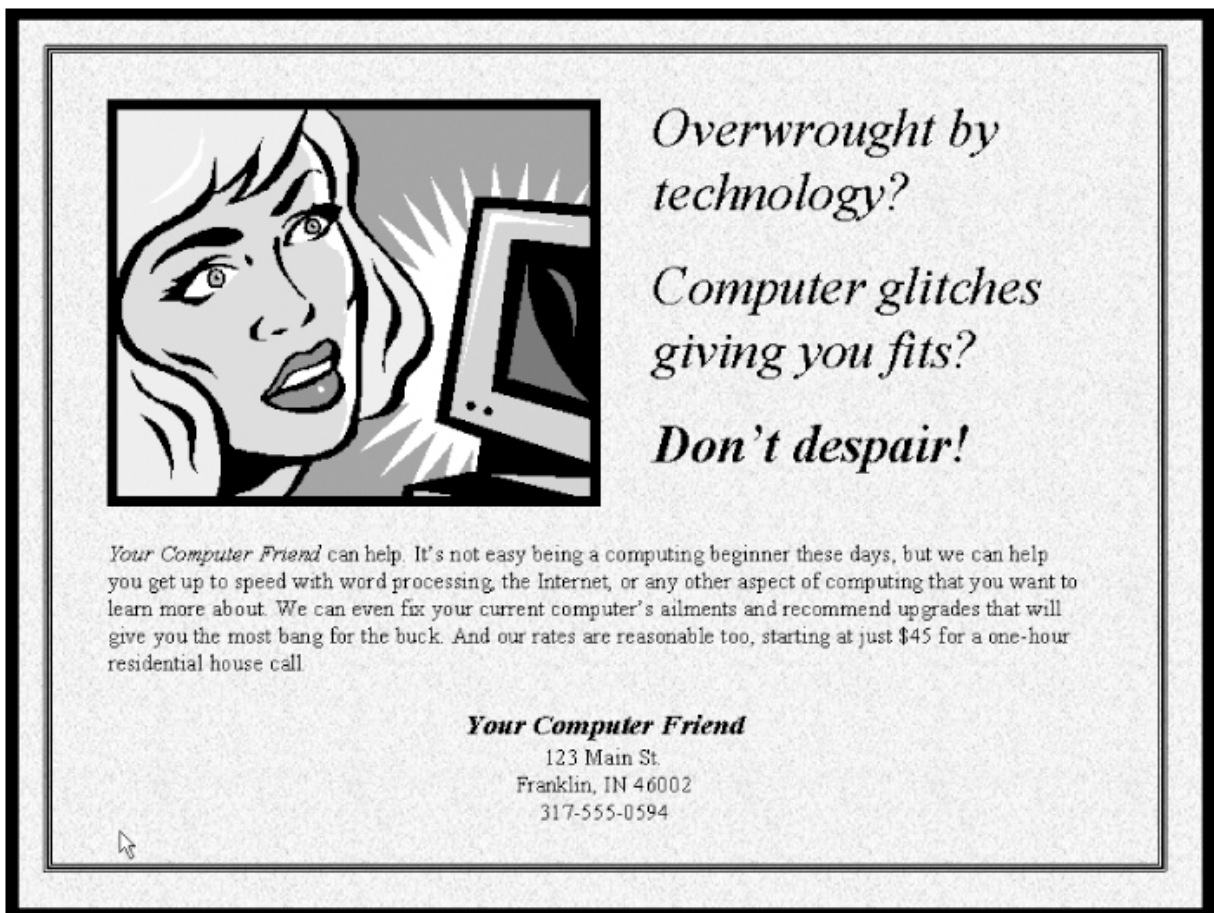
See Chapter 20 to learn about controlling a live presentation. You create a self-running or user-interactive presentation in Chapter 21.

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 2010 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 12. You can also integrate video clips in PowerPoint presentations that can tell the story of your product; see Chapter 17 for more information.



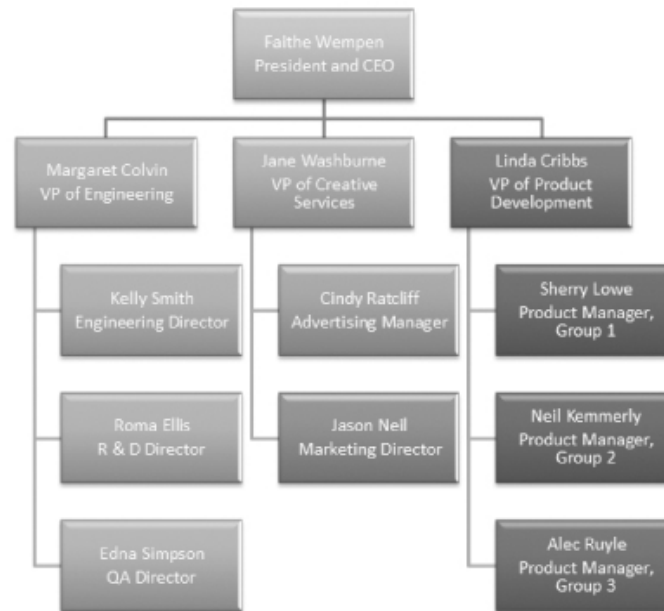
[Figure 1.2](#): PowerPoint can generate camera-ready marketing materials, although they can't substitute for the tools that professional advertising companies use.

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 Organization Chart 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 diagrams are covered in Chapter 11.

Compu-Tech International



[Figure 1.3](#): Microsoft's Organization Chart 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 his or her 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 21 and Lab 4 in the Project Labs section at the end of the book.

12. Which IRQ does COM2 use?

- A** IRQ 3
- 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.

[Figure 1.4](#): Test the student's knowledge with a user-interactive quiz in PowerPoint.

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.

Cross-Reference

You learn more about kiosk setups in Chapter 21.

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. Office online provides a Certificate template 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 2010?

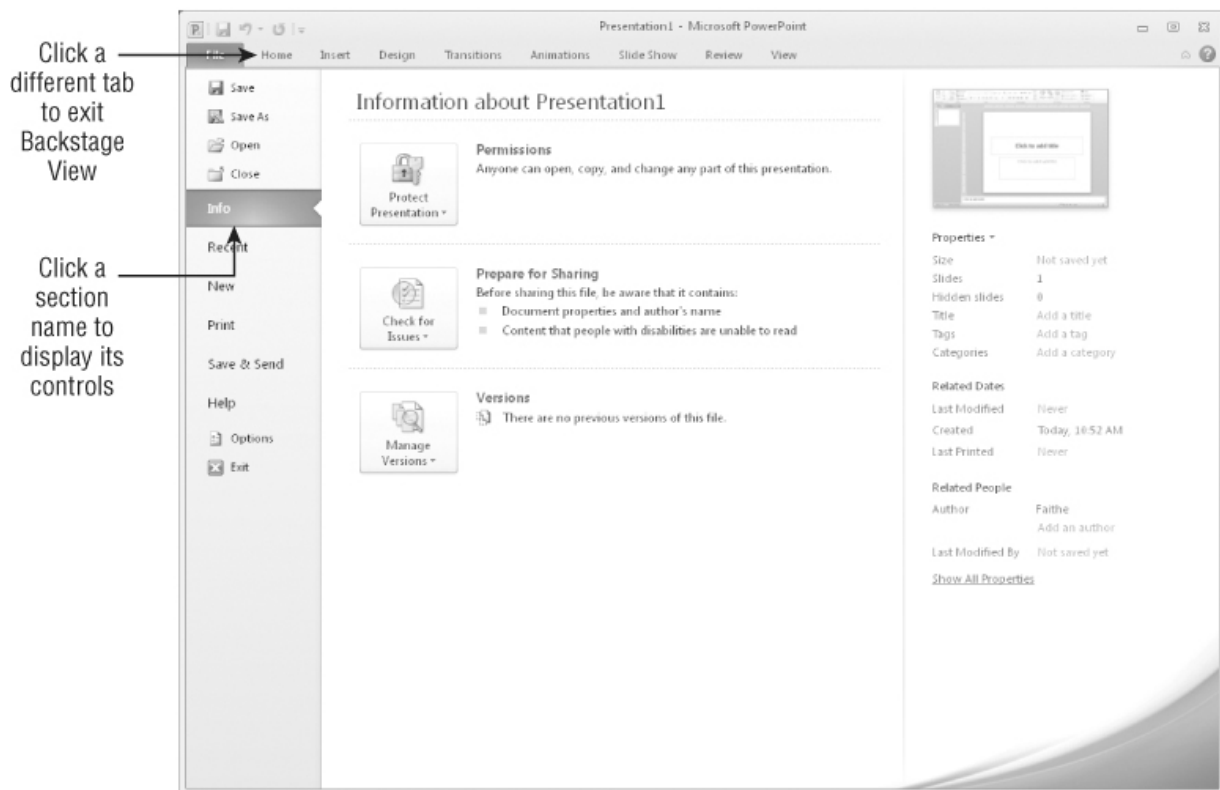
PowerPoint 2010 is very much like PowerPoint 2007 in its basic functionality. It uses a tabbed Ribbon across the top, rather than a traditional menu system, and employs dialog boxes and a Quick Access Toolbar in the same ways that 2007 did.

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 2007 to PowerPoint 2010.

Backstage View

The File tab in the upper left corner of the PowerPoint window replaces the Office button from PowerPoint 2007. Clicking it opens a full-screen File menu system, also known as *Backstage view*.

From Backstage view, you can select file operations such as saving and printing, customizing the interface, and sharing your work with others. [Figure 1.6](#) shows Backstage view. To leave Backstage view, click any other tab.



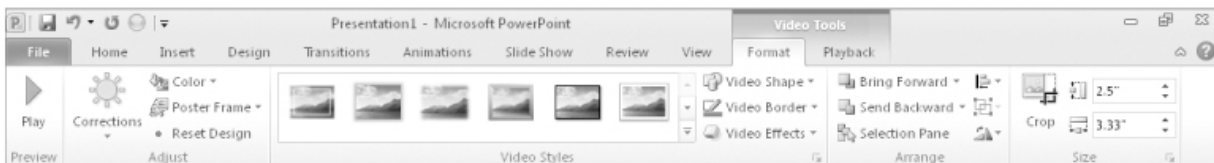
[Figure 1.6](#): Backstage view (a.k.a. the File menu) provides access to various file management and customization commands.

Better Support for Video Import and Editing

One of the features most asked for in PowerPoint has been support for more video file formats, and PowerPoint 2010 has delivered it. PowerPoint 2010 supports a wide variety

of formats including QuickTime, Flash, Windows Media, and MP4. You can now also link video clips from online sources such as YouTube.

Not only can you import motion video from a larger variety of sources than in earlier versions, but you can also edit videos directly from within PowerPoint. For example, you can change the brightness and contrast of a video, trim it to show only certain parts, add a bookmark in the video clip (which you can then hyperlink to, to jump to a particular spot in the video quickly), and more. [Figure 1.7](#) shows the Format tab in PowerPoint 2010's Video Tools.



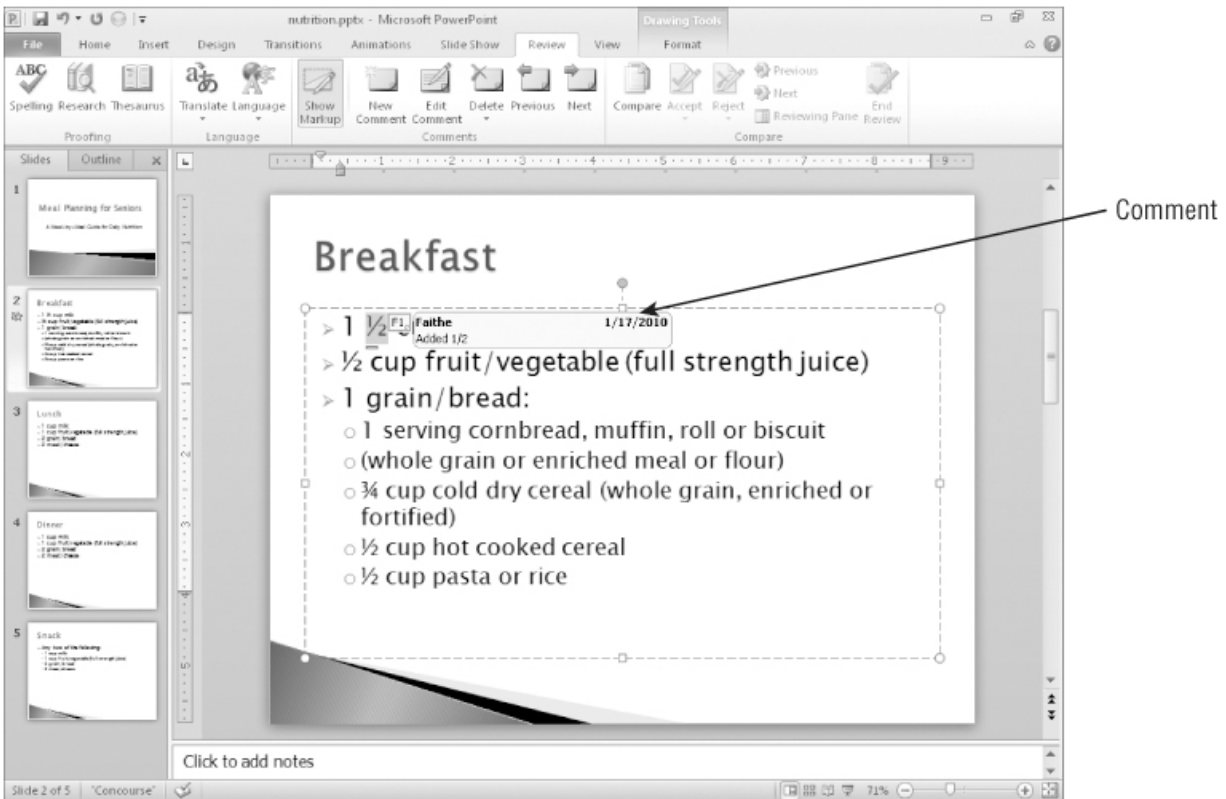
[Figure 1.7](#): Enhanced video tools enable you to modify the video clip without leaving PowerPoint.

Output to Video and DVD

Another feature in high demand has been the ability to output a presentation directly to popular video formats. In the past, people have had to resort to third-party solutions, but PowerPoint 2010 includes this capability built-in. You can now output your presentation to Windows Media Video (.wmv) format, which can be played back by Windows Media Player or a variety of other utilities.

Collaboration

Collaborating with others on a draft presentation is now easier to do. PowerPoint now includes a Compare feature that includes revision tracking. With revision tracking you can see who has made what changes to the presentation, and review each change individually to accept or reject it, as shown in [Figure 1.8](#).



[Figure 1.8](#): You can track changes to a presentation draft to organize the work of multiple collaborators.

Other Changes

Besides the major changes you've learned about in the preceding sections, there are also a number of smaller but still important improvements, including these:

- New photo editing tools allow you to apply artistic filters to pictures, remove backgrounds, and crop with more precision.
- New transition effects are available in PowerPoint 2010, and they are now easier to apply, thanks to the new Transitions tab on the Ribbon.
- You can now insert math equations into a presentation with the Microsoft Office Equation Editor. Equation editing was revamped in some of the other Office

applications in Office 2007, but PowerPoint is only now getting the new and improved equation interface.

- You can customize the Ribbon by adding, removing, and rearranging commands and tabs. This is a new feature across all of the Office 2010 applications, and very welcome to power users who like to control their working environment on-screen.
- Presentation broadcasting is much improved in PowerPoint 2010 because of its integration with the Web-based PowerPoint Live service.

Learning Your Way around PowerPoint

Now that you have seen some of the potential uses for PowerPoint and toured the new features, let's get started using the program.

PowerPoint is one of the easiest and most powerful presentation programs available. You can knock out a passable presentation in a shockingly short time by skimming through the chapters in Parts I and II of the book, or you can spend some time with PowerPoint's advanced features to make a complex presentation that looks, reads, and works exactly the way you want.

Starting and Exiting PowerPoint

You can start PowerPoint just like any other program in Windows: from the Start menu. Follow these steps:

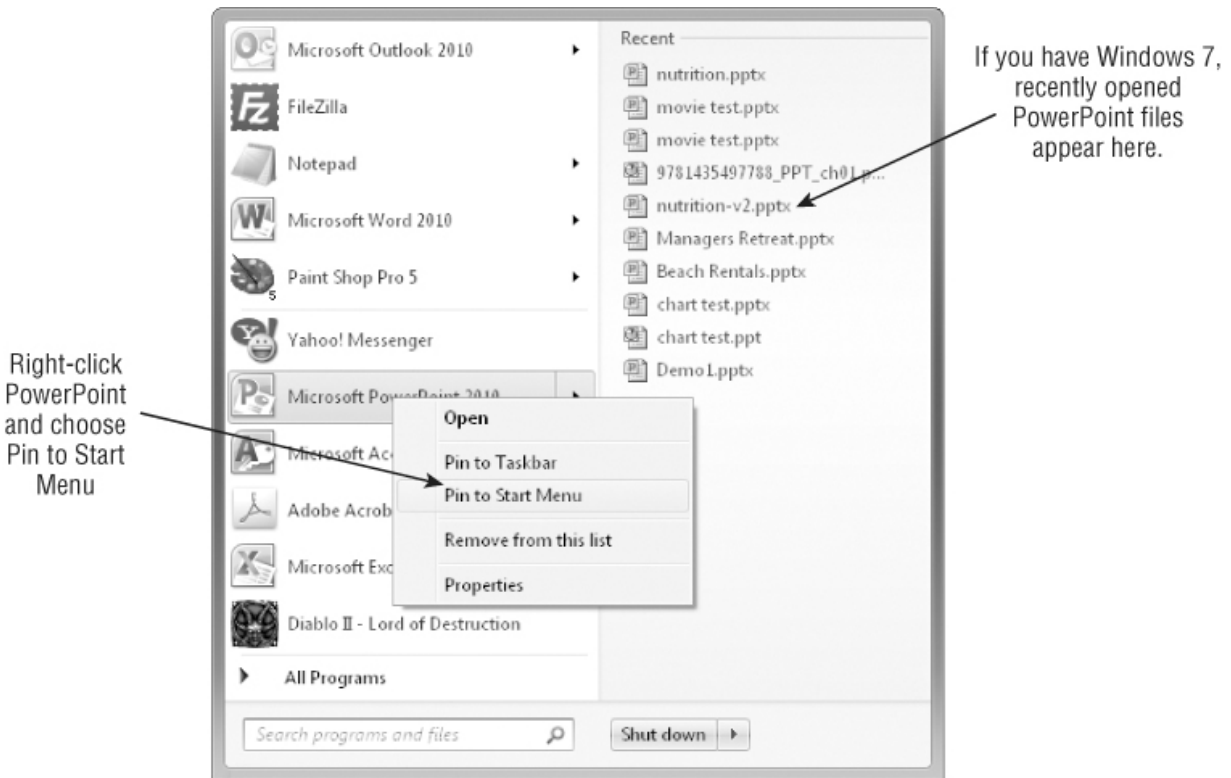
1. Click the Start button. The Start menu opens.
2. Click All Programs.
3. Click Microsoft Office.

4. Click Microsoft PowerPoint 2010. The program starts.

If you have opened PowerPoint before, a shortcut to it might appear in the Recently Used Programs list, which is directly above the All Programs command on the Start menu. If you use other applications more frequently than PowerPoint, PowerPoint may scroll off this list and you therefore have to access it via the All Programs menu.

Tip

If you don't want to worry about PowerPoint scrolling off the list of the most frequently used programs on the Start menu, right-click PowerPoint's name on the Start menu and choose Pin to Start Menu. PowerPoint will then appear on the list at the top of the left column of the Start menu, as shown in [Figure 1.9](#). To remove it from there later, right-click it and choose Unpin from Start Menu.



[Figure 1.9](#): A shortcut to PowerPoint might appear on the top level of the Start menu.

When you are ready to leave PowerPoint, select File ⇒ Exit or click the Close (X) button in the top-right corner of the PowerPoint window. (The File button is the orange tab in the top-left corner.) If you have any unsaved work, PowerPoint asks if you want to save your changes. Because you have just been playing around in this chapter, you probably do not have anything to save yet. (If you do have something to save, see Chapter 3 to learn more about saving.) Otherwise, click No to decline to save your changes, and you're outta there.

Understanding the Screen Elements

PowerPoint's interface is typical of any Windows program in many ways, but it also has some special Office 2010-specific features as well. The PowerPoint window contains these elements, pointed out in [Figure 1.10](#):

- **Title bar:** Identifies the program running (PowerPoint) and the name of the active presentation. If the window is not maximized, you can move the window by dragging the title bar.
- **Ribbon:** Functions as a combination of menu bar and toolbar, offering tabbed “pages” of buttons, lists, and commands. The next section describes it in more detail.
- **File tab:** Opens the File menu (Backstage view), from which you can open, save, print, and start new presentations.
- **Quick Access Toolbar:** Contains shortcuts for some of the most common commands. You can add your own favorites here as well.
- **Minimize button:** Shrinks the application window to a bar on the Windows taskbar; you click its button on the taskbar to reopen it.
- **Maximize/Restore button:** If the window is maximized (full screen), it changes to windowed (not full screen). If the window is not maximized, clicking here maximizes it.
- **Close button:** Closes the presentation. You may be prompted to save your changes, if you made any.
- **Work area:** Where active PowerPoint slide(s) appear. [Figure 1.10](#) shows it in Normal view, but other views are available that make the work area appear differently.

Cross-Reference

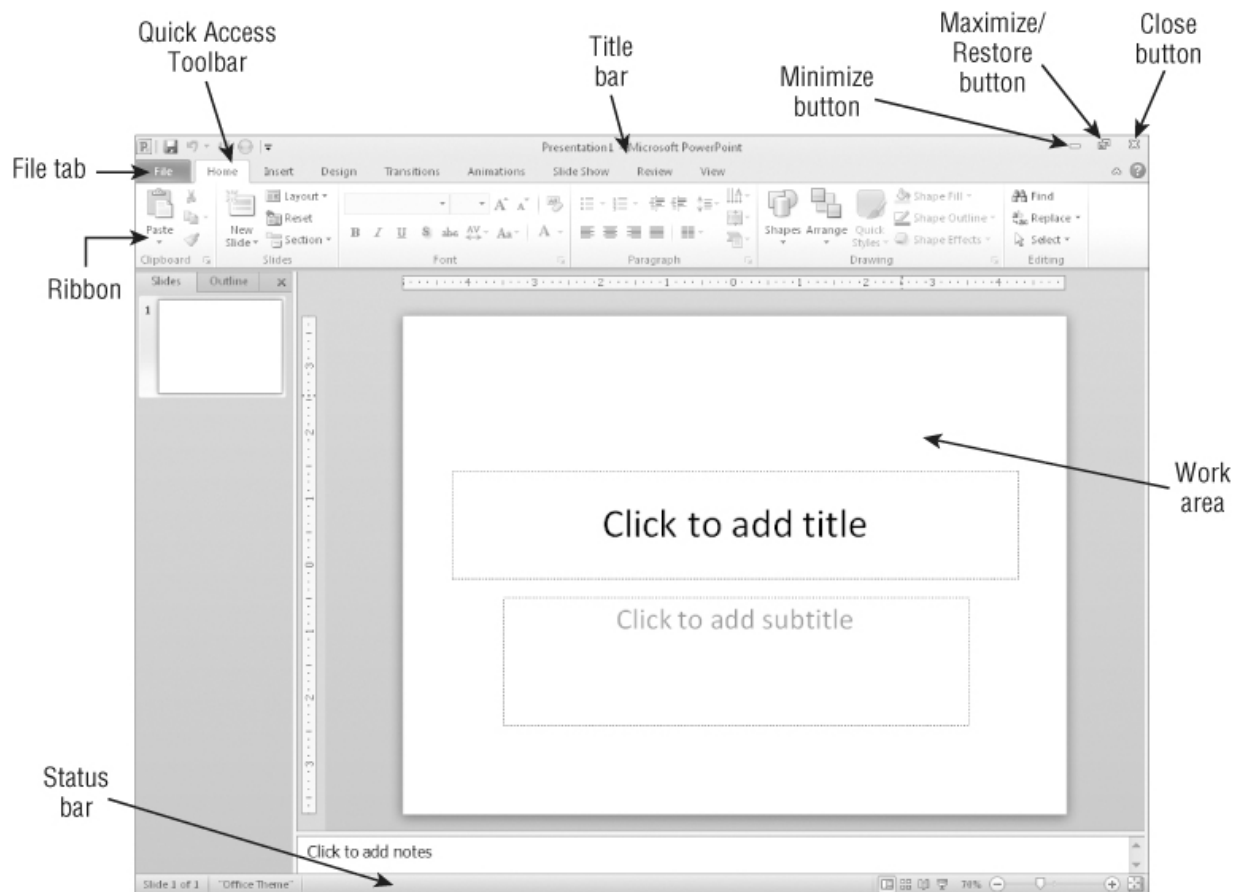
See the section “Changing the View” later in this chapter for details.

- **Status bar:** Reports information about the presentation and provides shortcuts for changing the view and the

zoom.

Note

Because this isn't a Windows book, Windows controls are not covered in detail here. However, if you're interested in learning more about Windows-based programs in general, pick up *Windows 7 For Dummies* or *The Windows 7 Bible*, also published by Wiley. Windows Vista and Windows XP versions of these books are also available.



[Figure 1.10](#): The PowerPoint window is a combination of usual Windows features and unique Office 2010 elements.

Working with the Ribbon

As mentioned earlier in the chapter, PowerPoint 2010's user interface is based on the Ribbon, which is a bar across the top of the window that contains tabbed pages of commands and buttons. Rather than opening a menu and selecting a command, you click a tab and then click a button or open a list on that tab.

Here are some important terms you need to know when working with tabs:

- **Ribbon:** The whole bar, including all of the tabs.
- **File tab:** A tab-like button that opens Backstage view, from which you can choose to start a new presentation, save, print, and perform other file-related activities. See [Figure 1.10](#) for this button's location.
- **Quick Access Toolbar:** A small toolbar adjacent to the Office button from which you can select commonly used commands.

Tip

To add a command to the Quick Access Toolbar, right-click the toolbar and choose Add to Quick Access Toolbar. To remove the command from there, right-click the command icon and choose Remove from Quick Access Toolbar.

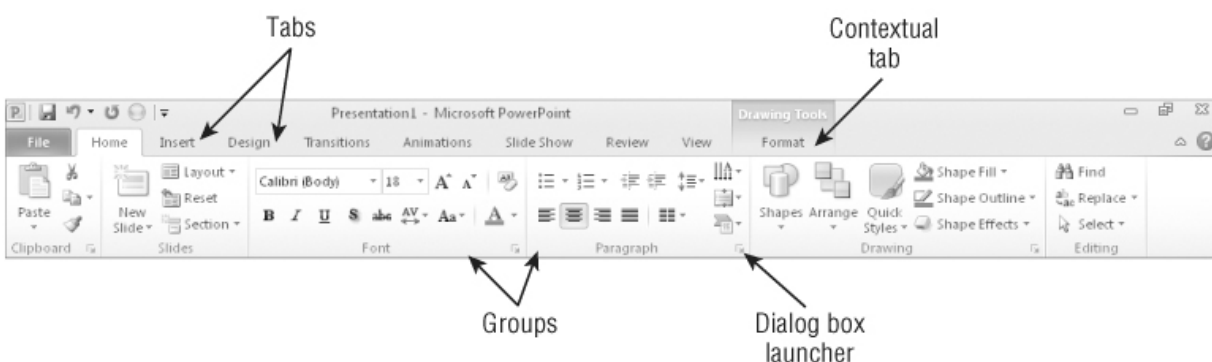
- **Tab:** A tabbed page of the Ribbon. [Figure 1.11](#) shows the Home tab, for example.
- **Contextual tab:** A tab that appears only when certain content is selected, such as a graphic or a chart. The context name appears above the tab name. In [Figure](#)

[1.11](#), Drawing Tools is the context name for the Format tab.

- **Group:** A section of a tab. The Home tab shown in [Figure 1.11](#) has the following groups: Clipboard, Slides, Font, Paragraph, Drawing, and Editing.
- **Dialog box launcher:** A small icon in the bottom-right corner of a group, from which you can open a dialog box related to that group.

Note

To find out what a toolbar button does, point the mouse at it. A ScreenTip pops up explaining it.



[Figure 1.11](#): The Ribbon is PowerPoint 2010's primary user interface.

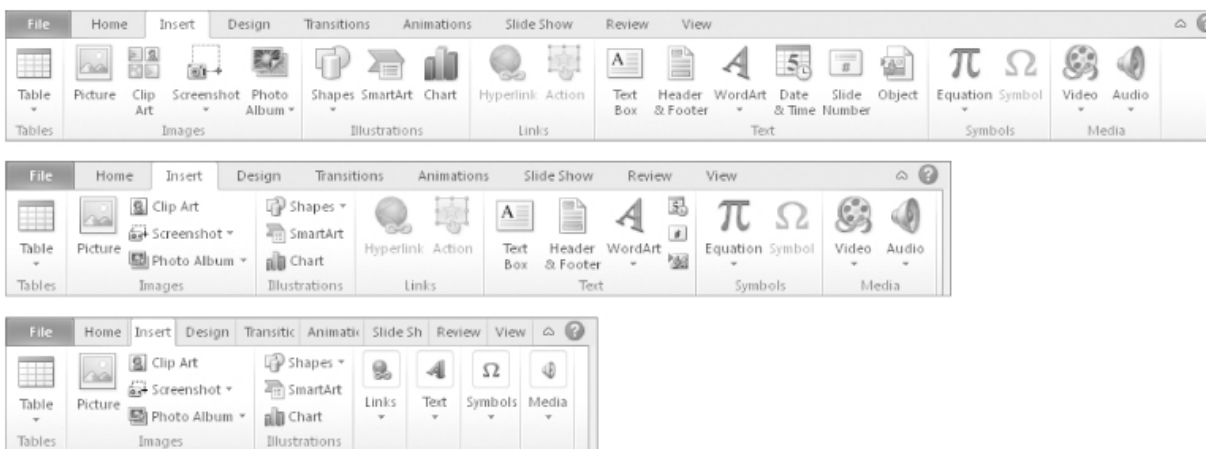
Working with Collapsible Tab Groups

Within a tab, groups can expand or collapse depending on the width of the PowerPoint window. When the window is large enough (somewhere around 1100 pixels), everything within each group is fully expanded, so that each item has its own button. When the window is smaller, groups start collapsing so that all groups remain visible. At first, large buttons get smaller and stack vertically; if that's not enough, then groups collapse into single large buttons with

drop-down lists from which you can select the individual commands. [Figure 1.12](#) shows the same tab in three different widths for comparison.

Caution

Because of the Ribbon's collapsing ability, the exact steps for performing certain procedures depend on the active PowerPoint window's width. A small window may require an extra step of opening a button's menu to select a command, for example. For a large window, each command appears directly on the tab. This book assumes an average window size of 1024 x 768 pixels; if you run PowerPoint at a smaller resolution, you may occasionally have an extra step to access a command.

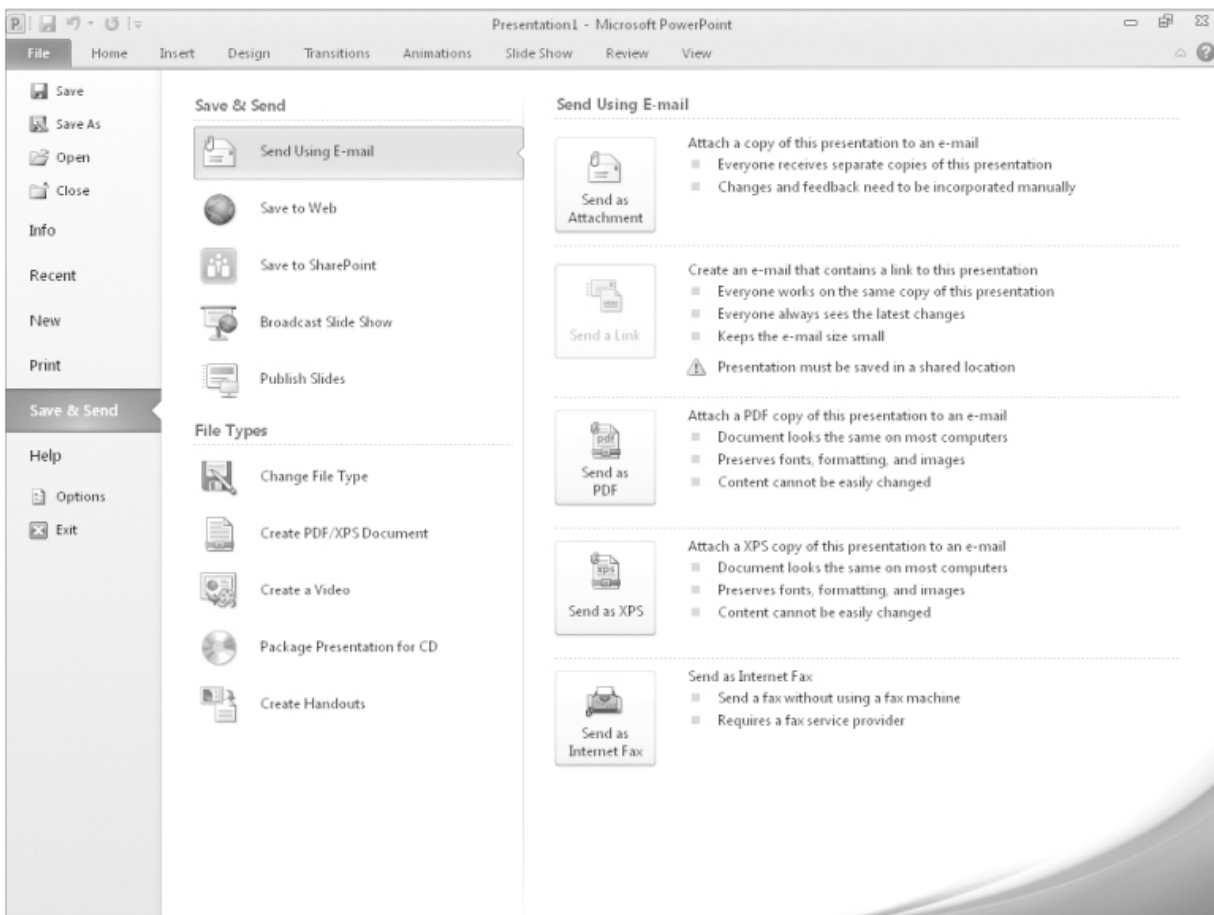


[Figure 1.12](#): The size of the PowerPoint window determines how much the groups are collapsed or expanded on the Ribbon.

Working with Backstage View

When you open Backstage view by clicking the File tab, a multilayered menu system appears. Many of the commands along the left side of the screen are categories that open submenus when you click them. For example, in [Figure](#)

[1.13](#), the Share command has been selected, revealing additional choices.



[Figure 1.13](#): In Backstage view, most of the main commands open a submenu or a dialog box.

The top-level categories and commands in Backstage view are:

- **Save:** Saves the current presentation.
- **Save As:** Saves the current presentation and prompts you for file name and location information, even if the file has been previously saved.
- **Open:** Displays the Open dialog box, from which you can select a file to open.
- **Close:** Closes the active presentation.