

Microsoft® Office  
PowerPoint® 2007  
Step by Step

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# Chapter at a Glance

Animate slide elements,  
page 150

1 Understanding Color

- 2 • Color wheel primer
- 3 • Tones and hues
- 4 • Saturation

6  
7



What's in a name  
Cerulean or Azurite  
Verdigris or Malachite  
Vermilion or Realgar

Rationale

- Science currently has no obesity for young adults
- Fantasy series have been hits in the multi-billion market
- Customers are turning to other publishers to meet demand

There is debate whether to offer the book to the author or to multiple writers

2

Characteristics of a Hit Fantasy

- A hero
- A problem
- An ally
- A journey
- A teacher
- A skill or power
- An adversary
- A battle
- An innocent
- A twist

3

The Ally



5

The Teacher

- Does not have to be human
- Can be young or old
- Can be male or female
- Can be beautiful or ugly
- Is wise, but can have flaws
- Uses powers for good

Add transition effects,  
page 156

The Ancient Art of Placement

Interior Design Classes  
offered by  
Wide World Importers



Insert, play, and  
modify sounds,  
page 158

Make a House a Home



Insert, play, and  
modify movies,  
page 162

# 7 Adding Animation, Sound, and Movies

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## In this chapter, you will learn to:

- ✓ Animate slide elements.
  - ✓ Add transition effects.
  - ✓ Insert, play, and modify sounds.
  - ✓ Insert, play, and modify movies.
- 

The difference between an adequate presentation and a great presentation often lies in the judicious use of multimedia. By incorporating animation, sound, and movie clips, you can grab and keep the attention of your audience. You can emphasize key points, control the focus of the discussion, and entertain in ways that will make your message memorable.

With Microsoft Office PowerPoint 2007, you have so many opportunities to add pizzazz to your slides that it is easy to end up with a presentation that looks more like an amateur experiment than a professional slide show. When you first start adding multimedia to your slides, it is best to err on the conservative side, especially where animation is concerned. As you gain more experience, you will learn how to mix and match effects to get the results you want for a particular audience.

In this chapter, you will apply predefined animations to the title, bullet points, and a picture on a slide, see how to change some of the animation settings, and then change the way slides move on and off the screen during a slide show. You will insert a sound clip and a sound file and make various adjustments to their settings. Finally, you will insert a movie file, preview the movie, and modify its behavior.

**See Also** [Do you need only a quick refresher on the topics in this chapter? See the Quick Reference entries on pages xxxix–lxiii.](#)



**Important** Before you can use the practice files in this chapter, you need to install them from the book's companion CD to their default location. See "Using the Book's CD" on page xxv for more information.

**Troubleshooting** Graphics and operating system–related instructions in this book reflect the Windows Vista user interface. If your computer is running Microsoft Windows XP and you experience trouble following the instructions as written, please refer to the "Information for Readers Running Windows XP" section at the beginning of this book.

## Animating Slide Elements

With all the options available for creating engaging and lively presentations in PowerPoint 2007, you no longer have to settle for static presentations, especially if you are delivering the presentation from a computer. By applying various types of *animations* to the text and graphics on your slides, you can keep your audience focused and reinforce the message of your presentation. For example, you can animate text so that it appears on the screen one paragraph, word, or letter at a time; or you can animate objects, such as shapes or pictures.

To apply one of three common animation effects (Wipe, Fade, or Fly In) to text or an object on a slide, you click the element you want to animate and then select the effect from the Animate list in the Animations group on the Animations tab. In the case of bullet points, you can specify whether they should be animated as a set or one by one. To help you decide which effect to use, you can point to each in turn to see a live preview.

If you would rather create your own *animation scheme*, you can select the text or object you want to animate and click the Custom Animation button in the Animations group to display the Custom Animation task pane. In this task pane, you can quickly apply the following types of effects:

- **Entrance.** You can animate the way that the element appears on the slide.
- **Emphasis.** You can increase or decrease the importance of the element by changing its font, size, or style; by making it grow or shrink; or by making it spin.
- **Exit.** You can animate the way that the element leaves the slide.
- **Motion Path.** You can move the element around on the slide in various ways, such as diagonally to the upper-right corner or in a circular motion.

If none of the lists of predefined effects meets your needs, you can click More Effects at the bottom of each list to display galleries of professionally designed animations in

four categories: Basic, Subtle, Moderate, and Exciting. You can see a live preview of each animation by pointing to it.

After you apply an animation effect, you can fine-tune its action. For example:

- You can specify whether the animation should be accompanied by a sound.
- You can dim or hide the element after the animation, or you can have it change to a specific color.
- If the animation is applied to text, you can animate all the text at once or animate it word by word or letter by letter.
- You can set the exact timing of the animation.
- If a slide has more than one level of bullet points, you can animate different levels separately.
- If an object has text, you can animate the object and the text together (the default) or separately, or you can animate one but not the other.
- You can specify the order of appearance of text or objects.

In this exercise, you will apply predefined animations to the title, bullet points, and a picture on a slide. You will then change some of the animation settings.



**USE** the *01\_Animation* presentation. This practice file is located in the *Chapter07* subfolder under *SBS\_PowerPoint2007*.

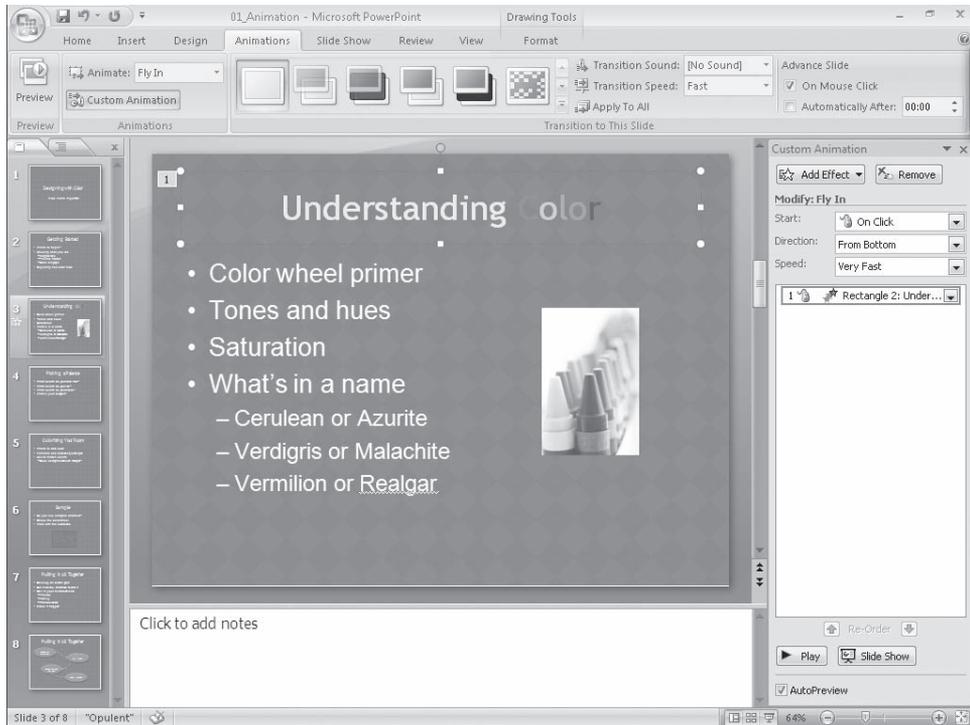
**BE SURE TO** start PowerPoint before beginning this exercise.

**OPEN** the *01\_Animation* presentation.

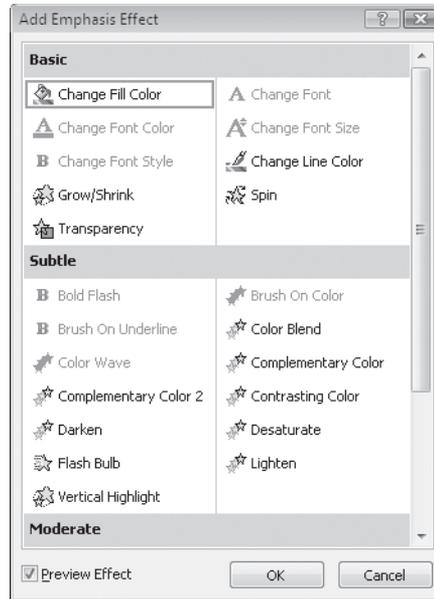
No Animation ▾

1. Display **Slide 3** in Normal view, and then click the slide title.
2. On the **Animations** tab, in the **Animations** group, click the **Animate** arrow, and in the list, point in turn to the **Fade**, **Wipe**, and **Fly In** options to see a live preview of each effect.
3. In the list, click **Fly In**, and then if the Custom Animation task pane is not open on the right side of the program window, click the **Custom Animation** button.

A square box containing the number 1 appears to the left of the title, indicating that this element will be the first one animated on this slide. On the Slides tab to the left, an animation icon (a shooting star) appears below the slide number to indicate the presence of some form of animation on the slide. To the right, the Custom Animation task pane provides option you can use to make adjustments to the animation.

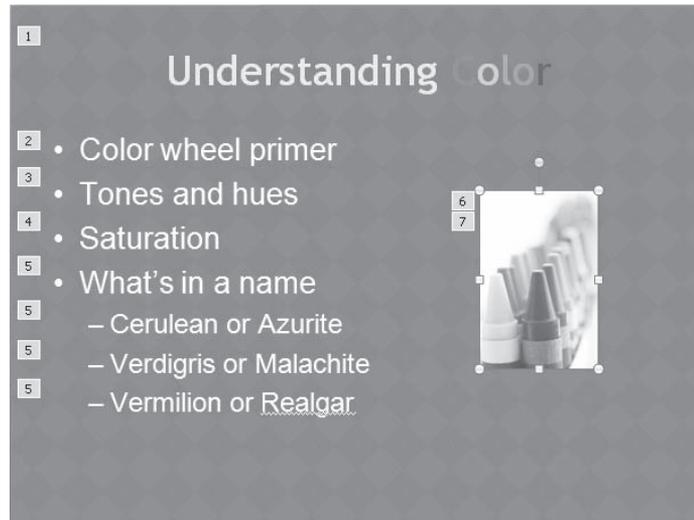


4. In the **Custom Animation** task pane, click **Play**.  
The title flies up from the bottom of the slide.
5. On the slide, click anywhere in the bulleted list. Then in the **Custom Animation** task pane, click **Add Effect**, point to **Entrance**, and then click **Checkerboard**.  
PowerPoint applies the animation to the bulleted list and demonstrates the effect. Adjacent to each bullet point, a number in a box indicates the order in which the animations will take effect. Notice that the subpoints will appear at the same time as their "parent" bullet point. Corresponding numbers appear in the Custom Animation task pane next to icons indicating the animation trigger, the effect, and the affected text. You can display the full description of an animation by pointing to it in the list.
6. On the slide, click the picture. Then in the **Custom Animation** task pane, click **Add Effect**, point to **Entrance**, and then click **Fly In**.
7. With the picture still selected, in the **Custom Animation** task pane, click **Add Effect**, point to **Emphasis**, and then click **More Effects**.  
The Add Emphasis Effect dialog box opens.



8. Move the dialog box to one side so that you can see the picture, and then click each option in turn, observing the effect on the picture. Finish by clicking **Teeter** under **Moderate**, and then clicking **OK**.

On the slide, the numbers 6 and 7 now appear to the left of the picture.



9. With animation 7 (the second animation of Picture 1) selected in the **Custom Animation** task pane, click the **Re-Order Up** button twice to place this animation in position 2.



Re-Order Up

The original animation of Picture 1 now appears in position 7.

10. Click animation 7 (the original animation of Picture 1), and then click the **Re-Order Up** button once to place the animation in position 3.

On the slide, the numbers adjacent to the bullet points indicate that their animations will now occur after those of the picture.

11. In the **Custom Animation** task pane, click the **Expand Contents** bar below the four animations.

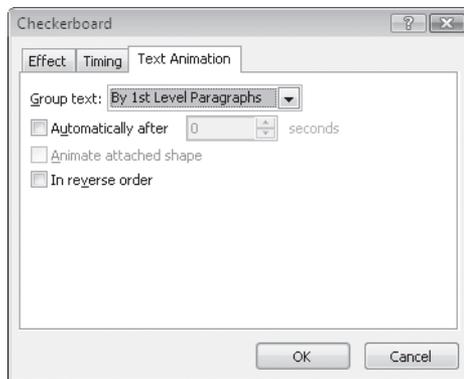
The animation list expands to show the other bullet points and subpoints in the list. (These were hidden because they have the same animation applied to them as the first bullet point.)

12. In the animation list, click **What's in a name**, click the arrow that appears, and then click **Effect Options**.

The Checkerboard dialog box appears because you applied the Checkerboard effect to the bulleted list in Step 6.

13. In the **Checkerboard** dialog box, click the **Text Animation** tab.

You can use the options on this tab to change the order of the animation.



14. In the dialog box, click the **Group text** arrow, and in the list, click **By 2nd level paragraphs**. Then click **OK**.

Both on the slide and in the Custom Animation task pane, the subpoints under *What's in a name* now have consecutive numbers, indicating that they will appear one after the other.

15. In the task pane, click **Play**, and watch as PowerPoint builds the slide.
16. In the task pane, click animation 1, click **Change**, point to **Entrance**, and then click **Checkerboard**.

**Tip** Animations can get tiresome if you use too many effects in a single presentation. You will usually want to apply only one effect or set of effects to each type of element on a slide.

17. In the task pane, with animation 1 still selected, under **Modify: Checkerboard**, click the **Speed** arrow, and then in the list, click **Medium**.

PowerPoint demonstrates the new speed on the slide.

18. With animation 1 still selected, click its arrow, and then click **Effect Options**.

The Checkerboard dialog box opens.



19. On the **Effect** tab, under **Enhancements**, click the **Sound** arrow, and in the list, click **Voltage**.
20. Click the **After animation** arrow, and in the palette, click the orange box.
21. Click the **Animate text** arrow, and in the list, click **By letter**. Then click **OK**.

PowerPoint demonstrates the effects of your changes on the slide.

22. At the bottom of the **Custom Animation** task pane, click **Slide Show**, and then click the mouse button after each element of slide 3 appears, until all the elements are visible.
23. Press the **Esc** key to return to Normal view, and then close the **Custom Animation** task pane.



**CLOSE** the *01\_Animation* presentation without saving your changes.

**Tip** As an alternative to clicking the mouse button to build slides, you can have PowerPoint build the slide for you. For each animation, under Modify in the Custom Animation task pane, click the Start arrow, and in the list, click After Previous. PowerPoint will then implement each animation in turn. To control the speed of the implementation of each animation, you can click Effect Options, and then on the Timing tab of the dialog box that opens, you can set Delay, Speed, and Repeat options.

## Adding Transition Effects

As you work your way through the slides in an electronic presentation, you can avoid the abrupt break between one slide and the next by employing *transitions* that control the way successive slides move into view. Transitions include such effects as sliding in, dissolving in from the outer edges or the center, and opening like a vertical blind.

Each slide can have only one transition. You set transitions in Normal view or Slide Sorter view, for one slide at a time, for a group of slides, or for an entire presentation. In addition to selecting the type of transition, you can specify the following:

- The sound
- The speed
- When the transition occurs

In this exercise, you will apply a transition to a single slide, apply the same transition to all the slides in the presentation, add sound to the transition, and then set the transition speed.



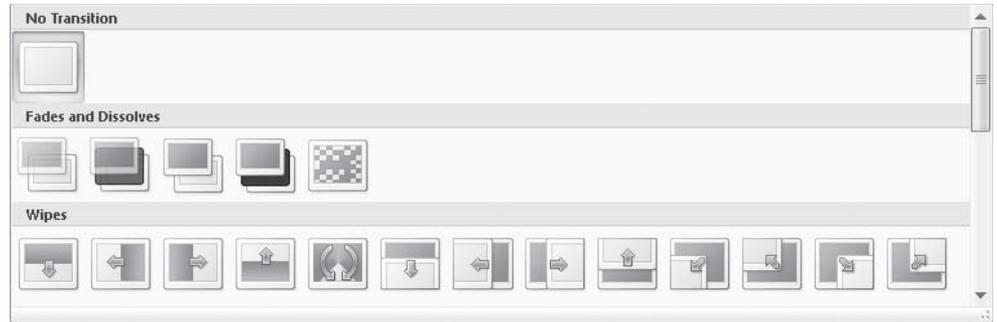
**USE** the *02\_Transition* presentation. This practice file is located in the *Chapter07* subfolder under *SBS\_PowerPoint2007*.

**OPEN** the *02\_Transition* presentation.



More

1. Display **Slide 2** in Normal view. Then on the **Animations** tab, in the **Transition to This Slide** group, click the **More** button.  
The Transition gallery opens.
2. In the lower-right corner of the gallery, point to the dotted handle, and when the pointer changes to a two-headed arrow, drag up until you can see a single row of the Wipes thumbnails that stretches almost to the right edge of the screen.  
By changing the shape of the gallery, you will have a better view of transition live previews on the slide.



3. In the gallery, point to various thumbnails to see the live preview of the transition, scrolling the gallery as necessary.
4. Under **Push and Cover**, click the third thumbnail from the end (**Cover Left-Up**). PowerPoint demonstrates the Cover Left-Up transition effect on Slide 2 and indicates that the transition has been applied by placing an animation symbol below the slide number on the Slides tab of the Overview pane. (There is no indication on the slide itself.)



5. In the **Transition to This Slide** group, click the **Apply To All** button.

An animation symbol appears below each slide number.

6. On the **Slides** tab, click the animation symbol below **Slide 4**.

The Slide pane turns black, and then PowerPoint demonstrates the Cover Left-Up transition to Slide 4, followed by the Fly In animation effect that was already applied to the picture on the slide.

7. Display **Slide 1**. In the **Transition to This Slide** group, click the **More** button, and then in the gallery, click the **No Transition** thumbnail.



Slide Show

8. On the **View** toolbar at the right end of the status bar, click the **Slide Show** button.

PowerPoint switches to Slide Show view and displays Slide 1.

9. Click the mouse button or press  to see the transitions of the first few slides of the presentation, and then press .



Slide Sorter

10. On the **View** toolbar, click the **Slide Sorter** button, and then change the **Zoom** percentage to **60%**.

11. In Slide Sorter view, click **Slide 2**, hold down the  key, and then click **Slide 16** to select all the slides that have transitions.



12. In the **Transition to This Slide** group, click the **Transition Sound** arrow, and then click **Wind**.

**Tip** If you want to associate a sound file of your own with a slide transition, click Other Sound at the bottom of the Transition Sound list. Then in the Add Sound dialog box, find and select the sound file you want to use, and click Open.

Fast

- 13.** In the **Transition to This Slide** group, click the **Transition Speed** arrow, and then click **Slow**.

PowerPoint demonstrates the transition of each selected slide with the sound specified in Step 12.

- 14.** On the **View** toolbar, click the **Slide Show** button, and then click the mouse button to advance through the presentation, pressing  when you have finished viewing the transition effects.



**CLOSE** the *02\_Transition* presentation without saving your changes.

## Inserting, Playing, and Modifying Sounds

A PowerPoint presentation is usually created to convey a lot of information in a short time. That information can be in the form of text, graphics, charts, and tables, but it might also consist of audio content. In the previous topic, you added sound to a slide transition. You can also insert the following types of sounds:

- **Audio files.** You can insert an audio file—for example, a speech or interview—by clicking the Sound button in the Media Clips group on the Insert tab, and then selecting the file.
- **Sound clips.** The sound clips that ship with PowerPoint include applause and a phone ring. You insert a sound clip by clicking the Sound arrow in the Media Clips group on the Insert tab, and then clicking Sound From Clip Organizer to display the Clip Art task pane, where you can select the sound you want. If you are connected to the Internet, clicking the Clip Art On Office Online link in the task pane takes you to the Microsoft Office Online Clip Art and Media Web site, from which you can download hundreds of clip art images, photos, sounds, and movies.  
**See Also** For information about using the Clip Art task pane, see “Inserting and Modifying Clip Art Images” in Chapter 6, “Enhancing Slides with Graphics.”
- **CD audio tracks.** You can insert music tracks or other audio tracks from a CD into a slide. After inserting the CD in your CD-ROM drive, you click the Sound arrow in

the Media Clips group and then click Play CD Audio Track to display the Insert CD Audio dialog box. You then enter the starting and ending track numbers. You can specify that the selection be repeated, and you can set the volume. To play the tracks during a slide show, the CD must be in the CD-ROM drive.

- **Recorded sounds.** You can record a sound or narration and attach it to a slide, all from within PowerPoint.

**See Also** For information about recording sounds, see the sidebar “Recording a Narration” later in this chapter.

While inserting a sound, you can specify whether it should play automatically when the slide containing it appears or only when you click its icon. The sound object appears on the slide represented by an icon indicating the type of sound. You can change the appearance and size of the icon and move it to meet your needs.

When the sound object is selected, PowerPoint adds Format and Options contextual tabs to the Ribbon. You can format the icon representing the sound in much the same way that you would format a picture. You can adjust its size and position, as well as its volume, specify whether it is displayed on the slide, and how the sound is activated.

To play a sound, you must have a sound card and speakers installed. In Normal view, you can test the sound associated with a particular slide by double-clicking the sound icon, or by selecting the icon and clicking the Preview button in the Play group on the Options contextual tab. In Slide Show view, the sound plays either automatically or when you click its icon, depending on your specifications.

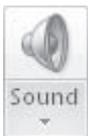
In this exercise, you will insert a sound clip and an audio file into a slide. You will adjust the position of the sound objects and make various other adjustments to their settings.



**USE** the *03\_Sounds* presentation and the *03\_Introduction* sound file. These practice files are located in the *Chapter07* subfolder under *SBS\_PowerPoint2007*.

**BE SURE TO** have a sound card and speakers installed on your computer for this exercise. (If you do not have this hardware, you can still follow the steps, but you won't be able to hear the sound.)

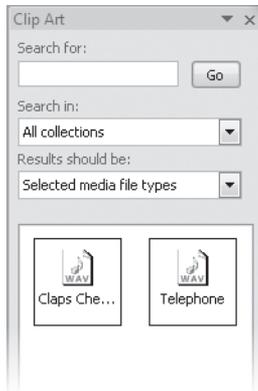
**OPEN** the *03\_Sounds* presentation.



1. Display **Slide 7** in Normal view. Then on the **Insert** tab, in the **Media Clips** group, click the **Sound** arrow, and then click **Sound from Clip Organizer**.

**Troubleshooting** If this is the first time you've used the Clip Organizer, a message box appears. You can include the media available from Microsoft Office Online in your searches by clicking Yes, or restrict searches to your own computer by clicking No.

The Clip Art task pane opens.



If you included Office Online, your task pane will display many more sound clips.

2. In the **Clip Art** task pane, click **Claps Cheers**. Then when a message box asks how you want to start the sound in the slide show, click **Automatically**.

A small speaker icon representing the sound object appears in the middle of the slide, surrounded by handles. It is hard to see the icon because it is on top of the picture.

3. Close the **Clip Art** task pane.
4. Drag the sound object to the lower-right corner of the slide. Then drag its upper-left handle up and to the left until the object is about an inch square.



5. Double-click the sound object to hear the sound.

The sound plays. Suppose you don't want the speaker icon to be visible during the presentation.

6. On the **Options** contextual tab, in the **Sound Options** group, select the **Hide During Show** check box.



Slide Show

7. On the **Slides** tab in the **Overview** pane, click **Slide 6**. Then on the **View** toolbar, click the **Slide Show** button.
8. When Slide 6 appears, click the mouse button to move to the next slide.  
PowerPoint plays the Claps Cheers sound clip as it displays Slide 7.
9. Press **[Esc]** to end the slide show, and then display **Slide 1** in Normal view.
10. On the **Insert** tab, in the **Media Clips** group, click the **Sound** button (not its arrow).  
The Insert Sound dialog box opens. This dialog box is very similar to other boxes you have already worked in.
11. Browse to your *Documents\MSP\SBS\_PowerPoint2007\Chapter07* folder, and double-click the *03\_Introduction* sound file. Then when a message box asks how you want to start the sound in the slide show, click **When Clicked**.  
A sound object appears in the center of the slide.
12. Drag the object to the lower-left corner, and increase its size to about 1 inch square.
13. On the **Format** contextual tab, in the **Picture Styles** group, click the **Picture Effects** button. Then point to **Glow**, and in the gallery, under **Glow Variations**, click the second thumbnail in the fourth row (**Accent color 2, 18 pt glow**).
14. Click away from the object to see the effect.  
The object is surrounded by a fuzzy colored halo.



15. With Slide 1 active, click the **Slide Show** button on the **View** toolbar.
16. On the first slide that appears, click the sound object to play the sound.
17. Press **[Esc]** to stop the slide show and return to Normal view.



**CLOSE** the *03\_Sounds* presentation without saving your changes.

## Recording a Narration

If you are creating a presentation that people will view on their own machines rather than at a speaker-led meeting, or if you are archiving a presentation and want to include the speaker's comments, you can add narration to a presentation. You might also want to record other sounds to attach to slides.

To record a sound, your computer must have a sound card and microphone. Here are the steps for recording a narration:

1. Open the presentation for which you want to record a narration, and then display the first slide.
2. On the **Insert** tab, in the **Media Clips** group, click the **Sound** arrow, and then click **Record Sound**.
3. In the **Record Sound** dialog box, enter a name for the recording in the **Name** box, and then click the **Play** button.
4. Discuss the points associated with the first slide, just as if you were giving the presentation to a live audience, and then click the **Stop** button.

To hear the recording, you can click the Play button. If you don't like what you hear, you can click Cancel and repeat Steps 2 through 4 to rerecord the speaker's comments.

5. If you are satisfied with the recording, click **OK**.

The recording appears on the slide as a sound object.

6. Repeat Steps 2 through 5 for all the slides.
7. Test the narration by running the presentation in Slide Show view.

The narration plays with the slide show.

If you are not satisfied with the narration for a particular slide, you can delete its sound icon just like any other object, and then record the narration again.

## Inserting, Playing, and Modifying Movies

Sometimes the best way to ensure that your audience understands your message is to show a movie, also known as a *video*. For example, if your company has developed a short advertising video, it makes more sense to include the video in a presentation about marketing plans than to try and describe it with bullet points or even still pictures. You can insert the following types of movies in slides:

- **Video clips.** You can insert a digital video that has been saved as a file in one of two ways: If a slide's layout includes a content placeholder, you can click the Insert Movie button in the placeholder. You can also click the Movie button in the Media Clips group on the Insert tab. Either way, the Insert Movie dialog box opens so that you can select the file. Before PowerPoint inserts the file, you specify whether the video should play automatically when the slide containing it appears or whether it should play only when you click it.
- **Animated clips.** PowerPoint comes with several *animated clips*, also known as animated GIFs. (GIF stands for Graphics Interchange Format.) You insert these animated objects by clicking the Movie arrow in the Media Clips group on the Insert tab, and then clicking Movie From Clip Organizer to display the Clip Art task pane, where you can select the clip you want. If you are connected to the Internet, clicking the Clip Art On Office Online link in the task pane takes you to the Microsoft Office Online Clip Art and Media Web site, from which you can download hundreds of clip art images, photos, sounds, and animated clips.

**See Also** For information about using the Clip Art task pane, see "Inserting and Modifying Clip Art Images" in Chapter 6, "Enhancing Slides with Graphics."

Both videos and animated clips appear on the slide as objects represented by icons that you can size and move to meet your needs. When you select an animated clip object, PowerPoint adds a Format contextual tab to the Ribbon so that you can adjust the way it looks on the slide. When you select a movie object, PowerPoint also adds an Options contextual tab so that you can adjust the object's size and position, its volume, how it is displayed on the slide, and how it is activated.

In Normal view, you can preview a video by double-clicking its icon or by clicking the Preview button in the Play group on the Options contextual tab. You can preview the action of an animated clip by clicking the arrow that appears when you select it in the Clip Art task pane and then clicking Preview/Properties. In Slide Show view, a video plays either automatically or when you click its icon, depending on your specifications, whereas an animated clip always plays automatically.

**Tip** You can find out the total playing time of the video in the Movie Options dialog box, which you display by clicking the Movie Options Dialog Box Launcher on the Options tab.

In this exercise, you will insert a video file as an object on a slide, preview the video, and then modify its settings.



**USE** the *04\_Movies* presentation and the *04\_HouseHome* movie file. These practice files are located in the *Chapter07* subfolder under *SBS\_PowerPoint2007*.

**OPEN** the *04\_Movies* presentation.



Insert Media Clip

1. Display **Slide 3** in Normal view. Then in the content placeholder, click the **Insert Media Clip** button.
2. In the **Insert Movie** dialog box, browse to your *Documents\MSP\SBS\_PowerPoint2007\Chapter07* folder, and double-click the *04\_HouseHome* file. Then when a message box asks how you want the video to start, click **When Clicked**. The video is inserted as an object in the middle of Slide 3.
3. Resize the video object until it occupies most of the area below the slide title and is aligned with the left end of the title.



4. On the **Options** contextual tab, in the **Play** group, click the **Preview** button to play the video in Normal view.
5. Switch to Slide Show view, and then in the displayed slide, click the video object. The video starts to play.
6. Click the video object once to pause the video, and again to resume playing the video. When the video finishes, press the **Esc** key to return to Normal view.

7. With the video object still selected, in the **Movie Options** group on the **Options** contextual tab, select the **Loop Until Stopped** check box.  
Now the movie will play repeatedly until you stop it.
8. Double-click the video object. After the video starts a second time, click the video object to stop the movie.
9. In the **Movie Options** group, click the **Play Movie** arrow, and then in the list, click **Automatically**.  
The video will now begin playing as soon as Slide 3 is displayed.
10. Preview the movie in both Normal view and Slide Show view to see the effects of your changes.



**CLOSE** the *04\_Movies* presentation without saving your changes, and if you are not moving directly on to the next chapter, quit PowerPoint.

## Key Points

- Animated text and graphics add interest to your slides. You decide how and when the animation occurs.
- Avoid abrupt transitions by having one slide smoothly replace another. You can control the transition type, its speed, and when it takes place.
- Audio and video clips can convey information or simply add interest. Use sounds and animated clips that come with PowerPoint, or supply your own audio and video files.
- After you insert an audio or video object, you can change the way it plays by modifying the animation or action settings.