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Joyce Cox and Joan Lambert



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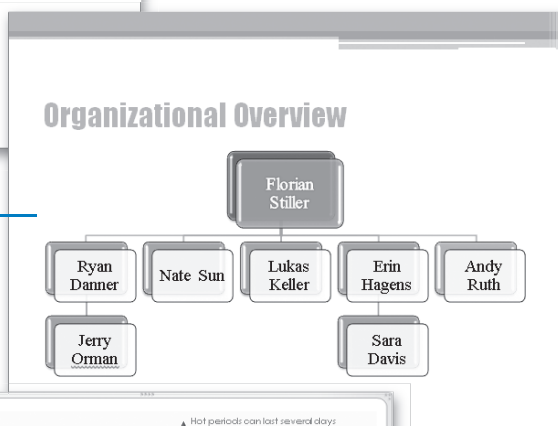
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Chapter at a Glance

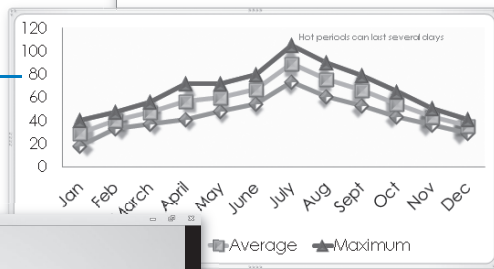


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8 Fine-Tune Visual Elements

In this chapter, you will learn how to

- ✓ Edit pictures.
 - ✓ Customize diagrams.
 - ✓ Format charts.
 - ✓ Arrange graphics.
-

In Chapter 5, “Add Simple Visual Enhancements,” you were introduced to the primary ways you can use graphic elements to convey information or dress up your slides. You inserted pictures and clip art images, created a diagram, plotted data in a chart, drew shapes, and eased the transition from one slide to another with a graphic effect. These simple techniques might be all you need to enhance your presentations. But if you need to manipulate graphic elements to produce more dramatic effects, you can push the Microsoft Office PowerPoint 2010 capabilities further to get just the result you are looking for.

In this chapter, you’ll create a photo album and insert and manipulate photographs. Next, you’ll manipulate shapes to customize an organization chart. Then you’ll format a chart and save it as a template. Finally, you’ll use various techniques to arrange graphics.

Practice Files Before you can complete the exercises in this chapter, you need to copy the book’s practice files to your computer. The practice files you’ll use to complete the exercises in this chapter are in the Chapter08 practice file folder. A complete list of practice files is provided in “Using the Practice Files” at the beginning of this book.

Editing Pictures

From time to time in this book, we have alluded to the modern trend away from slides with bullet points and toward presentations that include more graphics. Successful presenters have learned that most people can't listen to a presentation while they are reading slides. So these presenters make sure most of their slides display graphics that represent the point they are making, giving the audience something to look at while they focus on what is being said.

PowerPoint 2010 gives you the tools you need to create graphic-intensive rather than text-intensive presentations. When you want to display a dynamic array of pictures in a presentation, you can use a photo album template to do the initial layout and then customize the album by adding frames of different shapes, as well as captions.

Tip To integrate the slide layouts from a photo album template into a more traditional presentation, create the photo album and then import its slides into the other presentation by clicking **Reuse Slides** at the bottom of the **New Slide** gallery. For information about reusing slides, see "Adding Slides with Ready-Made Content" in Chapter 2, "Work with Slides."

After you insert any picture into a presentation, you can modify it by using the buttons on the **Format** tab that is displayed on the ribbon only when the graphic is selected. For example, you can do the following:

- Remove the background by clicking the **Remove Background** button and then designating either the areas you want to keep or those you want to remove.
- Sharpen or soften the picture, or change its brightness or contrast, by choosing the effect you want from the **Corrections** gallery.
- Enhance the picture's color by making a selection from the **Color** gallery.
- Make one of the picture's colors transparent by clicking **Set Transparent Color** at the bottom of the gallery and then selecting the color.
- Choose an effect, such as **Pencil Sketch** or **Paint Strokes**, from the **Artistic Effects** gallery.
- Apply effects such as shadows, reflections, and borders, or apply combinations of these effects by choosing a predefined style from the **Picture Styles** gallery.
- Add a border consisting of one or more solid or dashed lines of whatever width and color you choose.
- Rotate the picture to any angle, either by dragging the green rotating handle or by clicking the **Rotate** button and then choosing a rotating or flipping option.
- Crop away the parts of the picture that you don't want to show on the slide. (The picture itself is not altered—parts of it are simply covered up.)

- Minimize the presentation's file size by clicking the Compress Pictures button and then choosing where or how the presentation will be viewed—for example, on the Web or printed—to determine the optimum resolution. You can also delete cropped areas of a picture to reduce file size.

In this exercise, you'll create a photo album displaying pictures of native plants. You'll crop, resize, remove the background, apply an artistic effect, and add captions. You'll also reuse a slide from another photo album, and apply a theme.



SET UP You need the **NativePlant1** through **NativePlant8** photographs and the **PhotoAlbumTitleSlide** presentation located in your **Chapter08** practice file folder to complete this exercise. Open a blank presentation, and then follow the steps.



1. On the **Insert** tab, in the **Images** group, click the **Photo Album** button.

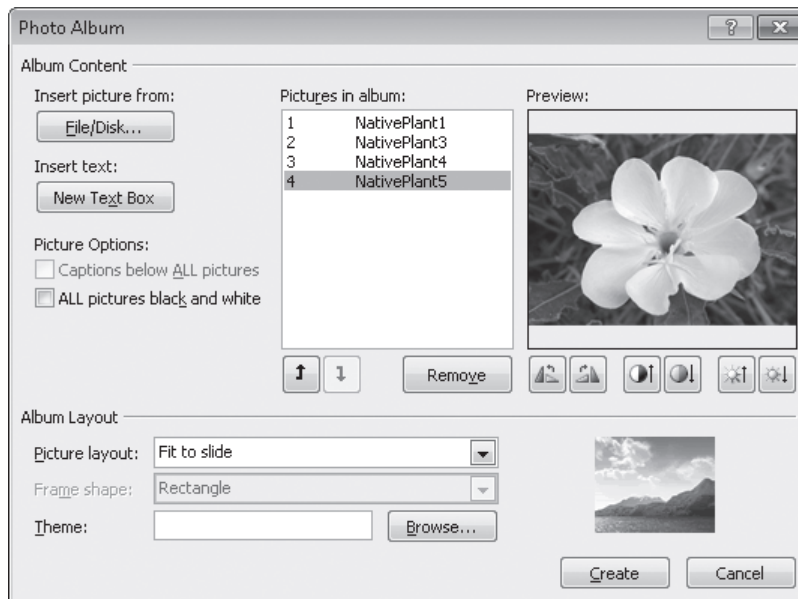
The Photo Album dialog box opens.

2. Under **Insert picture from**, click **File/Disk**.

The Insert New Pictures dialog box opens.

3. Navigate to your **Chapter08** practice file folder, click **NativePlant1**, hold down the Ctrl key, and click **NativePlant3** through **NativePlant5**. Then click **Insert**.

The Photo Album dialog box now has four graphics files listed in the Pictures In Album list.



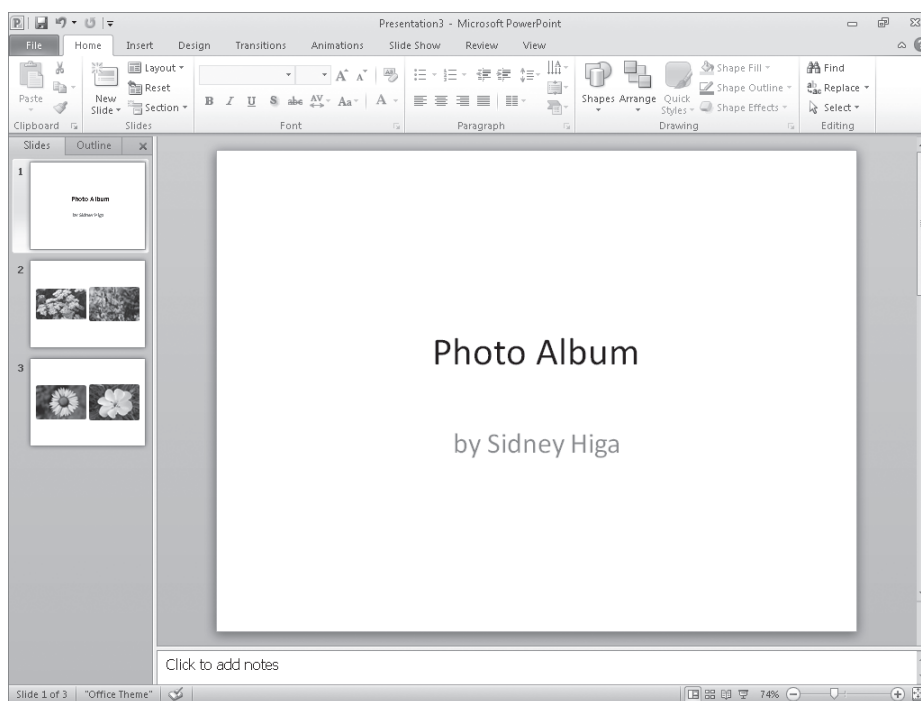
You can click each picture in turn to view it in the Preview box.

4. In the **Pictures in album** list, click **NativePlant4**, and then click the **Move Up** button to make it the second picture in the list.
5. Preview the pictures in turn, and then click the **Contrast** and **Brightness** buttons as necessary to give the four photographs a more even tone.

You could also adjust the rotation of a picture, but in this case, that is not necessary.

6. In the **Album Layout** area, display the **Picture layout** list, and click **2 pictures**.
7. Display the **Frame shape** list, click **Rounded Rectangle**. Then click **Create**.

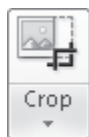
PowerPoint creates a presentation called *Photo Album* that contains a title slide and two slides each containing two pictures.



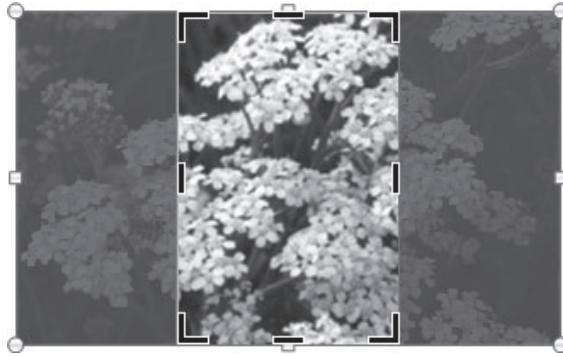
On the title slide, PowerPoint inserts the user name stored in the PowerPoint Options dialog box.

Troubleshooting The appearance of buttons and groups on the ribbon changes depending on the width of the program window. For information about changing the appearance of the ribbon to match our screen images, see “Modifying the Display of the Ribbon” at the beginning of this book.

8. Save the presentation as **My Photo Album**.
9. Display **Slide 2**, and click the photo on the left. Then on the **Format** contextual tab, in the **Size** group, click the **Crop** arrow. In the list, point to **Aspect Ratio**, and then under **Portrait**, click **2:3**.



PowerPoint crops away parts of the picture, leaving a centered “window” over the photo, sized to the proportions you specified.



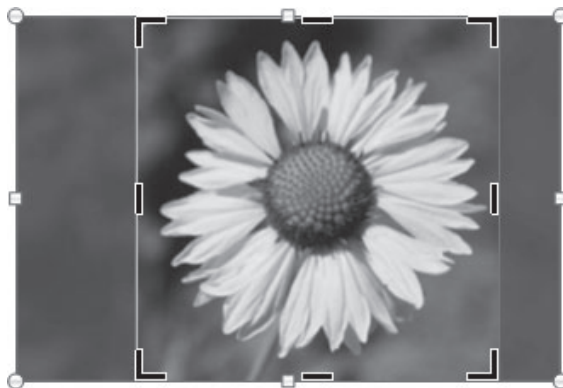
Cropping handles surround the active area so that if you want, you can adjust the cropped areas.

10. Click the photo on the right, and then repeat the cropping process in step 9.
11. In turn, select each photo, and drag the upper-left and bottom-right corner handles until the photos occupy the majority of the space on the slide.

Tip When sizing the photo on the right, release the mouse button when the dotted guide appears, letting you know that the photo is aligned with the photo on the left.

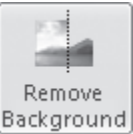
12. Display slide 3, and crop the photo on the left to **Square, 1:1**. Then point inside the crop window, and drag to the left until the cropping window is centered on the flower.

PowerPoint maintains the size of the crop window but moves the photo under the window to the left.

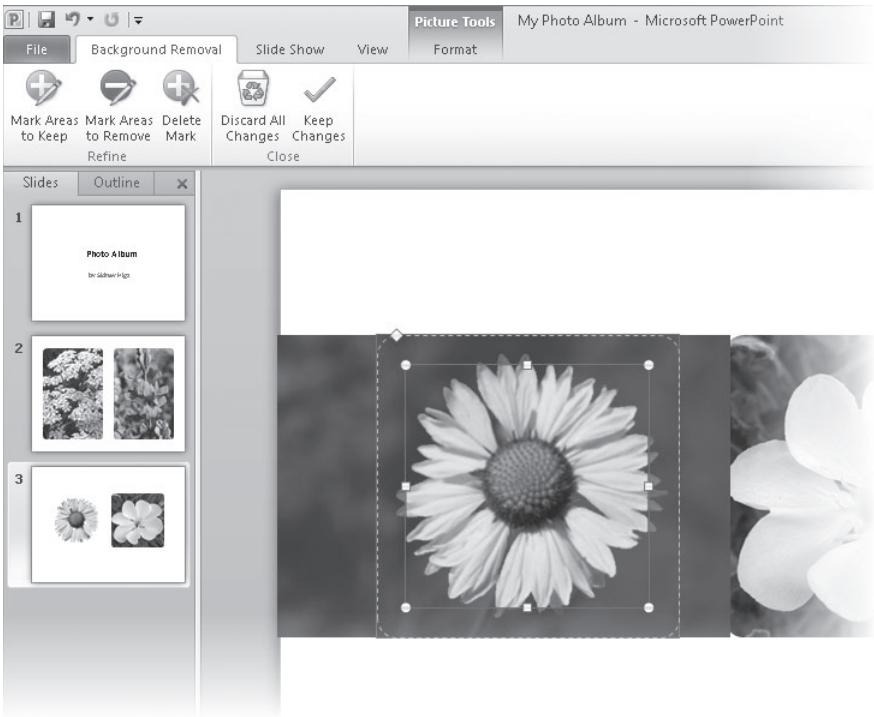


The image of the flower is centered in the crop window.

- 13. Click the photo on the right, and in the **Size** group, use the down arrow to reduce the height to **3"**. Then crop the photo to **Square, 1:1**, adjusting the crop window so that all of the flower is showing.
- 14. Enlarge and align the photos so that they occupy the entire width of the slide.
- 15. Click the left photo, and in the **Adjust** group, click the **Remove Background** button.

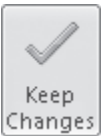


The Background Removal contextual tab appears, and PowerPoint marks the areas of the photo that will be removed.



The thumbnail on the Slides tab shows what the flower will look like after its background is removed.

- 16. Drag the handles on the frame surrounding the flower until the entire flower is visible within the frame. Then in the **Close** group, click the **Keep Changes** button.
- 17. Repeat steps 15 and 16 to remove the background of the photo on the right. Then click a blank area of the slide.

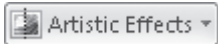


The background is removed from both flower photos.

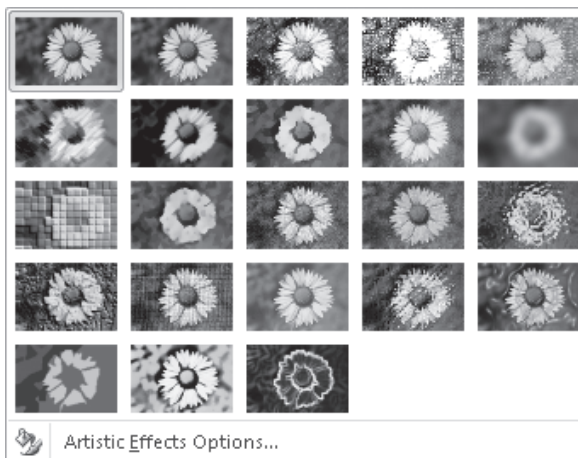


The flowers stand out vividly against the plain slide background.

18. Click the photo on the left, and then on the **Format** tab, in the **Adjust** group, click the **Artistic Effects** button.



The Artistic Effects gallery appears.



You can choose from a wide variety of effects in this gallery.

19. Point to each thumbnail in turn to see a live preview of the photo with the effect applied. Then click the third thumbnail in the second row (**Paint Brush**).
20. Repeat steps 18 and 19 for the photo on the right.

The two photos now resemble paintings.



21. On the **Insert** tab, in the **Images** group, click the **Photo Album** arrow, and then click **Edit Photo Album**.

The Edit Photo Album dialog box opens. This dialog box is the same as the Photo Album dialog box. With it, you can make changes to an existing photo album.

22. In the dialog box, under **Picture Options**, select the **Captions below ALL pictures** check box, and then click **Update**.
23. Replace the file names below each photograph with the following captions:

NativePlant1 **Achillea**

NativePlant4 **Hedysarum**

NativePlant3 **Gaillardia**

NativePlant5 **Oenothera**



24. Click slide **1**, and on the **Home** tab, in the **Slides** group, click the **New Slide** arrow, and at the bottom of the gallery, click **Reuse Slides**.

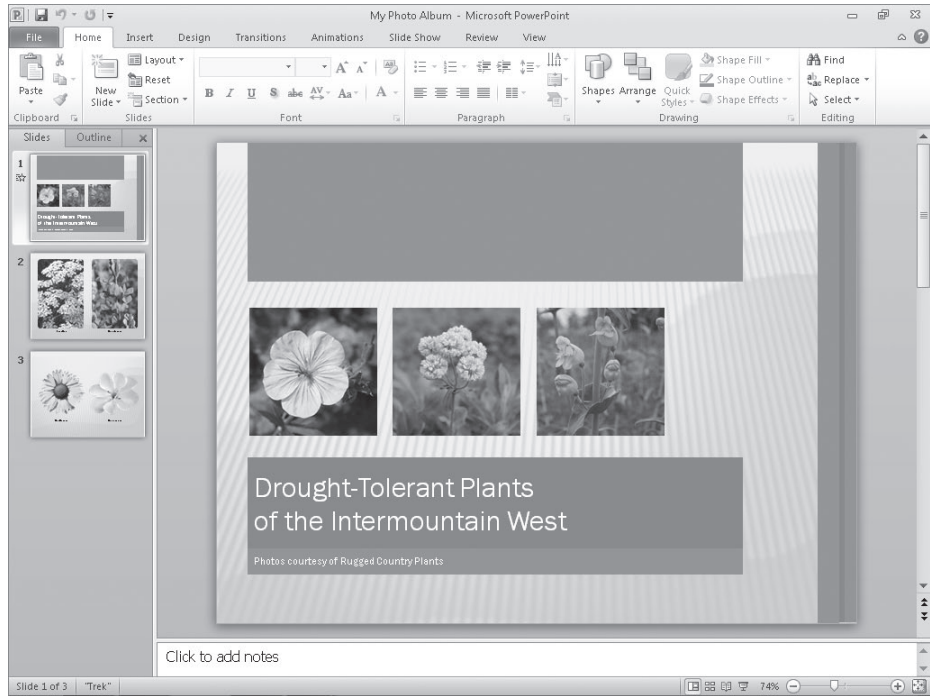
The Reuse Slides task pane opens.

25. In the **Reuse Slides** task pane, click **Browse**, and click **Browse File**. Then browse to your **Chapter08** practice file folder, and double-click the **PhotoAlbumTitleSlide** presentation.

This presentation contains one slide that was based on a slide in the Contemporary Photo Album template available under the Sample Templates on the New page of the Backstage view.

26. In the **Reuse Slides** task pane, click **Slide 1** to insert it after the title slide of the My Photo Album presentation. Then close the task pane.
27. Delete the blank title slide. Then on the **Design** tab, in the **Themes** group, display the **Themes** gallery, and select a theme that showcases the photos.

We chose the Trek theme.



Careful theme selection can pull an entire presentation together.

✖ CLEAN UP Save the My Photo Album presentation, and then close it.

Customizing Diagrams

We've already told you how to use SmartArt to create a diagram, and we've shown you how to move and size it and apply simple formatting. But many diagrams involve different levels of information and benefit from more sophisticated formatting techniques. After you create a basic diagram, you can customize it at any time by clicking it and then using the commands on the Design and Format contextual tabs.

You can use the commands on the Design contextual tab to make changes such as the following:

- Add and change the hierarchy of shapes.

Tip You can remove a shape by selecting it and then pressing the Delete key. You can also rearrange shapes by dragging them.

- Switch to a different layout of the same type or a different type.

Tip If some of the text in the original diagram doesn't fit in the new layout, that text is not shown, but it is retained so that you don't have to retype it if you change the layout again.

You can use the buttons on the Format contextual tab to customize individual shapes in the following ways:

- Change an individual shape—for example, change a square to a star to make it stand out.
- Apply a built-in Shape Style.
- Change the color, outline, or effect of a selected shape.

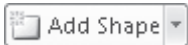
Tip If you customize a diagram and then decide you preferred the original version, you can revert to the original by clicking the Reset Graphic button in the Reset group on the Design contextual tab.

In this exercise, you'll customize an organization chart by adding subordinate shapes. You'll change the layout of the chart as a whole and then change the color, size, and text of individual shapes.



SET UP You need the **ReorganizationMeeting_start** presentation located in your **Chapter08** practice file folder to complete this exercise. Open the **Reorganization-Meeting_start** presentation, and save it as **ReorganizationMeeting**. Then follow the steps.

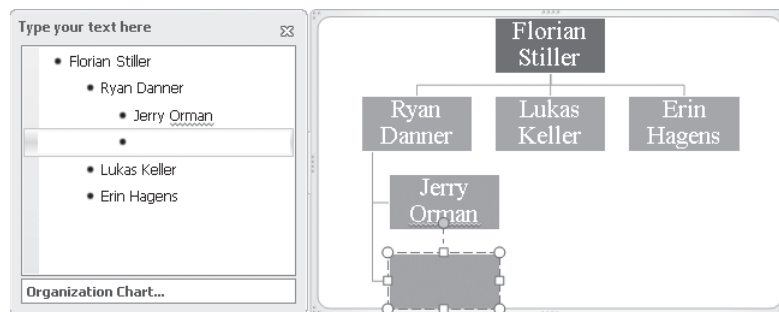
1. Display slide **5**, click the diagram to activate it, and then select the **Ryan Danner** shape for manipulation.
2. On the **Design** contextual tab, in the **Create Graphic** group, click the **Add Shape** arrow, and then click **Add Shape Below**.



PowerPoint adds a shape to the organization chart.

3. Open the **Text** pane, click to the right of the bullet symbol, type **Jerry Orman**, and press Enter.

PowerPoint adds a duplicate shape at the same level in the hierarchy.



The colors of the shapes in the diagram reflect the theme color scheme

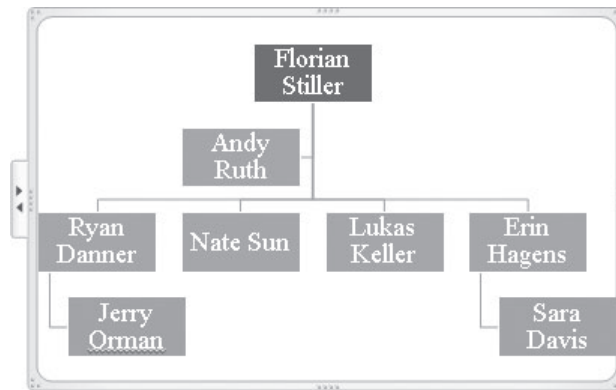
Troubleshooting Our instructions assume you are entering text in the Text pane. Typing and pressing Enter in a diagram shape enters a new paragraph in the same shape instead of creating a new shape.

4. Type **Nate Sun**.
5. In the **Text** pane, click to the right of **Erin Hagens**, press Enter, press Tab, and then type **Sarah Davis**.

The new shape is a subordinate of Erin Hagens.

6. In the diagram, select the **Florian Stiller** shape for manipulation, click the **Add Shape** arrow in the **Create Graphic** group, and then click **Add Assistant**.
7. In the **Text** pane, click to the right of the arrow bullet symbol, and type **Andy Ruth**. Then close the **Text** pane.
8. In the diagram, select the **Nate Sun** shape for manipulation, and then in the **Create Graphic** group, click the **Promote** button.

The selected shape moves up one level in the hierarchy.



Nate Sun is now a peer of his former manager.

Troubleshooting Don't worry if your chart still shows the box and handles in the former location of the Nate Sun shape. It will disappear when you work on a different shape.

9. Drag the handles around the frame of the diagram until it fills the available space on the slide.
10. On the **Design** contextual tab, display the **Layouts** gallery, and point to each thumbnail in turn to see a live preview of the various layout options for an organization chart. Then click the second thumbnail in the second row (**Hierarchy**).
Tip Some of the new PowerPoint 2010 layouts allow you to insert pictures of people as well as their names.
11. Display the **SmartArt Styles** gallery, and after previewing the available styles, under **3-D**, click the last thumbnail in the first row (**Cartoon**).



12. Andy Ruth is an assistant, not a manager, so select his background shape, and on the **Format** tab, in the **Shape Styles** group, click the **Shape Fill** arrow. Then under **Theme Colors** in the palette that appears, click the tan box (**Tan, Text 2**).



13. Click the **Florian Stiller** shape (not the text), and then in the **Shapes** group, click the **Larger** button three times.

Troubleshooting Be sure to click the border of the shape. Otherwise, you will select the text for editing instead of the shape itself.

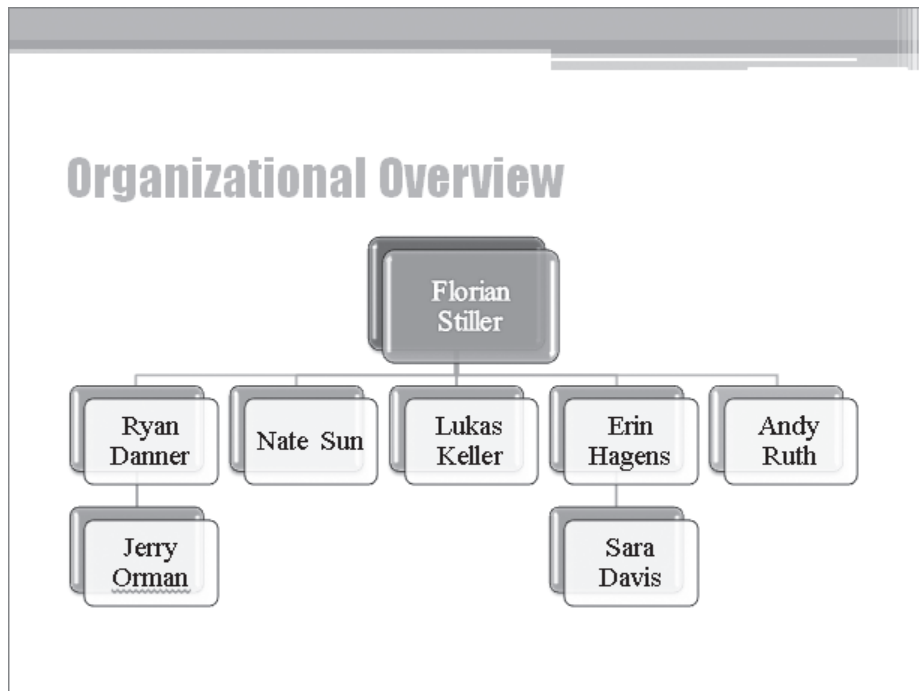
The background shape grows with the selected shape.

14. In the **Shape Styles** group, click the **Shape Fill** arrow, and then in the palette, click the third box in the fifth column (**Gray-50%, Accent 1, Lighter 40%**).
15. Display the **WordArt Styles** gallery, explore the options, and then click the third thumbnail in the first row (**Fill – White, Drop Shadow**).

The text in the shape is now a contrasting color.

16. Click outside the diagram frame.

You can now see the final result.



The number of employees that you want to include in an organization chart often determines which layout you choose.



CLEAN UP Save the **ReorganizationMeeting** presentation, and then close it.

Formatting Charts

You already know how to plot data in simple charts and how to edit that data in the associated Microsoft Excel worksheet. Often, you will need nothing more than these basic techniques to be able to convey your numeric data in a visual format. However, for those times when you need more than a basic chart, PowerPoint provides formatting capabilities that enable you to produce just the effect you want.

If you decide that the type of chart you selected doesn't adequately depict the most important characteristics of your data, you can change the type at any time. There are 11 chart types, each with two-dimensional and three-dimensional variations, and you can customize each aspect of each variation. Common chart types include the following:

- **Column charts** Used to show how values change over time.
- **Bar charts** Used to show the values of several items at one point in time.
- **Line graphs** Used to show erratic changes in values over time.
- **Pie charts** Used to show how parts relate to the whole.

If you don't want to spend a lot of time on a chart, you can apply the predefined combinations of formatting from the Chart Layouts and Chart Styles groups on the Design contextual tab to create sophisticated charts with a minimum of effort. However, if you want more control over the appearance of your chart, you can use the options on the Layout and Format contextual tabs. It is worth exploring these options so that you know how to do the following:


- Add shapes and pictures.
- Format individual elements such as titles, axes, data labels, and gridlines.
- Add trend lines, bars, and other lines.
- Customize the walls and floor or otherwise manipulate a three-dimensional chart.
- Customize the look of shapes.
- Add and format fancy text (WordArt).
- Arrange objects precisely.
- Precisely control the overall size of the chart.

You can double-click almost any chart object to change its attributes. For example, you can double-click an axis to display the Format Axis dialog box, where you can change the scale, tick marks, label position, line style, and other aspects of the axis. If you have trouble double-clicking some of the smaller chart elements, you can select the element you want to format from the Chart Elements list in the Current Selection group on the

Format tab, and then click the Format Selection button in the same group to display the Format dialog box for the selection.

If you make extensive modifications, you might want to save the customized chart as a template so that you can use it for plotting similar data in the future without having to repeat all the changes.

In this exercise, you'll modify the appearance of a chart by changing its chart type and style. You'll change the color of the plot area and the color of two data series. You'll then hide gridlines and change the layout to display titles and a datasheet. After adding an annotation in a text box, you'll save the chart as a template.

 **SET UP** You need the *LandscapingChart_start* presentation located in your *Chapter08 practice file folder* to complete this exercise. Open the *LandscapingChart_start* presentation, and save it as *LandscapingChart*. Then follow the steps.

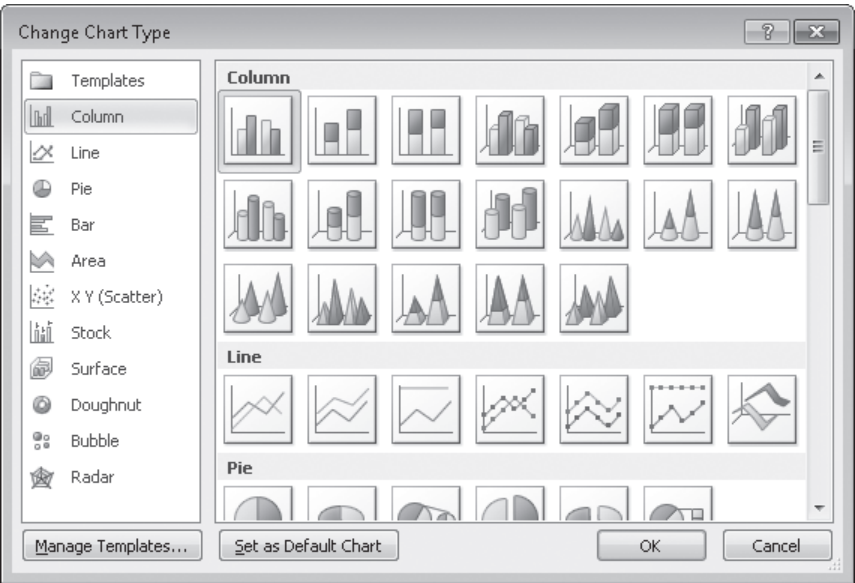
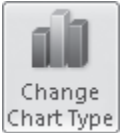
1. Display slide **14**, and click the blank area above the chart legend to activate the chart without selecting any of its elements.

Troubleshooting Be sure to click a blank area inside the chart frame. Clicking any of its elements will activate that element, not the chart as a whole.

PowerPoint displays the Design, Layout, and Format contextual tabs.

2. On the **Design** contextual tab, in the **Type** group, click the **Change Chart Type** button.

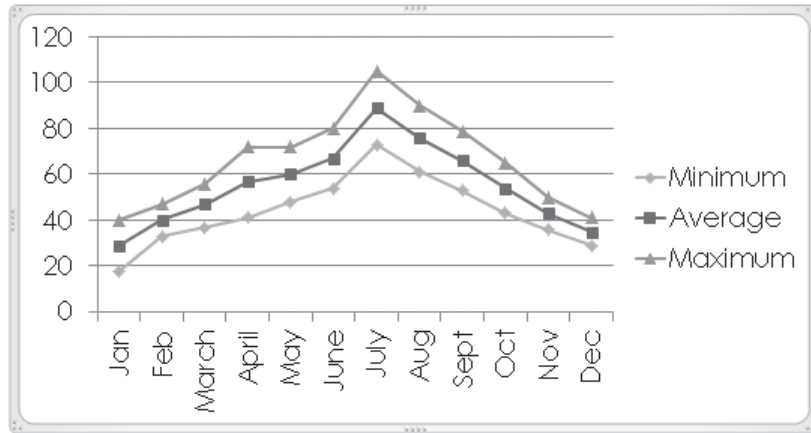
The Change Chart Type dialog box opens.



Each chart category provides several different design options.

3. In the gallery on the right, under **Line**, double-click the fourth thumbnail (**Line with Markers**).

The column chart changes to a line chart, which depicts data by using colored lines instead of columns.

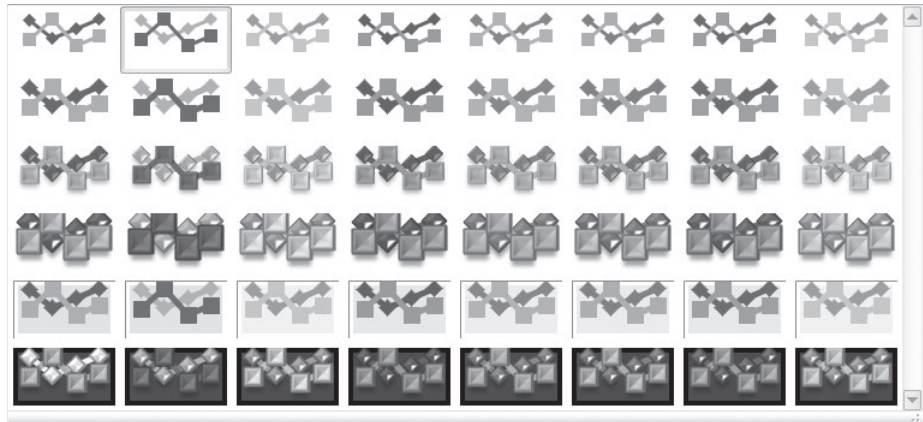


The temperature data plotted as a line chart.



4. In the **Chart Styles** group, click the **More** button.

The Chart Styles gallery appears.



You can quickly switch to a different color scheme or data marker style.

5. In the gallery, click the last thumbnail in the fourth row (**Style 32**).
The lines are now thicker, and the data markers are three-dimensional.

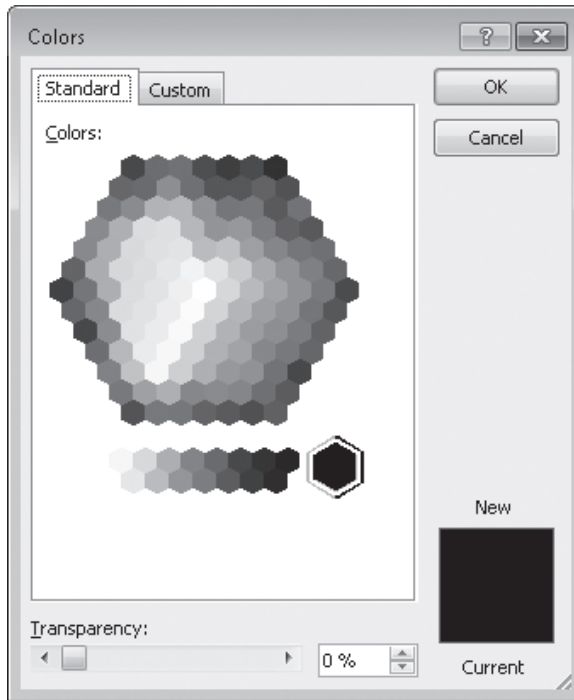
6. Move the pointer over the chart, and when a ScreenTip indicates you are pointing to the plot area, click to select it.

The plot area is the area between the axes that contains the data markers.



7. On the **Format** contextual tab, in the **Shape Styles** group, click the **Shape Fill** arrow, and then in the list, click **More Fill Colors**.

The Colors dialog box opens.



When none of the theme or standard colors meets your needs, you can pick a color in the Colors dialog box.

8. On the **Standard** page, click the pale yellow below and to the left of the center, and then click **OK**.

The plot area is now a pale yellow shade to distinguish it from the rest of the chart.

Tip To change several aspects of the plot area, right-click the area and then click **Format Plot Area** to open the Format Plot Area dialog box. You can then change the fill, border, shadow, and 3-D format in one location.

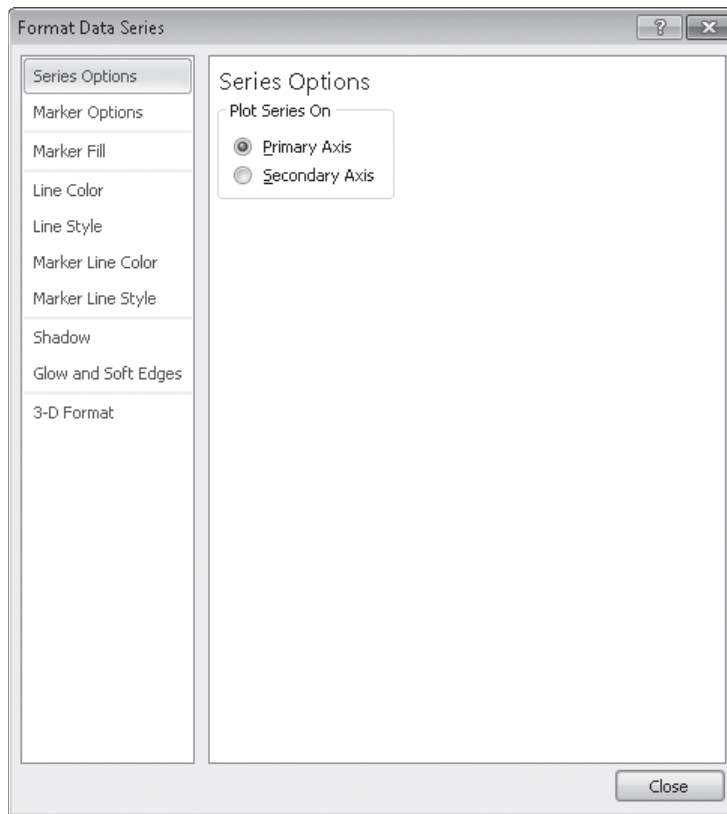
9. At the top of the **Current Selection** group, click the **Chart Elements** arrow, and then in the list, click **Series "Maximum"**.

Tip If you have trouble selecting an element of the chart by clicking it, you can choose it from the **Chart Elements** list.

An outline appears around the data points of the selected series.

10. In the **Current Selection** group, click the **Format Selection** button.

The **Format Data Series** dialog box opens.



You can change several aspects of the selected data series in this dialog box.

11. In the left pane, click **Marker Fill**, and on the **Marker Fill** page, click **Solid Fill**. In the **Fill Color** area, click the **Color** button, and under **Standard Colors**, click the first box (**Dark Red**).
12. In the left pane, click **Line Color**. Then on the **Line Color** page, click **Solid line**, and change the color to the same dark red.

13. Repeat step 12 for the marker line color, and then click **Close**.

The Maximum data series is now represented by the dark red color.



14. On the **Layout** tab, in the **Axes** group, click the **Gridlines** button, point to **Primary Horizontal Gridlines**, and then click **None** to remove the horizontal gridlines from the chart.

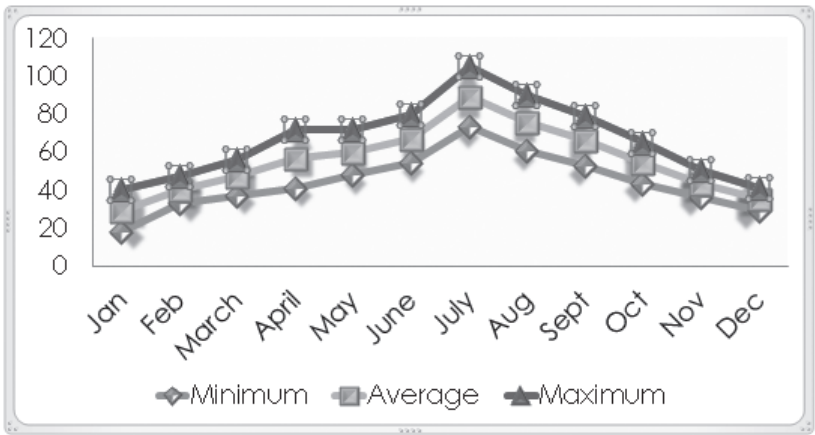
15. On the **Design** contextual tab, in the **Chart Layouts** group, click the **More** button. The Chart Layouts gallery appears.



You can quickly change the layout of the chart by selecting one of the predefined options.

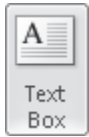
16. In the gallery, click the first thumbnail in the second row (**Layout 4**).

The legend now appears below the chart.



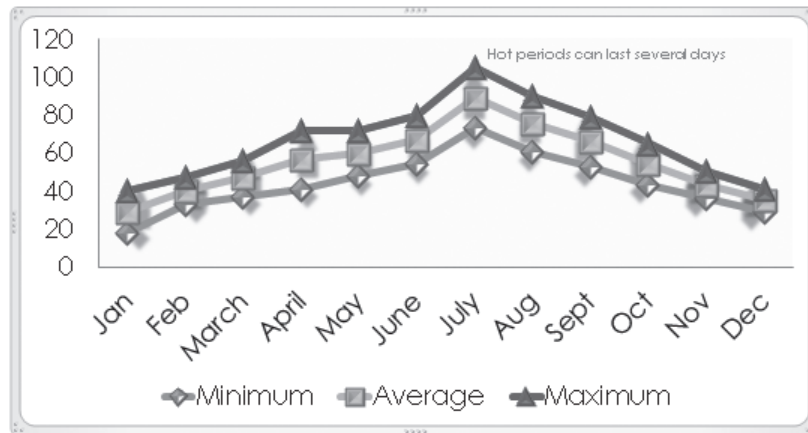
The plot area has expanded to occupy the area vacated by the legend.

Tip When you don't have a lot of data, choosing a layout that includes a datasheet—a table with all the values plotted in the chart—can clarify without adding clutter. In this case, we have too much data to add a datasheet.

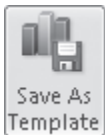


17. On the **Layout** contextual tab, in the **Insert** group, click the **Text Box** button.
18. Point below the chart title and above the July maximum temperature, and then drag diagonally down and to the right until the text box stretches as far as the December data.
19. Type **Hot periods can last several days**. Then select the text, and on the **Home** tab, in the **Font** group, change the size to **10** points and the color to **Red**.
20. Click a blank area within the chart frame to release the text box selection.

You can now see the results.



The annotated chart.



21. On the **Design** contextual tab, in the **Type** group, click the **Save As Template** button.

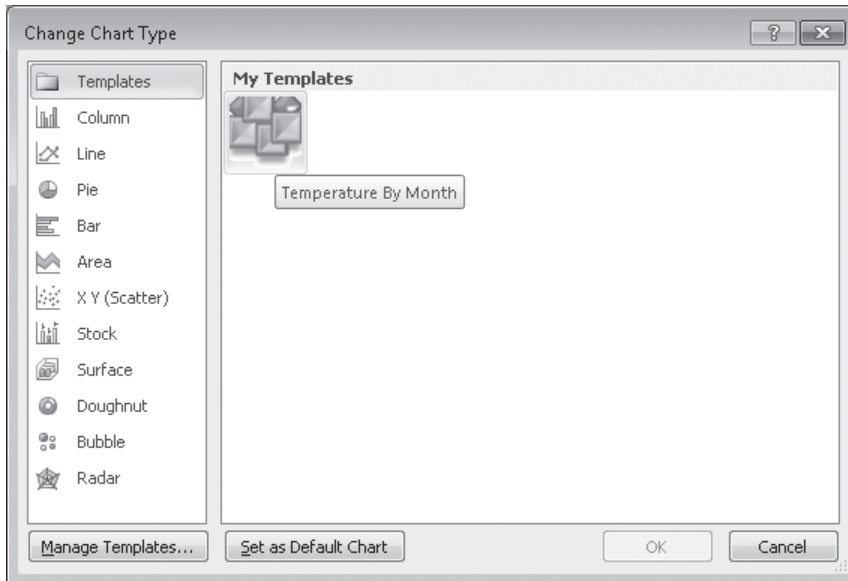
The Save Chart Template dialog box opens and displays the contents of your Charts folder, which is a subfolder of your Templates folder.

Troubleshooting If the **Charts** folder does not appear in the **Address** bar, navigate to the **AppData\Roaming\Microsoft\Templates\Charts** folder under your user profile.

22. With the **Charts** folder displayed in the **Address** bar, type **Temperature By Month** in the **File name** box, and then click **Save**.

23. In the **Type** group, click the **Change Chart Type** button, and then in the left pane of the **Change Chart Type** dialog box, click **Templates**. Then point to the icon under **My Templates** in the left pane.

A ScreenTip identifies this template as the one you just created.



In the future, you can click the custom template to create a chart with the same layout and formatting.

Tip To delete a custom chart template, click **Manage Templates** in the lower-left corner of the **Change Chart Type** dialog box, and then when Windows Explorer opens with your **Charts** folder displayed, right-click the template and click **Delete**. Confirm that you want to delete the template by clicking **Yes**, close Windows Explorer, and then close the **Change Chart Type** dialog box.

24. Click **Cancel** to close the dialog box.

✖ CLEAN UP If you don't want to keep the chart template, delete it by following the directions in the preceding tip. Then save and close the **LandscapingChart** presentation.

Arranging Graphics

After inserting pictures or drawing shapes in the approximate locations you want them on a slide, you can align them and change their stacking order by clicking the buttons in the **Arrange** group on the **Format** contextual tab.

Clicking the Align button gives you access to commands for aligning individual or multiple graphics in several ways. For example, you can:

- Align graphics vertically by the left or right edges or centerline, or horizontally by the top or bottom edges or centerline.
- Distribute graphics evenly within their current space, either horizontally or vertically.
- Align graphics relative to the slide that contains them or to other selected objects.
- Align graphics relative to a position on the slide.
- Align graphics against gridlines and adjustable horizontal and vertical guides.

Tip If you added pictures to a slide by clicking the Picture button in the Images group on the Insert tab, you can group them and then align and position them as a group the same way you would group shapes. However, if you have added them by clicking the Insert Picture From File button in a content placeholder, you cannot group them. For information about grouping shapes, see “Drawing Shapes” in Chapter 5, “Add Simple Visual Enhancements.”

When graphics overlap each other, they are stacked. The stacking order is determined by the order in which you inserted the graphic. You can change the stacking order by selecting a graphic and then clicking the Bring Forward or Send Backward button to move the graphic to the top or bottom of the stack. To move the selected graphic forward in the stack one graphic at a time, click the Bring Forward arrow and then click Bring To Front in the list; to move it backward, click Send To Back in the Send Backward list.

Tip If you can't select a graphic because it is covered by others in the stack, click the Selection Pane button to display the Selection And Visibility task pane, and then select the graphic you want from the Shapes On This Slide list.

In this exercise, you'll align graphics in various ways, change their stacking order, and position them with the help of a grid and guidelines.



SET UP You need the *GardenResidents_start* presentation located in your Chapter08 practice file folder to complete this exercise. Open the *GardenResidents_start* presentation, and save it as *GardenResidents*. Then follow the steps.

1. On slide 1, select the three pictures.
2. On the **Format** contextual tab, in the **Arrange** group, click the **Align** button, and then in the list, click **Distribute Vertically**.



The middle picture moves down so that it is the same distance below the left picture as it is above the right picture.

3. In the **Arrange** group, click the **Align** button, and then click **Align Center**.
The pictures are now stacked on top of each other.



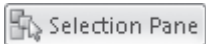
Sometimes graphics are completely hidden when they are stacked.

4. Click away from the stack, and then click the top picture.
5. In the **Arrange** group, click the **Bring Forward** arrow, and then click **Bring to Front**.

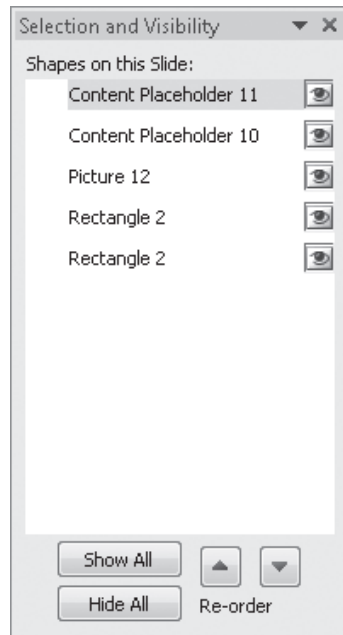


The top picture moves forward in the stack, obscuring the middle picture.

6. In the **Arrange** group, click the **Selection Pane** button.



The Selection And Visibility task pane opens.



The top and middle pictures are designated as content placeholders because they were inserted into placeholders.

7. In the task pane, under **Shapes on this Slide**, click **Content Placeholder 10**.
On the slide, the selection rectangle indicates that the middle picture is selected.

8. Close the **Selection and Visibility** task pane.

9. In the **Arrange** group, click the **Bring Forward** button.



The middle picture moves forward in the stacking order.

10. In the **Arrange** group, click the **Align** button, and then click **View Gridlines**.
A faint dotted grid appears on the slide.
11. Drag the selected cat picture to the right and down, so that its right and bottom borders align with the first gridlines from the right and bottom edges of the slide.
12. Drag the crow picture so that its right and bottom borders align with the second gridlines from the right and bottom edges of the slide.

13. Drag the frog picture so that its right and bottom borders align with the third gridline from the right and bottom edges of the slide.

The pictures are now evenly stacked and spaced.



Gridlines make it easier to precisely align multiple graphics.

14. In the **Arrange** group, click the **Align** button, and then click **Grid Settings**.
The Grid And Guides dialog box opens.



In this dialog box, you specify the size of the grid and other options.

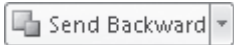
15. In the **Grid settings** area, clear the **Display grid on screen** check box.
16. In the **Guide settings** area, select the **Display drawing guides on screen** check box, and then click **OK**.
The grid disappears, and vertical and horizontal guides span the slide.
17. Point to the vertical guide away from any text or objects, and drag it to the left, releasing it when the accompanying ScreenTip reads **3.50**. Then drag the horizontal guide down until its ScreenTip reads **0.50**.

Troubleshooting If you move an object on the slide instead of a guide, click the **Undo** button, and then point outside the margins of the slide to drag the guide.

The ScreenTips show in inches how far each guide is from the 0 mark in the center of the slide. As you drag, numbers are skipped because the Snap Objects To Grid check box is selected in the Grid And Guides dialog box.

Tip The Snap Objects To Grid option snaps guides and graphics to an invisible grid. You can turn off this option, and you can set the spacing of the grid in the Grid And Guides dialog box.

18. Point to the selected frog picture, and drag it to the left until its left and bottom borders align with the guides.
19. Select all the pictures. Then on the **Format** tab, in the **Arrange** group, click the **Align** button, and in the list, click **Distribute Horizontally**.
20. Repeat step 19 to distribute the pictures vertically.
21. In the **Arrange** group, click the **Align** button, click **Grid Settings**, and in the **Grid and Guides** dialog box, clear the **Display drawing guides on screen** check box. Then click **OK**.
22. Click the shape behind the pictures, and drag the green rotating handle clockwise until the shape stretches diagonally across the slide. Then drag the shape's middle sizing handles until it is almost as wide as the pictures.
23. With the shape still selected, in the **Arrange** group, click the **Send Backward** arrow, and click **Send to Back**.



The shape now sits behind the slide title as well as the pictures.

24. On the **View Shortcuts** toolbar in the lower-right corner of the program window, click the **Reading View** button.



You can now see what the slide will look like during presentation delivery.



The finished slide in Reading view.

✖ CLEAN UP Save the **GardenResidents** presentation, and then close it.

Alt Text

Alt (alternate) text is a title and description associated with a graphic object that enables people with vision or other impairments to determine what the object is. You can add alt text to your objects to improve the accessibility of presentations that will be viewed on the screen without a presenter.

To associate alt text with an object:

1. Right-click the object, and click the corresponding Format command.
2. In the left pane of the Format dialog box, click Alt Text.

The Alt Text page is displayed.

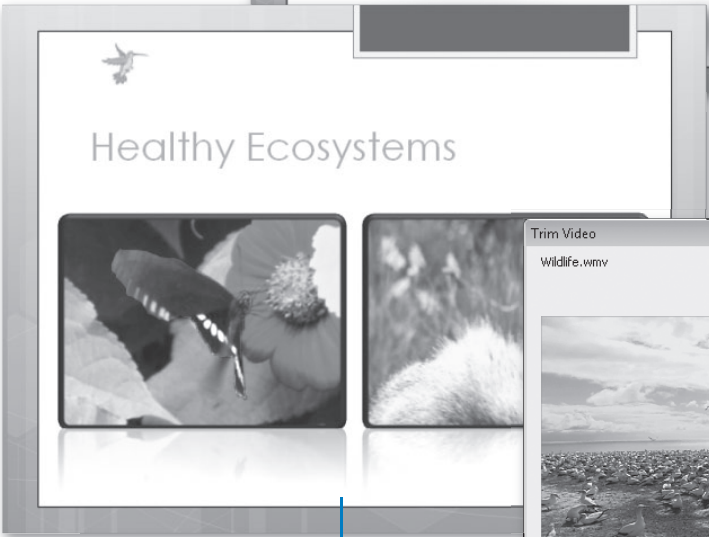
3. Enter a title and a description for the graphic object, and then click Close.

Key Points

- A growing trend among presenters is to create graphic-intensive rather than text-intensive presentations.
- If you want to move beyond simple diagrams, you need to know how to manipulate levels of text in shapes and how to format individual shapes as well as the diagram as a whole.
- With all the sophisticated chart formatting tools PowerPoint provides, it is important to remember that to be effective, charts need to be simple enough for people to grasp key trends at a glance.
- Knowing how to manipulate graphics on a slide will help you position, align, and stack them to get the effect you want.

Chapter at a Glance

Insert and play sounds,
page 263



Insert and play videos,
page 268



11 Add Sound and Movies

In this chapter, you will learn how to

- ✓ Insert and play sounds.
 - ✓ Insert and play videos.
-

A Microsoft 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. And sometimes the best way to ensure that your audience understands your message is to show 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 pictures.

In this chapter, you'll insert a sound clip and a sound file and make various adjustments to their settings. You'll also insert two video files, edit one of them, and format them both.

Practice Files Before you can complete the exercises in this chapter, you need to copy the book's practice files to your computer. The practice files you'll use to complete the exercises in this chapter are in the Chapter11 practice file folder. A complete list of practice files is provided in "Using the Practice Files" at the beginning of this book.

Inserting and Playing Sounds

In "Adding Transitions" in Chapter 5, "Add Simple Visual Enhancements," 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 Audio button in the Media group on the Insert tab, and then selecting the file.

- **Sound clips** You can insert a sound clip by clicking the Audio arrow in the Media group on the Insert tab, and then clicking Clip Art Audio to display the Clip Art task pane, where you can search for and select the sound you want. Clicking Find More At Office.com at the bottom of the task pane takes you to the Office.com Web site, where you can search for additional sounds.

See Also For information about using the Clip Art task pane, see “Inserting Pictures and Clip Art Images” in Chapter 5, “Add Simple Visual Enhancements.”

- **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 Presentations” in Chapter 14, “Prepare for Delivery.”

After you add a sound object, it appears on the slide represented by an icon. When the sound object is selected, a play bar appears below its icon with controls for playing the sound, and PowerPoint adds Format and Playback contextual tabs to the ribbon. You can change the icon as follows:

- Drag the object to locate it anywhere on the slide.
- Drag its sizing handles to make it larger or smaller.
- Use commands on the Format tab to change its appearance, in much the same way that you would format a picture.
- Click the Change Picture button to replace the default icon with a picture.

You can modify the sound itself on the Playback tab, as follows:

- Click the Trim Audio button in the Editing group to edit the sound so that only part of it plays.
- Specify Fade In and Fade Out settings to have the sound gradually increase and decrease in volume.
- Click the Volume button to adjust the volume to Low, Medium, or High, or to mute the sound.
- Specify whether the sound plays:
 - Automatically when the slide appears.
 - Only if you click its icon.
 - Throughout the presentation.

- Select the Hide During Show check box to make the sound object invisible while the presentation is displayed in Reading view or Slide Show view.
- Select the Loop Until Stopped check box to have the sound play continuously until you stop it.
- Select the Rewind After Playing check box to ensure that the sound starts from the beginning each time it is played.

To play a sound, you must have a sound card and speakers installed. In Normal view, you can test the sound associated with a slide by clicking its icon and then either clicking the Play/Pause button on its play bar or clicking the Play button in the Preview group on the Playback contextual tab.

In this exercise, you'll insert a sound clip into a slide, adjust the position of the sound object, change its picture, and make various other adjustments to its settings. Then you'll insert an audio file into another slide and make the file play continuously throughout a presentation.

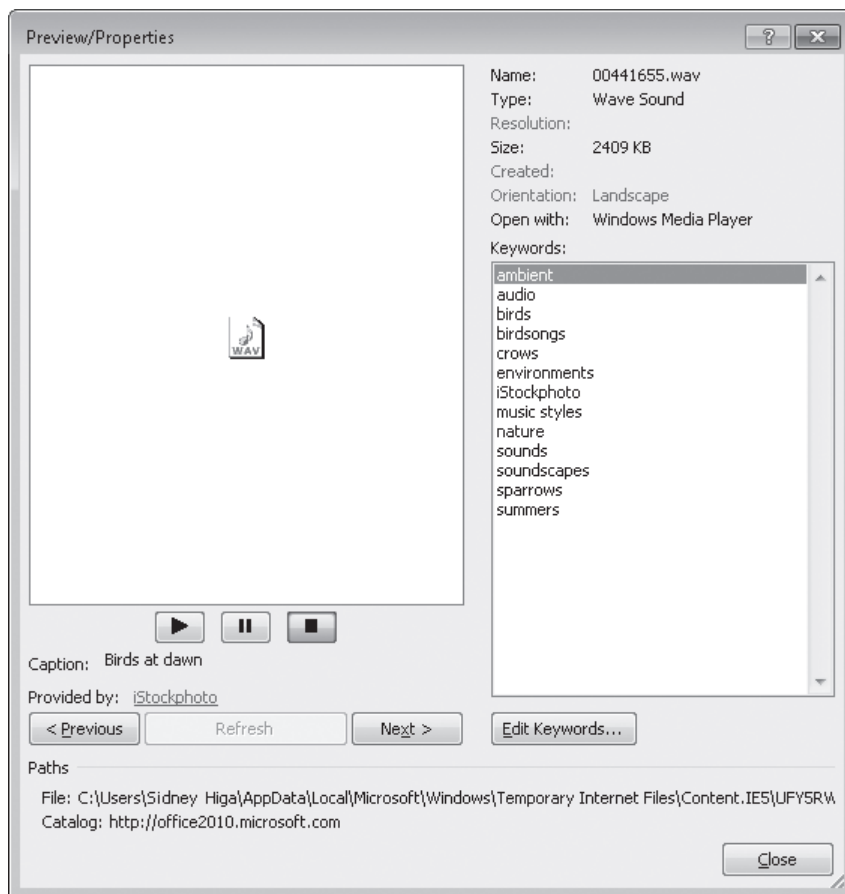


SET UP You need the *HealthyEcosystemsA_start* and *AGKCottage_start* presentations, the Bird picture, and the Amanda audio file located in your Chapter11 practice file folder. Open the *AGKCottage_start* presentation, and save it as *AGKCottage*. Then open the *HealthyEcosystemsA_start* presentation, and save it as *HealthyEcosystemsA*. Be sure to turn on your computer's speakers for this exercise. (If you do not have a sound card and speakers, you can still follow the steps, but you won't be able to hear the sound.) With *HealthyEcosystemsA* displayed on your screen, follow the steps.



1. On the **Insert** tab, in the **Media** group, click the **Audio** arrow, and then click **Clip Art Audio**.
The Clip Art task pane opens, displaying thumbnails of common sound clips.
2. In the **Search for** box, type **birds**, and then click **Go**.
The task pane now displays thumbnails of bird calls.
3. Click any thumbnail, click the arrow that appears, and then click **Preview/Properties**.

The Preview/Properties dialog box for the sound clip you selected opens.



When you display this dialog box, PowerPoint downloads and plays the sound clip.

Troubleshooting The sound clips available from Office.com change frequently, so don't worry if you don't see the Birds At Dawn clip in your Clip Art task pane. Just use a different clip.

4. Click **Close** to close the dialog box, and continue previewing sound clips.
5. When you are ready, double-click a sound clip that you think is appropriate for the slide, and then close the **Clip Art** task pane.

We chose Birds Singing. A small speaker icon representing the sound object appears in the middle of the slide, along with a play bar. It is hard to see the icon because it is on top of the picture.

6. Drag the sound object to the upper-left corner of the slide.

The play bar moves with the sound object.



The handles around the sound object indicate that you can resize it, just like any other object.



7. On the play bar, click the **Play/Pause** button to hear the sound.

The sound plays. Now let's change the picture associated with the object.



8. With the sound object selected, on the **Format** contextual tab, in the **Adjust** group, click the **Change Picture** button. Then in the **Insert Picture** dialog box, double-click the **Bird** picture in your **Chapter11** practice file folder.



9. On the **Playback** contextual tab, in the **Audio Options** group, display the **Start** list, and click **Automatically**. Then select the **Loop until Stopped** check box.



10. On the **View Shortcuts** toolbar, click the **Reading View** button.

PowerPoint plays the sound clip.

11. Move the pointer over the bird representing the sound object, and when the play bar appears, click the **Play/Pause** button. Then press the Esc key to return to Normal view.

12. Display the **AGKCottage** presentation, and view it in Reading view, pressing Esc after a few slides.

This presentation would benefit from a "sound track."



13. With slide **1** displayed, on the **Insert** tab, in the **Media** group, click the **Audio** button. Then in the **Insert Audio** dialog box, double-click the **Amanda** file in your **Chapter11** practice file folder.
14. On the **Playback** tab, In the **Audio Options** group, display the **Start** list, and then click **Play across slides**. Then select the **Hide During Show** and **Loop until Stopped** check boxes.
15. Switch to Reading view.
The audio file plays while PowerPoint moves from slide to slide.
16. Press Esc to stop the presentation and return to Normal view.



CLEAN UP Save and close the **HealthyEcosystemsA** and **AGKCottage** presentations.

Inserting and Playing Videos

In keeping with the trend toward more visual presentations, PowerPoint 2010 has new video capabilities that broaden the range of videos you can use and what you can do with them. You can insert the following types of movies in slides:

- **Video files** 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 Clip** button in the placeholder. You can also click the **Video** button in the **Media** group on the **Insert** tab. Either way, the **Insert Video** dialog box opens so that you can select the file.
- **Videos from Web sites** For information, see the sidebar "Inserting Videos from Web Sites" later in this chapter.
- **Clip art videos** Clip art videos are animated graphics, rather than real videos. Clicking the **Video** arrow in the **Media** group on the **Insert** tab and then clicking **Clip Art Video** displays the **Clip Art** task pane, where you can search for and select the clip you want. Clicking **Find More At Office.com** at the bottom of the task pane takes you to the Microsoft Office Online Web site, where you can search for additional clips. When you insert a clip art video, it appears as a picture on the slide, and PowerPoint adds a **Format** contextual tab to the ribbon so that you can adjust the way the picture looks. The clip moves only when you display the slide in **Reading view** or **Slide Show view**, and you cannot adjust its action.

See Also For information about using the **Clip Art** task pane, see "Inserting Pictures and Clip Art Images" in Chapter 5, "Add Simple Visual Enhancements."

Both video files and videos from Web sites appear on the slide as video objects that you can size and move to meet your needs. When you select a video object, PowerPoint adds Format and Playback contextual tabs to the ribbon. You can change the way the object appears on the slide as follows:

- Drag the object to locate it anywhere on the slide.
- Drag its sizing handles to make it larger or smaller.
- Use commands on the Format tab to change its appearance, in much the same way that you would format a picture.

You can modify the video itself on the Playback tab, as follows:

- Click the Trim Video button in the Editing group to edit the video so that only part of it plays.

Tip You can find out the total playing time of a video by displaying the Trim Video dialog box.

- Specify Fade In and Fade Out settings to have the video gradually appear and disappear.
- Click the Volume button to adjust the volume to Low, Medium, or High, or to mute the sound.
- Specify whether the video plays:
 - ☐ Automatically when the slide appears.
 - ☐ Only if you click the object.
- Select the Play Full Screen check box to have the video occupy the entire slide space while playing.
- Select the Hide While Not Playing check box to make the video object invisible while the presentation is displayed in Reading view or Slide Show view.
- Select the Loop Until Stopped check box to have the video play continuously until you stop it.
- Select the Rewind After Playing check box to ensure that the video starts from the beginning each time it is played.

In Normal view, you can test the video associated with a slide by clicking the video object and then either clicking the Play/Pause button on its play bar or clicking the Play button in the Preview group on the Playback contextual tab.

In this exercise, you'll insert two videos into a slide, adjust the size of their objects, format the objects, and make various other adjustments to their settings.



SET UP You need the **HealthyEcosystemsB_start** presentation and the **Butterfly** and **Wildlife** video files located in your **Chapter11** practice file folder. Open the **HealthyEcosystemsB_start** presentation, and save it as **HealthyEcosystemsB**. Then follow the steps.



1. In the **Slide** pane, in the left content placeholder, click the **Insert Media Clip** button.
2. In the **Insert Video** dialog box, double-click the **Butterfly** file in your **Chapter11** practice file folder.

The video is inserted as an object in the content placeholder with a play bar below it.



The play bar is similar to the one for a sound object.



3. On the play bar, click the **Play/Pause** button to watch the video.

4. Repeat steps 1 through 3 to insert the **Wildlife** video in the right content placeholder, and then play the video.

Let's trim this video so that it shows only the animal that looks like a big ground squirrel.

5. With the **Wildlife** video selected, on the **Playback** contextual tab, in the **Editing** group, click the **Trim Video** button.

The Trim Video dialog box opens.



You can advance through the video frame by frame to identify the start and end times.

6. Drag the green start marker to the right until it sits at about the **00:17.020** mark. Then click the **Next Frame** button, pausing after each click, until the first ground squirrel frame comes into view at the **00:17.288** mark.

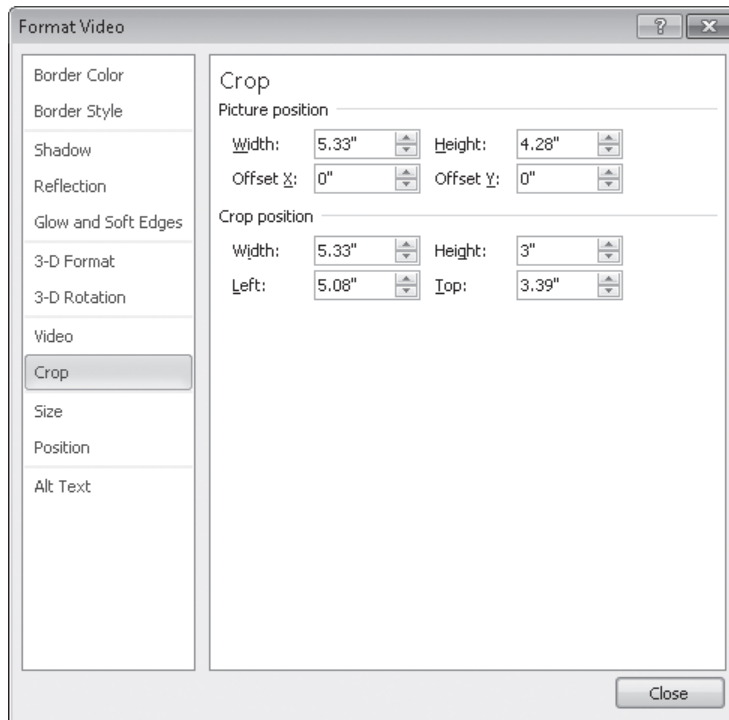


7. Drag the red stop marker to the left until it sits at about the **00:20.900** mark. Then click the **Next Frame** button, pausing after each click, until the last ground squirrel frame comes into view at the **00:20.799** mark.
8. Click **OK**. Then play the trimmed video.
9. Click the **Butterfly** video object, and on the **Format** tab, in the **Size** group, click the **Height** arrow until the object is **3** inches tall.

The width of the object increases proportionally. Let's make the Wildlife object the same size.

10. Click the **Wildlife** object, and in the **Size** group, change its **Height** to **3**.
11. Right-click the object, and click **Format Video**. Then in the **Format Video** dialog box, click the **Crop** tab.

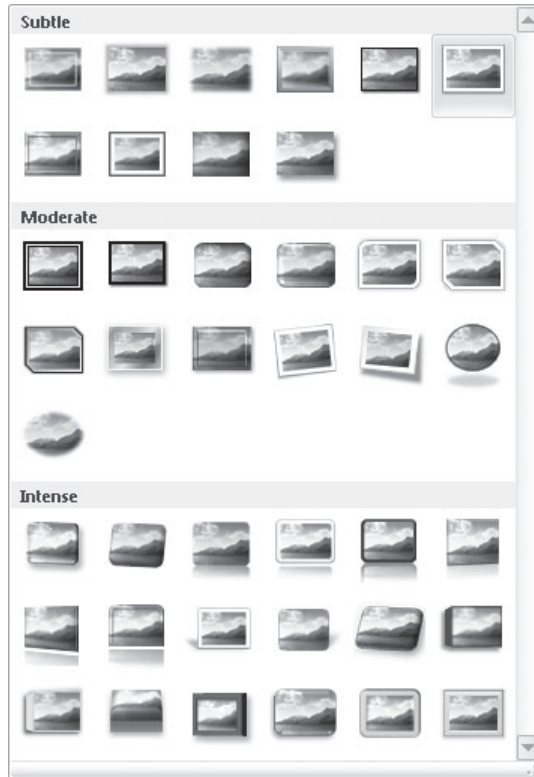
The settings on this page take the trial-and-error out of any cropping task.



The Crop page of the Format Video dialog box.

12. In the **Crop position** area, change the **Width** setting to **4**". Then click **Close**.

13. Drag the objects until they are evenly spaced on the slide, using the **Align** commands in the **Arrange** group as necessary to line them up.
14. With both objects selected, click the **More** button in the **Video Styles** group. The Video Styles gallery appears.

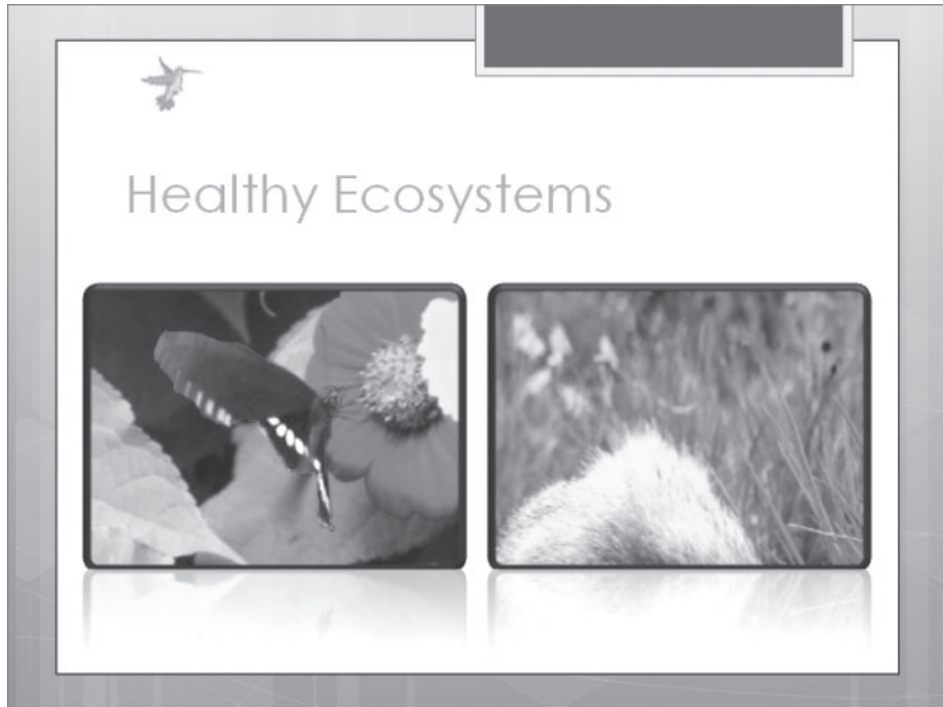


You can select a frame for the video from this gallery.

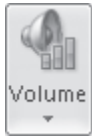
Tip In addition to formatting a video with a ready-made video style, you can choose from the Video Shape, Video Border, and Video Effects galleries to create your own combinations. Just be careful not to overdo it.

15. Under **Intense**, click the fifth thumbnail in the first row (**Reflected Bevel, Black**). Then click away from the objects.

You can now see the results.



The two video objects have rounded frames and reflections.



16. Click the **Butterfly** object, and on the **Playback** contextual tab, in the **Video Options** group, click the **Volume** button, and then click **Mute**.
17. In the **Video Options** group, display the **Start** list, and click **Automatically**. Then select the **Loop until Stopped** check box.
18. Click the **Wildlife** object, set **Volume** to **Mute**, leave **Start** set to **On Click**, and select the **Loop until Stopped** check box.
19. Switch to Reading view, and preview and pause the **Butterfly** video. Then preview and pause the **Wildlife** video.
20. Press Esc twice to return to Normal view.



CLEAN UP Close the HealthyEcosystemsB presentation without saving your changes.

Inserting Videos from Web Sites

If you find a video on a public Web site that you want to use to illustrate a point in a presentation, you might be able to insert a link to the video into a slide. The format of the video must be supported by Windows Media Player, and the owner of the video must have made it available to the public. You can tell which videos are publicly available by right-clicking the video and looking for a Copy Embed HTML command. If you do not see this command, the owner has secured the video, and you cannot play it from anywhere but the site on which it is published.

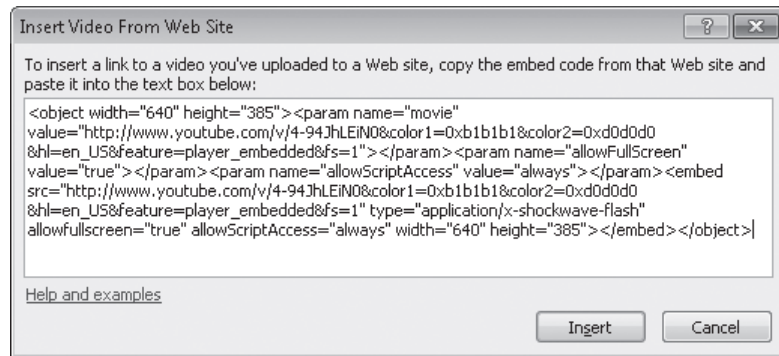
To insert a link to a video on a Web site:

1. Display the video, right-click it, and then click Copy Embed HTML.
2. Display the slide into which you want to insert the video.
3. On the Insert tab, in the Media group, click the Video arrow, and then click Video From Web Site.

The Insert Video From Web Site dialog box opens.

4. In the dialog box, click in the text box, and then press Ctrl+V (the keyboard shortcut for the Paste command).

The copied embed code is inserted at the cursor.



A link to a video available from YouTube.

5. Click OK.

To view the video, switch to Reading view or Slide Show view, and then click the Play/Pause button. PowerPoint then uses the embed code to locate and play the video. Provided the video remains available in its original location, and provided you have an active Internet connection, you will be able to access and play the video from the slide at any time.

Key Points

- Audio and video clips can convey information or simply add interest.
- Use the sounds that come with PowerPoint, or supply your own audio files.
- After you insert an audio or video object, you can change the way it looks and the way it plays to suit your needs.