5.0   INTRODUCTION

In the previous four units, we have focussed our attention on some of the features of a powerful Word Processing package. In this unit, we will introduce you to the concepts relating to presentation graphics.

This unit provides a brief introduction of Business Graphics and it's types. It also introduces you to *PowerPoint* as one of the tools for making Business Presentations. A presentation graphics package allows you to produce a professional-looking presentation involving text, outlining, drawing, graphics, clip art, and so on. It also offers rich speaker support and aids to help you create truly effective presentations. It normally incorporates features for design and colour and a set of templates.

We will discuss some of the above mentioned aspects relating to PowerPoint in this unit.

5.1   OBJECTIVES

After going through this unit, you will be able to

Define different types of graphics

appreciate physical aspects of presentation

create a presentation

create graphs as your slide

change the layout of a slide

change the fonts, size and color of text.

add drawing objects in your slide.

work with objects

group or ungroup objects

5.2   WHAT IS BUSINESS GRAPHICS?

A picture is worth a thousand words. We live in a visual world, and the human mind can comprehend and retain concepts learnt through visual depiction for longer time. In today's world, it is very critical for a person to put across ideas effectively, whether it is business or not. One way of putting across ideas effectively, is the use of visual images. And the best form of visual images is graphics and pictures. Graphics if used to convey ideas in business situations are known as Business Graphics.

5.2.1   Types of Business Graphics

There are three types of Business Graphics. They are:

Presentation Graphics, Analytic Graphics, and Design Graphics.

Presentation Graphics: Convincing the audience about an idea and putting your views

across is the aim of any presentation. The main goal of presentation graphics is to get a message across. Examples of presentation graphics tools include Harvard Graphics, PowerPoint etc.

Analytic Graphics: Analytic Graphics presents the data and information in such a way that it helps in people analyzing it. Its aim is to show relationships in data and information.

Analytic Graphics need not have a very high quality. They are used to produce graphics from the data stored in database management systems like MS-Access and electronic spreadsheets like MS-Excel. They help in analyzing the data and taking a decision thereby. Graphics provided by spreadsheet packages like *Lotus 1-2-3, MS-Excel* are examples of analytic graphics.

Design Graphics: Design Graphics are used to create visual images of products, models, etc. Computer Aided Design (CAD) is an example of design graphic tool.

In this unit, we will discuss about a tool to create business graphics.

5.2.2   How to make an effective presentation?

Till now you have examined the different types of business graphics. Of all these, presentation graphics is the most commonly used one. To convince the audience about an idea, the presentation has to be effective. In other words, you can say that effective use of presentation graphics is a very important aspect of successful presentations. For this, ask yourself some questions while making the presentation like:

Do I know about the people whom I am giving a presentation?

You must be aware of the audience's level of knowledge on the topic about which you are making a presentation.

Is my presentation simple? You can convince the audience only if they understand you. Your presentation should be simple enough, so that even a person who is totally new or who hardly knows anything about the topic also gets your point.

Is the presentation to the point?

Take care of following points while making the presentation

Start with what is familiar to the audience.

Make each chart independent.

Use space effectively.

Use text and color judiciously.

5.2.3   Physical aspects of presentation

How the information has been displayed, is very important aspect of any presentation. Mostly slides, graphs, bar charts and pictures are used for displaying information. To be able to use slides meaningfully, the person must be familiar with the basic components of a slide.

You a good slide communicate a message successfully.

The components of a slide are:

Title   : Title gives an idea of what the slide is all about.

Subtitle   : A subtitle emphasizes the slide's central idea.

Footnote   : A footnote indicates the source of the slide's data.

Border   : It acts like a frame for your slide.

X-axis, Y-axis, X-axis title, Y-axis title (for the graph).

Slides are one of the most important components of a presentation. A slide may include

Text highlighting the main ideas.

Charts like Pie Chart, Bar and Column Chart, Area Chart, Line Chart, and Organization Chart, clarify the relationships in data and information.

Multimedia components to enhance the quality of presentation.

5.3   A PRESENTATION GRAPHICS PACKAGE: POWERPOINT

PowerPoint is a powerful presentation graphics package. It allows the presenter to create his own high quality presentations. Don't worry about consistency in design and colour. PowerPoint can help you. If you don't consider yourself a designer, just apply one of the PowerPoint templates to your presentation and choose from among the thousands of color schemes available.

Whether you need quick overheads for a team briefing, slides for a sales meeting, or dazzling effects for an on-screen presentation, PowerPoint wizards, templates, and AutoLayouts help you get right to work; and a complete set of easy-to-use tools assures you have everything you need to get your point across and share information with others.

A PowerPoint presentation is a collection of your slides, handouts, speaker's notes, and your outline, all in one file. As you create slides, you're creating a presentation - you're designing how your presentation should look and giving it a format that carries through from beginning to end.

PowerPoint gives you the flexibility of switching between different views during the creation of slides for a presentation.

Slides are the individual "pages" of your presentation. Soon, you'll be creating slides with PowerPoint. Slides can have titles, text, graphs, drawn objects, shapes, clip art, drawn art, and visual created with other applications and more.

Handouts support your presentation. You have the option of providing handouts for your audience. Handouts consist of smaller, printed versions of your slides.

Speaker's Notes can be created and printed. You'll see a small image of the slide on each notes page, along with any notes you type on the notes pages.

Outlines As you're working on a presentation, you have the option of working with your presentation in outline view. In the outline, your titles and main text appear, but not your art or the text typed with the Text tool.

5.4 CREATING A PRESENTATION

In PowerPoint, your entire presentation is in one file - everything is "under one roof". That includes all the slides, the outline, the speaker's notes, and the handouts, as well as the formatting information you build into your presentation.

Using a slide layout is an easy way to begin building a presentation. You choose a slide layout by selecting **New Slide** from the Insert menu and then selecting the layout you want in the New Slide dialog box. There is a variety of slide layouts, some with placeholders in which you type text, and some with placeholders set up to make it easy to add graphs, charts, clip art, or other objects.

With PowerPoint, you can change the look of your presentation - the format, the colors, or the kind of output you want - anytime. You can always apply a new template or change the colour scheme.

When you create a new presentation, you have choices about how to proceed. You can use the AutoContent wizard to help you organize what you want your presentation to say. You can use the Pick a Look wizard to help you apply a template and set up the masters. You can also start with a "blank" presentation if you want to use the default presentation - either the PowerPoint default or one that you set up.

5.4.1 Creating a Title slide

A Title slide is the first slide that will be displayed in your presentation. A Title slide is divided into two parts - the top part for the title and the bottom part for the sub-title or the topic.

To create a Title slide

1. Select **New** from the **File** menu, to display the presentation dialog box.

2. Click the **Blank Presentation**, and than **OK**.
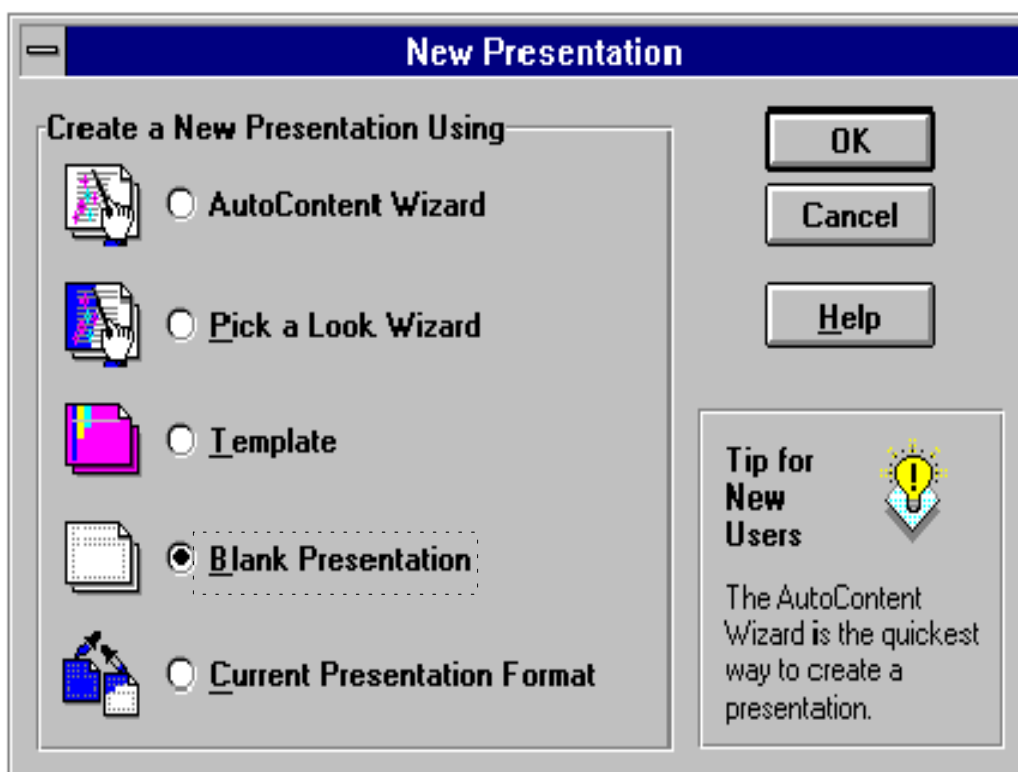
3. Select Title slide from the **AutoLayout** dialog box and click on **OK**.
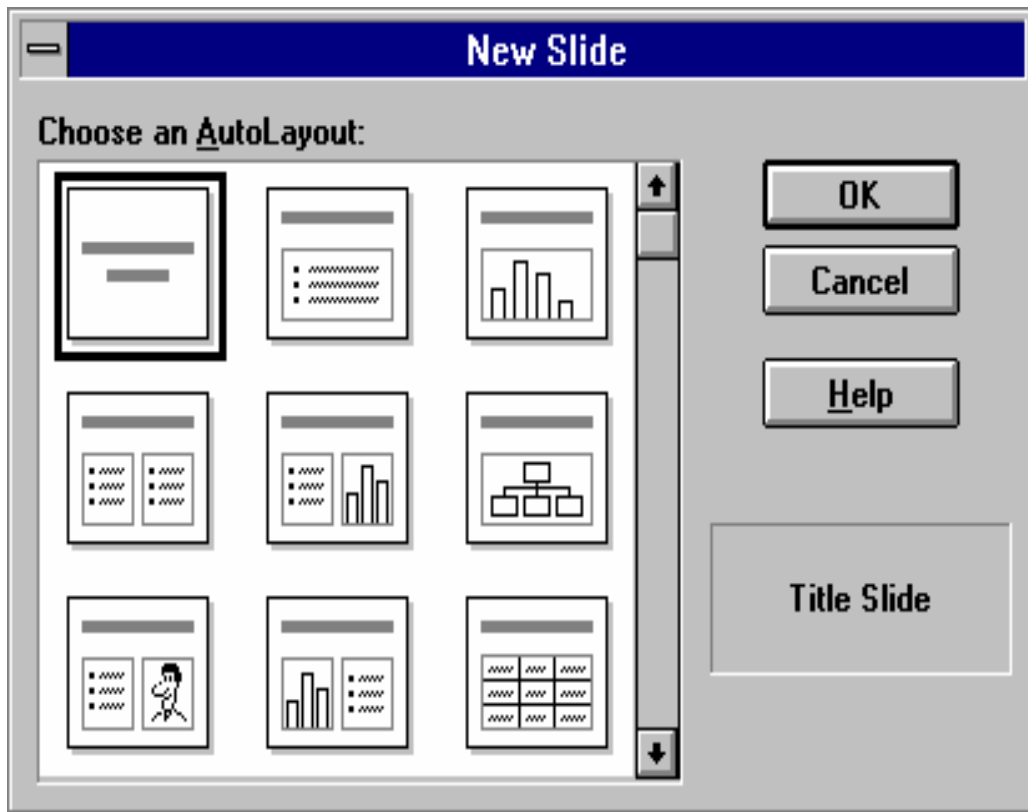
4.   It will display the blank title slide to enter information.

5.   Type the title and sub-title.

Add a new slide

PowerPoint presentation file is a collection of slides. Till now, you have created a slide. Now you want to expand the presentation to add more slides.

To add a new slide

1.   Select **New Slide** from the **Insert** menu to display AutoLayout dialog box.

2.   Select the layout.

3.   Click on OK to display blank slide layout to enter information.

5.4.2   Creating a graph

A graph can be created and viewed in different formats, as a pie, bar, column and so on. Legends, titles and data labels can be added to improve readability.

To create a graph

1.   Click on new slide button on the status bar to display AutoLayout dialog box.

2.   Select the slide as shown in the following figure.
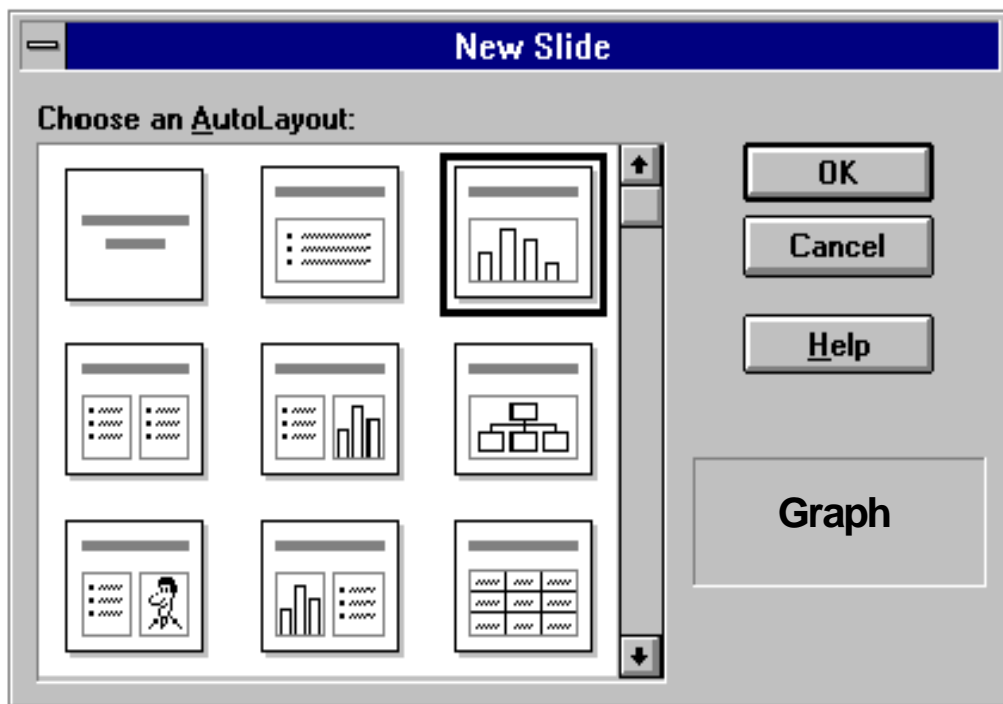
3. Click your mouse cursor on the **OK** sign.

4. It will display the blank graph layout slide.
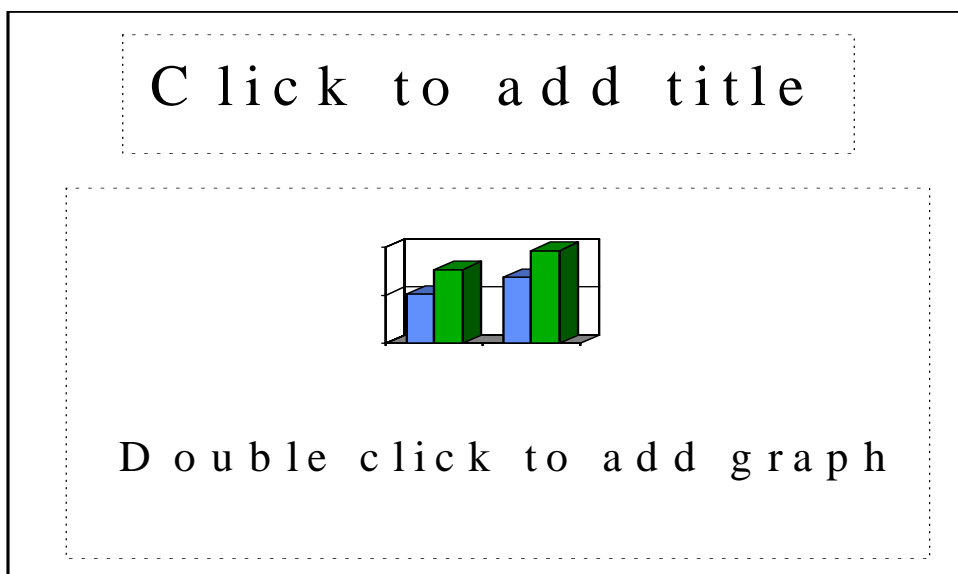
5. Double click on the graph box marked as **"Double click to add graph"** to go in the graph mode. Now you can create and modify the graph. You will see some data also in the **Presentation - Datasheet**. Please do not get disturbed. This is only a default data. You can put the new data i.e. modify the existing data as per your datasheet by taking the mouse cursor and clicking it once.

6. Whenever you change the values in the datasheet, it will change the graph automatically, displaying backside of the datasheet.

Change the graph type

You can change the graph type as per your requirement. There are two ways to change the graph type.

One way is:

- Click on graph type list box. It will display you different types of graphs. You can choose any of them.

The second way is:

- Select **Chart Type** from the **Format** menu to display chart type dialog box.

- From the chart type dialog box, you can select 2D or 3D type graphs and click on OK.

Change the sub-type of the graph

- Select 3D column group from the Format menu.

- It will display a 3-D column group dialog box.
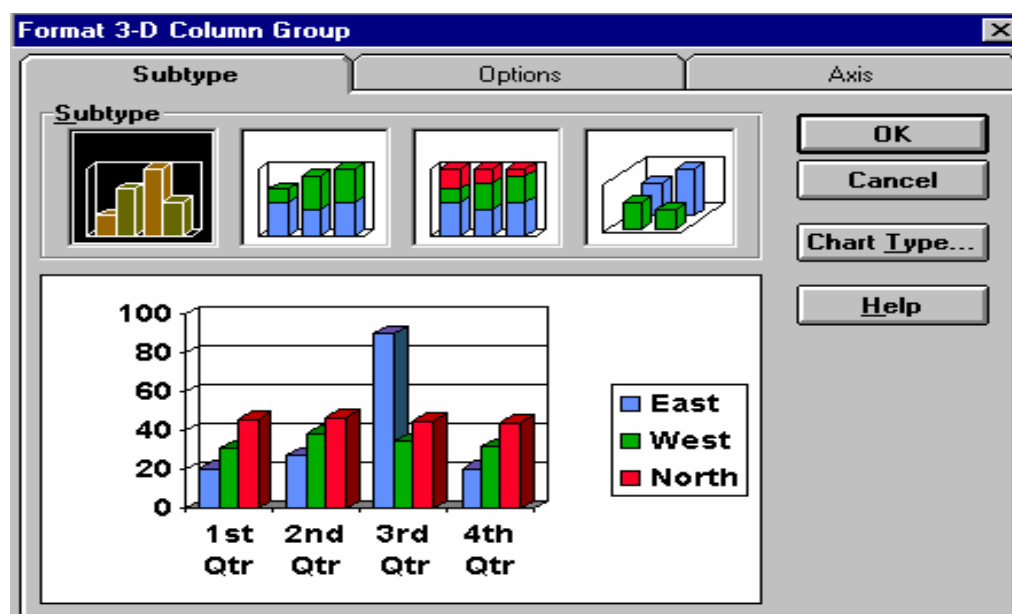
- Click on Subtype button and select the subtype graph and than click on OK. It will display you the preview of the graph.
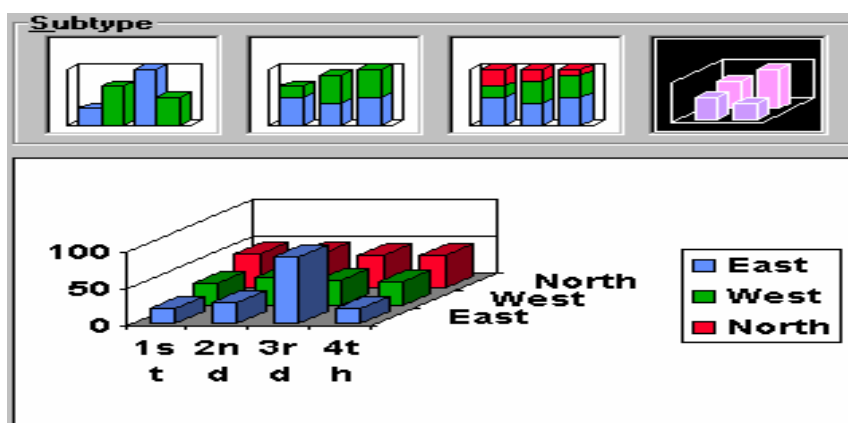
Creating Titles

Sometimes you may want to include more than one graph on a single slide. In such cases, each individual graph will need to be identified. This can be done using titles.

- Select Titles from the Insert menu to display titles dialog box.

- Click on the check boxes in the dialog box, you can create titles in the graph.
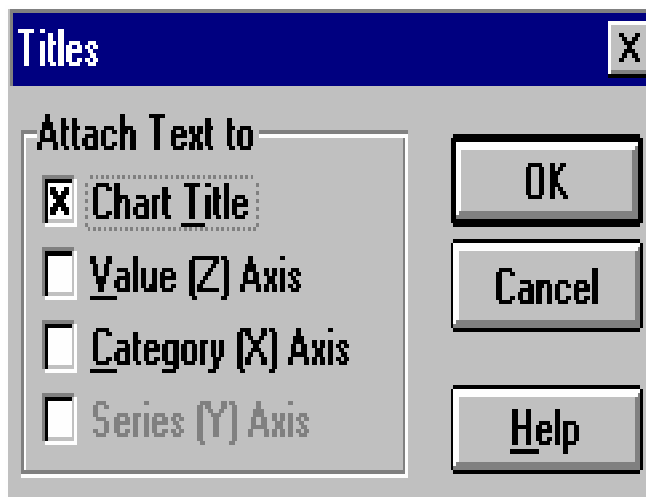
Add data labels in the graph

- Select Data Labels from the Insert menu to display a dialog box.

- You can show the value or label with the graph. Select any one and than click on OK. By default none is selected.
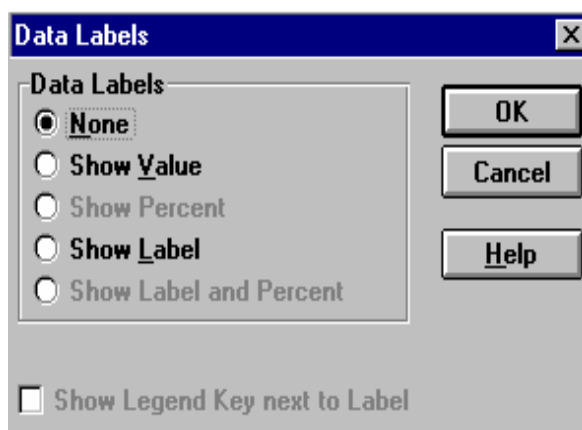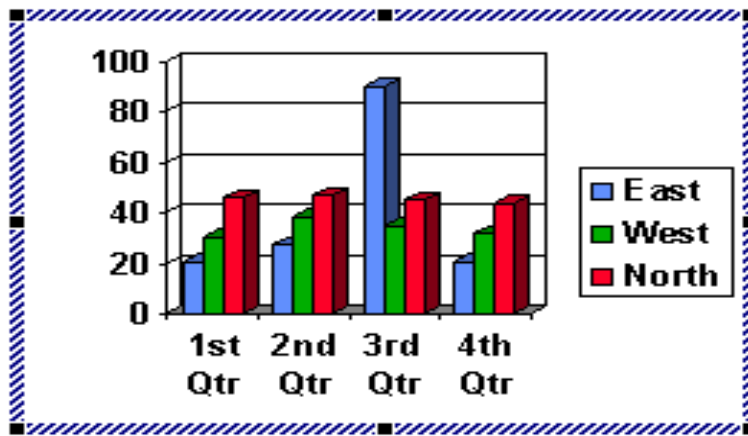

Display or hide the gridlines
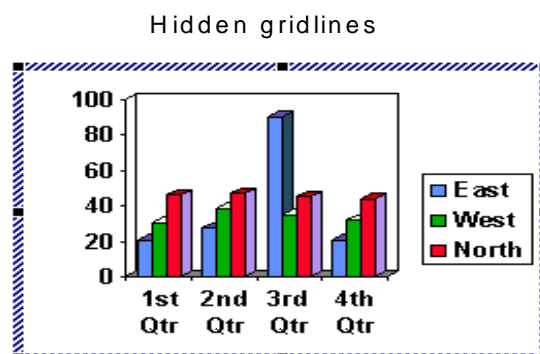
- Select Gridlines from the Insert menu to display a dialog box.

- Click on check box to hide or display the gridlines and than click on OK.

Display gridlines

5.4.3   Creating Tables

Tables are used to display data in a columnar form.

To create a Table

1. Click on New slide button on the status bar to display AutoLayout dialog box.

2. Select Table layout from the AutoLayout list and than click on OK to display a blank Table presentation slide. From where you can add table.

3. Double click on Table box to display Insert table dialog box.

4. Type number of columns and number of rows in respective boxes of your requirement and click on OK to go in word table(rows and columns) form.

5. And lastly type your information in the cells.

5.4.4   Make Organisation Chart

An organization chart shows the formal structure of a hierarchical group. An organization chart can be used to effectively depict a complex organization scheme as an easily comprehensible visual. These charts are ideal for all types of groups - clubs, companies and governments.

If the hierarchy of an organization is very complex, the Organization Chart that represents this organization may also become complex. In such a situation, it is better to create two organization charts. For example, if you have more than five boxes at the same level, then divide them between two charts and present the charts together. If the organization chart looks too crowded, use abbreviations for the names or titles displayed in the chart. Or, show only the names of people, not their titles.

To create an organization chart

1. Click on **New slide** button on the **status bar** to display AutoLayout dialog box.

2. Select Org Chart layout from the AutoLayout list and than click on OK to display a blank Organization chart presentation slide.
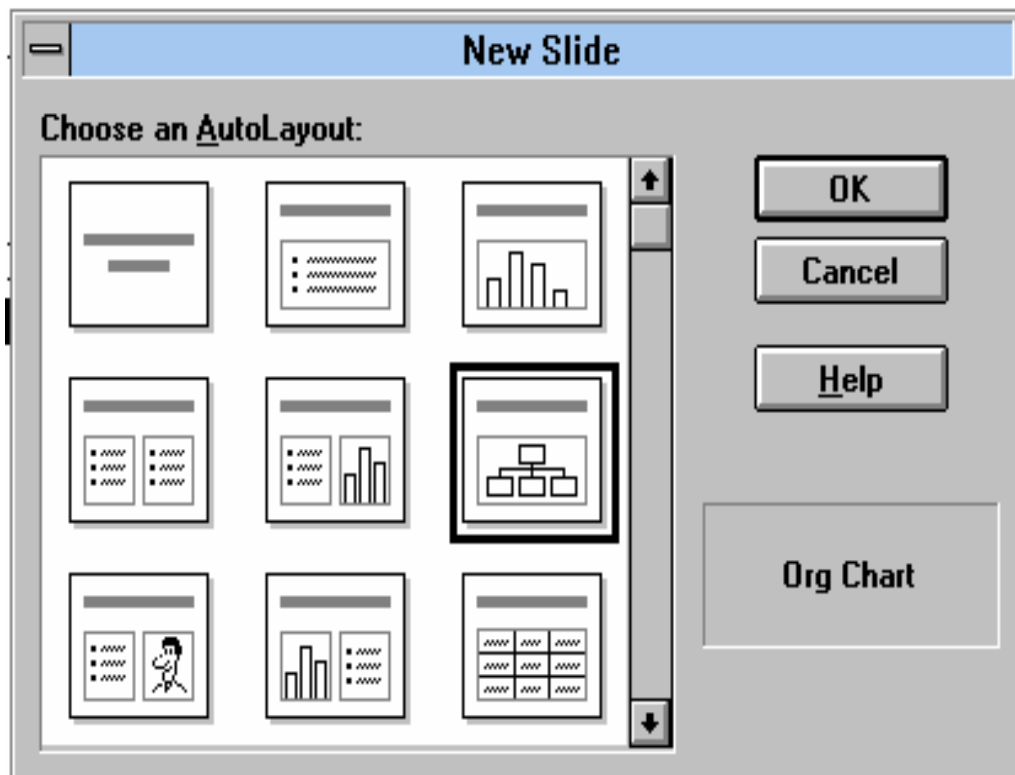
3. Double click on Org. Chart box to display Organization chart window.

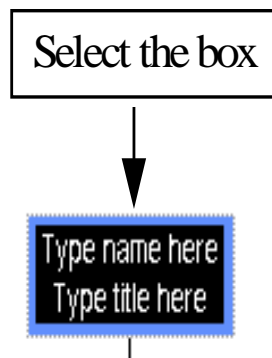4. Click on box to type title and name in the box.
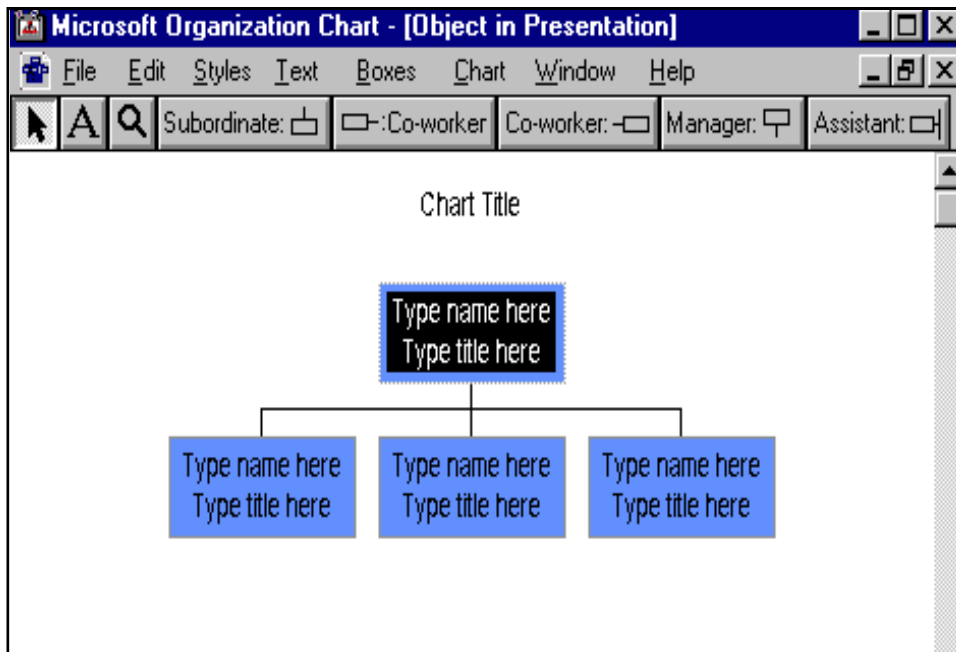
To change group styles

- Select on Styles menu to display different Group Styles. Select any of them

To change box border styles

- Click on box to select.

- Select Box Border from the Boxes menu to display different border styles. Select any one of them.

To change box shadow styles

- Click on box to select.

- Select Box Shadow from the Boxes menu to display different shadow styles. Select any one of them.

To change box colours

- Click on box to select.

- Select Box Color from the Boxes menu to display different colours. Select any one of them.

To change line thickness of the box

- Click on box to select.

- Select Line Thickness from the Boxes menu to display different line thickness. Select any one of them.

To change line styles of the box

- Click on box to select.

- Select Line Style from the Boxes menu to display different line styles. Select any one of them.

To change line colour of the box

- Click on box to select.

- Select Line Color from the Boxes menu to display different line colours. Select any one of them.

To add more boxes in organization chart

- Click on the appropriate button on the toolbar, to add Subordinate, Co-worker, Manager and Assistant boxes.
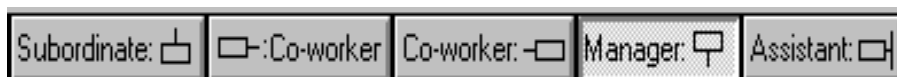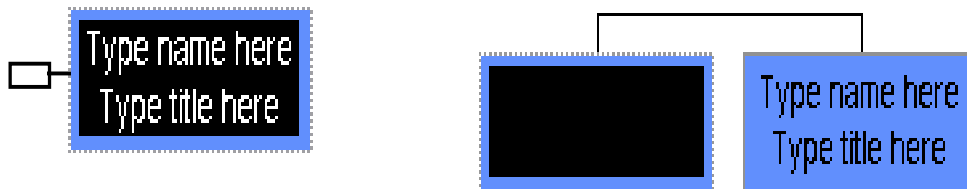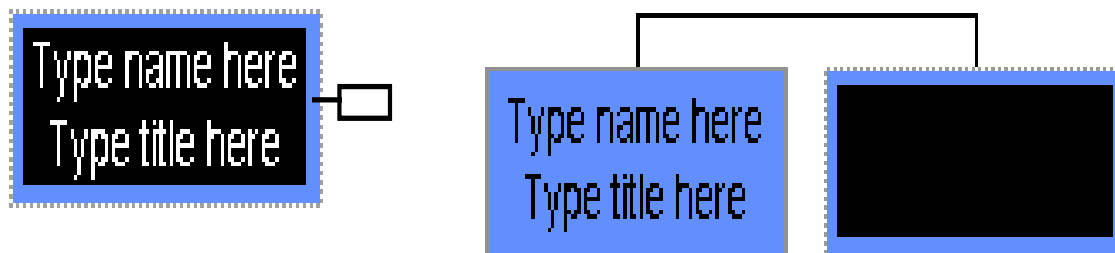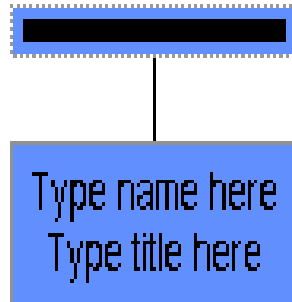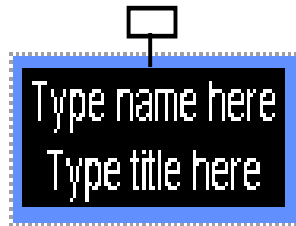

- Adding different boxes :

Subordinate

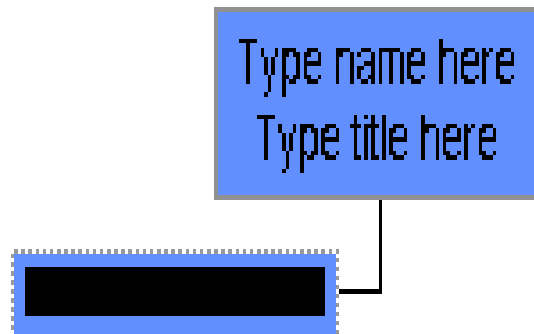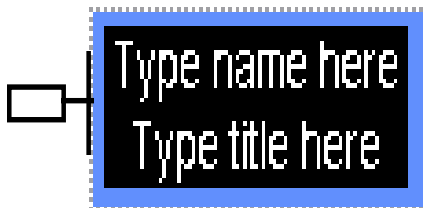# Co-worker

Co-worker

Manager

Assistant

5.4.5   Save and Close a presentation

After creating a slide, now you can save your presentation.

To save a presentation

1. Select **Save** from the File menu to display Save As dialog box.

2. This dialog box displays the current directory and the current drive in respective *directories* and *drives* boxes. Enter the name of the presentation in the *File name* box. No need to give extension because Microsoft PowerPoint automatically adds a .PPT extension to the name.

3. To store the presentation in a different directory, select the directory from the *directories list*.

4. Click **OK** to save presentation file.
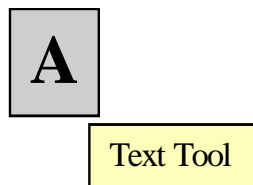
To close a presentation

- Select **Close** from the File menu to close the current presentation.

5.5 WORKING WITH TOOLS

You can create a text object, edit text and move text object in a slide using text tools.

To create a text object

1. Select Text tool button from the toolbar.

Text Tool

2. Leave the tool on blank slide and type text on it.

3. When finish typing the text, click any where of the blank slide.

To edit the text object

- Click on the text object. While cursor is blinking on it, you can add more characters or using Del key / Backspace key to remove characters.

To move the text object

- Click on text object to select it. Move the mouse cursor to border of the text object and click on it and hold down the mouse button. Move the text object any where of the slide and leave the mouse button.
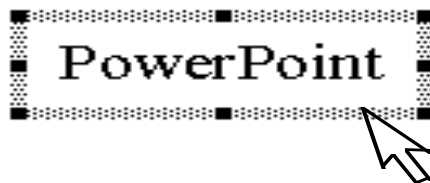
To delete the object

- Click on object to select . Press DEL key to delete.

To resize the object

- Click on object to select. Move the mouse cursor to the corner of the object, when cursor changes its shape, hold down the mouse button and drag it to increase or decrease the size.

Change fonts, size and colour of text

PowerPoint provides so many choices for the appearance of text object on slide. You can change the size of the text, change the font of the text and can make the text bold or italic. You can also fill color to background of the text, shadow the text and text color.

To make text bold, italic or colorful

1. Select the text object, to enables additional tools in the toolbar for changing the appearance of the text.

2. Click the bold or italic button to changes the text.

To change the font and size of a label

1. Select the text object.

2. Select font from the fonts list box of the toolbar to change the appearance of the text.

3. Select size from the size list box of the toolbar to resize the label text.

4. Using the mouse pointer to resize the control.

To fill the text background color

- Select the text object.

- Click on fill color button to display color lists and select to fill it.

To create or change the border color

- Select the text object.

- Click on border color button to display color list and select to create border of that color.

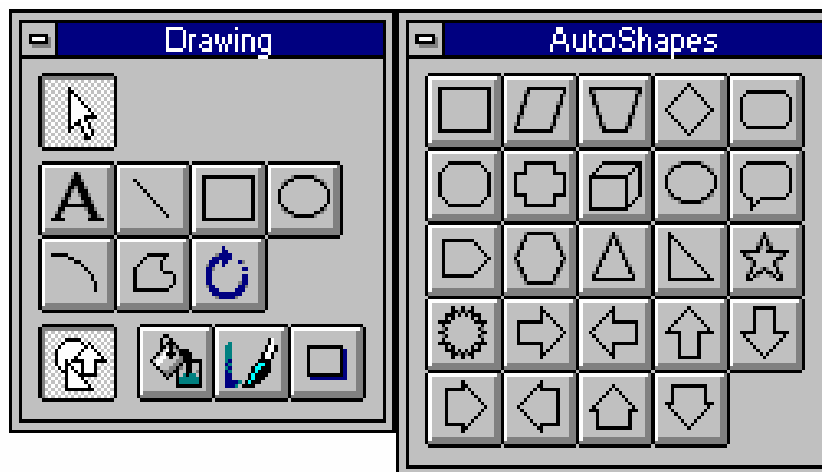## To create or change the Shadow colour

- Select the text object.

- Click on shadow color button to display color list and select to create shadow of that color.

With shadow

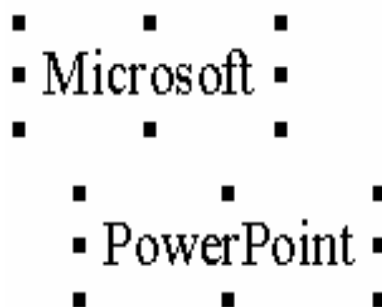### PowerPoint

Working with graphic tools

- Click on any drawing button from the Drawing or Drawing + toolbar.

- Draw any drawing object on the slide.

Align objects

- Select the first object, press and hold down the Shift key and click on the second object to align with first object.

- Select Align from the Draw menu to display another sub-menu.

- Select centers to align the objects in center.

Microsoft

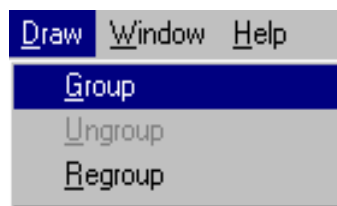### PowerPoint

Group or ungroup the objects

You can create a set of object to group them and separate them by Ungroup.
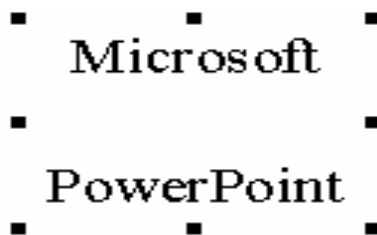
To group the objects

- Select the first object, press and hold down the Shift key and click on the second object to group with first object.

- Select Group from the Draw menu.

- It will group the objects.

To Ungroup the objects

- Click on the grouped object to select. Select Ungroup from the Draw menu to Ungroup them

5.6   SLIDE SHOW

Till now you have learned about creating slides. Now you can show them by slide show.

- Select Slide show from the view menu to display a dialog box.

- Click on show button to display slide show.

You can setup timings for individual slide, can create animation in a slide and lot more. All this is beyond the scope of this unit. You can learn about other PowerPoint features by using them on the Microsoft PowerPoint itself.

5.7   SUMMARY

- Business graphics can be categorized into

    - Presentation graphics

    - Analytic graphics

    - Design graphics

The various components of a slide are: Title, Subtitle, Footnotes, Border, X-axis and its Titles, Y-axis and its Titles

- You can change the fonts, size and colour of text, you can add drawing objects in your slide by select the drawing shape from the drawing toolbar.

You can align objects, group or ungroup objects in PowerPoint.

Screen display effects can be added to enhance a presentation.

- To create a new presentation by select New from the File menu.

- Titles slides are used to display the title of a presentation.

- Bulleted lists are used to group related information on a slide.

- Slide show provides a way to appear slides on the screen one by one.