GRAPHIC AND VISUAL IN POWER POINT
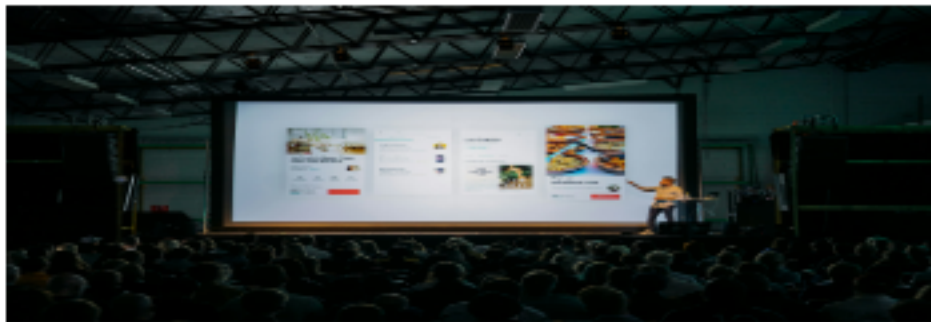
How to use Graphics Effectively

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Participant

NAME:	REGISTRATION NUMBER
1. Asheri Lameck Nguruba	• 240242444537
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Graphics and visuals are elements such as images, charts, shapes, icons, audio, and video used to communicate information visually in PowerPoint.

- Used to **communicate ideas visually**
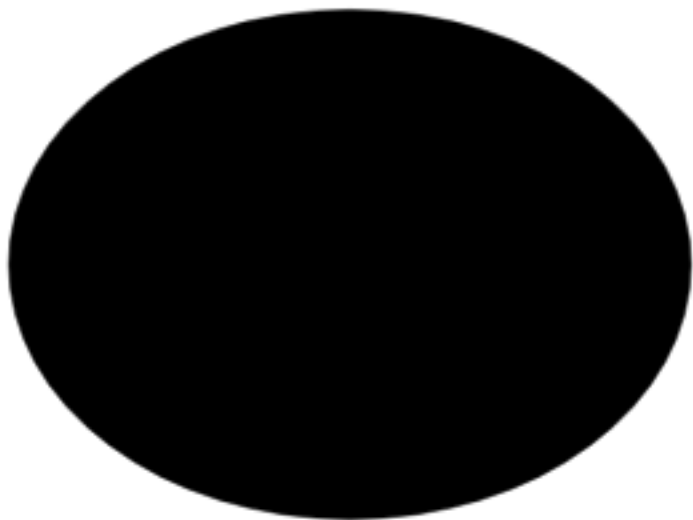- Make slides **attractive and easier to understand**

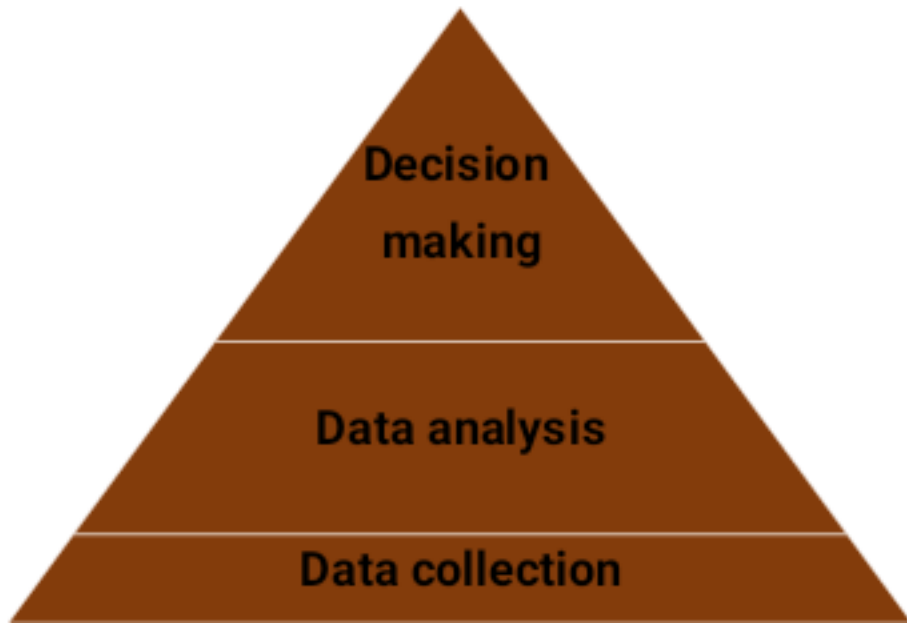# Types of graphic and visual
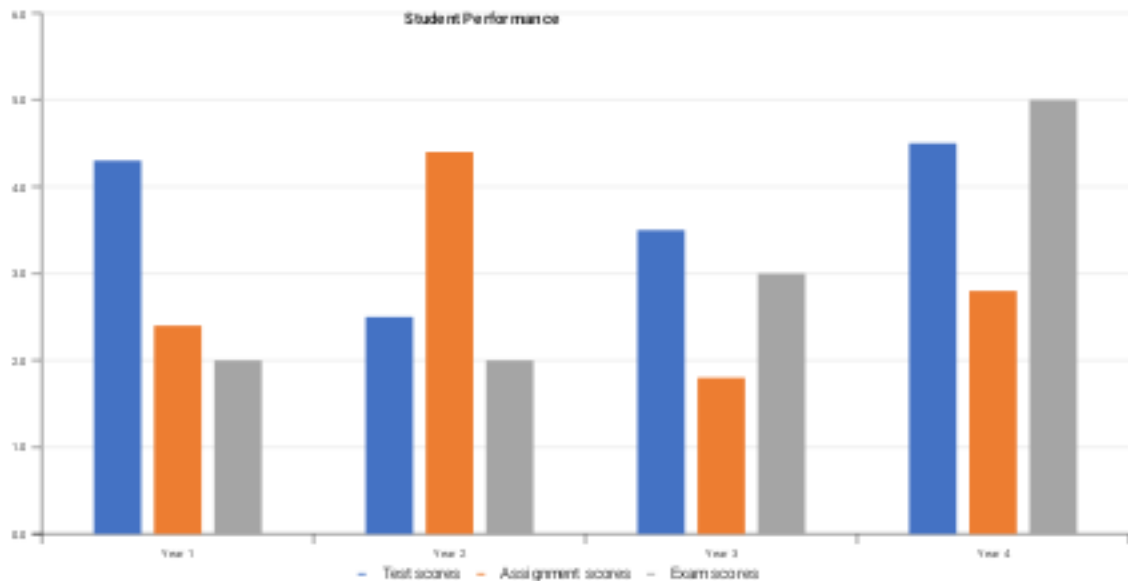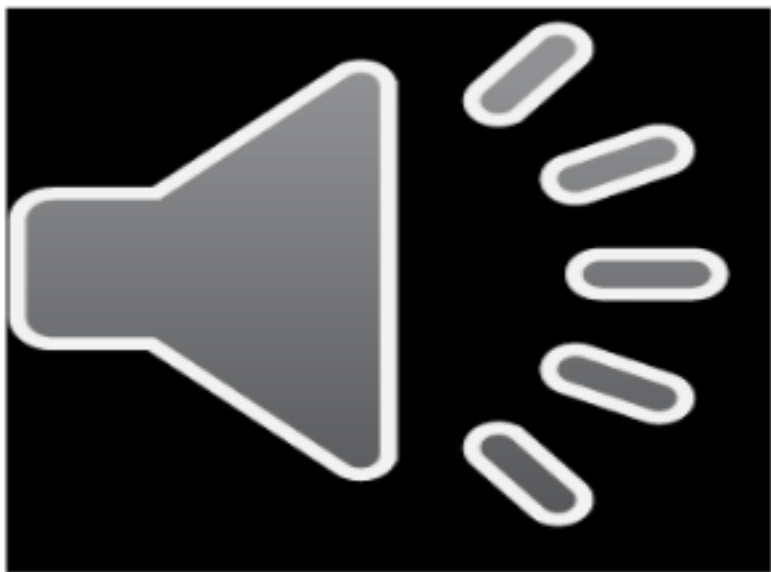
1.IMAGE/PICTURES

2.SHAPES

3.ICONS

3.SMARTART

3.CHARTS AND GRAPH

Student Performance

Legend: Test scores, Assignment scores, Exam scores

3.TABLES

John Komba	History	30
Amani Juma	Civics	40
Ally John	Mathematics	34
Isack John	English	67

3.AUDIO

3.VIDEO

Graphics guidelines

- Determine purpose of the graphic.

- Evaluate the accuracy and validity of the data.

- Refer to all graphic in the text.

- Think about where to put graphics.

- Avoid clutter.

- Provide titles,notes,key and source data.

- Position Graphics Vertically When Possible

Slide without proper graphics
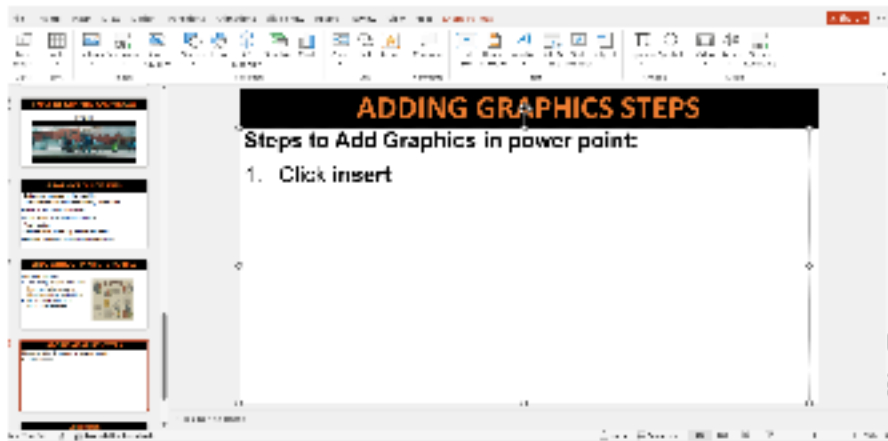
Clutter Example:

- Too many images on a slide
- Low resolution graphic
- Misaligned text and object
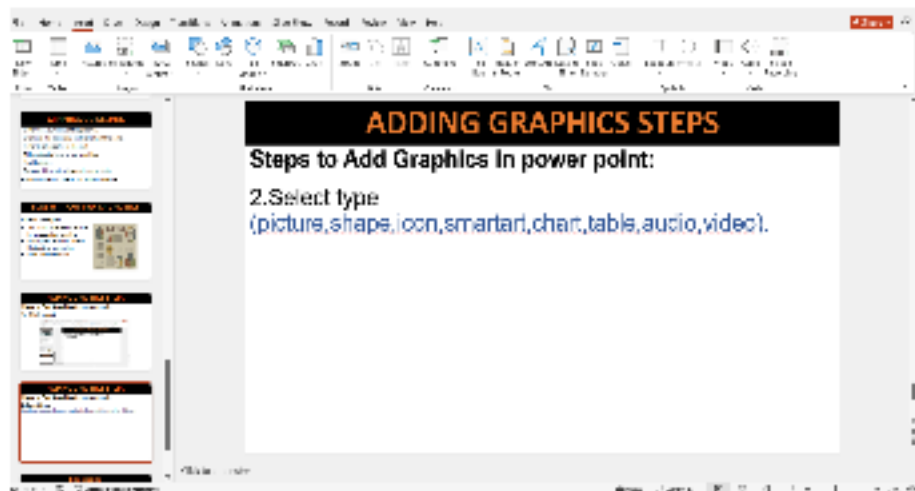- Distracting animation
- Poor color contrast

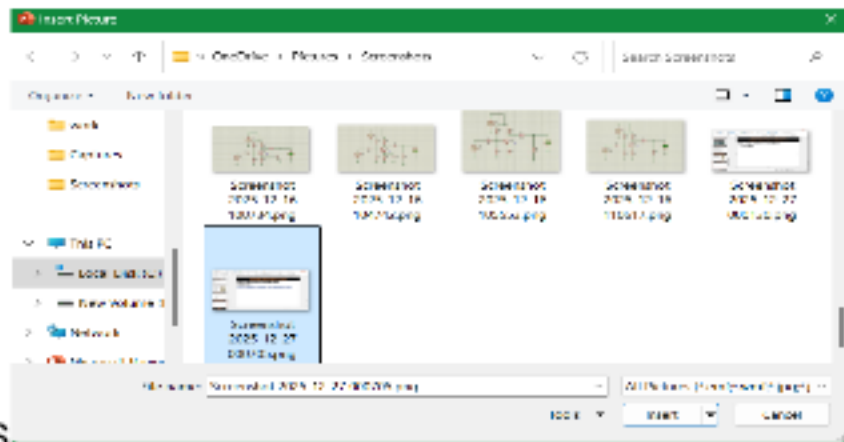# Adding graphics steps

Steps to Add Graphics in power point:

1. Click **insert**

2.Select type of graphic (picture,shape,icon,smartart,chart,table,audio,video).

3.Click insert.

4.Resize,align,format as needed.

Tips /things to consider

- Follow graphics guideline for clarity
- Avoid clutter to maintain audience focus
- Use combination of images,charts and smartArt effectively
- The use of cohesive color palette
- Research thoroughly before starting
- Protize key message viuals

Importance of visual and graphics

- Graphics improve understanding and attention

- Proper use makes slides professional & effective

- Graphcs and visual helps in promotion of products and services

- Enhances visual appearance of various forms of media

conclusion

- Through the importance of grhaphics and visual they can be applied in different ares such as
- ➢ Branding
- ➢ echnical and artist drawing
- ➢ Animation and motion graphics
- ➢ Advertising and marketing
- ➢ Packaging design
- ➢ Editorial design