# Microsoft | PowerPoint

*Every presentation or document that you create to be shared
outside of the company is a reflection of Altman Plants.
To this end, please make sure that you are putting our best foot forward.*

MS Office software is ubiquitous- even the middle-school'ers are using PowerPoint (PPT) to share their learning experience in the classrooms. Everyone is expected to be able to present their own message using the tools of our time, and PPT is one of those tools.

The following slides contain some easy tips to help you to produce attractive PPT files with the least amount of frustration.

Altman Plants' Marketing Department has prepared base templates for use by anyone who should need them. We are happy to design new and/or custom templates on request. We are also available to tweak a file so that you can feel comfortable about the end product.

If you see any errors, or if you have any suggestions, please share them with Marketing.

# For Presentations

Don't write a book. If you just read from your ppt, you are wasting the time of your audience; PPTs are intended to provide a guide and to give visual support. Just include concise bullets (talking points), and then talk about those points.

Include just a few bullets per page and talk about those- if you include lots of bullets, people will read ahead of you and not listen to what you are saying.

Including some images is helpful as support/illustration of your talking points; superfluous images are a distraction from your message.

# General Tips for a Better .ppt

•Use the grid to help you center images and keep side margins of equal size – Go to **View > Grid and Guides**

•Avoid crowding the slide – white space is your friend

•Use graphs and charts - they're cool and share lots of info quickly

•Use plenty of space between thoughts/bullets- it's easier on the eye

•Keep your SpellCheck tool on at all times so you can see obvious misspellings

•Read your work- SpellCheck doesn't catch everything, and grammar does count! A second set of eyes can catch details that you may miss.

•Avoid using lots of acronyms- some people may not know what they represent and may get lost because of this

# General Tips for a Better .ppt

For bullets, use **concise phrases with no periods at the end-** you aren't using complete sentences, so you don't need sentence punctuation; be consistent about this on each slide

Long lines of text across the page are difficult for the eye to track; use **Shift/Enter** to push down to the next line when not breaking for a new paragraph

Chose one font and use variations of that font (size, regular, bold, italicized)

Use a light colored background and dark fonts for best legibility and printing; avoid similarly colored backgrounds and fonts

Reserve the use of **Bolded text** for emphasis
(large blocks of bolded text are difficult on the eye)

Stay away from the gaudy text options - this is a business, not a child's birthday party invitation
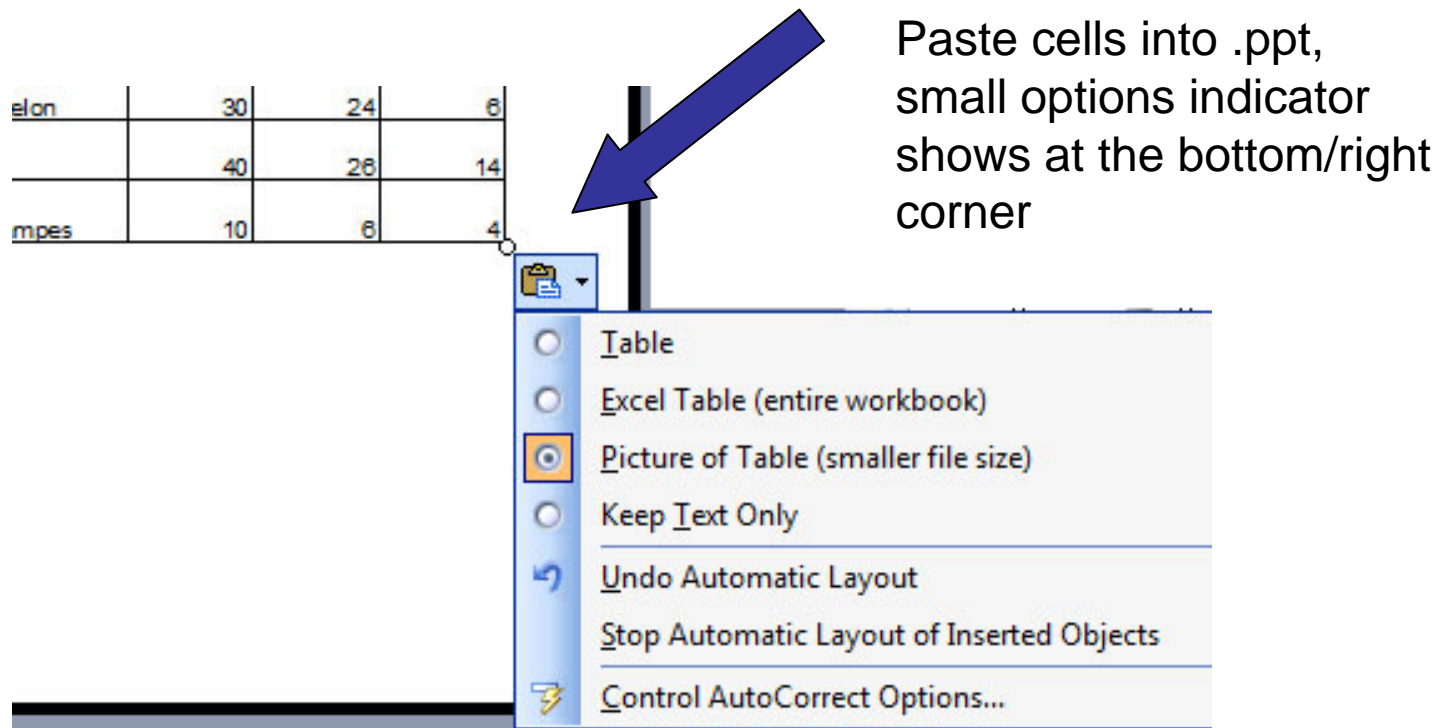
# General Tips for a Better .ppt

The way to format text is to use the tools.

If you want to center text in a text box, don't type it in and then add spaces to the front of it to move it over into a centered position. Rather, type it in, highlight the text or the outside of the text box and go to Format > Alignment > Center

| Left | | |
|---|---|---|
| | Center | |
| | | Right |
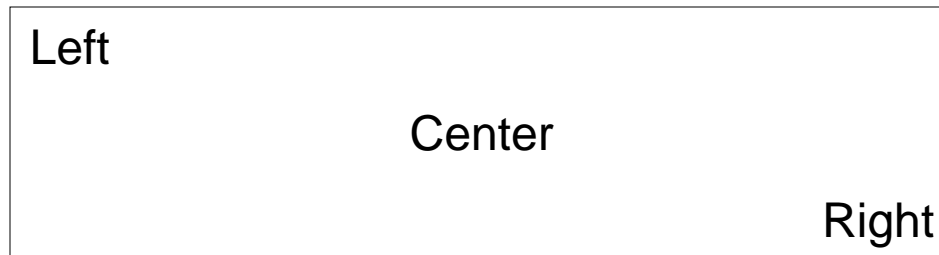
# General Tips for a Better .ppt

•Copy/Paste small blocks of .xls cells (data tables) into your ppt; you can edit the data in PPT if necessary

•Copy/Paste large blocks of .xls cells and save them as images when possible; this reduces file size. Caveat: you cannot edit the image- you must go back into the .xls file, edit, and copy/paste again

| | | | |
|---|---|---|---|
| elon | 30 | 24 | 6 |
| | 40 | 26 | 14 |
| mpes | 10 | 6 | 4 |

Paste cells into .ppt, small options indicator shows at the bottom/right corner

○ Table
○ Excel Table (entire workbook)
◉ Picture of Table (smaller file size)
○ Keep Text Only
↶ Undo Automatic Layout
Stop Automatic Layout of Inserted Objects
⚡ Control AutoCorrect Options...

# Use the Master Slide

Setting up your ppt w/ the Master Slide allows you to make file-wide changes in just a few strokes. Manage the font, layout, theme, backgrounds, borders, page numbers, header/footer… it just goes on and on…
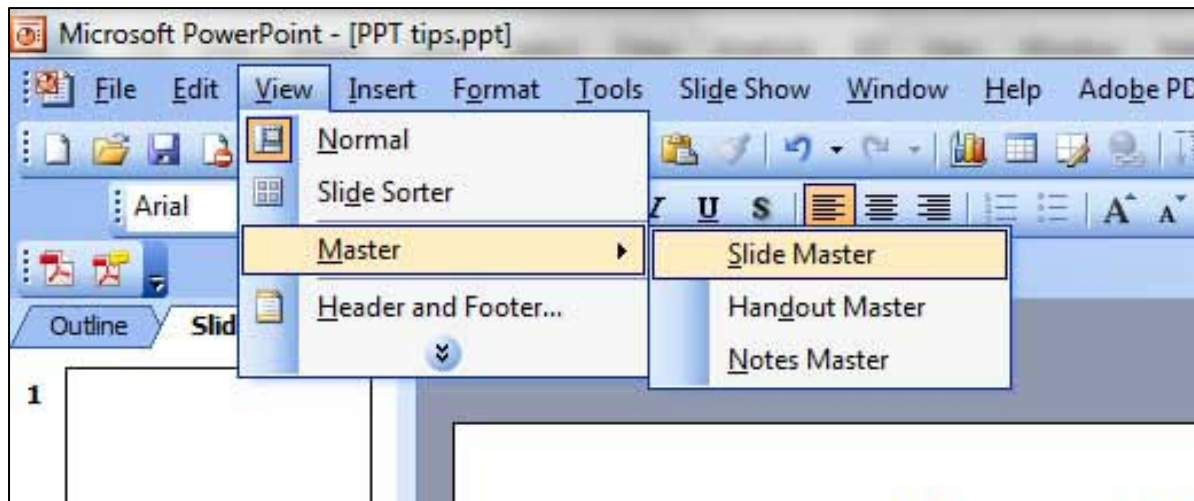
TIP: You can omit backgrounds by right-clicking on a slide and choosing Background > Omit background graphics from master, and then hit Apply
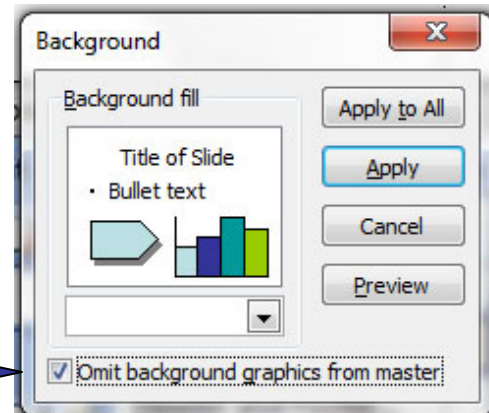
# Size does count…
## *with images*

- The higher res/file size your images, the heftier your final PPT file size

- Nobody likes unnecessarily large files- they load slowly, fill drives, clog email boxes…

- Do this: use image files that are less than 100K per image

**Coming up:**

*Ways to reduce image file size*

# Reducing image file size #1

Find the file in your computer; right-mouse click on it; select Send to > Mail Recipient - this reduces the file size and attaches it to an outgoing email
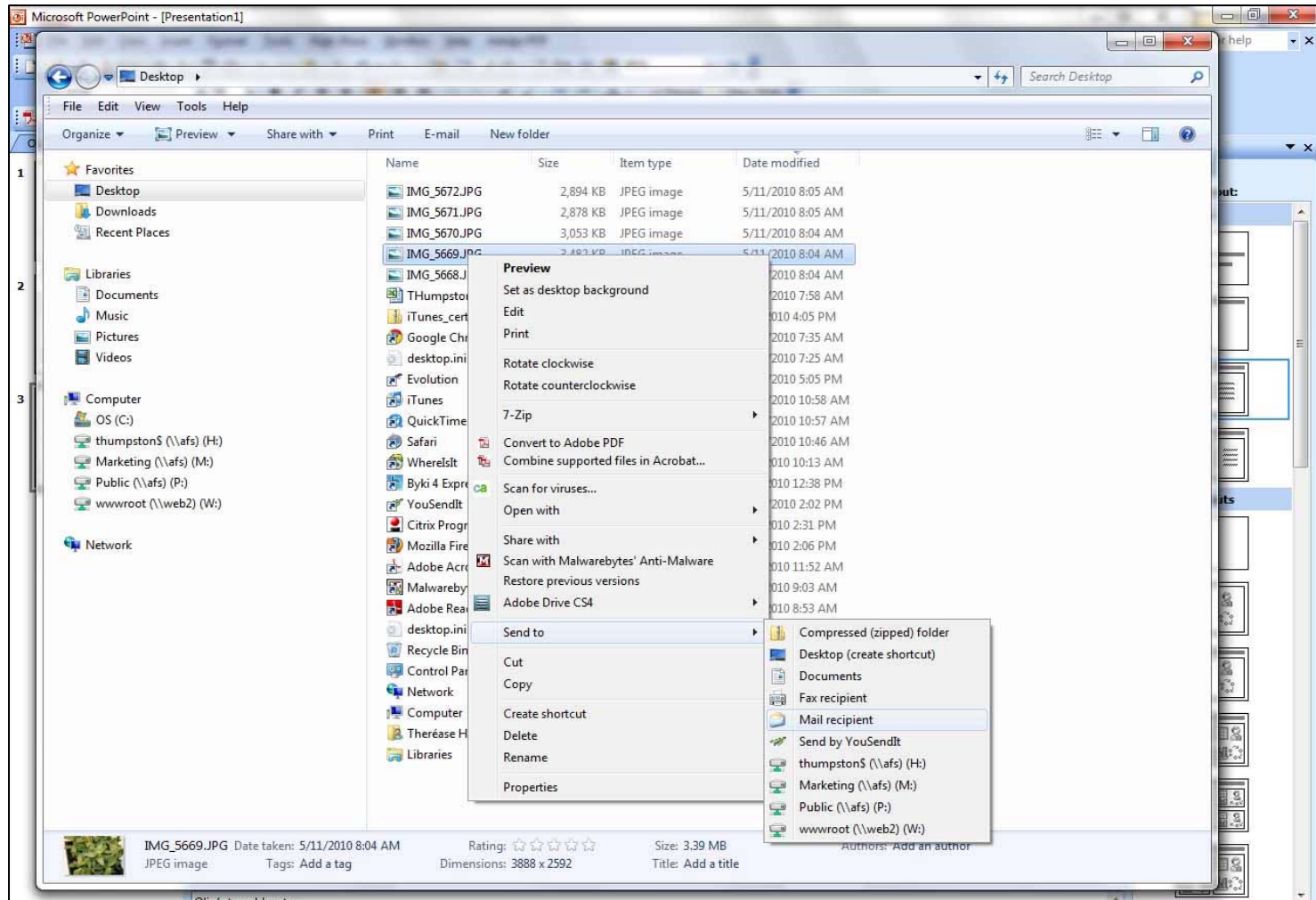
# Reducing image file size #1

Right-mouse click on the file in the outgoing email, select Save As, and save this new, lower rez version of the image to your computer. Be sure not to save over the original file- so add "SM" (small) or "LR" (low rez) or something to the file name so that you know which file to insert into the ppt.
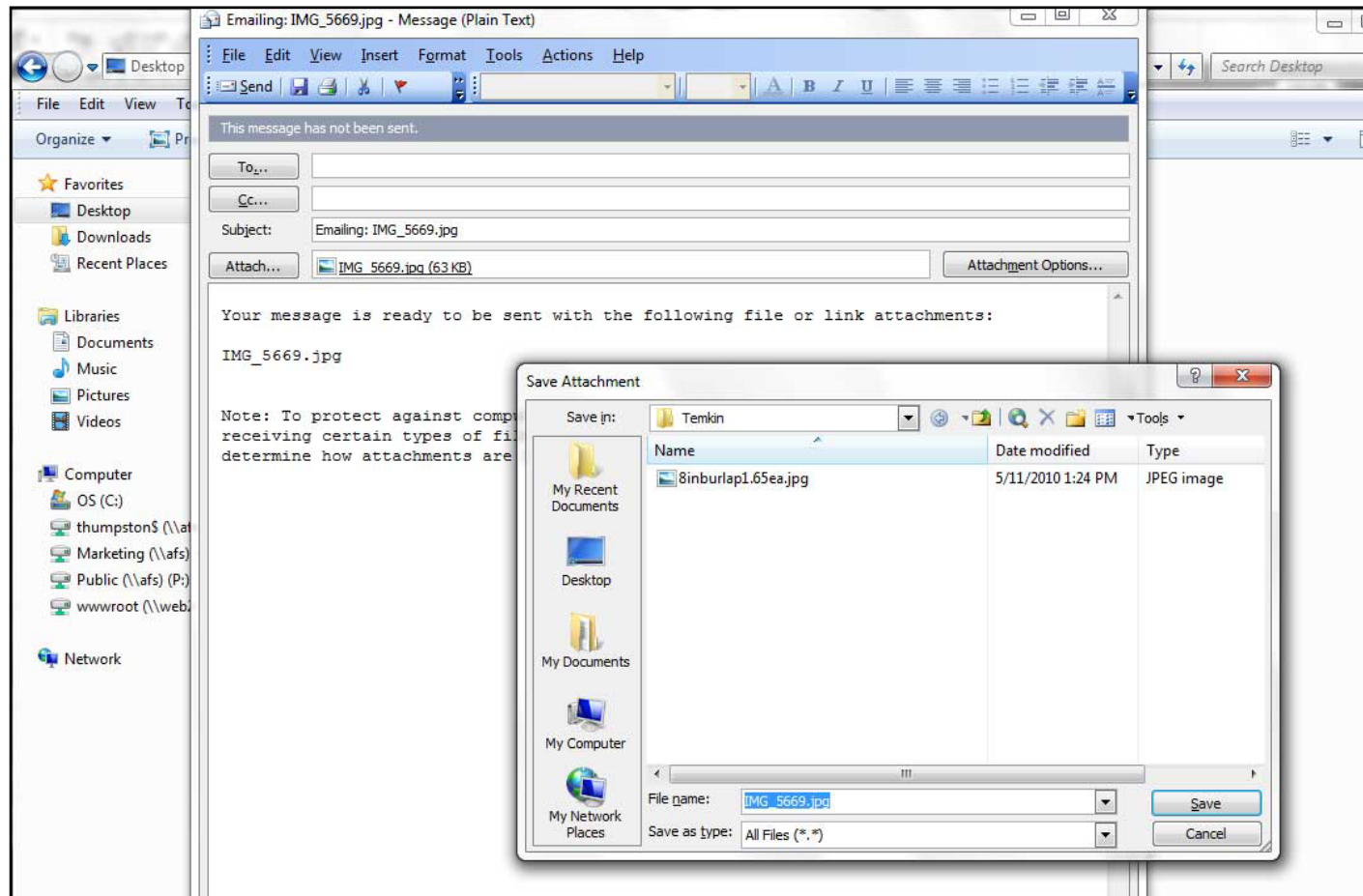
# Reducing image file size #2

Open the image in MS Office Picture Manager; go to File>Export and the Export window opens up on the right. Carefully fill in the blanks and hit OK. Use this file for your ppt (or email).

If you know how to change the paragraph formatting from this hanging indent, please let me know!
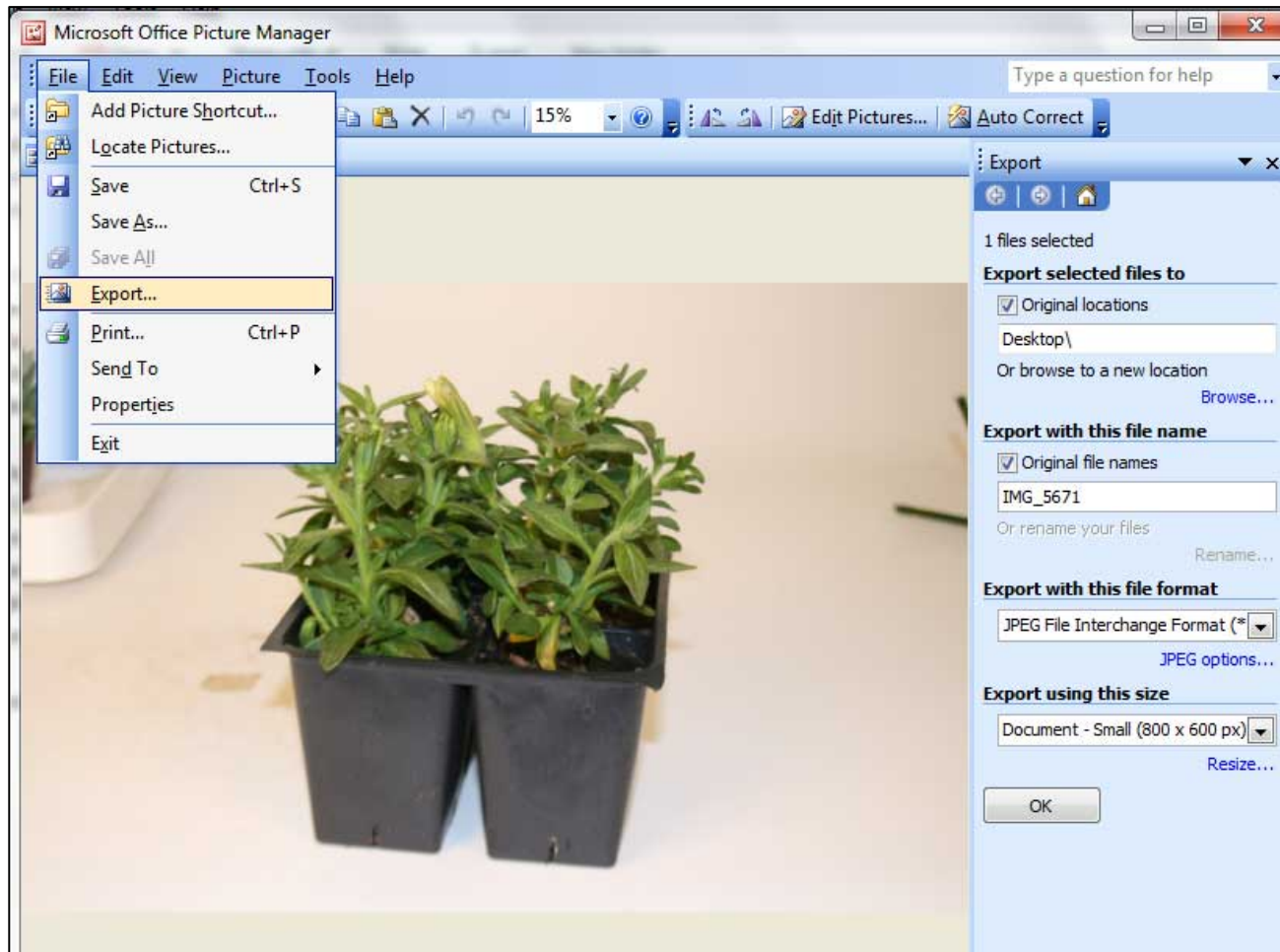
# Resize Images in PPT

You can resize (not change the resolution) your images in PPT:

Insert image and then click on it; Pull it out or push it in from a corner point- this keeps it from becoming distorted. You can also hold your Shift key down while resizing to avoid distortion.
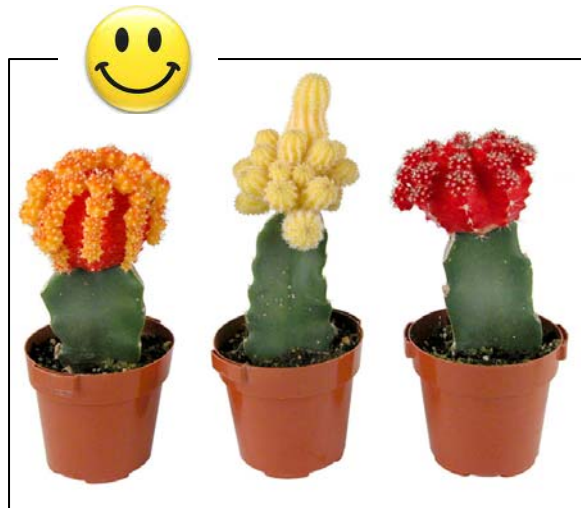
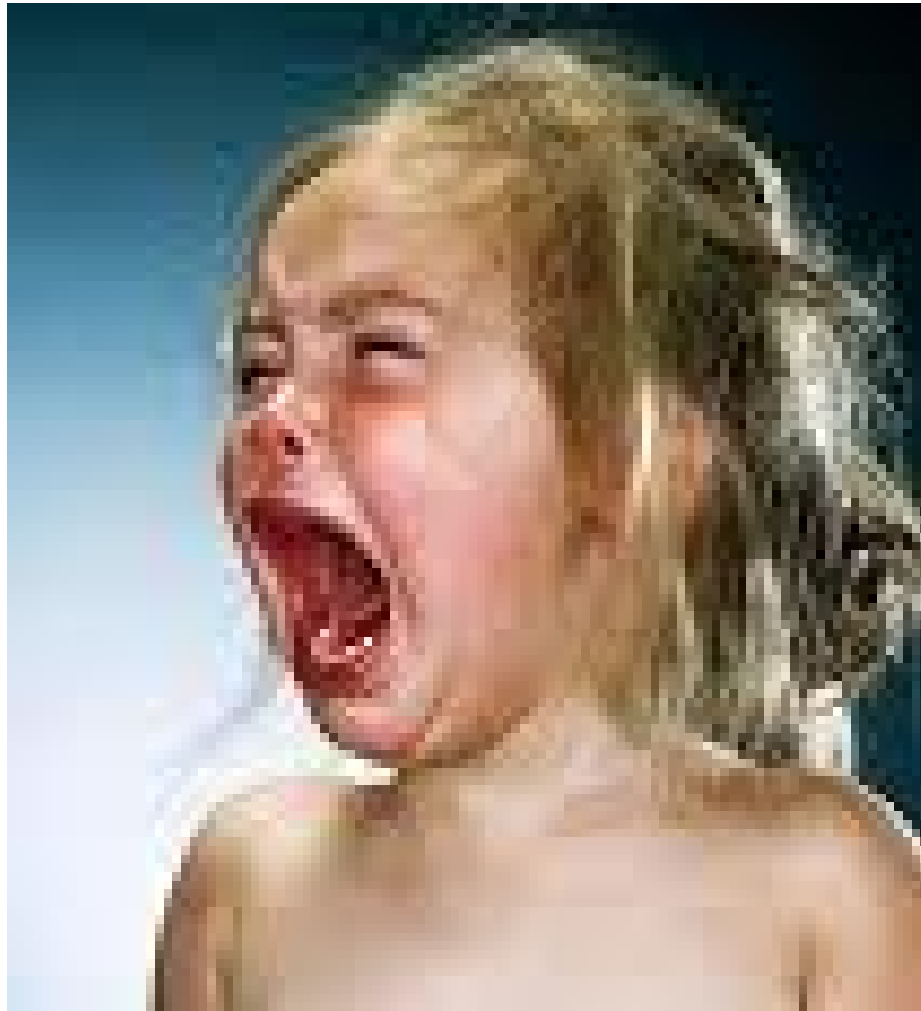*Try holding down your Control key and change the size- see what happens.*
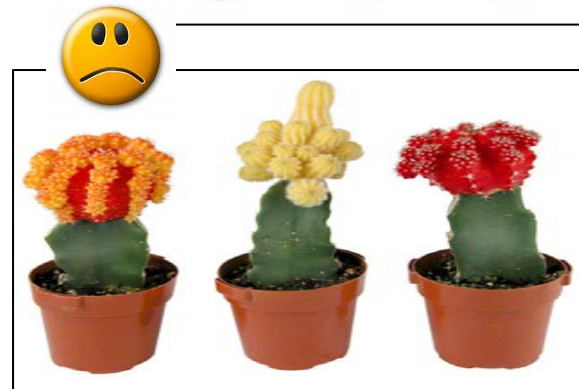
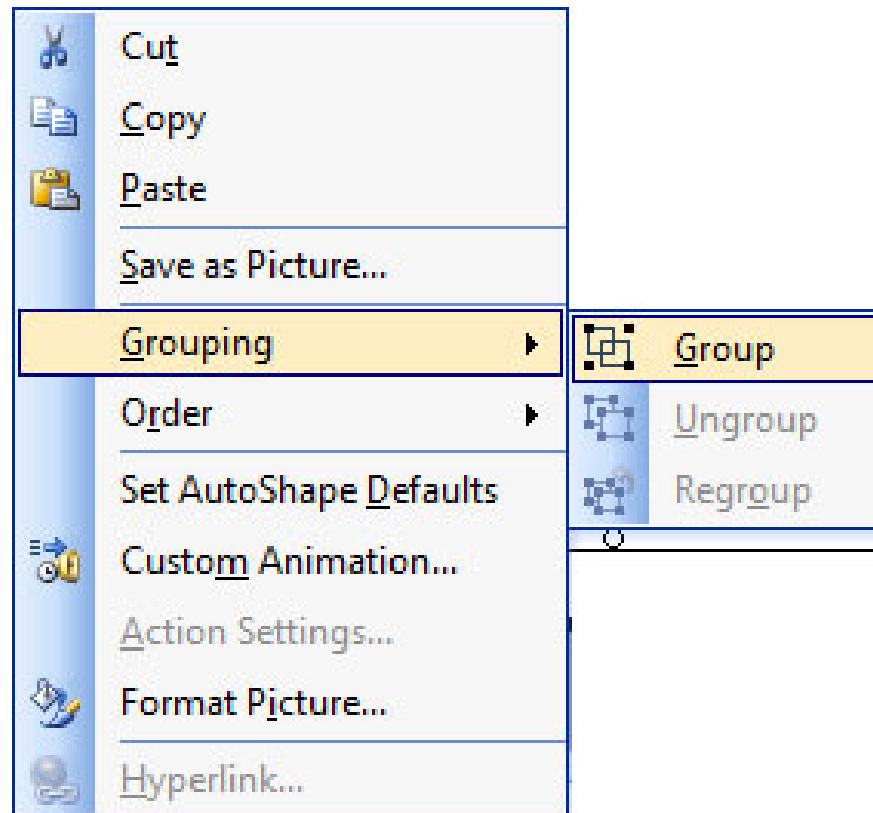# Please, NEVER distort images, *ESPECIALLY LOGOS*
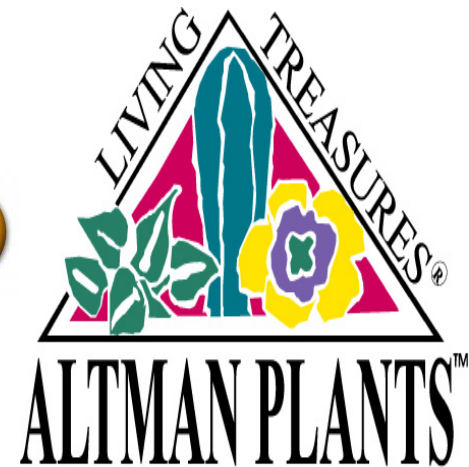
# Avoid Pixellation

Increasing the size of an image to the point of fuzziness is bad. Don't do it.

# Grouping Images

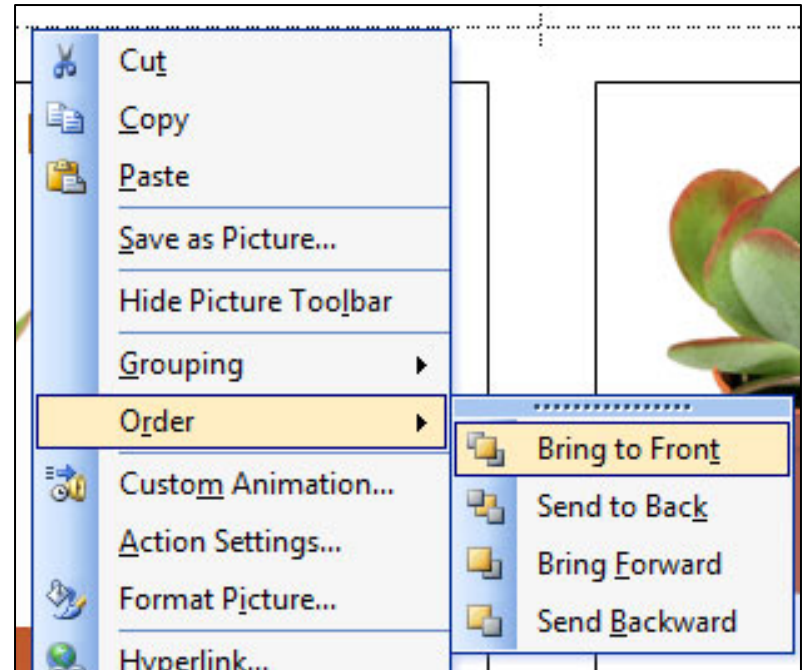Grouping images together makes it easier to resize and/or move them around

Hold the Shift key down, and click on the images you want to group; Right mouse click, select Grouping > Group (or Ungroup)
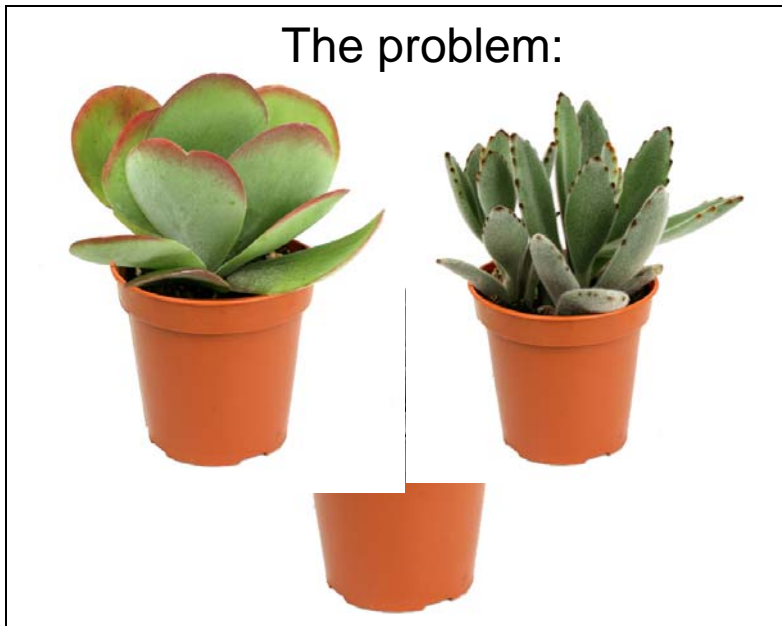
# Layers Tool

Suppose you want to layer images…

- Right-mouse click on an image, select Order > Bring to Front (or Send to Back, if that is what you need)



| | |
|---|---|
| Cut | |
| Copy | |
| Paste | |
| Save as Picture... | |
| Hide Picture Toolbar | |
| Grouping | ▶ |
| Order | ▶ |
| Custom Animation... | |
| Action Settings... | |
| Format Picture... | |
| Hyperlink... | |

Order submenu:
- Bring to Front
- Send to Back
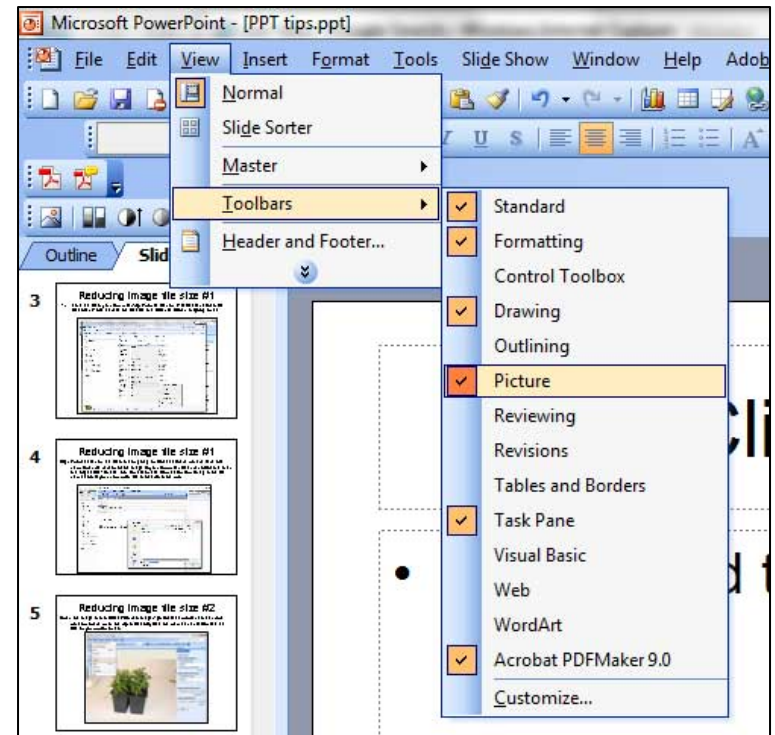- Bring Forward
- Send Backward

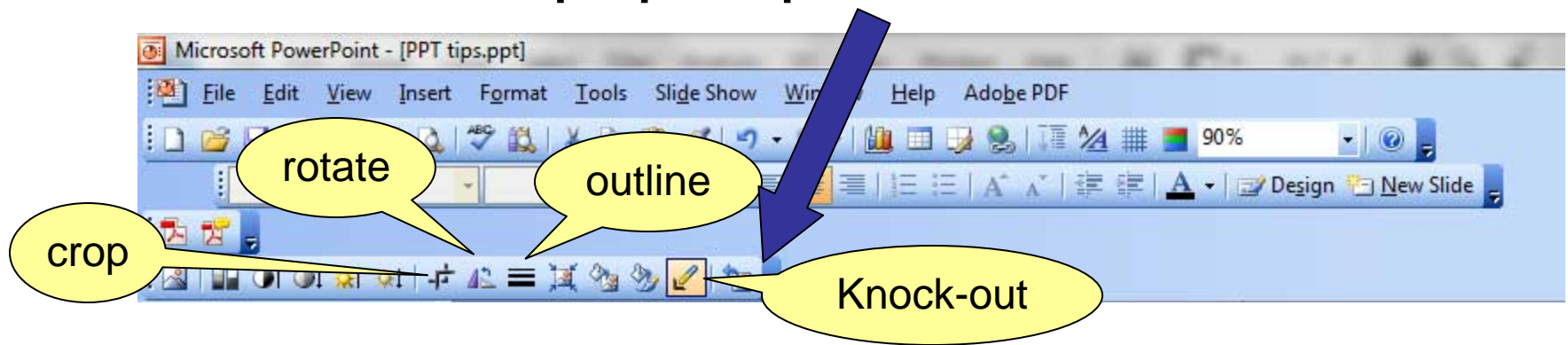The problem:

The solution:

# Get out your Picture Tools
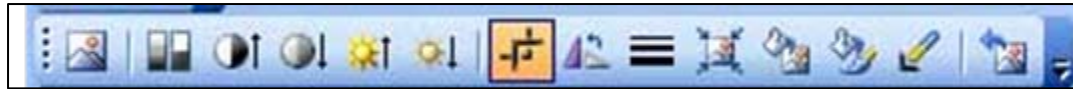
- View > Toolbars > Picture



- And then this pops up:

# Crop Tool

Select the Crop tool, click on the image, and use the bold black bars to crop

Before                    After

# "Knock Out" Tool



Suppose you want to layer images but the sides of the images keep overlapping? You've tried cropping, but there are still issues. If you have one color background, you can select that color with the Knock Out Tool and it will disappear! (It sets the color as transparent.)

- Click on the Knock-Out tool, then click on the color/background that you want to eliminate from your image
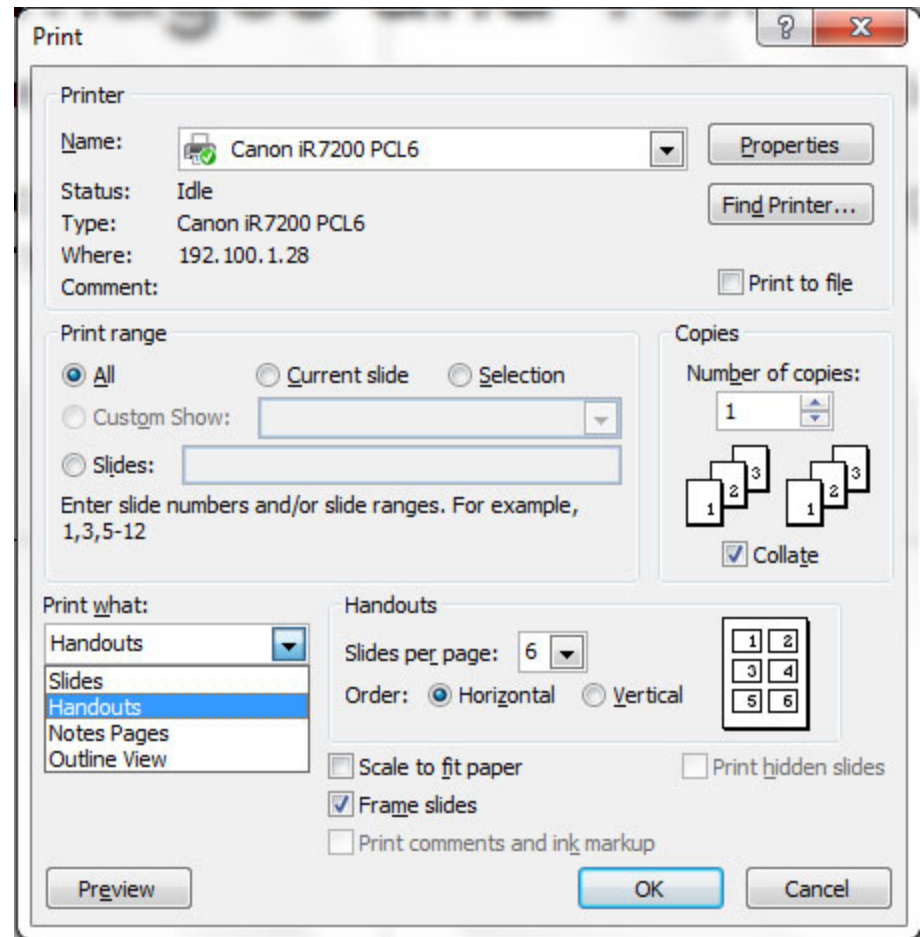
The problem:

The solution:

# Printing

Instead of printing out one slide per page and handing it out, you can select other options. Try the options and look at them in Print Preview.

**Notes Pages** is a good option to allow people to take notes along with the slide.

# Sending out PPT files

- The images and work that have gone into your PPT are the property of Altman Plants and should not be given away without permission

- Protecting the content and integrity of the PPT is important, so when sharing files outside of the company, save the file as a PDF or as a PowerPoint Show
  **File > Save As >  PowerPoint Show (.pps)**
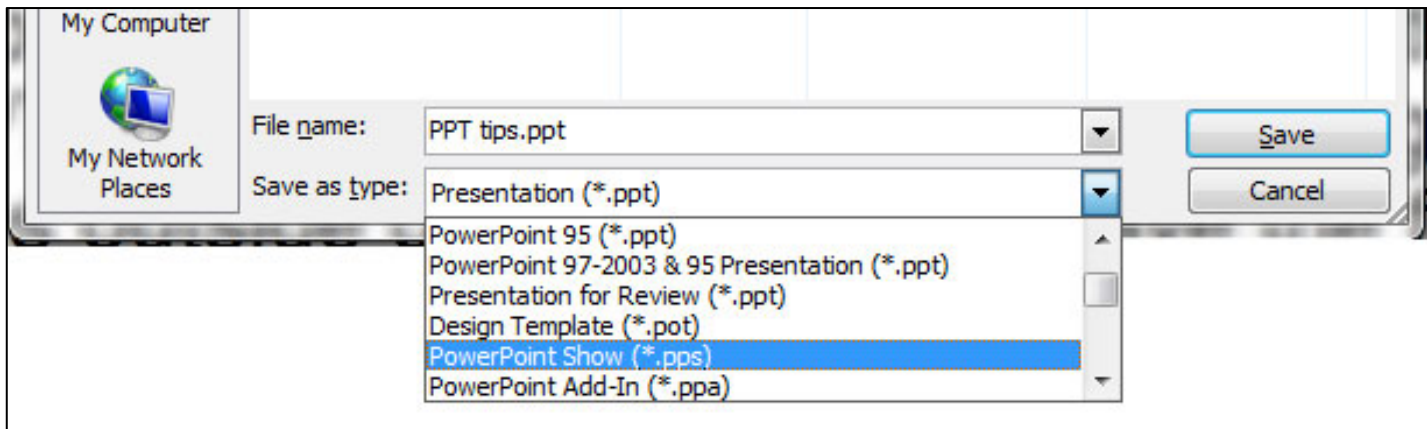
# Sending out PPT files

- Sometimes the file size is pretty big. When this happens, you can use the free online file transfer service called YouSentIt.com

- Or, you can give the file to Marketing and we can post it on the AltmanPlants.com site and issue a special link to the file, which you can send to the recipient(s).