

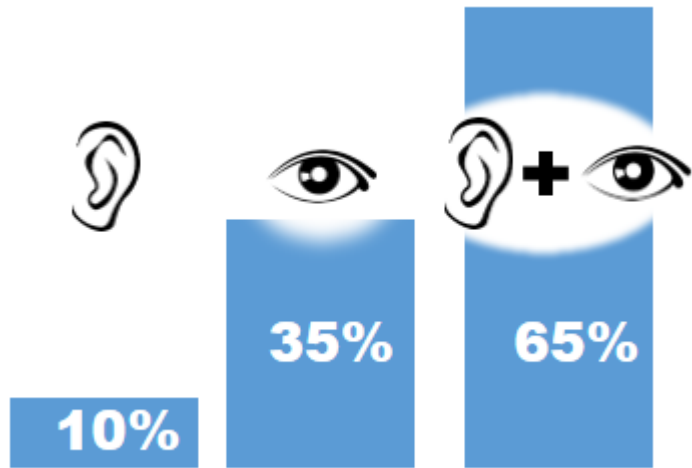
Graphics in PowerPoint

Finding, Creating, and Using
Powerful Imagery

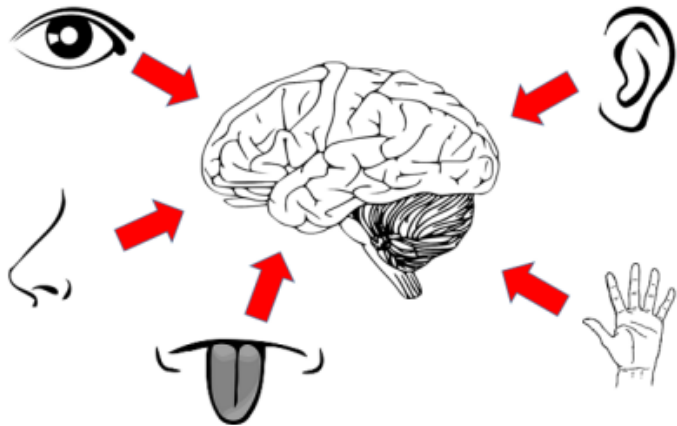
Presented by **Robert Hershenow**
STC East Bay Chapter - March 5, 2015



What Makes a Good Presentation?



Vision is our strongest sense, which means that visual content is the most effective single means of engaging an audience. And even more powerful are graphics supported by narration.



Different areas in our brains process the inputs from each of our five senses, so we can handle multiple channels of information *at the same time*. And when simultaneous inputs are synchronized (such as images and narrative), the brain actually creates longer-lasting memories.

Reading text takes a lot of brain-work. If you read on-screen text aloud to your audience, you force them to slow their reading speed to match your narration, further increasing their workload (which negatively impacts their cognition and memory-building).

So the key to effective presentations is less text and better graphics, on more slides, with the details presented verbally.

Steps in creating more engaging, dynamic presentations:

1. Start with a blank screen template
2. Title each screen with a complete sentence
3. Find an intriguing picture or graphic that represents the title idea
4. Explain the details verbally
5. Evoke emotion to stimulate interest
6. Build stronger memories with rich, multi-sensory stimulation

PUT DOWN THE BULLET POINTS AND STEP AWAY FROM THE TEMPLATE.

Tom Kuhmann,
The Rapid E-Learning Blog
articulate.com/rapid-elearning

NEW YORK TIMES BESTSELLER
brain rules
HOW OUR BRAINS WORK AND WHAT THAT MEANS WHEN WE LEARN
JOHN MEDINA

For more about how our brains work and what that means when we learn, read *Brain Rules* by John Medina, or visit www.brainrules.net.

Graphics aren't just Pictures

Besides pictures, charts, and graphs, presentation graphics include backgrounds and navigational elements like title bars and text holders.

Placement and color choice can make these elements effective as signals or guideposts. For example, assigning a different color scheme to each section of a presentation can help the audience relax because they know where they are. And attention-getting colors like red and orange can be used (sparingly) to alert learners to special content.

Graphics can soothe us.

Graphics can alert us.

Graphics File Types

Digital graphics files fall into two basic types.

Raster files are based on pixels, each of which is represented by a color value. Raster formats are capable of reproducing smooth color variations so they are used where realism is important, such as for photographs. However, if resized their appearance can suffer, as shown below.

Vector files are made of lines and curves, rather than dots. If the ends of a line join to make a shape, it can then be filled with color. Sometimes hundreds of lines and shapes will be combined to build a picture. Although vector files can be expanded indefinitely in size without loss of fidelity, they are not capable of the smooth color transitions needed to duplicate photographs.



Original



Enlarged Vector File



Enlarged Raster File

Raster files include JPG, PNG, GIF, and BMP filetypes.

JPG: Lossy, but that's often OK, esp. on the web. Good for photos.

PNG: Supports transparency. File sizes generally a bit larger than JPG. Good for logos, line art.


GIF: An older version of PNG. Limited colors, smaller file sizes. Still used for animations.

BMP: Old Windows format; file sizes are large. Best avoided.

Vector files include PowerPoint graphics, AI (Adobe Illustrator), WMF and EMF, and SVG, among others.

Read more: http://en.wikipedia.org/wiki/Image_file_formats

Finding Graphics on the Web

Google Image Search – For images that are free of copyright restrictions, click Options , then Advanced Search. Scroll down to Usage Rights and click *Free to use, share, or modify, even commercially*, then click the Advanced Search button.

usage rights:

free to use, share or modify, even commercially ▾

Advanced Search

Free Stock Photos <https://medium.com/@dustin/stock-photos-that-dont-suck-62ae4bcbe01b>

Also <http://www.alamy.com/>

Pay Sites include Shutterstock, iStock Photo, Alamy, and 123RF. These sites frequently offer some free images, too.

Be sure you have permission before using an image. If you don't want to spend money, look for images in the public domain or licensed under Creative Commons.

Public Domain image search: <http://bit.ly/UH421a>

Creative Commons: <https://creativecommons.org/licenses/>

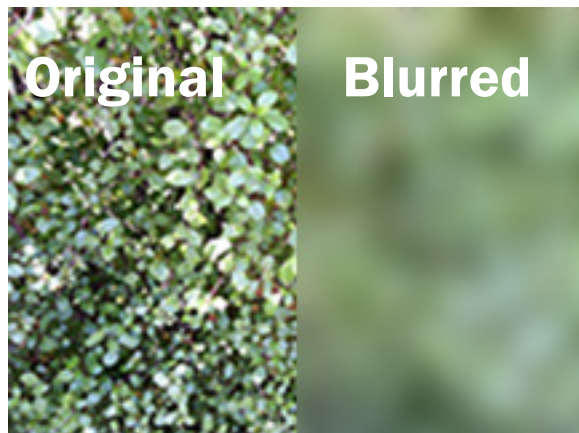
Graphics from your Camera

You can easily turn pictures from your phone or digital camera into great backgrounds and illustrations. And pictures you take yourself are free! *And* you can often get exactly what you want.

I like to shoot the corner of a wall, or the sharp edge of a shadow; something with high contrast between two surfaces or colors. I will compose or edit the shot to create a title area and a background for content. This background was a blue wall in a gas station:



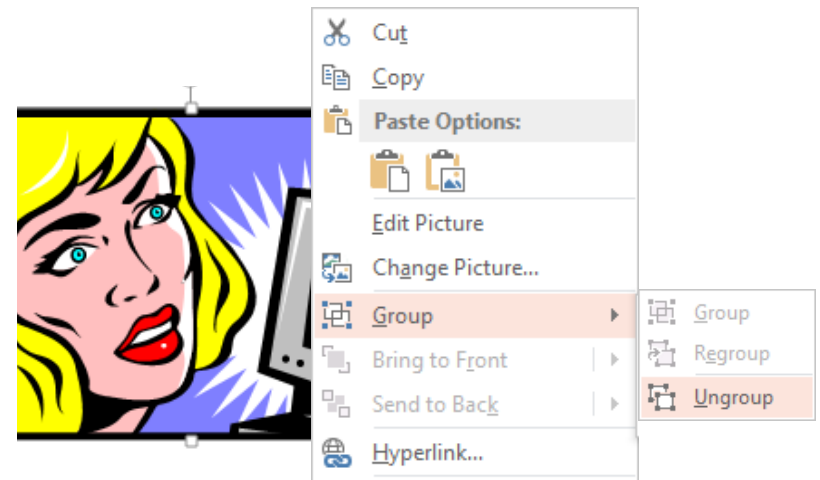
An effective trick is to blur a photo background to make text stand out in front of it. And you can do this directly in PowerPoint. Explore *Artistic Effects* under the *Format Picture* menu.



Editing Vector Files in PowerPoint

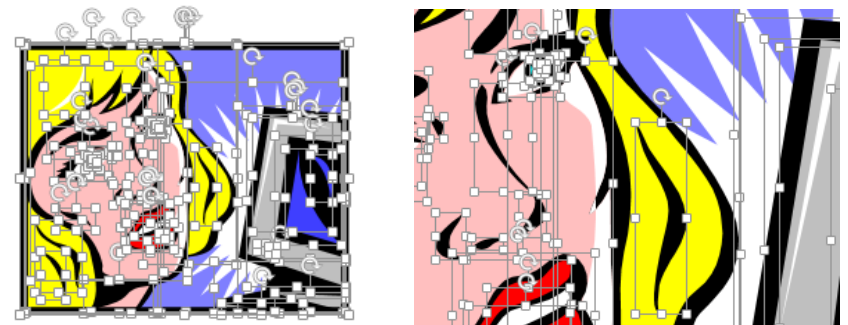
PowerPoint offers powerful editing features for certain kinds of vector graphics. Files which are groups of layered shapes can be resized but also disassembled and modified. To do so:

Right-click the drawing, then select *Group > Ungroup*:



When prompted about turning the picture into a Microsoft Drawing Object, click *Yes*.

Again, right-click the drawing and select *Group > Ungroup*. Each piece of the drawing will now be separately available to remove or modify.



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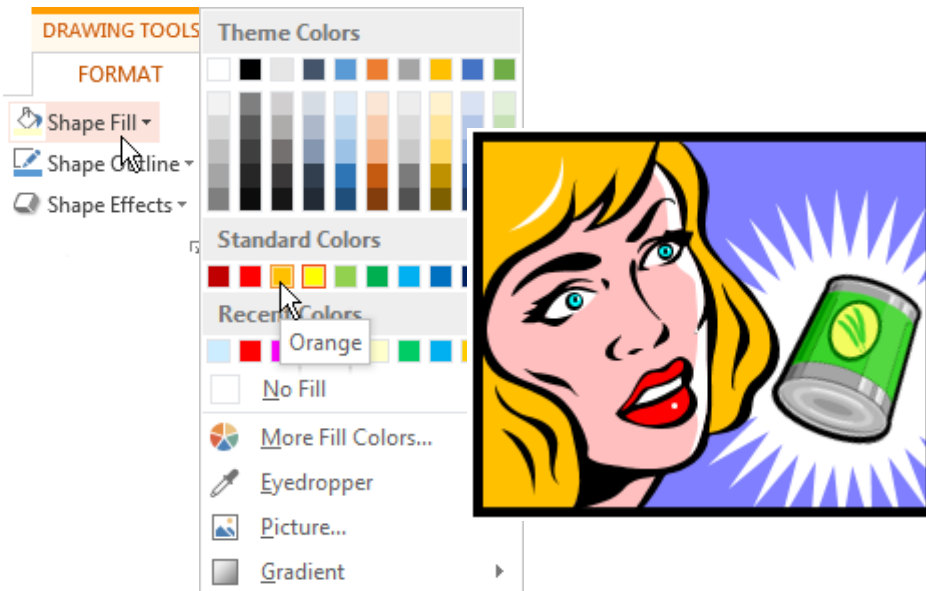
Editing Vectors, continued

Click outside the drawing to deselect it, then click individual pieces to delete, copy, rotate, resize, reshape, or change colors.

In the example below I removed the computer monitor, then added a can from another vector drawing.



To change colors, select a shape by clicking on it. Then click *Format* > *Shape Fill* and select a new color, like... orange. See hair, below. (Change Shape Outline thickness and color, or add Effects, from the same menu.)



Being able to ungroup and remove shapes allows you to adjust drawings to your needs:



Clipart Tips

1. Create a Clipart Library. As you download and modify clipart, save it as a separate presentation for future use.

Clipart Library



2. Before moving or resizing modified clipart, click-and drag to select all the pieces and regroup them (right-click, Group > Group).
3. To resize after regrouping, hold down the Shift key to maintain relative dimensions while you drag a corner marker.
4. Use the Zoom tool to see vector drawing detail.
5. Explore the right-click menus and the *Format Shape* menu for more opportunities.
6. Back up or copy-and-paste your drawings before you modify them, so you can quickly reset them if need be.

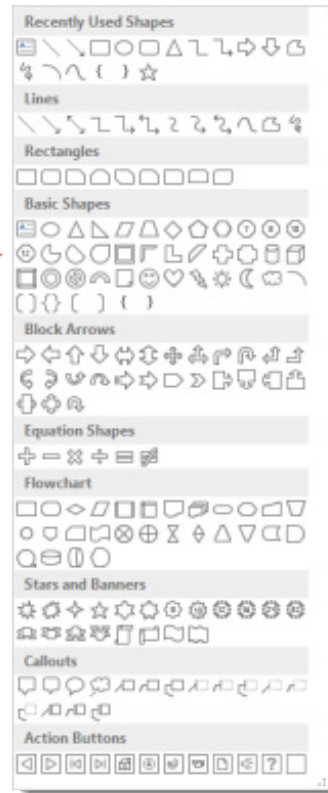
Graphics from Shapes

In PowerPoint and Keynote you can choose standard shapes, or create your own custom shapes.

- **In PowerPoint:** select *Shapes* from the Insert menu, choose a shape, and click-and drag to draw it on the slide.

Right-click the shape to open the formatting menu. Click *Edit Points* to fine-tune or change the shape into something else.

Multiple shapes can be grouped, or – using *Merge* on the Formatting toolbar – combined in various ways into a single custom shape, to which you can apply effects like a drop shadow:



- **In Keynote:** Choose *Shape* from the top toolbar, then click a shape style. The new shape will appear on the slide, where you can click-and-drag to resize it.

For a custom shape, click *Draw with Pen*. Then use your pointing device to draw.

Click on the new shape to select it, and then click the *Format* icon on the right side of the toolbar to add effects, change colors, etc.

In Keynote you can group shapes, but not merge them.

Here's a great tutorial from the Rapid E-Learning Blog about building custom graphics with shapes in PowerPoint:

<http://www.articulate.com/rapid-elearning/how-to-create-your-own-illustrated-graphics-in-powerpoint/>

Graphics Software

Besides Adobe products, there are plenty of high-powered graphics programs out there – and many are free. Here are links to tools for creating and editing vector and raster graphics:

For both Mac and Windows:

<http://www.creativebloq.com/graphic-design/free-graphic-design-software-8134039>

<http://tjfree.com/best-free-graphic-design-software/>

Free Photo Editors for Windows:

<http://graphicssoft.about.com/od/pixelbasedwin/tp/freephotoedw.htm>

Free Design Apps for Mac

http://www.marcofolio.net/features/top_15_free_mac_apps_for_graphic_designers.html

FIVE TIPS for Presentation Graphics

1. Don't resize graphics in PowerPoint or Keynote. They will look better if you use an editing program and then import them.
2. A picture really is worth 1000 words. Spend some time to find or make graphics that clearly support your message.
3. Consider the emotional qualities of colors. Bright, warm colors draw attention but can cause fatigue. Cool colors are calming.
4. Use animations and special effects sparingly.
5. Spend some time learning about your presentation software's graphics capabilities.

More LINKS

TIPS & TECHNIQUES

[The Rapid eLearning Blog](#)

by Tom Kuhlmann

[I'd Rather Be Writing](#)

by Tom Johnson

[Presentation Tips](#)

by Garr Reynolds, author of "Presentation Zen"

BOOKS

[Brain Rules](#)

by John Medina

[Presentation Zen](#)

by Garr Reynolds

[The Non-Designer's Presentation Book](#)

by Robin Williams

[Graphics for Learning](#)

by Ruth Clark & Chopeta Lyons

[Multimedia Learning](#)

by Richard Meyer

[Cultural Issues in Business Communication](#)

by Robert G. Sellin and Elaine Winters

[Clear and to The Point](#)

by Stephen M. Kosslyn