

Computer Applications in Business

(As per CBCS Syllabus)

Unit – 2

[Preparing Presentations (M.S. - Power Point)]

Presentation:-

Introduction:-

A presentation is a structured delivery of information. It is a good way to convey pieces of information, usually in the form of an outline, to a large audience. Presentation can be reproduced on transparency, paper or on-screen. Generally, computerized presentations are appealing to users because these are easy to create, edit and generally small enough to fit onto a CD or a USB Jump Drive.

Therefore, a user does not have to carry around any slides or slide projector, and, if necessary, can make any last-minute changes to the presentation.

Good Presentations are crucial to convince an audience. Presentations consist of a number of individual pages called "slides". Slides may contain text, graphics, movies, and other objects, which may be arranged freely. So, a presentation is a Combination of slides, handouts, notes, and outlines all in one file. We can add text, graphics, photos, clip art, sound and video to our slides.

A presentation is any kind of interaction between a speaker and audience, but it usually involves one or more of the following visual aids: LCD projectors, computer-based slides, handouts, and speaker notes. The presentation can be printed or even displayed live on a computer. For larger audiences the computer display is often projected using a video projector.

Microsoft (M.S.) PowerPoint:-

PowerPoint is a presentation software package included in Microsoft Office suite. It is used to create professional quality presentations. PowerPoint features can be used to work on slides, organize presentation contents with outlines and generate speaker notes and audience handouts. Generally, a presentation is created by logical collection of individual slides that contain information on a specific topic. PowerPoint is used for preparing range of presentations on various topics including educational presentation, business presentation, social awareness presentations etc. A PowerPoint presentation comprising slides and other features is also known as ‘PPT’.

Microsoft PowerPoint, usually just called ‘PowerPoint’, is a closed source commercial presentation program developed by Microsoft. It is a part of the Microsoft office suite, and runs on Microsoft Windows operating system. In the Microsoft office suite, PowerPoint is the presentation graphics

software used to design dynamic and easy to use presentation. Today, PowerPoint presentations in many forms, styles and custom layouts are used by working professionals, academics, students, medical practitioners and others to display data and information in a visual manner.

Thus, Microsoft PowerPoint is a professional presentation program that allows the user to create "presentation slides" that can be displayed on the computer screen or through a projector that is plugged into the computer. Presentations can be printed, displayed live on a computer, or navigated through at the command of the presenter. For larger audiences, the presentation is often projected onto a large screen.

Teachers, professors, politicians and sales representatives make presentations to convey their concepts. Some other notable presentation software packages are **Harvard Graphics** and **Lotus Freelance**. Power point is the best selling presentation graphics software package in the world. Power point's innovative tools and easy approach can help us to make professional looking presentation quickly and easily.

Features of M.S. – PowerPoint:-

Gradually, with each version, the PowerPoint program was more creative and more interactive. Various other features were added in PowerPoint which massively increased the requirement and use of this MS Office program. There are multiple features that are available in MS PowerPoint which can customise and optimise a presentation. Some the important features of M.S. – PowerPoint are described below:-

- a) **Design**:- The design features of PowerPoint allow users to customize the appearance and format of the slides. PowerPoint typically comes with a set of preloaded themes for users to choose from. These can range from simple color changes to complete format layouts with accompanying font text. Themes can be applied through the whole presentation or a single slide. Apart from this, slide designs can also be downloaded online.
- b) **Slide Layout**:- Multiple options and layouts are available based on which a presentation can be created. This option is available under the "Home" section and one can select from the multiple layout options provided.
- c) **Better organisation charts and new diagram types**:- Organisation charts now use the drawing tools in power point, resulting in smaller fields sizes and easier editing. Also it includes a new gallery of common conceptual diagrams.
- d) **Save background or selection as picture**:- When users want to create a presentation using the drawing tools in power point, they can save it as a picture by right click it. They can also save a texture or picture background from a slide in the same way that makes it easy to reuse these graphic elements.

- e) **Animation**:- PowerPoint animation is divided between slide transitions and element animation. Using slide transition adds an effect when switching slides during a slide show. User can edit the transition effect and timing, as well as opt for an on-click or automatic transition between slides. Element animation adds movement and sounds to the objects within the slide.
- f) **Integration**:- PowerPoint is compatible with all other software in the Microsoft Office suite; users can export slides into Word documents or use Excel charts within their presentation. In addition to image and audio support, PowerPoint also has video-integration functionality; users can embed videos within a presentation for easy playback without exiting the program. They can also export presentation files to an online interface for multi-user remote editing and presentation practice.
- g) **Insert multiple pictures**:- When users want to insert pictures from files on hard disk drive, they can select multiple pictures and insert them all at once.
- h) **Picture rotation**:- User can rotate and flip types of image file in a power point presentation including bitmaps.
- i) **Support for audio and video**:- Sounds and videos that users include in a presentation broadcast are heard and seen by the audience, both in real time or when archives.
- j) **Support other file formats**:- PowerPoint enables support for other file formats, such as - PDF, XPS, etc.
- k) **Live Preview**:- PowerPoint takes advantage of the live preview feature to review users' formatting choices before they apply them.
- l) The file extension of a saved PowerPoint presentation is “.ppt”.

Uses / Importance of PowerPoint Presentation:-

PowerPoint presentations are useful for both personal and professional usage. Given below are a few of the major fields where PPT (PowerPoint Presentation) is extremely useful:

- **Education**:- With e-learning and smart classes being chosen as a common mode of education today, PowerPoint presentations can help in making education more interactive and attract students towards the modified version of studying.
- **Marketing**:- In the field of marketing, PowerPoint presentations can be extremely important. Using graphs and charts, numbers can be shown more evidently and clearly which may be ignored by the viewer if being read.

- **Business**:- To introduction of products/services/offerings and to invite investors or to show the increase or decrease in profits, MS PowerPoint can be used.
- **Creating Resumes**:- Digital resumes can be formed using MS PowerPoint. Different patterns, photograph, etc. can be added to the resume.
- **Depicting Growth**:- Since both graphics and text can be added in a presentation, depicting the growth of a company, business, student's marks, etc. is easier using PPT.
- **Finance Department**:- To display budgets and yearly projections.
- **Data Presentation**:- One can generate reports, create diagrams, and derive graphs or charts with massive data.
- **Stationary Material**:- One can design/edit certificates, calendars.
- **Event Presentations**:- It could be for any family functions from weddings and anniversaries to just a family reunion.
- **Personal Visuals**:- A gallery for family tips.

Starting of M.S. PowerPoint:-

To start M.S. PowerPoint, we need to follow the following Steps:-

- Click on **Start** button.
- Select **All Programs** option.
- Choose **Microsoft Office** option.
- Click on **Microsoft PowerPoint 2007/2010**.

Now, a new blank presentation appears with one slide.

Creating a New Presentation:-

We can create a new presentation in M.S. PowerPoint by the following ways:-

- a) By creating a Blank Presentation.
- b) By creating a presentation using Design Templates.
- c) By selecting from existing will use the formatting of a previously created presentation.

When we start a new PowerPoint file, we can either create a blank presentation or a template. Blank presentations allow us to apply our own style, but this can be a time-consuming process. Templates can give our presentation a uniform style. We can access templates from the File tab. Click New and then browse the available templates.

a) Creating a Blank Presentation:-

When user first starts PowerPoint, the program loads a blank presentation that he/she can modify later on. Blank presentation creates a new presentation using default settings for text and color. These slides will not include content or design elements.

Steps:-

- After opening PowerPoint, click the **File tab / Office button**.
- Click on **New** option.
- Click on **Blank Presentation** option
- Click on **Create** option.

Now, a new blank presentation is created with one slide comprising of title and subtitle boxes.

b) Creating a presentation using Design and Templates:-

Templates and Themes are used to create a new presentation based on predesigned slide styles. Templates can contain layouts, colors, fonts, background styles and even content. PowerPoint offers a variety of designs and templates to create an attractive and eye-catching presentation.

Steps:-

- After opening PowerPoint, click the **File tab / Office button**.
- Select **New** option.
- Click on **Templates** and **Themes** option.
- Under available Templates and Themes, select the desired theme and template.
- Click on **Create** option.

Now, a new presentation is created with the desired theme and template.

Saving a Presentation:-

We can save the presentation we are working on, whether it is new or we have saved it before and we can also save a copy of it with a different name or at a different location. We can save any presentation in HTML format so that it can be viewed on the Internet. We can also save a presentation so that whenever we open it, it always starts as a slide show.

The steps to save a presentation are:-

- Click on **File tab / Office button**
- Select the **Save** option (or Press **Ctrl + S**) The Save dialog box is displayed.
- Enter the **File Name** when the Save button gets activated.
- Click the **Save** button.

Slide:-

A Slide is a single page of a Presentation. In the digital age, a Slide most commonly refers to a Single page developed using a Presentation program such as MS-PowerPoint, Apple Keynote, Google Slides, or LibreOffice. Every PowerPoint presentation is composed of a series of slides.

The following elements can be added to a PowerPoint slide:

- Texts
- Clip Art
- Graphs
- Tables
- Photographs
- Charts
- Media Clips
- Videos, etc.

All these elements are mainly used to enhance presentation skills and make the slide more interactive.

Slide Layouts:-

There are several standard slide layouts to choose from when adding new slides. Each layout caption describes the layout type. Content can be text, tables, charts, graphics, pictures, ClipArt, or video.

Steps:-

- A unique layout can be chosen by clicking on the bottom half of the New Slide button in the Home tab.
- When the layout gallery opens, click on the style we want.

A new slide with that layout will appear in our presentation.

If we decide later that the layout we chose doesn't work well for a particular slide, select the slide by clicking on it in the Thumbnail pane. Next, click on the Layout button in the Slides group of the Home tab. Click on a new layout and it will change the layout of the slide.

Inserting a new slide:-

When we make PowerPoint presentation, sometimes need arises to insert a slide between two slides to add some text, image or other multimedia components. To insert a new slide into a presentation, one of the following three ways may be used:-

- Using the **New Slide** tab of **Home Menu** to insert slide.
- Using shortcut key “**CTRL+M**” to insert a slide.

- Clicking at space between two slides where new slide to be inserted and then by right clicking of mouse, click on new slide option to insert slide, we can insert a slide.

Deleting a slide:-

Steps:-

- Select the slide we wish to delete (Right click on the slide we wish to delete)
- Press the Delete or Backspace key on our keyboard (Click on Delete option from the available options in the dialog box)

Alternative steps for deleting slide:-

- **For a single slide:** Right-click the slide in the thumbnail pane on the left, and select Delete Slide.
- **For multiple slides:** Press and hold Ctrl, and in the thumbnail pane on the left, select the slides. Release the Ctrl key. Then right-click the selection and choose Delete Slide.
- **For a sequence of slides:** Press and hold Shift, and in the thumbnail pane on the left, select the first and last slides in the sequence. Release the Shift key. Then right-click the selection and choose Delete Slide.

Duplicate a slide:-

- At first, select the slide we want to duplicate.
- Right-click the slide thumbnail that we want to duplicate, and then click Duplicate Slide (On the Home tab, in the slides group, click the lower portion of the New Slide button and then choose Duplicate selected Slides from the drop down menu).
- The duplicate is inserted immediately after the original.

Rearrange the order of slides / to move a slide:-

- At first, select the slide we want to move.
- Click and then drag it to the new location.
- Release the mouse button. The slide will appear in the desired location.

To select multiple slides, Press and hold Ctrl, and in the pane on the left, click each slide that we want to move. Release the Ctrl key, and then drag the selected slides as a group to the new location.

Slide / Presentation Views:-

Microsoft PowerPoint has the following views, which can be used at different point of time for different purpose during preparation, modification, slide presentation and printing:-

- **Normal View:-** It is the main editing view, which is used to write and design a presentation. This is the default view in M.S. PowerPoint.

- **Slide Sorter View**:- This view displays all the slides in our presentation in horizontal sequenced. This view helps in selecting our slides and readjusting their positions in our presentation. We can just click and drag our slides to a new location and make meaningful grouping of the slides in our presentation.
- **Reading View**: This view is like a slideshow with access to the windows task bar in case we need to switch windows. However, like the slideshow we cannot edit anything in this view.
- **Notes Page View**:- The notes page is located below the slide window. This allows us to write some points as notes on that specific slide. We can print our notes for reference or also we can give notes to the audience. We can also use notes while we are making presentation of our slides.
- **Slide Master View**:- This view includes Slide, Handout, and Notes. Advantage of working in a master view is that we can make universal style changes to every slide, notes page, or handout associated with our presentation. When we want all our slides to contain the same fonts and images, we need to change those in one place (in the Slide Master) and the changes will be applied to all our slides.
- **Slide Show View**:- This view is used to show our presentation to the audience. This view displays one slide at a time in full-screen mode. We can start the slide show using **F5** key. To exit slide show view, press **ESC**.

Fonts/Texts:-

PowerPoint allows users to add font/text to the slide in a well defined manner to ensure the content is well distributed and easy to read. Text is the default content of the slide. The format for the default text is a bulleted list. To add text, we need to click and begin typing (texts). The text will follow the default formatting set for the text box, although this formatting can be changed later as required.

Inserting / Adding text/font to slides:-

Given below are some of the most common content blocks we can see in PowerPoint:-

- **Title Box**:- This is typically found on slides with the title layout and in all the slides that have a title box in them. This box is indicated by "**Click to add title**".
- **Subtitle Box**:- This is found only in slides with the Title layout. This is indicated by "**Click to add subtitle**".
- **Content Box**:- This is found in most of the slides that have a placeholder for adding content. This is indicated by "**Click to add text**". As we can see, this box allows us to add text as well as non-text content. To add text to such a box, click anywhere on the box, except on one of the content icons in the center and start typing.
- **Text Only Box**:- This is not a default content box available in PowerPoint, but we can create it using Slide Master, if required. This is also indicated by "**Click to add text**". The only difference between the Text Only Box and the Content Box is that the former only supports text in the content area.

a) **Formatting the slide's text/font:-**

The Formatting Toolbar offers options that can change the font, size, color, alignment, organization, and style of the text in the presentation slides. This toolbar works the exact same way as the **MS -Word** Formatting Toolbar. The main difference is that the format changes will only affect the text box in which we are currently working. All other text boxes will remain in the default setting.

The text of the presentation can be changed as per the requirements for this by following steps:-

- Select the text that we want to change
- Click the Home tab and review our text formatting options in the "Font" section of the toolbar.
- To change the font of the selected text, click on the current font's name and then click on our preferred font.
- To change the size of the text, click the numbered drop-down box and then click a larger or smaller number based on whether we want to enlarge or shrink the text.

When we make presentation, font size should be used appropriately for different purposes. For example, headings and sub heading should have larger font size compare to the contents on the slide.

Similarly, if we have tables and images on our slide, use appropriate font size for their levels. For example, if we are making a presentation for business meeting discussion among 10-15 people, the size of the font may be relatively small. When our presentation will be used for delivering a lecture in front of large number of audiences may be more than 50 or even more than that. We have to keep font size in such a way that our presentation content is visible to the last person in the audience. We can also change the **color, bolding, italicization, underlining**, and so on from here.

b) **Formatting Bulleted Lists:-**

In PowerPoint, we can easily modify a slide's default bulleted list. Click inside the text box, and the Format tab will automatically be highlighted. Click on the drop down triangle next to the Bullets button in the Paragraph group.

From the Bullets and Numbering menu we can make various changes to our list:

- The bullet size relative to the text.
- The color of the bullet.
- The shape of the bullet using either a picture or a character.

c) **Line Spacing:-**We may also want to adjust line spacing between paragraphs or lists. We can do this through the Paragraph group of tools by clicking the Line Spacing button and selecting the desired Line Spacing Option.

d) **Indent:-** Indents are the left and right boundaries of selected paragraphs within a document. This may be necessary when different paragraphs have different left and right boundaries.

Drawing:-

There may also be a Drawing Toolbar on our screen. (If not, we can go to View Toolbars and click on “Drawing” to make it appear). Many of the things we are going to do today through the menus have shortcuts on this toolbar. Remember, if we can’t recall what an icon stands for, hover our mouse over it and a box will pop up with the explanation.

PowerPoint has been used as the ultimate slideshow creator for many years. It's easy to use and includes many unique tools for customizing our slideshows, including the various drawing tools. Once we know how to draw in PowerPoint using those tools, it's easy to add emphasis to an image, much-needed flair to our presentations.

PowerPoint Drawing Tools & Inking Tools:-

Inside PowerPoint, we can find several different tools, including the classic drawing tools and improved inking tools. Some of the most commonly used include:-

- **Shapes**: Located in the toolbar, this is the traditional tool that allows us to choose from different shapes or draw our own using lines.
- **Pen tools**: Use many different pen types to create our own custom, freehand shapes.
- **Ink to text**: Use Ink to Text to turn our written word into text within our PowerPoint presentation.
- **Ink to shape**: Draw shapes then turn them into text shapes using this tool.

Each of these tools come in handy for different purposes as we create our slideshow.

Steps:-

- Drawing a shape or line in PowerPoint is simple in this traditional method. To get started, open our PowerPoint presentation.
- Select Insert option.
- Click on Shapes.
- To draw a freeform shape, select the Freeform icon.
- Draw a shape by moving our cursor around the screen, selecting where we want our points. We can also hold our mouse or finger down to scribble.
- Once we are ready, complete our shape by connecting the last point to the beginning point. PowerPoint will automatically fill the shape and bring up the Format section in the ribbon.

Editing:- *See the portion of ‘Editing Document’ & ‘Editing Text’ in Unit-1 [Note: instead of writing Editing Document, we need to write Editing Presentation here].

Inserting Tables:- *See the portion of “Table” in Unit – 1.

Graphics in Presentation:-

Presentations can be made more interesting and catchier by using graphics. A good and pleasant graphics presentation is something that is aesthetically pleasing and consistent enough not to distract the attention of audience from the subject and the author, and significant enough to be an ideal addition to the words which are spoken. Graphics presentations are considered more popular than the simple presentation. There are certain benefits that graphics provides over simple text. Graphics are particularly good at communicating that one thing is larger than another, while illustrating relative amounts and can also easily break complicated concepts into multiple graphics for easy understanding.

Sometimes, we need to use graph and diagrams to make our presentation effective. Suppose, we need to prepare a PowerPoint presentation for demonstration of production trends of some products of a company in last five years in that case graphs and diagrams plays a vital role. In this situation, we are having multiple options to keep this information in our presentation. This information may be written in text, or presented in a table, but better way is to draw a graph and use it in presentation to make it more appealing.

a) Insertion of a Graph / Chart:-

Following is the process of inserting a graph in presentation:-

- Open PowerPoint presentation.
- Select the slide on which we want to insert the graph/chart.
- Then go on Insert menu.
- Click/Press on Chart icon.
- Select a chart type we want to insert in our presentation. There are different chart templates available. These templates are column, line, pie, bar, area, XY (scatter), stock, surface, doughnut, bubble and radar. From these options, select the suitable template for our presentation.
- It is similar to Microsoft Excel sheet. In this sheet, we edit the information as per our need.
- Once we have inserted the chart/graph, as per need, we can resize the chart on our presentation slide.
- Save the presentation.

b) Inserting Picture/Image:-

i) At time we are having pictures/images stored in our PC and we want to use it in our presentation. To insert picture in our presentation, **steps** are:-

- Select the slide that we wish to add the picture/image.
- Click on **Insert** Menu.
- Select **Picture group** Option

- Select **Picture**.
 - It will take us to Picture folder and from there we may select the desired picture to be inserted in our presentation.
 - Click Insert.
 - Save the presentation.
- ii) In case we need to draw our own picture and use in presentation. We can draw a picture using Paint tool.
- iii) Another way of inserting picture in our presentation is to copy the picture from a file / folder or from other source like Internet, Pen Drive, CD and paste it in our slide. Sometimes it is better to insert a Text Box in slide and then copy the picture inside the Text Box and save the presentation.

c) **Inserting / Adding ClipArt:-**

Steps:-

- Open presentation.
- Select the slide that we wish to add the ClipArt to.
- Click on **Insert** option
- Select **Images group**.
- Click on **ClipArt** option.
- Search for the desired ClipArt using ClipArt dialog box.
- Click on the desired ClipArt.
- Save the presentation.

d) **Inserting / Adding Photo Album:-**

Steps:-

- Open presentation.
- Select the slide that we wish to add the Photo Album.
- Click on **Insert** option
- Select **Images group**.
- Click on **Photo Album** option.
- Choose **New Photo Album** option from the available list.
- Photo Album Dialog Box appears.
- Click on **File/Disk** to add pictures to the photo album.
- Save the presentation.

e) Adding / Inserting Shapes:-

Many presentations rely strongly on text to get their point across. The ability to demonstrate a point visually is always a powerful tool. The drawing feature in PowerPoint allows us to easily draw shapes, such as rectangles, squares, circles and even stars on a slide. In addition, several tools for creating and modifying lines and connectors allow us to use lines to show the visual relationships between the objects on a slide.

Steps:-

- Select the tool corresponding to the shape we want to draw from the drawing toolbar.
- Place the mouse pointer at the position where we want to begin. The mouse pointer changes to a crosshair.
- Click and drag the mouse in any direction. A solid outline of the shape is displayed.
- When the object is the size and shape we want, release the mouse button. The shape appears on our slide.

Inserting Symbols / Special Characters:-

PowerPoint comes complete with a slew of fonts and character sets, we can add all kinds of special characters to our slides without having to have a souped-up keyboard. Mathematical signs, foreign currency symbols, umlauts, schwas, superscripted characters, and happy faces are just some of the special characters or symbols at our disposal.

PowerPoint supports the insertion of special characters. This allows the users to adjust the font characteristics of these characters just like any other text giving them greater flexibility in terms of the presentation design.

Steps to insert symbols:-

- Open the presentation.
- Click in a text box and position our cursor where we want to insert the special character.
- Select Insert option.
- Choose symbol option.
- The Symbol Dialog Box appears.
- From the Font drop-down menu, choose a font.
- The special characters we see vary depending on the font we choose, not just in appearance but in number.
- From the Subset drop-down menu, choose the type of symbol we are interested in. Alternatively, we can scroll through the symbol window to find the symbol we are looking for.
- Choose the desired symbol we want to insert.
- Then click Insert.

- PowerPoint inserts the selected symbol.
- Click Close to dismiss the Symbol dialog box.
- Save the presentation.

Media / Multimedia:-

To understand about multimedia, it will be better to firstly understand the term '**Media**'. Media is dedicated towards Broadcasting Video, Video Editing, News Forum, News Mediums (new papers, reporters) etc. Whole Multimedia consists of various mediums and media (Animation, Media, Video, Movies, Graphic Design and their tools).

Multimedia is a combination of text, graphics, sound, animation, and video, interactive electronic or digital means of handling delivered to the user.

Multimedia is anything and everything that we watch and listen in a form of text, photograph, audio, video and many other means which are omnipresent in a present scenario. This is typically recorded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. We can use multimedia in every sphere be it business, schools, home, public places and virtual reality. Multimedia has animation, music, video and more of this. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects. Multimedia takes advantage of the brain's ability to make connections between verbal and visual representations of content, leading to a deeper understanding, which in turn supports the transfer of learning to other situations.

Advantages of Multimedia:-

- **User friendly**: It does not need the number of energy users, in this sense, one can sit down to watch the demo, one can read the text and hear the sound. It can be used for a diversity of audiences, ranging from one person to the entire group.
- **Multi-Sensory**: It uses the senses of many users, while the use of multimedia, such as hearings, sees and talk. It can be used for a variability of audiences, ranging from one person to the entire group.
- **Comprehensive and Interactive**: Through different media in the process of digital integration. The possibility of interaction easy feedback is greatly increased. It is also very flexible and can easily be changed to adapt to different situations and audiences.
- **Deeper sympathetic**: Multimedia learning takes the mileage of the brain's aptitude to make connections between verbal and visual representations of content, leading to a deeper thoughtful, which in turn supports the transfer of learning to other situations. All of this is important in today's 21st century classrooms, as it prepares students for a future with higher-level thinking, problem solving and concerted skills.

- **Improved problem solving**: A large fraction of the human brain dedicates itself to visual processing. Thus, using images, video and animations alongside a text stimulates the brain. Student consideration and retention increase. Under these circumstances, in a multimedia learning environment, students can identify and solve problems more easily compared to the scenario where teaching is made possible only by textbooks.
- **Access to a vast variety of information**: With computers, tablets, smart phones and the internet, students are today better equipped than ever to search and find the information they need.

We can create dynamic slides using media, such as video and audio:-

a) Inserting Sounds/Audio:-

A sound is an effective medium of communication. If situation arise to use some sound element in our presentation, we can do this by following steps:-

i) To insert audio/sound from a file on our PC:-

Steps:-

- Select the slide.
- Select Insert Menu.
- Select Sound/Audio option.
- Sound/Audio can be inserted using a sound file or using Clip Organizer or sound file stored in CD may be selected. When we will insert a sound/audio file it will be inserted and a sound Icon will appear on our slide.
- When we will insert a sound file we will be asked to choose one of the two options to start the sound play:
 - Automatically
 - When sound/Audio Icon is clicked

When we choose automatically, sound/audio file will play automatically as soon as we reach to that slide in slide show view. If we have selected when clicked, the sound/audio file will play only when we click on the sound/audio Icon in slide show view.

ii) We can record our own sound/audio in a specific slide in which we want to use it.

Steps:-

- Click the Insert Menu.
- Select Sound/Audio Option.
- Choose Record Audio/Sound.
- Type a name for the audio/sound recording if we want.
- Click on Red Record button to start recording.

- When we are finished recording, click on Stop button.
- Click Ok. The audio/sound file will be inserted into the slide.
- Save the presentation.

b) Inserting Videos / Movies:-

Video is a very powerful medium of communication. We may explain many processes or activities using a video of smaller size than using very large text.

In PowerPoint Presentation, video components are commonly used to demonstrate activities and make presentation more effective. We can either insert video available in our computer to our presentations. We can create our own video using video recorder/camera or by even using our smart phone and use these videos in our presentation.

If situation arise to use some videos/movies element in our presentation, we can do this by following steps:-

Video is a powerful multimedia type we can use. PowerPoint supports adding video from our computer or online.

i) To insert video/movie from a file on our computer:-

Steps:-

- Select the slide.
- Click on **Insert** option.
- In the media group, Click on the **Video/Movie** drop down arrow.
- Select **Video/Movie From File**.
- Locate and select the desired video/movie file
- Click **Insert**.
- The video will be added to the slide.
- Save the presentation.

ii) To insert from website:-

Finding an inspiring or insightful YouTube video can help make drive our point to reach an audience. Instead of finding a workaround to download and convert a YouTube video, PowerPoint can link to and insert them directly.

To add a YouTube (or other online) video, **Steps** are:-

- Select the slide.
- First click on Insert Tab > We will come across the video option under the Media.
- Click on Video.

- A dropdown with various options will appear on clicking 1) Online Video 2) Video on My PC.
- To embed a YouTube video for instance, we need to click on the second option i.e. Video from Website. A pop up to insert the link of the video will appear. Paste the embedded code in the dialogue box and click insert.
- Once the video is loaded we can preview the video by clicking on the Play option.

Adding a YouTube video is a great way to include a video without increasing our PowerPoint file size. Instead of embedding the video inside the file, the link will play a YouTube video, right inside the presentation.

Design:-

The design features of PowerPoint allow users to customize the appearance and format of the slides. PowerPoint typically comes with a set of preloaded themes for users to choose from. These can range from simple color changes to complete format layouts with accompanying font text. Themes can be applied through the whole presentation or a single slide. Apart from this, slide designs can also be downloaded online

In other words, one of the more popular features of M.S. - PowerPoint is that it gives the user a wide variety of design choices. At some point, users may wish to change the design and color of the background for their slides.

To do so, simply click on the **Design** icon. On the right-hand side of the screen will appear the "**Slide Design**" pane. Here, we are given **three** design options to apply to our slides:-

- a) **Design Templates**: Here is a list of **over 20 templates** that we can choose from to apply to the background of our slides. For each template, we have the option of applying the design to all slides or to only the selected slide. We can view these options by clicking on the arrow on the right side of the template.

To begin a new presentation with a design template:-

- Open PowerPoint.
 - In the task pane under New, click From Design Template
 - A list of templates appears.
 - Move our mouse pointer through the different designs or use the scroll bar.
 - Click the down-pointing arrow in the gray box next to the template we like.
 - Choose Apply to All Slides.
- b) **Color Schemes**: This option gives us a variety of color schemes to choose from to apply to our selected design template. PowerPoint's design templates have preselected colors, but we can choose our own color scheme. A color scheme is a combination of colors for the text and background of our slides.

To choose a different color scheme:-

- In the task pane, click the down-pointing arrow in the gray bar next to New Presentation.
- Choose Slide Design - Color Schemes.
- A list of color schemes appears.
- Move our arrow pointer through the different color scheme options or use the scroll bar.
- When we find a color scheme we like, click the down-pointing arrow in the gray box and choose Apply to All Slides.

c) **Animation Schemes**: This option will allow us to select different types of animation that can be applied to either all the slides or selected slides. The animation schemes are different ways the slides are "introduced" to our audience, such as "faded wipe" or pinwheel."

Transition:-

Slide transitions are the animation-like effects that happen when we move from one slide to the next during a presentation. Add slide transitions to bring our PowerPoint presentation to life.

In other words, a slide transition is the visual effect that occurs when we move from one slide to the next during a presentation. We can control the speed, add sound, and customize the look of transition effects.

If we want to add more visual interest to our presentation, we can specify transition style between slides. The transition style determines how one slide is removed from the screen and the next one is presented.

To apply Transition Effects (In case of PowerPoint 2007):-

- Display the presentation in Slide Sorter view.
- Select the slide for which we want to set timings and transitions options. For multiple slides, select the slides as a group.
- Select the Slide Transition option from the Slide Show menu.
- Select an appropriate transition style from the Effect drop-down list.
- Select the appropriate speed option.
- Select one of the options of the Advance area to set time between the two slides. When the set time expires, the next slide is displayed.
- If we want to add sound, select an appropriate option from the Sound drop-down list.
- Select the Loop until next sound option, if we like to continuously loop the sound.
- Click on the Apply button to apply to the current slide only or Apply to All button to apply to all the slides in the presentation.

To apply Transition Effects (In case of PowerPoint 2010):-

- Select the slide
- Click on the **Transition** tab
- Locate the Transition to this slide group. By default, **none** is applied to each slide.
- Click on the **More** drop down arrow to display all the transition effects.
- Click a **slide transition** effect to apply it to the selected slide.
- Click **Apply to All** option in the **Timing** group to apply the transition effect to all the slides in the presentation.
- Save the presentation.

Preview a Transition:-

We can preview the transition for a selected slide at any time, using either of these two methods:-

- Click the **Preview** command on the Transition tab.
- Click on the little star **Play Animations** icon.

Modifying Transition:-

a) To modify the Duration:-

Steps:-

- Select the slide from where we want to change/modify the transition.
- In the **Duration** field in the **Timing** group, enter the amount of time we want the transition to take.
- Save the presentation.

b) To add Sound:-

Steps:-

- Select the slide from where we want to change/modify the transition.
- Click the **Sound** drop down menu in the **Timing** group.
- We will hear the sound and see a **live preview** of the transition as we hover over each sound.
- Click a sound to apply it to the selected slide.
- Save the presentation.

c) To remove a Transition:-

Steps:-

- Select the slide we want to modify.
- Select **None** from the gallery in the **Transition to this slide** group.
- Repeat this process for each slide we wish to modify.
- Save the presentation.

Animations:-

Animations are visual effects which make our texts, images, shapes, or charts come ‘alive.’ They catch our audience’s attention and help them engage with us and our presentation.

PowerPoint has an incredibly robust animations engine designed to power our creativity. Animations are movements that we can apply to individual objects on our slide. We can add animations to multiple objects at one time by selecting them all first and then applying the animation to them.

Generally, we can animate the text, pictures, shapes, tables, SmartArt graphics, and other objects in our PowerPoint presentation.

a) To add a PowerPoint Animation to an element/object of our slide:-

Steps:-

- Select the **element/text/object** on the slide we want to animate.
- Go to the **Animations** tab in the Ribbon.
- Click on the **More** drop-down arrow in the **Animation** group to view the available options.
- Move our cursor over each option to see a live preview of the animation on the slide.
- Select the animation we want.
- Save the presentation.

b) To preview animations:-

There are **three** ways to preview a PowerPoint animation:-

- Click on the Preview button in the Animations tab
- Click on the little star next to the slide
- Play the slide in Slide Show Mode

Steps:-

- Select the slide.

- From the **Animations** tab, click the **Preview** option under preview group. The animation from the current slide will play.

c) To change animation effects:-

Steps:-

Select the object/element that has the animation effect that we want to change/modify.

On the Animation tab, in the Animation group, click the More button and then select the new animation that we want.

d) To remove animations effect:-

Steps:-

- Click the Animation pane in the Advance Animation group.
- Right click on the animation effect that we want to remove
- Click Remove
- Save the presentation.

Types of Animation Effects:-

Adding animation simply means to add a special visual or sound effect to an object including entrance and exit effects, changes in size and colour, and even movement. There are **four** types of animation effects:-

- ii) **Entrance animations:-** Entrance effects control the way objects appear on our slide. For example, we may have individual lines of text **fly in** from the side, or have the slide titles gradually **fading** in as the slides display.
- iii) **Exit animations:-** Exit effects determine how the animated objects will leave the slide. For example, an image may **bounce** or **shrink** and turn off a slide.
- iv) **Emphasis animations:-** Emphasis effects control how the audience's eye is drawn to the animated object. For example, we may make an image **pulse** or **spin** or have a line of text move in a **wave shape**.
- v) **Motion path animations:-** Motion paths control the movement of our text or objects around the slide. For example, we could make objects **move up** and **down**, **move in** a specific shape or even create our own **custom path** for an object to follow.

Slide Show:-

The Slide Show Tab allows us to review the slide show from beginning to end or from the current (active) slide. We can also control how the show will be presented and rehearse timings in the Set Up Slide Show drop down box.

Once we have created a presentation and previewed the same, we can set up a slide show. Take the necessary steps to make sure our slides are ready for a real audience.

To start a slide show:-

Steps:-

- Open the presentation.
- Select the **Slide Show** tab.
- Click on **From Beginning** option in the **Start Slide Show** group to start the slide show with the first slide.

Or, we can simply press **F5** key on the keyboard to start slide show.

We can also start the slide show from the slide we wish by selecting the slide and clicking on **From Current Slide** from the **Start Slide Show** group.

Business Presentation:-

Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences. These presentations are usually carried out via using either audio or video presentation material such as, statistical documents, projectors, flip charts, white boards etc. Firms usually make presentations into sales, training and internal communication programs, using the power of words and images to engage their audience and retain attention.

The most common examples of the business presentations are intra organization and sales presentations. Generally, the suppliers conduct the sales presentations in front of a potential customer with the aim of pitching their services, whereas the intra organization presentations are conducted by members of a company in front of their coworkers with the purpose to introduce new operations or policies.

Types of Business Presentations:

Business presentations basically are of **four** types as explained below:

- Group Presentations:** Group presentations are informational in structure; they seek to convince the audience to accept new strategies and programs. These presentations effectively communicate the findings of a team. These are often used at large corporate meetings where a senior executive

presents the overall corporate direction followed by a series of staff members who present detailed strategies.

- b) **Presentation Aids**: Nowadays, the computer programs such as Flash and PowerPoint are used by the presenters for enhancing their presentation. PowerPoint presentations are simple, cheap and easy to edit and are an effective visual tool. Flash presentations, while more expensive, can help the audience to experience the presentation via video excerpts.
- c) **Persuasive Presentations**: Persuasive presentations seek to convince the audience to support a certain viewpoint. Generally, it outlines an organization goal or problem and then follows it by the statements for detailing the present state of affairs. The presentation will lead the audience to that solution favored by the presenter using facts as well as examples from similar business situations. For example, presentation to introduce a new product or service or expand plant or equipment.
- d) **Informative Presentations**: An informative business presentation plays a vital role in the advancement of any organization and focuses on educating the audience. It consists of marketing plan summaries and status report. Such presentations generally begin with an overall mission statement or goal, followed by specifics and action plans.

Steps in preparing a project presentation:-

- Analyse the audience.
- Select a topic.
- Define the objective of the presentation.
- Prepare the body of the presentation.
- Prepare the introduction and conclusion.
