

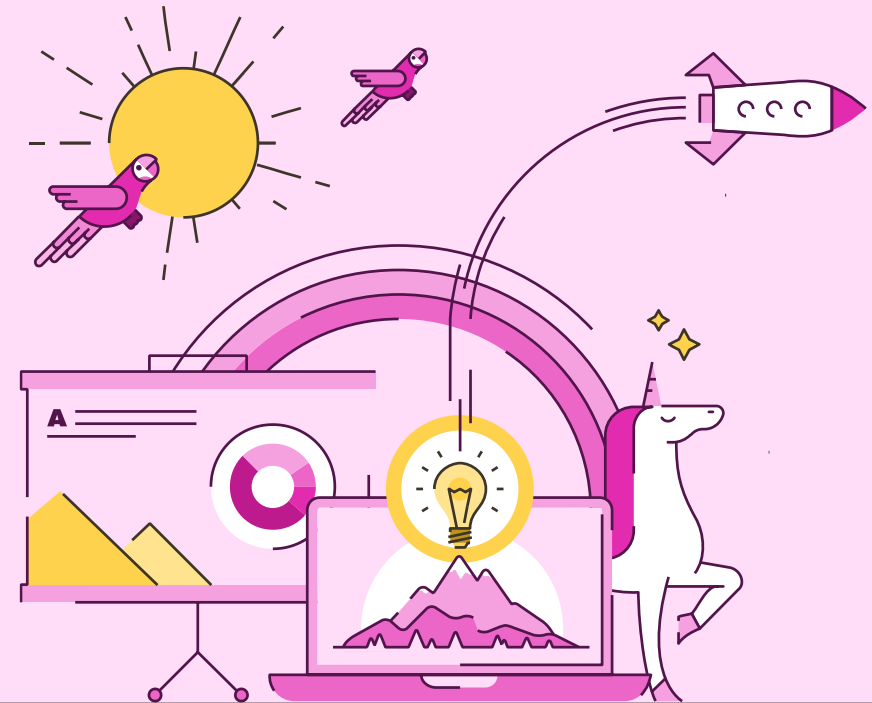


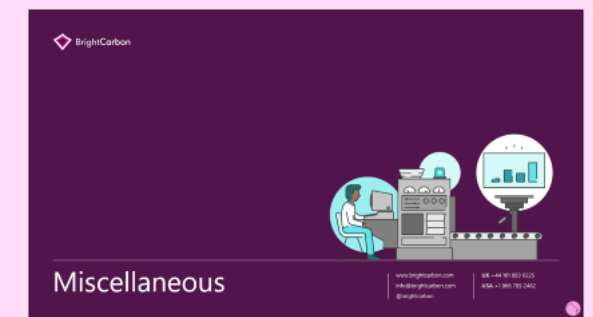
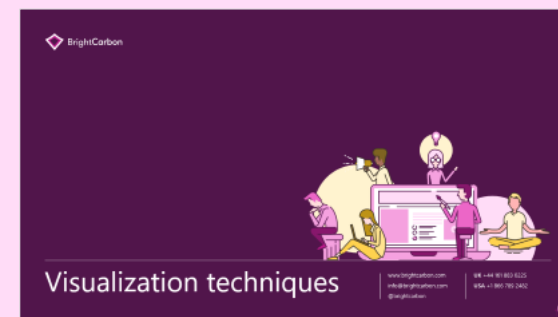
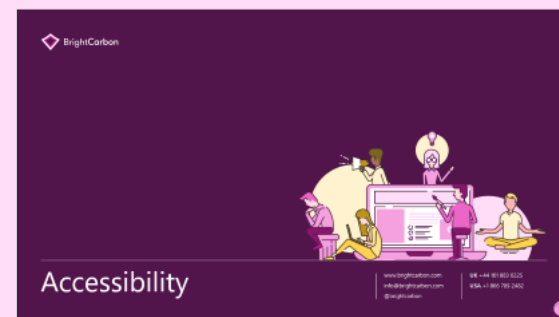
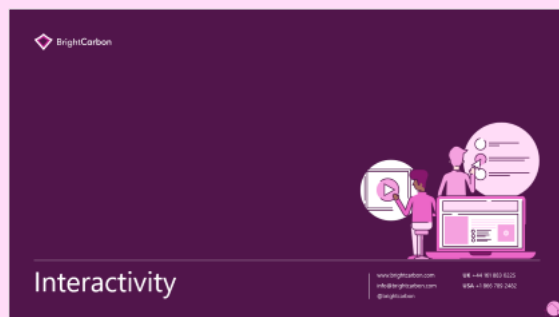
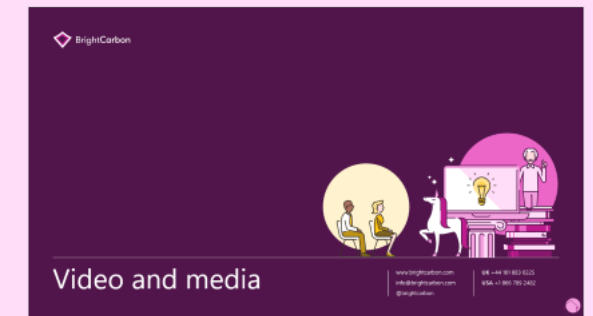
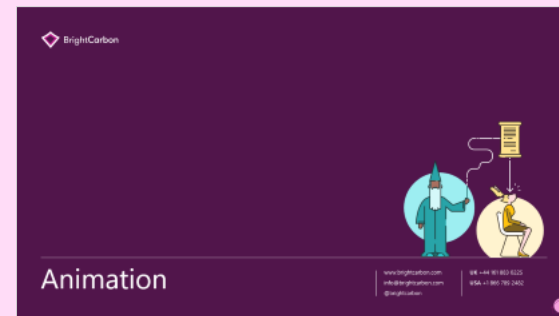
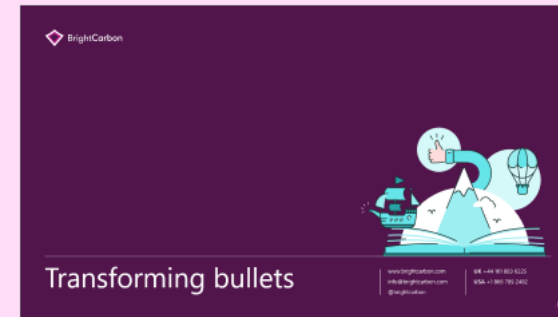
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visible results

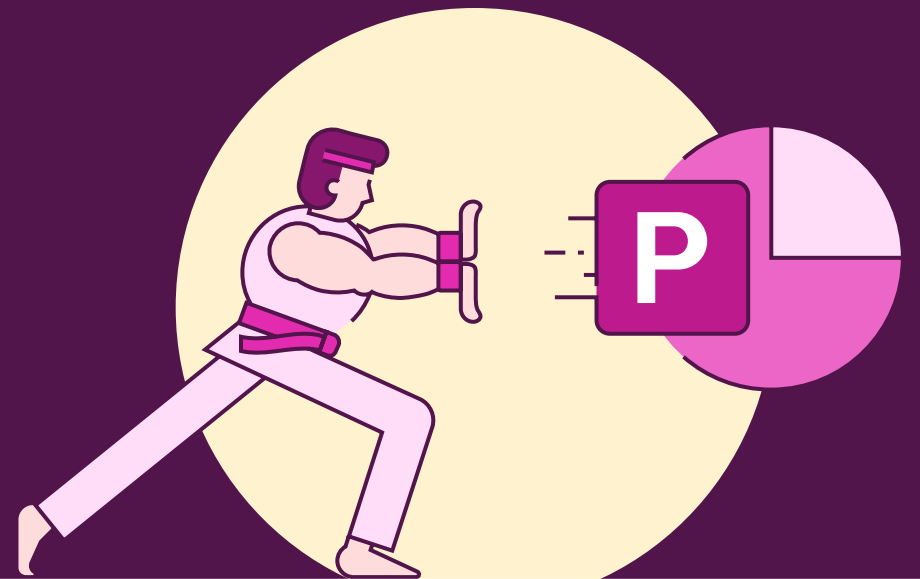
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Click any of the thumbnails to get to the relevant section



Productivity

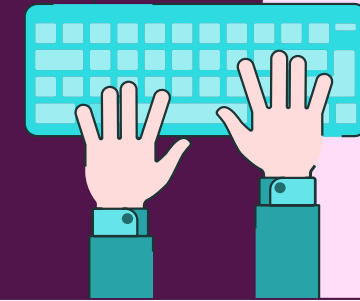
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Keyboard shortcuts for Windows

Be a PowerPoint productivity superhero with the top shortcuts that will have you creating amazing slides in seconds.



**View full
list here**

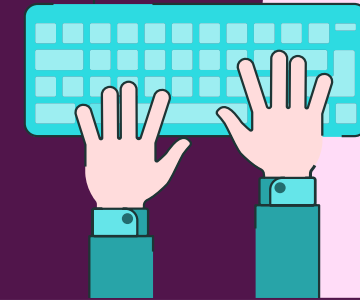
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	Ungroup	Ctrl	+	Shift	+	G
	Decrease/Increase font size	Ctrl	+	[	+	]
	Change type casing	Shift	+	F3		
	Find and replace text	Ctrl	+	H		
	Duplicate objects	Ctrl	+			
	Cycle through layers/objects	Tab				

	Run slideshow			F5
	Run slideshow from current slide	Shift	+	F5
	Jump to specific slide (slideshow mode)	Slide number <#>	+	Enter ↵
	Copy style formatting	Ctrl	+	Shift + C
	Paste style formatting	Ctrl	+	Shift + V
	Move on a straight axis	Shift	+	
	Keep aspect when resizing	Shift	+	

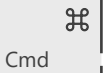
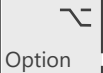
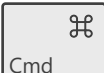
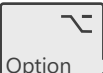
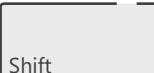
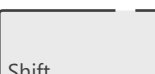
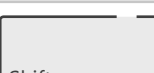
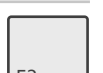


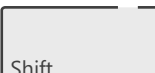
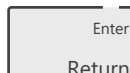
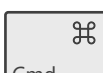
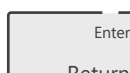
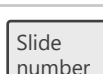
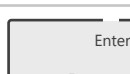
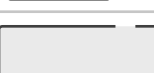
Keyboard shortcuts for Mac

Be a PowerPoint productivity superhero with the top shortcuts that will have you creating amazing slides in seconds.



**View full
list here**

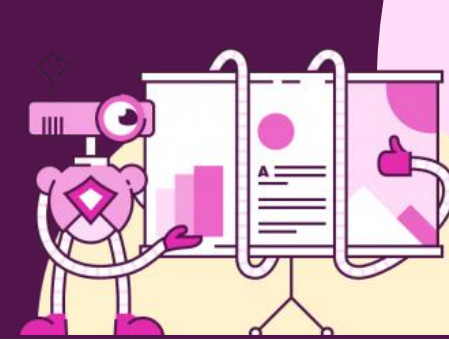
	Group	  + 
	Ungroup	  +  + 
	Decrease/Increase font size	  +  + 
	Change type casing	 + 
	Find and replace text	 + 
	Duplicate objects	 + 
	Cycle through layers/objects	

	Run slideshow	 +  + 
	Run slideshow from current slide	 + 
	Jump to specific slide (slideshow mode)	 + 
	Copy style formatting	  + 
	Paste style formatting	  + 
	Move on a straight axis	 + 
	Keep aspect when resizing	 + 

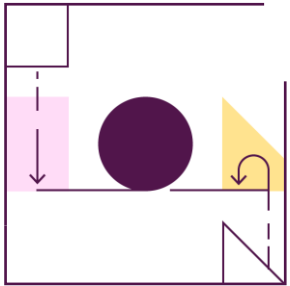


BrightSlide

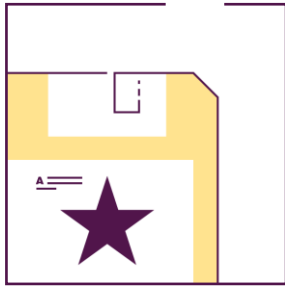
Created by PowerPoint experts the BrightSlide add-in will help you create, polish, and edit presentations at speed. It draws on industry-standard shortcuts to boost your workflow and provides amazing, extra functionality PowerPoint users have only dreamed of. And it's all yours, for free!



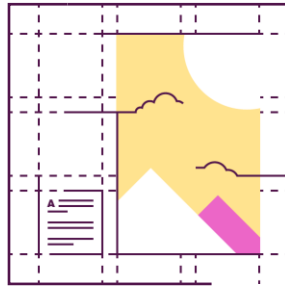
**View video
tutorial**



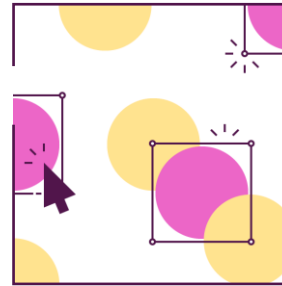
**Align with
precision**



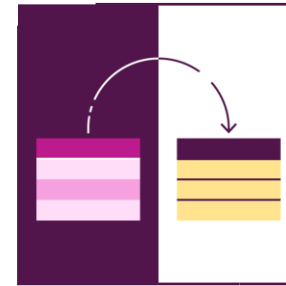
**Save animation
combinations**



**Easy custom
grids**



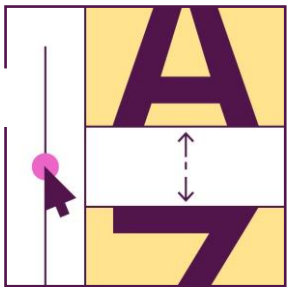
**Update slides in
seconds**



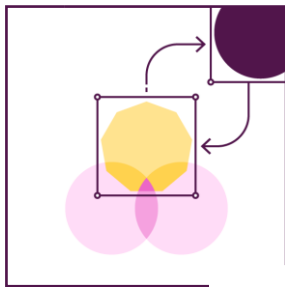
**Tidy and tame
tables**



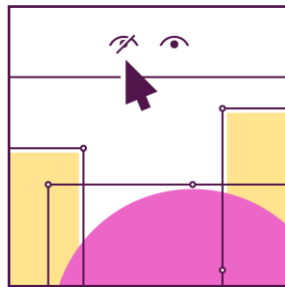
**Download
here**



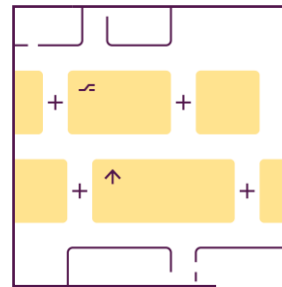
**Advanced
typography**



**Swap objects
with ease**



**'So long' to the
Selection Pane**



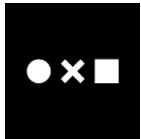
Super shortcuts

We developed BrightSlide as the ultimate productivity add-in to tackle the pitfalls of PowerPoint. And, because we love the presentation community almost as much as we love PowerPoint, we are sharing BrightSlide with you for free!



Useful PowerPoint add-ins

There are many different add-ins you can use to improve or extend PowerPoint's capabilities, from sources of content, to design studio tools, to being able to do more than ever before with full enterprise solutions. Some of the add-ins you may find helpful are below. Click on each image to learn more.



Noun Project
thenounproject.com



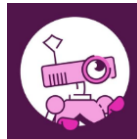
Pexels
pexels.com



Picket
picket.com



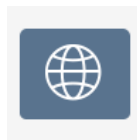
Adobe Stock
stock.adobe.com



BrightSlide
brightcarbon.com



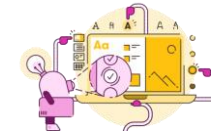
Slidewise
neuxpower.com



Web Viewer
appsource.microsoft.com



Build-a-Graphic
build-a-graphic.com



BrandIn
brightcarbon.com



PresentationPoint
presentationpoint.com



Shufflrr
shufflrr.com



Lucidchart
lucidchart.com



Quick Access Toolbar

Add shortcuts to your Quick Access Toolbar to access the things you use more quickly.



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tutorial

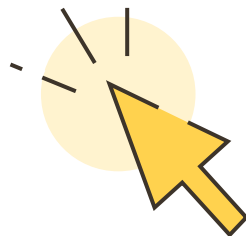


Add to Quick Access Toolbar

File > Options > Quick Access Toolbar

or

Right-click on anything in the
menus to add to the Quick
Access Toolbar

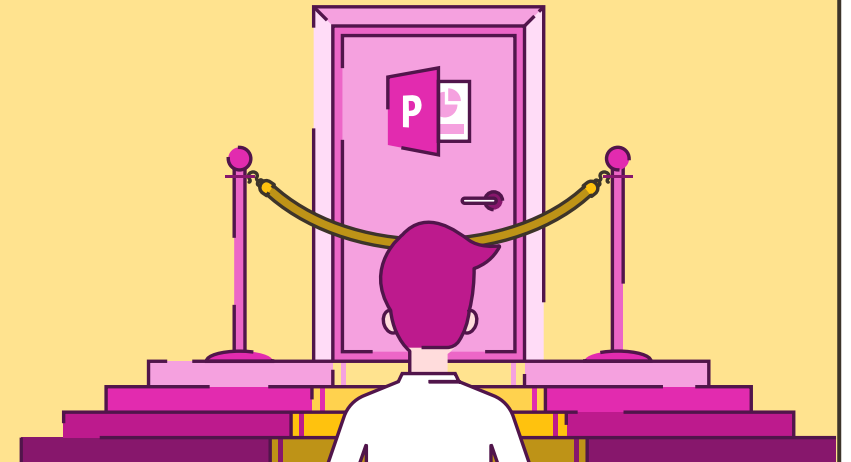


Download BrightCarbon's most
used PowerPoint functions in
our own customized toolbar
www.brightcarbon.com

Search:
Quick Access Toolbar

or

Click this box



Slide show functions

Be a PowerPoint productivity superhero with the top shortcuts that will have you creating amazing slides in seconds.



	See all the slides	
	Zoom out of a slide	/ +
	Zoom in on a slide	or +
	Go to that slide	+
	End Slide show	
	All Slides Dialogue	+
	Blacks/Unblacks the screen	or

	Whites/Unwhites the screen	or
	Stop/Restart automatic show	
	Go to next slide if hidden	
	Return to first slide	+ + 2 secs.
	View task bar	+
	Hide/Show arrow on mouse move	+ /
	Return to previous zoom slide	+ /





Design and layout

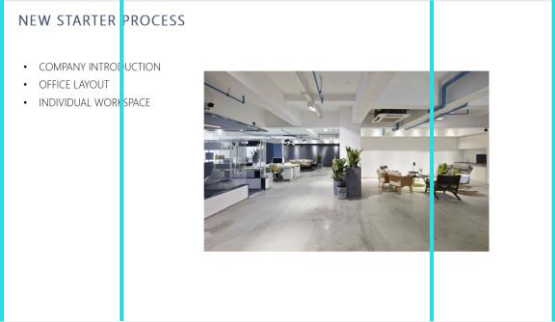
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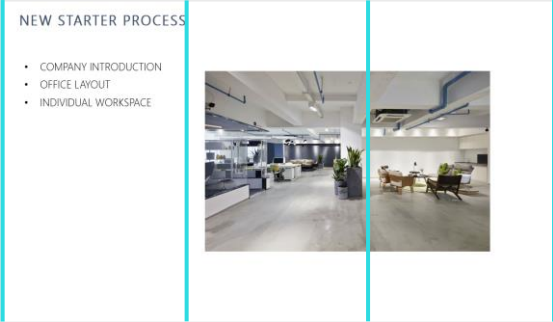
Grids and guides

Using a grid provides a classic design layout for your slides. A 3x3 grid – the rule of thirds – is a good start. PowerPoint guides can help form the grid clearly and make your text, images, and other content look more uniform, and instantly more pleasing to look at. Everyone loves a tidy slide.



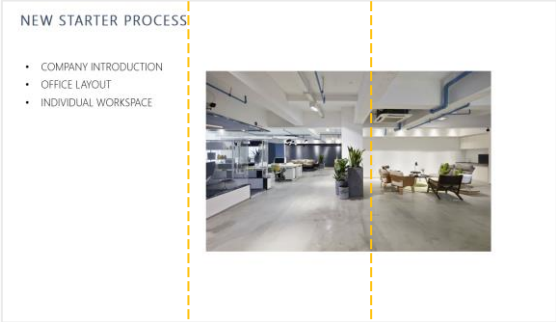
Draw four vertical lines, ensuring there are two on the outer edges of your document. Click and drag to move the lines roughly into the position you need.

Insert > Shapes



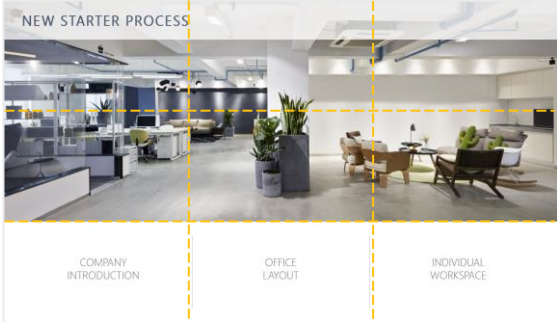
Select all of the lines, and use the distribute tool to automatically space them correctly.

Format > Align > Distribute Horizontally



Right-click to begin bringing guides into your document. Holding Ctrl while dragging will copy your existing guide. Place your guides over the lines you have drawn to create an accurate three column grid.

Right-click > Grid and Guides



Repeat this step using horizontal lines to complete your 3x3 grid.

Repeat steps horizontally



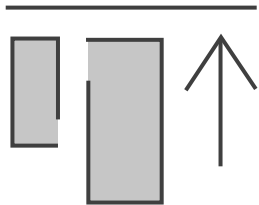
Alignment & distribution

Use alignment and distribution tools to easily center and equally space your objects.



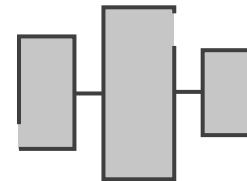
**View video
tutorial**

Home > Arrange > Align



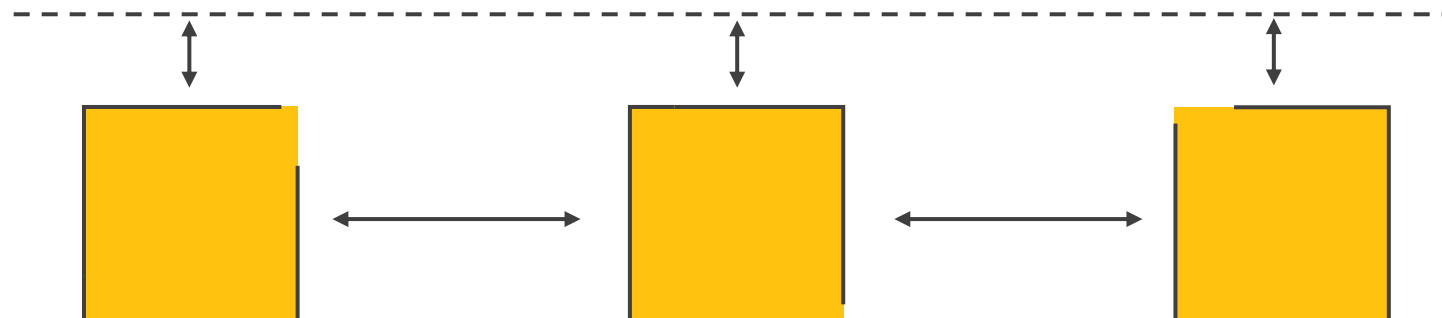
Align objects top

The alignment tools allow you to line up objects relative to each other along the top, middle, bottom, left, right, or center of a set of shapes.



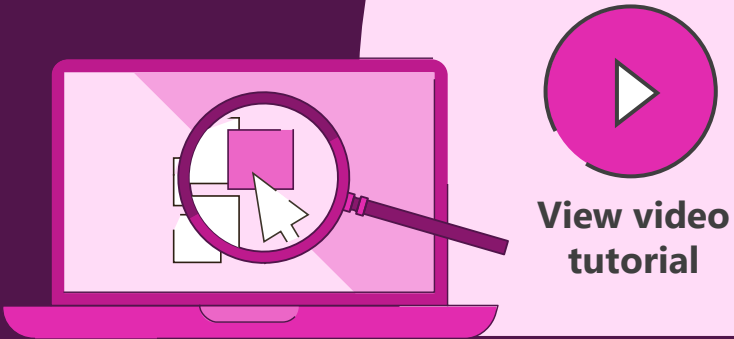
Distribute horizontally

The distribute tools allow you to evenly space a set of shapes horizontally or vertically.



Selection pane

The Selection pane lets you see every object, control the layers, and hide/show objects on layered slides.

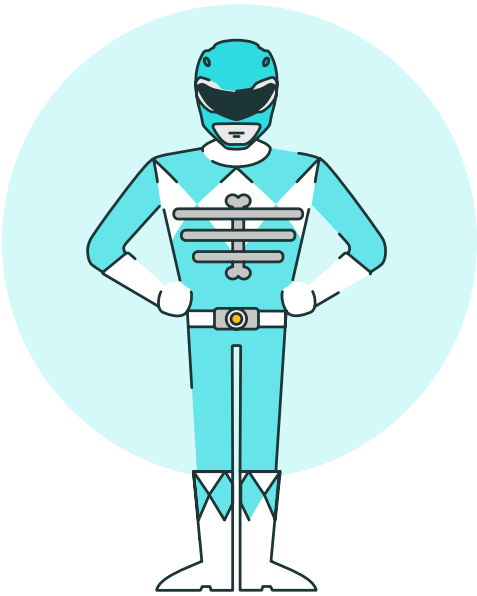
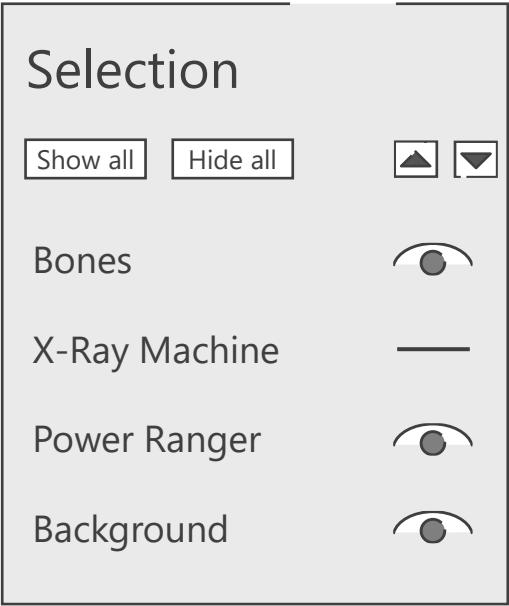
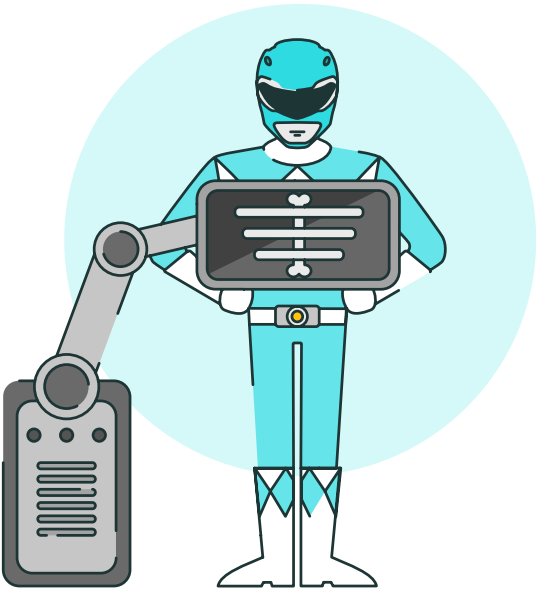


Home > Arrange > Selection Pane

Click on any of the eye icons to remove the object from view to work on other objects behind it.

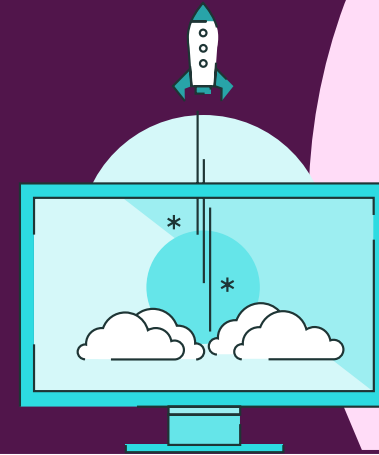
Arrow buttons or left click > Drag

Moving objects up the list brings them forward in the layers. Moving objects down sends them back.



Copy & paste formatting

Use keyboard shortcuts to speed up content creation by copying and pasting formatting between objects, rather than creating graphic effects from scratch each time.



View video
tutorial

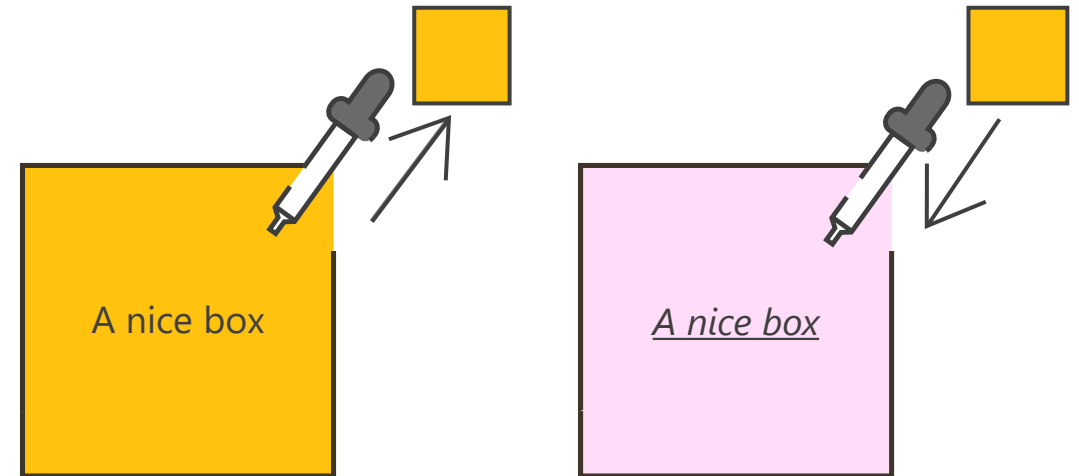
Quick Access Toolbar > Pick Up / Apply Object style

The format is stored until you close PowerPoint, so use it any time, across any object, any slide, or any deck.

Using keyboard shortcuts can help boost productivity further.

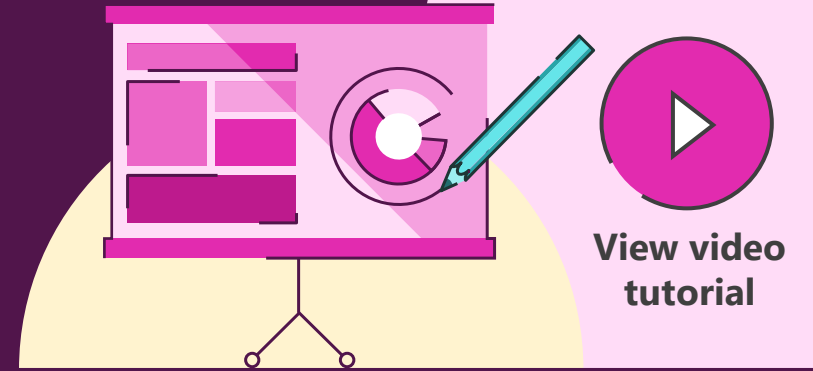
	Copy style formatting	Ctrl	+	Shift	+	C
	Paste style formatting	Ctrl	+	Shift	+	V

These shortcuts also work across Office programs, so you can copy formatting from PowerPoint to Word, or use these shortcuts in Outlook to format emails.



Setting default styles

Quickly ensure consistency by using the Set as Default Shape, Line, and Text Box functions.



Insert > Shape

Create a shape, text box or line use the format tools to create a style that you like.



A nice text box

Right-click > Set As Default Shape

Once you are happy with the style, set the shape, text box or line as the default.

Set as Default Shape



A nice text box

Insert > Shape

Now when you draw a new shape, line or text box, it will have the formatting that you set. This is much quicker than altering styles through the slide master.



A nice text box



Whitespace image and text formatting

White space doesn't necessarily have to contain a lot of white. It's about using areas of contrast to focus attention on specific elements. You can use actual white space, but also other colours, and even images to create the effect.



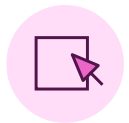
Overcrop image and expand across full slide, positioning key focus to one side

Format > Crop



Change text to Body font and change text colour to white

Home > Font



Add shape around text and send back, behind text to add contrast

Home > Arrange



30% transparency to shape box to link with image

Right-click > Format

iHeart App

Motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight, and more.

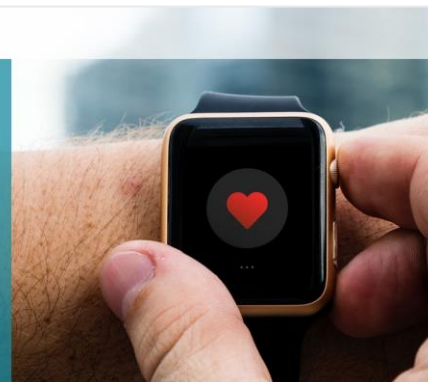
- Heart Rate Tracking
- Health & Fitness Tracking
- 4+ Day Battery Life
- Real Time Notifications



iHeart App

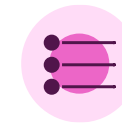
Motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight, and more.

- Heart Rate Tracking
- Health & Fitness Tracking
- 4+ Day Battery Life
- Real Time Notifications



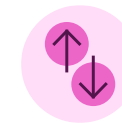
Align text left and change paragraph font size to 20pt

Home > Font



Change bullet text font size to 24pt, make Bold, and toggle off bullets

Home > Font



Select bullet text and apply 1.5x line spacing

Home > Paragraph > Line Spacing



Add lines to demark individual text lines

Home > Drawing





Transforming bullets

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Transforming bullet points | spilt content

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



Long line lengths and large, cramped blocks of text are difficult to read and generally look unappealing and naff*.

Splitting the bullet points into separate text boxes gives you much greater freedom to control line length and position them anywhere on the slide.

You can do this easily using the free BrightSlide add-in

BrightSlide > Selection & Object > Split Text

Use the alignment tools to ensure everything is neatly aligned and spaced

Home > Arrange > Align

Reasons why you should work with us

- We innovate with new technologies and skills being developed all the time that allow great control
- We're really good at including you at every stage of the process
- You have 24/7 access to our consultants, meaning even after we've finished, you're still supported
- We have a vast range of expertise across all our members of staff



We innovate with new technologies and skills being developed all the time that allow great control

We're really good at including you at every stage of the process

You have 24/7 access to our consultants, meaning even after we've finished, you're still supported

We have a vast range of expertise across all our members of staff

*British term that means **STOP DOING IT!**



Transforming bullet points | content separators

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



A nice way to ensure clear differentiation between points is to use content separators.

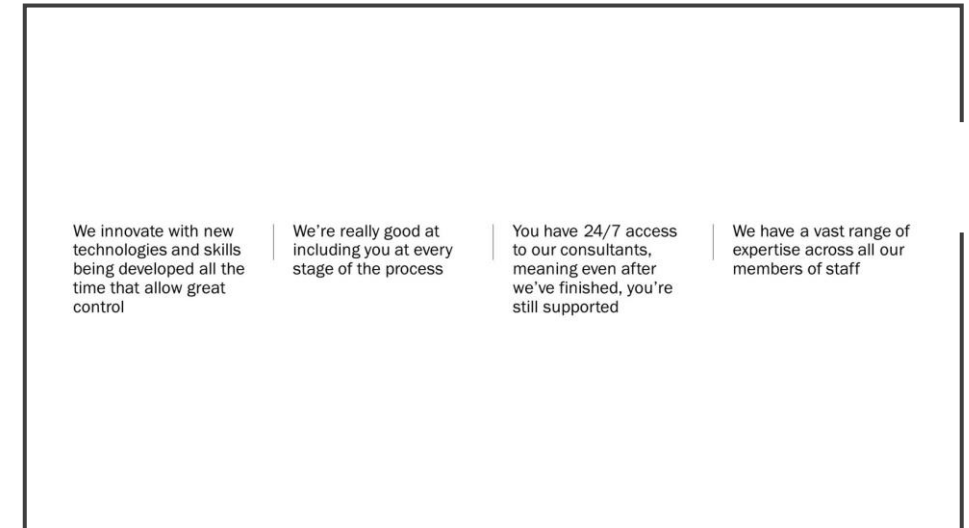
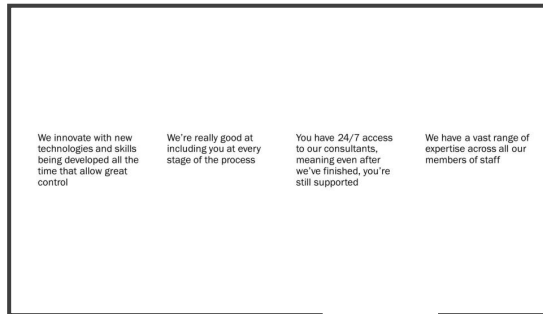
Simple lines work nicely. You can make them long, short, thick thin, dark or colourful.

Ensure that they are straight (use the **Shift** key when drawing the line).

And copy drag the lines using **Ctrl + Shift** to quickly create new separators that are all lined up.

Also use the Distribution tools to ensure they are evenly spaced.

Home > Arrange > Align



Transforming bullet points | text hierarchy

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



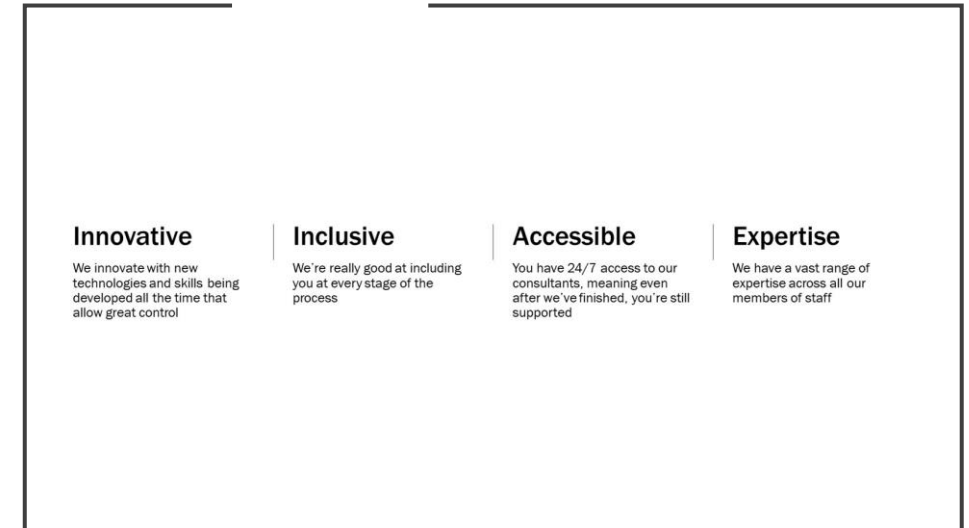
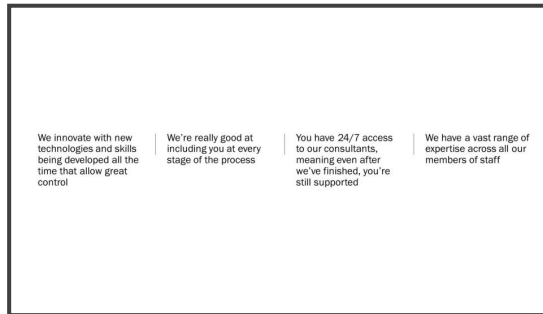
Too much text in a presentation isn't a great idea (documents are different), so can you help people scan through the main idea without having to hunt through loads of text?

One approach is to use text hierarchy, with larger, more prominent text for a few words.

And then much smaller, less prominent text for the detailed content.

Always try to use fonts at least two font size stops apart for clear differentiation.

You could also consider using different fonts, different weights, and different colours.



Transforming bullet points | iconography

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



Iconography can be a great way to support key messages and ideas, helping your audience more easily understand and connect with the content. They can also be useful to anchor the points more clearly.

Icons can be found in many different places, including directly in Office 365.

Insert > Icons

Ensure that icons are consistent – the same family style, similar detail level, and appropriately sized.

Innovative We innovate with new technologies and skills being developed all the time that allow great control	Inclusive We're really good at including you at every stage of the process	Accessible You have 24/7 access to our consultants, meaning even after we've finished, you're still supported	Expertise We have a vast range of expertise across all our members of staff
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 Innovative We innovate with new technologies and skills being developed all the time that allow great control	 Inclusive We're really good at including you at every stage of the process	 Accessible You have 24/7 access to our consultants, meaning even after we've finished, you're still supported	 Expertise We have a vast range of expertise across all our members of staff
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Transforming bullet points | block colours

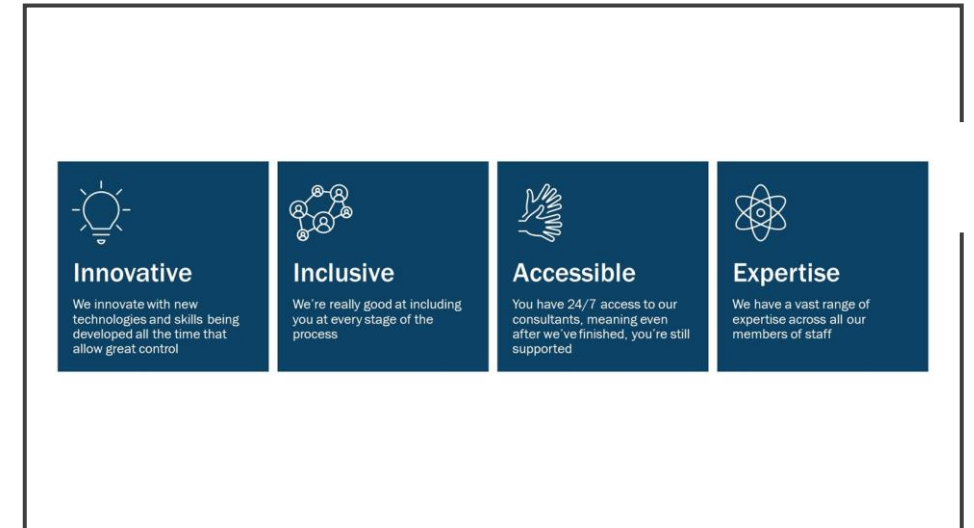
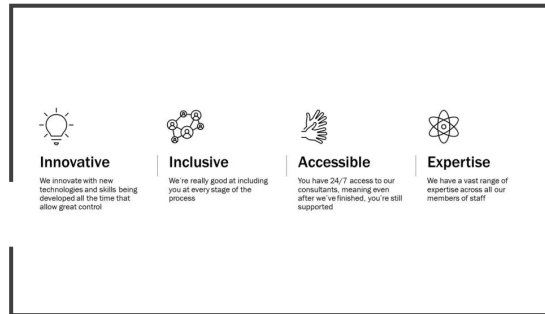
If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



Using large blocks of colour can help anchor your content and make it stand out. It transforms the slide away from a feeling of traditional bullet point content.

Allow a sufficient margin around your content to avoid things feeling cramped.

Ensure that there is good contrast between the colour block and the content so that everything can be clearly seen, and check your final presentation medium too – projector, screen, print – as it may appear different to your laptop.



Transforming bullet points | reducing text

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



We should have done this immediately, but do you really need all that text? Can you put it into the speaker notes and just use the key points instead?

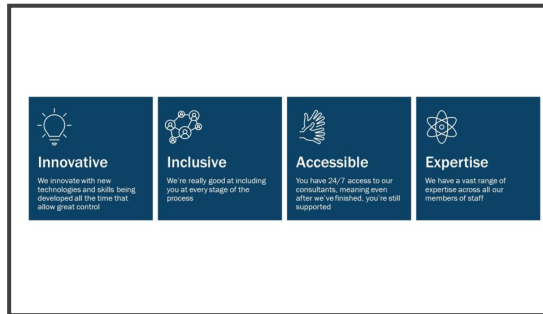
Cut down text to ideally 2-3 words per point.

You may be able to make the font size larger.

Perhaps centre align the text and icon in the colour block

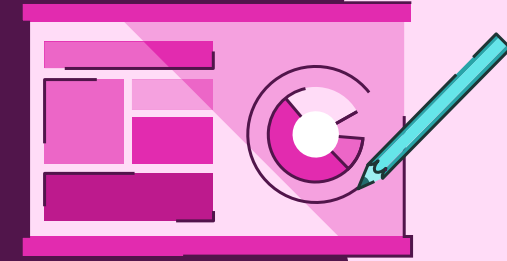
Home > Arrange > Align

This looks much cleaner and has fewer distractions for the audience.



Transforming bullet points | changing shape

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



You could use different shapes to hold your content. Rounded rectangles, circles, parallelograms, or custom shapes can all work well, if they match your brand and other elements in your design.

Shape Format Edit > Edit Shape > Change Shape

Many shapes can be altered using the yellow adjustment handles. The free BrightSlide add-in has an adjustment painter that allows you to copy/paste the same adjustment position across multiple shapes.

BrightSlide > Format > Adjustment Painter



Transforming bullet points | gradient fills

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.



If your brand doesn't support large blocks of solid colour, then gradient fills can help blend things together a little better, but also add a richness and depth to the slide.

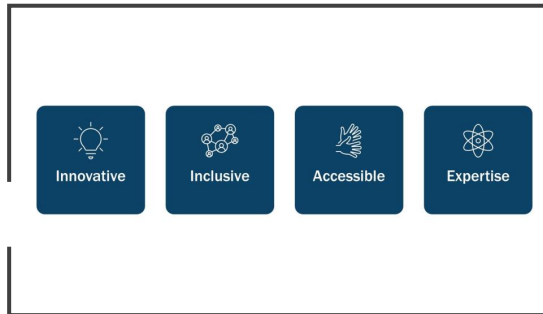
Standard gradients provided by PowerPoint can be a little plain, but are quick to apply.

Shape Format > Shape Fill > Gradient

Consider altering the gradient to use some of the more advanced options.

Right-click > Format Shape > Fill > Gradient Fill > Preset Gradients

Or create custom gradients using different colours, types, and angles. Even transparency for part or all of the gradient.



Transforming bullet points | gradient flood

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.

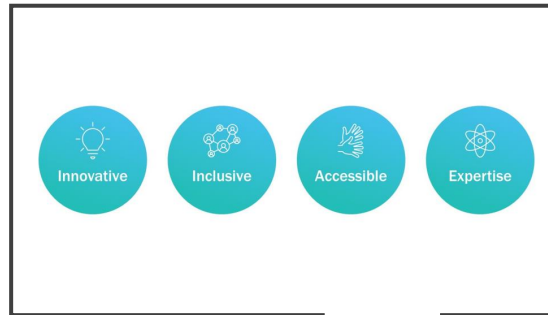


If your brand support it, large, bold, full slide gradient floods look dramatic.

Invert the colour scheme, with a large gradient flood fill of the slide and contrasting flat content blocks.

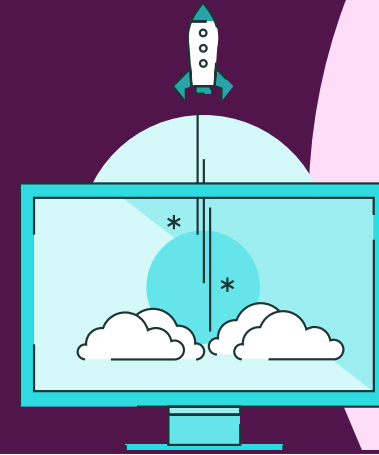
Also ensure that the content in the content blocks is clear with sufficient contrast.

You can get the content to match the gradient of the background, but it's fiddly and the best approaches (using Merge Shape cut outs) often mean it's harder to edit slides. Be careful not to go too far, as too many gradients will likely look garish.



Transforming bullet points | seamless transitions

If you can't change content on a bullet point slide, then there are many ways to create a design that is both more attractive and easier for your audience to follow.

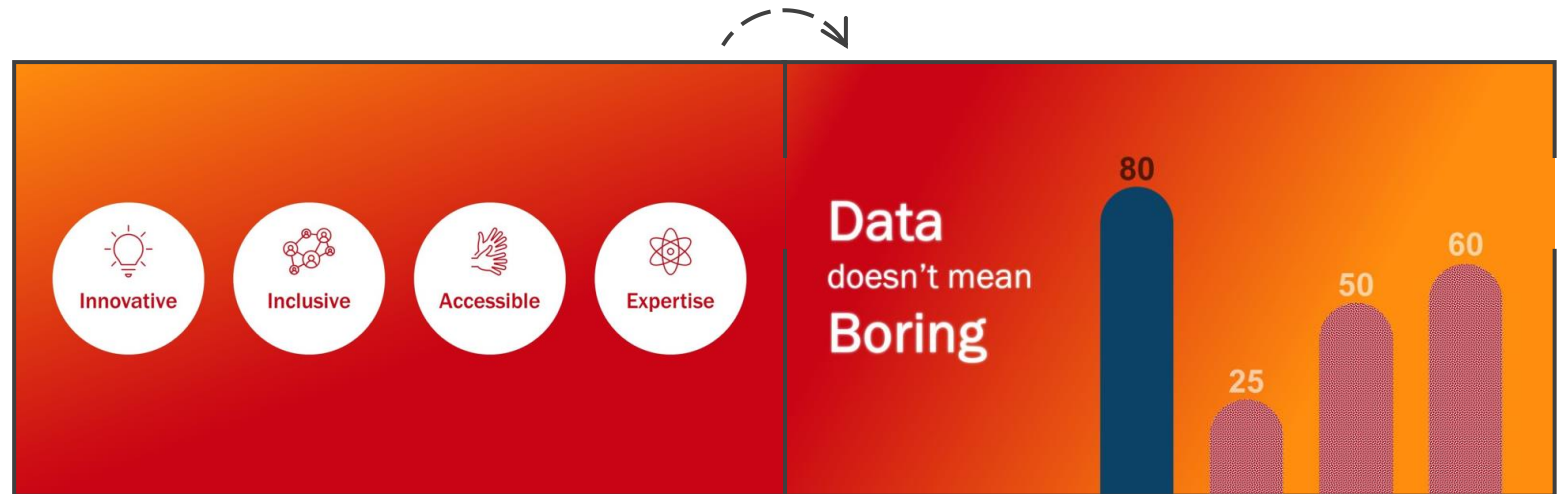


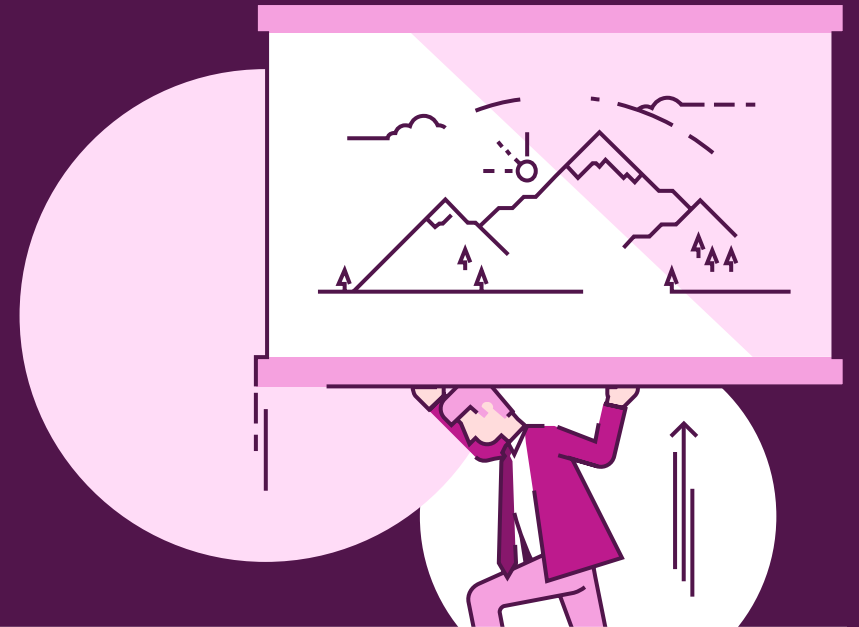
If you use full bleed gradients, you could consider creating a canvas-style presentation, by altering the gradient on subsequent slides so that they match up. For example, make the right-hand edge of one gradient matches the left-hand edge of the next slide's gradient.

Then apply a Push (From Right) transition to the slide, to make it appear that you're panning across a large canvas of content.

Transitions > Push > Effect Options > From Right

You could also do the same with flood fill background images mixed with colour blocks.





Iconography and images

www.brightcarbon.com
info@brightcarbon.com
[@brightcarbon](https://twitter.com/brightcarbon)

UK +44 161 883 0225
USA +1 866 789 2482



PowerPoint icons

Add icons to your slide directly from PowerPoint, with scalable, vector graphics that you can resize and recolour easily.



Insert > Icons

Find a range of icons, all from within PowerPoint in Office 365. These icons are all scalable, so you can resize them with no loss of quality. They can also be recoloured in PowerPoint, just like any other shape.

More free icons are available from these websites. Sites at the top are completely free and open, while those at the bottom require attribution for the icon source. Click on any of the logos to check out the site.



Illustrio
illustrio.com



Endless Icons
endlessicons.com



Material Design
material.io/tools/icons



The Noun Project
thenounproject.com



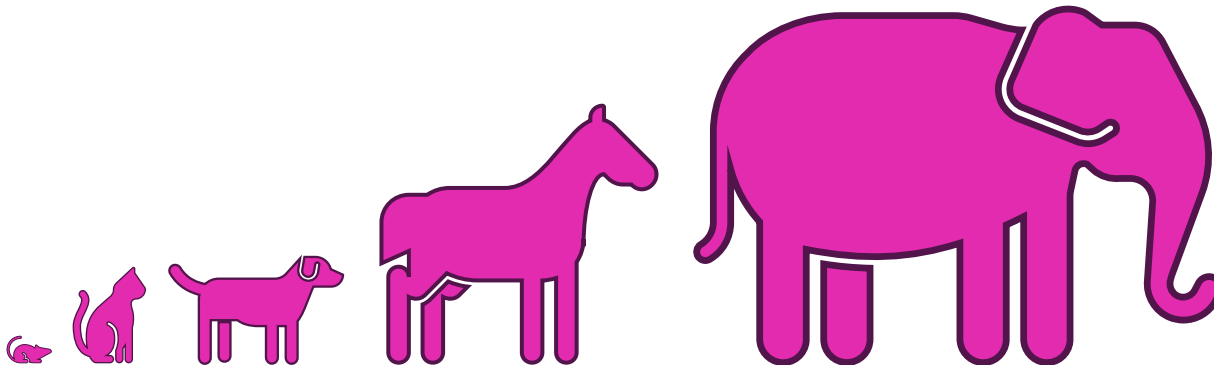
Orion Icon Library
oriconlibrary.com



Flat Icon
flaticon.com



Icons8
icons8.com



Photography

Use images in your presentation to convey your messages in a way that is compelling, clear, and persuasive, as well as looking slicker and more professional. All these sites give you free access to beautiful images that you can use in any presentation.



Pexels
pexels.com



Pixabay
pixabay.com



Life of Pix
lifeofpix.com



Unsplash
unsplash.com



StockSnap.io
stocksnap.io



Reshot
reshot.com

EVERYPIXEL

Every Pixel
everypixel.com



Burst
burst.shopify.com



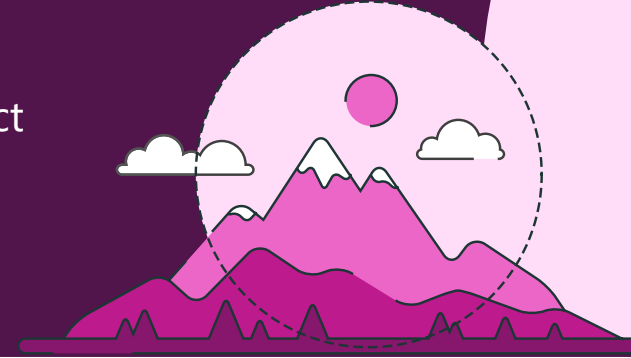
Gratisography
gratisography.com

These sites also offer free videos



Image cropping

Cropping a photo can completely change the focus of the image and the effect that it can have on your slide.



**View video
tutorial**



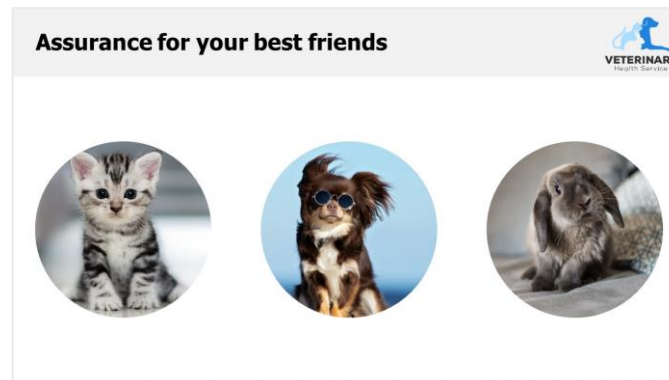
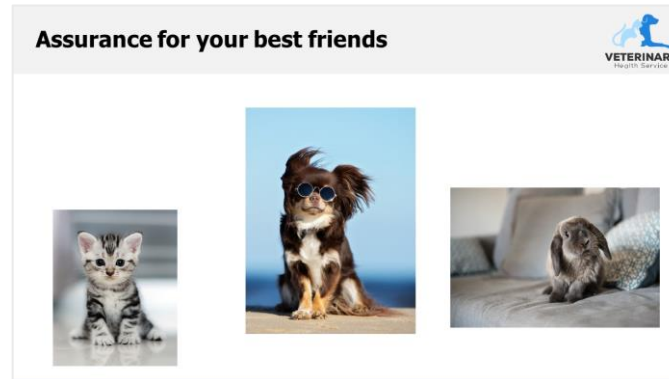
Select your image and crop
into a circle
Format > Crop > Crop to Shape



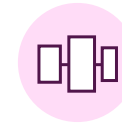
To create a more accurate circle,
use the 1:1 aspect ratio tool
Format > Crop > Aspect Ratio



Use the crop tool, and hold the
shift key whilst resizing your image
to fill the shape accordingly
Format > Crop



Repeat this step across the
remaining images



Use the distribution tool to align
your images accurately
Format > Align



Crop to zoom and recolour images

Standard tools like cropping and recolouring can really change the look and meaning of your presentation. Crop to zoom can help your pictures look consistent and your slides more professional, whilst recolouring may suggest different topics or be used to create a segue.



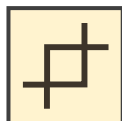
**View video
tutorial**

SERVED TO EVERY DEVICE



Select the image, and choose Crop to reveal black cropping grab handles.

Format > Crop



SERVED TO EVERY DEVICE



Use the white size grab handles to make the image larger so that you can see only the laptop within the crop area.

**Format > Crop >
Enlarge white handles**



SERVED TO EVERY DEVICE



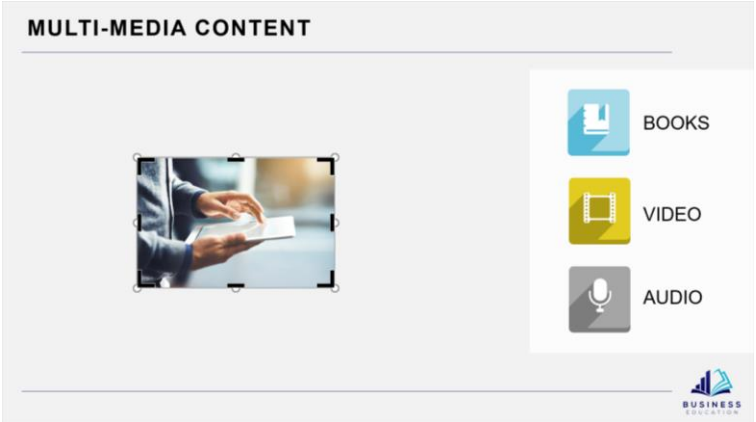
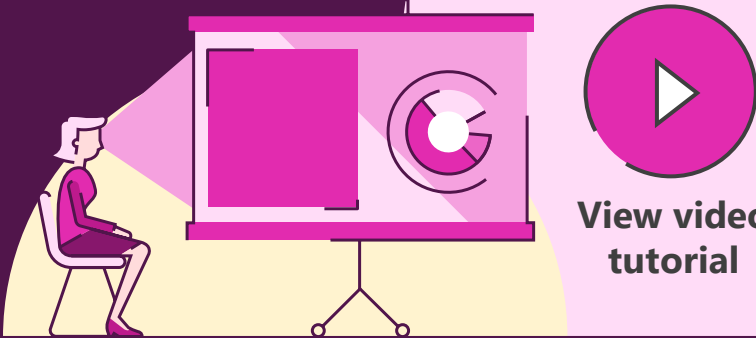
Select an image and apply a colour wash to each image to represent different topics, or use one highlight colour and others in grayscale as a segue.

**Format > Color > Apply
colour wash**



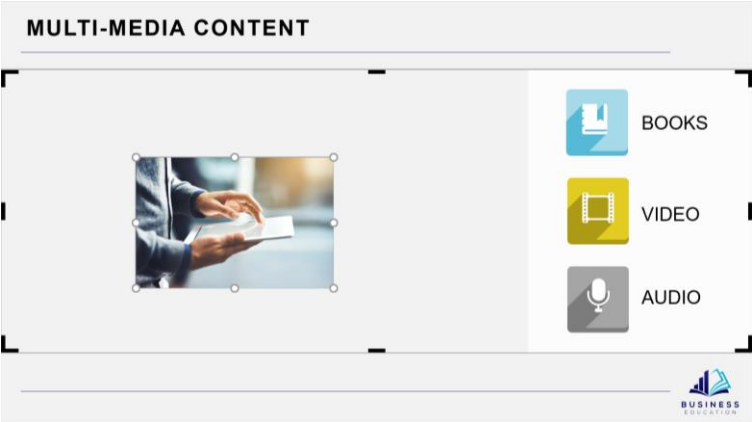
Overcrop to create full bleed image

Make your slides more eye-catching with the use of full bleed images that you control – not just filling the background.



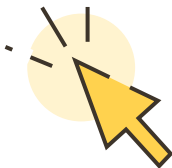
Select the image, and choose Crop to reveal black cropping grab handles.

Format > Crop



Use the black crop grab handles to drag the crop area to the edge of the slide, or new larger image limits.

Enlarge black handles



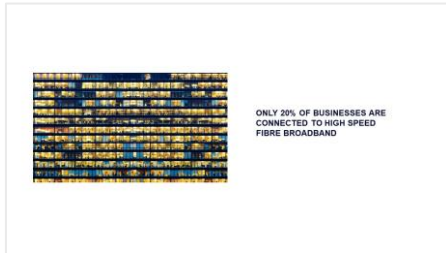
Use the white size grab handles to make the image larger so that it fills the crop area completely.

Format > Crop > Enlarge white handles



Image-enhanced story

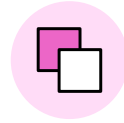
Turn a standard image into an effective visual tool that will enhance communication and get your message across more clearly. Simple highlighting can represent relevant stats more powerfully than numbers alone.



Fill screen with image



Create duplicate image
Ctrl + C > Ctrl + V



Send images to back
Home > Arrange



Align images to slide edges
Home > Arrange > Align



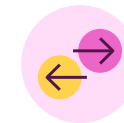
Recolour top image
Format > Color > Grayscale



Crop grey image to 80% of full image width
Format > Crop



Resize text to 40pt and increase text box size
Home > Font

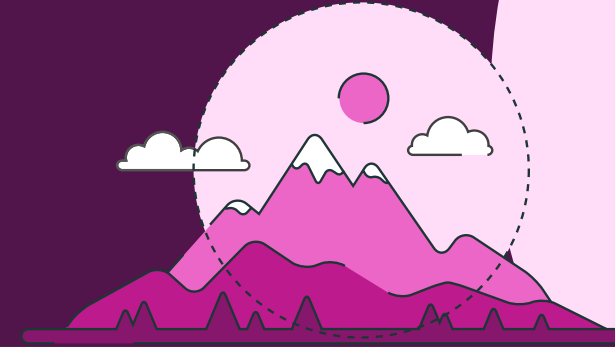


Triangle to link text to image and highlight message
Home > Drawing



Custom image cropping

Create a freeform shape and fill with an image to crop out any shape.



**View video
tutorial**

Insert > Shape > Freeform Shape

Trace around the part of the picture you want to crop.



In PowerPoint 2013 or later, use the Boolean tools Shape Intersect to cut out the image.

Format Picture > Crop

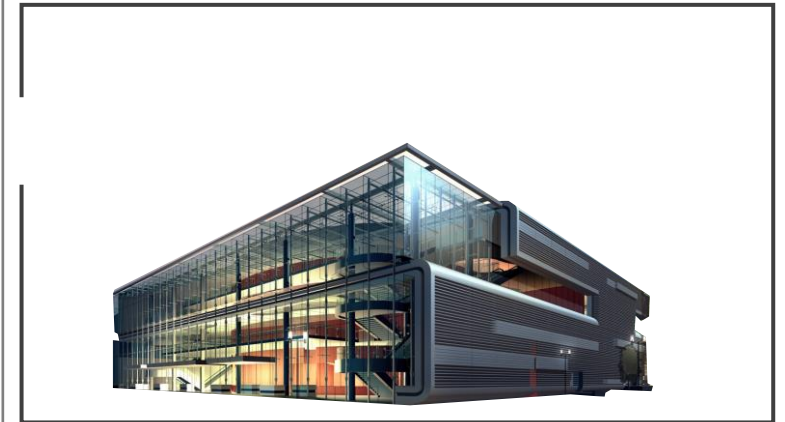
Crop picture to outer edges of the freeform trace then copy picture (Ctrl + C).



Use the Alt key to snap the cropped picture to the freeform trace.

Format Shape > Picture Fill > Insert from Clipboard

Right-click on your freeform trace and insert your cropped image.



Use the Soft Edges formatting tool to remove any harsh edges.



Visual storytelling



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[@brightcarbon](https://twitter.com/brightcarbon)

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USA +1 866 789 2482



Highlighting content

Banish the drudgery of content-heavy, detailed slides by using this technique to focus attention on what's important and bring your stories to life. Use highlighting to help your audience understand the key ideas and remember them.

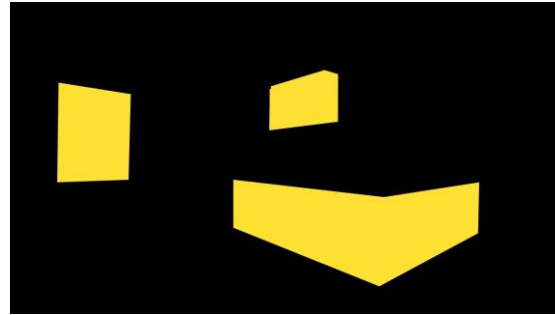


**View video
tutorial**



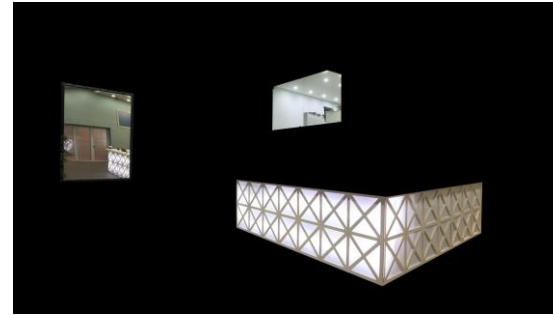
Use the Freeform Shape Tool to draw around parts to highlight. Click to start, release the mouse button, move to the next point and click to continue. Click on start point to finish.

**Home > Shapes >
Lines > Freeform**



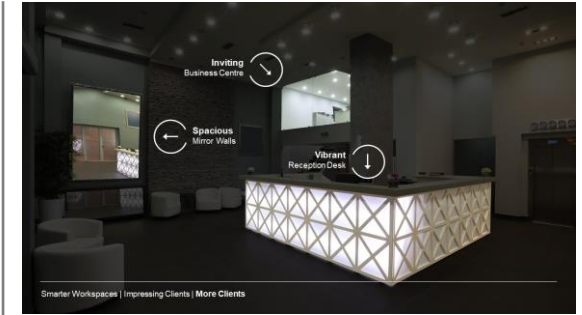
Create full slide black box and send back using the layer tools, to reveal the freeform shapes.

**Home > Arrange >
Send Backward**



Select the black box, then shift click the highlight shapes and use the Merge Shapes Subtract tool to cut out the highlights.

**Format > Merge
Shapes > Subtract**



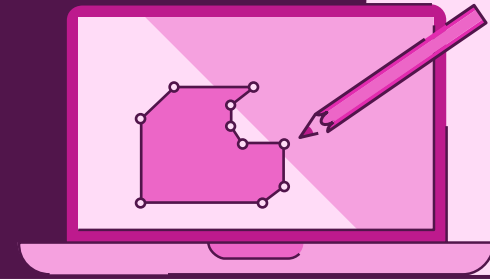
Make black box semi-transparent (30%) and add labels to highlighted areas.

**Right-click on shape >
Format Shape > Fill >
Transparency**



Freeform shapes

Create custom shapes and edit existing shapes using the Freeform shape tool and Edit Points.

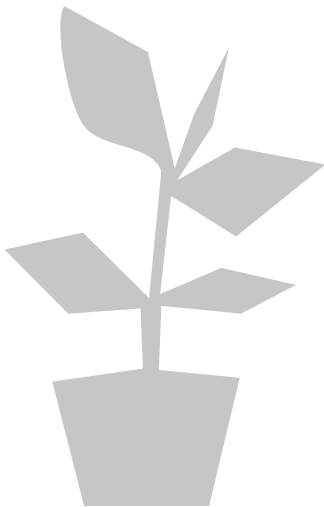


**View video
tutorial**

Insert > Shapes > Lines > Freeform Shape Tool

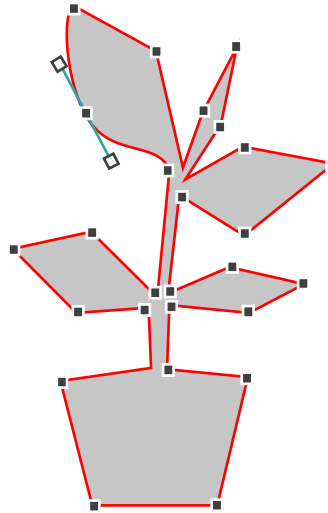


Use the Freeform Shape Tool to draw any object. Click near the start or double click anywhere to finish drawing.



Right-click Shape > Select Edit Points

Move any black edit points to alter the shape. Create new points by left clicking on the red outline. Remove points by holding the Ctrl key and left clicking on the point to be deleted.

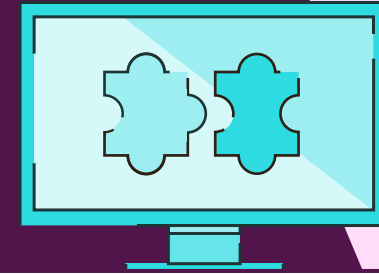


Customise further by clicking on any black edit point to reveal the Bézier vector handles. Right-click the black edit point to choose smooth, straight, or corner point. Move the white box edges of the Bézier to change the point shape or curve.



Merge shapes tools

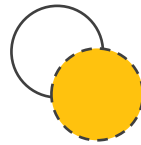
Add the Merge Shapes tools to your toolbar to create custom icons and graphics by merging and cutting out shapes.



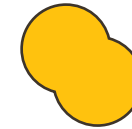
**View video
tutorial**

Insert > Shapes

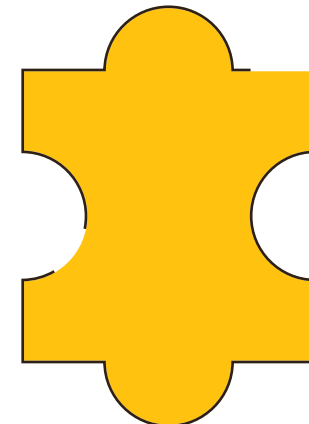
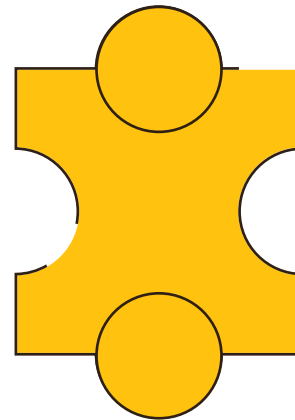
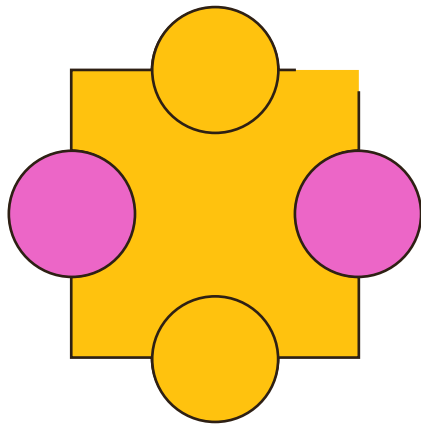
Arrange the shapes in the correct positions then select two of them.



Shape Subtract



Shape Union

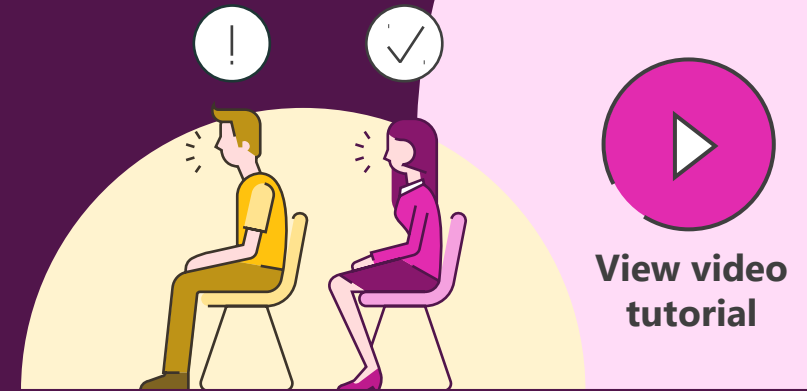


The Merge Shapes tools are only available through the Quick Access Toolbar in PowerPoint 2010. They're in the Format tab in PowerPoint 2013, 2016, 2019, and Office 365



Capturing attention

Want to make an impact? Learn how to capture attention in PowerPoint, transforming your slides from dull and boring walls of text, into beautiful and impactful visual slides that capture your audience's attention and leave them thinking about what's most important in your story.



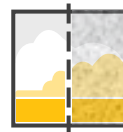
Copy the image (Ctrl + C) to build up multiple layers. Then make the initial image grayscale so that the highlight later stands out.

Format > Color > Grayscale



Paste a new image (Ctrl + V) and align with the original. Then apply a greyscale recolor and blur using Artistic Effects to create contrast.

Format > Artistic Effects > Blur



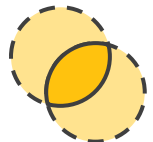
Paste a new image. Use the Freeform Shape Tool to draw around parts to highlight. Click to start, release the mouse button, move to the next point and click to continue. Click on start point to finish.

Home > Shapes > Lines > Freeform



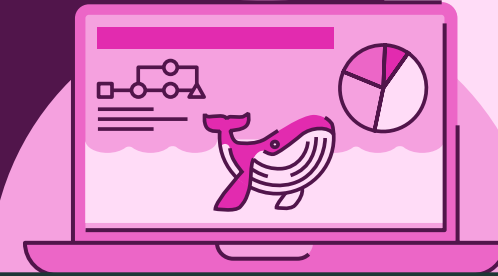
Select the color image, then shift click the highlight shape and use the Merge Shapes Intersect tool to cut out the highlight on the color image.

Format > Merge Shapes > Intersect

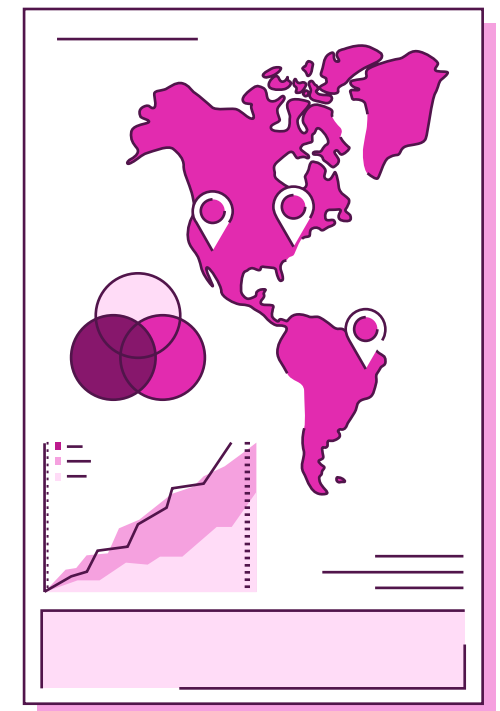
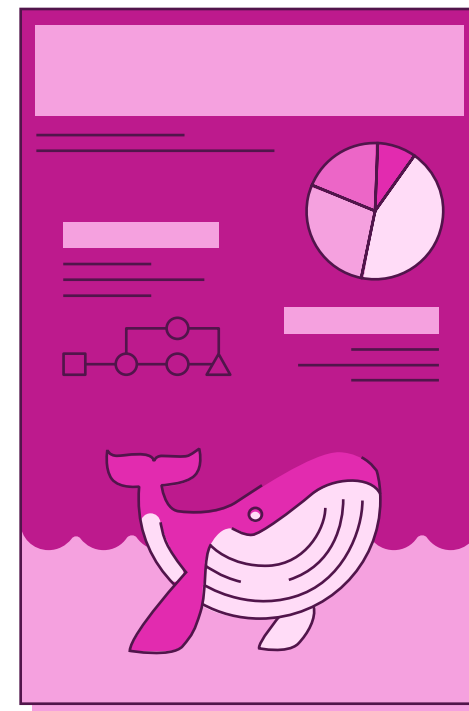
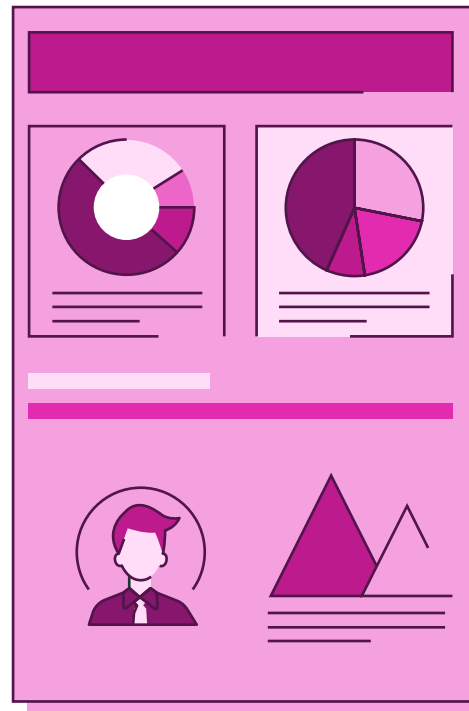


Infographics in PowerPoint

Infographics help convey your message powerfully because they combine text with visuals in a way that tells a story and makes sense to the viewer. Watch this summary video to gain an understanding of infographic design theory so you can create some on your own.



**View video
tutorial**





Animation

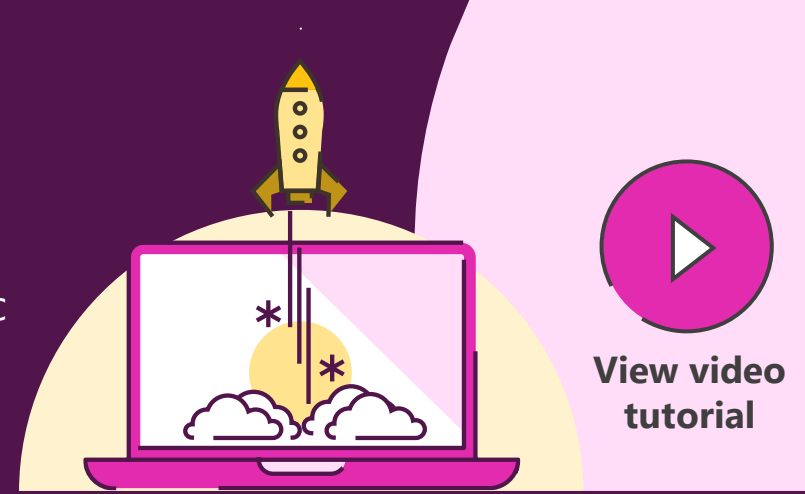
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info@brightcarbon.com
[@brightcarbon](https://twitter.com/brightcarbon)

UK +44 161 883 0225
USA +1 866 789 2482

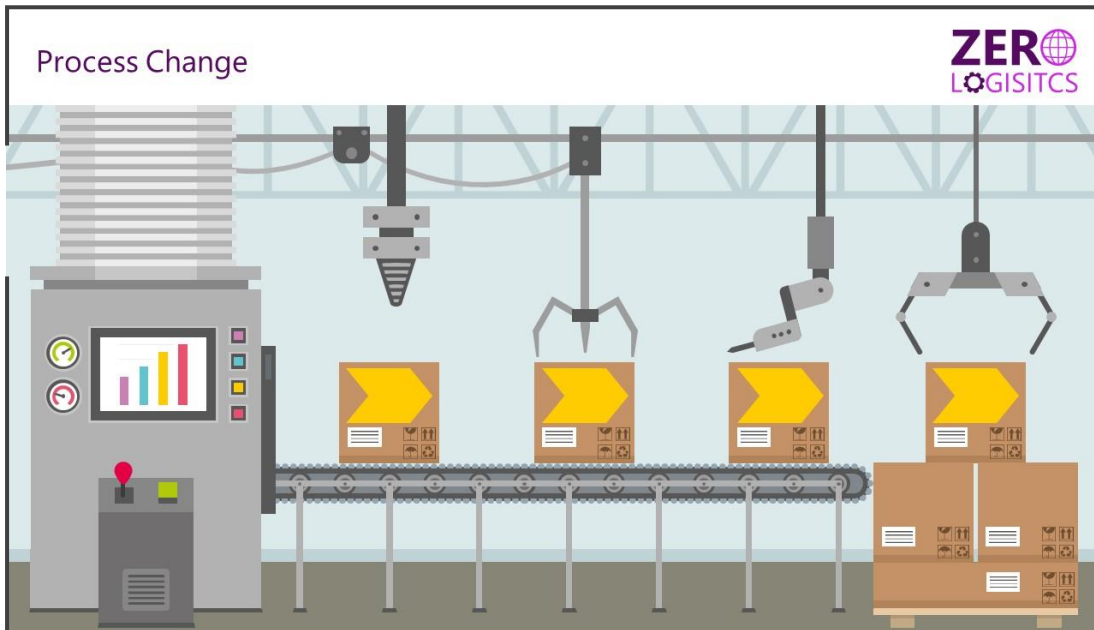


Storytelling with animations

Far from being a luxury, animations in PowerPoint are incredibly useful for telling stories. Learn how to master the different types of animations to create a dynamic visual sequence that communicates elegantly and effectively.



All animations are in the Animations tab on the ribbon. Choose **Add Animation** to find the four categories and different types of animation.



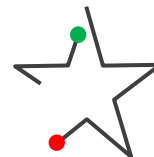
Use **Entrance animations** to make content appear on the slide to provide pacing and help focus attention on new content.



Use **Emphasis animations** to change content. Use the **Fill Color** to alter the color and **Grow/Shrink** to change the size. Click the **Effect Options** button to change the color or size of the object for each.



Use **Exit animations** to remove unnecessary content from the slide so that it doesn't distract or clutter up the slide.



Use **Motion Paths** to move objects around a slide. The **green arrow** indicates the **start point** and the **red arrow** is the **end point**, with the shape moving along the black dotted line. Select either end point to resize, position, and shape the motion path.



Graph animation

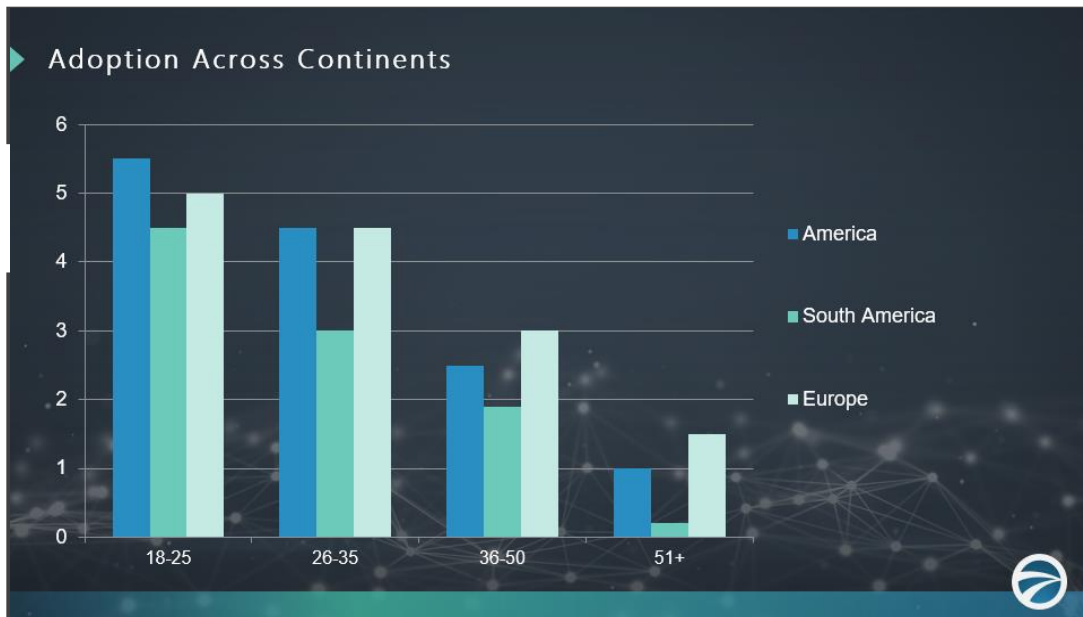
Animate graphs piece by piece using the Chart Animation function, making them easier to understand.



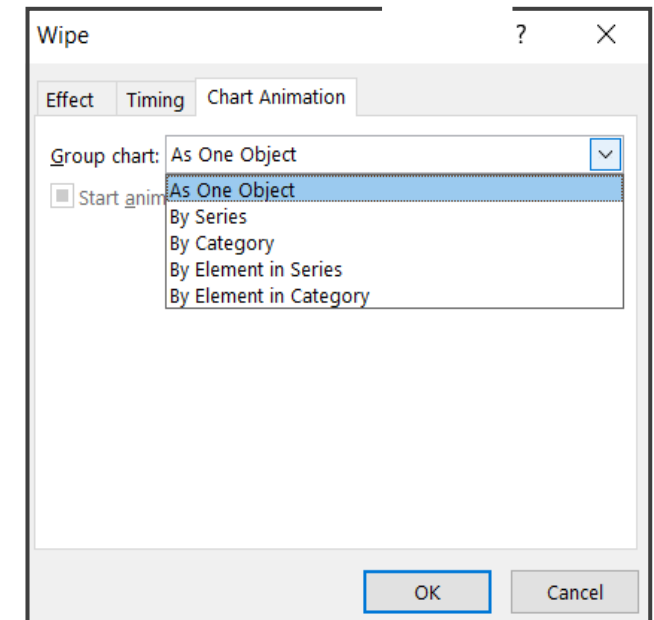
View video
tutorial



**Animations > Add Animation > Entrance > Double Click
> Animation Event > Chart Animation**



- 1) Animate chart using **Add Animation** on the Animations tab.
- 2) Double click on the animation event in the **Animation Pane** and select **Chart Animation**.
- 3) Animate the chart by series, category, or individual element for greater control.



How to be a PowerPoint animation ninja

PowerPoint animations, when used correctly, are a key part of an effective presentation. These seven techniques are quick and easy to implement, but can make a big difference to your presentation.



**View video
tutorial**

Directions

If you have things like arrows, timelines (in fact anything with a direction), or if you're using a Wipe, Fly in, Peek in, make sure you change the direction of the animation to match!

Overlap

If you have content flying in, try not to have it overlap other content: this makes your slide look messy and will distract your audience.

When you can't fly, peek

Bearing this in mind, if having content Fly in would mean it overlaps something else, use a Peek in animation instead.

Smooth ends

On motion paths and Fly ins you can have your animations finish with a smooth end.

Opening up your Effect Options and dragging the slider fully to 'smooth end' will make your animation look a lot more natural.

Duration

Some animations default to 0.5 of a second, others default to 2 seconds. It's rare that you will need the full 2 seconds to make your point. You can normally get away with making these effects 0.5 of a second too. On the whole try and keep your animation sequences to 6 seconds maximum.

Delays and disappearing acts

Delays are a really bad idea because even if you rehearse your content perfectly, there's always a chance something will happen to make you miss your cue. But you can pace the flow of information with clicks instead.

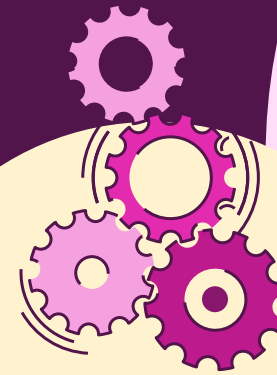
Use the Quick Access Toolbar

Don't be afraid of animations, keep them in a nice, handy place in PowerPoint – the [Quick Access Toolbar](#) and use them to tell your story, but good watch-words are: if a fade will do, then that's good enough!



Rotating objects

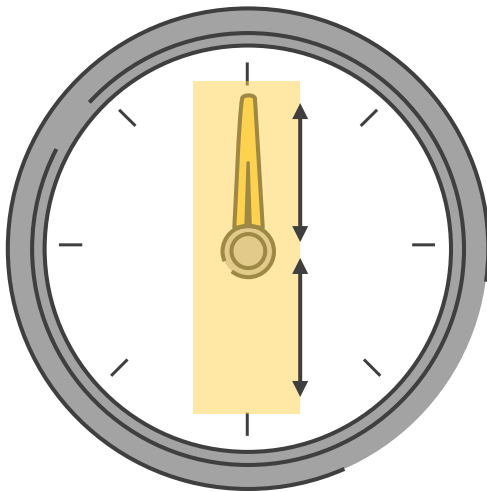
Draw large shapes over objects and group to enable you to rotate around a false central point.



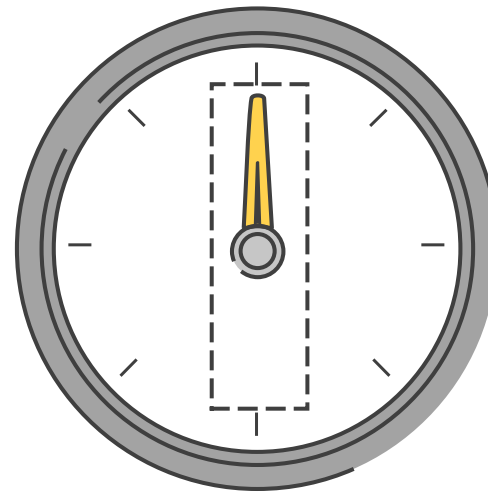
**View video
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Animations > Add Animation > Emphasis > Spin

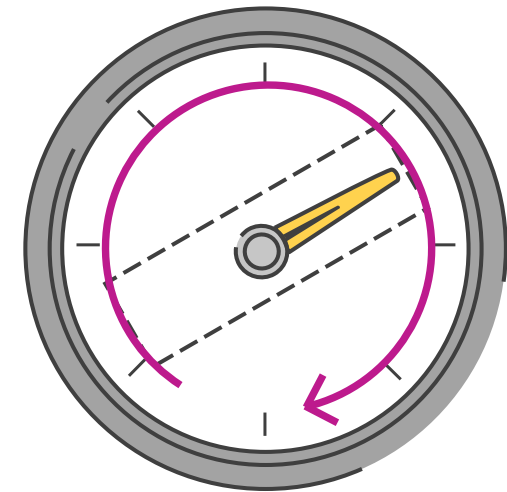
Create a shape starting at the center point of rotation, using the Ctrl key to make that point the center, and make sure it's larger than anything else.



Make the large shape invisible (select 'No Fill') and group it with any objects that need to rotate.



Use a Spin animation on the group. The entire group will rotate around its center point, which is controlled by the large invisible shape, making it look like other objects are rotating around their end point.





Morph and transitions

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Morph magic

Morph is a stunning way to seamlessly transition between slides, but also to create motion, emphasis and tell stories. Note that it only works with Office 365 or PowerPoint 2019. Earlier versions of PowerPoint will simply use a Fade transition.



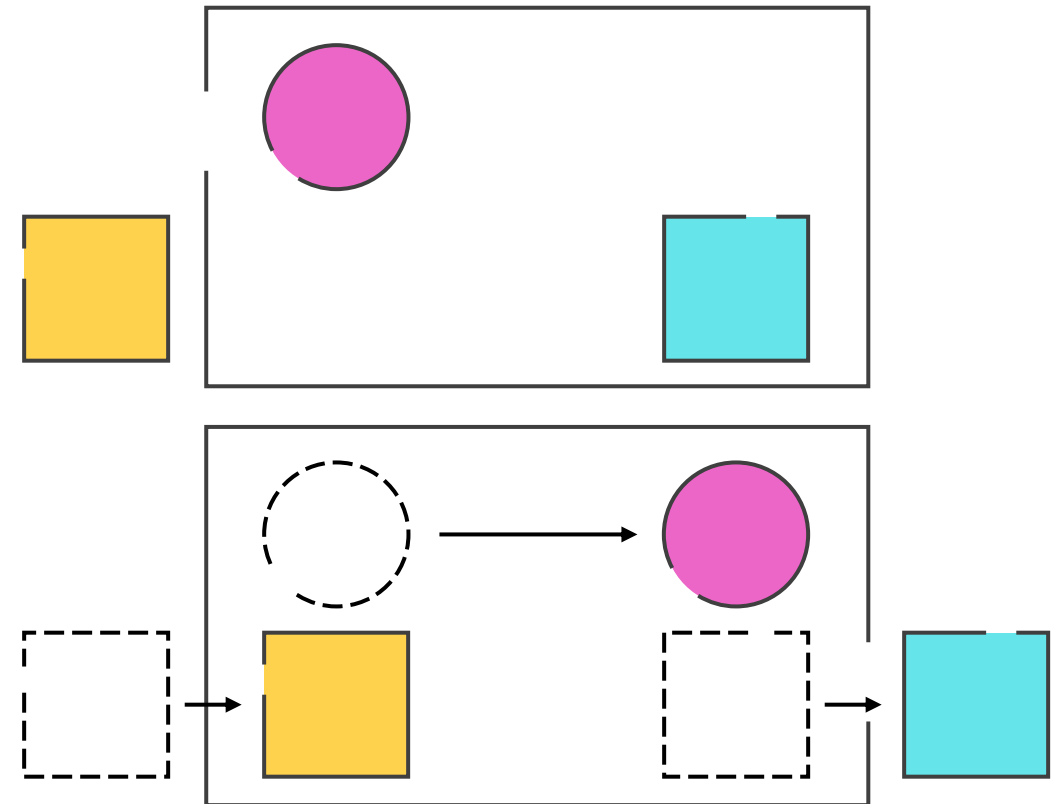
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Transitions > Morph

Morph recognizes objects across slides and will seamlessly move, resize, recolour, and rotate objects. You can use this to change content on your slide. Objects have to be on both slides to create any change using morph, otherwise, the transition appears like a fade.

Introduce objects by having them off the edge of the first slide canvass and on the second slide, or remove them by having them on the first slide and off the edge of the second slide canvass.

Give the effect of moving around a more complex diagram with content moving off and onto the slide, by creating a diagram that only partly fits on the slide canvass. On the second slide, move the diagram so that a different part is on the slide canvass, and morph will pan around the diagram. Zoom into particular elements by making the diagram larger on the second slide.



Morph magnify

Morph isn't just for transitioning between slides, it can be used for interesting effects to tell stories, such as creating a magnifying lens to highlight content. Note that it only works with Office 365 or PowerPoint 2019. Earlier versions of PowerPoint will simply use a Fade transition.



View video
tutorial

Transitions > Morph

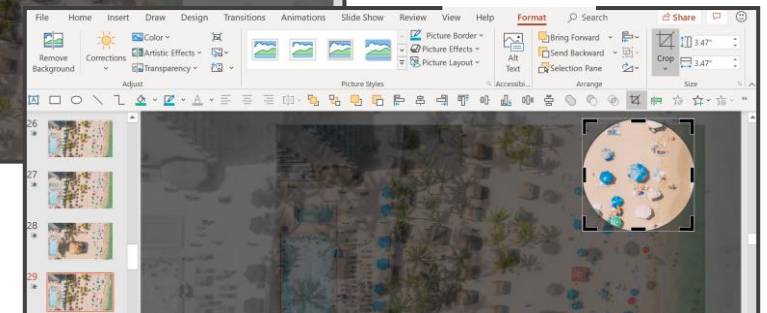
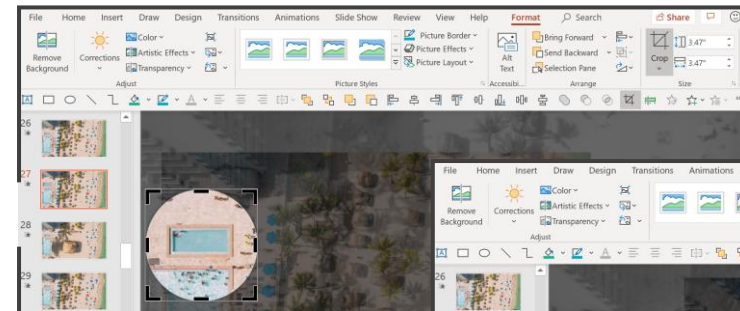
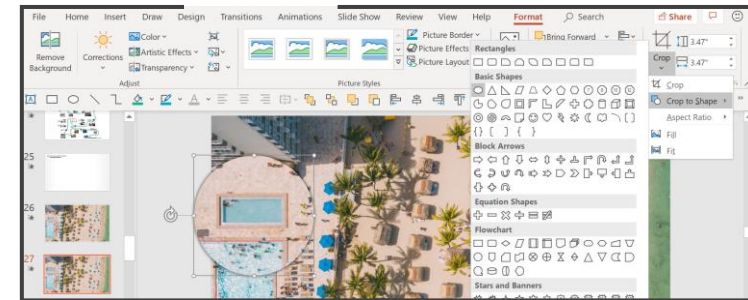
Insert an image on the slide, copy, paste, and align the new image on top of the original.

Crop the top image to a rough square focusing on a specific area, set the **Crop to Shape** (Oval), and set the **Aspect Ratio** to 1:1 (**Picture Tools Format** > **Crop**).

Add a shadow or outline to the new cropped circle image and make it larger (use **Shift** and **Ctrl** to expand in proportion and the correct position).

Duplicate the slide (Ctrl + D) and on the new slide, move the circle image to a different position.

Select **Crop** on the circle image, but now move the image within the circle placeholder, so that it matches the image behind in the new position.



Interactive morph

Morph is a stunning way to seamlessly transition between slides, but also create a fantastic way to navigate around a complex scene using hyperlinks and morph combined for great effects.



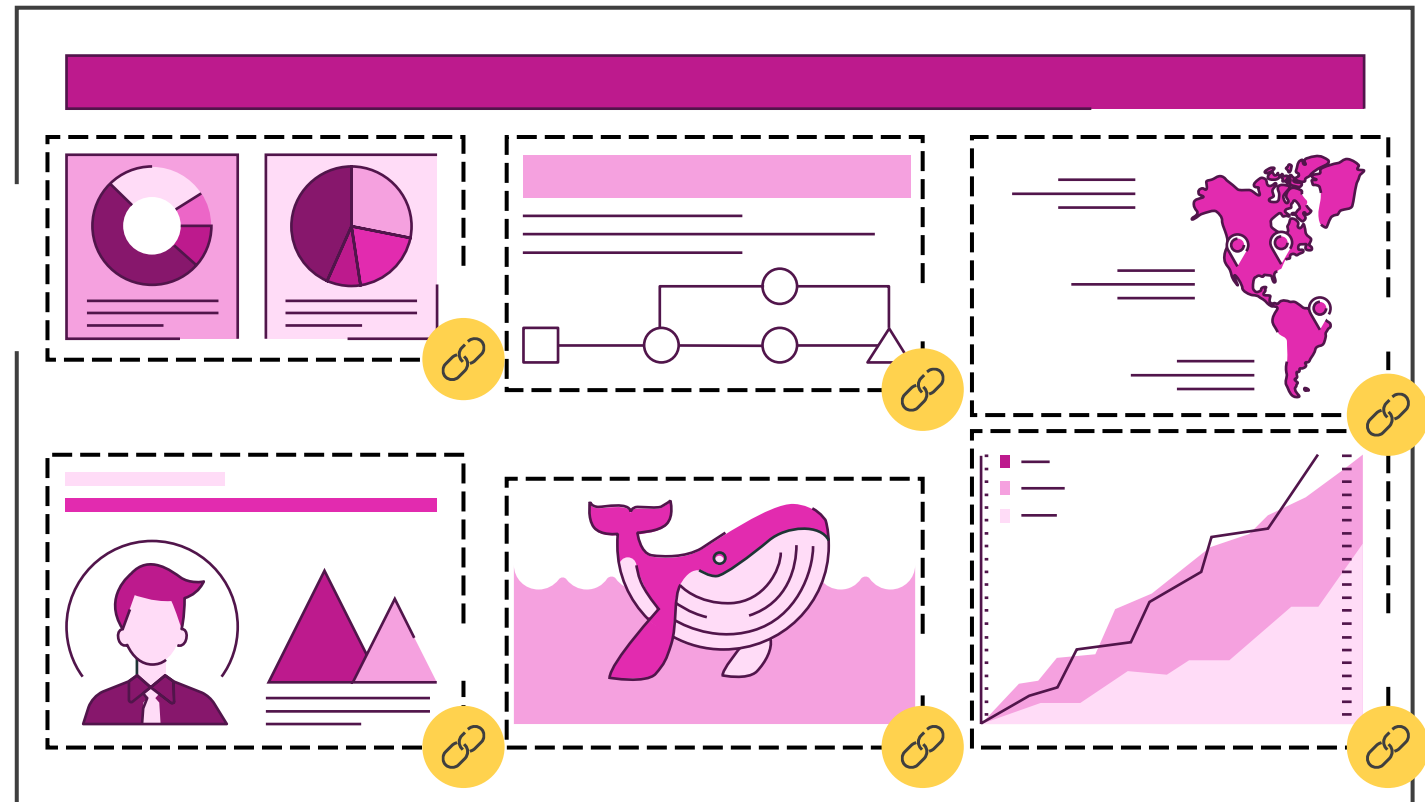
Transitions > Morph

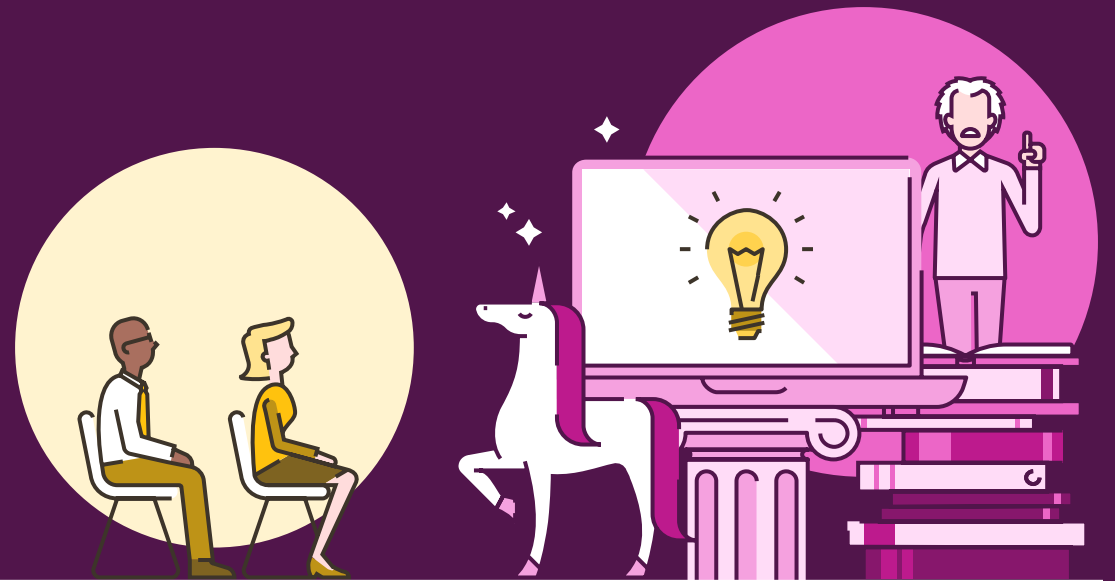
Draw boxes over parts of the slide or diagram. Change the fill colour to No Fill and line colour to No Outline.

Right-click each invisible box and choose Link from the pop-up menu. Hyperlink to the relevant slide.

On the main slide featuring the content full-screen, apply the Morph transition to achieve the effect of seamlessly moving from the complex diagram or menu slide to the appropriate content slide.

Then consider changing content between the slides and using morph to create interesting effects as the content changes.





Video and media

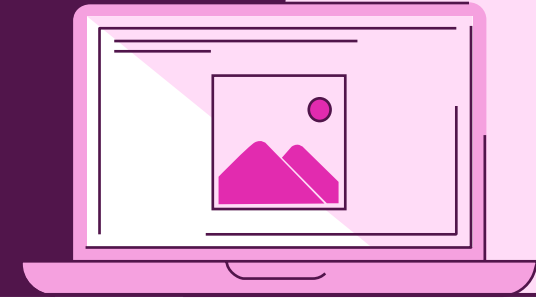
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Screenshot

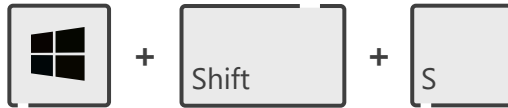
Screenshots are a great way to share real-world examples with people, and they're really simple to do.



Use the cursor to select just a small portion of your screen, or select from one corner to the opposite corner to select the entire screen.

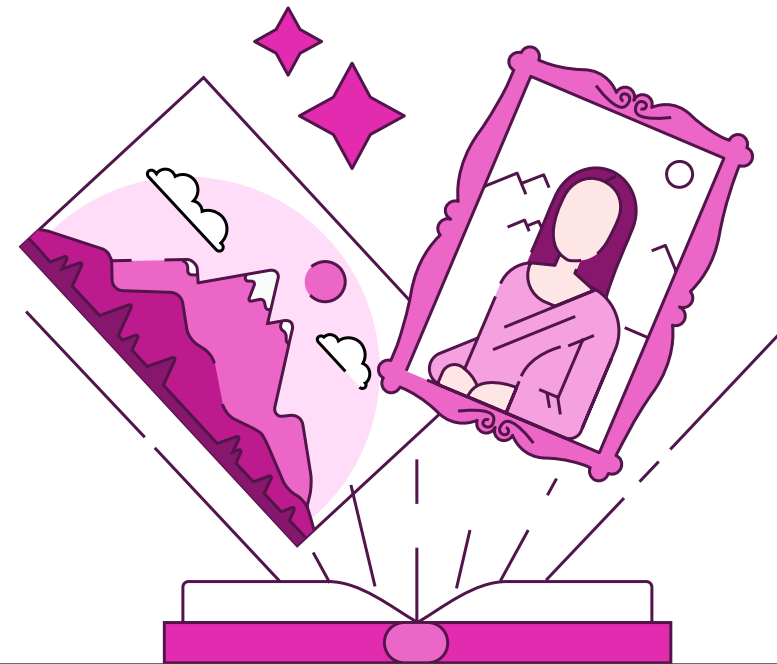


Capture a screenshot



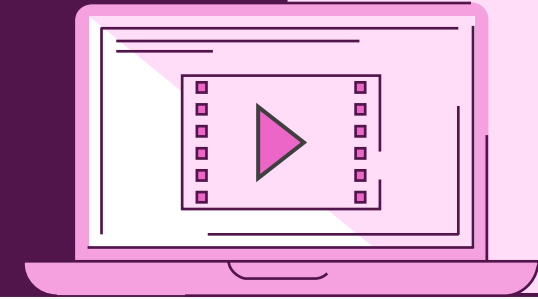
This works for any part of your screen, any program, or browser.

The screenshot is stored in the clipboard, so once captured, go into PowerPoint and paste (Ctrl + V) to put the image on your slide.



Screen recording

Sometimes video is the best way to demonstrate a technique or process. PowerPoint gives you an excellent screen recording option.



Insert > Screen Recording

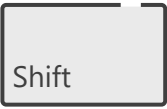
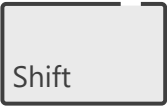
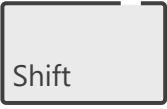
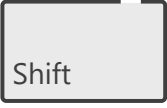
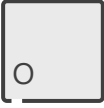
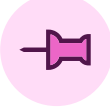
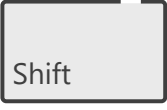
Use the cursor to select just a small portion of your screen, or select the entire screen by clicking at the top and dragging down to the bottom.

Once the recording area has been selected, PowerPoint will minimize (although you can maximize it again), allowing you record anything on your desktop, within a program, or a browser.

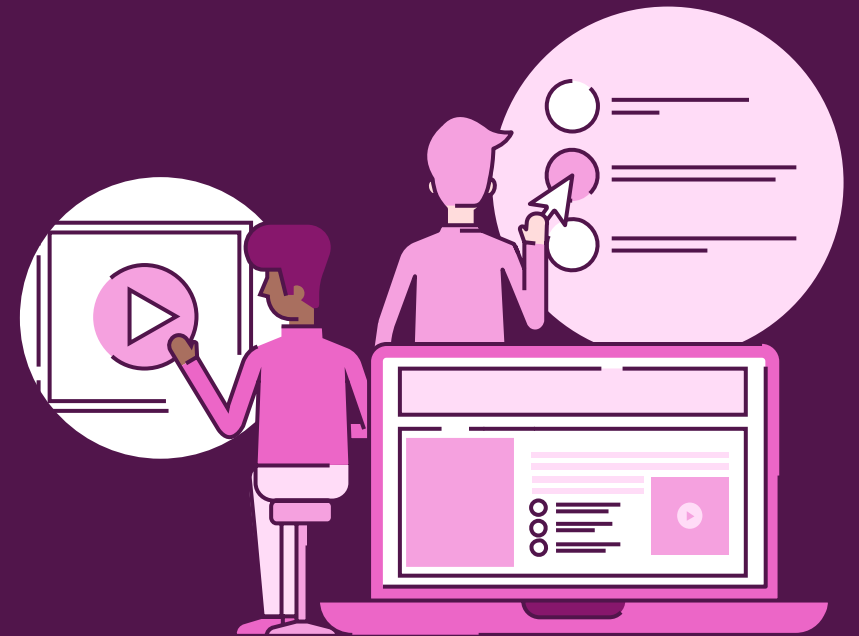
Record live audio as you capture the screen too.

Once finished, stop recording, and the video will be inserted into your PowerPoint deck.

You can resize, trim, and edit the video in the Video Tools tab.

	Record screen	 +  + 
	Stop recording screen	 +  + 
	Select custom area	 +  + 
	Record audio	 +  + 
	Record pointer	 +  + 
	Lock control panel dock	 +  + 





Interactivity

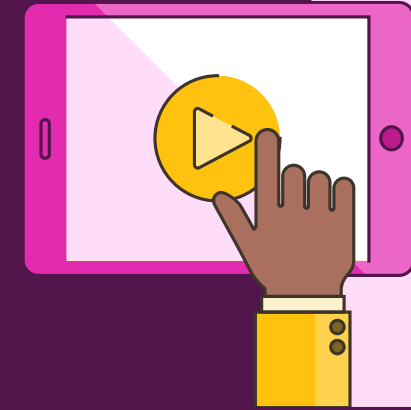
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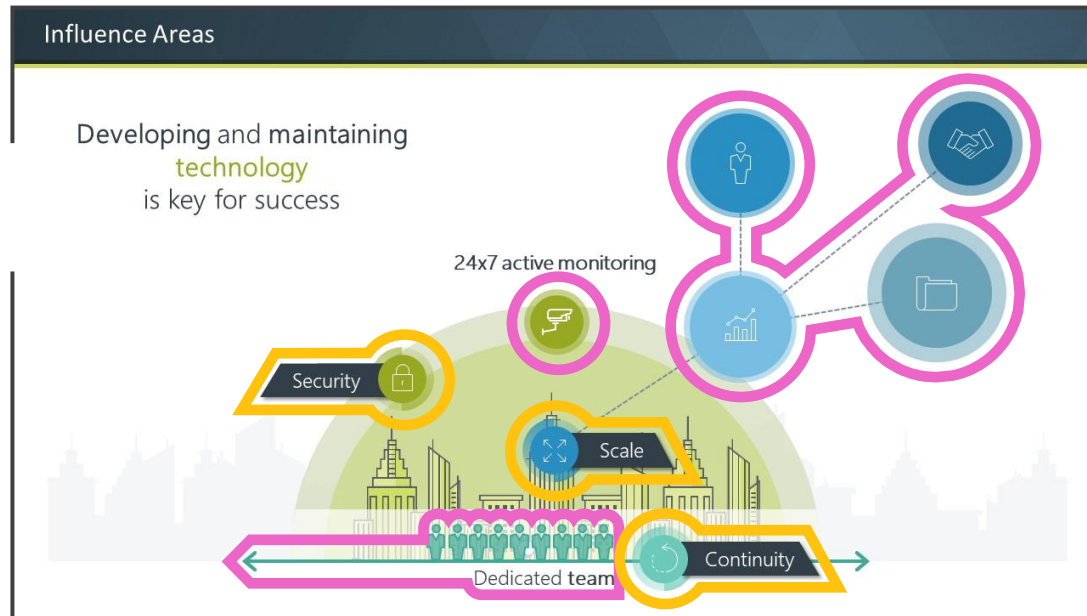
Interactive content with trigger animations

Create interactive presentations with triggers! Develop slides where you choose what content to share with each audience, giving you a responsive PowerPoint and a great deal of flexibility. Create interactive content like short quizzes, using them for maximum effect.



View video
tutorial

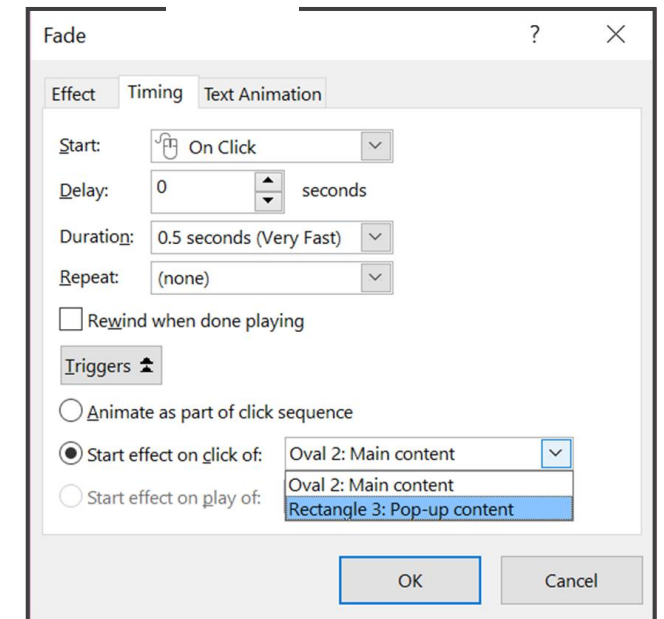
Triggers cause animations to start when you click an object on the slide. Use triggers to reveal and hide additional information, click to change colour to highlight something, or play media.



Add an **Entrance animation** to additional information.

Double click animation event, select **Timing**, then **Triggers**, and choose which object to act as the **clickable button**.

Using both an entrance and an exit animation means you can turn the pop-up on and off.



Zoom navigation

Zoom in PowerPoint is a terrific tool that allows you to jump straight to the content you want and supports a seamless interactive presentation. It's really quick and straightforward to do.

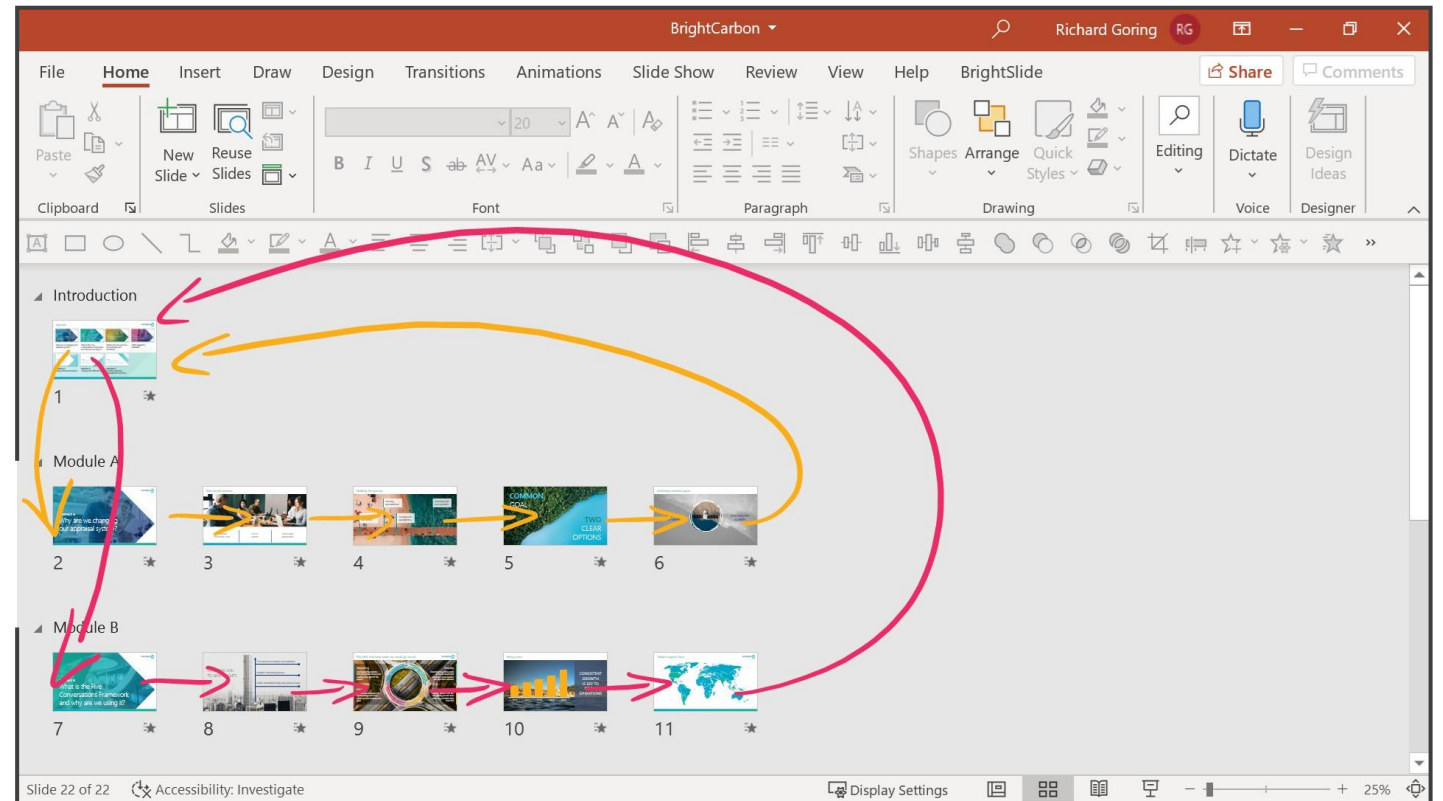


Home > Slides > Section > Add Section

Adding sections to your deck makes it much easier to manage and navigate through using Zoom. Create a section for each topic or subtopic that you might want to navigate to.

Insert > Links > Zoom

You can add three different types of Zoom, but Section Zooms are probably most useful as they will navigate through entire sections of your presentation before coming back to the menu or launch slide.





Accessibility

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Accessible design techniques to engage your audience

The goal of accessibility is to ensure that no one is excluded from your presentation due to experiencing a disability. And, regardless of how many people in your audience may be experiencing a disability, designs that incorporate the requirements for people with disabilities are likely to benefit everyone.

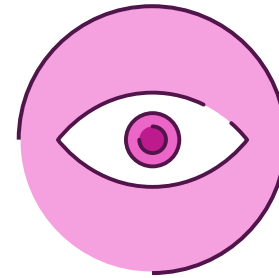


Many laws for digital accessibility are based on the [Web Content Accessibility guidelines](#), which is often abbreviated as WCAG.

These are the benchmark for web accessibility across the world. Even though presentations are not necessarily web content, many of these guidelines can be applied or interpreted to understand how we can make our presentations more accessible.

Accessibility is a huge topic, but the focus here is a little more on the visual design, as well as how to present slides more inclusively, by exploring design for two types of disabilities: visual, and cognitive.

But there is lots of overlap between these, and as part of this will cover a few other things like hearing impairments as well.



Visual



Cognitive



Understanding visual impairments

About 1 in 12 men and 1 in 200 women are affected by colour blindness or colour vision deficiency. Along with many other visual impairments, having insufficient colour contrast on your slides means a high percentage of your audience could be excluded from seeing your presentation clearly!



Situational factors play a huge role in colour contrast. Projectors in particular can be terrible for this - something that looks fine on your screen when you're designing your presentation can end up looking completely different when you get to the room you are presenting in.

And, if you're presenting online, the different type of screens people are using, and the brightness of the environment they are viewing it in can all impact screen contrast.

Ensuring your presentation has sufficient contrast will make sure all of your audience can see your slide content more clearly, – and also make you confident that your presentation will work in whatever environment you're presenting in!

Contrast is measured in ratios. To satisfy the WCAG 'AA' guidelines, text needs to meet a minimum contrast ratio of 4.5:1. There are some exceptions:

'Large text' | anything that is at least 18pt, or at least 14pt AND bold only needs to meet a ratio of 3:1

Decorative elements | don't need to meet these ratios at all.



BrightSlide colour contrast report

BrightSlide is a free PowerPoint add-in to supercharge your design productivity. Included in the suite of tools are some to support compliant colour contrast. You can download it from the BrightCarbon website, or click the link to the right.



BrightSlide colour contrast checker

With BrightSlide installed, you can right-click on any text box in PowerPoint that has a background fill and it will tell you the colour contrast ratio, along with a handy indicator of whether it passes or fails the WCAG guidelines.

BrightSlide colour contrast report

If you're using any kind of PowerPoint template - you can use another BrightSlide feature called the colour contrast report to show you all the accessible combinations in your colour theme.

So to do this, you can go to the BrightSlide tab, go to theme colours and then and if you click colour contrast report this will generate a report for all the theme colours in the currently active master. And the great thing about this is that it shows which colour combinations pass and fail the WCAG Level AA success criteria for regular text colour contrast.

 BrightSlide >

✔ Contrast Ratio is 6.5:1

Web Content Accessibility Guidelines Color Contrast Report for <u>Level AA</u>																																																	
Text and its background should have a contrast ratio of at least 4.5:1																																																	
Pass	Fail																																																
<table><tr><th colspan="2">Shape Fill</th></tr><tr><th>Text Fill</th><th>Shape Fill</th></tr><tr><td>White</td><td>Black 15.1</td></tr><tr><td>Black</td><td>White 15.1</td></tr><tr><td>White</td><td>Light Gray 15.5</td></tr><tr><td>Light Gray</td><td>White 9.3</td></tr><tr><td>Dark Gray</td><td>White 4.7</td></tr><tr><td>Red</td><td>White 11.0</td></tr><tr><td>Pink</td><td>White 6.5</td></tr><tr><td>Blue</td><td>White 8.3</td></tr><tr><td>Light Blue</td><td>White 6.4</td></tr><tr><td>Yellow</td><td>White 9.4</td></tr></table>	Shape Fill		Text Fill	Shape Fill	White	Black 15.1	Black	White 15.1	White	Light Gray 15.5	Light Gray	White 9.3	Dark Gray	White 4.7	Red	White 11.0	Pink	White 6.5	Blue	White 8.3	Light Blue	White 6.4	Yellow	White 9.4	<table><tr><th colspan="2">Shape Fill</th></tr><tr><th>Text Fill</th><th>Shape Fill</th></tr><tr><td>White</td><td>Black 1.6</td></tr><tr><td>Black</td><td>White 15.1</td></tr><tr><td>White</td><td>Light Gray 1.5</td></tr><tr><td>Light Gray</td><td>White 9.3</td></tr><tr><td>Dark Gray</td><td>White 1.7</td></tr><tr><td>Red</td><td>White 3.2</td></tr><tr><td>Pink</td><td>White 3.3</td></tr><tr><td>Blue</td><td>White 2.0</td></tr><tr><td>Light Blue</td><td>White 2.3</td></tr><tr><td>Yellow</td><td>White 1.4</td></tr></table>	Shape Fill		Text Fill	Shape Fill	White	Black 1.6	Black	White 15.1	White	Light Gray 1.5	Light Gray	White 9.3	Dark Gray	White 1.7	Red	White 3.2	Pink	White 3.3	Blue	White 2.0	Light Blue	White 2.3	Yellow	White 1.4
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Accessible but colourful and on-brand

There is a common misconception with designers that ‘accessible’ design means boring, and can negatively impact the experience for non-disabled audience members. Or, they can’t meet contrast requirements because brand colours and template they are using isn’t accessible. But this isn’t necessarily true.



The challenge comes, particularly with certain colours like yellow and orange that have a high luminosity.

If you look at the contrast ratios of all these text filled shapes, you can see all of these colours have low contrast, and yellow and orange are particularly low.

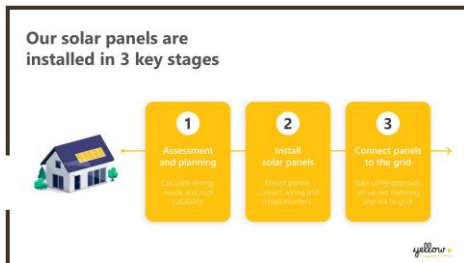
If you darken the colours so they have a ratio of 4.5:1, they begin to lose some of their vibrance, and the yellow is more of an orangey brown than a bright yellow.

So how can you use bright colours like this and keep your presentation accessible? You don’t necessarily have to avoid the use of bright colours – you just need to be careful how you use them.

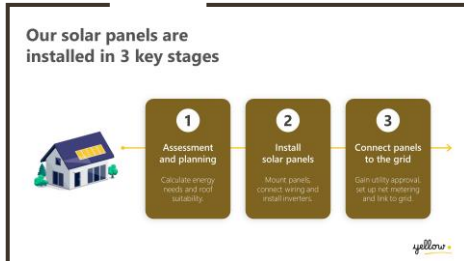


Accessible but colourful and on-brand

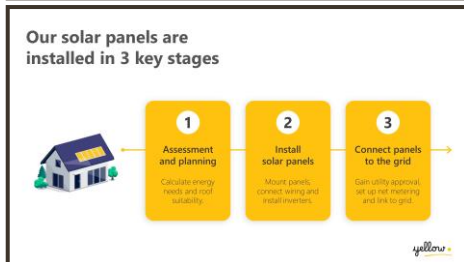
So how can we use bright colours like this and keep our presentation accessible? We don't necessarily have to avoid the use of bright colours – you just need to be careful how you use them.



Let's take this example here – where yellow is the brand's main colour. There is white text in yellow boxes which has a very low contrast and is difficult to read.



Using tints or shades to make it a high enough contrast makes it look completely off brand.



The easiest technique would be to use a dark text colour, which works quite well. But you could also just use colour in a different way.



Use yellow as an accent colour, so you don't have to worry about how the yellow contrasts with the text as it is decorative.



Or keep the text in boxes but make the background yellow. So here you can see making designs more accessible doesn't mean boring or off brand – it's just thinking more carefully about how you use colour.



Don't convey meaning with colour alone

There are different types of colour blindness, but using an example of deuteranopia you can see how red and green are almost indistinguishable from one another. But this will also affect any colours that have red or green in them. For example, purple can look like blue.



Which of these statements is correct?

- Colour vision deficiency (CVD) only affects red and green colours
- CVD affects about 8% of men
- Most people with CVD can't see any colour
- Tritanomaly is the most common form of CVD

06/09/2023 26

Which of these statements is correct?

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Red and green are often used to signal useful messages - such as start and stop, correct or incorrect, positive or negative. In this example the statements are shown to be correct or incorrect for the audience using red and green.

If you put them through a colour blindness simulator, you can see that they no longer have meaning, if you don't have full access to those colours. So how do you make this more accessible?

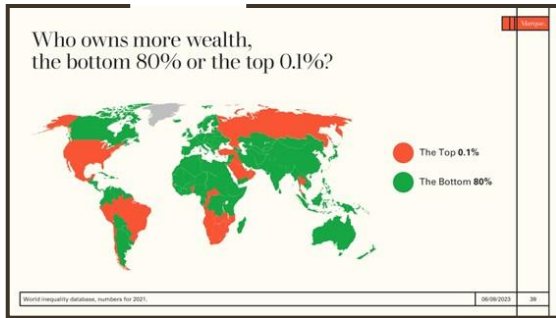
The trick is to make sure there is something other than colour that represents this information. So this can be things like text, symbols, and patterns.

If you add tick and cross icons, removing the colour doesn't cause any meaning to be lost.

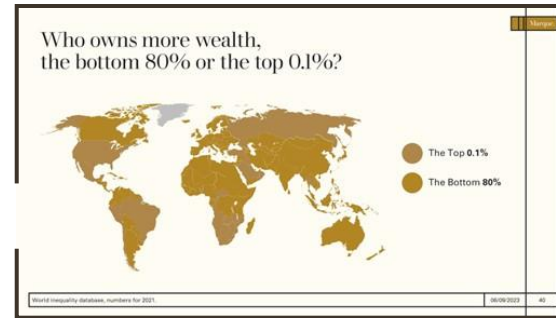


Don't convey meaning with colour alone

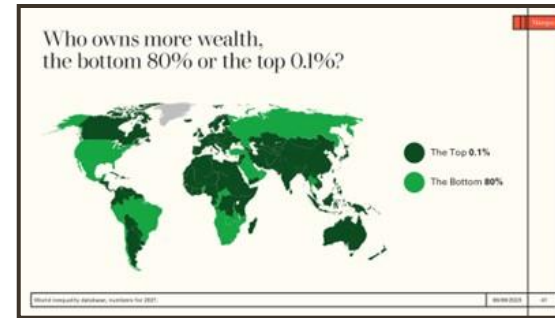
This starts to get trickier in data visualisation such as graphs and charts with a legend, and this is the most common place we see this mistake. The problem is that legends usually rely on colour.



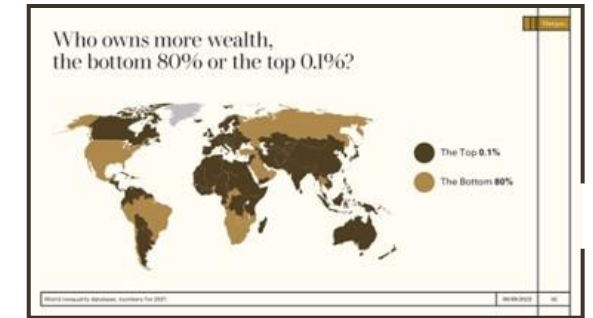
For this map example using red and green, when put through a simulator.



You can see how it's going to be either difficult, or impossible to understand. Unlike the previous example, you can't add icons to every single country in the map. So how could you fix it?



One thing to remember is that lightness does count. So if you can make the difference in contrast between these colours to be 3:1, this would pass as accessible for colour. Here one colour is lighter, the other is darker.

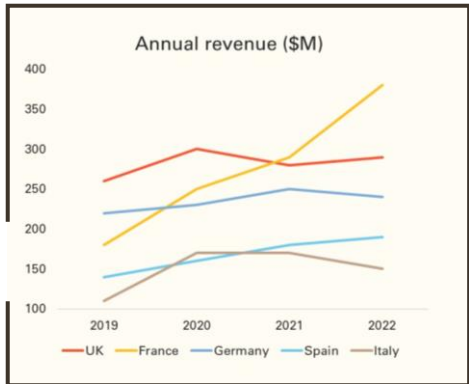
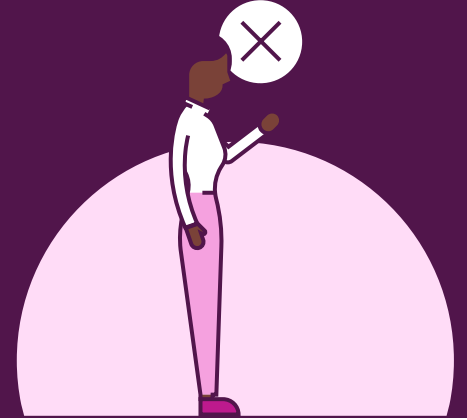


So you can still see the difference. Something to be careful of is how you talk about the slide. Reference 'lighter' or 'darker' countries, not 'green'.

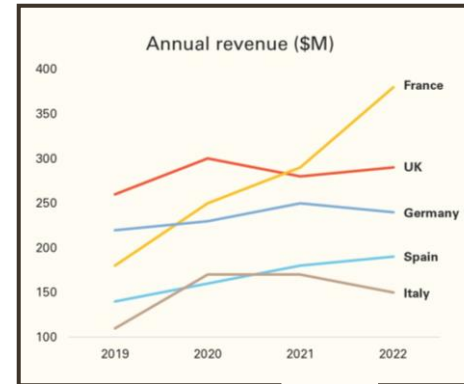


Intentional use of colour

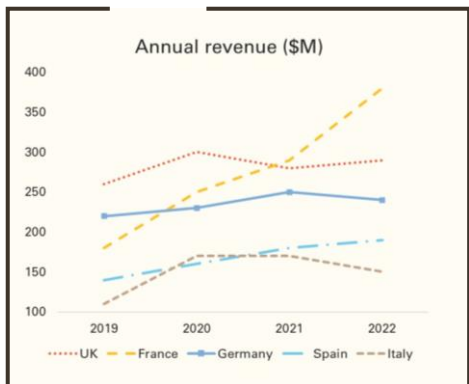
With data sets like graphs it becomes more difficult. The more data you have, the more difficult to find colours that all have sufficient contrast against each other.



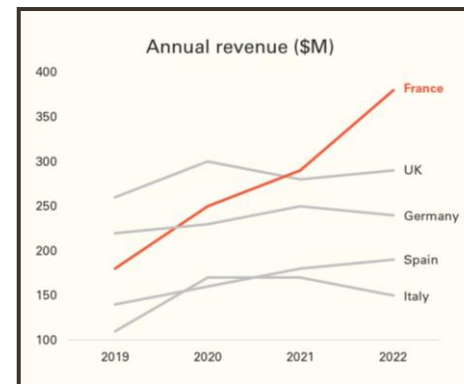
The standard setup for PowerPoint (and Excel) charts is to have different colours for each data series and a legend with a coloured marker, which can lead to issues.



Adding direct data labels allows you to clearly see which line relates to which country, without having to understand colour.



Using different patterns and markers is an option, but the more you use, the more difficult it becomes for your audience to differentiate each one, and it could start looking messy.



You could also consider what the most important aspect of your chart is, and perhaps highlight that in the title, and maybe make all the data monochromatic, except the key data series, which then stands out.



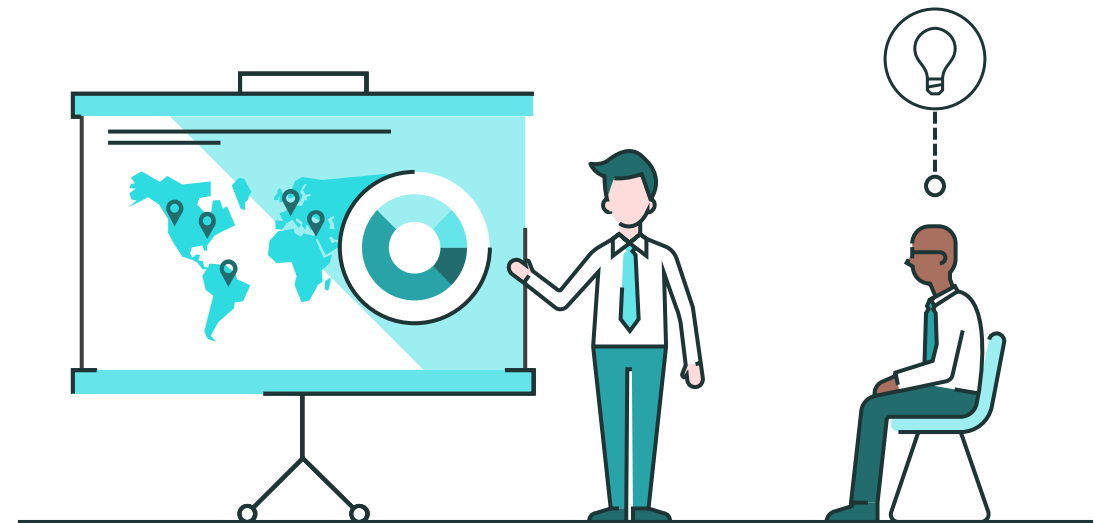
Cognitive disabilities

When it comes to designing for psychological disorders, it can become a little more complex, as they can be much harder to define than some of these physical disabilities.

Just like when designing for visual impairments, designing for cognitive impairments is likely to help others in your audience with temporary or situational limitations. For example, removing unnecessary distractions and making your presentation clear and easy to understand can help people suffering from conditions such as anxiety and depression, or who may be tired or stressed.

Luckily, many of the best practices for good presentation design can also improve the presentation for people with these conditions.

Visual slides encourage the audience to process information in two separate centres in the brain. If the visuals and narration are complimentary, you are able to strengthen the audience's understanding of the message, and increasing the likelihood they can recall it later.



Typefaces

To ensure legibility avoid using overly decorative or stylised fonts. You could get away using some of these fonts sparingly for large, short titles or decorative elements, but never use them for body text.



Unfortunately when it comes to choosing standard fonts for your slide copy - there's a lot of conflicting guidance on typefaces. The truth is, there is no best typeface to suit everybody's needs. Aim for fonts that have clearly distinguishable letters.

Serifs are little strokes attached to the end of letter forms, like you can see in Times New Roman. One of the benefits of serifs is that they can help make letters more distinct. So, serif fonts can help reading in smaller sizes, especially in printing. Letters such as p and q, and b and d look unique.

The same combination of letters in Arial look the same, but reflected. This can cause confusion for some people, such as those with dyslexia. But, interestingly, many researchers have found that sans-serif fonts can be beneficial for people with dyslexia, as well as some visual impairments. This is likely due to the fact sans serif fonts are cleaner and appear less crowded on the page.

The letters 'p', 'q', 'b', and 'd' in a serif font (Times New Roman) are displayed in two rows. A vertical dashed line is positioned between the letters in each row to highlight their unique shapes.

Times New Roman

Letters look unique

The letters 'p', 'q', 'b', and 'd' in a sans-serif font (Arial) are displayed in two rows. A vertical dashed line is positioned between the letters in each row to highlight how they appear as reflections of each other.

Arial

Letters look reflected



Typefaces

When creating presentations consider the different environments the audience may be in. It's very unlikely all the audience are going to be using new high-end retina screens. And the same goes for projectors and conference room screens. So all this typography stuff can get a bit confusing!



As a general rule, picking any commonly used sans serif font will most likely be the best for most people. And there are lots of accessible fonts built into PowerPoint, including the new Aptos font which is becoming the new default font in PowerPoint for Windows.

Remember, font size and formatting can have a much bigger effect on readability than font choice. A few things to avoid is all caps – as capital letters are much less distinct from each-other.

You should also avoid using either narrow character or line spacing, or condensed fonts as it makes the text more cluttered and difficult to read.

Another really important thing to remember when choosing fonts is the effect that weight has on contrast.

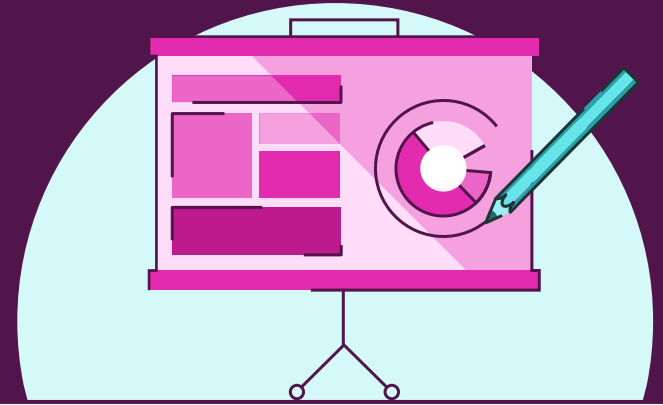
Light and thin font weights can be more difficult to see, so using regular, medium or semi-bold font weights can improve the contrast and readability of your text, especially at smaller sizes.

- ✓ Aptos
- ✓ Segoe UI
- ✓ Tahoma
- ✓ Verdana
- ✓ Arial
- ✓ Calibri



Presenting online

If you're presenting anywhere that has the capability to provide live captions, whether offline or in-person, make sure to enable them. If it's in Zoom or Teams, check your meeting or live event settings to make sure they're enabled. Teams also enables you to add live translation into many other languages.



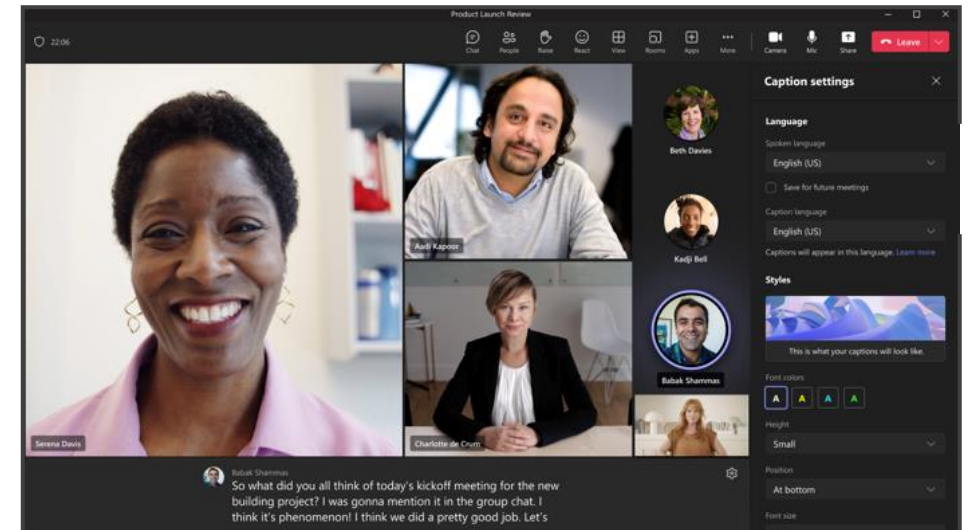
If you're sharing a PowerPoint presentation in a Teams meeting, instead of the standard share screen button you can share your presentation using PowerPoint live to make it even more inclusive.

You can either find the file under the share button in the teams meeting, or if your presentation is already open you can select the 'present in teams' button.

As a presenter this gives you access to lots of meeting tools to engage with your audience. And improves the viewing experience for people with slower internet connections.

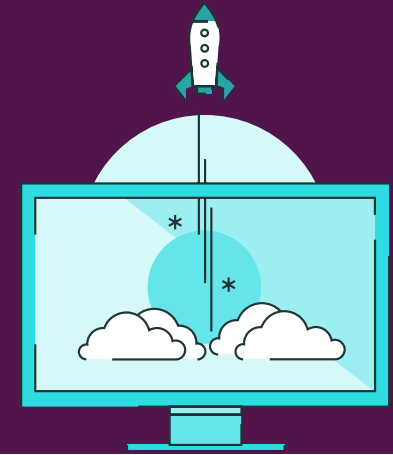
And the really great thing about this is that makes your presentation much more accessible. It allows individual audience members to interact with the presentation and personalise the experience to suit their needs.

So they can do lot of things like use switch to a high contrast view which is being demonstrated here. They can also use screen readers on the slide content, click on hyperlinks to get access to additional context, and even translate slide text into 19 languages!



Give your audience time to think

If you're presenting anywhere that has the capability to provide live captions, whether offline or in-person, make sure to enable them. If it's in Zoom or Teams, check your meeting or live event settings to make sure they're enabled. Teams also enables you to add live translation into many other languages.



The next tip is to carefully consider the pace of your presentation. When people watch recorded videos they can usually adjust the speed, or pause when they need to.

But as a live presenter, you need to find a balance between making sure people can keep up with what you're saying, but without going so slow your audience becomes unengaged.

A great technique is to make sure to pause occasionally to make sure that you always give your audience enough time to think and process the information that you are presenting.

Strategic pauses, if only for a second or two, are an important part of helping your audience better understand what you are saying.

If you're referring to a diagram or something you want them to pay attention to on the slide, draw attention to it, then give them a chance to take the information in before continuing.



Don't rush



Pause
occasionally

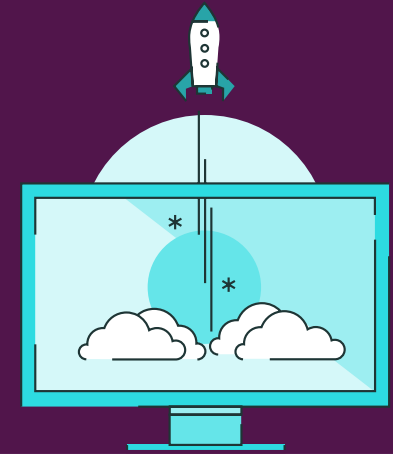


Allow time to take
in any visual
information



Plain language

When it comes to the language you are using, try to use plain language where possible and it doesn't negatively impact the content. Explain things further if you need to.



There's been loads of research on the benefits of using plain language, but it's often misunderstood. There's a common myth that plain language is dumbing down content so is inappropriate for audiences of skilled professionals or academics. But actually plain language is beneficial for everyone – even experts.

Writing in plain language means simplifying sentences and removing unnecessary jargon to get your message across, clearly and concisely.

Remember, even if you are presenting to an audience of experts – there are many things to consider such as people who have dyslexia, who speak English as a second language, or who might be struggling to focus due to various situational reasons.

Writing in plain language correctly means identifying your audience and taking that into consideration when choosing what level of vocabulary to use. You can then make sure your message is communicated in full, but in a way that's clear and concise and is easier to remember.

Plain language is:



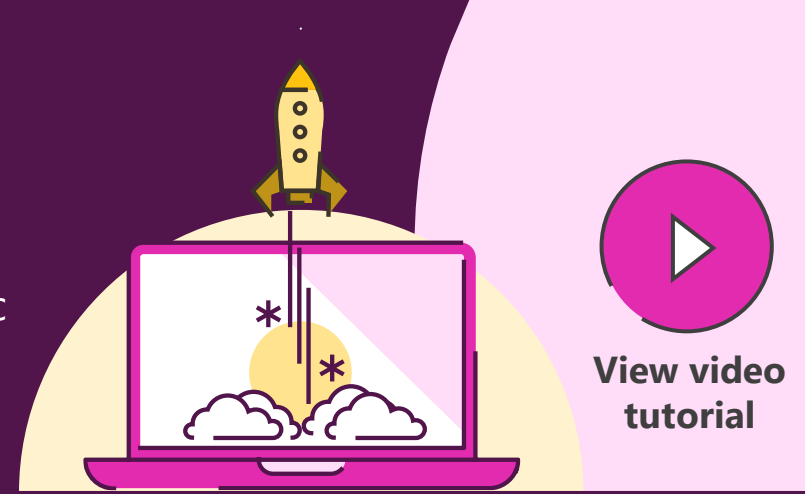
Clear and concise

Appropriate for the
target audience

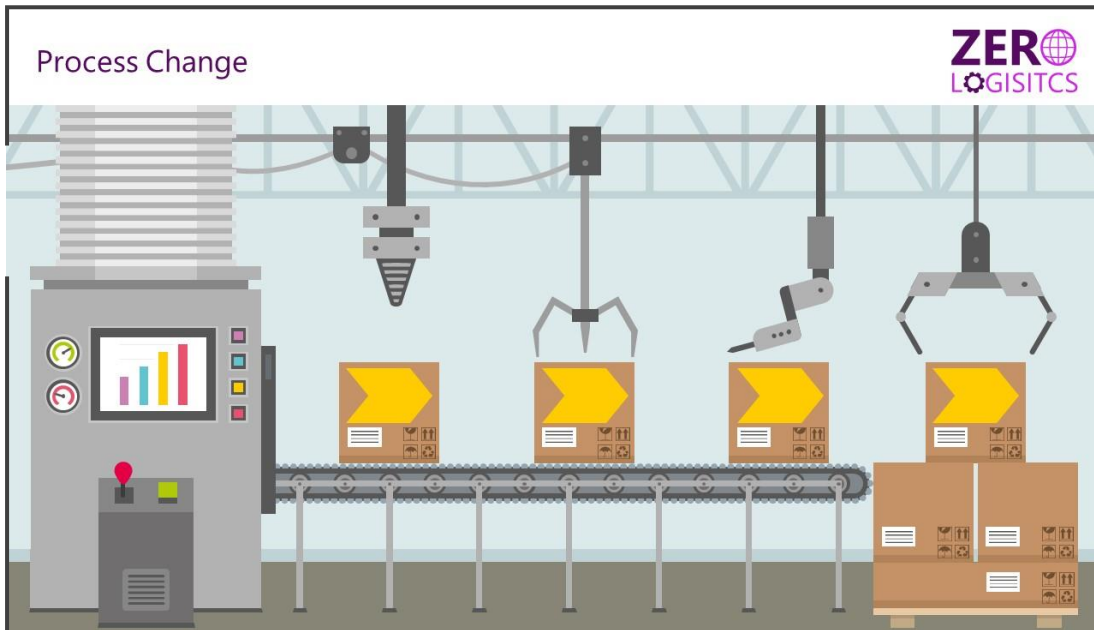


Storytelling with animations

Far from being a luxury, animations in PowerPoint are incredibly useful for telling stories. Learn how to master the different types of animations to create a dynamic visual sequence that communicates elegantly and effectively.



All animations are in the Animations tab on the ribbon. Choose **Add Animation** to find the four categories and different types of animation.



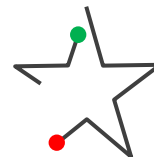
Use **Entrance animations** to make content appear on the slide to provide pacing and help focus attention on new content.



Use **Emphasis animations** to change content. Use the **Fill Color** to alter the color and **Grow/Shrink** to change the size. Click the **Effect Options** button to change the color or size of the object for each.



Use **Exit animations** to remove unnecessary content from the slide so that it doesn't distract or clutter up the slide.



Use **Motion Paths** to move objects around a slide. The **green arrow** indicates the **start point** and the **red arrow** is the **end point**, with the shape moving along the black dotted line. Select either end point to resize, position, and shape the motion path.



How to be a PowerPoint animation ninja

PowerPoint animations, when used correctly, are a key part of an effective presentation. These seven techniques are quick and easy to implement, but can make a big difference to your presentation.



**View video
tutorial**

Directions

If you have things like arrows, timelines (in fact anything with a direction), or if you're using a Wipe, Fly in, Peek in, make sure you change the direction of the animation to match!

Overlap

If you have content flying in, try not to have it overlap other content: this makes your slide look messy and will distract your audience.

When you can't fly, peek

Bearing this in mind, if having content Fly in would mean it overlaps something else, use a Peek in animation instead.

Smooth ends

On motion paths and Fly ins you can have your animations finish with a smooth end.

Opening up your Effect Options and dragging the slider fully to 'smooth end' will make your animation look a lot more natural.

Duration

Some animations default to 0.5 of a second, others default to 2 seconds. It's rare that you will need the full 2 seconds to make your point. You can normally get away with making these effects 0.5 of a second too. On the whole try and keep your animation sequences to 6 seconds maximum.

Delays and disappearing acts

Delays are a really bad idea because even if you rehearse your content perfectly, there's always a chance something will happen to make you miss your cue. But you can pace the flow of information with clicks instead.

Use the Quick Access Toolbar

Don't be afraid of animations, keep them in a nice, handy place in PowerPoint – the [Quick Access Toolbar](#) and use them to tell your story, but good watch-words are: if a fade will do, then that's good enough!



Click to edit Master title style



Visual

Test colour contrast (aim for 4.5:1).

Don't rely on colour alone to tell a story.

Use an adequate font and text size.

Verbally describe all visuals.



Cognitive

Reduce slide text and remove visual clutter.

Provide information in different formats such as captions, presentation files and recordings.

Use plain and inclusive language.

Focus attention and remove distractions.



How Accessible Design Techniques Engage Your Entire Audience

Resources and further reading

Accessible Design Guides

[BrightCarbon Blog - 5 tips for more accessible presentations](#)

[UK Government designing for accessibility posters](#)

[Microsoft guide to making accessible presentations](#)

[Productivity – PowerPoint quick access toolbar](#)

Colour Contrast Checkers

[BrightSlide PowerPoint add-in](#)

[WebAIM colour contrast checker](#)

[TPGi Colour Contrast Analyzer](#)

Presenting Inclusively

[PowerPoint live for Teams](#)

[Enabling captions in Teams](#)



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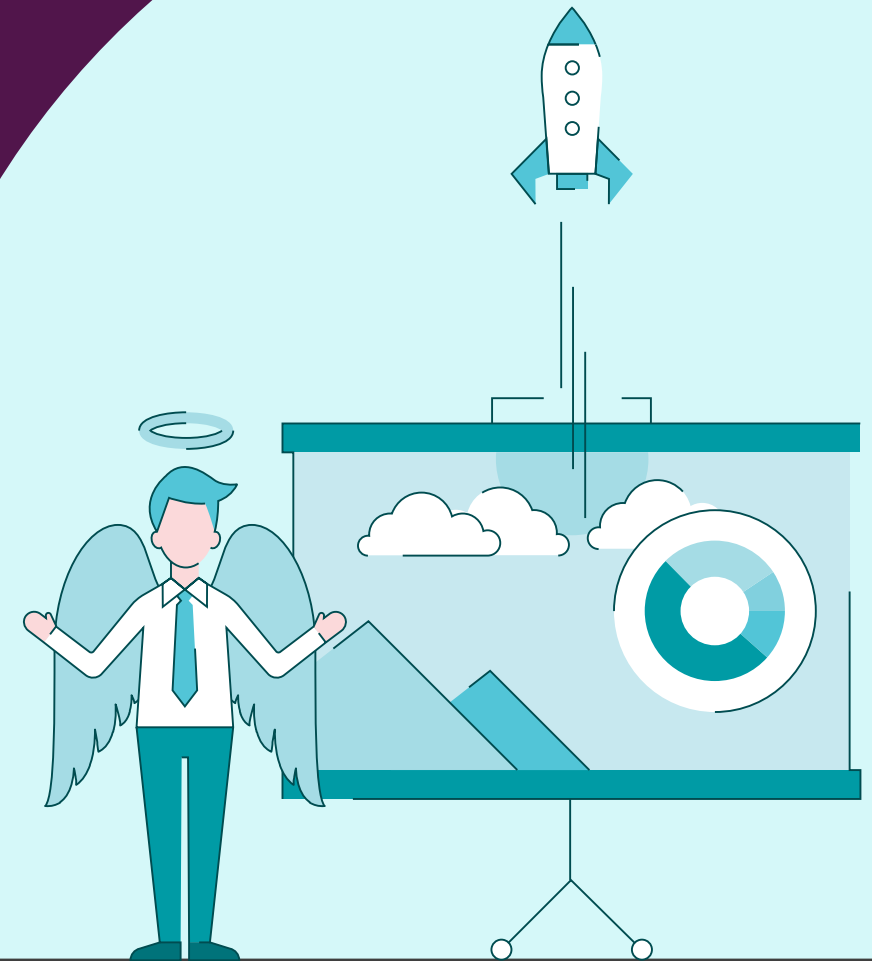


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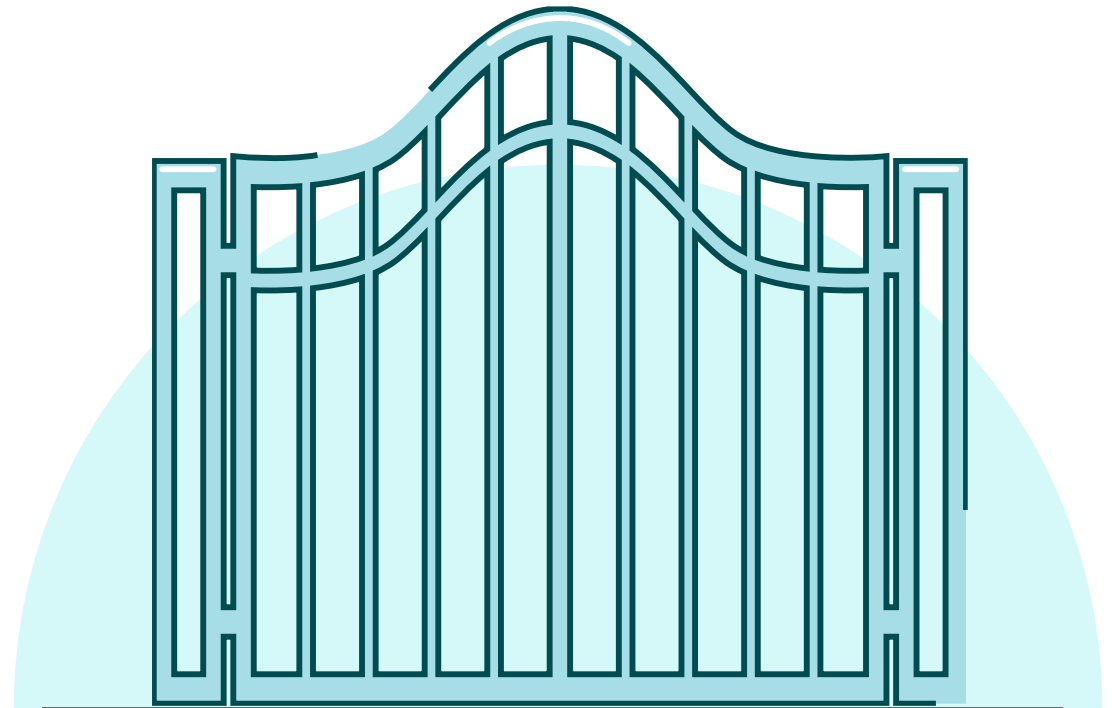
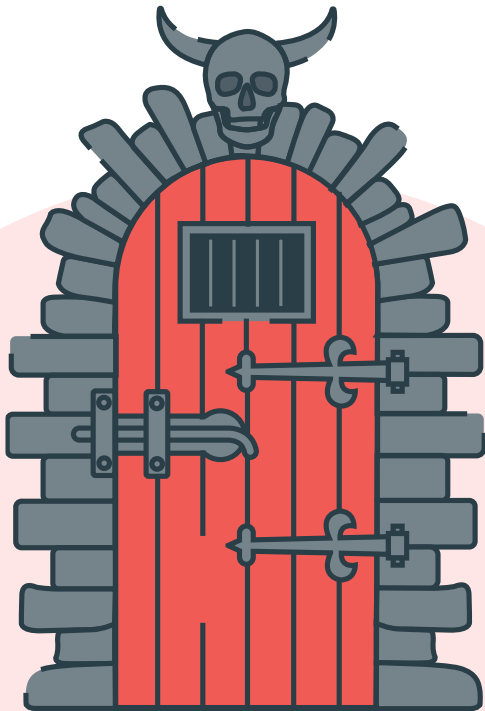


Which door will you choose?

There are two choices when building your presentation. Do you subject your audience to the fiery pits of PowerPoint hell, or let them bask in beautiful visual poetry? You decide....

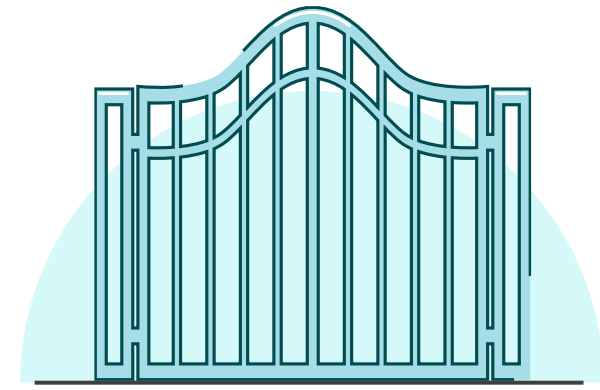


**View video
tutorial**





When slides spell out what you're trying to say the audience **tunes out** the presenter and reads that text. Its a sure-fire cure for insomnia.



Reduce the use of text on the slides, and use pictures, diagrams and graphs to illustrate and reinforce your messages.

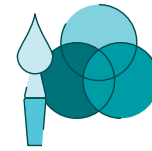
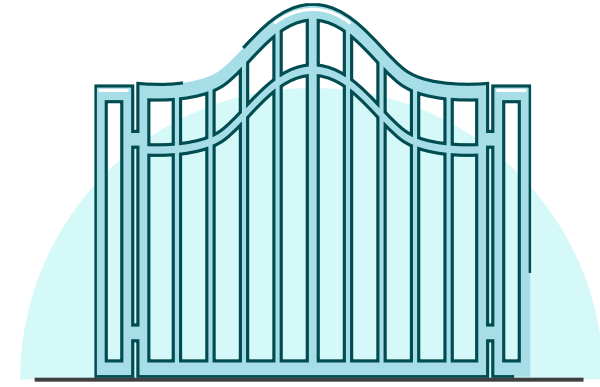




What do people see when they open up PowerPoint?

● Click to add text

Is it any wonder that most presentations contain too many **bullet points**?



Use colours, fonts, point size, animations, and images that are **thoughtfully combined** to make everything clear and compelling for your viewers.

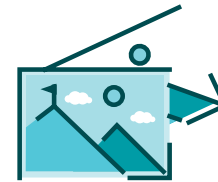
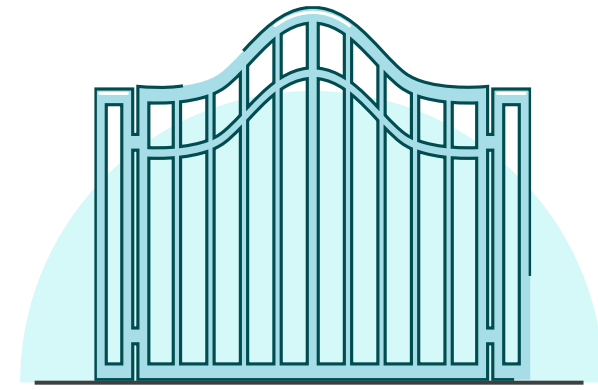




Text you read and words you hear are processed in the same part of the brain, so they interfere with each other and cause **confusion**.



Timing is everything. But often there's **no thought** to animation or the order of elements on a slide.



Visuals are processed in a different part of the brain leaving the audience free to **concentrate** on the speaker.



Adding animation gives you control. When the narrative **synchronises** with the visuals, audiences are motivated to pay attention.



The good, the bad and the clip art...

Bad ideas



White washout

A white background on a slide often looks unfinished rather than thought out. Unless you're a really good graphic designer it's not what we'd recommend.

Good ideas



Picture perfect

Find a nice, clean image in keeping with your brand and put it in your slide full screen to form a rich background. Use creative commons images or buy from a stock image website.



The good, the bad and the clip art...

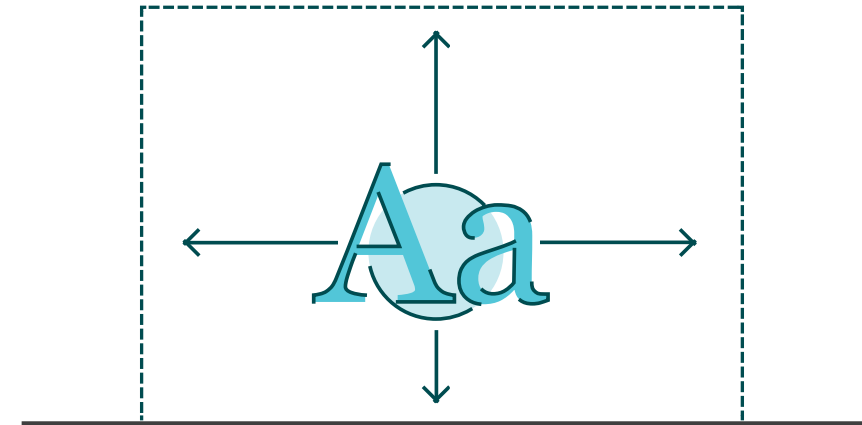
Bad ideas



Dodging bullets

Bullet points! They don't work; too much text, all-at-once, means that your audience are just reading ahead and ignoring the presenter.

Good ideas



Give text a break

Give your text breathing space by increasing the size of the box, or reducing the point size. Make sure it can be easily read and all the boxes are the same size.



The good, the bad and the clip art...

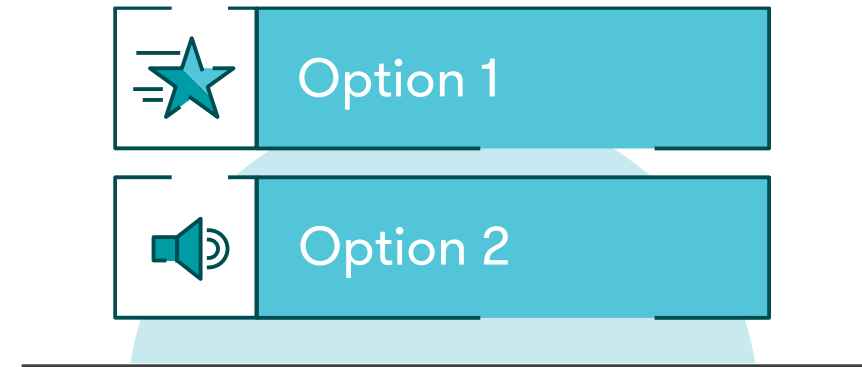
Bad ideas



Just say no to clip art!

Clip art gives your slides the sophistication of a child's IT project. Is that the impression that you want to give people?

Good ideas



Be iconic

Icons provide an easy-to-understand visual language. Pop them in a box the same height as your points and use the align and distribute tools to keep everything neatly lined up. They are found on the 'Home' tab in the 'Arrange' section.



Visualizations are GO!

There are five main steps for taking basic text-based content and transforming it into dynamic visuals...



**View video
tutorial**

1 Understand the audience



Inform

If you're informing your audience of something, have a clear idea of precisely what they need to know to succeed.



Persuading

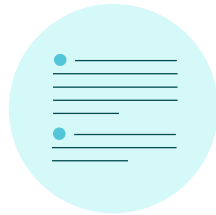
If you're persuading your audience, it's most helpful to think in terms of how the audience will benefit. What's in it for them?



2

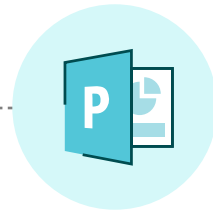
Identify the key message/story

Decide what information you need to present to your audience to achieve that goal. Focus on the core of the message and rewrite it in a structured way that's easy to understand.



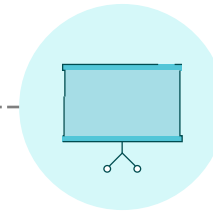
Problem

Sets up the context and why people need to pay attention. It frames the rest of the story.



Solution

The details of what happens or how something works.



Impact

The end result that will often lead to the outcome that your audience will achieve.

3

Identify the key objects

Identify the objects that are crucial to telling the story.



Use an icon, photo, label, or even a logo to represent the product or service.



Show a point on a map, an icon of a building, or even an office floor plan.



Keep quotes short and to the point. It should really speak for itself.



Use figures, dates, costs, or concepts you can quantify, like a level of risk or effort.



4

Establish relationships

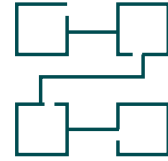
Look at the relationships between key objects and how they interact to guide the layout of the slide.



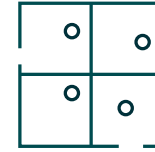
XY graph



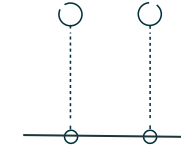
XYZ graph



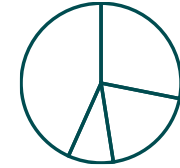
Flow



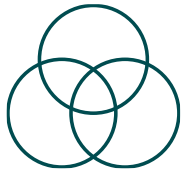
Matrix



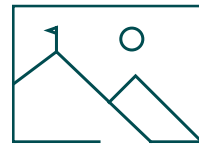
Timeline



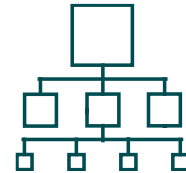
Pie



Cluster



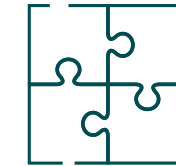
Static display



Hierarchy



Balance



Jigsaw



2D/3D space

This is a small selection of the types of layouts you could come up with. Lots of slides might use two or more of these to get a simple idea across. To work out which ones to go for, look at your information and think about how you'd explain it, the order you'd point to your key objects, and how those key objects are related to one another.



5

Design

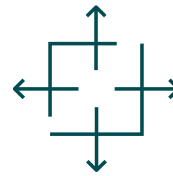
Check the story flows between the stages you've built up. Think about the changes in relationship you have and check they support the story.



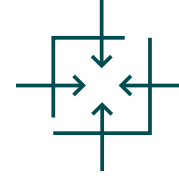
Add



Remove



Grow



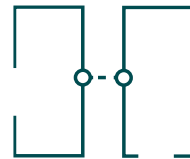
Shrink



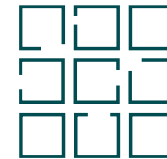
Move



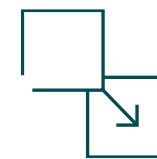
Merge



Connect



Highlight



Replace

Is something being added or subtracted? Are there two or more things being combined?

Actions are the animations you can apply to your different elements on the slide. They help you to pace the flow of the information, and keep the audience focused on the right thing at the right time - and basically tell the story.



Fulfilling the learner's wishes

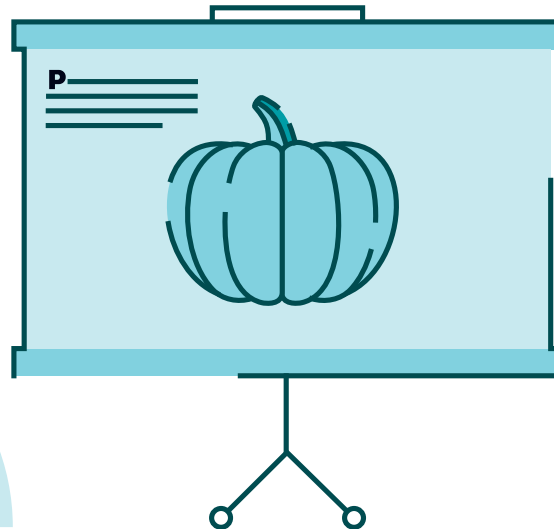
Cinders is trying to brush up on her fairy tale knowledge before tonight's ball, but she is struggling...



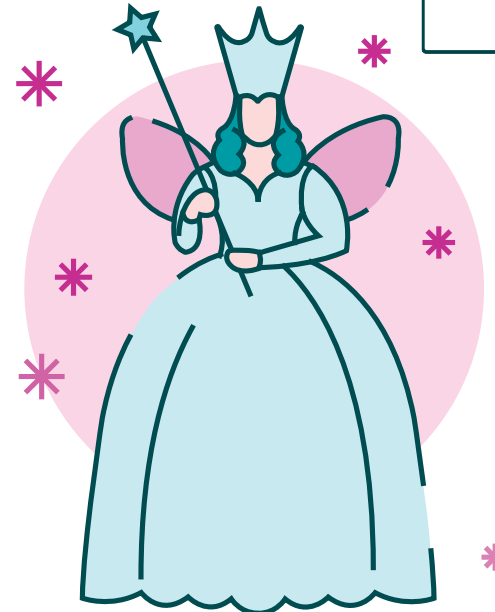
**View video
tutorial**

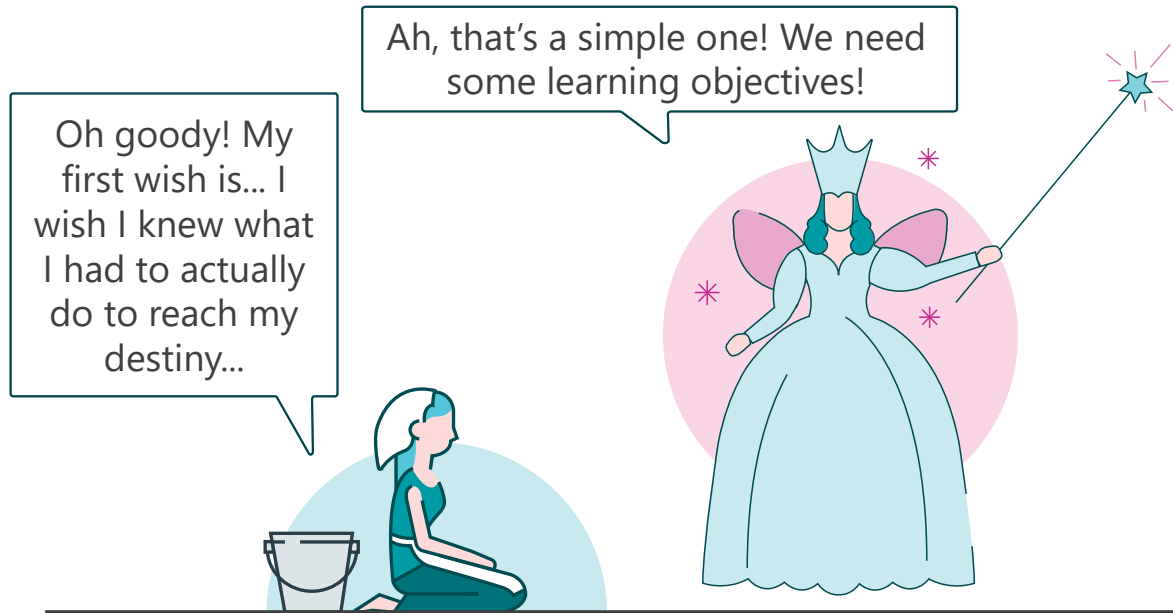
What am I supposed to achieve from this?

I want to learn about dancing first, not pumpkins. It's so boring and I don't remember any of it!



Hiya Cinders! It's me, your fairy god-trainer. I'm here to grant you three wishes, to make your learning experience better.





Learning objectives are measurable goals that the learner should be able to achieve by the end of the training.

The learner will be able to:

- Recall the names of her evil step sisters
- Select appropriate dance moves to use at the ball
- Analyse Prince Charming's suitability for marriage

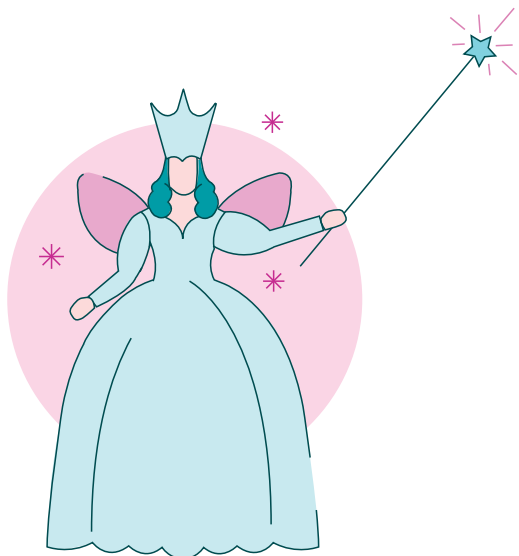
Learning objectives

Learner-first language:
start each one with 'The learner will be able to...'

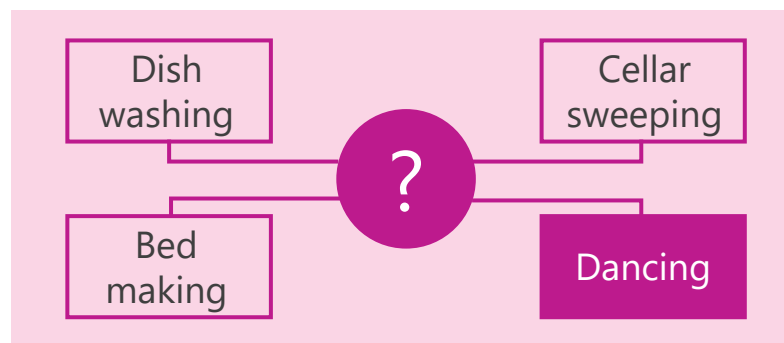
Use active verbs: create, build, locate, select

Be realistic: ensure the objective can be achieved by the end of the training





Learners have different levels of expertise, interest, and learning styles. Offering them options helps them choose a learning journey that is relevant for them...



Interactive menu tips

Remember the aim is to achieve the learning objectives, not read every page

Consider what makes your learners different from each other and then plan your branches around those differences

Oh gosh, one wish left. For my final wish: I wish the journey to my destiny was more inspiring!



Done! We can use some interactive slides to engage your curiosity and help you learn!

As well as being more interesting than static slides, interactions make the learner work a little bit harder to get the information, which helps increase retention.

Drag and drop the correct words into the gaps:

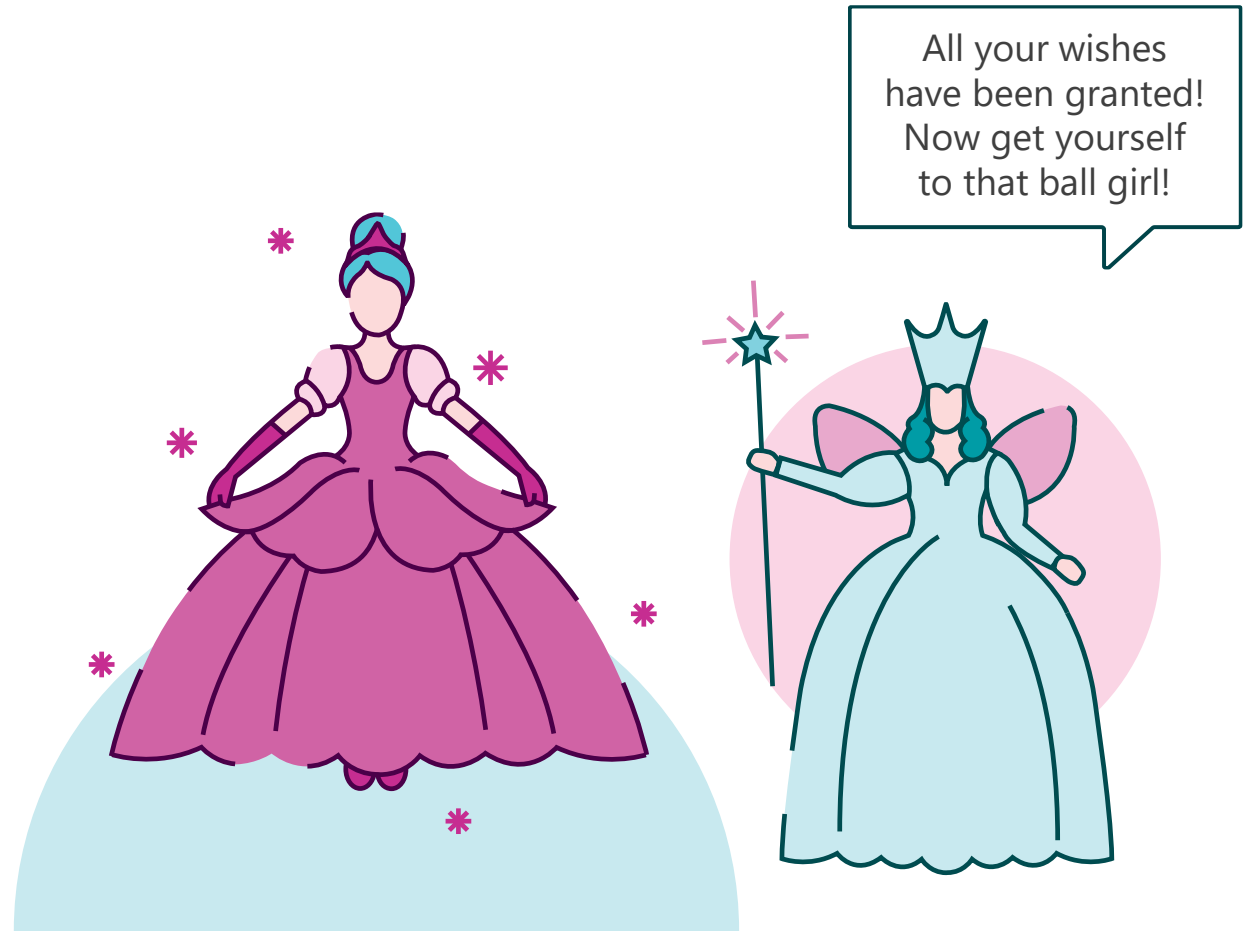
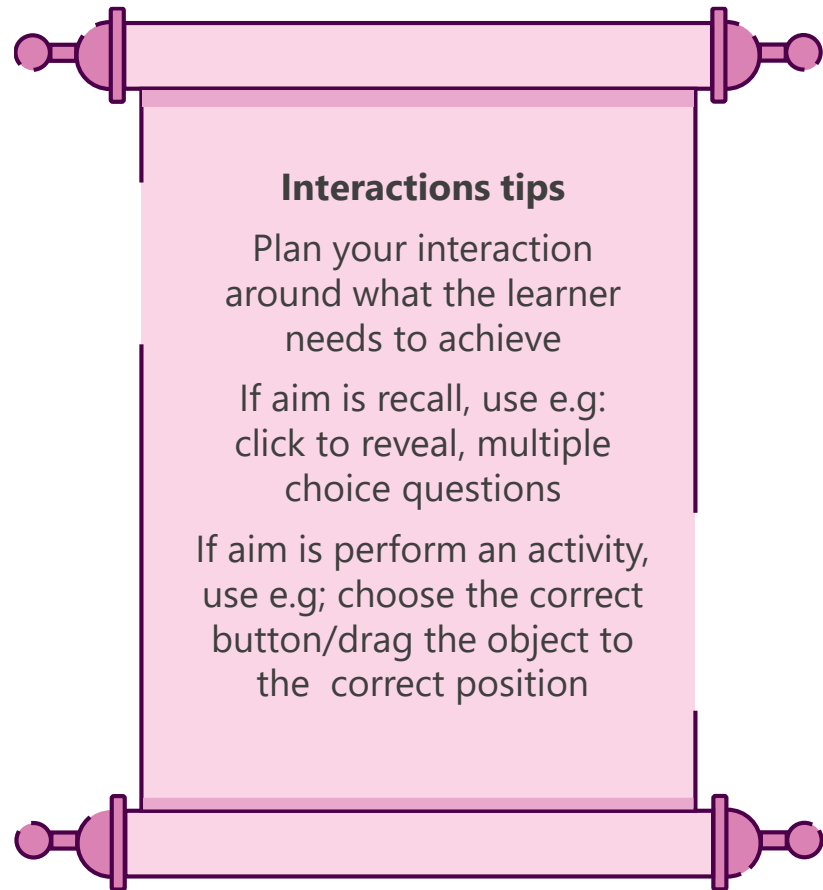
When the ____ strikes twelve its time to call a cab!
Bring blister plasters, as your shoes are made of ____
Your horses are actually mice! feed them ____, not oats.

glass

cheese

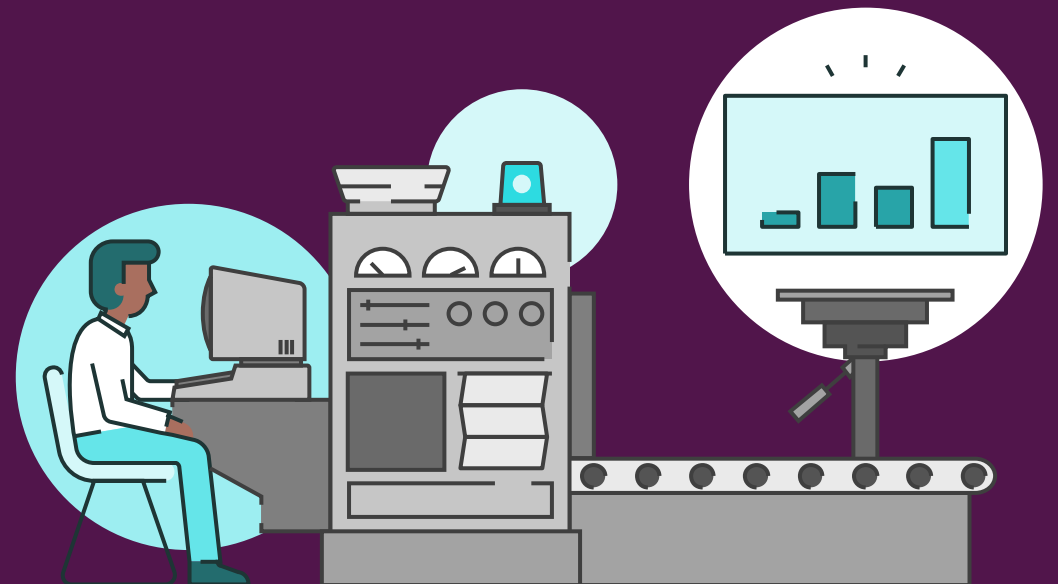
clock





Thanks to clear learning objectives, Cinders now knows exactly what she needs to achieve. The interactions allowed her to control her own learning journey, engage with the content, and helped her remember it long after midnight.





Miscellaneous

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How to print PowerPoint with notes

Printing visual, animated slides doesn't always look great, and they shouldn't contain much text, so they can be tricky for people to understand later in a handout. Use the Notes Page view in PowerPoint to print slides and speaker notes in a single easy document that doesn't compromise the presentation.



**View video
tutorial**

File > Print > Settings > Notes Pages

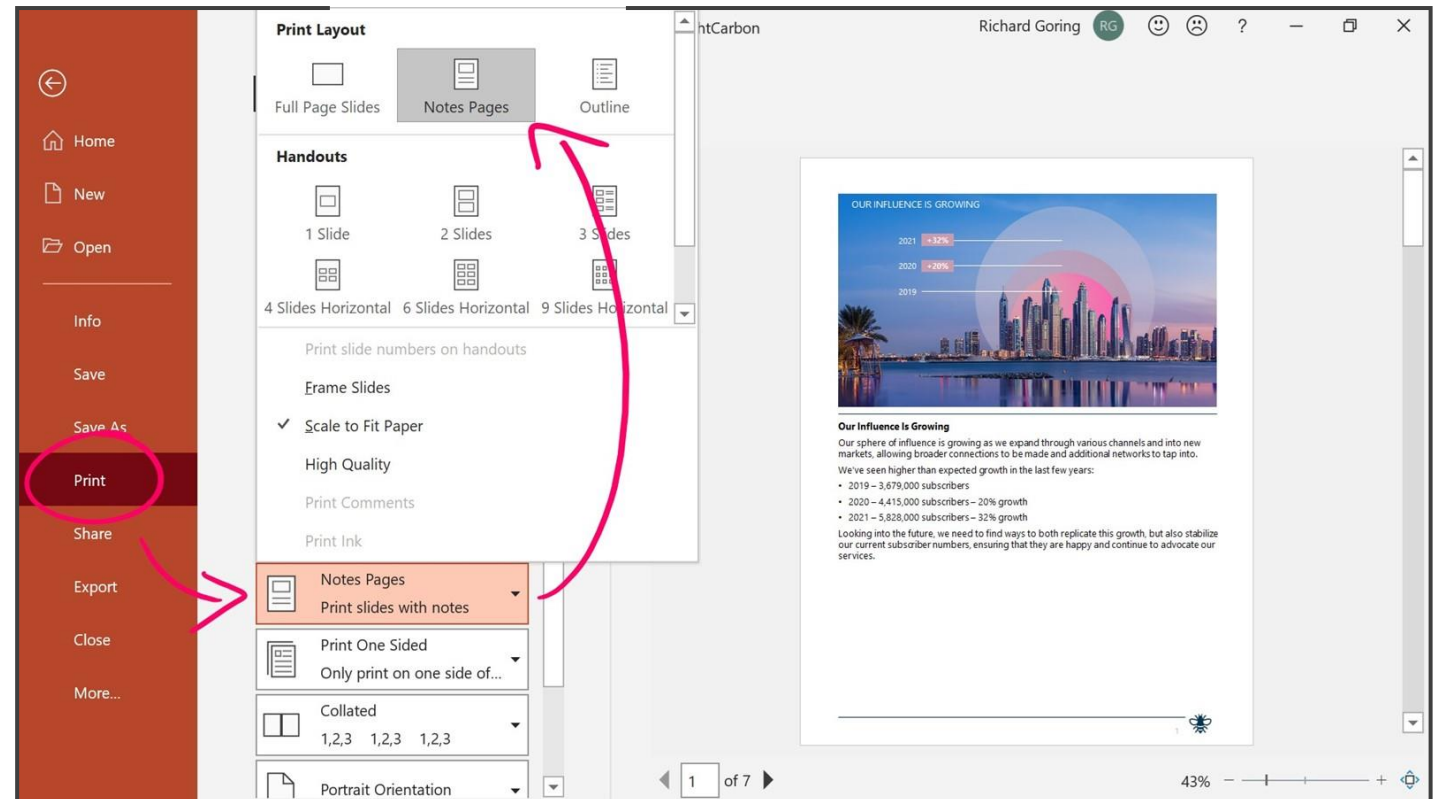
You can print the notes pages – the slides plus speaker notes. And choose your printer for either paper handouts or a PDF.

View > Notes Master

Create better layouts for the notes pages with the Notes Master, altering size, position, and formatting of core content placeholders (slides and speaker notes) and add custom branding.

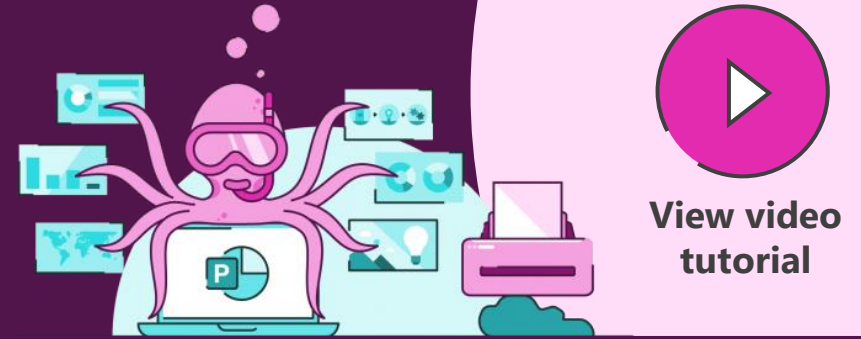
View > Notes Page

Customize each notes page with specific content, adding text, charts, images, or other elements to support clear understanding of your content.



How to print multiple slides on one page

It can be useful to give people handouts to annotate notes on slides while you're speaking. If you print multiple slides on one page, they're not dealing with reams of paper and encourages them to just take a few notes, rather than anything too detailed where they could miss something important.

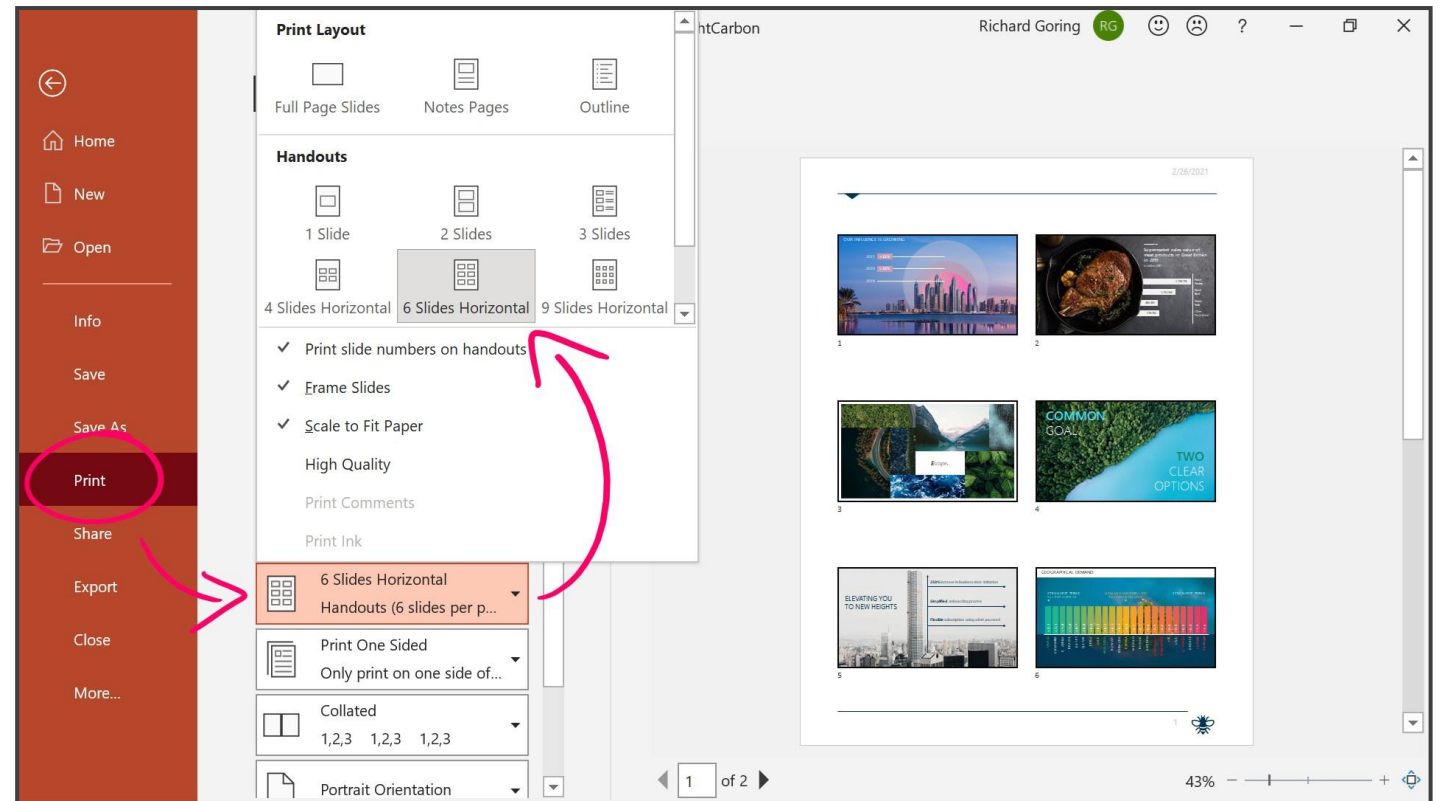


File > Print > Settings > Handouts

You can print handouts with 1, 2, 3, 4, 6, or 9 slides per page. Choose your printer for either paper handouts or a PDF.

View > Handouts Master

Create better layouts for the handouts with the Handouts Master, altering size, position, and formatting of supporting content placeholders and add custom branding.





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