Using Graphics to Enhance A PowerPoint Presentation

This document provides instructions for working with various types of graphics in Microsoft PowerPoint. A design 'rule of thumb' is to include some sort of graphic on at least every third slide to aid in keeping the audience interested and focused.
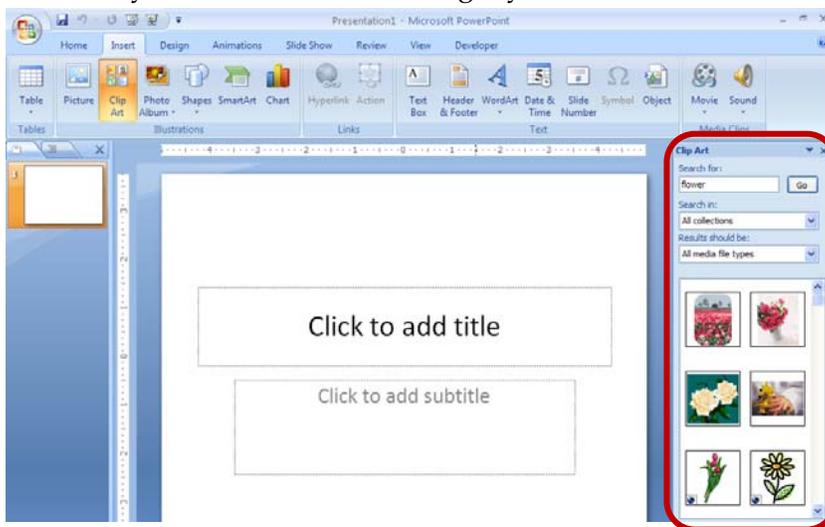
Inserting Clip Art

A gallery of clip art is available both within PowerPoint as well as on the Microsoft website. These graphics are free for use in Microsoft products.

Sound design theory recommends using clip art judiciously; it should not be used as space filler. Clip art was innovative a decade ago; now it is old news.
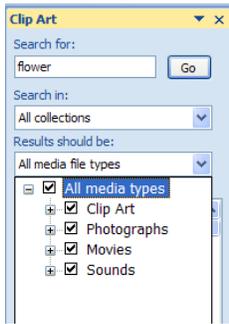
1. To insert clip art, go to the **Insert** tab and click **Clip Art**.

2. This brings up the Clip Art pane on the right side of the screen.
3. Enter a keyword and click **Go** to begin your search.

a. You may limit the type of clip art for which you are searching – clip art, photographs, movies, or sound.

b. To insert the graphic into your presentation, simply click on it.

Click on the clip art to insert it into your presentation.
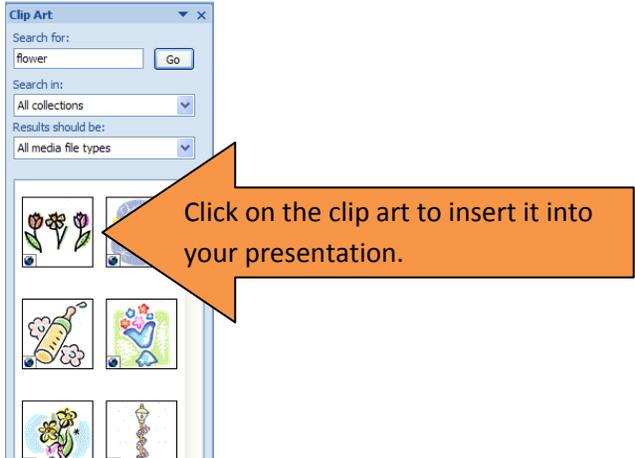
4. If you are connected to the Internet, you can also search Office Online for additional clip art. In the Clip Art pane on the right side of the window, click **Clip art on Office Online**. This opens up Microsoft Office Online in a browser, and you can now search for additional clip art to download.
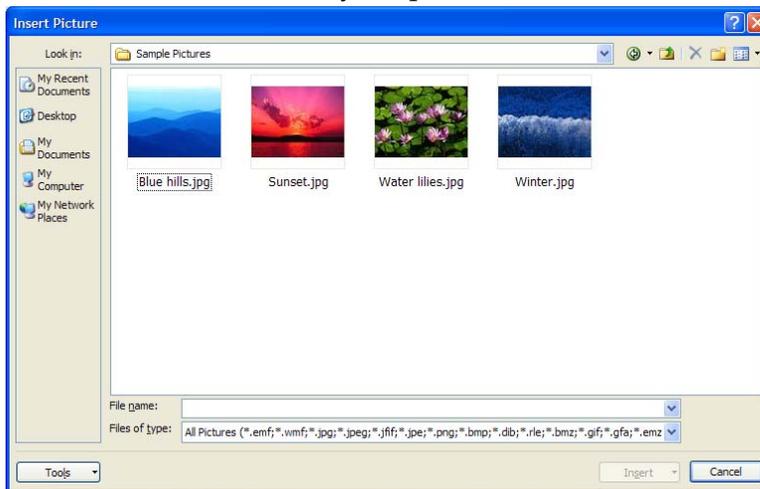
Inserting Pictures

You can also insert pictures that you have stored (for example, a photograph from a digital camera or a scanned image).

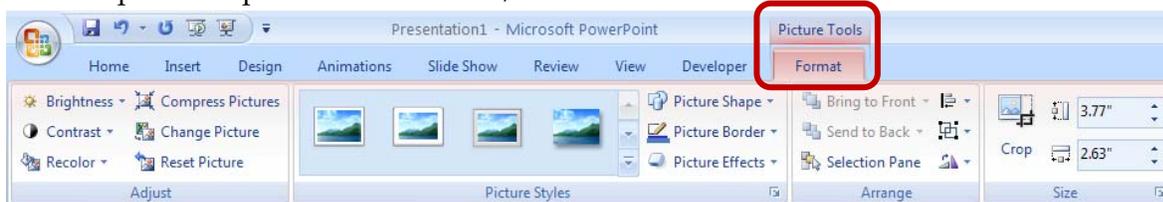1. To insert a picture, go to the **Insert** tab and click **Picture**.

2. Browse for the location of your picture. Select it and then click **Insert**.

Working with Clip Art and Pictures

When clip art and pictures are selected, additional Picture Tools are available.

1. The **Compress Pictures** feature is a helpful tool to reduce the size of the presentation.
2. The features available in the **Picture Styles** group provide tools for enhancing your graphic.
3. The features available in the **Arrange** group allow you to select how you want to align, group, rotate, or layer the graphic.
4. The features available in the **Size** group allow you to crop a graphic as well to specifically indicate its height and width.
5. If these **Picture Tools** are not available, check to make sure the graphic is selected.

6. Microsoft PowerPoint was not designed to be an image editor. If significant alterations to a graphic are necessary, you should use dedicated image software, like Photoshop.
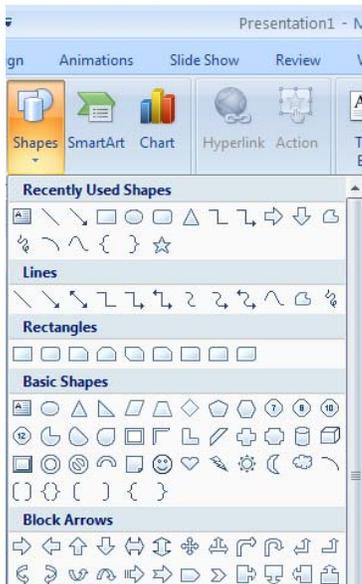
Drawing Shapes

Microsoft PowerPoint comes with a variety of shapes, lines, arrows, callouts, and more that can be drawn in your presentation.

1. To draw a shape, go to the **Insert** tab and click **Shapes**.
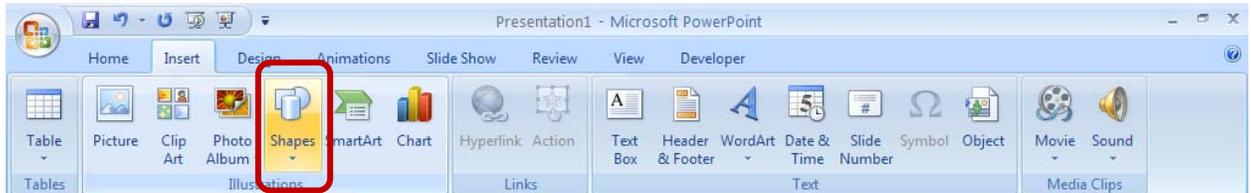

2. Select a shape.

3. Move your mouse where you would like to draw the object, and while holding down the mouse button, draw the shape. The pointer will look like a plus sign (+) while drawing shapes.
4. Shapes can be moved by clicking and dragging.
5. When the shape is selected, additional features are available on the **Drawing Tools** tab.
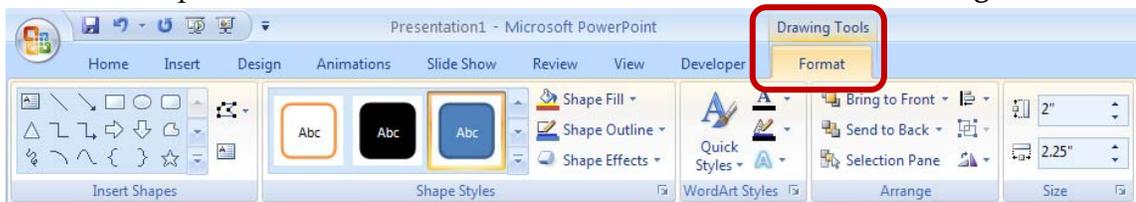
Inserting WordArt

WordArt is a gallery of text styles that you can add to your presentation to create decorative effects, such as shadowed or mirrored (reflected) text. You can also convert existing text into WordArt.

1. To insert WordArt, go to the **Insert** tab and click **WordArt**.
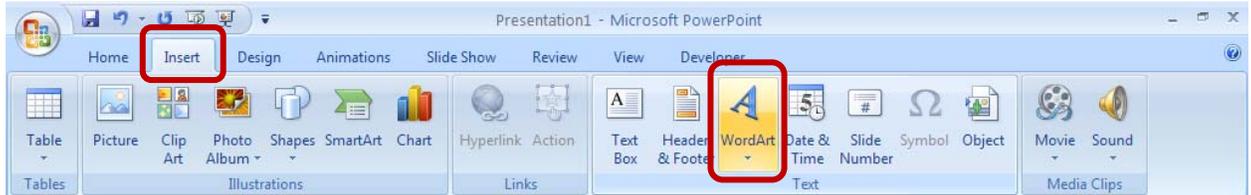
2. From the gallery, select the style of WordArt you wish to use.

3. Type the text into the placeholder.
4. WordArt can be moved by clicking and dragging, just as any other graphic.
5. When WordArt is selected, an additional **Drawing Tools** tab is available with formatting utilities to adjust the style, color, outline, and effect. Many of the effects are new to Office 2007, including reflection and 3-D rotation effects.
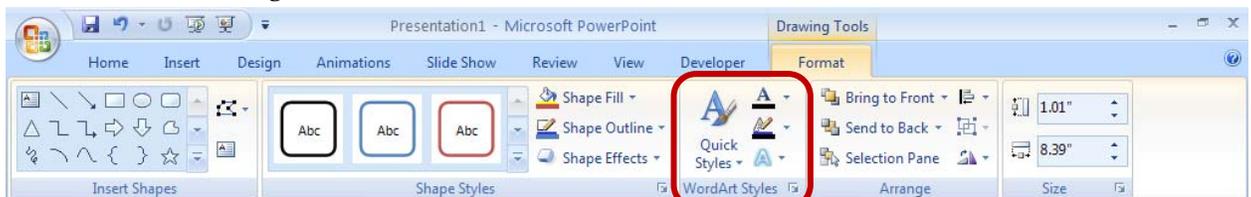
Inserting SmartArt

SmartArt, a visual representation of your message, is new to Office 2007. SmartArt allows you to create editable illustrations simply and without the aid of a professional designer. You can easily create dynamic workflow, relationship, or hierarchy diagrams.

1. To insert SmartArt, go to the **Insert** tab and click **SmartArt**.

2. From the gallery, select the style of SmartArt you wish to add and click **OK**. The styles are organized into categories, from which you can browse via the list on the left. Or you can browse through all the styles by selecting the **All** category on the left. You will be able to customize the SmartArt in the next step.
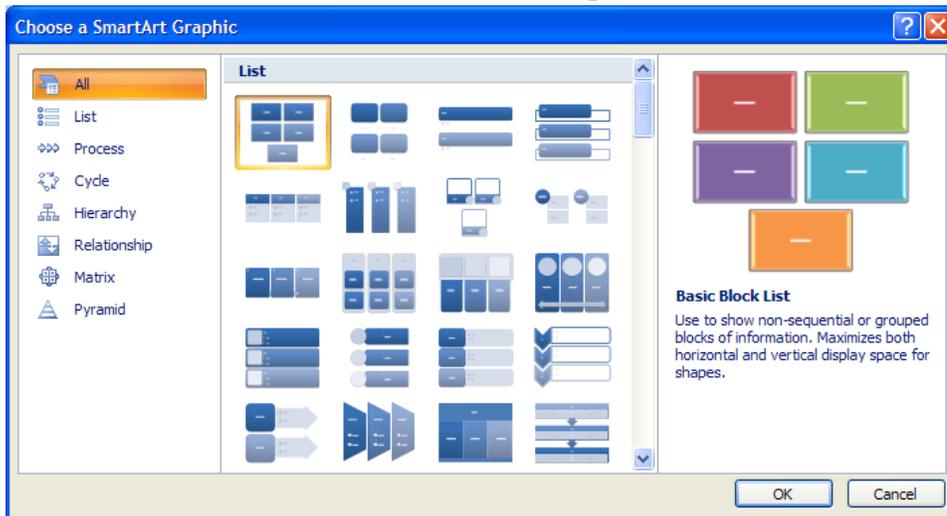
3. Once you have selected the SmartArt style, you can begin customizing the graphic to meet your needs.
    a. Click on the text placeholders to enter text.
    b. Use the features available on the **Design** tab to add shapes, rearrange the shapes, adjust the layout, change colors, change the style, or reset the graphic to its original look.
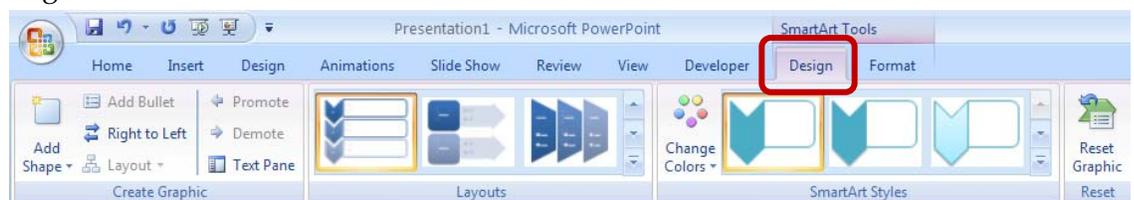
c. Use the features on the **Format** tab to adjust the formatting of the shapes.