

# Decoding Technology

## Presentation Graphics

by Tim Walker and Chip Donohue



Presentation graphics are tools that help you become a more effective presenter by organizing your words and images to create slides, speaker notes, and handouts that display information and enhance your speech or presentation. Microsoft® PowerPoint®, Lotus® Freelance Graphics, Harvard Graphics® Pro Presentations, and Apple® Keynote are all examples of presentation graphics applications. These applications include a variety of tools that make them easy to use. With a little practice you'll have fun creating eye-catching, professional looking presentations in no time.

### Tech Terms

- **Presentation Graphics:** Software used to compile text, graphics, video, and sound onto slides to show and share information.
- **Presentation:** A collection of pages (slides) which are saved as a file and can be timed to run in sequence or manually navigated through by a presenter or viewer.
- **Slide:** In presentation graphics, a slide is the term used to describe one complete full-screen image, and a presentation is called a Slide Show, or screen show. The "slide" analogy refers to the more familiar slide projector and slide show from the days before personal computers.

### Tech Tools

Presentation Graphics programs typically include three major functions: an editor that allows text to be inserted

and formatted, a method for inserting and manipulating graphic images, and a slide show system to display the content. There are a few powerful tools you can use to get started and to enhance your presentations.

- **AutoContent Wizards** are pre-designed presentations on a variety of common topics for business and personal use. Use the AutoContent Wizard to walk you through the creation of a presentation step-by-step, from start to finish. You add your content and edit the existing text to create a customized presentation.
- **Design Templates** are professionally designed formats that give you a head start on creating effective presentations simply by adding your content to the predetermined design.
- **Slide Layouts** are pre-designed layouts that contain placeholders

for objects such as text, clip art, bulleted and numbered lists, tables, and charts.

- **Slide Master** contains information about the default position and size of objects, format of text, and background of a slide.
- **Clip Art** is a selection of graphic objects that can be inserted into slides.
- **AutoShapes** are ready-made shapes that include circles, squares, stars, banners, and lines that can be inserted into slides.
- **Action Buttons** are 3-D animated shapes that can be inserted into slides and used to trigger hyperlinks.



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- **Transitions** are animated effects you can add to a presentation to increase the visual impact as you move from one slide to the next, or as you introduce the elements on a slide.

## Tech Tips

- **Update your presentations** — Replace older visual aid technology, such as handouts, chalkboards, flip charts, posters, slide projectors, and overhead transparencies with presentation graphics.
- **Use the pre-designed presentations, formats, and layouts** — The AutoContent Wizards, Design Templates, Slide Layouts, and Slide Master can get you started quickly. As you gain experience you'll be able to customize these to better fit your needs.
- **Improve all types of presentations** — With your content and experience as a presenter, a presentation graphics program can help you put together effective presentations for:
  - Marketing your programs and services
  - New parent welcome meetings
  - Parent education sessions
  - Staff orientation
  - Staff in-service training
  - Conference presentations
  - Board of Directors or Owners meetings
- **Print your presentation** — Presentation graphics programs typically offer four formats for printing: Slides, Handouts, Notes Pages, and Outline View. You can print audience handouts with multiple slides on a page.
- **Save your presentation for online viewing** — Most presentation graphics programs allow you to convert your slide show to a browser-

friendly format. You can then upload the file to your Web site for visitors to access online.

## Tech Links

Here are some links to popular presentation graphics programs:

- Apple® Keynote  
[www.apple.com/iwork/keynote/](http://www.apple.com/iwork/keynote/)
- Corel® Presentations™  
[www.corel.com/servlet/Satellite/us/en/Product/115210503841](http://www.corel.com/servlet/Satellite/us/en/Product/115210503841)
- Harvard Graphics® Pro Presentations  
[www.harvardgraphics.com](http://www.harvardgraphics.com)
- Lotus® Freelance Graphics  
[www.142.ibm.com/software/sw-lotus/products/product2.nsf/wdocs/freelance](http://www.142.ibm.com/software/sw-lotus/products/product2.nsf/wdocs/freelance)
- Microsoft® PowerPoint®  
<http://office.microsoft.com/en-us/powerpoint/default.aspx>
- OpenOffice.org Impress  
[www.openoffice.org/product/impress.html](http://www.openoffice.org/product/impress.html)

## Sources

*Microsoft® Office XP: A Training Manual for Early Childhood Administrators*, Tim Walker, McCormick Tribune Center for Early Childhood Leadership, National-Louis University, <http://cecl.nl.edu>.

*Tips for designing PowerPoint slides*, Information and Media Technologies, University of Wisconsin-Milwaukee, retrieved June 20, 2007 from [https://www4.uwm.edu/imt/services/templates/powerpoint/powerpoint\\_tips.cfm](https://www4.uwm.edu/imt/services/templates/powerpoint/powerpoint_tips.cfm).

Coming in  
November/December 2007  
Multimedia Projectors