

# Animating Text in PowerPoint 2007

Instructor: Syd Smith

Phone: 67890

# Agenda

- Why animate text in PowerPoint?
- What are some “best practices”?
- Where are the animation controls?
- How do the controls work?
- Who would like to try it?
- Any questions?

# Why animate text in PowerPoint?

- Focus audience attention on each point
- Prevent reading ahead
  - If the audience is reading, they're not listening
  - Avoid revealing the “punchline” too early
- Add interest to your presentation
  - Static slides may not be visually stimulating
  - Avoid “deer in the headlights” reaction to complex slides

# What are some “best practices”?

- Use animation sparingly (one type per slide?)
- Keep animation style consistent among slides
- Avoid “gimmicky” effects (may be distracting)
- Animation speed is important
  - Fast-moving objects may be dizzying
  - Slow-moving objects are boring
- Practice your presentation
  - Are animations effective, and not distracting?
  - Avoid surprises during actual presentation



# Where are the animation controls?

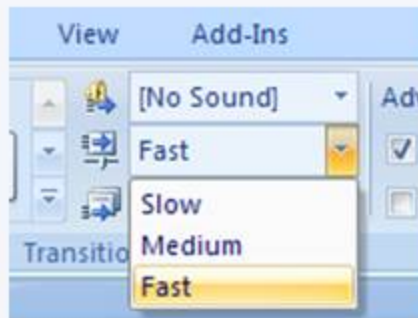
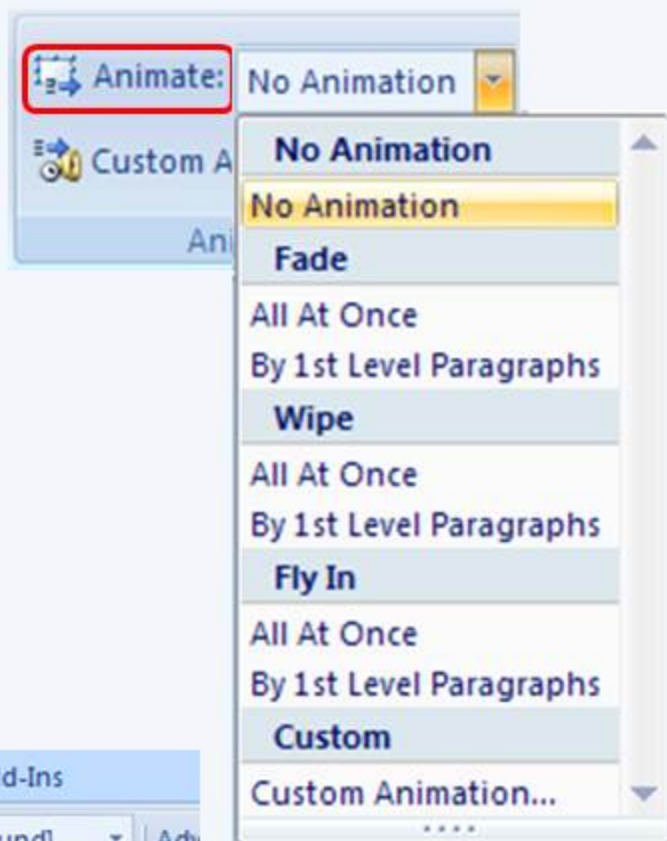
- Click **Animations** tab on top menu:



- The Animations section is activated when you select a group of objects (text or picture) or an individual object

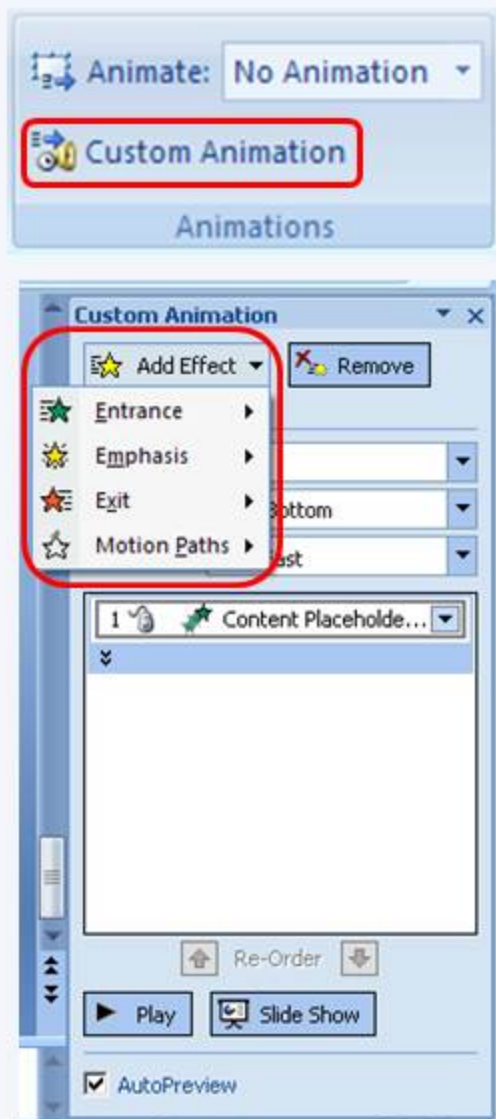
# How do the controls work?

- **Animate** offers three commonly used animations from a dropdown list:
  - **Fade** (i.e. fade in)
  - **Wipe**
  - **Fly In**
- Change speed of effect with Transition Speed control:



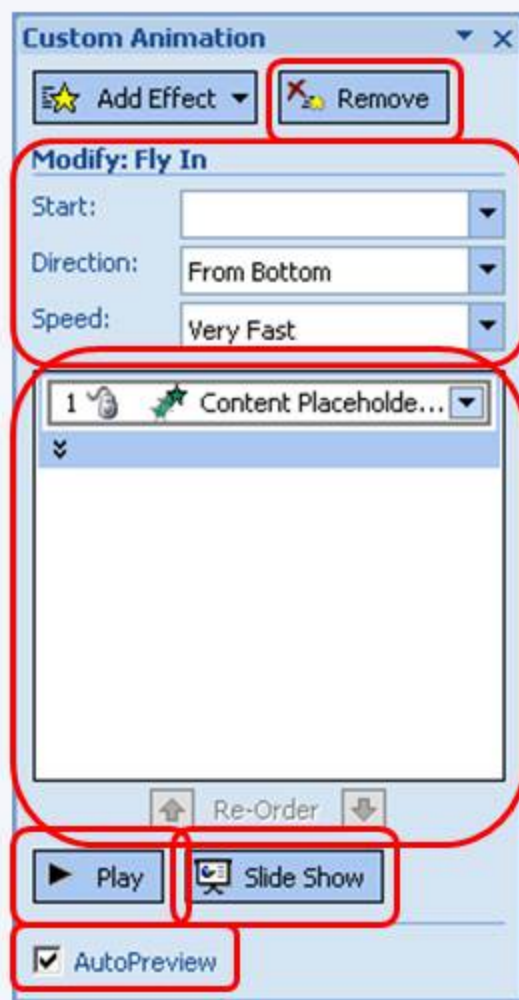
# How do the controls work?

- **Custom Animation** gives you greater control over animations than the **Animate** feature
- To add a custom animation:
  - Select an element on the slide
  - Click **Custom Animation** to open the Custom Animation pane
  - Click **Add Effect** to select one of the four types of effects:
    - Entrance
    - Emphasis
    - Exit
    - Motion Paths
  - Each type of effect has an extensive sub-menu to select specific animations and control their behavior



# How do the controls work?

- When you have chosen an effect, use the **Custom Animation** pane to customize and manage it:
  - Remove** the effect
  - Modify** the effect's properties (varies by effect)
  - Manage the effect in the context of other effects
  - Play** all the effects for the slide
  - Run the effects in **Slide Show** mode to test their behavior during an actual presentation
  - AutoPreview** an effect you have selected





# Who would like to try it?

1. Use **Animate** to make these points fade in together\*:
  1. One for the money
  2. Two for the show
  3. Three to get ready
  4. Now go, cat, go!
2. Use **Animate** to make these items fly in separately:
  1. But don't you
  2. Step on my blue suede shoes!
  3. You can do anything
  4. But lay off of them blue suede shoes!

*Continued on the next screen.....*

\* From "Blue Suede Shoes" (1955) by Carl Perkins, the King of Rockabilly (1932-1998)

# Who would like to try it?

3. Use **Custom Animation** to make these points:
- a. Fly in from the right very fast
  - b. Pinwheel in at medium speed
  - c. Make this point fade in along with **b**
  - d. Make this point fade in very fast, shimmer very fast, and disappear when the next point appears  
(Hint: requires Entrance and Emphasis effects in this step)
  - e. Make this point fade in very fast.  
Then make the logo dissolve in and move in a circle.  
Don't forget to make point **d.** disappear!  
(Hint: requires Entrance, Motion Path and Exit effects)



# Any questions?



Thank you for your attention and participation!