

Your easy, colorful,  
SEE-HOW guide!



# Plain & Simple

# Microsoft PowerPoint 2013



Nancy Muir

Microsoft

# PowerPoint 2013 Plain & Simple

*Nancy Muir*

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*To my colleague, Lisa Bucki, for always being there for me, and to my husband,  
Earl, for being the perfect partner.*



# Contents

## 1

<b>About this book</b> .....	<b>1</b>
No computerese! .....	2
A quick overview .....	3
A few assumptions .....	5
What's new in PowerPoint 2013? .....	6
Using a touch-enabled system .....	7
The final word .....	8

## 2

<b>What's new in PowerPoint 2013?</b> .....	<b>9</b>
Launching PowerPoint 2013 .....	10
What's where in PowerPoint 2013? .....	12
Understanding touch gestures .....	13
Using the ribbon .....	14
Using new Normal view features .....	16
Using other new view features .....	18
Commenting and using widescreen .....	19

Incorporating online pictures.....	22
Including online video and audio .....	24
Taking advantage of theme variants, Smart Guides, and merge shapes.....	27
Working in the cloud.....	30
Presenting slide shows.....	32

## 3

<b>Getting started with PowerPoint 2013.....</b>	<b>35</b>
What's where in PowerPoint 2013? .....	36
Using the ribbon.....	37
Working with the mini toolbar.....	39
Customizing the Quick Access Toolbar.....	40
Applying design choices .....	42
Updating a presentation with a theme and a variant.....	44
Getting Help .....	45

## 4

<b>Creating presentations.....</b>	<b>47</b>
Creating a presentation.....	48
Finding and opening existing presentations .....	50
Using Reading view .....	54
Sizing panes in Normal view.....	55
Viewing multiple slides in Slide Sorter view.....	57
Running a presentation in Slide Show view .....	58

Saving a PowerPoint presentation . . . . .	60
Closing a PowerPoint presentation . . . . .	63

## 5

<b>Working with slide masters . . . . .</b>	<b>65</b>
Displaying and navigating the slide master . . . . .	67
Making changes to a slide master . . . . .	68
Changing the background and master graphics . . . . .	70
Renaming and deleting slide layouts . . . . .	73
Inserting and removing slide masters . . . . .	75
Working with the handout master . . . . .	77
Working with the notes master . . . . .	79

## 6

<b>Building a presentation . . . . .</b>	<b>81</b>
Understanding how to build a presentation . . . . .	82
Adding a slide . . . . .	83
Building slide content . . . . .	84
Adding special content . . . . .	86
Working with text . . . . .	89
Making text corrections . . . . .	91
Selecting Placeholders . . . . .	93
Changing placeholder formatting . . . . .	95



# 7

## **Building a presentation outline..... 97**

Understanding the relationship of the outline to slides.....	98
Working with the outline .....	99
Adding text in the Outline pane .....	100
Viewing and rearranging outline contents.....	102
Working with outline contents.....	104

# 8

## **Managing and viewing slides ..... 107**

Navigating slides in Normal view.....	108
Deleting slides in Slide Sorter view .....	109
Managing slides in Slide Sorter view.....	110
Hiding and unhiding slides.....	112
Working with sections.....	114

# 9

## **Adjusting slide appearance ..... 117**

Understanding what slide layouts and themes control .....	118
Applying a layout.....	119
Working with themes.....	120
Changing theme colors and fonts.....	122
Changing slide backgrounds and sizes.....	124

# 10

## **Inserting media and drawing objects..... 127**

Working with tables.....	128
Formatting tables.....	131
Modifying tables.....	134
Creating a chart.....	136
Modifying a chart.....	139
Including online pictures in your presentation.....	142
Inserting a picture from your SkyDrive.....	144
Creating visual text effects by using WordArt.....	146
Working with SmartArt.....	149
Working with local pictures.....	152
Inserting local media objects.....	155
Including online video.....	157
Creating a photo album.....	159
Drawing shapes and text boxes.....	161

# 11

## **Formatting text and objects..... 165**

Applying text basics.....	166
Formatting text.....	168
Formatting an object fill.....	171

Working with shape outlines and effects . . . . .	173
Resizing and deleting objects. . . . .	176
Rotating and flipping objects. . . . .	178
Grouping and ungrouping objects . . . . .	181
Changing the order of and merging objects. . . . .	183
Working with picture tools . . . . .	186
Using video tools . . . . .	189

## 12

<b>Adding transitions and animations. . . . .</b>	<b>193</b>
Applying a transition . . . . .	194
Adding sound to a transition . . . . .	196
Modifying transition speed. . . . .	197
Choosing how to advance a slide . . . . .	198
Applying a custom animation to an object . . . . .	200
Reordering animations . . . . .	204
Using Animation Painter . . . . .	205
Previewing an animation. . . . .	206

## 13

<b>Finalizing your slide show . . . . .</b>	<b>207</b>
Checking your presentation's spelling. . . . .	208
Selecting the right word by using the Thesaurus . . . . .	210
Working with comments. . . . .	212
Choosing the slide show type and options . . . . .	215
Choosing slides and an advance method. . . . .	217
Rehearsing your presentation . . . . .	219

Saving your rehearsal timings .....	221
Taking a presentation with you .....	222
Sending a presentation by email for review.....	224

## 14

### **Running a presentation .....** **225**

Starting your slide show .....	226
Using Slide Show view controls .....	228
Navigating in a slide show .....	230
Working with the Pen tool and annotations .....	232
Erasing and saving annotations .....	234
Using presenter view .....	236
Switching programs and ending a show.....	238

## 15

### **Printing a presentation .....** **241**

Displaying information in headers and footers.....	242
Using Print Preview .....	244
Establishing printer and paper settings .....	246
Choosing slides and a print format .....	248
Setting the number of copies and printing .....	250

## 16

### **Sharing a presentation .....** **251**

Saving a presentation to the cloud .....	252
Presenting online .....	255
Saving in other formats for sharing.....	258

# 17

## **Introducing advanced PowerPoint topics ..... 261**

Saving your own PowerPoint templates ..... 262

Creating custom shows ..... 265

Removing hidden data by using the Document Inspector ..... 268

Purchasing and using a digital signature ..... 270

Customizing the ribbon..... 272

Index.....275

# Adjusting slide appearance

A presentation has to have solid content and clearly fleshed-out topics, but it must also hold your audience's attention. Visual enhancements such as color, font styles, and graphics go a long way toward impressing your audience through your professional approach.

For Microsoft PowerPoint 2013, you now have several built-in design elements that you can use for your presentations. These design elements, including slide layouts, themes, theme colors, and theme fonts, offer an inherent consistency that comes as a result of a common look and feel. This consistency means that you don't have to be a graphic designer to prepare an attractive presentation.

Layouts control how many and what types of placeholders appear on a slide. For example, a layout might contain only a slide title placeholder, or a slide title plus content placeholders. Themes can be applied to individual slides or to multiple slides in your presentation. A theme includes background colors, graphics, font styles and sizes, and alignment of placeholders and text. Theme colors are preset combinations of colors for your slide backgrounds, text, and graphic elements, whereas theme fonts are preset heading and body font combinations. You can further customize the look of a presentation by changing slide backgrounds and slide size.

# 9

## In this section:

- Understanding what slide layouts and themes control
- Applying a layout
- Working with themes
- Changing theme colors and fonts
- Changing slide backgrounds and sizes

### Understanding what slide layouts and themes control

Slide layouts provide a basic structure to your slides by including placeholders that can contain title or subtitle text, bulleted lists, or different kinds of graphic elements (referred to as content) in a variety of combinations. By selecting the right slide layout, you make the job of adding text and content easier because placeholders make building slides automatic.

Whereas slide layouts control the types of slide content, slide themes apply the design elements of a slide. These include a background color, fonts and colors used for various items in the presentation, and effects such as gradients. In addition, each of the built-in themes includes color variants that you can use to change the background color and the colors for other objects such as text.

The image consists of two screenshots from Microsoft PowerPoint, illustrating the concepts of slide layouts and themes.

**Left Screenshot: Layout gallery**

- Layout gallery:** A screenshot of the 'Layout' task pane on the left side of the PowerPoint interface. It shows various slide layout options categorized under 'Office Theme'. The 'Two Content' layout is selected, which includes a title placeholder and two content placeholders. Other layouts visible include 'Title Slide', 'Title and Content', 'Section Header', 'Comparison', 'Title Only', 'Blank', 'Content with Caption', and 'Picture with Caption'.
- Slide content placeholder containing text:** A label pointing to the 'Accomplishments' placeholder in the 'Two Content' layout, which contains a bulleted list:
  - Accomplishments
  - Goals for Upcoming Year
  - Conclusion
- Slide content placeholder ready for text or graphic content:** A label pointing to the 'Click to add text' placeholder in the 'Two Content' layout.

**Right Screenshot: Theme gallery**

- Theme gallery:** A screenshot of the 'Design' tab in the PowerPoint ribbon, showing the 'Theme' gallery. It displays various themes with different color schemes and fonts. The 'Office' theme is selected.
- Slide title placeholder containing text (main topic):** A label pointing to the 'Accomplishments' title placeholder on the slide, which contains the text 'Accomplishments'.
- Variants:** A label pointing to the 'Variants' section in the 'Design' tab, which shows different color variants for the selected theme.
- Graphic element:** A label pointing to the 'Europe: €625,000' bar in the chart on the slide.
- Background color:** A label pointing to the green background of the slide.

## Applying a layout

A slide layout in PowerPoint is like a blueprint for a house; it establishes the various types of “rooms” that appear on your slide. Just as certain types of rooms contain certain types of furniture, slides can contain different types of objects. A Title

And Content slide holds a title and bullet list, whereas a Picture With Caption slide holds an image and some text that describes it. The placeholders in a layout automatically format the content you add, applying settings specific to each type of placeholder.

### Apply a different layout to a slide

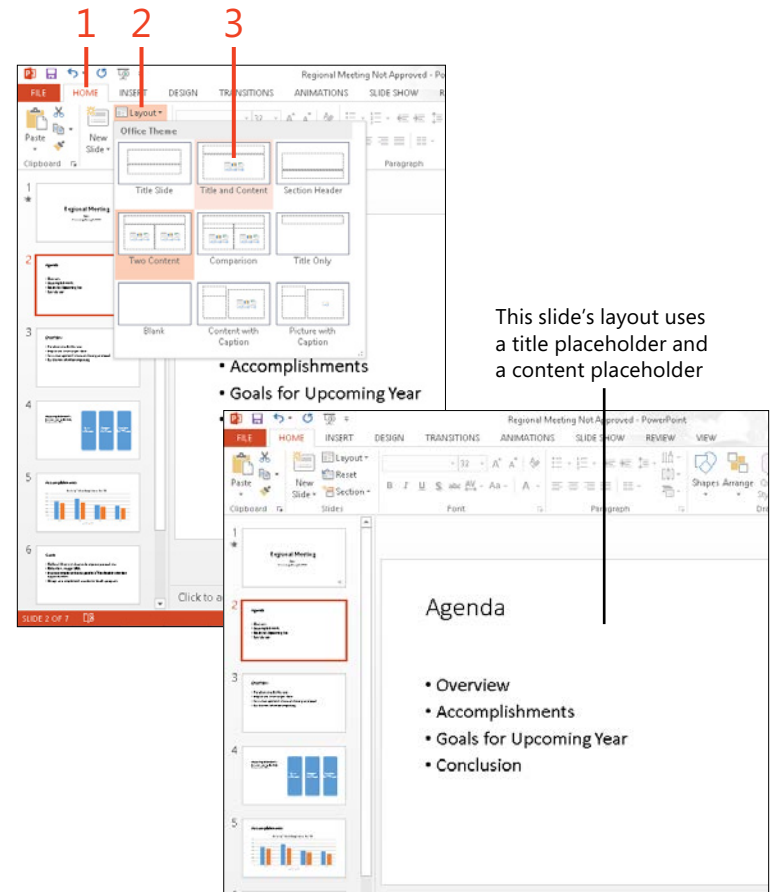
- 1 Display the slide whose layout you want to change and then, on the ribbon, click the Home tab.
- 2 In the Slides group, click Layout to open the Layout gallery.
- 3 Click a layout to apply it.



**TRY THIS** You can determine a slide's layout when you first create it. Click the Home tab and then, in the Slides group, click the down-arrow on the New Slide button. Click the layout you prefer, and the slide is created with that layout applied.



**TIP** In PowerPoint 2013, layouts with content now include both bulleted text and graphic/multimedia content tools within each content placeholder. You must pick one type of content to add to each placeholder. When you use the tool to add one type of content to a placeholder, the other tools disappear.





### Working with themes

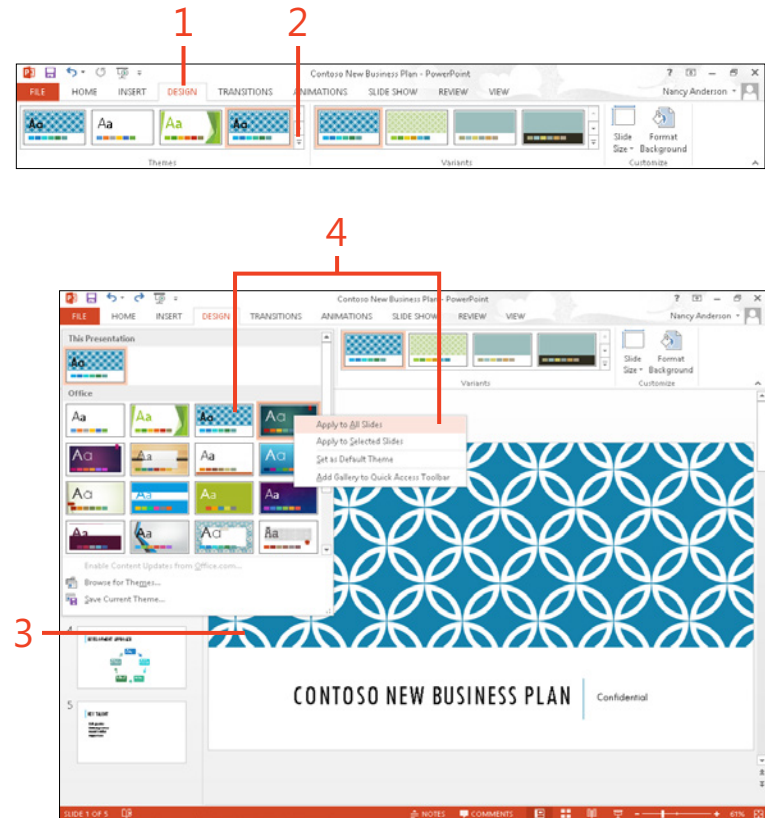
Themes in PowerPoint provide a suite of design settings and style definitions that give your slides a consistent look and feel. You can apply a theme in a single action, putting in place background graphics, colors, fonts, and effects. The gallery

of themes located on the Design tab helps you preview and choose the best look for your presentation. You can further adjust the look of a presentation by choosing another color combination in the Variants group.

### Change the theme

- 1 On the ribbon, click the Design tab.
- 2 In the Themes group, click the More arrow in the Themes gallery.
- 3 Move your mouse pointer over a theme to see a preview of it applied on your slides.
- 4 Right-click a theme. On the shortcut menu that opens, click one of two options:
  - Choose Apply To All Slides to apply the theme to every slide in your presentation.
  - Choose Apply To Selected Slides to apply the theme only to the currently selected slide or slides.

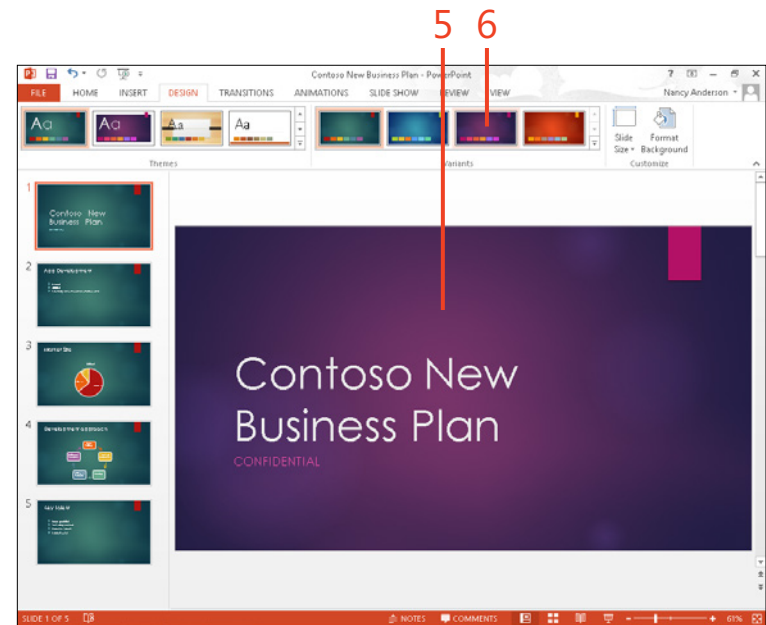
*(continued on next page)*



**SEE ALSO** For information about making individual changes to design elements on slides, see Section 11, "Formatting text and objects," starting on page 165.

## Change the theme *(continued)*

- 5 In the Variants group, move your mouse pointer over a thumbnail to see a preview of its colors applied to the current slide.
- 6 Click the variant thumbnail to apply the colors to the slide.



**SEE ALSO** When you apply a new theme, that process creates a master. For more information about working with slide masters, see “Understanding how slide masters work” on page 66.



**TIP** If you want to apply a theme to several slides, it’s easiest to display Slide Sorter view, click the first slide to which you want to apply the theme, and then hold down the Ctrl key and click other slides. Follow the preceding task steps to apply the theme and variant to the selected slides.

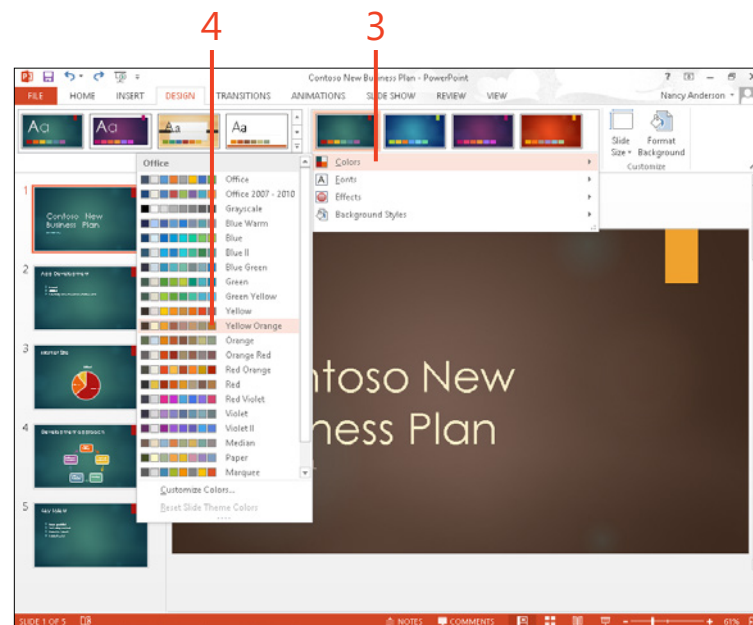
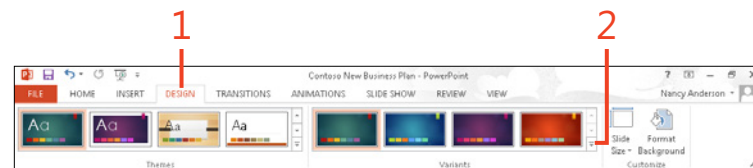
### Changing theme colors and fonts

Themes include settings for colors and fonts. A theme's color scheme affects most elements on your slide, including background, text, and graphics. Theme colors provide sets of colors that work well together, so the slides within your presentation maintain not only an attractive look, but a cohesive one, as well.

Theme fonts include settings for heading and body fonts. When you apply a theme, it contains a preset color scheme and fonts, but you can change the theme colors and theme fonts to give your slides a different look.

#### Select a different theme color scheme

- 1 On the ribbon, click the Design tab.
- 2 In the Variants group, click the More arrow in the Variants gallery.
- 3 On the menu that appears, point to Colors.
- 4 In the gallery that opens, click a color scheme to apply it to all slides. Or, you can right-click a color scheme and choose Apply To Selected Slides.



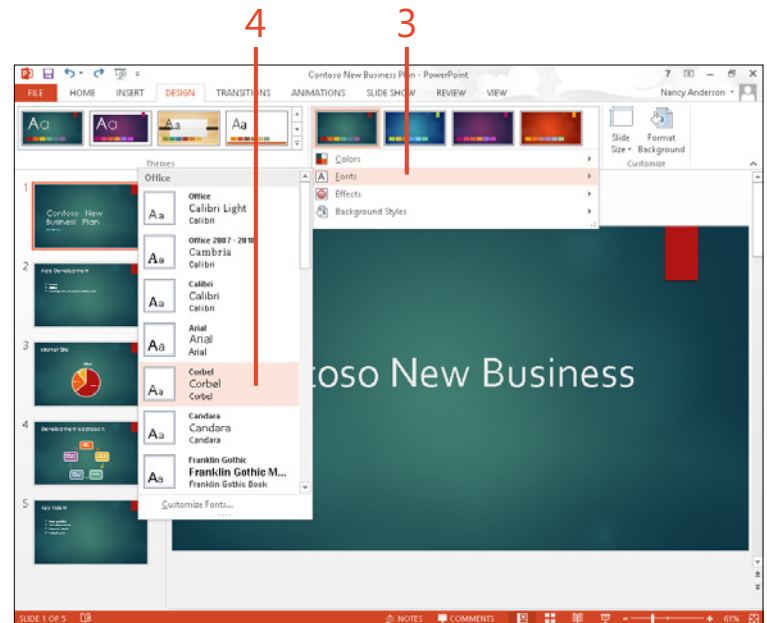
**TIP** Be sure to use color combinations that work well in the space where you will give your presentation. Most color combinations PowerPoint offers should help to keep your text readable, but if you decide to change the color of an individual element yourself, remember that light text colors are hard to read in a lighted room.



**TIP** After you click the More button in the Variants group, you can use the Effects choice to display the gallery of theme effects. From here you can apply another choice to the presentation.

## Change theme fonts

- 1 On the ribbon, click the Design tab.
- 2 In the Variants group, click the More arrow in the Variants gallery.
- 3 On the menu that appears, point to Fonts.
- 4 In the gallery that opens, click a font style to apply it to all slides.



**TRY THIS** To create your own theme font, in the theme fonts gallery, choose **Customize Fonts**. Select a heading font and body font, give the theme font a name, and then click **Save**. The theme is now available in the Fonts gallery.



**TIP** After you change the theme colors and fonts, you can save your changes as a new, custom theme. In the Themes group, click the **More** button, click **Save Current Theme**, enter a name, and then click **Save**.

### Changing slide backgrounds and sizes

In addition to theme settings, the slide background and size settings impact the overall appearance of a presentation. You can change the background for the current slide or for all slides in the presentation. You also can hide background graphics if they

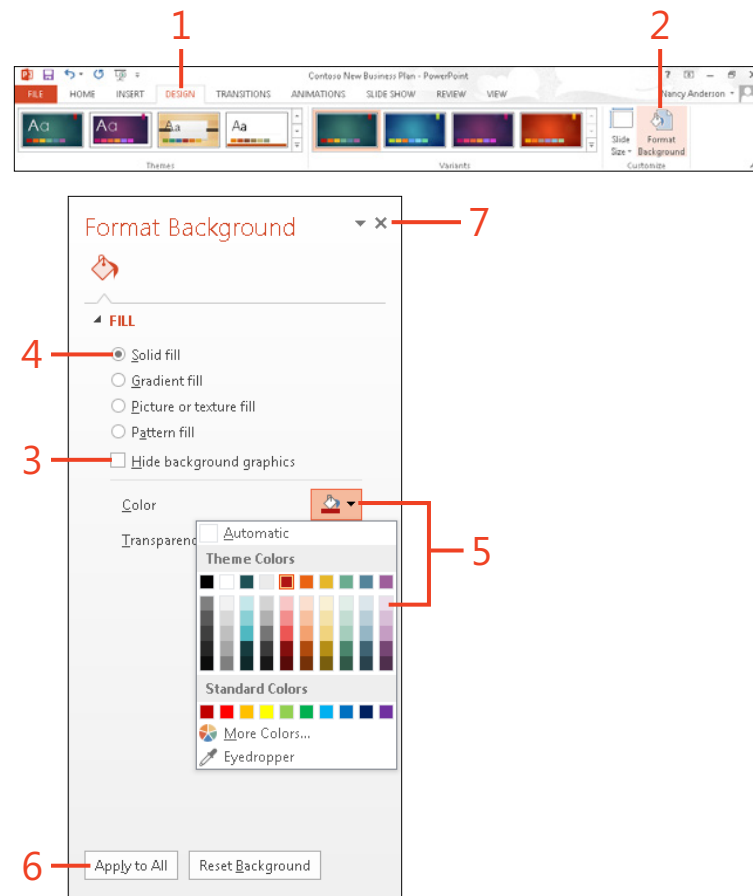
interfere with other graphics or content placeholders you've placed on a slide. Choose the slide size that best fits the monitor on which you intend to display your presentation.

### Change the background color and hide graphics

- 1 On the ribbon, click the Design tab.
- 2 In the Customize group, click the Format Background button.

The Format Background pane opens.

- 3 Select the Hide Background Graphics check box.
- 4 Click Solid Fill.
- 5 Click the Fill Color button and then click a color in the palette.
- 6 To use the color on all slides, click Apply To All.
- 7 Click the pane Close (X) button.



**TIP** You can use the other choices in the Fill section in the Format Background pane to create gradient, picture, texture, or pattern fills.

## Change the slide size

- 1 On the ribbon, click the Design tab.
- 2 In the Customize group, click the Slide Size button.

The available slide sizes appear.

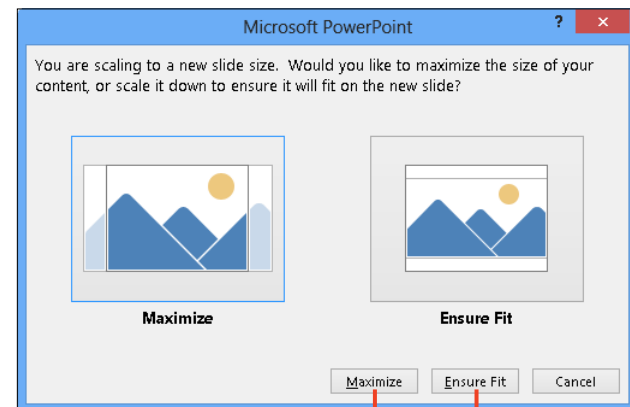
- 3 Click the slide size to use for your presentation.

Use the Standard (4:3) size for older displays, projection, or TV equipment.

A dialog box opens, asking how to scale slide content based on the new slide size.

- 4 Click either Maximize or Ensure Fit.

The Maximize choice enlarges slide content to fill the slide size, and some content might be cut off; Ensure Fit reduces the size of slide content to fit on the new slide size.





# Index

## Numbers

- 3-D views of text, 146
- 4:3 (Standard) slide format, 19, 21, 125
- 16:9 (Widescreen) slide format, 19, 21

## A

- action buttons, 161, 162
- Action Settings dialog box, 162
- Add Chart Element drop-down list, 141
- add-in programs, including, 15, 38
- Add-Ins tab on ribbon, 14, 37
- Adobe Reader, 259
- advancing slides automatically, 218
- alignment
  - of objects, 28
  - of placeholder contents, 95
  - of text in table cells, 132–133
- alignment guides, 27
- All Slides dialog box, 231
- animation
  - applying custom to object, 200–201
  - modifying settings, 202–203
  - preview of, 206
  - removing effect, 203
  - reordering, 204
  - themes and, 66
  - turning off, 216
  - uses for, 193
- Animation Painter, 205
- Animation tab on ribbon
  - Advanced Animation group
    - Add Animation, 200
  - Animation pane, 202, 204
  - Preview, 206
- annotations on slides, 233
  - color for, 216
  - saving, 59, 234, 235
- antonyms, 210
- Apply To All setting, for headers and footers, 243
- Arrange button, 93
- arrow pointer, changes to, 232
- arrows, dashed-red, for relative widths, 28
- audio
  - adding to transitions, 196
  - impact of transition speed, 197
  - inserting, 155–156
  - inserting online, 25–26
- authenticating sender and recipient of email files, 271
- AutoCorrect Options tool, 38
- automatically advancing slides, 218
- automatic playback of media file, 156
- automatic timed-advance feature, 198
- automatic update in header or footer of current date, 243

## B

- background color, themes to control, 118
- background graphics
  - changing, 70–72
  - omitting from handouts, 78
  - themes on, 66
- background of slide, 124
- Background Styles gallery, for handouts, 80
- Backspace key, 89
- Backstage view, 9, 12, 35, 36, 48
  - Close, 63
  - exiting, 36
  - Export tab, Package Presentation for CD, 222
  - File tab to display, 30, 31
  - Info tab
    - Check For Issues, 268
    - Protect Presentation, 270
  - Open tab, SkyDrive, 52
  - Options tab, 274
  - Print tab, 244, 246
    - Copies text box, 250
    - Settings section, 248
  - Save As tab, 60
  - Share tab, 224
    - Present Online, 33
- Bing search
  - inserting images from, 143
  - for pictures, 22
  - royalty-free images and, 23
  - for video, 24, 157–158
- blank presentation, opening (Ctrl+N), 48
- BMP file format, 144
- bold text, 39, 170
- border
  - of shape, clearing, 174
  - of video, 190
- bottom alignment of table text, 133
- brightness of picture, 186–187
- Bring Forward command, 184



- Bring To Front command, 93, 184
- browsing drives and folders, 51
- bulleted lists, 82
  - alignment, 95
- bullet points, in content placeholder, 98
- bullets, 84
  - levels of, 101

## C

- CD, saving presentation to, 222
- cells in tables, merging, 134
- center alignment of table text, 133
- centered text, 95
- Character Spacing, 170
- charms, displaying, 10
- charts, 136–141
  - changing style and layout, 139–140
  - changing type, 137
  - displaying or hiding legend, 141
  - inserting, 136–138
  - inserting in slide master, 70
  - online pictures in, 142–143
  - types, 136
- Chart Tools|Design contextual tab
  - Chart Layouts group
    - Add Chart Element, 141
    - Quick Layout, 139
  - Type group, Change Chart Type, 137
- Choose A SmartArt Graphic dialog box, 149–150
- clearing timings, 219
- clip art. *See* graphics
- closing
  - online presentation, 257
  - panes, 37
  - presentations, 63
  - Slide Master view, 67
  - slide show, 59
  - Thumbnails pane, 56
- cloud, 30–31
  - saving presentations to, 252–253
- collapsing
  - outlines, 102
  - sections, 114
  - Thumbnails pane, 16
- collating multiple printed copies, 250
- color
  - for annotations, 216
  - changing in pictures, 188
  - Eyedropper tool for copying, 173
  - for object fill, 171
  - for Pen tool, 232
  - of text, 168–169
  - themes to control, 118, 122
- Color gallery, 188
- color scheme, themes and, 66
- Colors dialog box, 169
  - for pen annotations, 216
- columns in tables
  - deleting, 135
  - inserting, 130
- commands, adding to ribbon, 272–273
- comments, 212–214
  - adding, 212–213
- Comments pane, 19–20
  - opening, 214
- Comparison slide layout, 129
- computers without PowerPoint, running slide show from, 222
- contextual tabs on ribbon, 6, 12, 14, 36, 37
- contextual toolbars, 2
- contiguous slides selection
  - for copying, 110
  - for hiding, 112
- continuous loop for video playback, 191
- continuous sound for transition, 196
- contrast of picture, 186–187

- copying
  - with Animation Painter, 205
  - slides in Slide Sorter view, 110
  - text, 85
- Copy To Folder dialog box, 223
- corrections to text, 91–92
- Creative Commons licensing, 143
- cropping pictures, 154, 176
- Ctrl key
  - for selecting multiple objects, 181
- currency symbol, Euro (€), 86
- current date, automatic update, 88
  - in header or footer, 243
- customizing ribbon, 272–274
- Custom Layout slide, 69
- Custom Shows dialog box, 227, 265
- custom slide shows, 261
  - creating, 265–267
  - running, 267
  - starting, 227
- cutting text, 85

## D

- dashed-gray vertical lines, 28
- dashed-red horizontal lines, 28
- data entry. *See also* text
- date
  - automatic update, 86
  - in header or footer, 243
  - inserting, 88
  - preformatted, 86
- Date And Time dialog box, 88
- default settings
  - for printer, 246
  - restoring Quick Access toolbar to, 41
  - for ribbon, 14
  - restoring, 273
- Define Custom Show dialog box, 265

- deleting
  - animation effects, 203
  - annotations on slides, 234
  - comments, 214
  - footer placeholder boxes, 68
  - hidden data with Document Inspector, 268
  - layouts, 74
  - objects, 177
  - saved annotations, 235
  - sections, 115
  - slide masters, 76
  - slides, in Slide Sorter view, 109
  - table rows or columns, 135
  - text, 89
  - tools from ribbon, 274
- demoting outline text, 101
- Design tab on ribbon
  - Customize group, 21
    - Format Background, 124
    - Slide Size button, 125
  - Themes group, Themes gallery, 44, 49, 120
  - Variants group, 27
    - Variants gallery, 44, 122, 123
- desktop taskbar (Windows), 10
- diagramming, SmartArt for, 149–151
- dialog boxes, 12, 36
  - launcher, 36, 37
  - opening, 14
- digital signature, 261, 270–271
- display equipment, testing, 226
- displaying
  - comments, 214
  - hidden slides, 231
  - slide masters, 67
  - Thumbnails pane, 56
- divider for pane, dragging, 55
- Document Inspector, 261, 268–269
- double-sided printing, 250

- Drawing Tools|Format contextual tab on
  - ribbon, 6, 15, 38, 42, 163, 183–184
  - Arrange, Group Objects, 182
  - Insert Shapes group, Merge Shapes, 185
  - Picture Styles group
    - Picture Border, 173
    - Picture Effects, 174–175
  - Shape Fill button, 96
  - WordArt Styles group, Text Effects, 147–148
- drives
  - browsing, 51
  - for saving presentation, 61
- drop-down gallery, 6
- duplicating slides, in Slide Sorter view, 111
- duration
  - of animation, 203
  - of transition, 197

**E**

- editing text, 89
- Edit Photo Album dialog box, 160
- Effect Options dialog box, for
  - animation, 202–203
- email
  - authenticating sender and recipient of
    - files, 271
  - presentation as attachment, 259
  - for sending presentations, 213, 224
- email addresses
  - for sharing files, 254
  - for sharing online presentation link, 256
- End Of Slide Show message, 54
- Ensure Fit option for scaling slide content, 21, 125
- erasing annotations on slides, 234
- Esc (Escape) key, to end slide show, 59
- Euro (€) currency symbol, 86

- exiting
  - Backstage view, 36
  - Reading view, 54
- expanding
  - outlines, 102
  - Thumbnails pane, 16
- Export options, 258
- Export tab, Create A Video, 260
- Eyedropper tool, 173

**F**

- feedback from reviewers, 212
- File Explorer, copying PowerPoint tile
  - from, 10
- file formats
  - for saving presentation, 61, 258
  - specifying for file list, 51
- file-management commands, 35
- File tab on ribbon, 9, 12, 35, 36
  - Export tab, 61
    - Create PDF/XPS Document, 258
  - for displaying Backstage view, 30
  - Info, Show All Properties, 269
  - Open, Places, Recent Presentations, 51
  - Options, Proofing, Hide Spelling
    - Errors, 209
  - Print tab, 244
  - Save As, 252
  - Share, 213
    - Invite People, 254
    - Present Online, 255
- fill
  - for objects, clearing, 172
  - for placeholder, 96
- fill color for object, 171–172
- finding existing presentation files, 50
- Find Whole Words Only option, in Replace dialog box, 92

- Fit Slide To Current Window button, 55
- Flickr, 22, 23
- flipping objects, 180
- folders
  - browsing, 51
  - opening, 51
  - for saving presentation, 61
- Font dialog box
  - Character Spacing tab, 170
- fonts, 166
  - finding additional to install, 166
  - formats in slide master, 68
  - in Outline pane or Slide pane, 99
  - for notes, 79
  - preview of, 43
  - themes to control, 66, 118, 122, 123
  - TrueType
    - including in saved file, 222
- Font Size
  - changing, 39
  - previewing, 43
- Font text box, in Symbol dialog box, 87
- footers. *See* headers and footers
- Format Background pane, 72, 124
- Format contextual tab on ribbon, 94
- Format Picture pane, 96
- Format Shape command, 96
- Format Shape dialog box, 175
- formatting. *See also* themes
  - for printing slides, 248–249
  - object fill, 171–172
  - placeholders, 82, 95–96, 96
  - shapes, 38
  - text boxes, 163
- formatting text, 166–172
  - color, 168–169
  - fonts, 166
  - mini toolbar for, 39

- in Outline pane, 104
  - size changes, 167
- fraction character, 86
- frame around slides, 249
- Full Page Slides, as print format option, 249
- Full Screen mode, 5, 47, 53, 226
  - for video, 191

## G

- galleries, 6, 12, 35, 36, 42
  - of graphical selections, 9
  - Shapes, 161
  - Themes, 49
- galleries
  - Color, 188
  - Shapes, 15
- GIF file format, 144
- gradient for object fill, 171–172
- graphics, 127–164. *See also* background
  - graphics; master graphics
    - appearing only on handouts, 77
  - charts, 136–141
  - hiding, 124
  - photo album for, 159–160
  - shapes, 161–162
    - in slide masters, 68, 70
    - in themes, 118
- gray slash, as hidden slide marker, 112
- grouping objects, 181–182

## H

- handles
  - for object rotation, 178
  - for resizing, 176
- Handout Master contextual tab on ribbon
  - Background group, Hide Background
    - Graphics, 78
  - Handout Orientation, 77

- Page Setup group, Slides Per Page, 78
  - Slide Orientation, 77
- handout masters, 77–78
- handouts
  - Background Styles gallery for, 80
  - printing, 249
- Header And Footer dialog box, 242
- headers and footers
  - displaying information in, 242–243
  - inserting information, 68
  - removing placeholder boxes, 68, 69
- Help, 45
- hidden data, Document Inspector to
  - remove, 268
- hiding
  - chart legend, 141
  - comments, 214
  - graphics, 124
  - slides, 107, 109, 112
  - subheads in outline, 102
- Home tab on ribbon
  - Arrange button, 93, 133
  - Bring to Front button, 93
  - Clipboard group
    - Copy, 85, 110
    - Cut, 85, 177
    - Paste, 85, 110, 177
  - Drawing group, Arrange, 180
  - Editing group
    - Replace, 91
    - Select, 93
  - Font group, 43, 166
    - for font attributes, 170
    - Font Color, 168
    - Font Size, 167
  - Paragraph group
    - alignment buttons, 95
    - Bullets button, 84
    - Increase List Level, 101

- Send To Back button, 93
- Slides group, 105
  - New Slide, 83, 119
  - Section, Add Section, 114
- horizontal flip of object, 180
- horizontal lines, dashed-red, as Smart Guides, 28
- horizontal option for printing multiple slides, 249

## I

- icons
  - display for audio clip, 25
  - in SmartArt styles, 151
- Illustrations group on Insert tab, 15
  - Shapes button, 38
- importing from Microsoft Word document
  - outline, 97
  - text, 104
- Increase List Level option, 101
- Information Rights Management Service, 271
- ink technology, 232–233
- Insert Audio window, 26
- Insert Chart dialog box, 137
- inserting
  - charts, 136–138
  - date and time, 88
  - footer information, 68
  - local media objects, 155–156
  - pictures
    - from files, 152
    - online, 22–23, 142–143
    - from SkyDrive, 144–145
  - slide masters, 75
  - slides, 83
  - SmartArt, 149–150
  - table rows and columns, 130
  - tables, 128–129

- themes, 75
  - video from online, 25, 157–158
  - Word outline, 105
- Insert New Pictures dialog box, 159
- Insert Outline dialog box, 105
- Insert Picture dialog box, 142, 144
  - for SmartArt, 151
- Insert Shapes group, 29
- Insert tab on ribbon, 70
  - Illustrations group, 15, 38
    - Shapes, 161
  - Images group
    - Online Pictures, 22
    - Photo Album, 159
  - Media group, 24, 25
    - Audio, 155
    - Video, 155
  - Shapes gallery, 42
  - Symbols group, 86
  - Text group
    - Date & Time, 88
    - Header & Footer button, 242
    - Text Box, 163
    - WordArt, 146
- Insert Video window, 24
- italic text, 39, 170

## J

- JPEG file format, 144

## K

- Kerning, 170
- Keyboard, On-Screen, 13
- keyboard shortcuts, 2
  - Alt+F5 for Presenter view, 32
  - Ctrl+F1 to control ribbon display, 18
  - Ctrl+N for new, blank presentation, 105
  - for cut, copy, and paste, 110

- ScreenTip for displaying, 14, 37
- kiosk, slide show set up for running at, 215

## L

- Landscape orientation
  - for notes master, 79
  - for slide or handout, 77
- language, for Thesaurus, 211
- Laser Pointer Color drop-down palette, 216
- launching PowerPoint 2013, 10–11
- Layout gallery, 118
- layouts, 117
  - adding to Slide Master view, 69
  - applying, 119
  - components controlled by, 118
  - selecting for new slide, 119
- left alignment of table text, 133
- legend for charts, displaying or hiding, 141
- licensing, 23
- lines, wavy colored, from spelling check, 209
- linked files, including in saved file, 222
- link for online presentation, sending, 256
- Live Preview feature, 42
- Loop Continuously Until 'Esc' option, 216
- Loop Until Next Sound option, 196
- Lync application in Office, 255

## M

- Magnifying Glass, 228, 229
- Manually Advance slides option, 218
- Master Layout thumbnail, 70
- masters. *See* slide masters
- Match Case option, in Replace dialog box, 92
- Maximize option for scaling slide content, 21, 125
- Menu control, 228
- menus, 2, 9, 12

- merging
  - cells in tables, 134
  - objects, 185
  - shapes, 29
- microphone for narration, 219, 220
- Microsoft Account, 12, 30, 36
- Microsoft Office 2013 folder, 10
- Microsoft Typography website, 166
- Microsoft Word document
  - importing outline from, 97
  - importing text from, 104
  - inserting outline into PowerPoint, 105
- Mini toolbar, 39, 89
- monitors
  - multiple for Presenter View, 218, 236
  - resolution, impact on performance, 217
- Motion Path category of animations, 200, 201
- mouse click, for slide advancement, 198
- moving
  - between open presentation files, 85
  - objects, 28
  - slides
    - in Slide Sorter view, 111
    - or text in outline, 103
  - among views, 53
- multimedia objects, 155–156
- multiple shapes
  - selecting, 29

## N

- names
  - for presentations, 61
  - for sections, 114
  - changing, 115
  - of slide layouts, 73
- narrations
  - adding, 219–220

- running slide show without, 216
  - saving timings for, 219
- navigating among views
  - Print Preview, 245
  - slide masters, 67
  - slide shows, 230–231
  - slides in Normal view, 108
- navigation pane, 51
- New Slide button, 105
- New tab on ribbon, 48, 49
- New window, 48, 49
- Next control, 228
- next slide, moving to, 230
- noncontiguous slides selection
  - for copying, 110
  - for hiding, 112
- Normal view, 47, 53, 82
  - navigating slides in, 108
  - new features, 16–17
  - Outline view vs., 97
  - sizing panes in, 55–56
  - Thumbnails pane, 107, 128
- Notes And Handouts tab in Header and Footer dialog box, 243
- notes master, 79–80
- Notes Page, 53
- Notes pane, 16, 55
- numbers for slides, in header or footer, 243

## O

- objects
  - applying custom animation, 200–201
  - attaching comment to, 212
  - changing order, 183–184
  - clearing fill, 172
  - deleting, 177
  - flipping, 180
  - formatting fill, 171–172
  - grouping and ungrouping, 181–182
  - merging, 185
  - moving, 28
  - multimedia, 155–156
  - resizing, 176
  - rotating, 178–179
  - selecting multiple, Ctrl key for, 181
- Office.com
  - Clip Art collection, 22, 142
    - audio clips in, 26
    - search box, 22
  - Help from, 45
- Office Presentation Service, 255
- Office Theme gallery, 83
- On Click playback of media file, 156
- online pictures
  - inserting, 22–23
  - photo services, 22
- online templates, 48
- On-Screen Keyboard, 13
- Open dialog box (Ctrl+O), 48, 51
- opening
  - blank presentation, 48
  - existing presentation, 50–51
  - folders, 51
- Open tab on ribbon, 50
- options. *See* PowerPoint Options dialog box
- order of animation, changing, 204
- order of objects, changing, 183–184
- organizational charts, photos in, 151
- orientation for printing, 247
- outline of shapes, 173–174
  - clearing, 174
- Outline pane, 17
  - adding text, 100–101
  - mini toolbar, 101
  - text formatting in, 104
  - text size in, 99
  - text zoom in, 98

- outlines
  - expanding and collapsing, 102
  - importing from Microsoft Word document, 97
  - moving slides or text in, 103
  - relationship to slides, 98
  - text in, promoting and demoting, 101
  - text in shapes not included, 161
  - viewing and rearranging contents, 102–103
  - working with, 99
- Outline tab on ribbon, 82
- Outline view, 97
  - adding slide title, 100
  - displaying, 99
  - editing text in, 89

## P

- Package For CD dialog box, 222
- panes, 9
  - closing, 37
  - in Normal view, sizing, 55–56
- paper size for printing, 247
- Paragraph group in Home tab
  - Increase List Level, 101
- Paste button (Ctrl+V), 37
- Paste Options button, 85
- pasting
  - slides, in Slide Sorter view, 110
  - text, 85
- PDF (Portable Document Format) document, saving slide show as, 61, 224, 258–259
- Pen control, 228
  - Color list, 131, 216
- Pen Weight drop-down list, 131
- performance, monitor resolution impact on, 217
- photo album, 159–160
- Picture Border gallery, 173
- pictures
  - brightness or contrast adjustments, 186–187
  - cropping, 154
  - file formats for, 144
  - as fill, 172
  - inserting
    - from file, 152
    - from online, 22–23, 142
    - from SkyDrive, 144–145
    - in slide master, 70
  - recoloring, 188
  - resizing, 154
  - use of local, 152–153
- Picture Tools|Format contextual tab, 22, 142, 183–184
  - Adjust group
    - Color, 188
    - Corrections, 186
  - Arrange
    - Bring Forward, 184
    - Bring to Front, 93, 184
    - Group Objects, 182
    - Send Backward, 184
    - Send to Back, 93, 184
  - Picture Styles group
    - Picture Border, 173
    - Picture Effects, 174–175
  - Size group, Crop, 154
- Picture With Caption slide layout, 119
- Pinch gesture, 7, 13
- Pin To Taskbar, 10
- placeholders, 3, 117, 118
  - adding special content, 86–88
  - adding to layout, 69
  - alignment of contents, 95
  - attaching comment to, 212
  - changing on handout master, 77

- for date and time, 88
- for footers, 68
- formatting, 82, 95–96, 96
- inserting table in, 128–129
- in layout, 119
- on notes masters, 79
- selecting, 93–94
- on slide layouts, 98
- for text, 82, 84
- themes for placement and size, 66
- on title slide, 83
- playback controls
  - for audio, 26
  - for video, 24
- PNG file format, 144
- portable media, saving slide show to, 222–223
- portrait orientation
  - for notes master, 79
  - for slide or handout, 77
- potx file format, 262
- PowerPoint
  - Add-Ins tab for extras, 14
  - inserting Word outline into, 105
  - launching, 10–11
  - Microsoft account for, 36
  - new 2013 features, 6
  - screen layout, 9
  - user interface, 2, 3
- PowerPoint Options dialog box, 36, 272–273
  - Add-Ins tab, 15, 38
  - Customize Ribbon, 274
  - Embedded TrueType Fonts option, 222
  - General tab, 14
    - ScreenTip style drop-down list, 37
  - Quick Access Toolbar, 40–41
- PowerPoint Web App, 222
- pptx file format, 61
- practicing. *See* rehearsing

- preformatted date, 86
- presentations. *See also* slide shows
  - saving to cloud, 252–253
  - sharing, 251–260
- Presenter view, 32, 236–237
  - controls, 237
- Present Online feature, 33, 255–258
  - practicing, 256
  - running and closing, 257
- preview
  - of animation, 206
  - of multimedia file, 156
  - of transition, 194
  - of transition, 199
- Previous control, 228
- previous slide, moving to, 230
- printing, 241–250
  - handouts, 77–78, 249
  - help topic, 45
  - including hidden slides, 112
  - number of copies for, 250
  - one- or two-sided, 250
  - printer and paper settings, 246
- Print Preview, 244–245
  - navigating, 245
- programs, switching between, 238
- promoting
  - outline text, 101
- proofing, 208
- Proofing group on Review tab, 14–15, 37
- proofreading, 54, 207
- Properties dialog box
  - for printer, 246–247
- Publish As PDF Or XPS dialog box, 258–259

## Q

- Quick Access toolbar, 12, 36, 38
  - adding tool, 15
  - customizing, 40–41
  - Redo [Action] button, 90
  - resetting to default, 41
  - Save button (Ctrl+S), 61, 63
  - Undo [Action] button, 90
- Quick Layout gallery for charts, 139

## R

- readability, 168
- Reading view, 47, 53, 54
- Recording toolbar, 220
- Record Slide Show dialog box, 219
- red-green-blue (RGB) color system, 169
- Redo command, 90
  - on Quick Access toolbar, 40
- red wavy underline, 92
- reflection, adding to object, 175
- rehearsing, 207
  - online presentation, 256
  - saving timings, 221
  - slide shows, 219–220
- remote viewers
  - live presentation to, 255–258
  - presentation to, 32
- removing. *See also* deleting
  - tools from ribbon, 274
  - transitions, 194
- Replace dialog box, 91
- Require User To Sign-In Before Accessing
  - Documents check box, 31
- Research pane, 14, 37
- Research tab on ribbon
  - Proofing group, 37

- resizing
  - handles for, 176
  - pictures, 154
  - WordArt, 146
- resolution of monitor, impact on
  - performance, 217
- resume reading feature, 17
- reviewers
  - comments, 19
  - feedback from, 212
- Review tab on ribbon, 37
  - Comments group, 19, 214
    - New Comment, 212
  - Proofing group, 14–15
    - Spelling, 208
    - Thesaurus, 210
- RGB (red-green-blue) color system, 169
- ribbon, 3, 6, 12, 14–15, 35, 36
  - controlling display, 18
  - customizing, 272–274
  - removing or rearranging tools, 274
  - ScreenTips for tools on, 14
  - tools missing from, 38
  - using, 37–38
- Ribbon Display Options button, 18
- ribbon interface, 9
- right alignment of table text, 133
- rotating objects, 178–179
- rows in tables
  - deleting, 135
  - inserting, 130
- royalty-free pictures, 22
- running presentation, 225–240
  - from computers without PowerPoint, 222
  - online, 257
  - in Slide Show view, 58–59

## S

- Save As dialog box, 30, 60–61, 252, 260
- Save As screen, 30, 252
- Save command, on Quick Access toolbar, 40
- saving
  - annotations, 59, 234, 235
  - presentations, 60–62
    - in other file formats, 258–259
    - to cloud, 252–253
    - to SkyDrive, 30, 62
    - to USB drive or CD/DVD, 222–223
    - as video, 260
  - rehearsal timings, 221
  - templates, 262–264
  - timings for narrations, 219
- scaling slide content, to new slide size, 125
- screen layout for PowerPoint 2013, 9
- ScreenTips
  - displaying, 14
  - for tools on ribbon, 37
- scroll bar, in Thumbnails pane, 108
- Search charm, 10
- Search, for Help, 45
- Search Online Templates And Themes text box, 49
- Section Header layout, 82
- sections, 107, 114–115
  - renaming or deleting, 115
  - summary slides for large presentation, 227
- security, for shared presentations, 31
- selecting
  - multiple shapes, 29
  - placeholders, 93–94
- Selection pane, 93, 94
- self-running, full-screen presentation, 215
- Send Backward command, 184
- sending slide shows by email, 213, 224
- Send To Back command, 93, 184
- <Separator> item, on Quick Access toolbar, 41
- Set As Default Printer option, 246
- settings, 36. *See also* PowerPoint Options dialog box
- Set Up Show dialog box, 215, 216, 267
  - Advance Slides section, 218
  - Show Slides section, 217
- shadow
  - adding to object, 175
  - for text, 170
- Shape Fill gallery, 171
- shapes
  - applying effect, 174–175
  - merging, 29
  - outlines of, 173–174
  - selecting multiple, 29
- Shapes button, 38
- Shapes gallery, 15, 161
- sharing
  - images on SkyDrive, 145
  - presentations, 7, 251–260
    - as email attachment, 259
    - saving in other file formats for, 258–259
    - from SkyDrive, 31, 254
  - presentation template, 262
- shortcut menus, 2
- shortcuts. *See also* keyboard shortcuts
  - for launching PowerPoint, 10
- Show Presenter View option, 218
- Show Without Animation option, 216
- Show Without Narration option, 216
- size changes
  - for text, 167
  - handles for, 176
  - panes in Normal view, 55–56
  - for pictures, 154
  - for slides, 125
  - for WordArt, 146
- size of text, in Outline pane or Slide pane, 99
- SkyDrive, 30, 52
  - inserting pictures from, 144–145
  - saving to, 62, 252–253
  - sharing images on, 145
  - sharing presentations from, 31, 254
- slash, gray, as hidden slide marker, 112
- Slide gesture, 7, 13
- slide layouts
  - Comparison, 129
  - defined by themes, 66
  - deleting, 74
  - renaming, 73
- slide masters, 65–80
  - background, 72
  - basics, 66
  - deleting, 76
  - displaying and navigating, 67
  - graphics
    - changing, 70–71
    - overlapping other slide content, 71
  - inserting, 75
  - making changes, 68–69
- Slide Master tab on ribbon
  - Edit Master group, 66
    - Delete, 74
    - Insert Layout, 69
    - Insert Slide Master, 75
    - Rename, 73
  - Edit Theme tools, 66
  - Master Layout button, 69
- Slide Master tools, 3
- Slide Master view, 66, 67, 70–71
  - adding layouts, 69
  - applying custom animation in, 200
  - closing, 67
  - Thumbnails pane, 72, 73
- Slide Navigator, 228
- Slide pane, 55, 108



- text size in, 99
- zoom slider for contents, 108
- slides
  - adding, 83
  - advancing, 58, 198–199
    - in Reading view, 54
  - applying transition to, 194–195
  - building content, 84–85
  - deleting in Slide Sorter view, 109
  - hiding and unhiding, 107, 109, 112–113, 231
  - listing sizes available, 21
  - moving in outline, 103
  - navigating
    - in Normal view, 108
    - to specific slide, 231
  - relationship of outline to, 98
  - selecting for printing, 248
  - specifying for inclusion, 217
  - viewing multiple, 57
  - writing on, 232–233
- slide shows, 81–96
  - adding slide, 83
  - basics, 82
  - choosing type, 215
  - closing, 59, 63
  - consistency in look and feel, 65
  - creating, 47–64
    - custom, 265–267
    - from blank presentation, 48
    - opening template, 49
    - with theme, 48
  - custom, 261
  - ending, 59, 239
  - finding and opening existing, 50–52
  - jumping to previously viewed slide when opening, 17, 18
  - moving between open files, 85
  - navigating, 230–231
  - rehearsing, 207, 219–220
  - running, 32–33
    - from computers without PowerPoint, 222
    - custom, 267
    - in Slide Show view, 58–59
  - saving, 60–62
    - as template, 262–263
    - to SkyDrive, 62
  - sending by email, 213, 224
  - sharing, 7
  - sharing from SkyDrive, 31
  - slide content, 84–85
  - specifying slides for inclusion, 217
  - starting, 226–227
  - stopping, 267
  - transporting, 222–223
- Slide Show tab on ribbon
  - From Beginning button, 58
  - Monitors group, 32
    - Use Presenter View, 236
  - Set Up group
    - Hide Slide, 112, 113
    - Record Slide Show button, 219
    - Rehearse Timings, 221
    - Set Up Slide Show, 215, 216, 217, 218
  - Slide Sorter button, 57
  - Start Slide Show group
    - Custom Slide Show, 227, 265, 267
    - From Beginning, 236
- Slide Show tools, 4
  - Magnifying Glass, 229
  - Pen tool, 232–233
  - Slide Navigator button, 231
- Slide Show view, 53, 226, 230
  - controls, 228–235
    - Menu control, 228
  - Esc key to end presentation, 239
  - running presentation in, 58–59
- Slide Sorter view, 47, 53, 57
  - copying and pasting slides, 110
  - deleting slides in, 109
  - duplicating and moving slides, 111
  - for applying theme to multiple slides, 121
  - sections displayed in, 107
  - text formatting display, 104
- slides per page, on handout, 78, 249
- Slide tab in Header and Footer dialog box, 243
- slide title, 100
- Slide title placeholder, 118
- SmartArt, 149–151
- Smart Guides, 27, 28
- sound. *See* audio
- spacing for text characters, 170
- speaker notes, 16, 55
  - on Presenter view, 236
- speed of transitions, modifying, 197
- spelling check, 207, 208–209
  - stopping, 209
- Spelling pane, 208
- splitting cells of table column, 130
- splitting merged table cells, 134
- Standard (4:3) slide format, 19, 21, 125
- Start button in Windows 7, 11
- Start From Beginning command, on Quick Access toolbar, 40
- starting presentation, in Presenter view, 236
- Start Recording button, 219
- Start screen, launching app on, 10
- status bar
  - buttons for views, 53
  - Comments indicator, 214
  - Slide Show button, 226, 230
  - Slide Show view button, 58
  - Slide Sorter view button, 112
- stopping
  - animation preview, 206

- narration recording, 220
- slide show, 267
- spelling check, 209
- Stretch gesture, 7, 13
- strikethrough text, 170
- style for Pen tool, 232
- styles, WordArt, 42
- subheads, hiding in outline, 102
- subtitle placeholders, 98
- summary slides for large presentation, 227
- Swipe gesture, 7, 13
- switching between programs, 238
- Symbol dialog box, 86–87
- Symbol font, 87
- synchronizing files
  - between cloud and hard drive, 252
  - in SkyDrive, 30, 62
- synonyms, 210

## T

- Tab key, in SmartArt Text pane, 151
- tables, 128–135
  - borders of, 131–132
  - deleting rows or columns, 135
  - inserting, 128–129
  - merging cells, 134
  - text alignment in cells, 132–133
- Table Tools|Design tab on ribbon, 129
  - Draw Borders group, 131
- Table Tools|Layout tab on ribbon, 129
  - Alignment group, 132–133
  - Merge group
    - Merge Cells, 134
  - Rows & Columns group, 130
    - Delete, 135
- tablets, 7
  - touch gestures for, 13
- tabs, 12
- Tap gesture, 7, 13
- taskbar (Windows)
  - displaying when show is running, 238
  - Touch Keyboard button, 13
- templates
  - online, 48
  - opening, 49
  - saving, 262–264
  - using, 264
  - using in previous versions of PowerPoint, 263
- testing display equipment, 226
- text, 81. *See also* formatting text
  - adding, 97
    - in Outline pane, 100
    - to placeholders, 84
    - to SmartArt, 150–151
  - alignment, 95
    - in table cells, 132–133
  - corrections to, 91–92
  - cutting, copying and pasting, 85
  - editing, 89
  - finding and replacing, 91–92
  - in outline
    - moving, 103
    - promoting and demoting, 101
  - size in Outline pane or Slide pane, 99
  - WordArt for, 146–148
  - zoom in Outline pane, 98
- text boxes, 161
  - adding, 163
    - in slide master, 68
- text placeholders, 98
- texture for object fill, 171–172
- theme color, 117, 172
- theme fonts, 117
- themes, 35, 117, 120–121, 165
  - applying another to layout, 72
  - color changes, 122
  - components controlled by, 118
  - design balance in, 95
  - inserting additional, 75
  - for new presentation, 48
  - slide layouts defined by, 66
- Themes gallery, 44, 49
- theme variants, 27
- Thesaurus, 207, 210–211
- third-party digital signature, 270
- third-party programs, Add-Ins tab for, 14
- Thumbnails pane in Normal view, 17, 55, 84, 107, 108
  - closing and redisplaying, 56
  - collapsing and expanding, 16
  - cut, copy, and pasting slides, 111
  - sections displayed in, 107
- thumbnails, Slide Sorter view for
  - displaying, 57
- TIFF file format, 144
- time
  - in header or footer, 243
  - inserting, 88
- timing
  - for animation, 203
  - for slide advance, 198, 218
    - automatic, 198
    - clearing, 219
    - saving from rehearsals, 221
- Title And Content slide, 83, 100, 119
- Title Only layouts, 82
- title placeholders, 98
  - removing from layout, 69
- Title slide layout, 4, 100
  - placeholders on, 83
- Title Slide master, 76
- toolbars, 2
- tools on ribbon
  - adding, 273
  - removing, 274

- top alignment of table text, 133
- touch gestures, 13
- touchscreens, 7
- transitions
  - adding sound, 196
  - applying, 194–197
  - applying effect, 199
  - applying to all slides, 195
  - modifying speed, 197
  - removing, 194
  - symbol indicating, 4
- Transitions tab on ribbon, 195
  - Timing group
    - Duration, 197
    - On Mouse Click, 198
    - Sound, 196
  - Transition To This Slide, 194
    - Effect Options, 199
- Transparent Color, setting, 188
- transporting slide shows, 222–223
- trimming video, 191
- TrueType fonts, including in saved file, 222
- typographical errors, correcting, 92

## U

- underlined text, 170
  - red wavy, 92
- Undo command, 90
  - on Quick Access toolbar, 40
- ungrouping objects, 181–182
- unhiding slides, 107, 113, 231
- USB flash drive, saving presentation to, 222
- user interface, 35

## V

- Variants for themes, 118
- Variants gallery on Design tab, 44
- Variants group for themes, 121

- vertical flip of object, 180
- vertical lines, dashed-gray, 28
- vertical option for printing multiple slides, 249
- video, 189–191
  - inserting, 155–156
    - from online, 24–25, 157–158
  - playback settings, 191
  - saving presentation as, 258, 260
- Video Tools|Format contextual tab on ribbon, 24
  - Adjust group
    - Color, 190
    - Corrections, 190
  - Preview group
    - Play, 158
  - Video Styles group, 189
    - Video Border, 190
- Video Tools|Playback contextual tab on ribbon, 24
  - Editing group
    - Trim Video, 191
  - Video Options group
    - Start, 191
- views, moving among, 53
- View tab on ribbon, 53
  - Master Views group
    - Handout Master, 77
    - Notes Master, 79
    - Slide Master, 67
  - Outline View button, 99
  - Page Setup group, Notes Page
    - Orientation, 79
  - Presentation Views group, 97
    - Reading View, 54
    - Slide Sorter, 109, 112, 114
  - Show group
    - Gridlines, 180
    - Notes, 16, 56

- Window group, Switch Window, 85
- visibility
  - of Help window, 45
  - of object on slide, 94

## W

- wavy colored lines, from spelling check, 209
- Webdings font, 87
- Whoosh sound effect, 196
- Widescreen (16:9) slide format, 19, 21
- Windows 7, 1
  - starting PowerPoint in, 11
- Windows 8, 1
  - creating PowerPoint shortcut on desktop, 10
  - File Explorer, 10
  - Microsoft Account for, 12
  - starting PowerPoint from Start screen, 10
  - taskbar display, 238
- Wind sound effect, 196
- Wind transition, 196
- Wingdings font, 87
- Word. *See* Microsoft Word
- WordArt gallery, 4, 42
- writing on slides, 232–233

## X

- XPS document, saving slide show as, 224

## Y

- YouTube, inserting video from, 24

## Z

### zoom

- to part of slide, 228
- text in Outline pane, 98
- to page, in Print Preview, 245
- to part of slide, 229

### Zoom slider

- for Slide Master view, 67
- for Slide pane contents, 108
- for slide preview, 55
- for Slide Sorter view, 57



# About the Author

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