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# Plain & Simple

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# PowerPoint
# 2013

Nancy Muir

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# 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.*

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# Adjusting slide appearance

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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.

## 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.



Layout gallery

Theme gallery

Slide title placeholder containing text (main topic)

Variants

Slide content placeholder containing text

Slide content placeholder ready for text or graphic content

Graphic element

Background color

# 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.



This slide's layout uses a title placeholder and a content placeholder

> **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.
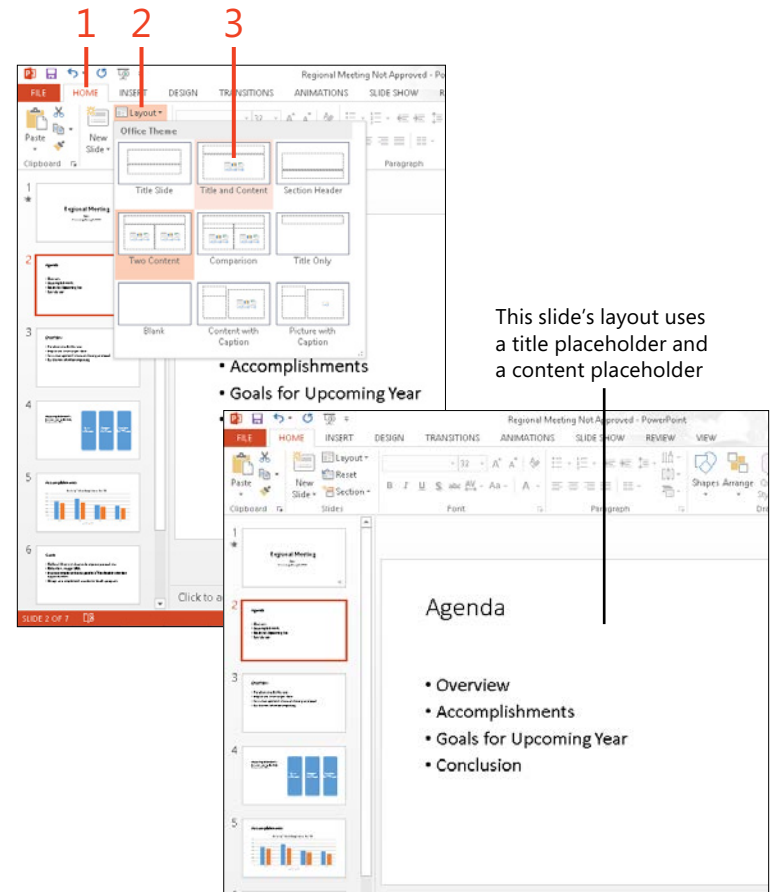
# Working with themes

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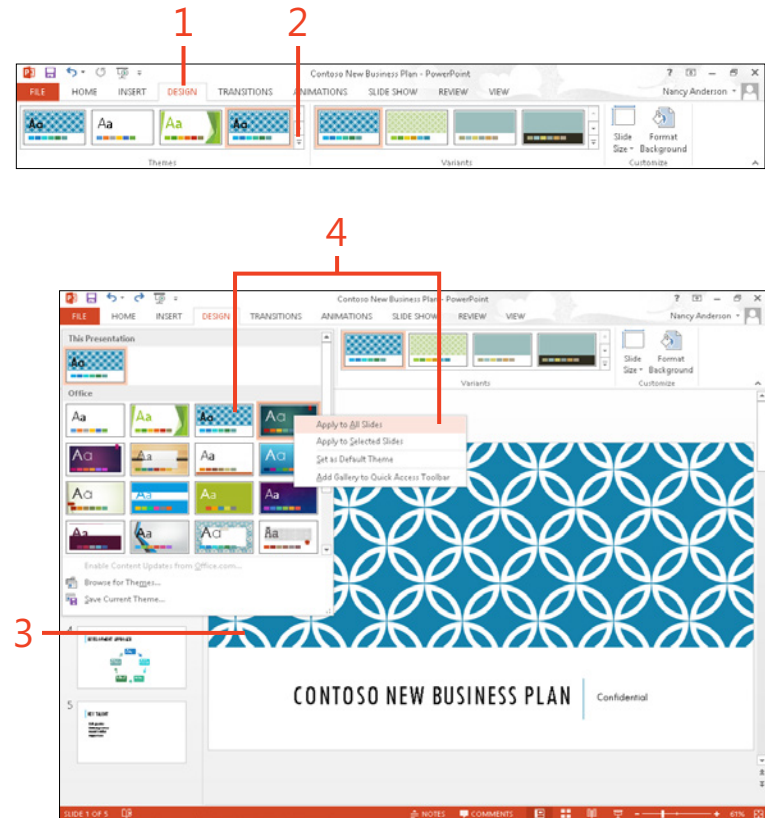
**SEE ALSO** For information about making individual changes to design elements on slides, see Section 11, "Formatting text and objects," starting on page 165.

## 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.
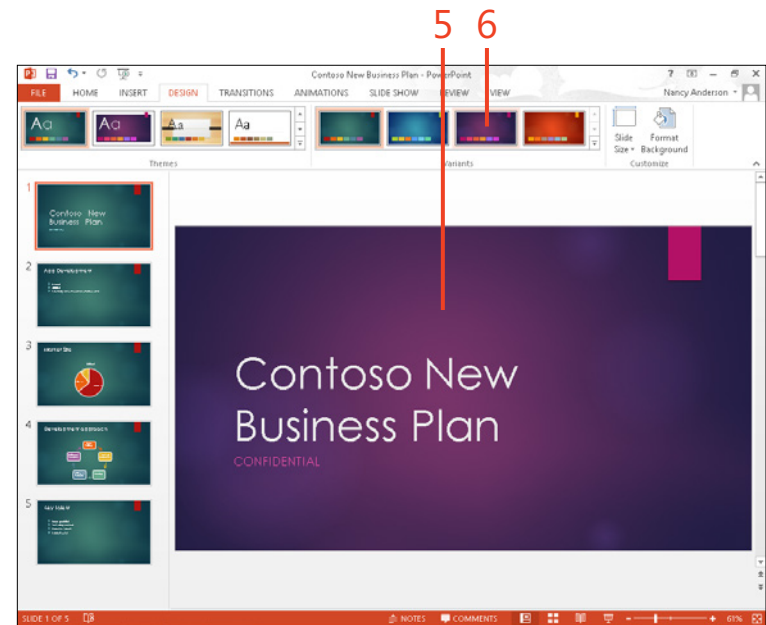


> **SEE ALSO** When you apply a new theme, that process creates a master. For more information about working with slide masters, see "Understanding how slide masters work" on page 66.

> **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.
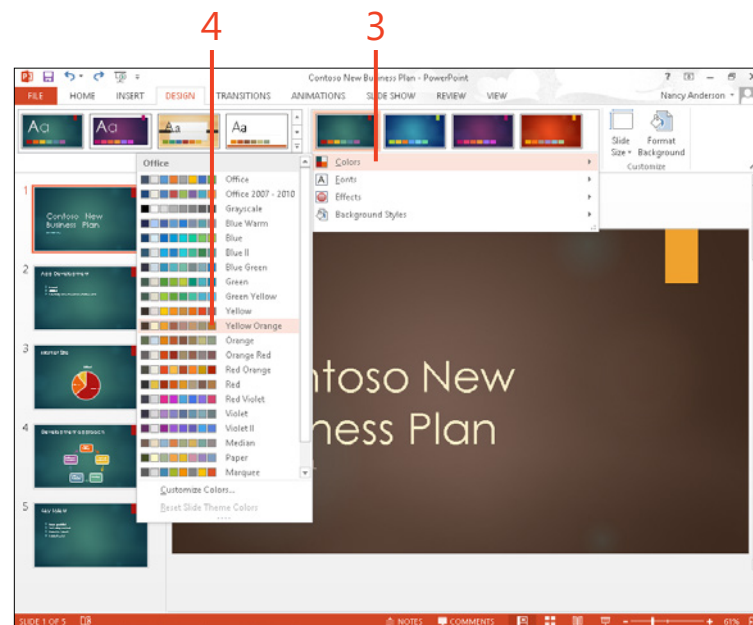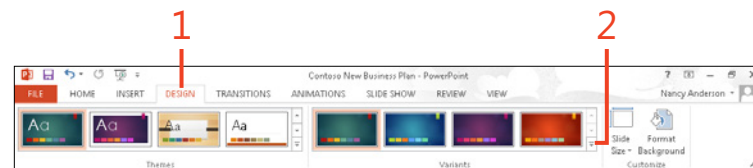




> ✅ **TIP**   Be sure to use color combinations that work well in the space where you will give your presentation. Most color combinations PowerPoint offers should help to keep your text readable, but if you decide to change the color of an individual element yourself, remember that light text colors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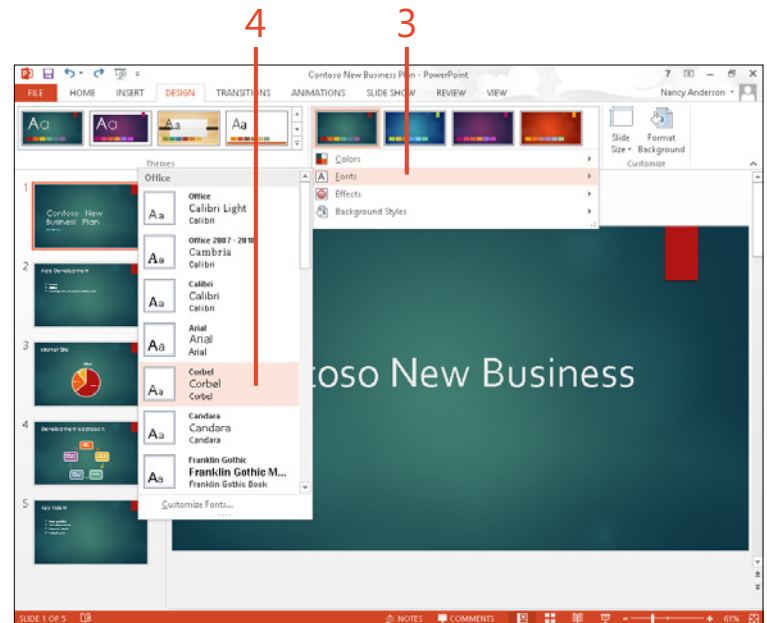


**TRY THIS** To create your own theme font, in the theme fonts gallery, choose Customize Fonts. Select a heading font and body font, give the theme font a name, and then click Save. The theme is now available in the Fonts gallery.

**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.
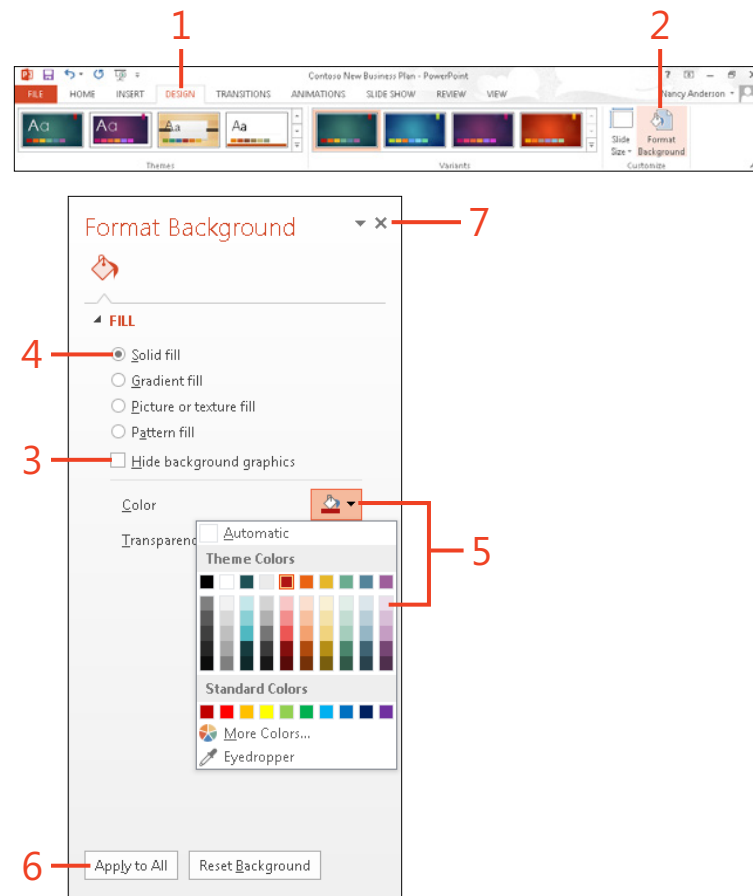


> ✓ **TIP** You can use the other choices in the Fill section in the Format Background pane to create gradient, picture, texture, or pattern fills.

## 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.

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# About the Author

**Nancy Muir** is the author of more than 100 books on technology topics ranging from Windows and Office to nanotechnology and Internet safety. She runs a website, *TechSmartSenior.com*, that provides information about computers and the Internet for seniors, as well as writing a column on computers for *Retirenet.com*. Prior to her writing career, Nancy worked in computer book publishing and as a software training manager at Symantec Corporation. Nancy holds a certificate in distance learning design from the University of Washington and has taught technical writing and online safety at the university level.