# Creating Engaging Training with PowerPoint

Saturday, Feb 22 from 9 am to 4 pm
Session #P09

Training 2020 Orlando Instructions and Notes

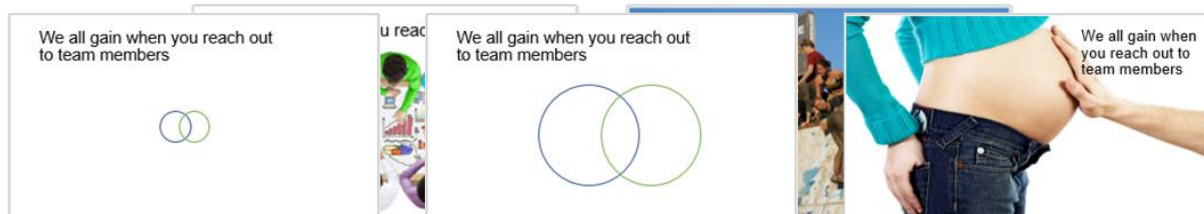By Ellen Finkelstein

## *Visual Storytelling*

Images help you engage your audience because they get more attention than text and can elicit emotions. Use powerful images that depict emotions.

**Use the BARE system to choose the perfect image**

The BARE system for choosing the perfect image is:

- **B**ig
- **A**rresting
- **R**elevant
- **E**motional

For the message, "We all gain when we reach out to team members," you might start with two circles overlapping. Making it big helps but it isn't very interesting. You can find an arresting image, but make

sure it's relevant. Even a big, arresting, relevant image might be ho-hum unless it depicts emotion. Here you see the stages in this example.

I have a list of 80+ free websites (plus a couple of low-cost ones). You can **download it here**.

**The 3 ways to use an image**

You can use an image in 3 very different ways on a slide. The method you choose will have a big effect on its value for your training:

1. **As a background** for a mostly text slide, to make the slide more appealing. In this case, you'll often blur or fade the image so that it doesn't interfere with the legibility of text on top of the image.
2. **Next to some text**, to help your audience understand and remember the content. The image will usually be clear and neither on top of nor behind the text.
3. **In the forefront**, for high-impact. The image will usually cover the entire slide and the text will be minimal. You can even remove most or all of the text and speak it out without putting it on the slide.

Here you see an example of each type of image use:



Next time you're trying to design a slide, try using the image in all 3 ways and see which one is most effective for your training.

*Layout*

If you aren't a designer, you might struggle to lay out slides in a pleasing way. Here are 4 simple layouts that incorporate a slide title and an image that will always look good and that you can use over and over.

By default, when you insert a picture on a slide that uses the Title & Content layout, it looks like this slide. It's pretty boring as a layout. You can get a more modern, striking look easily.

**1. Title and Vertical Photo**

This layout puts the photo up against 3 edges of the slide and makes it vertical. Just cropping can make an image more powerful because you focus attention on the important parts of the slide. Here you notice the boy's focus more.

The slide is less broken up, so it looks cleaner and clearer.

**2. Full slide image**

This layout expands the image to the entire slide. The full-slide image will have a lot of impact.

To make sure the text is legible, you may need to move it or put a semi-transparent rectangle behind it. This technique doesn't work if you want the image to stand out and have a lot of text.

You may need to crop the image to 9:16 aspect ratio so that it perfectly fits the slide. Don't distort the image by dragging from one of its sides!

**3. Title and edge-to-edge photo**

Here, you crop the image to fit it below the slide title. Not all images will fit this way. If an important part of the image will be removed, choose another layout.
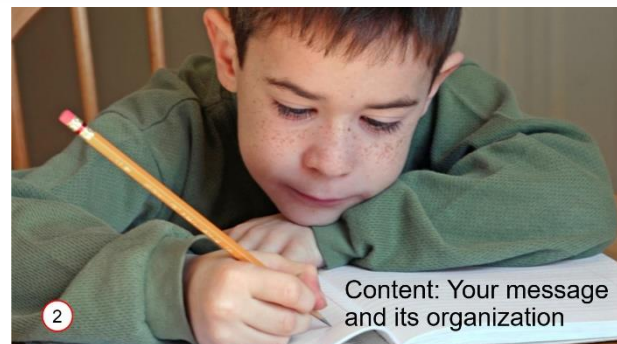
This layout is helpful if you can't easily get the text to be legible when it's on top of the image.

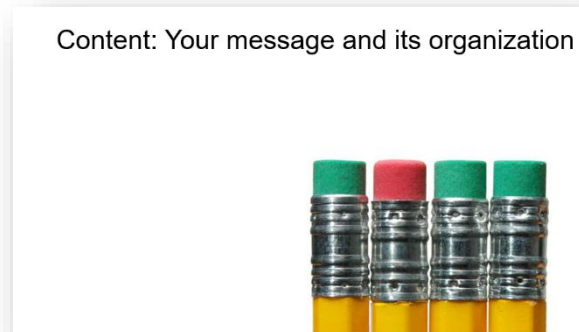**4. Diagonal layout (title and image on the lower-right)**

If you have an "isolated" image, which is an image with no background (or a background that matches the slide background), you can use the diagonal layout. This layout doesn't look good with an image that has an obvious rectangular shape.

Content: Your message and its organization

## Advanced Techniques

## Using "stick out" images to grab attention

Striking images attract attention which aids retention of the material you're covering. One way to create a striking image with the "stick out" technique, in which part of the image sticks out from the rest.

Here are the steps to follow:

**1. Insert a photo**

Choose a photo that contains a strong object in the foreground, because you'll remove its background. You also need an object that has a component that you want to "stick out." I used a photo of a whale.

Choose Insert, Pictures to select the image and insert it on your slide.

**2. Duplicate the image**

You can select it and press Ctrl+D. The two photos will be slightly offset, which is good, because you need to be able to select them separately.

**3. Remove the background of the front image**

Select the front image. In PowerPoint 2010, click the Format tab and use the Remove Background tool to remove its background. I have **instructions here**.

In the image here, I temporarily deleted the original photo, so you could see how the whale looks without the background.

**5.  Crop the back image**

Select the back image and crop it so that the part of the photo that will stick out is cropped off. You might find it helpful to move the front image off the slide or hide it in the Selection pane. (Home tab, Editing group, Select, Selection Pane, click the Eye icon for the image.) I have more instructions on the Selection pane here.

**6. Place the images together**

Select the front image and move it exactly over the back image. Here's the final result.

# Engage people with inclusiveness and protect their privacy

Trainees don't feel engaged when they feel excluded. You can help everyone feel included by using images that show diversity. You can also treat photos in a way that makes racial differences harder to distinguish and also helps to protect the privacy of people whose photos you may have taken. An example would be a photo of an employee who doesn't want her photo to be published in your company newsletter. She may agree if you use artistic effects on the photo so that she isn't recognizable.

**Use Artistic Effects**

To make a person unrecognizable or less recognizable and perhaps even make the person's skin color unclear, you can use Artistic Effects.

With an image selected, click Format Picture, Artistic Effects, and choose one of the options. (Note that your computer might function slowly as you display the different looks.)

I've found that Pencil Grayscale works well. To further change the picture, you can darken or lighten it. To Corrections, Picture Corrections Options, and reduce or increase the Brightness.

Here you see a before and after example.



Take time for reflection



Take time for reflection

**Recolor an image**

You can change the color of an image to show a variety of skin colors. Here are the steps:

Select an image and click the Picture Format tab.

Choose Color and pick one of the options. I usually use one of the Recolor options but the Color Saturation and Color Tone options might work for you.

Here's an example of 3 variations of the original hand on the left. As you can see, you don't have to be realistic!



In a more complex situation, you might have to take more steps. Look at this example. The problem is that you don't want to change the color of anything except the hands. But you can do that!

Here are the steps:

1. Duplicate the image.
2. Use the Remove Background feature to remove everything except the hands.
3. Recolor the hands.
4. Place them on top of the original image.

Here's the result.



## *Interactivity*

Hyperlinks create interactive connections:

- To other slides

- To other presentations

- To other files

- …and back again, if you want

I'm going to cover 2 uses of hyperlinks in more detail, but here are the basics.

**Basic hyperlinks**

To create a hyperlink, select an object. It can be a shape, placeholder, or the text itself. If you select text, the text will have an underline and become the hyperlink color in your theme colors. Then choose Insert> Link.

In the Insert Hyperlink dialog box, choose one of the options on the left:

- Existing File or Web Page

- Place in This Document

- Create New Document

- E-mail Address

If you choose Place in This Document, you'll see a list of the presentation's slide.

Then locate the slide or file, enter the Web URL, or enter an e-mail address. Click OK.

Hyperlinks work only in Slide Show view. Always test your hyperlinks!

**Complex hyperlinks**

You can create a complex hyperlink structure in 2 ways:

1. Custom shows: I have a blog post that explains the details here
2. Linking to outside presentations: I have a blog post that explains this concept here

In both situations, you can hyperlink to another location (a custom show or another presentation) and then return to your current slide.

# Using a Zoom Slide to create interactive menus

Zoom is a feature in Office 365 and 2019. However, you can create the same effect manually using hyperlinks and a Zoom transition.



You can create the effect manually in other versions, using hyperlinks.
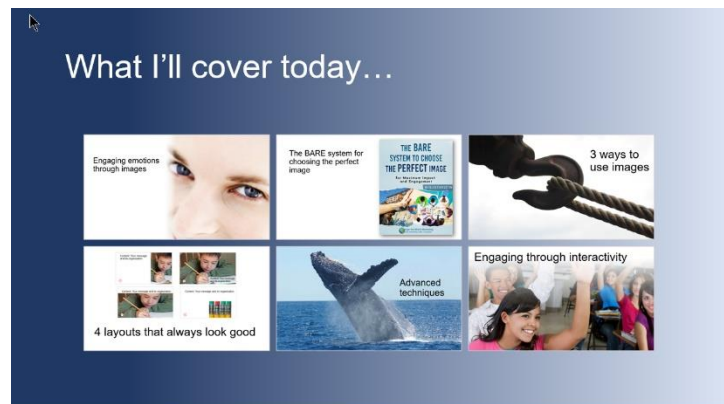
It is NOT related to:

- The Zoom animation

- The Zoom transition, which creates a zoom effect between slides – A Zoom slide does use a Zoom transition by default, but you can turn this off

- The Zoom control that lets you zoom in and out in Normal view, when you're editing

- The Zoom feature in Slide Show view that lets you zoom into your slide (right-click and choose Zoom In)

I know, confusing, isn't it?

Instead, Zoom should be called "AutoMenu" because it automates creating hyperlinked menus. You can use it to create non-linear presentations. For example, you can let the audience choose what they see next.

You can use it for an agenda slide or a questions slide.

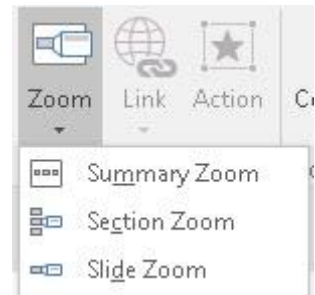**A brief aside about sections**

Before I go into detail, I need to explain sections. Starting with PowerPoint 2010, you can create sections for your presentation. Before the Zoom feature, these were just to help you organize your content. As you'll see, the Zoom feature can now make use of sections to create a Zoom slide.

To add a section to a presentation, you work in the left-hand pane. Right-click just above a slide and choose Add Section. In newer versions of PowerPoint, the Rename Section dialog box pops up where you can type in a name and click Rename. If that doesn't happen, right-click the unnamed section and choose Rename section to rename it.

**Back to Zoom slides**

PowerPoint offers 3 ways to create a Zoom Slide:

- **Summary Zoom:** Creates a menu slide of selected slides. If you have created sections, the slides that start each section are automatically selected. If you don't have sections, you choose the slides that you want to hyperlink to and PowerPoint creates the sections for you. When you click on a link on the Zoom Slide, you go to that slide and then continue through the rest of the slides in that section. The next click brings you back to the menu (Zoom) slide.

  PowerPoint automatically puts the Summary Zoom in a Summary section near the beginning of the presentation, but you can move that slide anywhere. The thumbnails are nicely laid out across the slide.

- **Section Zoom:** Creates a menu slide on an existing slide from sections that you have defined. You can use a Section Zoom to hyperlink to one or more sections, go through the slides in that section, and then return to the Zoom Slide. This is similar to using Custom Shows and returning. (**I explain Custom Shows here.**)

  PowerPoint creates the Zoom Slide on the current slide and you have to move the slide thumbnails so they don't overlap.

- **Slide Zoom:** Creates a menu slide on an existing slide that links to any slides you choose. Then you continue the presentation to the end. This is similar to using Custom Shows and not returning to the menu slide.
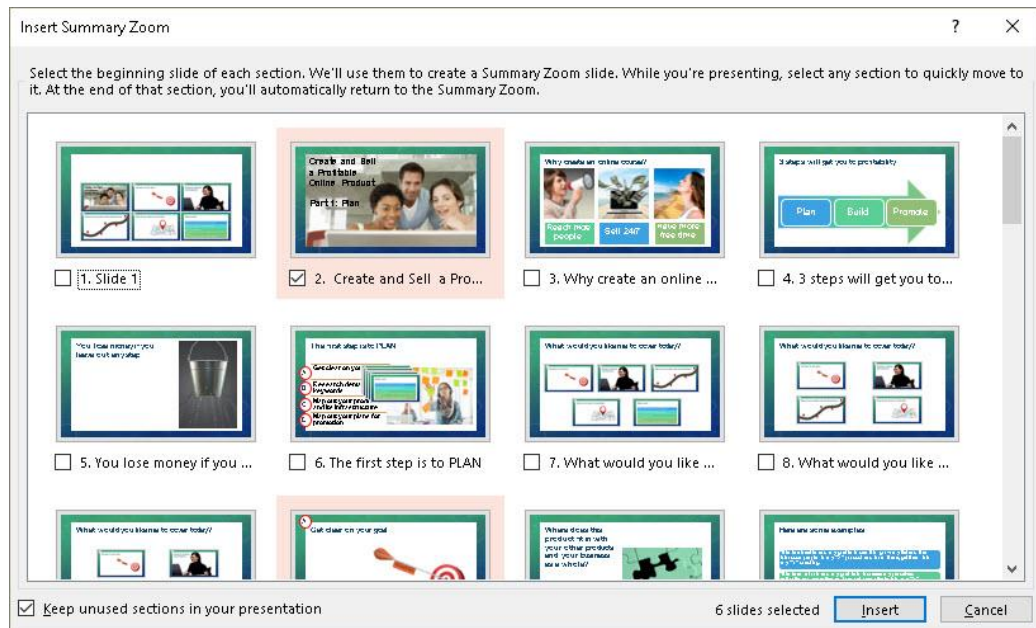
  PowerPoint creates the Zoom Slide on the current slide and you have to move the slide thumbnails so they don't overlap.

**How to create a menu (Zoom) slide**

Creating the menu (Zoom) slide is easy. Here are the steps:

1. If you want to create a Zoom Slide on an existing slide, display that slide. For a Summary Slide you don't work from an existing slide — PowerPoint will put the Zoom slide near the beginning of the presentation.
2. Choose Insert> Zoom and choose the type of zoom you want.

3. In the dialog box that opens, choose the slides or sections you want to include.
4. Click Insert.
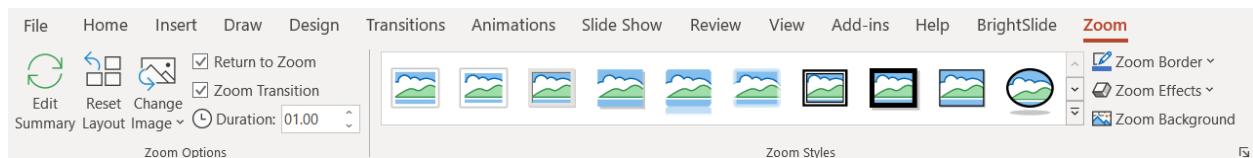5. If necessary, deselect the zooms and rearrange them on the slide.



**Tip#1:** If you're creating a Section Zoom, you can simply drag the section name you want in the left-hand pane onto the slide where you want the Section Zoom.

**Tip #2:** Similarly, if you're creating a Slide Zoom, you can simply drag the slides you want from the left-hand pane onto the slide where you want the Slide Zoom. You can then rearrange their order on the Zoom Slide.

**Customizing Zoom Slides**

When you select a Zoom item on a slide, the Zoom tab appears.



There, you can:

- Specify whether you want to return to the Zoom slide after displaying that item (check or uncheck the Return to Zoom checkbox)
- Keep or remove the Zoom transition effect with the Zoom Transition checkbox
- Adjust the speed of the Zoom effect in the Duration box
- Change the Zoom item's image by choosing another image. By default, the image is the slide you're linking to

**Creating a menu slide manually**

You can create a menu slide using simple hyperlinks. Use this method if you don't have Office 365 or 2019. I have two blog posts that I wrote quite a while ago that will help you create a menu slide:

Create a tile menu

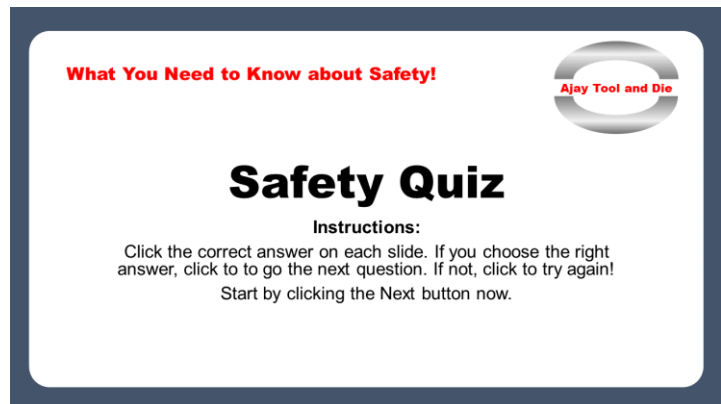Create a visual menu

Designing a web-style, menu-based presentation

**Tip:** To create a look like the Zoom slide, you can export images of the slides, insert the ones you want, and hyperlink them. Choose File, Save As. From the drop-down list below the file name, choose JPEG or GIF. Then choose to save all the slides. PowerPoint saves them in a subfolder of the presentation's folder.

# Creating a simple quiz

A quiz helps your audience review and remember the material you are teaching them. This quiz doesn't grade them. It uses the Learning for Mastery concept because they can't go on until they get the answer right. While often used for presentations that are controlled by the learner, you can use this type of quiz with a group, call on them to suggest an answer, and control the clicking yourself.
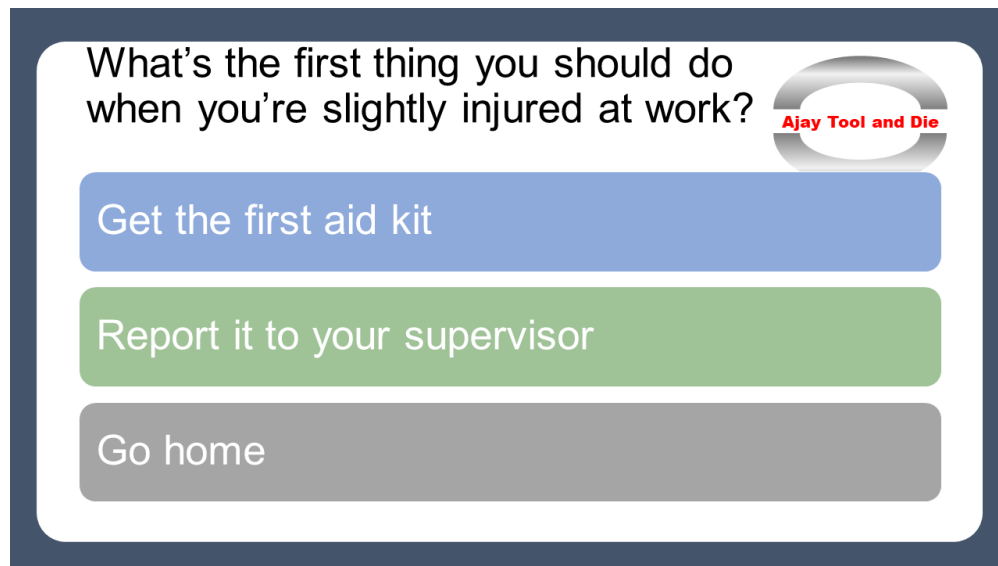
Another way to create a simple quiz involves using triggers and animation on one slide. I have a blog post that explains that technique here.
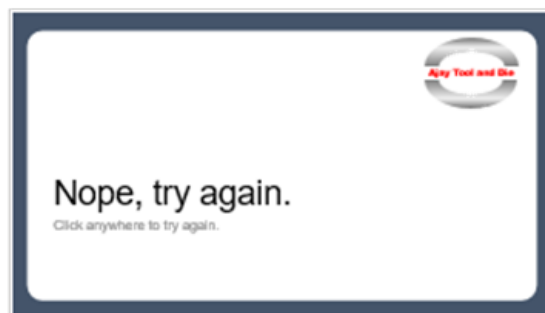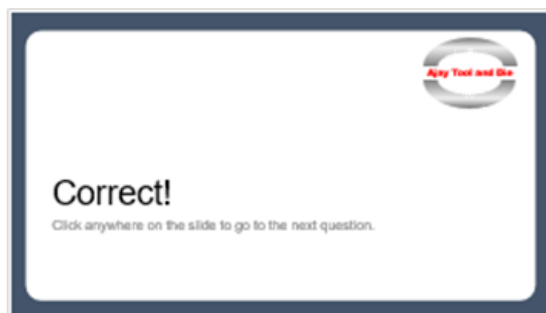
**Create the slides**

Start with a title slide that explains the topic and includes instructions, as you see here. That Next button at the bottom right is a hyperlink–I'll discuss the hyperlinks in the next section.

Create your first question slide. You can format this in any way you want. You can use the Title & Content layout and put the question in the Title. The Content section contains the answers. Type them and then convert the bulleted text to SmartArt. Finally, ungroup the SmartArt (twice). But you can also use the Title Only layout and manually insert shapes with the answers.

Using shapes with text in them works best because you want to add the hyperlinks to the shapes, not to the text—it's easier to click a shape than to have to click directly on some text. I recommend 3 or 4 answers–obviously one is correct and the rest are not. Here's an example question slide.



Now create 2 more slides, one for when the person chooses the correct answer and one for when the person chooses the wrong answer. I call these the Right and Wrong feedback slides. Here are two examples.



Be sure to include the instructions to click to continue as shown. Repeat the process for each question–a question slide and 2 feedback slides.

**Create the hyperlinks**

The 2nd step is to create the hyperlinks. For each question slide, follow these steps:

1. Select the shape that contains one of the wrong answers.

2. Choose Insert, Hyperlink or press Ctrl+K.

3. In the Insert Hyperlink dialog box, click the Place in this Document on the left.

4. In the left box, choose the next slide that contains the Wrong Answer feedback.

5. Repeat for any other wrong answers.

6. Select the shape with the right answer and hyperlink it to the next slide that contains the Right Answer feedback.

You now need to create the system that brings people who choose the wrong answer back to the original question and brings people who choose the right answer to the next question. You could create small buttons, but you want to make the quiz fool-proof.

To do this, do the following:

1. Place a rectangle on top of the Wrong Answer feedback slide, covering the entire slide.

2. Right-click the rectangle and choose Format Shape.

3. Format the rectangle so that it has no outline.

4. In the task pane or dialog box (depending on your version of PowerPoint), make the shape 100% transparent. (There may be situations where this breaks the system, but they are rare. If you run into one, make the shape 99% transparent.)

5. Copy the rectangle and paste it onto all of the feedback slides in the quiz.

6. Go back to the first Wrong Answer feedback slide, select the rectangle (just click, remember that it's invisible), and add a hyperlink to the rectangle that goes back to the previous question. In this way, wherever the student clicks, the quiz goes back to the question that was not answered correctly.

7. Select the rectangle on the Right Answer feedback slide and hyperlink it to the next question.

Go into Slide Show view and test the quiz from the first question, choosing all of the possible answers. If everything works, format the rest of the quiz in the same way.

**Disallow clicking to the next slide**

If a student clicks anywhere on the question slide that is not one of the answer shapes, PowerPoint will move to the next slide, generally the Wrong Answer feedback slide. You want to disallow this so you can make sure that the student stays within the structure of the quiz. Here's how:

1. Choose Slide Show, Set Up Slide Show.

2. In the Set Up Show dialog box, choose Browsed at a Kiosk (Full Screen). This disallows clicking to forward the slides. All navigation must be by hyperlinks. **Note:** This checks the Loop Continuously Until Esc check box and grays it out.

3. Click OK.

Test your quiz again and you'll see that you can't forward the slides when you click off a hyperlinked shape on any question slide.

When you get to the last slide, your student is stuck. This can be a good thing. After the last Right Answer feedback slide, you can have a closing slide that congratulates the student and provides an

instruction to leave the presentation open. In a classroom situation, the teacher can use this method to verify that the student completed the quiz.

But if that doesn't work in your situation, you can add a button that ends the quiz/presentation. Here's the method:

1. Insert any shape on the last slide.

2. Choose Insert, Action.

3. Click the Hyperlink To option.

4. From the drop-down list, choose End Show.

5. Click OK.

Be sure to include instructions so that the students know they should click the End Show button.

Now, you need to add a button that gets the students from the title slide to the first question. Use the same method but choose Next Slide from the drop-down list. You can also choose Insert, Hyperlink and choose the specific slide you want to go to, which should be the first question slide.

Test everything before distributing your quiz!

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Ellen Finkelstein specializes in training speakers and presenters to convert Death by PowerPoint to Life by PowerPoint; communicate clearly and powerfully; and design high-impact, persuasive and professional-looking slides.

She has been awarded Microsoft's PowerPoint MVP (Most Valuable Professional) award for the last 9 years and is one of 18 PowerPoint MVPs in the United States. Her well-known website at www.ellenfinkelstein.com offers many PowerPoint tips and the PowerPoint Tips Newsletter.