MIND-BLOWING POWERPOINT
FOR EFFECTIVE VISUAL STORYTELLING

Richard Goring

Director, BrightCarbon
www.brightcarbon.com | @BrightCarbon
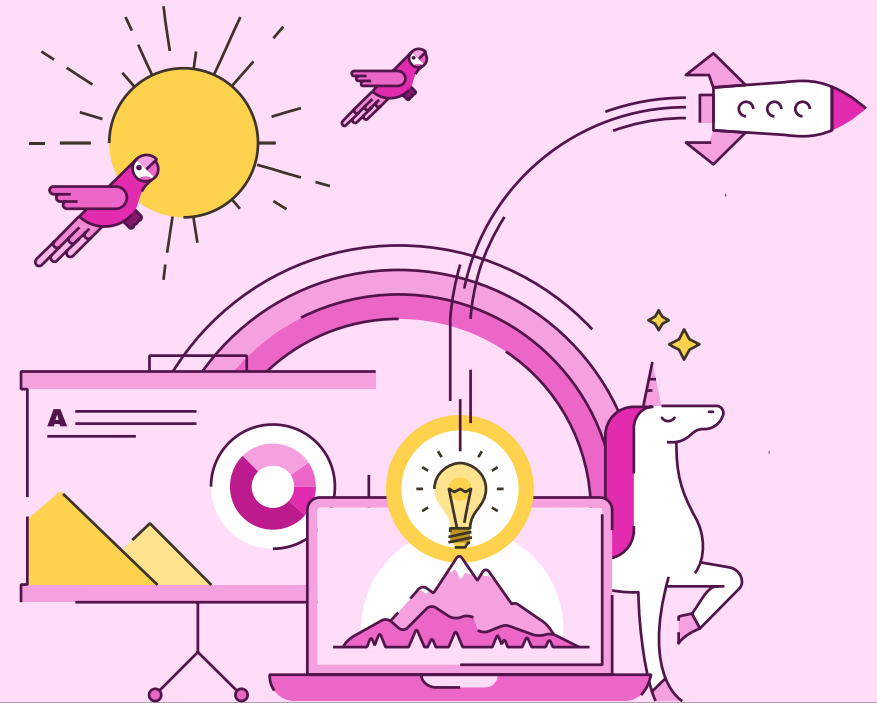
EXCEL VIRTUALLY GLOBAL 2020

Sum Product

Microsoft

MVP Microsoft® Most Valuable Professional

**BrightCarbon**

Visual conversations,
visible results

Mind-blowing PowerPoint
# for effective visual storytelling

www.brightcarbon.com

BrightSlide

Created for PC users by PowerPoint experts the BrightSlide add-in will help you create, polish, and edit presentations at speed. It draws on industry-standard shortcuts to boost your workflow and provides amazing, extra functionality PowerPoint users have only dreamed of. And it's all yours, for free!
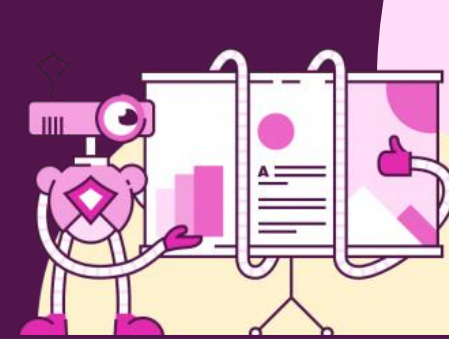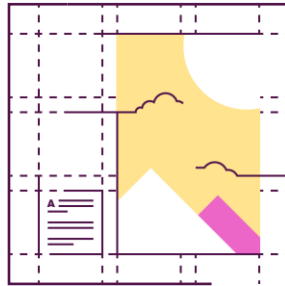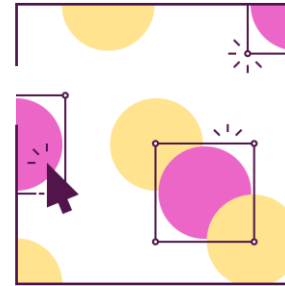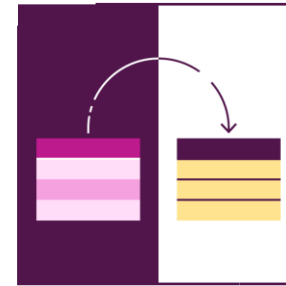
View video tutorial
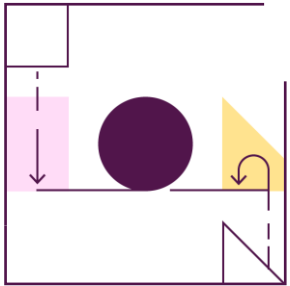
Align with precision
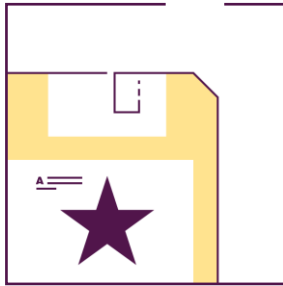
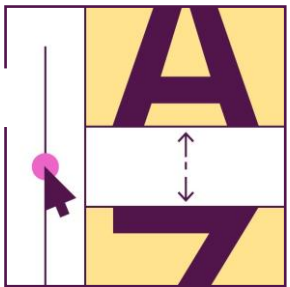Save animation combinations

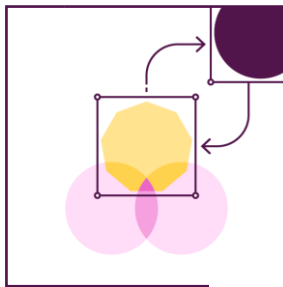Easy custom grids

Update slides in seconds
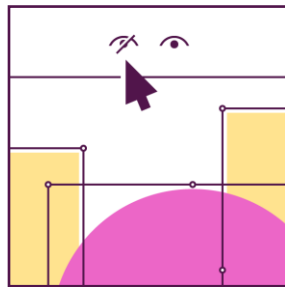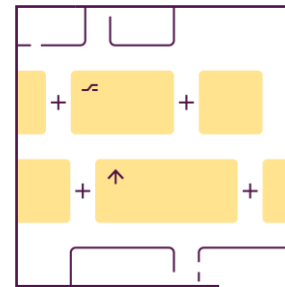
Tidy and tame tables

Download here

Advanced typography

Swap objects with ease

'So long' to the Selection Pane

Super shortcuts

We developed BrightSlide as the ultimate productivity add-in to tackle the pitfalls of PowerPoint. And, because we love the presentation community almost as much as we love PowerPoint, we are sharing BrightSlide with you for free!

Windows only. PowerPoint 2013 or later.

Useful PowerPoint add-ins

There are many different add-ins you can use to improve or extend PowerPoint's capabilities, from sources of content, to design studio tools, to being able to do more than ever before with full enterprise solutions. Some of the add-ins you may find helpful are below. Click on each image to learn more.
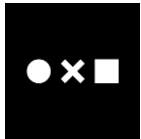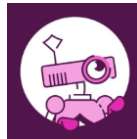
Noun Project
thenounproject.com

Pexels
pexels.com

Picket
picket.com

Adobe Stock
stock.adobe.com

BrightSlide
brightcarbon.com

Thor's Hammer
pptools.com

Tabler
pptalchemy.co.uk

Build-a-Graphic
build-a-graphic.com

Empower Slides
made-in-office.com

PresentationPoint
presentationpoint.com

Shufflrr
shufflrr.com

Lucidchart
lucidchart.com

Quick Access Toolbar

Add shortcuts to your Quick Access Toolbar to access the things you use more quickly.
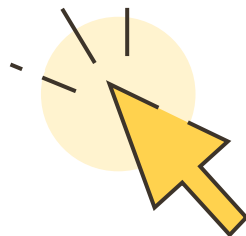
Add to Quick Access Toolbar
File > Options > Quick Access Toolbar

or

Right-click on anything in the menus to add to the Quick Access Toolbar
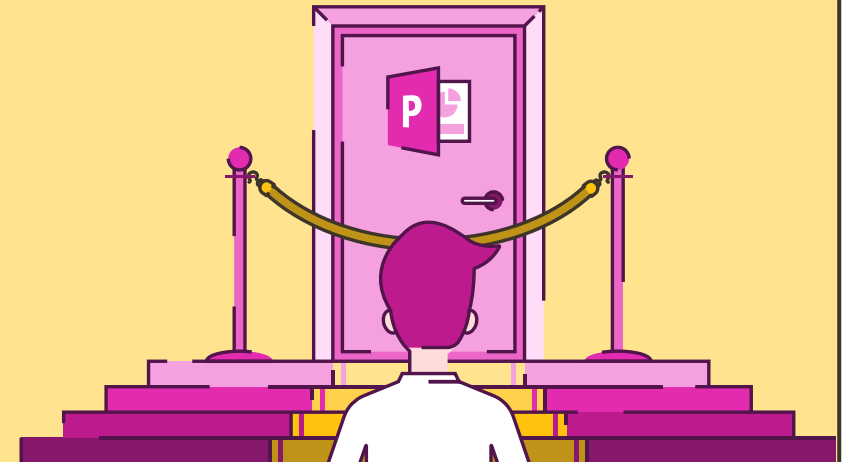
Download BrightCarbon's most used PowerPoint functions in our own customized toolbar www.brightcarbon.com
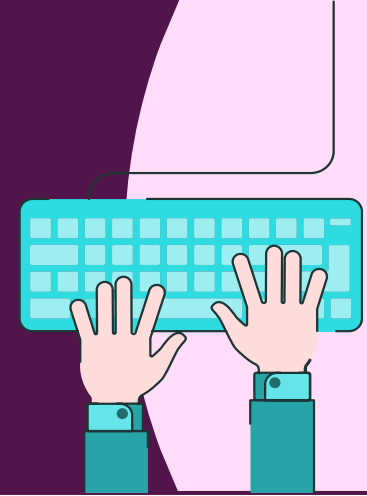
Search:
Quick Access Toolbar

or

Click this box
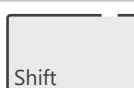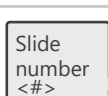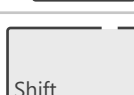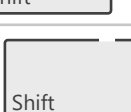
Keyboard shortcuts

Be a PowerPoint productivity superhero with the top shortcuts that will have you creating amazing slides in seconds.
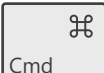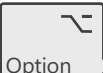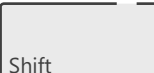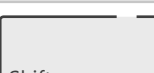
Group	**Ctrl** + **G**	
Ungroup	**Ctrl** + **Shift** + **G**	
Decrease/Increase font size	**Ctrl** + **[** + **]**	
Change type casing	**Shift** + **F3**	
Find and replace text	**Ctrl** + **H**	
Duplicate objects	**Ctrl** + 🖱	
Cycle through layers/objects	**Tab**	
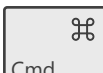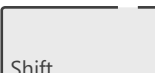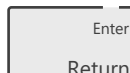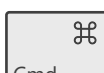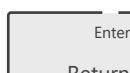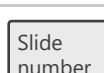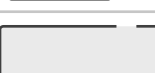
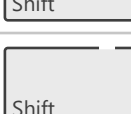|	
Run slideshow	**F5**
Run slideshow from current slide	**Shift** + **F5**
Jump to specific slide (slideshow mode)	**Slide number <#>** + **Enter**
Copy style formatting	**Ctrl** + **Shift** + **C**
Paste style formatting	**Ctrl** + **Shift** + **V**
Move on a straight axis	**Shift** + 🖱
Keep aspect when resizing	**Shift** + 🖱

Keyboard shortcuts for Mac

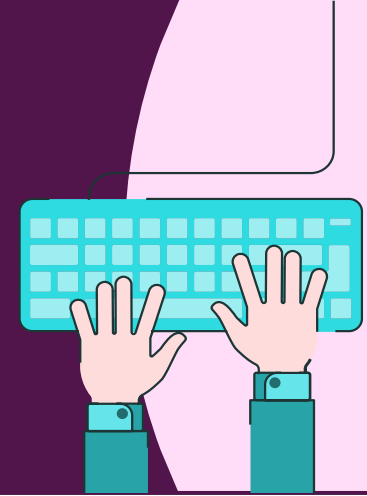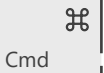Be a PowerPoint productivity superhero with the top shortcuts that will have you creating amazing slides in seconds.
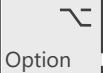
Group	Cmd ⌘ + Option ⌥ + G	
Ungroup	Cmd ⌘ + Option ⌥ + Shift + G	
Decrease/Increase font size	Cmd ⌘ + Shift + < + >	
Change type casing	Shift + F3	
Find and replace text	Cmd ⌘ + F	
Duplicate objects	Ctrl + 🖱	
Cycle through layers/objects	Tab	

Run slideshow	Cmd ⌘ + Shift + Enter Return	
Run slideshow from current slide	Cmd ⌘ + Enter Return	
Jump to specific slide (slideshow mode)	Slide number <#> + Enter Return	
Copy style formatting	Cmd ⌘ + Shift + C	
Paste style formatting	Cmd ⌘ + Shift + V	
Move on a straight axis	Shift + 🖱	
Keep aspect when resizing	Shift + 🖱	

Freeform shapes

Create custom shapes and edit existing shapes using the Freeform shape tool and Edit Points.

Insert > Shapes > Lines > Freeform Shape Tool

Use the Freeform Shape Tool to draw any object. Click near the start or double click anywhere to finish drawing.
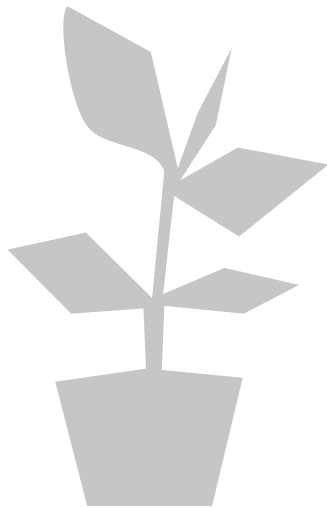
Right-click Shape > Select Edit Points

Move any black edit points to alter the shape. Create new points by left clicking on the red outline. Remove points by holding the Ctrl key and left clicking on the point to be deleted.
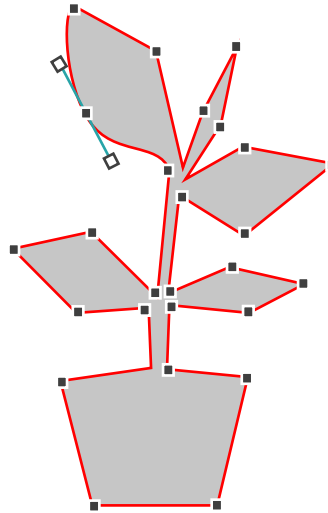
Customise further by clicking on any black edit point to reveal the Bézier vector handles. Right-click the black edit point to choose smooth, straight, or corner point. Move the white box edges of the Bézier to change the point shape or curve.
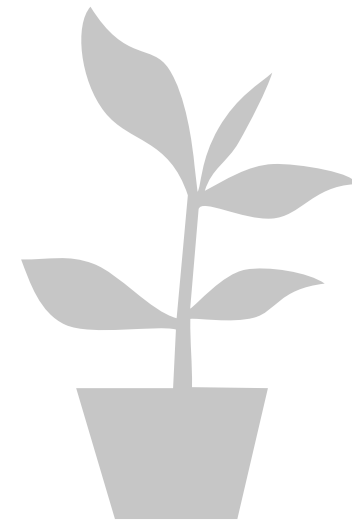
Merge shapes tools

Add the Merge Shapes tools to your toolbar to create custom icons and graphics by merging and cutting out shapes.
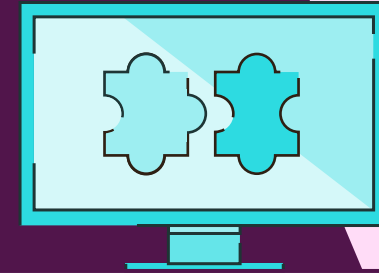
View video tutorial

Insert > Shapes

Arrange the shapes in the correct positions then select two of them.
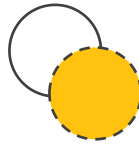
Shape Subtract
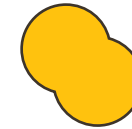
Shape Union
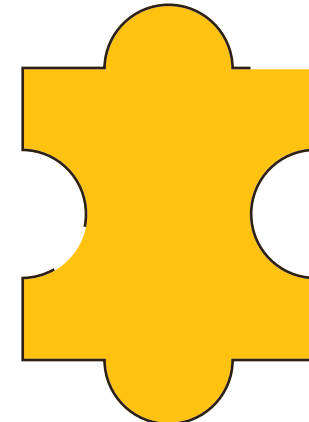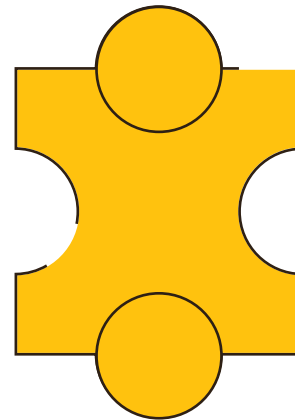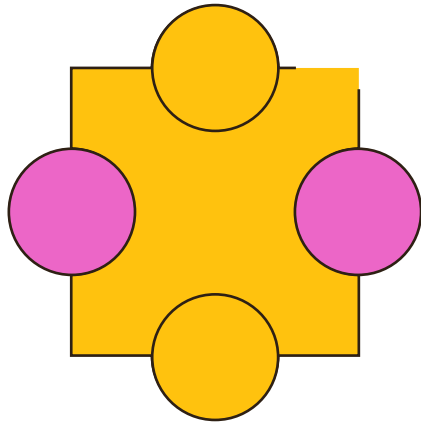
The Merge Shapes tools are only available through the Quick Access Toolbar in PowerPoint 2010. They're in the Format tab in PowerPoint 2013, 2016, 2019, and Office 365

Alignment & distribution

Use alignment and distribution tools to easily center and equally space your objects.

Home > Arrange > Align
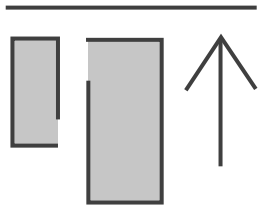
Align objects top

The alignment tools allow you to line up objects relative to each other along the top, middle, bottom, left, right, or center of a set of shapes.
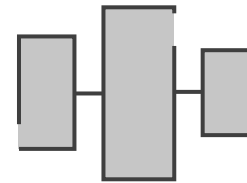
Distribute horizontally

The distribute tools allow you to evenly space a set of shapes horizontally or vertically.
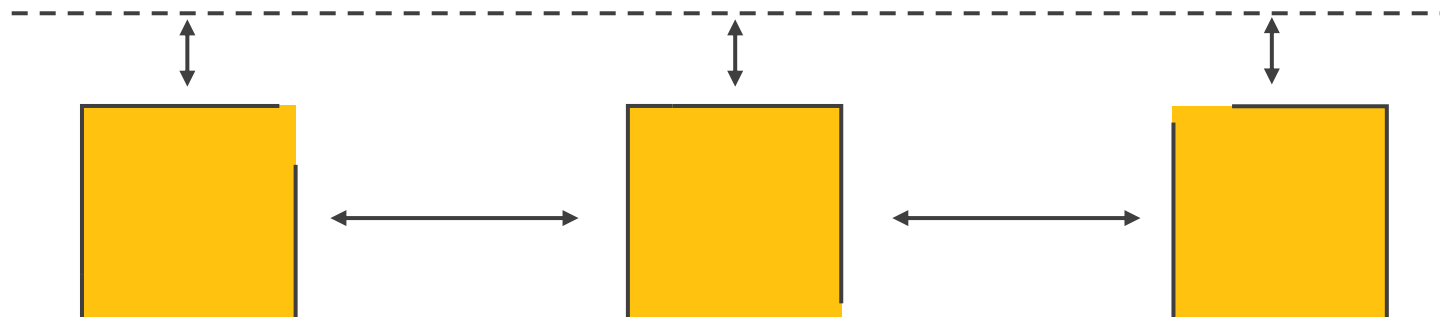
PowerPoint icons

Add icons to your slide directly from PowerPoint, with scalable, vector graphics that you can resize and recolour easily.

Insert > Icons

Find a range of icons, all from within PowerPoint in Office 365. These icons are all scalable, so you can resize them with no loss of quality. They can also be recoloured in PowerPoint, just like any other shape.

More free icons are available from these websites. Sites at the top are completely free and open, while those at the bottom require attribution for the icon source. Click on any of the logos to check out the site.

Illustrio
illustrio.com

Endless Icons
endlessicons.com

Material Design
material.io/tools/icons

The Noun Project
thenounproject.com

Orion Icon Library
orioniconlibrary.com

Flat Icon
flaticon.com

Icons8
icons8.com
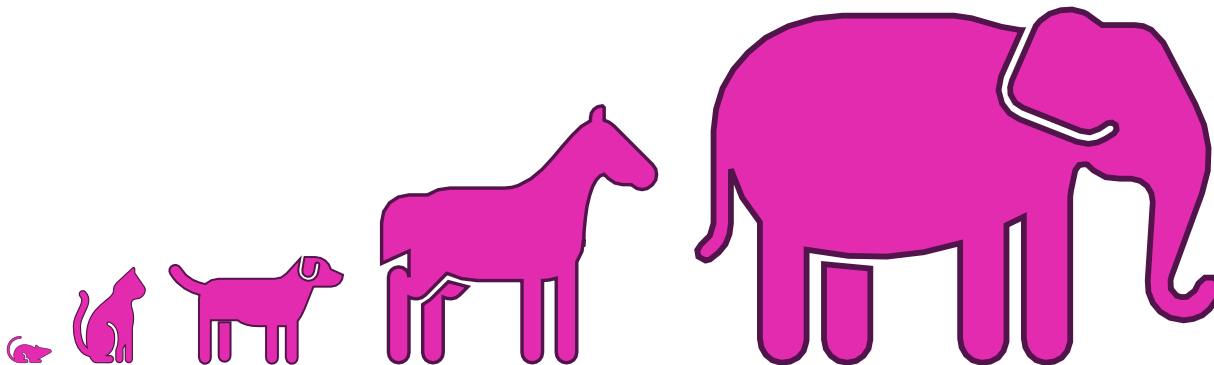
Photography

Use images in your presentation to convey your messages in a way that is compelling, clear, and persuasive, as well as looking slicker and more professional. All these sites give you free access to beautiful images that you can use in any presentation.

Pexels
pexels.com

Pixabay
pixabay.com

Life of Pix
lifeofpix.com

Unsplash
unsplash.com

StockSnap.io
stocksnap.io

Reshot
reshot.com

Every Pixel
everypixel.com

Burst
burst.shopify.com

Gratisography
gratisography.com

These sites also offer free videos

Graph animation

Animate graphs piece by piece using the Chart Animation function, making them easier to understand.

Animations > Add Animation >Entrance > Double Click >Animation Event > Chart Animation
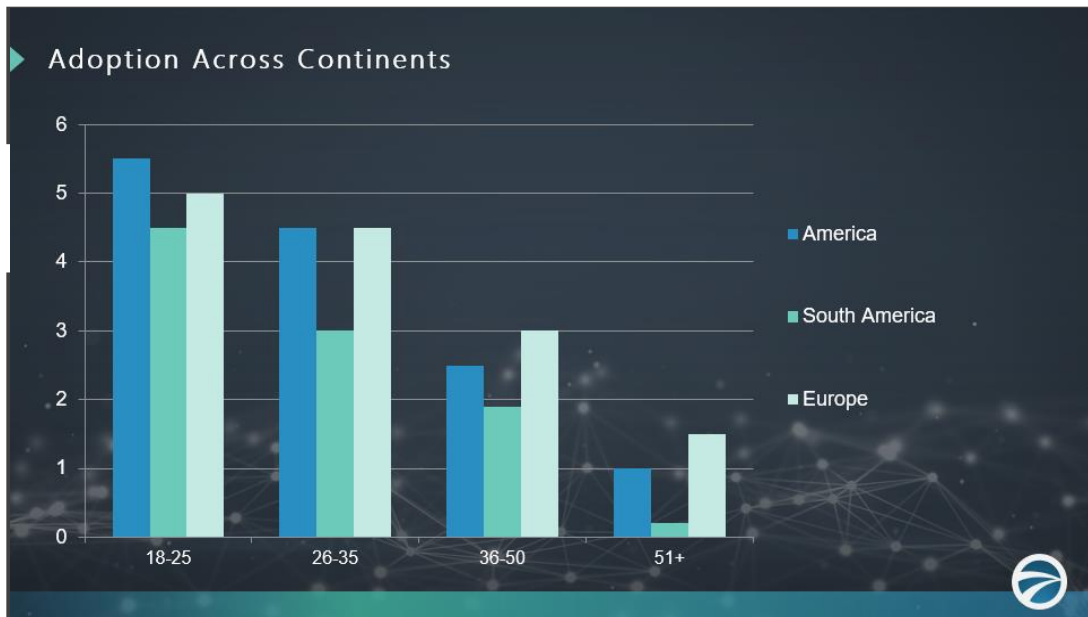
1) Animate chart using **Add Animation** on the Animations tab.

2) Double click on the animation event in the **Animation Pane** and select **Chart Animation**.

3) Animate the chart by series, category, or individual element for greater control.
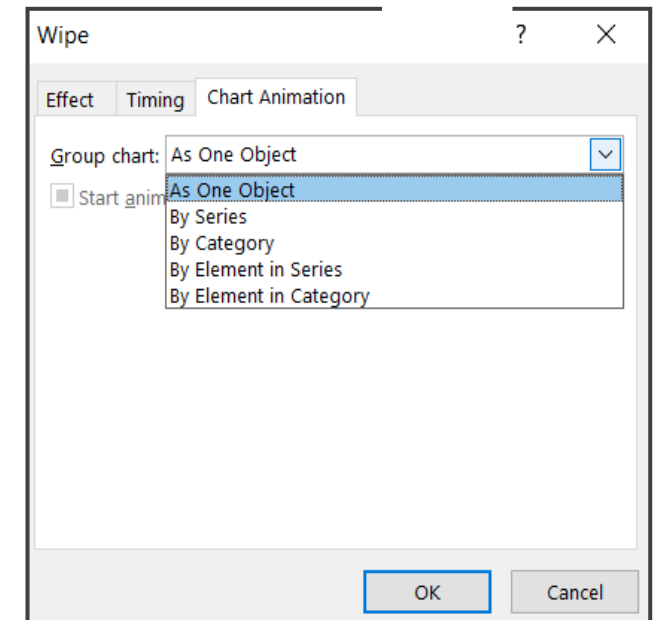
Highlighting content

Banish the drudgery of content-heavy, detailed slides by using this technique to focus attention on what's important and bring your stories to life. Use highlighting to help your audience understand the key ideas and remember them.

View video tutorial

Use the Freeform Shape Tool to draw around parts to highlight. Click to start, release the mouse button, move to the next point and click to continue. Click on start point to finish.

Home > Shapes > Line > Freeform
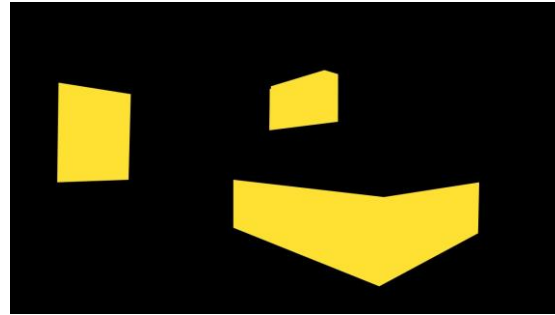
Create full slide black box and send back using the layer tools, to reveal the freeform shapes.

Home > Arrange > Send Backward
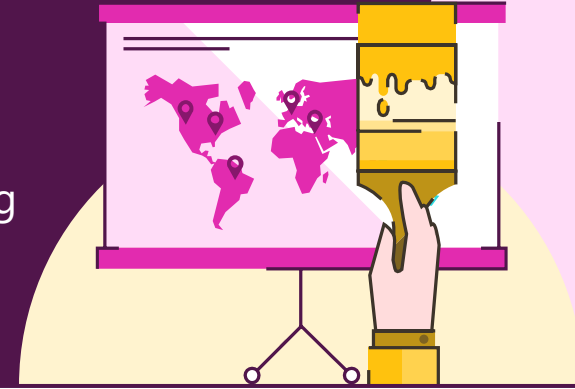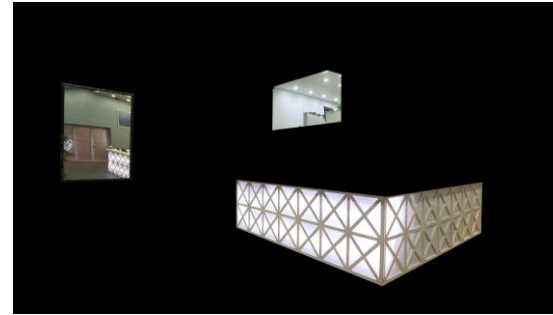
Select the black box, then shift click the highlight shapes and use the Merge Shapes Subtract tool to cut out the highlights.

Format > Merge Shapes > Subtract
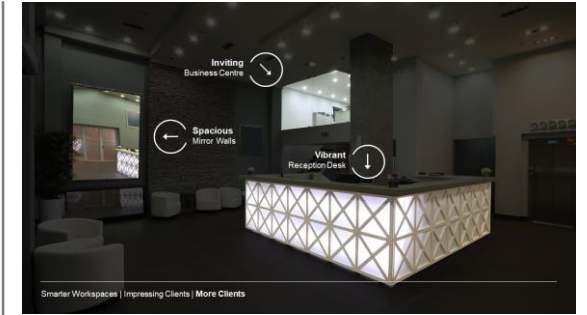
Make black box semi-transparent (30%) and add labels to highlighted areas.

Right-click on shape > Format Shape > Fill > Transparency

Storytelling with animations

Far from being a luxury, animations in PowerPoint are incredibly useful for telling stories. Learn how to master the different types of animations to create a dynamic visual sequence that communicates elegantly and effectively.
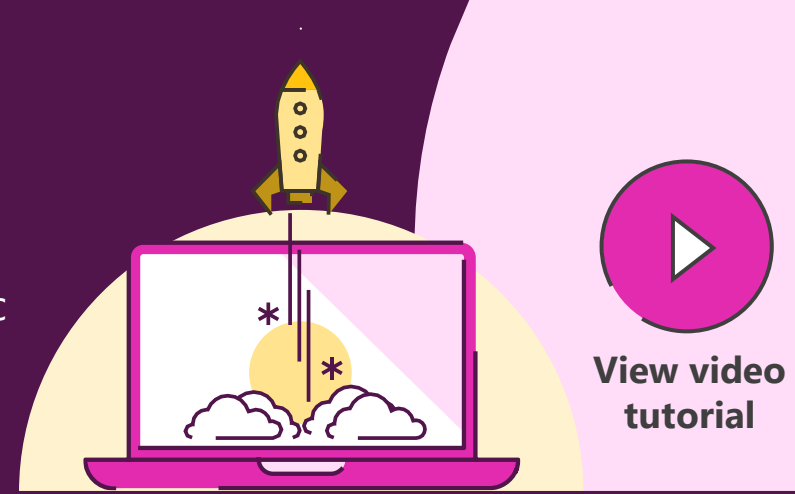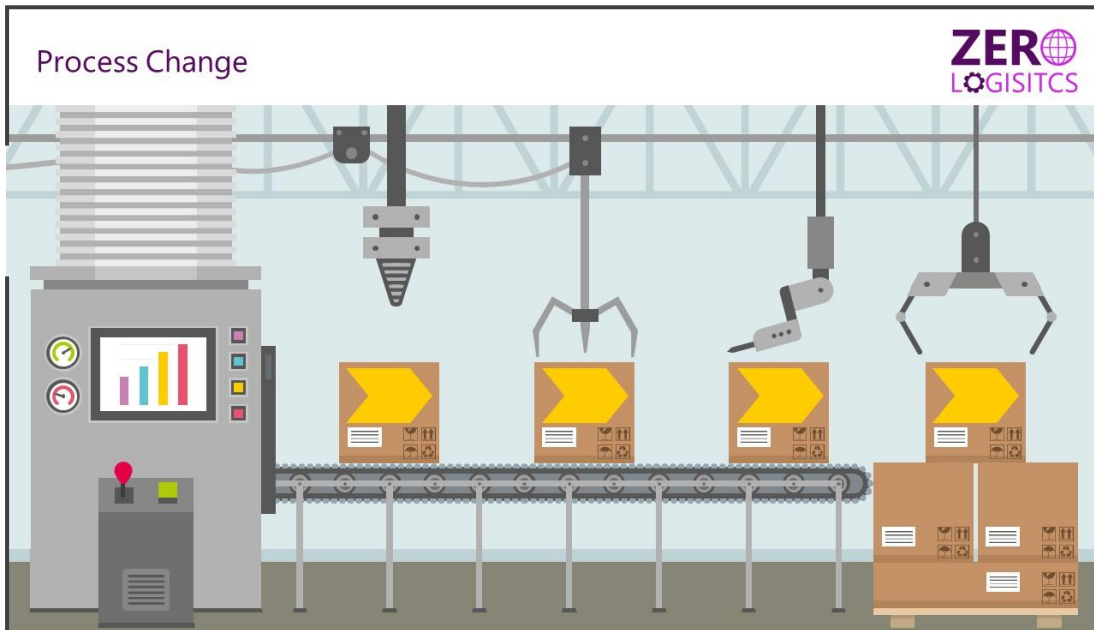
All animations are in the Animations tab on the ribbon. Choose **Add Animation** to find the four categories and different types of animation.


Use **Entrance animations** to make content appear on the slide to provide pacing and help focus attention on new content.

Use **Emphasis animations** to change content. Use the **Fill Color** to alter the color and **Grow/Shrink** to change the size. Click the **Effect Options** button to change the color or size of the object for each.

Use **Exit animations** to remove unnecessary content from the slide so that it doesn't distract or clutter up the slide.
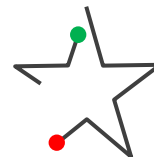
Use **Motion Paths** to move objects around a slide. The **green arrow** indicates the **start point** and the **red arrow** is the **end point,** with the shape moving along the black dotted line. Select either end point to resize, position, and shape the motion path.

Morph magic

Morph is a stunning way to seamlessly transition between slides, but also to create motion, emphasis and tell stories. Note that it only works with Office 365 or PowerPoint 2019. Earlier versions of PowerPoint will simply use a Fade transition.

**View video tutorial**

Transitions > Morph

Morph recognizes objects across slides and will seamlessly move, resize, recolour, and rotate objects. You can use this to change content on your slide. Objects have to be on both slides to create any change using morph, otherwise, the transition appears like a fade.

Introduce objects by having them off the edge of the first slide canvass and on the second slide, or remove them by having them on the first slide and off the edge of the second slide canvass.

Give the effect of moving around a more complex diagram with content moving off and onto the slide, by creating a diagram that only partly fits on the slide canvass. On the second slide, move the diagram so that a different part is on the slide canvass, and morph will pan around the diagram. Zoom into particular elements by making the diagram larger on the second slide.
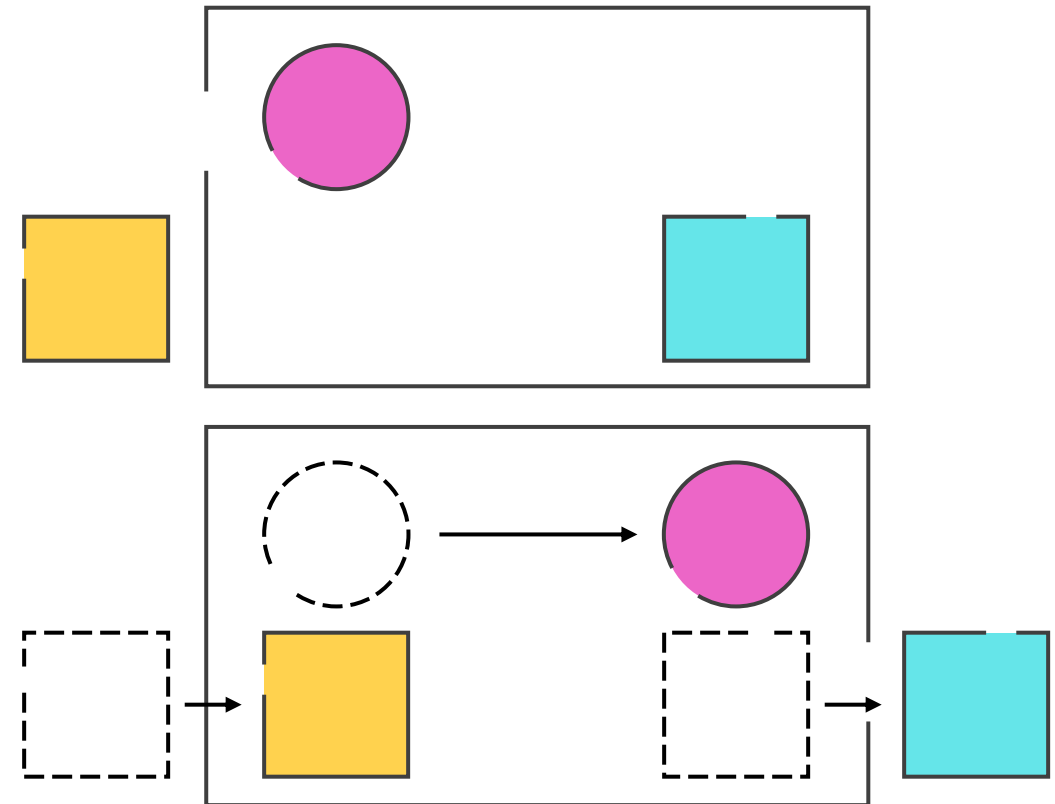
Morph magnify

Morph isn't just for transitioning between slides, it can be used for interesting effects to tell stories, such as creating a magnifying lens to highlight content. Note that it only works with Office 365 or PowerPoint 2019. Earlier versions of PowerPoint will simply use a Fade transition.

View video tutorial

Transitions > Morph

Insert an image on the slide, copy, paste, and align the new image on top of the original.

Crop the top image to a rough square focusing on a specific area, set the **Crop to Shape** (Oval), and set the **Aspect Ratio** to 1:1 (**Picture Tools Format > Crop**).

Add a shadow or outline to the new cropped circle image and make it larger (use **Shift** and **Ctrl** to expand in proportion and the correct position).

Duplicate the slide (Ctrl + D) and on the new slide, move the circle image to a different position.
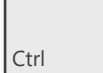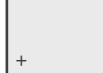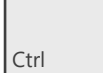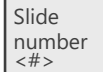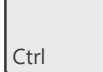
Select **Crop** on the circle image, but now move the image within the circle placeholder, so that it matches the image behind in the new position.
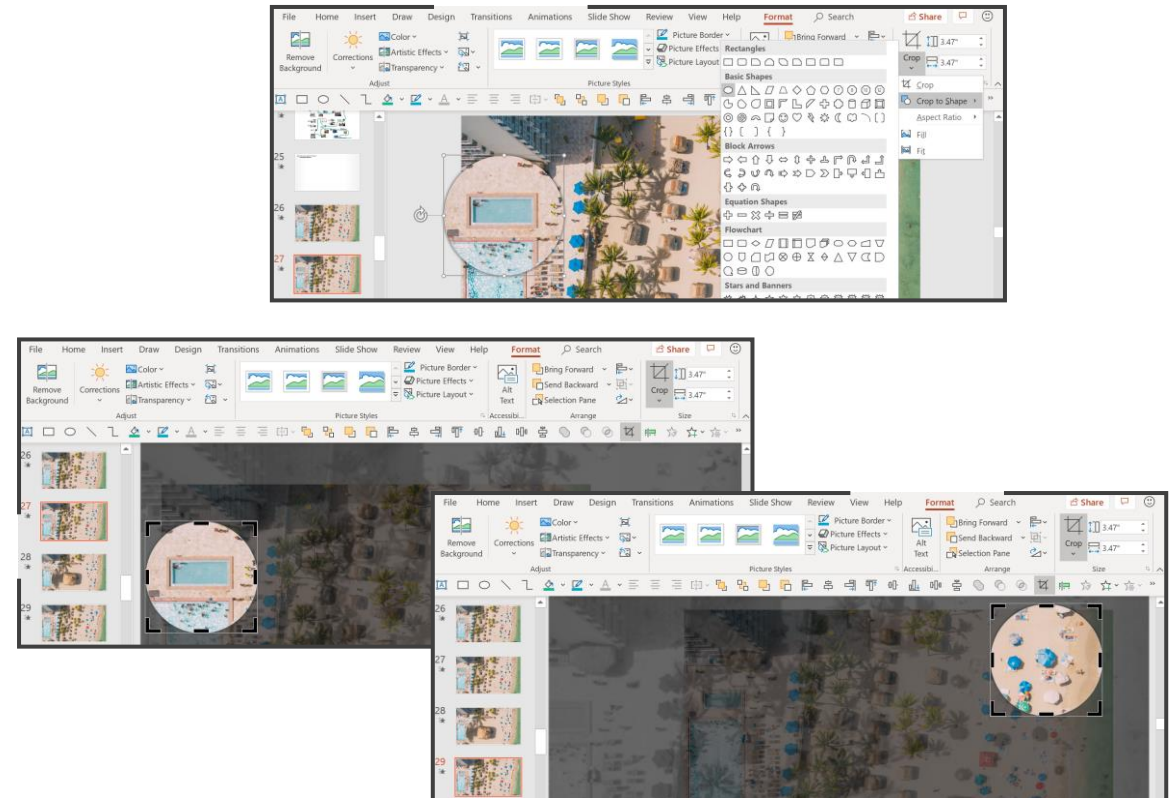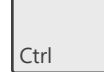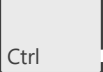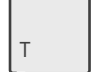
Slide show functions

Be a PowerPoint productivity superhero with the top shortcuts that will have you creating amazing slides in seconds.

See all the slides		G
Zoom out of a slide	_ / Ctrl + _	
Zoom in on a slide	+ or Ctrl + +	
Go to that slide	Slide number <#> + Enter ↵	
End Slide show	Esc	
All Slides Dialogue	Ctrl + S	
Blacks/Unblacks the screen	B or > .	

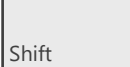|		
Whites/Unwhites the screen	W or < ,	
Stop/Restart automatic show	S	
Go to next slide if hidden	H	
Return to first slide	+ + 2 secs.	
View task bar	Ctrl + T	
Hide/Show arrow on mouse move	Ctrl + T / U	
Return to previous zoom slide	Shift + < / ^	

Evaluations!

https://bit.ly/SessionEvaluationSurvey

# The Microsoft Excel team is seeking research participants!

We love hearing from our customers and your involvement will help shape the future of Excel. If you're willing to be contacted to provide feedback and participate in future research studies, please sign up!

Thank you for your time and consideration,
Microsoft Excel Team

http://aka.ms/ExcelVGResearch

Microsoft
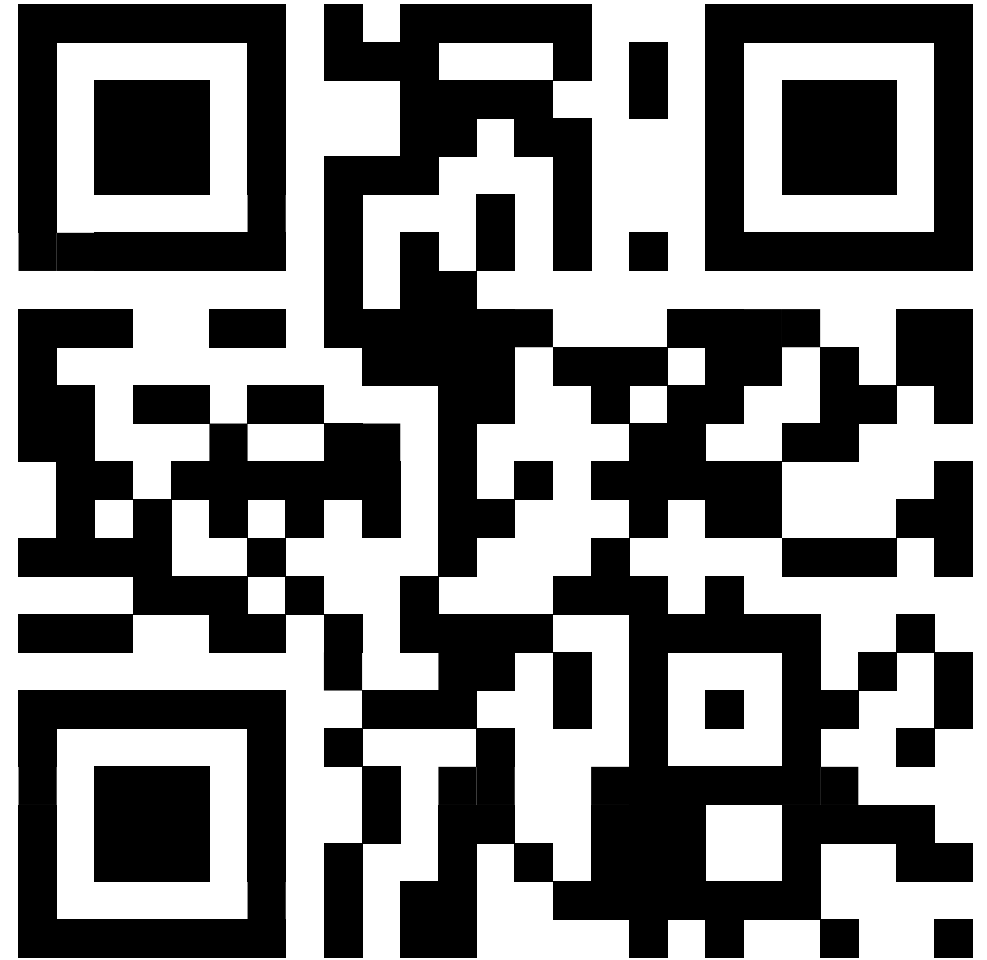
BrightCarbon

www.brightcarbon.com

@brightcarbon

info@brightcarbon.com

UK +44 161 883 0225
USA +1 866 789 2482