

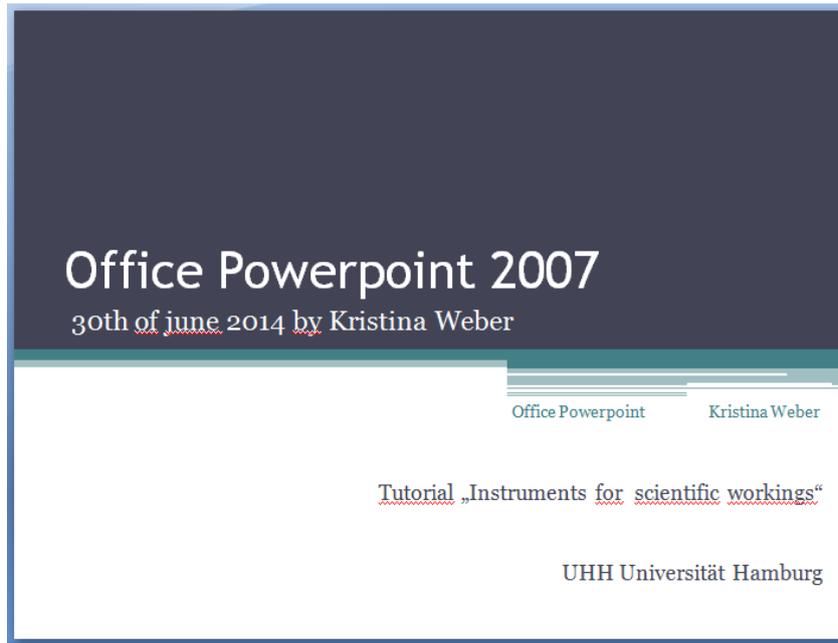
Presentation about “Office Powerpoint 2007” with advantaged Compositions and its tools

on the 30th of June 2014

by Kristina Weber

(Tutorial: “Instruments for scientific workings”)

Sheet 1 of 39



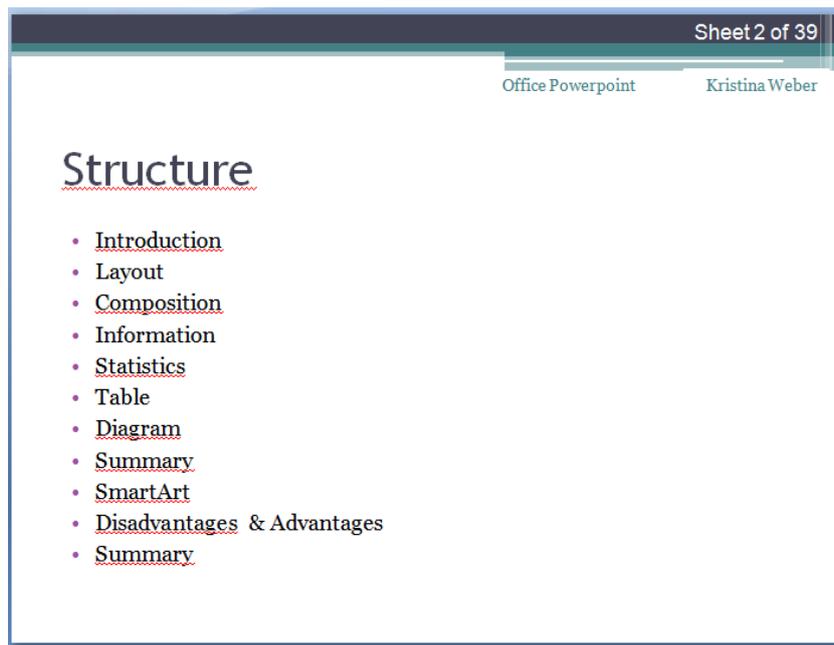
Today I'd like to present Office Powerpoint 2007 to you.

I guess, most of you know nearly everything about the tools of this program. So I won't make a point on presenting you the simplest tools. Furthermore I'd like to tell you something about the most advantageous use of them. How to create each sheet clearly and well-arranged.

Of course I'd like to show you important tools to insert some graphics and create tables and diagrams etc.

But mainly I hope you will take a few leads with you how to create presentations in PowerPoint in a commendable way.

Sheet 2 of 39



My structure would be like this.

I'd like to start with a short introduction where I'll tell you something about the background of presentations with powerpoint and your individual audience.

Furthermore about the 2 main kinds of presentations.

Afterwards I'd like to present you 2 different kinds of layouts.

The predetermined ones and the option to create your own compositions.

In the part composition, the most important part I think, I'll tell you sth about the best coloring, alignment of elements on your sheet, contradictions of important items and patency in your whole presentation.

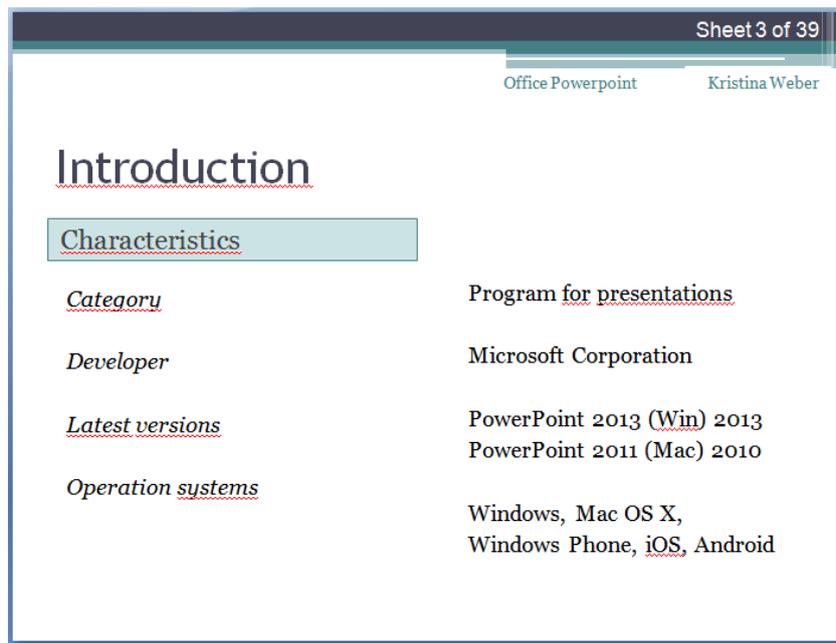
A short introduction with the definition of information and statistics.

Before I'll continue with different insertion options like tables and diagrams. I'll give you a short summary.

If we've got time to spare there's another insertion I'd like to present: the SmartArt.

After a short list with the disadvantages and advantages of office powerpoint 2007 I'll sum up my whole tutorial.

Sheet 3 of 39



At first I'd like to introduce my tutorial with some characteristics from PowerPoint as a program to make presentations.

As I said it's a program for presentations. It gives its users the opportunity to create presentations and to present it afterwards.

Therefore PowerPoint offers a lot of opportunities to demonstrate the contents. As a text with or without pictures, diagrams, tables and so on.

The developer is Microsoft Corporation

The latest version is PowerPoint 2013 for Windows. Published in the year of 2013 and PowerPoint 2011 for Mac. Pulished 2010.

Its operation systems are windows, Mac OS X.

Furthermore there are windows phone, iOS and android which are part of office mobile-suite.

Sheet 4 of 39

The screenshot shows a PowerPoint slide with a dark blue header bar containing 'Sheet 4 of 39'. Below the header, the text 'Office Powerpoint' and 'Kristina Weber' is visible. The main content area has a title 'Introduction' and a sub-heading 'Types of listeners' in a light blue box. A bulleted list follows:

- Auditive listener
- Visual listener
- Communicative listener
- Motor listener

First of all you should know that there's a room, full of people. Everyone of this crowd is an individual listener.

There is the auditive listener which learns the most by hearing.

The visual one learns the most by seeing sth.

The „communicater“ learns the most by talking about it.

The motor listener has got the most success to learn sth by doing it.

The problem is that every person is every listener, just with a distinct tendency to this natures. The solution is to approach every quality.

But with a presentation in PowerPoint, we can do that. We are talking about our topic.

With the sheets of PowerPoint we visualize it.

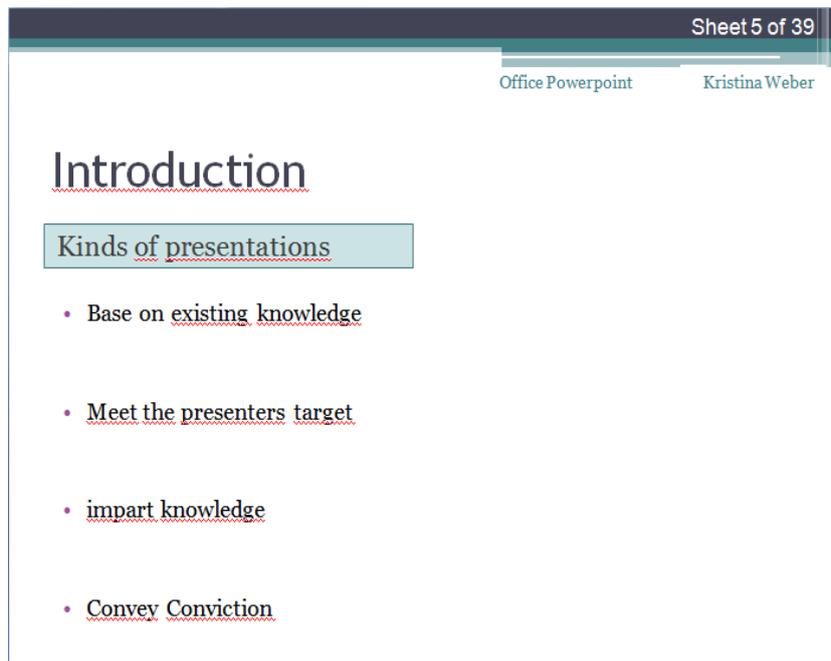
After the lecture there's the opportunity to discuss it.

In the business world you often present a product. So you could bring it with you to touch it.

But the last 2 points aren't very import for presentations in scientific workings.

So I don't want to make a point on it.

Sheet 5 of 39



Commonly there are 2 kinds of presentations.

The first one is aimed at imparting knowledge, the second one to convey a conviction.

But actually you can embrace it to „Presentations are aimed at Interacting informations“.

For scientific workings, existing knowledge is particularly scientific facts.

Your task is to present it in the best way.

And I hope I can tell you some important facts about the most suitable designing etc. for your presentations.

Sheet 6 of 39

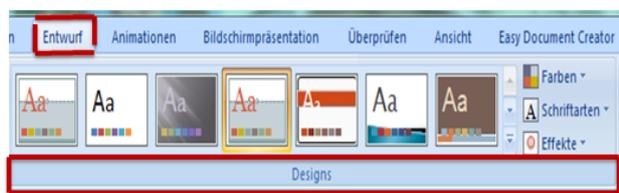


Layout

Predetermined ones

Tabline

Tab *Entwurf – Designs*



Most people start by choosing the right Layout. There are two options you have.

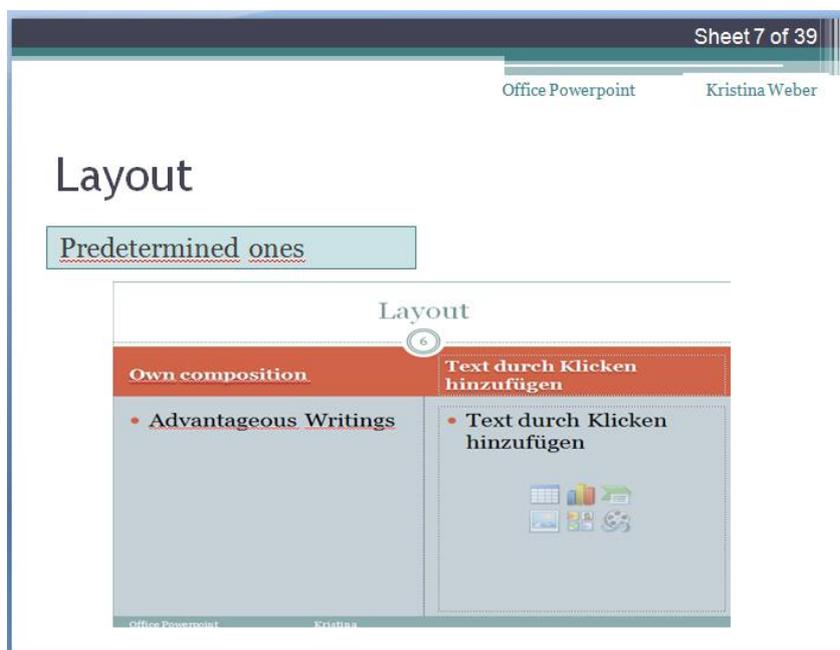
To use one of the predetermined ones or to create your own composition.

If you would like to use a predetermined one, you would have to navigate in the tabline for choosing the tab „entwurf“ and afterwards „designs“

There are a lot of different layouts to choose. Just choose, what you want.

But especially for scientific workings you have to pick the right one.

Sheet 7 of 39



This person made a wrong decision I think.

A presentation in scientific working has got the intention to inform your audience about established facts.

You should make a point on presenting your content in a clear way.

You haven't to show your ability to be an artist in designing your sheets.

A good deal more, you SHOULDN'T design like an artist here!

He or she used a coloured background which could detract your public from the important content.

The number of sheet is positioned in the middle, right under the headline.

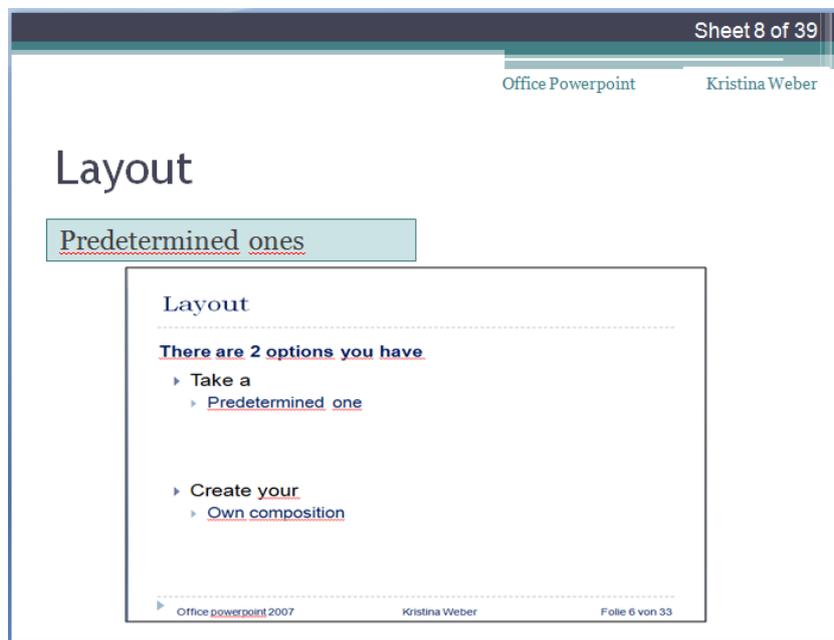
The number of sheets hasn't got anything to do with the content of your tutorial.

What could be your results or facts of your scientific work, not the number of sheets..

Therefore it shouldn't be placed on such an important position.

The colour white for the writings of the second headline could divert the public from the main content of your presentation as well

Sheet 8 of 39



Much better could be this one.

There are Well-arranged headlines,

you can figure out the headline of this sheet in the first second („layout“),

There was chosen a white background for the writings.

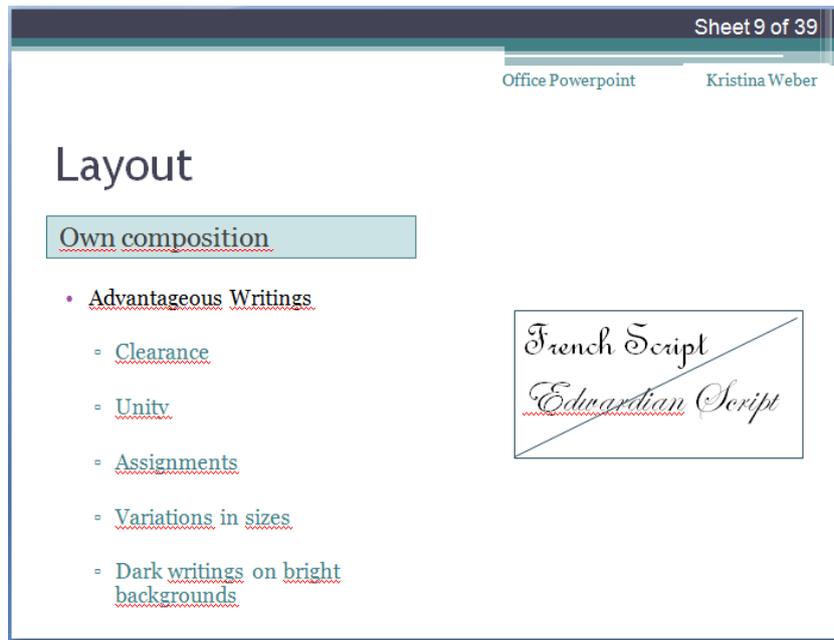
There are clear writings a dark colour under the headline.

The best way to present your results and facts of your scientific work.

After that view of point we've got the opportunity to create our own layout as well.

There are some elements you can change in every predetermined layout. But a better solution would be to choose the best one at the beginning without changing anything.

Sheet 9 of 39



If you decide to create your own Layout, the writing is very important. It should be readable for your audience.

So it has to be clear. Times New Roman, Arial are the two standards. My layout chose Georgia.

As long as the writing is still readable you could nearly choose every writing. Well adapted for your listeners.

In the business world you shouldn't choose a writing like Georgia!

A bad decision in nearly every situation could be French Skript or Edwardian Script.

It's squiggled and sometimes the extraordinary writings aren't compatible with additional characters like question marks or something.

There are also a lot of opportunities to accent writings by underlining, heavy print, italic script or shading.

I advise you not to vary too much of this „special effects“.

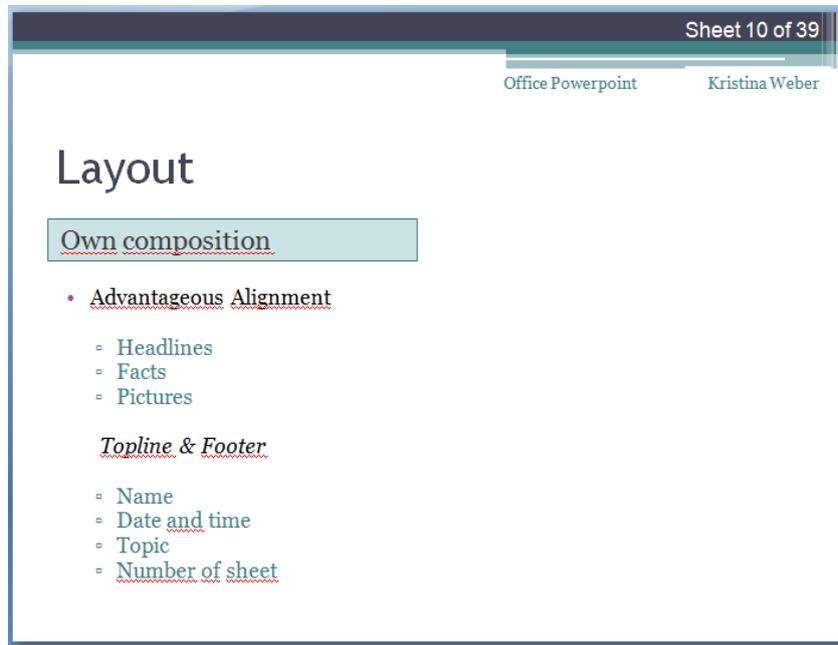
Especially for one sheet. One or two accents per sheet should be enough.

My next point is an alternative to emphasize important words.

You could vary the size. Choose the biggest size of writing for a headline for example.

And if you would like to use some colours for backgrounds for example, you should observe to write with dark colours on bright backgrounds.

Sheet 10 of 39



Now I'd like to tell you where you should position important elements on a sheet.

Headlines, that should be common knowledge, above the content in the upper part of the sheet.

There are two options.

To station it in the middle, on the left or right handside. It depends on you.

Generally people who prefer asymmetry choose the right or left side.

People who prefer symmetry choose the middle.

Under one or more headlines is positioned an important part:

Your facts, results or conviction you would like to convey your audience.

For a presentation in PowerPoint it's necessary to write only a few points on one sheet.

It should be an orientation for your listeners.

In this way you aren't endangered to read everything from your sheet instead of talking to your audience like a good speaker and presenter does.

Pictures could underline your presentation.

In this case, they could be positioned aside or under the main text.

If they are the main part of the sheet they can fill the whole place as well.

I summarize my last 4 points as elements of topline and footer.

Better known as „Kopf- und Fußzeile“.

In this point you're a little limited. You only can insert the date and time, number of sheet.

Furthermore you can write something user-defined. All these things will be positioned in the footer automatically.

If you would like to put it above the sheet into the topline, you have to use the „folienmaster“.
(Sheet master in English.)

There is the opportunity to program the total of number of sheets after the current one. As I did it.

I'd like to show you how to manage it.

<SHOWING>

Sheet 11 of 39



Now I'll continue with a few basics for consistently, uniform composition.

To create your sheets clear for you audience is very important that they can understand the message intention of your presentation.

There are a few points to consider.

I'll start with an very important item to arrest: the Region of brightness. Translated it's called „weißraum“.

It's a definition from designing. It's also known as empty room or negative region.

The region of brightness describes the area of a sheet where is nothing to see beside the background.

It's the correspondent of the region where text, pictures or statistics are positioned.

A big region of brightness represents clarity, concentration, organization and quality.

So you should configure your sheets with as much regions of brightness as you can.

The size depends on the content.

Furthermore you should put as little information as you can on your sheets.

To reduce the amount of data and text on one sheet there's the opportunity to split it into 2 or more sheets.

With a new headline you could add more subitems to your presentation or divide one issue into more parts.

In this way you can focus your message much better and your audience will see it clearly as well.

Sheet 12 of 39



The screenshot shows a PowerPoint slide titled "Composition" with the following content:

- Invisible lines
 - Harmony
 - Structure
 - Logic
- Closeness

On the right side, there is a preview of a slide with the following content:

METRO Group
ZUM HANDELS BESCHAFFEN

MADE TO TRADE.
METRO Group Konzernprofil.
Stand September 2012 (Stand 9/11 bis 2012)

The preview slide features three small images: a person in a grocery store, a display of fresh produce, and a person at a computer terminal.

Now I'll continue with the alignment of items on your sheet.

Each element on a sheet should be ordered knowingly.

A little assistance could be if you imagine invisible lines from each element to the next one.

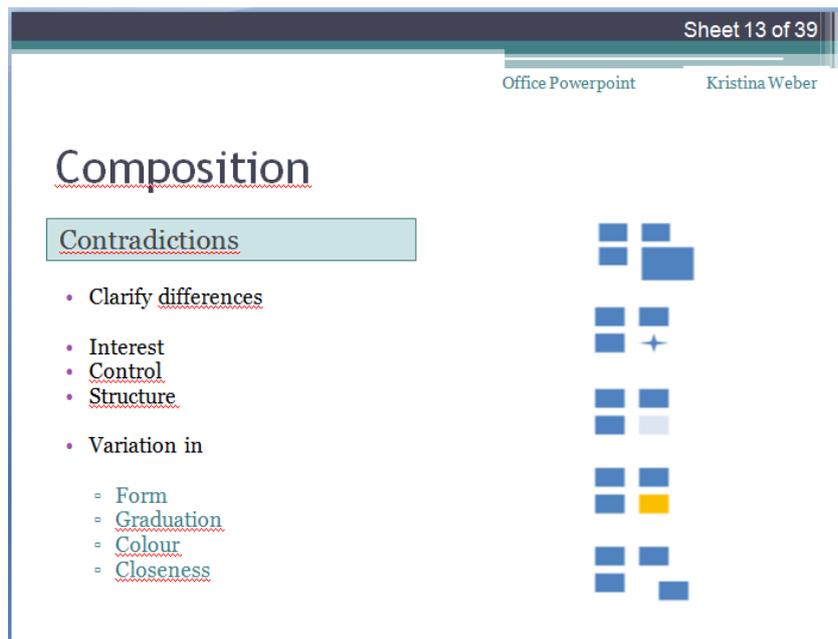
It helps to organize a sheet harmoniously.

It would appear in a structured and consequentially way to your audience as well.

Furthermore it's important to approximate elements which belong together thematically.

In this way it would be much easier for your public to recognize coherence.

Sheet 13 of 39



The principle of contradiction means to clarify differences between particular elements.

The background is to make your sheet more interesting, to control the attention of your audience

and to structure the sheet.

In this way you can emphasize important points.

In most cases everybody works with the principle of contradictions intuitively.

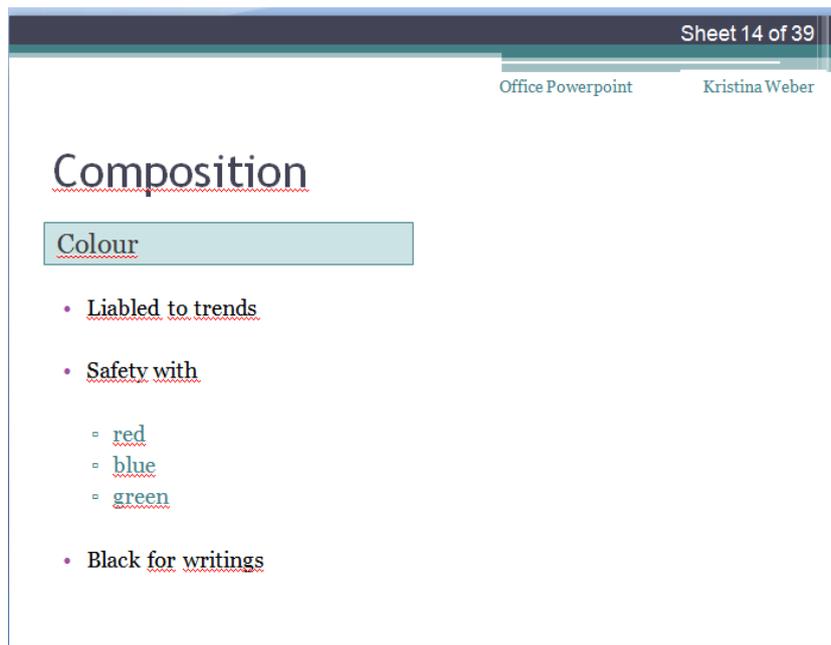
For example the main headline of a sheet and another one on the same sheet.

The main headline is bigger than the other one.

Sometimes it's underlined as well.

That is the case of accentuation, or with other words, it's contradiction.

Moreover you can vary in form, graduation, colour and closeness as I mentioned before.

Sheet 14 of 39

One of the most important things to know while working with colours is, that colours are subjected to trends.

That means there is not THAT colour or THE BEST colour.

But there are a few things to know for the daily use.

I'm sure you experienced, that the colour you see on your computer often differs from the projection of a data projector.

Imagine you used the principle of contradiction and contrast with very similar colours in the projection.

That would be very annoying.

In addition it prevent you from presenting your results correctly.

Especially after researches you made in your scientific working.

The best would be to orient yourself to the main colours red, blue or green.

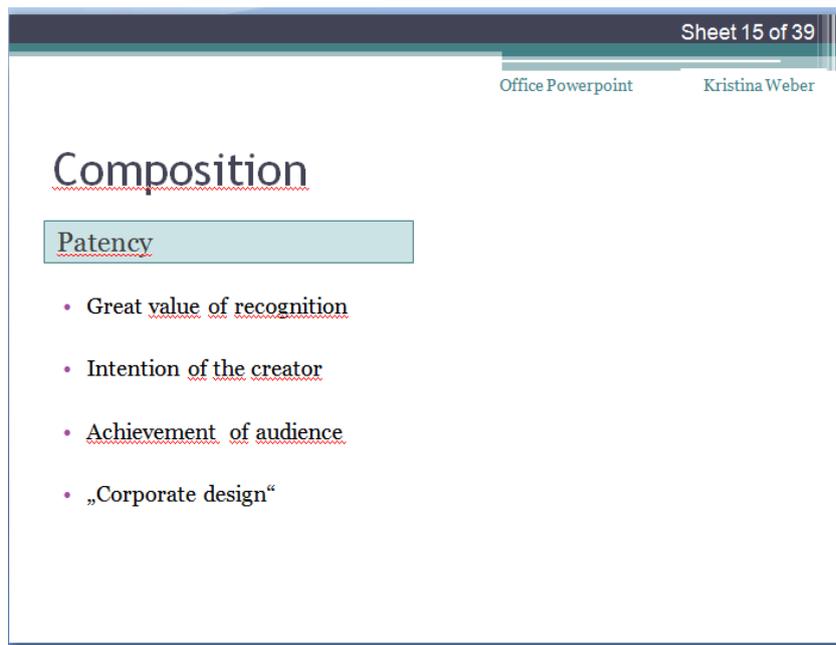
The reason is that computer monitors have got a higher contrast range than data projectors.

So if you are keen on safety you should choose the colour black for all your important writings.

Due to the high contrast range some projectors cannot depict a few colours at all.

So it will allocate the colours to another ones.

Sheet 15 of 39



Patency means unity. It means that all of the sheets have got a consistent style.

So you're whole presentation could have a consistent style

It effects a great value of recognition.

You can underline your part as the creator of the presentation.

Maybe you can bring your personality and intention into it. And your care about an organized, clear presentation.

This fact will have an effect on your audience and their attention and the way of listening to you.

They will get your mean message much quicker and easier. They will be disposed to listen to you if they recognize your effort behind the presentation.

In big companies it's called Corporate Design. It describes the appearance in publicity.

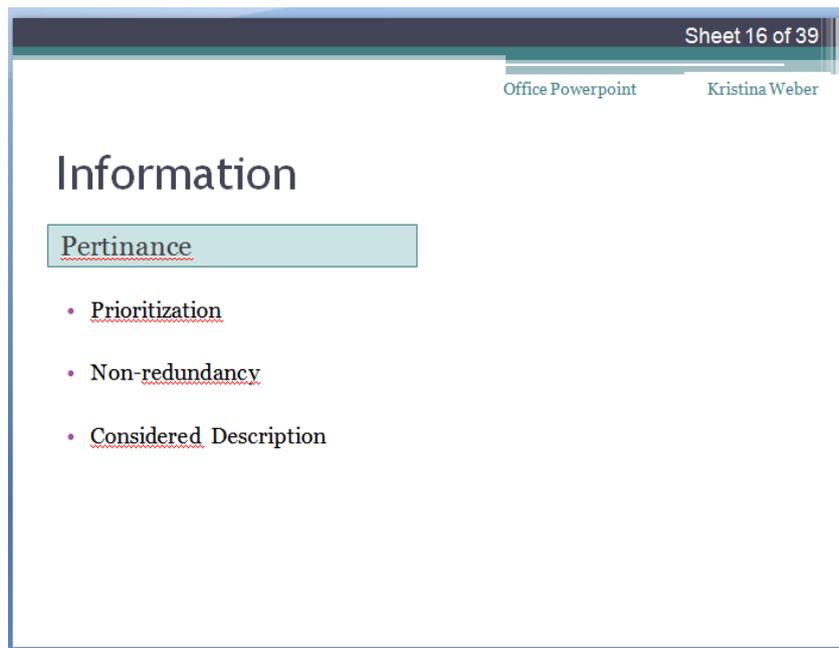
It includes colours, styles of writings, shapes, backgrounds or alignments.

It could be handled with the aid of the predetermined layout designs I showed you at the beginning of the chapter „Layout“.

Since the launching of PowerPoint 2007, unity would be supported by predetermined effects as well.

Beside all the designs in the tab „Entwurf“ once again. There's an extra item „Effekte“ (effects)

Sheet 16 of 39



Now I'll give you a short introduction of the meaning of information in a PowerPoint presentation.

I'll start with its elements. Each element on your sheet represents an information.

A successful way of designing is, to foreground relevant information.

Meanwhile it removes unimportant information from the sheet without changing the main content of the statement.

Furthermore you should avoid redundancy in your PowerPoint presentations or, more important, in the same sheet.

Maybe there are some informations you mention at the beginning of your presentation but you would like to depress in the middle or at the end of it.

Redundancy won't be a problem in this case. That's an exception.

Otherwise you should think about how to present numbers.

Is it possible to round them to simplify the message which your audience should get?

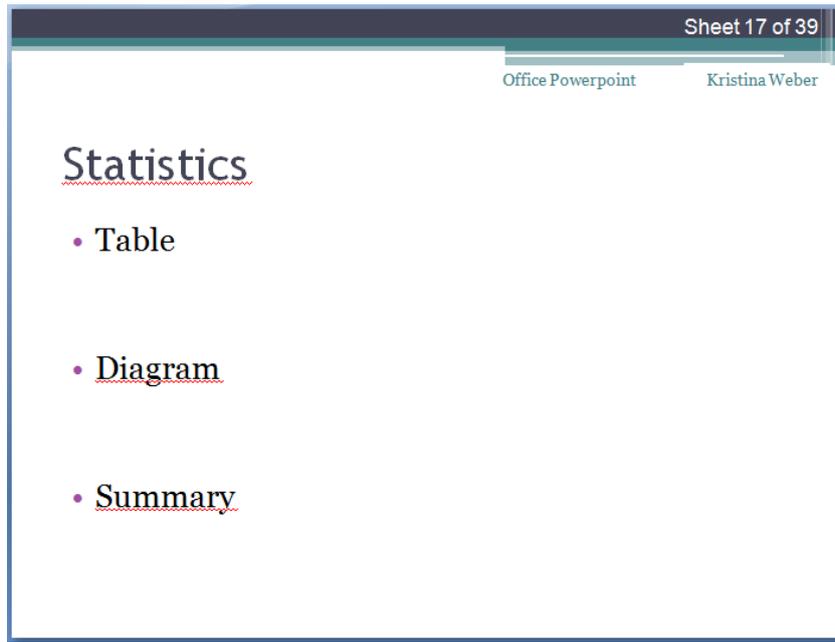
Or could you depart needless text which could complicate the main conclusion as well?

The main question is:

In which way your listener should „read“ or „see“ each sheet to get the main meaning and messages of it.

Well, we've got two options to depict information clearly.

Sheet 17 of 39



On the one hand you can insert pictures in most cases to reflect the circumstances in the „real world“.

On the other hand statistics would help to depict facts and results.

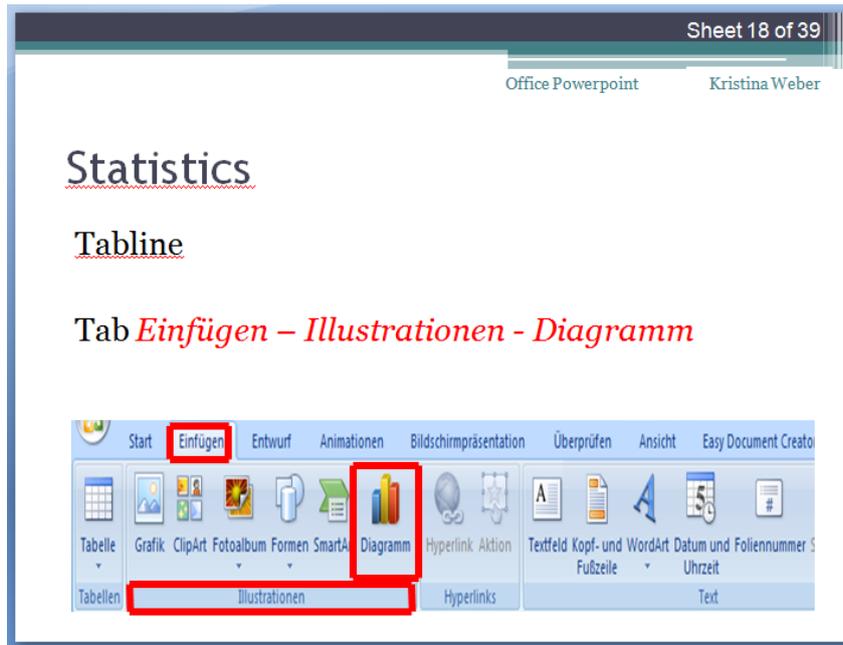
It could arise in you or in other scientific workings in the past.

In the majority of cases statistics appear in connection with numbers to clarify important conditions or something.

I'd like to present you tables and diagrams as two kinds of illustrations to illustrate your researches and results.

Afterwards I'll sum up all my results about using and creating tables and diagrams in scientific working.

Sheet 18 of 39

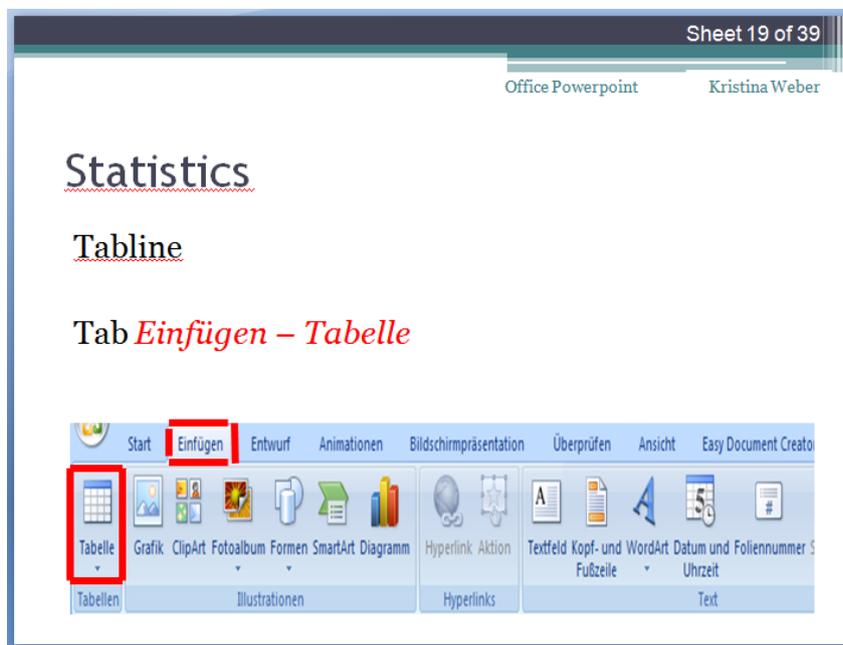


For using it you have to click on the tab „Einfügen“ (fill in) in the tabline.

There's another tab included called illustrations.

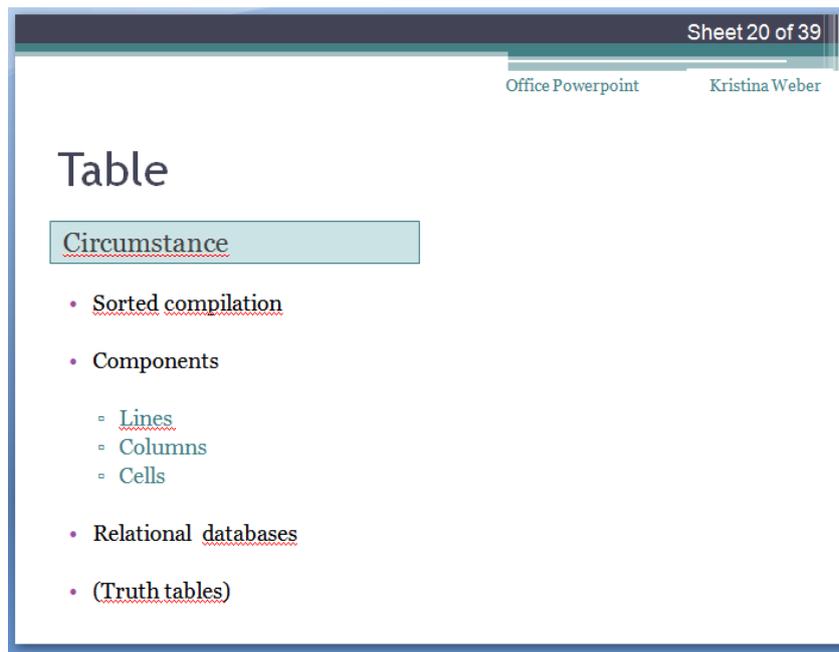
You can establish a diagram over here.

Sheet 19 of 39



There's an additional tab called „Tabellen“ for compiling tables.

Sheet 20 of 39



I'll start with the table.

It's a sorted compilation of words and data.

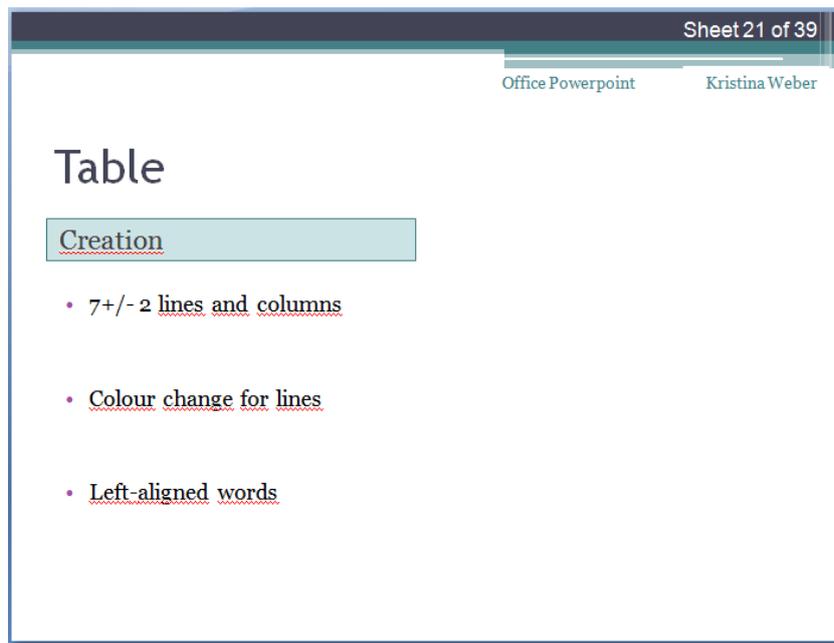
As you know, the contents will be ordered in lines and columns.

Furthermore there are a lot of panels, called cells, which you can reach via addressing.

There are a lot of different kinds of tables. In my opinion relational databases are one of the most important ones to present results of researches or something in scientific working.

It's a table with data which are similar in its statements.

Contrary to truth tables which depicts different functions with its results.

Sheet 21 of 39

You will see the importance of the right way of structuring and designing a table to see relevant information in an example afterwards.

At first I'd like to start with the structuring during the creation of your table.

First of all there shouldn't be too much lines and columns in it.

Due to the psychologist George A. Miller our short term memory only can remember 7+/-2 informations .

This should be an orientation for the number of lines and columns.

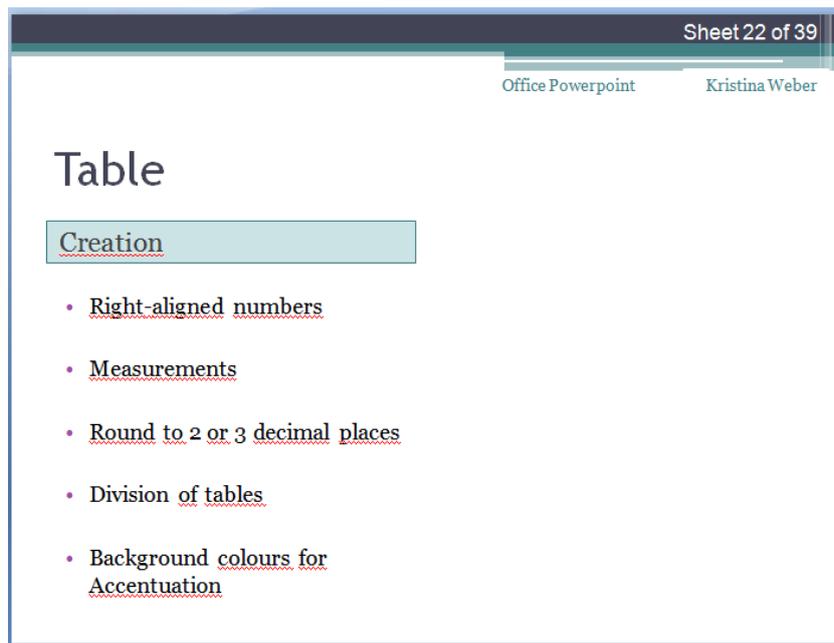
Another rule is to colour each line in a different way. It could help your public to stay in the right line.

You should prefer left-aligned words in each cell.

Europeans or people which got used to left-aligned words can comprehend them much faster.

For languages which have got another direction of writing you would select right-aligned words.

For example to write down Hebrew or Arabic words.

Sheet 22 of 39

Numbers would be excluded from this rule for alignment.

They should be positioned in a right-aligned way.

If you've got any measurements you should write them in the head of the correspondent column.

If you put it at the end of the table, people will have to search them before understanding your table.

Anymore you shouldn't erase them from the table.

Your audience won't know which measure you chose.

Furthermore numbers could be rounded to 2 or 3 decimal places.

As I told you, especially in the sector of scientific working there shouldn't put incoherent information in the same table. Just divide it into 2 or 3.

If you would like to point a cell out, you can use a background colour for the correspondent one.

Therefore you should beware to accent your writing with bold type, italic type or underlining

Sheet 23 of 39



I found an example for you.

Over there you can see a table which lists the quality rating of different movies in the period of 2002 till 2007. There is another one which depicts the same issue but in another way.

But at first I'd like to know your opinion about this one.

Is that a good or bad solution to depict that circumstance?

I think it's a bad one.

It has got a lot of films in it.

The creator had to use a small writing, hardly to read, narrow lines, without any place between them.

It's impossible to recognize relevant information.

The creator didn't prioritize his content.

But that's of the most important tasks to do while establishing a table as I told you in the beginning.

Sheet 24 of 39

Sheet 24 of 39
Office Powerpoint Kristina Weber

Table

Creation

Top 100: Movies (2002 – 2007)

Nr. Filmtitel	Nr. Filmtitel
1 Crash	45 Hitch
2 The Departed	46 Pirates of the Caribbean: Dead Man's Chest
3 The Pursuit of Happiness	47 Pirates of the Caribbean: Black Pearl
4 Little Miss Sunshine	...
5 Walk the Line	55 Ocean's Twelve
6 Mr. and Mrs. Smith	56 Flags of our Fathers
7 The Devil Wears Prada	57 Borat
8 Blood Diamond	58 The Bourne Ultimatum
9 The Notebook	59 Michael Clayton
10 Hotel Rwanda	...
11 Babel	81 300
12 Casino Royale	82 Ocean's Thirteen
13 The Da Vinci Code	...
14 Déjà vu	90 The Bourne Identity
15 The Holiday	...
16 The Illusionist	98 I Am Legend
17 Million Dollar Baby	
18 Click	
19 The Aviator	
20 Syriana	

The second solution is the better solution to depict the film database I think.

There are still too much informations in it but it's more selected.

You haven't to mention every movie.

With little breaks and only a few extracts you can construct your table more well-arranged here.

Sheet 25 of 39

Sheet 25 of 39
Office Powerpoint Kristina Weber

Table

Insertion of an Excel table

- Tabline

Einfügen – Illustrationen - Grafik

You've got 2 opportunities to insert a table.

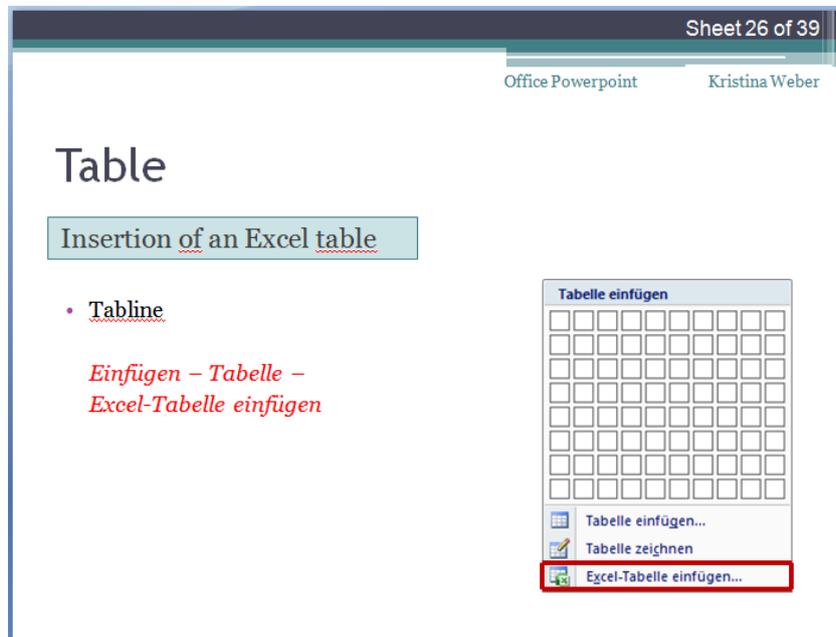
The first one would be to insert a table as a file.

It's very simple.

Just click on the tab „Einfügen“ (insert) in your tabline.

You can find the icon „Grafik“ (graphic) over there. Just pick a file from your hard disk.

Sheet 26 of 39



Another option is to insert an table which is structured like an Excel table.

You can edit it as you would in excel.

You clicked on the tab „Einfügen“ before. Afterwards on the icon „Tabelle“ (table).

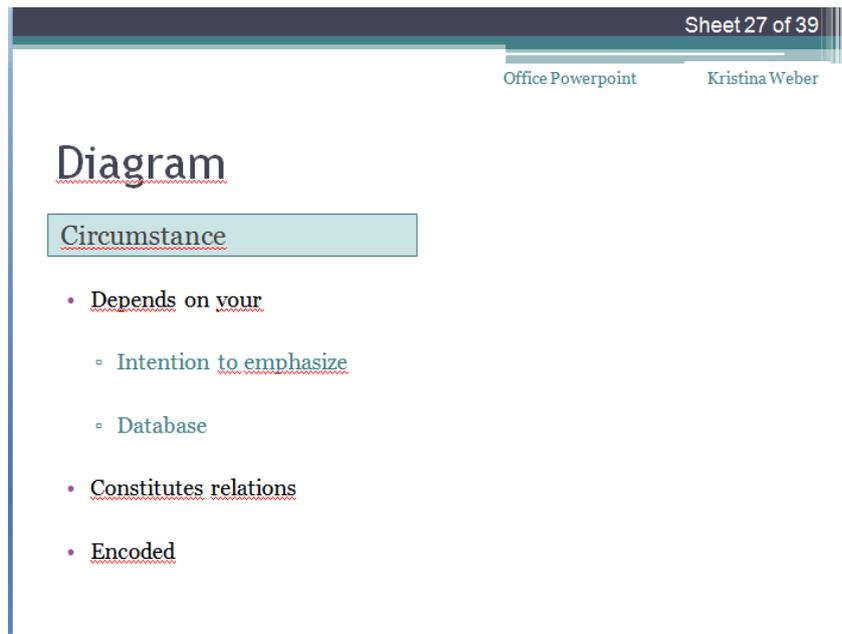
Just choose „Excel-Tabelle einfügen“ (insert excel table) over there.

There opens a tabline under the PowerPoint tabline which is the same as in Excel.

There you've got a sigma sign and other arithmetic operators for calculating, you can insert diagrams and design cells, writings etc. as well.

With a double click on the excel table you can see how it will look like on your sheet.

You can change between this 2 views as often as you want.

Sheet 27 of 39

The screenshot shows a PowerPoint slide with a dark blue header bar containing the text "Sheet 27 of 39". Below the header, the text "Office Powerpoint" and "Kristina Weber" is visible. The main content of the slide is titled "Diagram" in a large, bold, black font. Below the title, the word "Circumstance" is written in a smaller, black font and is enclosed in a light blue rectangular box. Underneath this box, there is a bulleted list of five items, each preceded by a red dot and followed by a red underline:

- Depends on your
- Intention to emphasize
- Database
- Constitutes relations
- Encoded

The word „diagramm“ originates from the greek language and means geometric figure or shape.

As every statistic it's a graphic depiction of information, data or facts. There are a lot of different types of diagrams. It depends on your intention to show or point and kind of database.

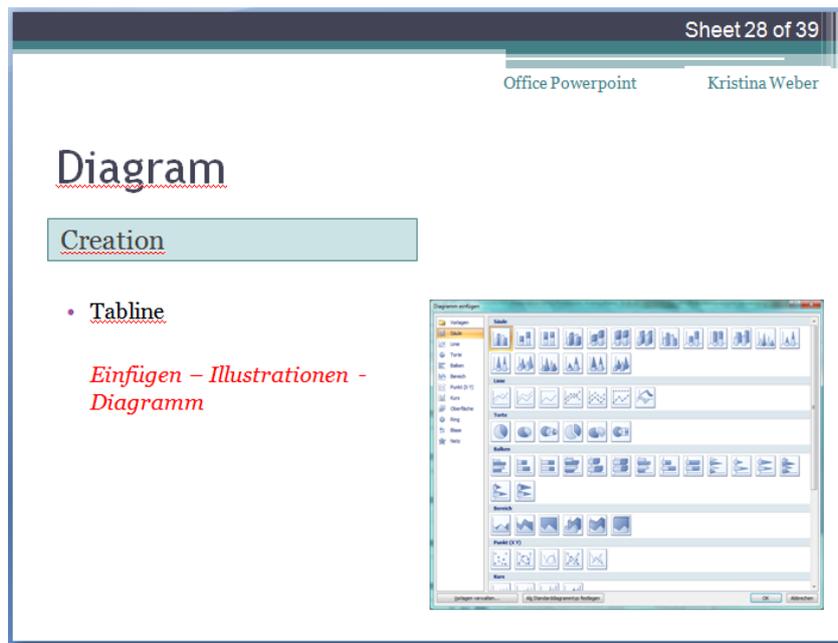
Compared to a pictograph, a diagram points relations.

A pictograph shows one specific information. But I won't like to depress it because you can't use or create it in PowerPoint at all.

Any more a diagram is encoded as well. That means you have to have a previous knowledge to understand it.

But I wouldn't like to make a point about the history and commitment of diagrams.

Rather I will tell and show you something about an advantageous design once again.

Sheet 28 of 39

First of all you'll have to create it again.

You've got 2 options once again.

On the one hand you could infix it as a file which you fabricated in excel for example.

You can manage it with the button „Grafik“ again. Just insert the file from your hard disk as well.

Otherwise it could be created in PowerPoint itself.

The tab „Einfügen“ is still open. There is the tab „Illustrationen“ (artwork) which holds „Diagram“ in it.

Just click onto it and you'll be given a lot of different types of diagrams to choose.

You can illustrate your information as a line chart, bar chart, pie chart, scatter diagram or with points, rings and webs.

I'll continue in PowerPoint itself.

<SHOWING>

I chose the common bar chart.

You can select between different types of bars as well.

After your selction there will open a window in excel with a new file.

As you can see there's a table which is adapted to your diagram with its lines and columns.

Meanwhile your diagramm would be inserted into your current sheet of course.

If you change the name of an line in excel, it will be done in the diagram as well.

(title: how to get to work: with bus, car, bicycle from students, employers, employees).

If the numbers of your research vary as well, you can change it in excel which is still connected with the diagram of course.

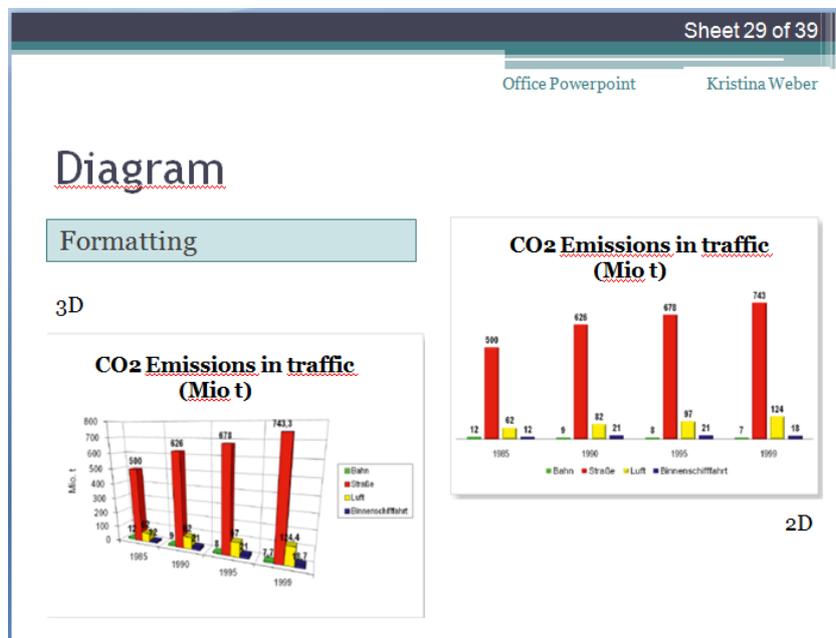
Bars or colours will change then.

With a click onto the diagram itself there will be given 3 new tabs beside the other ones in PowerPoint called „Entwurf“ (draft), „Layout“ and „Format“ (size).

They contain a lot of different formatting options.

You could change your type of diagram once again, your layout, the caption of your axes, the full legend as well and your bars in colour, size, outline etc.

Sheet 29 of 39



But pay attention to formatting!

While using too much „special effects“ you quickly could fudge established information.

In this case there's a big difference between 2D and 3D.

As you can see there's about CO2 emissions in traffic.

In the years of 1985, 90, 95 and 99 on the horizontal axe.

On the vertical axe you can see the tons in million.

They surveyed vehicles on rails (green), on the street (red), in the air (yellow) and on water (blue).

Both diagrams depict the same numbers.

But the left one in 3D and the right one in 2D.

Which one is the best in your opinion? What do you think?

In my opinion the one in 2D is much better.

The left one is an unprofessional solution for me.

As an observer I won't be given the results in a clear way.

There is the risk to be cheated.

For example you hardly could recognize the green bar.

In 3D you can hide it professionally.

Sometimes it's very similar with a blue one even though there is still a difference in their numbers.

This effect would notably be caused by the inclined horizontal axis.

So in 2D every bar is next to the other and on the same horizontal level.

Furthermore the bar is on a white background, without that fence like on the left.

You can only concentrate on the bars and its legend.

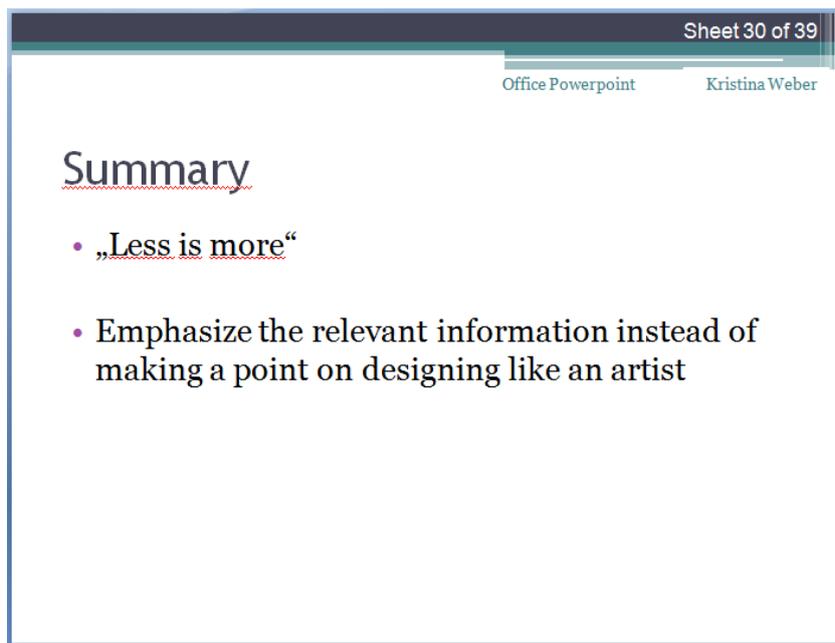
The legend is ordered horizontally as the separate bars are.

In addition it's the same succession as the bars are.

At first there is the green one, then comes red, yellow and blue.

This would be much easier to allocate the bars and their meanings.

Sheet 30 of 39



To sum up the sector of statistics.

Due the designing of tables and diagrams it's imperative „Less is more“.

It's important to depict the relevant information and your message you would like to point out.

You should use a clear (white) background, partly lines and edges and consistent alignment.

In this way you WILL emphasize your main results with HARDLY an effort.

Sheet 31 of 39



SmartArt

Layouts

- Tabline

*Einfügen – Illustrationen –
SmartArt*



A very helpful chart to insert is a Smartcard.

You can illustrate sequential or arranged informations.

The smartcard is, like a table and diagram, very flexible in its kind of demonstrations as well.

It varies in its horizontal and vertical size by adding and erasing elements.

It sounds difficult, so I'd like to visualize it for you.

At first you choose the tab „Einfügen“ (fill in) in the tabline.

Afterwards you click on SmartArt in the tab „Illustrationen“ (illustrations) .

A window will open.

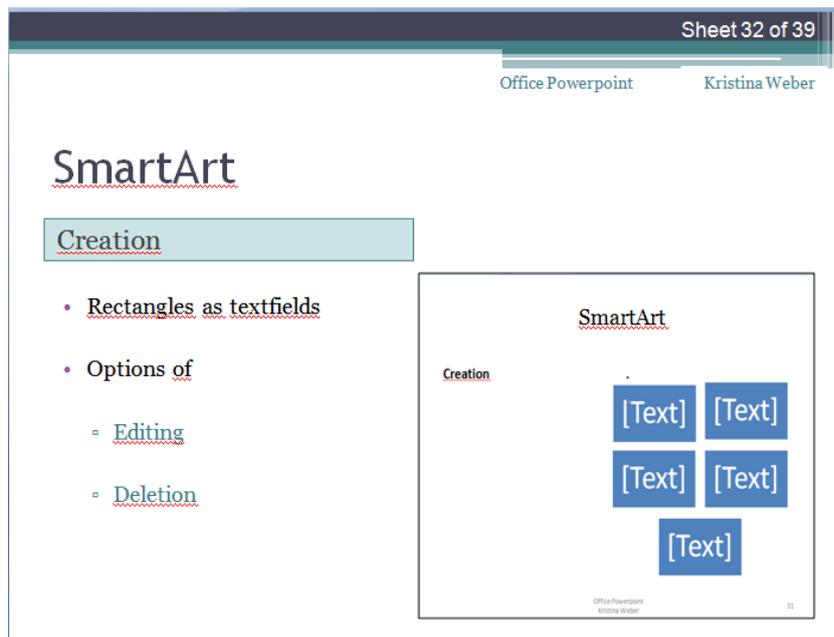
You have to pick the SmartArt-Graphic you want.

It's fragmented in lists, processes, circles, , hierarchies, relations, pyramides and matrices.

After choosing the best SmarArt to visualize the information it appears as you saw it before.

(In the pic on the right handside).

Sheet 32 of 39

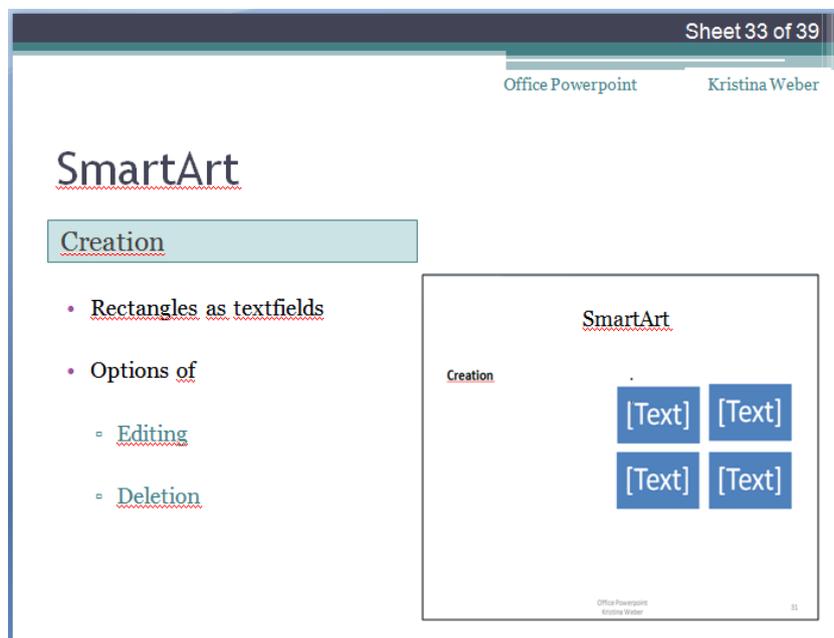


Every blue rectangle is a description field as you know it.

You can write your information into it, delete the text and the rectangle as well.

After deleting the text theres just a blue rectangle with no information.

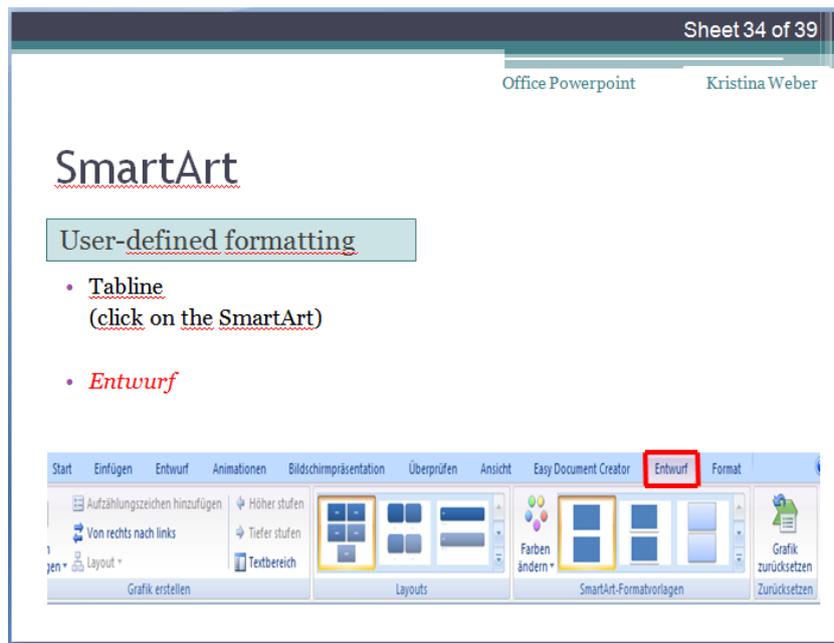
Sheet 33 of 39



To avoid this circumstance, just delete the whole description field.

You havent to care about your SmartArt because it coordinates the leftover fields independently.

There is no harm if you delete it from top right or somewhere else.

Sheet 34 of 39

After your creation of a SmartArt there opens two tabs. „Entwurf“ (draft) and „Format“ (size).

The tab „Entwurf“ offers you to edit the whole SmartArt.

For example you can add a element again.

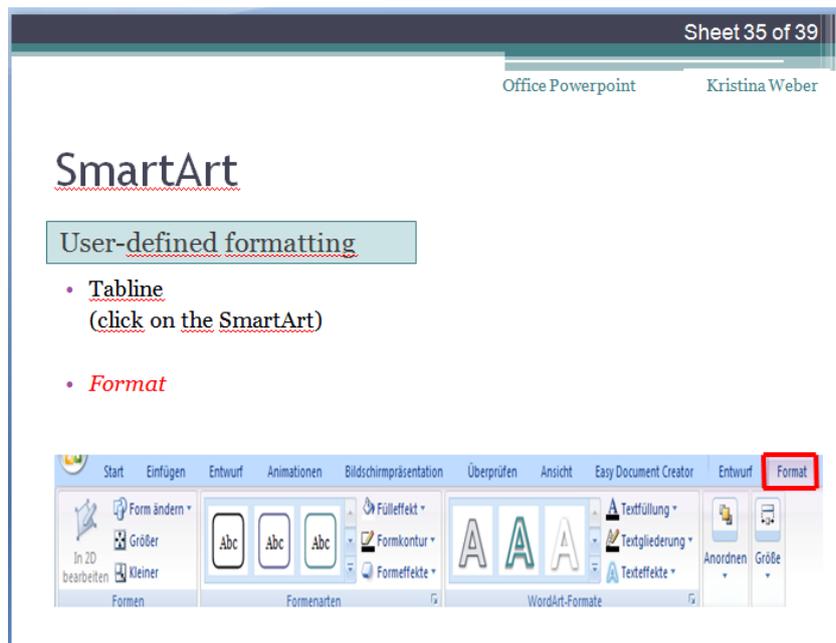
The SmartArt coordinates the alignment independently once again.

The whole graphic adapts oneself to the additional element in the graphic.

You can change the layout as often as you want in the tab „Entwurf“, „Layouts“.

There are all layouts which you could choose before. (lists, processes, relations etc.)

You can edit the description fields in its colour and shape in the tab „SmartArt-Formatvorlagen“ (SmartArt size models).

Sheet 35 of 39

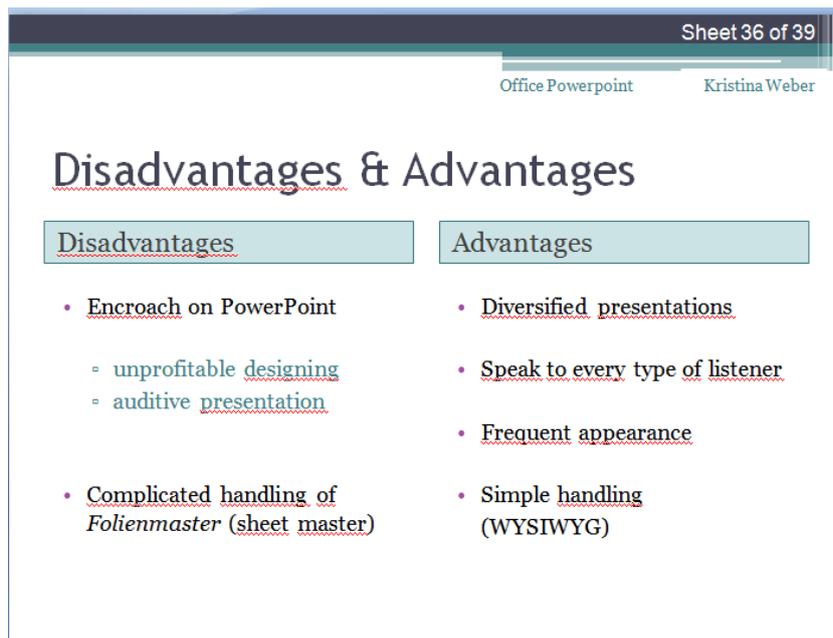
The tab „Format“ enables you to change everything inside the description field.

Especially the kind of text inside each field.

With its effects and colour of the writing for example.

You can find it in the tab called „WordArt-Formate“ (WordArt sizes).

You can change the alignment and its sizes as well as a user-defined designing option.

Sheet 36 of 39

Disadvantages:

In my opinion to many people nearly encroach PowerPoint.

On the one hand with unprofitable designing of its sheets.

On the other hand with her or his quality of a presenter.

F.e. when speaker say less than they wrote on their sheets.

„worst case“ as specialist say, when people just read the text on every sheet.

I won't say that my presentation is perfect in designing and presenting of myself.

But especially with basic designing you can create well-arranged and clear sheets without a special knowledge about psychology or chromatics etc.

Furthermore it could be difficult and time-consuming if you've got „special wishes“ in changing your given layout.

To edit the size of the writing in the footer of each sheet you would have to use the sheet master.

So that could be a disadvantage as well.

The sheet master could be very annoying.

Especially if you completed your presentation with headlines and a layout etc.

In my case I inserted the total number of sheets at the end of formatting my whole presentation.

Well, afterwards I reconvened formatting each sheet.

Advantages:

PowerPoint is very variable in its presentations to creat with.

You can present nearly every issue with this program.

And you can present in very different ways as well.

It begins with the designing of your sheets.

You can decide between various insertions (pictures, graphics or diagrams).

And ends with your capacity of a speaker.

As I told you, you can involve motoric and communicative parts for and with your audience as well.

In this way you can speak to every type of listener.

The chance to reach nearly every individuum of your audience is very high.

It appears as a common program for presentations in the business community.

Not only in scientific workings.

Notably in product sales with products which are still in the period of research and development.

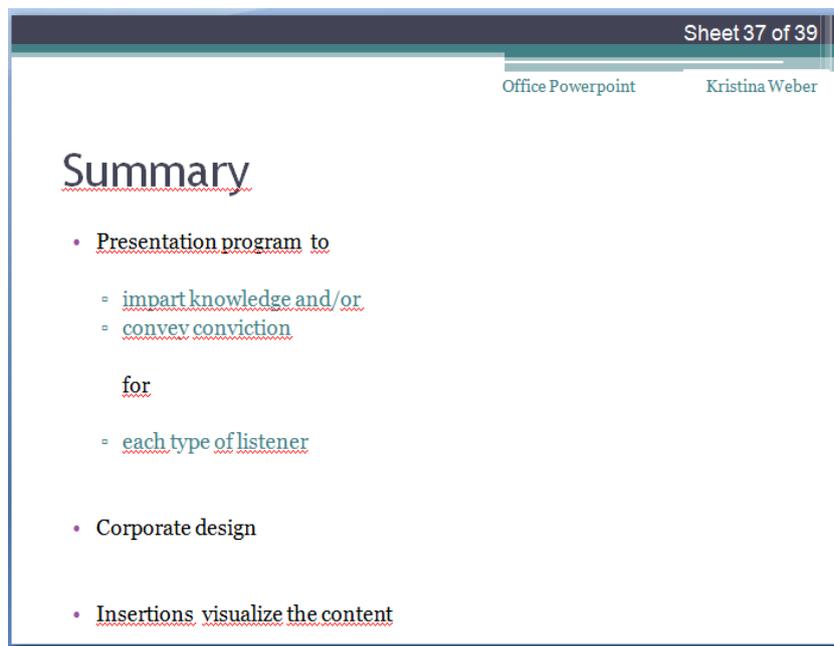
Just to see if they and how they would work on the public.

It's very simple to handle and work with.

Its tabs are very simple to handle.

WYSIWYG in contrast to Latex where you have to program nearly everything.

Sheet 37 of 39



We can split presentations in 2 kinds of presentations.

The one which helps you to impart knowledge, the other to convey conviction.

Scientific working often could or should connect both intentions.

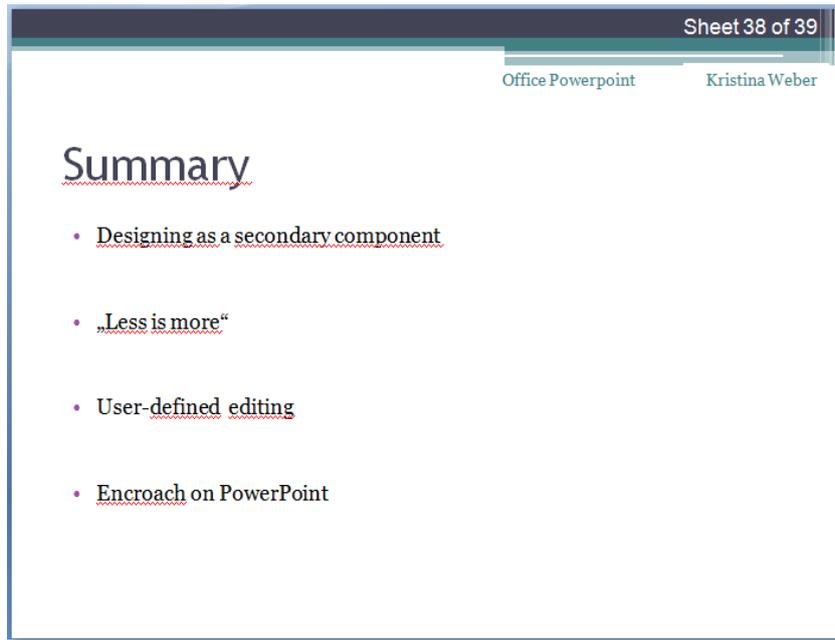
Generally they are very successful because you can join every type of listener.

A corporate design is one of the most important things.

It has an effect on your audience, their attention and the way of listening to you.

Otherwise you could underline your personality as creator of the presentation.

By inserting pictures, diagrams, tables, SmartArts etc. you can underline the contents of your presentation.

Sheet 38 of 39

The screenshot shows a PowerPoint slide titled "Summary" with a dark blue header bar containing "Sheet 38 of 39". Below the header, the text "Office Powerpoint" and "Kristina Weber" is visible. The main content of the slide is a bulleted list of four items, each underlined in red:

- Designing as a secondary component
- „Less is more“
- User-defined editing
- Encroach on PowerPoint

Of course you would like to present your scientific results.

That's your focus. Not to design an artwork.

Therefore you make a point on well-arranged sheets and a uniform presentation.

Unfortunately the program often will be encroached by unprofitable designing and a bad, auditive presentation from the speaker itself.

Well I hope I could tell you helpful things to create consistend, clear and well-arranged presentations in the future! ☺

Sheet 39 of 39

The screenshot shows a PowerPoint slide titled "Bibliography" with a dark blue header bar containing "Sheet 39 of 39". Below the header, the text "Office Powerpoint" and "Kristina Weber" is visible. The main content of the slide is a bulleted list of seven URLs, each underlined in red:

- <http://office.microsoft.com/de-de/powerpoint/>
- [http://de.wikipedia.org/wiki/Microsoft PowerPoint](http://de.wikipedia.org/wiki/Microsoft_PowerPoint)
- <http://www.studium-und-pc.de/powerpoint-praesentationen-erstellen.htm>
- <http://www.business-netz.com/Tech-Tricks/PowerPoint-Fusszeile>
- [http://media.vierfarben.de/samplechapters/vierfarben-powerpoint ratgeber bessere praesentationen.pdf](http://media.vierfarben.de/samplechapters/vierfarben-powerpoint-ratgeber-bessere-praesentationen.pdf)
- <http://de.wikipedia.org/wiki/Tabelle>
- <http://de.wikipedia.org/wiki/Diagramm>