

# Media Guide: PowerPoint 2010



Provided by Technology Across the Curriculum (TAC)  
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## Introduction

This guide is intended for faculty, instructors, and those individuals presenting in the enhanced classrooms at Oregon State University using Windows 7 and PowerPoint 2010. Recent updates to the enhanced classroom environment (Fall 2011) include computer upgrades from the dual-boot Apple Mac Pro computer to the newer style iMac. Both Apple models use the Intel architecture allowing the classroom presenter to use either the OS X operating system or the Windows 7 operating system.

Our goal with this guide is to get you started along the path of producing media rich presentations that more fully engage your audience and help reduce your stress and worry about technology glitches while you are presenting. Of course, as we all know, "stuff happens" and we would like to offer the following material to help familiarize you with not only using media with your presentation in PowerPoint 2010, but how to get help before, during, and after your presentation(s) in our enhanced classrooms. We know, too, that prevention is the best medicine, so let's get started at the beginning.

## Planning Your Presentation

Planning your presentation before beginning to build it in PowerPoint is such an obvious first step that we often overlook its importance and just dive in and start making slides. For an experienced PowerPoint user this approach may be the norm, but more than likely if this is you, you have developed a fairly consistent workflow and that is what we would like to consider in this section. We'll just briefly outline what this might look like.

Before even launching PowerPoint, you will want to assemble the images, notes, audio, videos, outlines, and any other materials you intend to use or think you might use.

While planning your presentation also consider your final output(s). Will you be presenting your PowerPoint, distributing notes, uploading your presentation to Blackboard or the web, or sharing with others by email? Each of these choices may influence how you design your presentation and the media types you include. It will definitely impact how you proceed with the publishing process when you have completed the authoring process.

As you collect your content, be sure to move copies of your media files to a specific folder, or folder structure. Placing all your content in one folder makes it easier to locate while you construct your presentation and it can greatly speed up the authoring process. Keeping your presentation source files together in one location also makes it much easier to export your presentation for use on other computer systems.

## Media Preparation

As with many types of projects, consistency is important. While your images, audio files and videos may come from a variety of sources and be in a variety of formats, before importing them into your PowerPoint presentation you will want to spend the time converting your media to a common format wherever possible. For example, your collection of video files for a given presentation may include a video you downloaded from YouTube, another may be from your digital camera or phone, yet another from a DVD. This means that for smoothest playback during your presentation your video files should be of the same file type, for example, .wmv files. There are a number of tools available to assist with the file conversion process. If you find yourself in this situation and are not sure how to proceed, give us a call at TAC, we'll be glad to assist you.

## Optimizing Images

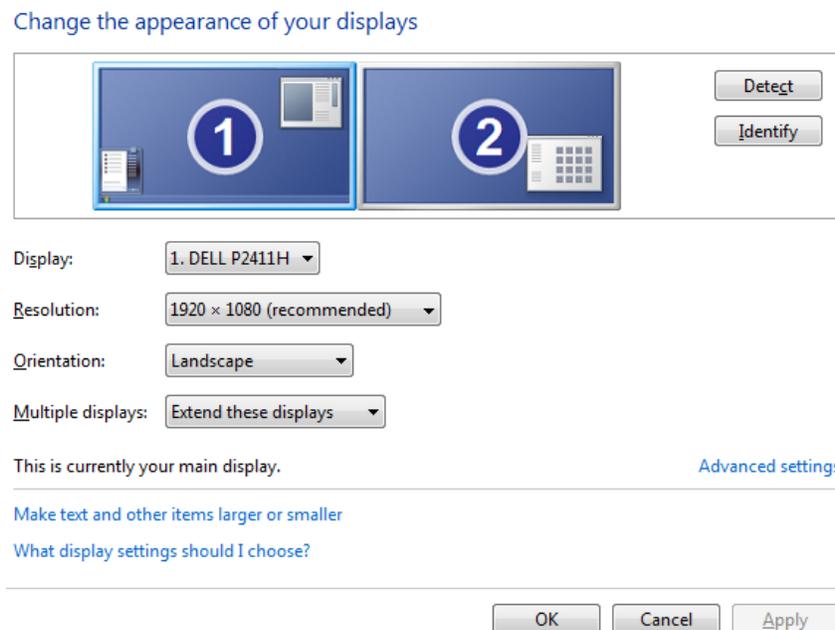
Optimized images will load faster and look better. Un-optimized images will slow a presentation down and can cause poor performance as the computer works to rescale and resize one or more images.

Working out the right size for images in PowerPoint is a lot simpler than some people try to make it sound. Basically, for images that fill the slide, the image size (in pixels) should be equal to the video screen's resolution.

For example, if your screen resolution is set to  $1024 \times 768$ , that's the size you want your full-slide images to be. If the image occupies only half the width and half the height of the slide, it should be  $1024/2$  or 512 pixels wide, and  $768/2$  or 384 pixels high. Normally the actual limiting factor will be the resolution at which you are projecting the presentation.

Here is how to check the display resolution of your computer if you are using Windows 7:

1. Right-click on the Windows desktop
2. Choose **Screen Resolution** from the popup menu.
3. In the resulting Screen Resolution panel, note the current resolution setting next to the Resolution label.



In the example screenshot above, the resolution is  $1920 \times 1080$ , meaning 1920 pixels wide and 1080 pixels high.

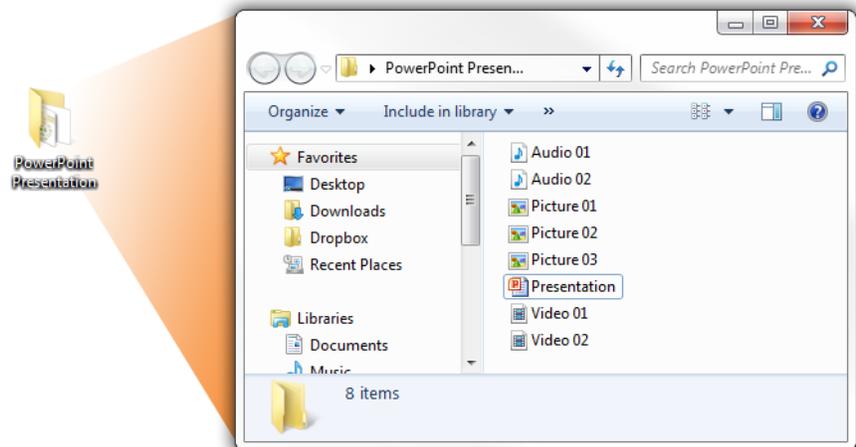
Use these values when you adjust the resolution of your images before importing into PowerPoint. For more on adjusting and manipulating images, visit our website at <http://oregonstate.edu/tac>.

Once you have completed adjusting the resolution and making any other adjustments to your images in your favorite image processing application, like Paint or Photoshop, for easy access, place copies of the image files in the same folder as the PowerPoint file you are creating. This will help you keep your finished, processed images separate from the raw files and also make them more convenient as you import them into your presentation.

## Media and Your PowerPoint Presentation

Having made the decision to include audio and/or video in your presentation, you will want to put copies of your media files in the same folder as your PowerPoint presentation. When you **Insert** media into your PowerPoint presentation, it references the location of that content on your computer and accesses that content when the slide is shown. This means, simply, that if you move the media in relation to the PowerPoint file, the media just will not play.

When the PowerPoint presentation and media files maintain a consistent relative relationship to each other, and you copy them to other systems being sure to maintain that relationship, you have one less thing to worry about.



## Common Tasks in PowerPoint 2010

Here are some common tasks you will encounter as you incorporate various media types into your presentation.

### Insert a Video onto a Slide

#### 1. Embedding a Video

- a. How To Embed a video from a file
  - i. In **Normal** view, click the slide in which you want to embed a video.
  - ii. On the **Insert** tab, in the **Media** group, click the arrow under **Video**, then click **Video from file**.
  - iii. In the Insert Video dialog box, locate and click the video that you want to embed, and then click **Insert**.
  - iv. Note that you may also click the **Video** icon in a content layout to insert a video.



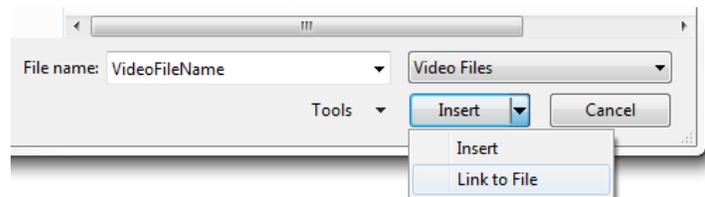
## 2. Linking to a video file from the presentation

### a. To add a link to a video:

- i. It is important that you copy the videos into the same folder as your presentation, and link to them there, to prevent later problems with broken links.
- ii. On the **Slides** tab in the **Normal** view, click the slide to which you want to add a video.
- iii. On the **Insert** tab, in the **Media** group, click the arrow under **Video**.

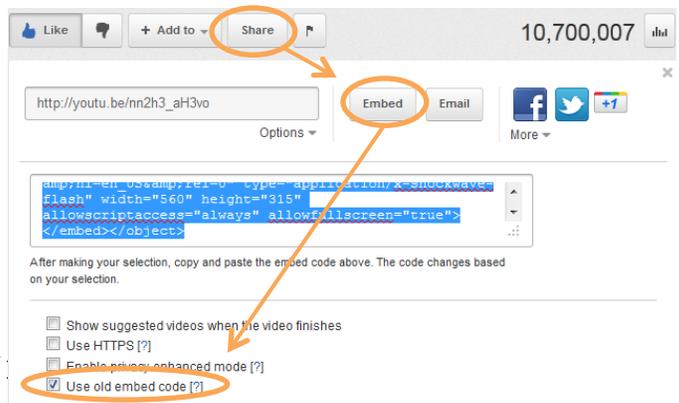


- iv. Click the **Video from File**, locate and click the file that you want to link to.
- v. On the **Insert** button, click the down arrow and click, **Link to File**.



### b. To Link to a video on a web site (YouTube Example)

- i. On the **Slides** tab in the **Normal** view, click the slide to which you want to add a video.
- ii. In your browser, go to the web site that contains the video that you want to link to, such as OSU's MediaSpace, YouTube, or other site.
- iii. On the YouTube web site, for example, locate and



- click the **Share** button below the video. Then click the **Embed** button.
- iv. Select the **Use Old Embed Code** checkbox. Choose the format and size of the video you wish to link to. Notice that the embed code to be copied changes as you make selections. Make your selections **before** you copy the embed code.
- v. Copy the embed code.
- vi. Back in PowerPoint on the **Insert** tab, in the **Media** group, click on the arrow under **Video**.
- vii. Click **Video from Web Site**.
- viii. In the **Video from Web Site** dialog box, paste the embed code, and then click **Insert**.



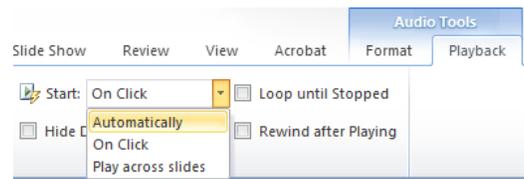
## Embedding an Audio File into a Slide

PowerPoint 2010 automatically embeds your sound files into your PowerPoint presentation. Sound files may be of MP3, WMA, or WMV formats. Unlike earlier versions, this means that you no longer have to maintain the relationship between the sound files and your PowerPoint presentation on the file system. However, in the interest of convenience and best practices, it is wise to keep all your source files in the same location.

1. **Navigate** to the slide where you want the audio.
2. From the **Insert** ribbon, click the **downward arrow** below the **Audio** button.
3. Choose the **Audio from File** option.
4. In the resulting **Insert Audio** dialog box, navigate to the folder where your audio files are saved and select the file.
5. Click the **Insert** button to add the audio to the active slide.
6. Your slide will now have an audio icon at the center of the slide.
7. You have a choice of how to play the sound on the slide.
  - a. You can use the Play button on the player controls to play the sound manually during your presentation.
  - b. You can set the audio to play automatically.



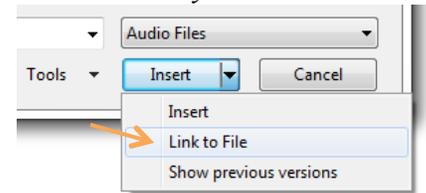
- i. Select the **Playback** tab in the **Audio Tools** section of the new ribbon which appears.
- ii. Locate the **Start** dropdown list located in the Audio Options section and select the **Automatically** option. This will make the sound file play automatically when the slide containing it comes up during your show.



## Linking an Audio File to a Slide

You may also link to audio files as well. The same cautions apply when linking to sound files as with audio files. The relative file paths must be maintained between the PowerPoint and media files when moving your presentation from computer to computer. The steps to *link* to an audio file begin the same way as with *embedding* an audio file:

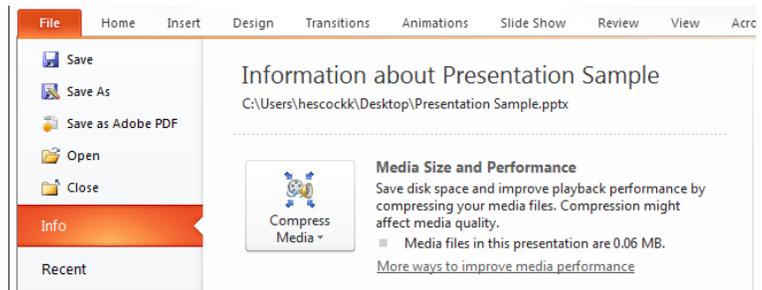
1. **Navigate** to the slide where you want the audio.
2. From the **Insert** ribbon, click the **downward arrow** below the **Audio** button.
3. Choose the **Audio from File** option.
4. In the resulting **Insert Audio** dialog box, navigate to the folder where your audio files are saved and select the file.
5. Click the down arrow next to the **Insert** button, select the **Link to File** option to add the audio to the active slide. (The remainder of these steps is the same as in the Audio Embed instructions.)
6. Your slide will now have an audio icon at the center of the slide.
7. You have a choice of how to play the sound on the slide.
  - a. You can use the Play button on the player controls to play the sound manually during your presentation.
  - b. You can set the audio to play automatically.
    - i. Select the Sound icon in the **Audio Tools Playback** section of the new ribbon which appears.
    - ii. Locate the **Start** dropdown list and select the **Automatically** option. This will make the sound file play automatically when the slide containing it comes up during your show.



## Compressing Your Media Files

Compressing your files can improve the playback performance as well as save disk space, making your presentation and its files easier to transport.

1. Open the presentation that contains the audio and/or video files.
2. On the **File** tab, click **Info**, and then in **Media Size and Performance** section, click **Compress Media**.
3. To specify the quality of the video, which in turn determines the file size of the video, select one of the following:
  - a. **Presentation Quality** – saves some space while maintaining good quality.



- b. Internet Quality – comparable to media streamed over the internet.
- c. Low Quality – use for limited space applications like sending presentation by email.

## Portable PowerPoint Content

When creating a PowerPoint presentation that you plan on presenting from multiple computers, you will want to know a little more detail about how PowerPoint actually functions so that you can minimize risks and ensure a smooth presentation and good user experience for your audience.

Remember that media content is not integrated into your presentation. Should you move or otherwise change the relationship between your presentation and media files, they will not function correctly.

If you plan on transferring your presentation to an external media device (such as a CD/DVD ROM, or flash drive) simply transport the entire folder intact to the disc or drive. Also remember that these types of devices do not have the playback speed that the computer hard drive has. Always, when possible, present from the local computer hard drive, especially when you are playing back media. For Windows users, after creating your presentation, select **File** then **Save and Send** then **Package Presentation for CD**. This will conveniently place copies of all the necessary files as well as your presentation into its own folder which can be burned or transferred to external media.

## Optimizing Media Compatibility

Optimizing your presentation using the following steps may help resolve some playback issues, and assist you in creating presentations that won't fail. Optimizing your presentation takes your work another step closer to being portable across computers and helps it to play correctly every time.

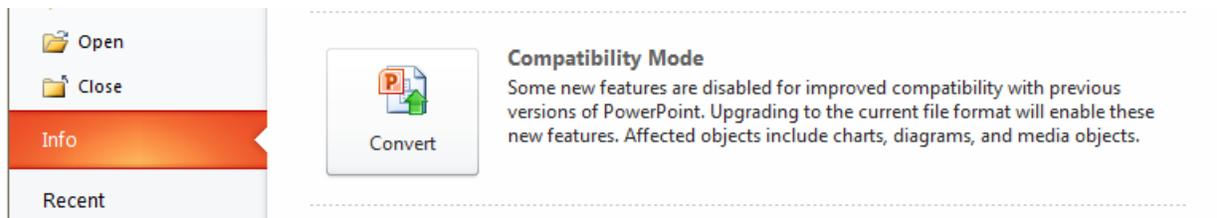
1. When your presentation is ready to share and it is open in PowerPoint, click on the **File** tab, and then on **Info**.
2. If the media in your presentation was inserted in a format that could present compatibility issues when played on another computer, the **Optimize Compatibility** option will appear.



3. When the Optimize Compatibility notification appears it will give you a list of possible resolutions for potential playback issues, such as:
  - a. If you have linked videos, the summary will say you need to embed them. Click the **View Links** option to proceed. In the resulting dialog, you may embed the videos by clicking **Break Link** for each media item that you want to embed.
  - b. Earlier versions of PowerPoint, such as PowerPoint 2007, will need to have the media files updated in order to ensure smooth playback. Upgrading will automatically update and embed these media items to the new format. After completing this task, run the **Optimize Compatibility** once again.
  - c. To *upgrade media files* from an earlier version to PowerPoint 2010 (and if the files were linked they will be embedded), on the **File** tab, click **Info** and then click **Convert**.

## Converting from Previous PowerPoint Versions

To upgrade media files from an earlier version to PowerPoint 2010 (and if the files were linked they will be embedded), on the **File** tab, click **Info** and then click **Convert**.



## Getting Help with PowerPoint

Sometimes things just don't work the way we expect them to. Help is available if you need it. Here are some resources where you can find assistance:

### TAC - Technology Across the Curriculum Program

At TAC we recognize that information technology (IT) holds a critical role in all areas of academic life. Technology is not the primary concern of most disciplines, yet it is impractical to pursue research, scholarship, teaching and learning in the 21st century without adequate IT skills. TAC seeks to raise the level of IT proficiency at OSU systemically. We pursue this

aim by focusing on aspects of technology that cut across the disciplines, techniques and tools that operate across the curriculum. Contact us by email at [TAC@oregonstate.edu](mailto:TAC@oregonstate.edu) or by phone at (541)-737-3811. We look forward to hearing from you!