

Understanding Animation

The most maligned tool of PowerPoint could also be the most important

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ASK JUST ABOUT ANYONE involved in the presentation community, and they'll tell you: improper animation is a leading cause of Death by PowerPoint. At the same time, informed individuals will also make this argument: well-executed animation could be the difference between an audience merely absorbing and truly appreciating complex data.

How can both statements be true? What a fascinating phenomenon we have around this topic: make something move or appear on screen and you create the possibility for all sorts of emotional and visceral reactions. How can you harness this power and use it appropriately? The answer to that question could help your career and it will be the focus of this special two-hour course, with such topics as:

- Universal Axiom No. 1: if it moves, they have to look.
- Can we just rename it to Custom Sequencing?
- Spoon-feed like a baby for winning results
- Exits, motion paths, multiple events, hyperlinks, triggers, and a bunch of other geeky stuff

*This workshop is for users of all versions of PowerPoint.
Many of the examples used will be from material
submitted by patrons.*

