

Adding images to PowerPoint slides

Lightning talk (5 minutes)

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Instructor Development Program

UC Berkeley Library

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This is the transcript for the slides at: <http://www.slideshare.net/jeffloo/adding-images-to-powerpoint-slides>

SLIDE 3

Introduction

Despite criticism that PowerPoint slides stifle discussion and restrict the expression of subtle and complex points (Source: <http://www.nytimes.com/2010/04/27/world/27powerpoint.html>), they may have an important role. They let you explain a lot of information quickly and leave a record of your presentation for the audience to review and share.

SLIDE 4

How can you enhance your PowerPoint slides?

Adding images may help in three ways.

1. Decorate your slides so they are more engaging
2. Explain a lot of information concisely and quickly
3. Facilitate discussion through collaborative drawing

Throughout this demonstration, I use PowerPoint 2007. For what I demonstrate, PowerPoint 2003 has similar features and procedures.

SLIDE 5

Adding images for decoration

Let's decorate slides with images.

Step 1a. Find images

Where can you find images?

Well, there are many different sources.

FREE SOURCES

Jing software to take a picture of your computer screen, <http://www.techsmith.com/jing/>
Microsoft PowerPoint's collection of clip art (Click Insert > Clip Art > Search for image and then insert).

THROUGH UCB LIBRARY

ARTstor - a repository of more than 1 million digital images of art, <http://uclibs.org/PID/44518>
AccuNet/AP multimedia archive, <http://uclibs.org/PID/6955>
Springer Images (for scientific images), <http://www.springerimages.com/>
Search for more image e-resources in the Library ERF

FOR PAYMENT SOURCES:

iStockphoto, <http://www.istockphoto.com/>
The Cartoon Bank, for New Yorker cartoons and covers, <http://www.cartoonbank.com/>

SLIDE 6

THROUGH SEARCH ENGINES:

Search image search engines like:
Google Images, <http://www.google.com/imghp>
Yahoo! Image Search, <http://images.search.yahoo.com/>

They offer search filters for images matching the characteristics you need. There are even filters for images that permit free reuse. (Under the advanced search option, look for filters on usage rights or Creative Commons licenses.)

SLIDES 7 AND 8

Step 1b. Create images

If you can't find an image, try making your own.

Draw an image by hand, and then create a digital copy by scanning or taking a digital photograph.

SLIDE 9

Step 2. Add image to your slide

If the image is stored on your computer:
Click Insert >> Picture >> Select your file

If the image is on a web page:
Right click the image >> Select "copy image" >> Paste into PowerPoint

SLIDE 10

Step 3. Customize images

Here are different ways for customizing your images so that they are just right.

To cut out a part of an image, use the crop tool under Picture tools.

To make an image larger or smaller, click on a corner of the image and drag to resize.

You can send an image to the background. Right click on the image and select send to back.

SLIDE 11

ADVANCED CUSTOMIZATION

For advanced image manipulation, try Photoshop or the free software GIMP, <http://www.gimp.org/>

SLIDE 12

Add images to explain visually

A picture is worth a thousand words.

SLIDE 13

Drawing figures and graphs

You can draw figures and graphs. Here's Google Draw - part of Google Docs.

Afterwards, I can download the image and then insert into PowerPoint.

Alternatively, plot your graphs in Microsoft Excel.

SLIDE 14

Flowcharts and concept maps

You can create flowcharts and concept maps.

In PowerPoint 2007, there is the Smart Art tool that lets you diagram cycles, processes, and organization charts.

Alternatively, you can create a flowchart manually. Draw boxes, add text, and then join together with connectors. (These features are available in the Drawing tools.)

To create a concept map, there is the free software Cmap Tools, <http://cmap.ihmc.us/>.

SLIDE 15

Add images to facilitate discussion

You can draw a picture together with your audience to visualize a discussion point.

Let's say we're discussing where to place a new exhibit case in the Chemistry Library.

SLIDE 16

Here is a map of the library. I activate the PowerPoint pen feature during the presentation (>> Right click on your slide >> Select pointer options >> Select a pen). Now I can draw on the map to visualize our discussed options.

When I'm done the presentation I can save these pen drawings.

SLIDE 17

Haiku summary

In the spirit of brevity, here is a presentation summary in the form of a haiku poem.

Add art to engage,
explain with graphs and figures,
draw during the talk.

Presentation notes are available at: <http://jeffloo.com/berkeley>