

Animating in PowerPoint

What Animations Are

The animations feature of PowerPoint allows you to animate various types of content in your presentation. This content includes text, objects, shapes, tables, pictures and SmartArt graphics. Animations allow you to manipulate your content in creative ways. You can introduce different kinds of motions, special effects like shape or color changes, or alter the way that content emerges or disappears.

How to Use Animations Effectively

Animations can help bring the content of your presentation to life. They allow you to personalize a presentation, add emphasis to specific elements or engage your viewers more closely with presentation content.

Before choosing an animation consider the type of presentation and content and what value an animation will bring to it. If the presentation is educational, will an animation help the viewer better understand or process information?

Test a variety of animations to see their effect on your content. This allows you to decide which animations will be the most useful.

Choosing One or More Animations

Once you add content to your presentation you can choose from a wide variety of animation types. You can apply a single animation or multiple animations to the same content.

Animations are organized into 4 categories:

- Entrance
- Emphasis
- Exit
- Motion Paths

Entrance animations determine the way that content *enters* into a presentation slide (such as Appear, Fade, Fly In, Float In or Bounce).

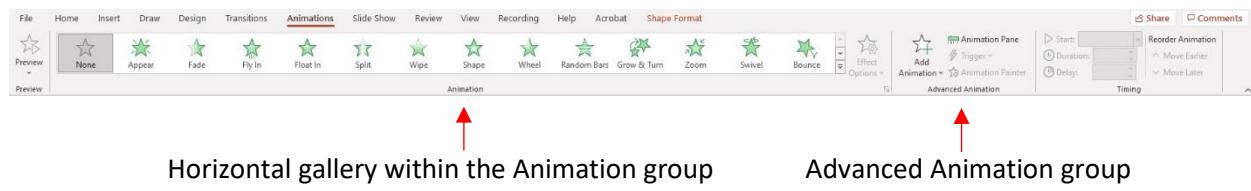
Emphasis animations allow you to create different styles of *emphasis* (such as Color, Darken, Lighten, Underline, Pulse, Spin, Grow or Shrink).

Exit animations determine the way that content *exits* a presentation slide (such as Disappear, Fade, Fly Out, Float Out or Bounce).

Motion Paths animations determine the direction or path of motion according to which an animation operates (such as in a Line, Arc, Turn, specific Shape, Loop or Custom Path of your own creation).

These 4 categories are located in the Animations tab. They can be accessed in 2 locations (the same number of options are included in each location):

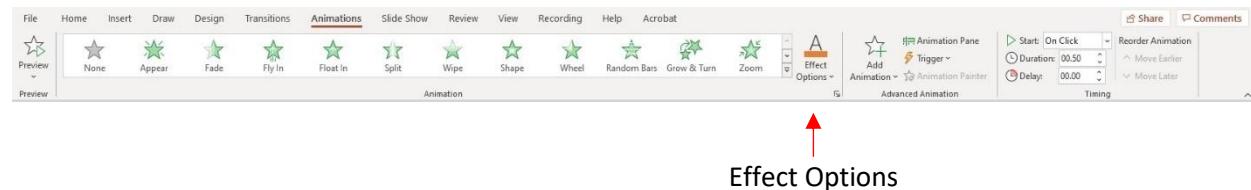
1. In the horizontal gallery within the Animation group.
2. In the drop down menu accessed by clicking **Add Animation** in the Advanced Animation group.



Adding an Effect

To add an additional effect to your animation choose an Effect Option. This is an optional feature. To add an effect click **Effect Options** (located to the right of the horizontal gallery within the Animation group).

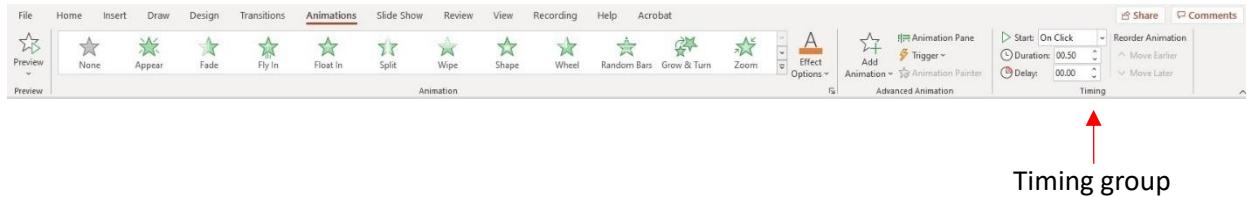
NOTE: Effect Options are only available after you create an animation.



Effect Options vary depending on the type of animation. For example, the Effect Options for the Wheel animation provide five options for the number of spokes in the wheel, from 1 to 5. Each number of spokes creates a different visual effect for the Wheel animation.

Adjusting Animation Timing

You can also adjust the timing of an animation: when it starts, its duration, or if it has a delay before it starts. These options are located in the Timing group. Choose **Start**, **Duration** or **Delay** and modify the properties in each category as desired.



Changing the Order of Animations

You can also change the order in which animations operate. This option is only available if you have created two or more animations.

To change the order of animations:

1. Select the animation you want to change the order of.
2. Click **Move Later** or **Move Earlier** in the Timing group.

Quick Guide: Creating an Animation

1. Select the content (text, object, shape, table, picture or SmartArt graphic) you want to animate.
2. Click **Animations** and choose an animation type.
3. Click **Effect Options** and choose an effect type.
4. Modify the Start, Duration or Delay qualities of the animation by adjusting the properties of each category in the Timing group.
5. If you have created more than one animation and want to change their order, select the animation you want to move and click **Move Later** or **Move Earlier** in the Timing group.
6. Click **Preview** to test the animation.