

# Adding Animation to Your PowerPoint Presentation

## Text and Object Animations and Slide Transition

### Animating Text and Objects

With PowerPoint you can animate text, graphics, diagrams, charts, and other objects on your slides so that you can focus on important points, control the flow of information, and add interest to your presentation.



#### Proceed with Caution!

Just because you can doesn't mean you should...at least not all the time. Adding animation to your presentation can have a great impact if used effectively. Overuse can be distracting over the course of a lecture.

#### PowerPoint Features

You can simplify designing with animations by applying a preset animation scheme to items on all slides, selected slides, or some items on the slide master (the slide that stores information about the design template applied, including font styles, placeholder sizes and positions, background design, and color schemes). An animation scheme adds preset visual effects to text on slides that usually include an effect for the slide title and an effect that is applied to bullets or paragraphs on a slide.

You can also create custom animations that allow you to control how and when you want an item to appear on a slide during your presentation — to fly in from the left when you click the mouse, for example. You can apply the animation to all items on a slide or you can apply it to a single bullet item and use entrance, emphasis, or exit options, in addition to preset or custom motion paths (the path that an object or text will follow as part of an animation). Also, you can apply more than one animation to an item.

Most animation options include associated effects to choose from. These might include options for playing a sound with the animation, and text animations usually let you apply the effect by letter, word, or paragraph (such as having a title fly in a word at a time instead of all at once). You can preview the animation of your text and objects for one slide or for the whole presentation.

#### Consider this...

- For every animation you put in, ask yourself whether you really need it, and whether the slide can be explained without it.**
  
- Animating text or pictures with a variety of speeds and visual effects adds little but distraction, delay, and a frivolous feel.**
  
- Functional animations, on the other hand, such as one that delays text or pictures in order to evoke an audience response first, may contribute to the effectiveness of a presentation.**

## Animating Text and Objects

Consider the pedagogical uses for animating part of your presentation. When used properly, animations can, among other things:

- Help students remember a part of your presentation.
- Represent a connection between concepts.
- Emphasize key points.
- Highlight the progression of a lecture.
- Add visual representation to difficult concepts.

*Use multiple examples, in multiple media, to illustrate key points and important concepts.*

## An Example

Dimming the text after an animation is one example of a potentially sound pedagogical use. Imagine displaying a diagram to students where each individual part is labeled (the water cycle is an easy-to-imagine graphic example). First the graphic shows up with each part labeled. After discussing each part of the cycle, an animation option you've set up dims the text label for the part you just finished

discussing. Not only does this help clarify to students that you are transitioning to another part of the cycle but, in the example of the water cycle, it can visually help conceptualize the movement of the water from one part of the cycle to another.

*Teachers come to class to give their students something which they think is important. Students come to take whatever that is. That doesn't leave much room for active learning.*

## About Slide Transitions

Transitions are special effects used to introduce a slide during a slide show. For example, you can fade in from black or dissolve from one slide to another. PowerPoint lets you choose the transitions you want, and you can vary the speed of each. Many of the same cautions that apply to animations also apply to slide transitions.

*Good teachers use many examples. It is in examples that concepts are made real, tangible and clear. In a lecture, discussion, or reading, examples are where the rubber meets the road.*

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### About Our Organization...

The University of Oregon supports the teaching endeavors of its faculty and graduate students through the Teaching Effectiveness Program (TEP), a division of the Teaching and Learning Center.

The Teaching Effectiveness Program offers a variety of activities and services to engage the academic community in viewing, assessing, and improving undergraduate instruction. TEP services are free to faculty members, graduate teaching fellows (GTFs), and university departments.



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