Using Custom Animation to Create Flow and Effect in PowerPoint 2011

Custom animations allow you to add movement and flow to a slide containing any slide object like text boxes, images, shapes, charts. Animations also allow you to control the content, revealing items only when you need them and in the order you want.

Animations Tab

The **Animations** tab contains groups for the tools relating to adding custom animations to slide objects within a slide.

**Adding an Animation**

Choose to have text dissolve onto the slide, art objects fly in from an angle, or sound build as a slide is presented.

1. On your slide take note of the text boxes, images or charts (called **Slide Objects**) you would like to add an animation to. Click once on one of the **Slide Objects** (text or image) to select it.
2. In the **Animations** tab select an animation from the **Entrance, Emphasis, or Exit Effects** groups to add an effect to the slide object.
3. You can also access a complete listing of animations for **Entrance, Emphasis, or Exit effects** by clicking on the tab to expand the particular list of effects.
NOTE: You can only animate one slide at a time.

Once the animation has been applied, you can click on the Reorder tool to customize the applied animation in terms of timing, length and effect options.

Selecting effect options will show additional customizations for animations like fly in or random bars. Timing shows options on how the animation starts (on the click or automatically) and the speed. The length of the duration determines the speed of the animation.
**Animating a Bulleted List**

If you have a text box that contains a bulleted list you can add an animation to control how the individual items show on the slide.

First create your text box with the bulleted list. Select the object and add an animation. The animation may default to revealing the entire list as one object. If so, bring up the **Reorder** tool, select the animation for the bulleted list and click to expand the **Text Animations** from the animation tools.

Change the choice from **As one object** to **x Level** depending on how many subtopics you have. Each topic and subtopic will appear with each click as separate items.
Next, click on **Timing** to select an animation speed and start type for the entire list or for specific bulleted items.

Selecting the **animation item** without a title represents the entire bulleted list and changing the timing and speed will affect all of the items in the list. Selecting an **individual titled animation** item in the list and changing the timing and speed will affect just that item.
Multiple Animations
This section deals with multiple objects and multiple animations. By adding animations to each object that you would like to control, you can create a flow of information and content that matches what you want the audience to see during that portion of the presentation.

In the sample slide below, we have added a shape, two text boxes and an image and have added animations to all of them. Note that the order that the objects will show on the slide will reflect the order you added the animations.

To re-order the animations, select the animation in the Animation Pane and move the animation using the re-order arrows at the bottom of the pane. Re-ordering the animations won’t affect the placement of the objects, only the order that they will appear.
Grouping Animations
In most cases, the presenter will want the objects to appear in a linear fashion and on the click, but there are also options to have multiple objects appear automatically as a group. For example, in my sample slide I want the text box “Test Presentation 2” and the lighthouse image to reveal at the same time. The key is to have the object animations next to each other in the Animation Pane. The text box animation will still be on the click but the image animation can essentially be linked in the following way:

1. Click on the dropdown menu of the succeeding animation to be linked.
2. Selecting Start with Previous will have the following animation occur automatically at the same time as the previous.
3. Selecting Start After Previous will have the following animation occur automatically after the previous.
Exit Animations
Another way to control the content in a presentation is to use not only entrance but also exit animations. This way you can have content move onto and then off the slide so that the audience only sees the content you want to show.

To add an exit animation, select the object that you would like to exit the slide after it appears. In our example, I want the image to exit after it’s appearance on the slide. I select the object and then select an exit animation in the Animations tab and then view it in the Reorder Pane.

Once added, you can then move the exit animation to the order in the Animation pane to exit at the desired time.
Final Thoughts
As you work with Custom Animations in Powerpoint, always remember that you can start over and remove any or all of the animations applied to slide objects through the animation’s side menu. Use animations with discretion—it will be easy to try and animate everything!

Use animations to enhance the content on the slide—don’t let them detract for the content that you as the presenter are bringing to the session. Finally, have the animations flow with you in Timing by adjusting the duration to match the tempo of your voice in the animation.