

## Introduction


With PowerPoint, you can apply certain built-in visual effects to the objects on a slide. The visual animation effects are shown when the slide show is run.

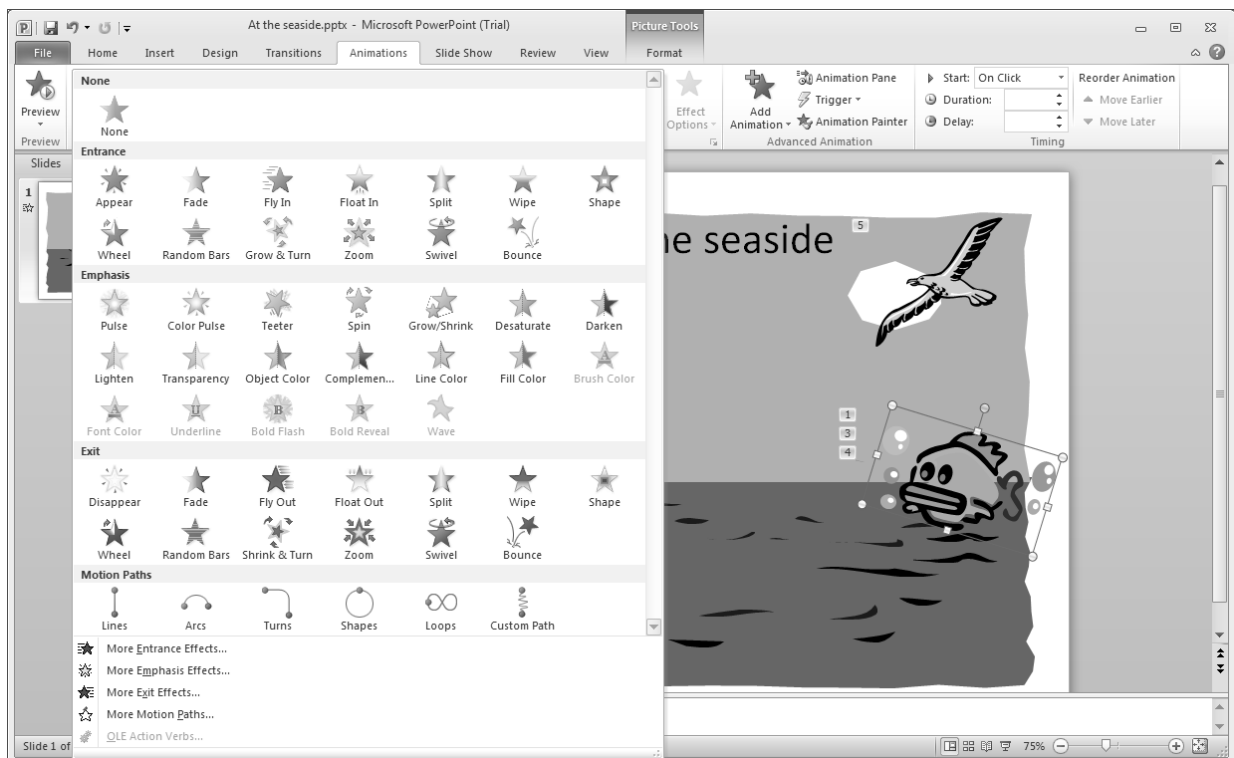
There are four different animation types. Depending on which type you have chosen, the animation may start:

- as the animated object arrives on the slide, for **Entrance** type effects.
- once the object is present on the slide, for **Emphasis** type effects.
- as the object disappears from the slide, for **Exit** type effects.

There is a further effect type - **Motion Paths** - which enables the object to follow the chosen path when it is visible on the slide.

## Applying an animation effect

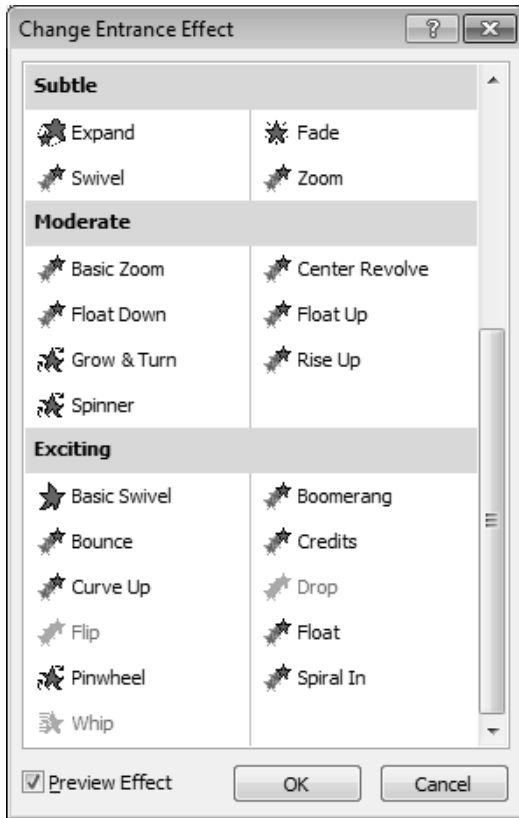
- ☐ Select the object(s) on which you wish to work.
- ☐ Go to the **Animations** tab.
- ☐ Scroll through the list of animation effects in the **Animation** group, or click the **More** button  to show the full list.



As you point to an effect, a preview of how it will appear is shown on the slide.

- ☐ To define how the object should arrive on the slide, choose one of the effects from the **Entrance** section or, to choose a different type of effect, select the **More Entrance Effects...** option.

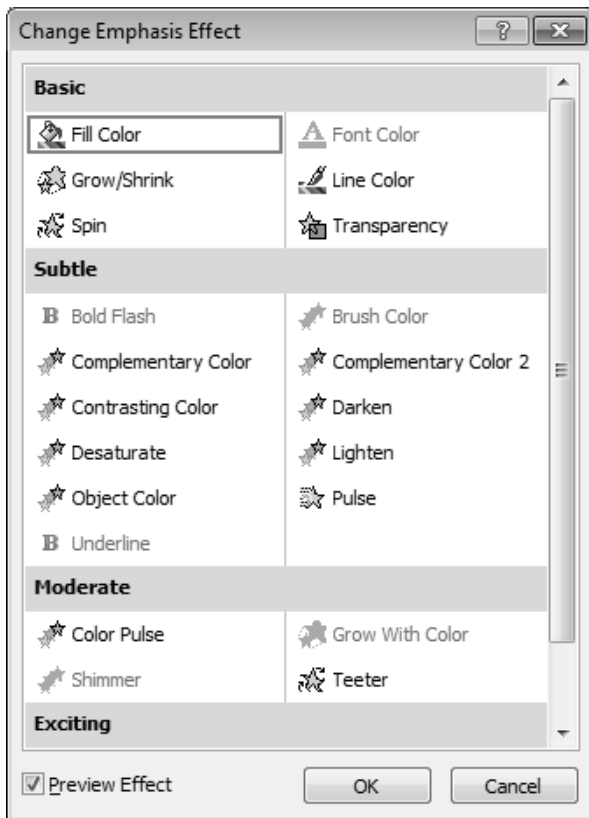
## Slide show presentation



If the **Preview Effect** option is active, the effect will be displayed immediately on the object on the slide.

Click the animation effect you want to apply and click **OK**.

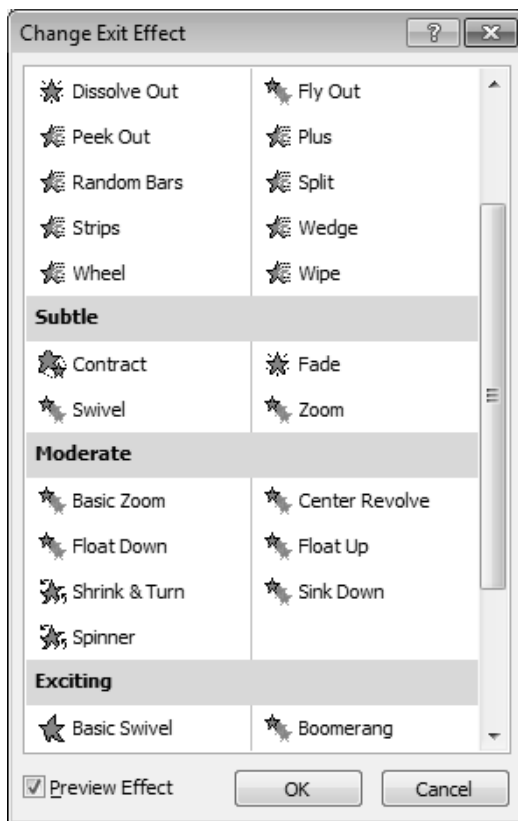
- To define the way in which the object should be animated, choose one of the effects from the **Emphasis** section or, to choose another type of effect, select the **Other Emphasis Effects...** option.



Click the animation effect you want to apply and click **OK**.

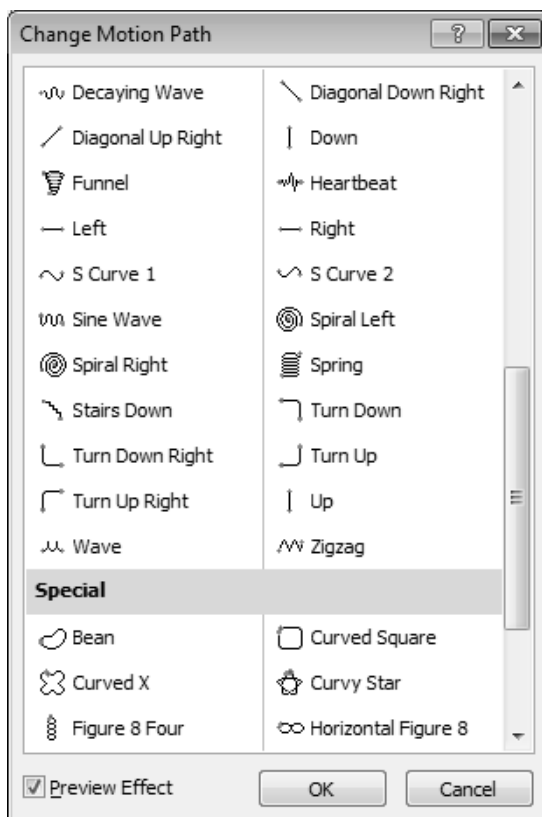
# Animations

- To define the way in which the object should disappear from the slide, choose one of the effects in the **Exit** section or, to choose another type of effect, select the **More Exit Effects...** option.




Click the animation effect you want to apply and click **OK**.

- To define a path which the object will follow, choose one of the effects from the **Motion Paths** section or, to choose another type of effect, select the **More Motion Paths...** option.



Click the animation effect you want to apply and click **OK**.

## Slide show presentation

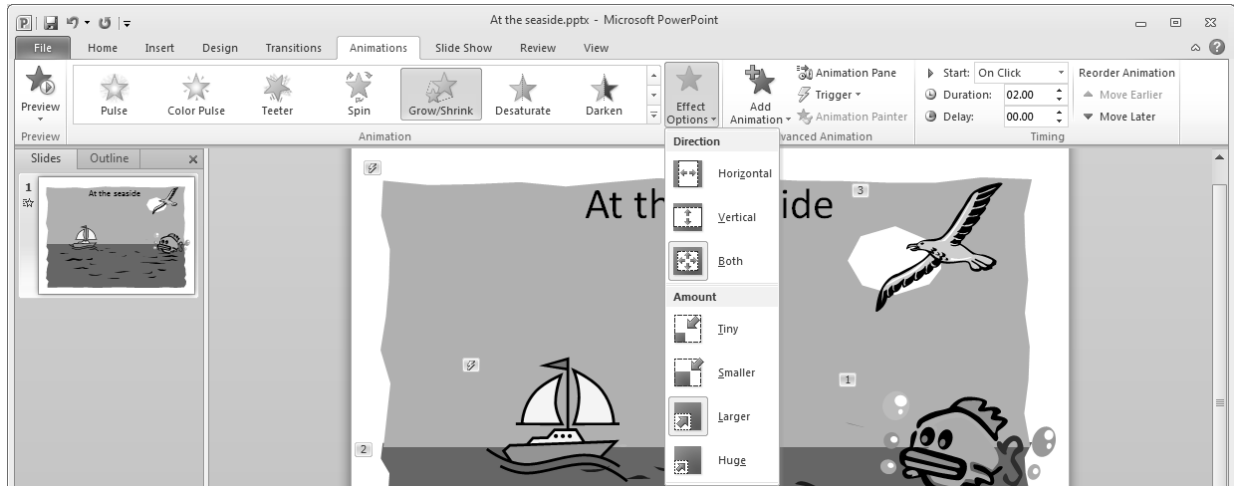
When an object has one or more animation effects, the  symbol will appear to the left of the thumbnail of the slide containing that object (in Normal view), or below it (in Slide Sorter view).

Each effect is represented by sequence number on the slide. When an object has more than one effect, the sequence numbers of each are shown to the left of the object. When two effects share the same number, this means that a single effect is being applied to several objects at once. The sequence numbers are displayed on the slide only if the **Animations** tab is active or if the **Animation Pane** is active (cf. section on Displaying the Animation Pane).

## Choosing effect options

When you have applied an animation effect, you can customise the settings for most available effects.

Go to the **Animations** tab, and click the **Effect Options** button in the **Animation** group.



Depending on the effect you have chosen, the content of the list may vary. Here, you can see the settings for the **Grow/Shrink** effect. Options which are specific to the type of object selected will also appear in this list (cf. following sections).

Click the option you want.

### On a text placeholder

Select the placeholder(s) where you want the animation effect to be applied.

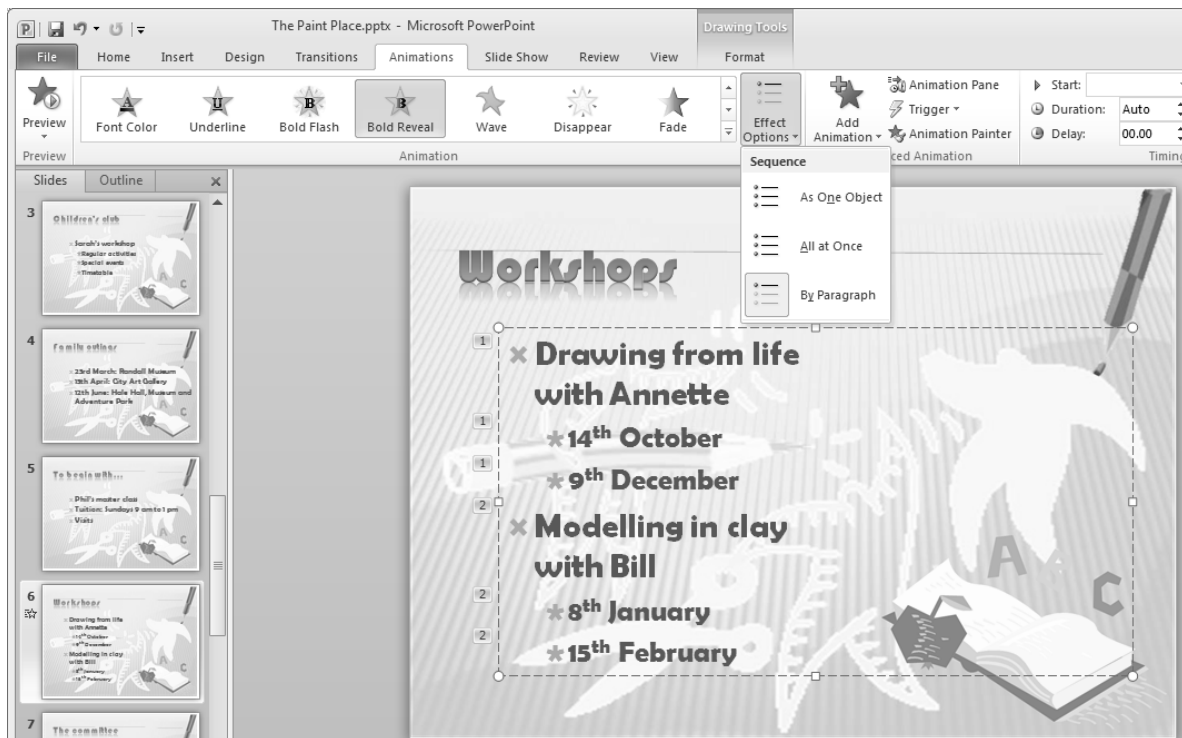
Go to the **Animations** tab and open the **Effect Options** drop-down list in the **Animation** group.

Select the way the effect should be applied:

**As One Object:** So that each paragraph in the placeholder is animated in turn, in the case of a text-specific animation (the letter A, U or B will appear in the centre of the effect); otherwise, all the text will appear as a single block.

**All at Once:** So that each text item in the placeholder is animated at the same time.

**By Paragraph:** So that the text items in the placeholder are animated according to their level, one after another.



You can also do this when creating a Slide Master to apply animation to all the placeholders of slides with the same layout, even if the slides also contain objects (charts, tables, diagrams) and not just text.

☞ You can customise animation effects on an object containing text (see corresponding paragraph at the end of this chapter).

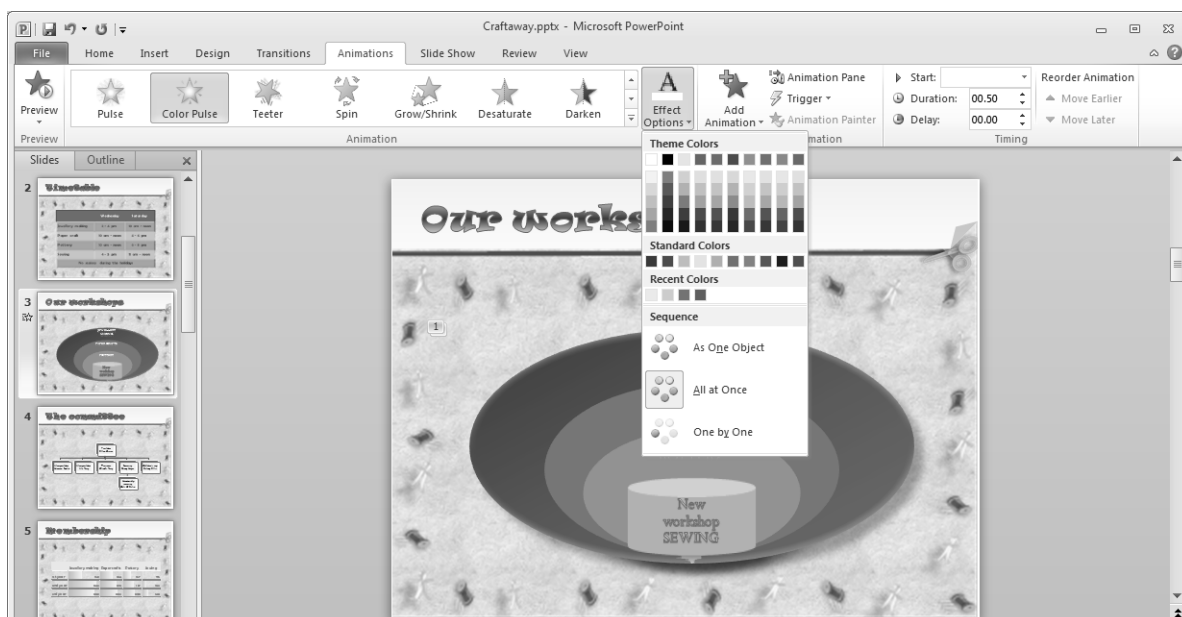
## On a diagram

- ☑ Select the animated SmartArt diagram.
- ☑ Go to the **Animations** tab and open the **Effect Options** drop-down list in the **Animation** group.
- ☑ Select the way the effect should be applied:

**As One Object** To consider the diagram as a single object, which will be animated as such.

**All at Once** To animate all the shapes on the diagram at once.

**One by One** To animate each shape on the diagram one after the other.



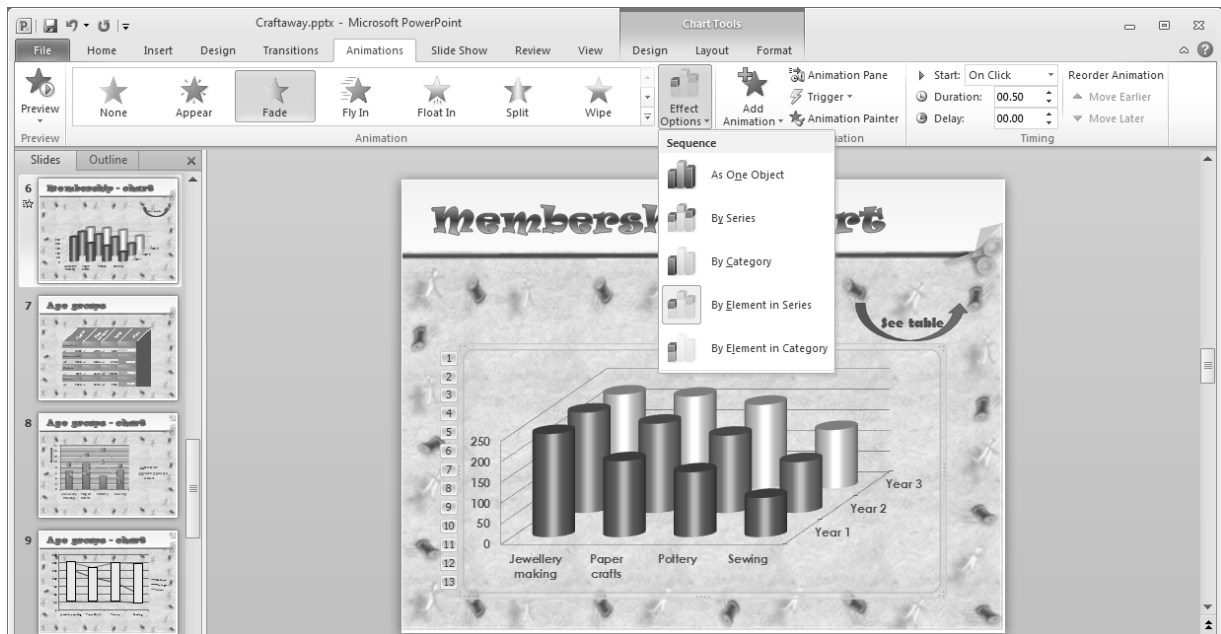
Note that the connector lines between shapes are always attached to a shape and cannot be animated separately.

## Slide show presentation

### On a chart

- ☐ Select the animated chart.
- ☐ Go to the **Animations** tab and click the **Effect Options** button in the **Animation** group.
- ☐ Select the way the effect should be applied:

<b>As one object</b>	To consider the chart as a single object, which will be animated as such.
<b>By Series</b>	To animate each series on the chart one after the other.
<b>By Category</b>	To animate each category on the chart one after the other.
<b>By Element in Series</b>	To animate each point in the first series separately, followed by each point in the second series, each point in the third series, etc.
<b>By Element in Category</b>	To animate each point in the first category one after the other, followed by each point in the second category, each point in the third category, etc.



*This chart is animated by elements in series: all points in the "Year 1" series are animated one by one, then all the points in the "Year 2" series and then all those in the "Year 3" series.*

### Creating a custom motion path

- ☐ Select the object you want to animate with a motion path.
- ☐ Go to the **Animations** tab, then, from the list of effects in the **Animation** group, click the **Custom Path** effect in the **Motion Paths** section.