

## CHAPTER 5

## ANIMATION

## InFocus

WPL\_P814

You can animate text, pictures, shapes, tables, SmartArt graphics and other objects to add pizzazz to your presentation. Adding animation simply means to add a special visual or sound effect to an object including entrance and exit effects, changes in size and colour, and even movement. For example, you may choose to reveal bulleted points on a slide one line at a time to control your presentation, or you could have an image of a ball bounce across the screen just to add some amusement.

Another type of animation involves slide transition effects. By applying a transition to the slides, you can control the way one slide moves to the next during the slide show.

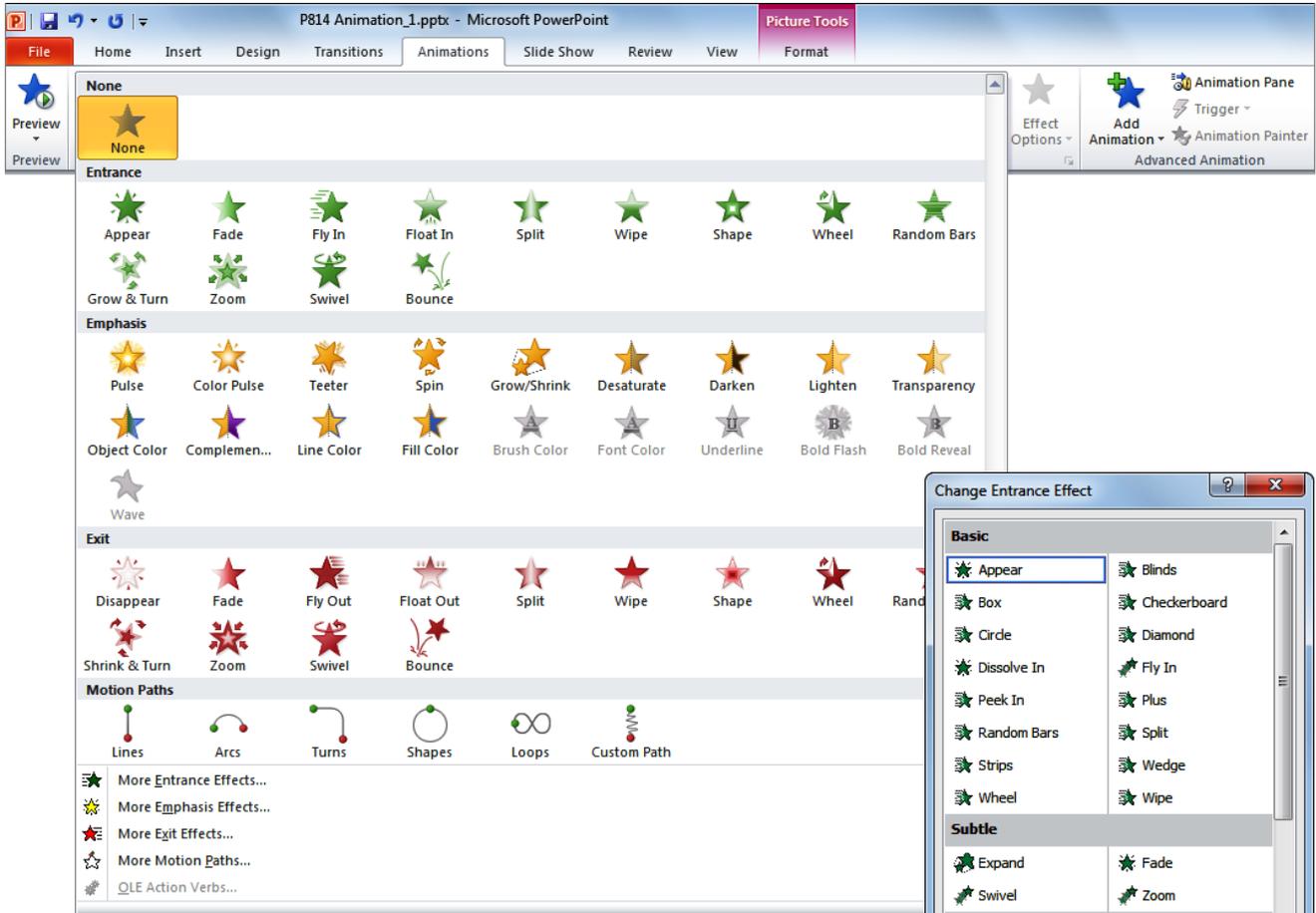
**In this session you will:**

- ✓ gain an understanding of animation
- ✓ learn how to apply animation to text
- ✓ learn how to apply animation to objects
- ✓ learn how to apply multiple animation effects to an object
- ✓ learn how to use apply motion paths to objects
- ✓ gain an understanding of the animation pane
- ✓ learn how to set timing details for an effect
- ✓ learn how to animate **SmartArt** graphics
- ✓ learn how to apply transitions to slides.

# UNDERSTANDING ANIMATION

You can use animation to effectively manage the flow of information in your presentation, emphasise key points and to increase participants' interest in your presentation. There

are four types of animation effects in PowerPoint – entrance, emphasis, exit and motion paths. These reflect the point at which you want the animation to occur.



## Types Of Effects

Many of PowerPoint's animation effects are listed in the **Animations** gallery. Each effect has an icon that indicates the way the effect works. The effects are grouped into the following four groups.

- Entrance** Entrance effects control the way objects appear on your slide. For example, you may have individual lines of text *fly in* from the side of the slide, or have the slide titles gradually *fading* in as the slides display.
- Emphasis** Emphasis effects control how the audience's eye is drawn to the animated object. For example, you may make an image *pulse* or *spin* or have a line of text move in a *wave* shape.
- Exit** Exit effects determine how the animated objects will leave the slide. For example, an image may *bounce* or *shrink and turn* off a slide.
- Motion Paths** Motion paths control the movement of your text or objects around the slide. For example, you could make objects move up and down, move in a specific shape or even create your own custom path for an object to follow.

If you can't find the required animation effect in the **Animations** gallery, you can display the entire collection of each type of effect (such as entrance or exit) by selecting an option at the bottom of the gallery to open the **Change Effects** dialog box (see the example above to the right). Here, the animation effects are grouped according to the impact of the effect – **Basic**, **Subtle**, **Moderate** and **Exciting** – and for motion paths **Basic**, **Lines & Curves** and **Special**.

# ANIMATING TEXT

Not only can animation help to make your presentation more dynamic, but you can use it to effectively control the flow of information. For example, you can animate each point of text to

appear when you are ready to talk about it. This will ensure your audience listens to you rather than reading the remaining information on the slide.

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# ANIMATING OBJECTS

As well as animating text, you can apply animation to objects either to emphasise a concept or just to grab the audience's attention. Just be aware, however, not to overdo the

animation in a presentation. Too much animation can be distracting – you want your audience to go away remembering the content of the presentation, not the whizz-bang animation!

## Try This Yourself:

**Same File**

Continue using the previous file or open the file P814 Animation\_2.pptx...

- 1 Display **Slide 1** in the **Slides** window
- 2 Click on the arrow shape to select it
- 3 Click on **More** for **Animation** to display the **Animation** gallery, then click on **Fly In** under **Entrance** to apply the effect  
*This effect would look better if the arrow flew in from the left rather than from the bottom of the slide...*
- 4 Click on **Effect Options** in the **Animation** group  
*The options listed in this gallery will depend on the effect that is applied...*
- 5 Select **From Left**
- 6 Click on **Preview** in the **Preview** group to test the effect  
*The arrow will now appear from the left side of the slide. Notice also that the icon shown in the Effect Options tool on the ribbon reflects the change of direction*



### For Your Reference...

To apply animation to an object:

1. Select the object
2. Click on **More** for **Animation**
3. Click on the desired effect
4. Click on **Preview** to preview the slide

### Handy to Know...

- You cannot set effect options for all animation effects. When this is the case, **Effect Options** will be greyed out in the ribbon.

# APPLYING MULTIPLE EFFECTS

You can apply more than one effect to the same object. But, if you select the second effect from the **Animation** gallery, it will simply replace the first effect that was applied to the object. Instead,

you must select additional effects from the **Add Animation** gallery. When multiple effects are applied to an object, **Multiple** will be selected in the **Animation** gallery rather than the effect names.

## Try This Yourself:

Same  
File

Continue using the previous file with this exercise, or open the file P814 Animation\_3.pptx...

- 1 Display **Slide 3** in the **Slides** window
- 2 Click on the image to select it
- 3 Click on **More**  for **Animation** to display the **Animation** gallery, then click on **Bounce** under **Entrance** to apply the effect
- 4 Click on **Add Animation**  in the **Advanced Animation** group to display the **Add Animation** gallery
- 5 Click on **Spin** under **Emphasis** to apply an emphasis effect
- 6 Repeat steps 4 and 5 to apply the **Shrink & Turn** exit effect
- 7 Click on **Preview**  in the **Preview** group to test the effects

Let's add another effect...

Let's add an exit effect...

Currently, these effects would need to be triggered individually. But we'll fix this soon

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## For Your Reference...

To apply multiple animation effects to an object:

1. Select the object
2. Click on **More**  for **Animation** and click on the desired effect
3. Click on **Add Animation**  and click on the desired effect
4. Click on **Preview**  to preview the slide

## Handy to Know...

- Use animations and sound effects sparingly. While well-placed animations can help to effectively communicate your message, too much animation can be off-putting.
- To force multiple animation effects to work simultaneously as one effect, you must set timing options in the **Animation** pane.

# APPLYING MOTION PATHS

While effects like **Fly In** and **Fly Out** can control the movement of an object to a certain degree, **motion paths** give you total control. The centre of an object will follow the motion path. There are

many pre-set motion paths and shapes from which you can select, plus an option for drawing a custom path. A motion path has a **beginning** and an **end** point which are shown as a green and red arrow.

## Try This Yourself:

Same  
File

Continue using the previous file with this exercise, or open the file P814 Animation\_4.pptx...

- 1 Display **Slide 1** in the **Slides** window, then click on the text **A New Direction**

Let's apply a motion path to this text so that it will come onto the slide and move into position...

- 2 Drag it off the slide, as shown

We want the text to start off the slide...

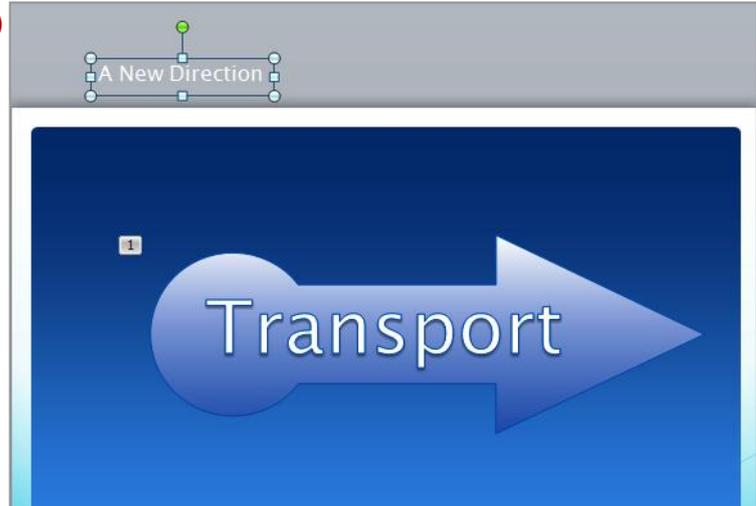
- 3 Click on **More** for **Animation** to display the **Animation** gallery, then click on **Custom Path** under **Motion Paths**

- 4 Click on the centre of the selected text, hold down the left mouse button and drag to draw a path similar to as shown, double-clicking at the end point to complete the motion path

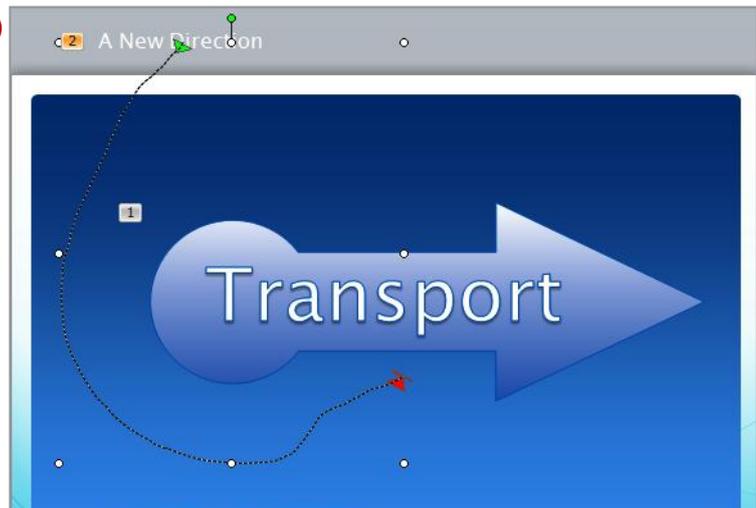
- 5 Click on **Preview** in the **Preview** group to test the effect

The centre point of the text placeholder will follow the motion path

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## For Your Reference...

To **draw a motion path**:

1. Click on the text or object to be animated
2. Click on **More** for **Animation**
3. Click on **Custom Path** under **Motion Paths**
4. Draw the path from the centre of the object and double-click at the end of the path

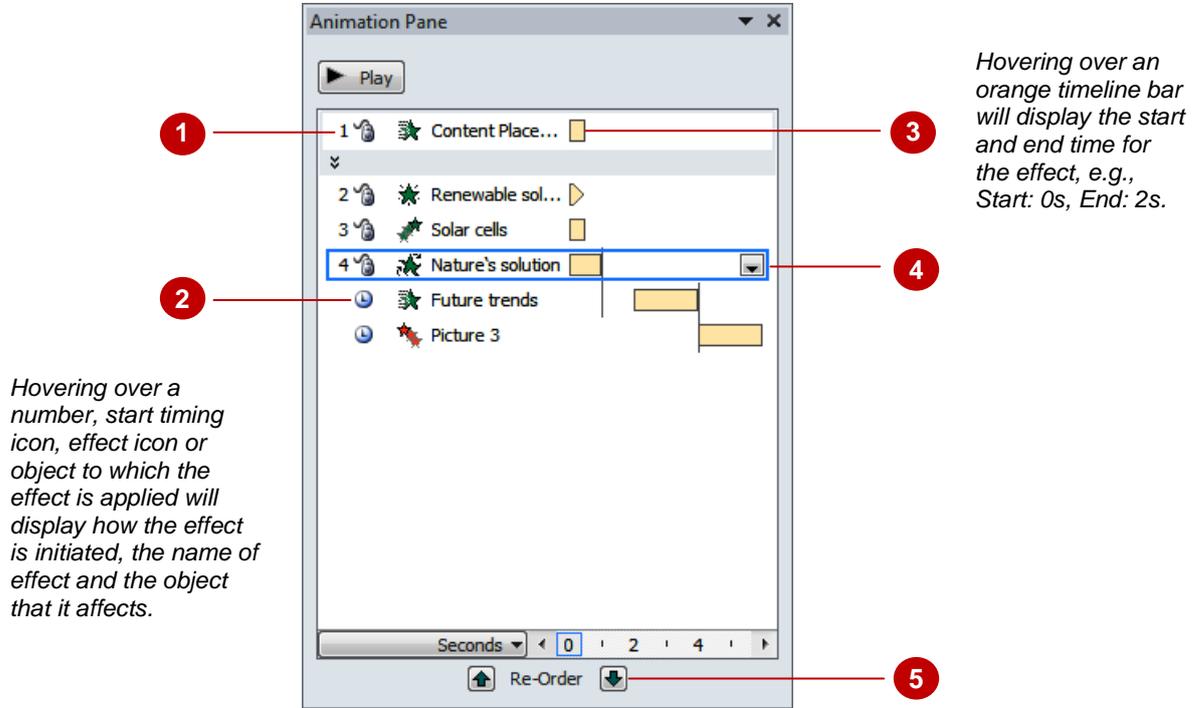
## Handy to Know...

- If you're not happy with a motion path after previewing it, it is probably best to press **Ctrl** + **Z** to undo the path and then start again. Although you can drag a handle of a selected motion path, it is not easy to edit the path by doing this.

# THE ANIMATION PANE

When you add animations to objects on a slide, PowerPoint automatically numbers each animation with a numbered tag. These tags don't tell you a lot about the animations except their

order. By displaying the **Animation pane**, you can see at a glance a list of all animations on the slide along with information about the effects such as the type of effect, duration of the effect, and more.



- 1 Animation effects are listed in the **Animation** pane in the order that you added them to the slide and this is the order in which they will play. By default, the animation effects are numbered – these numbers match the numbered tags shown on the slide.  
 Notice that the fifth and sixth effects above are not numbered. These two effects have been set to **Start After Previous** (see below) and both this start timing option and the **Start With Previous** option automatically remove the number as these effects will play automatically.
- 2 The start timing icons indicate how an animation effect will be initiated.
  - Start On Click** (🖱️) The animation effect will start when you click the mouse. This is the default value.
  - Start With Previous** (no icon) The animation effect will start when the previous effect starts. This lets you combine multiple effects to work simultaneously as one effect.
  - Start After Previous** (🕒) The animation effect will start immediately after the previous animation has finished.
- 3 Pale orange timelines indicate the duration of the effect. Notice that a gap exists between the end of the fourth effect and the start of the fifth effect as a **Delay** has been set in **Timing**.  
 You can hide these by clicking on an effect and then clicking on the menu icon  and selecting **Show Advanced Timeline**.
- 4 Click on an effect to display the menu icon. Click on the menu icon  to display the menu.
- 5 The animation effects will play in the order in which they are listed in the **Animation** pane. If you want them to play in a different order, simply click on the effect that you wish to move and click on the appropriate **Re-Order** arrow.

# SETTING THE TIMING

When you apply animations to objects, they are created automatically to start with a mouse click. This is ideal if you want to control when text on a slide appears in a presentation. But if you want a

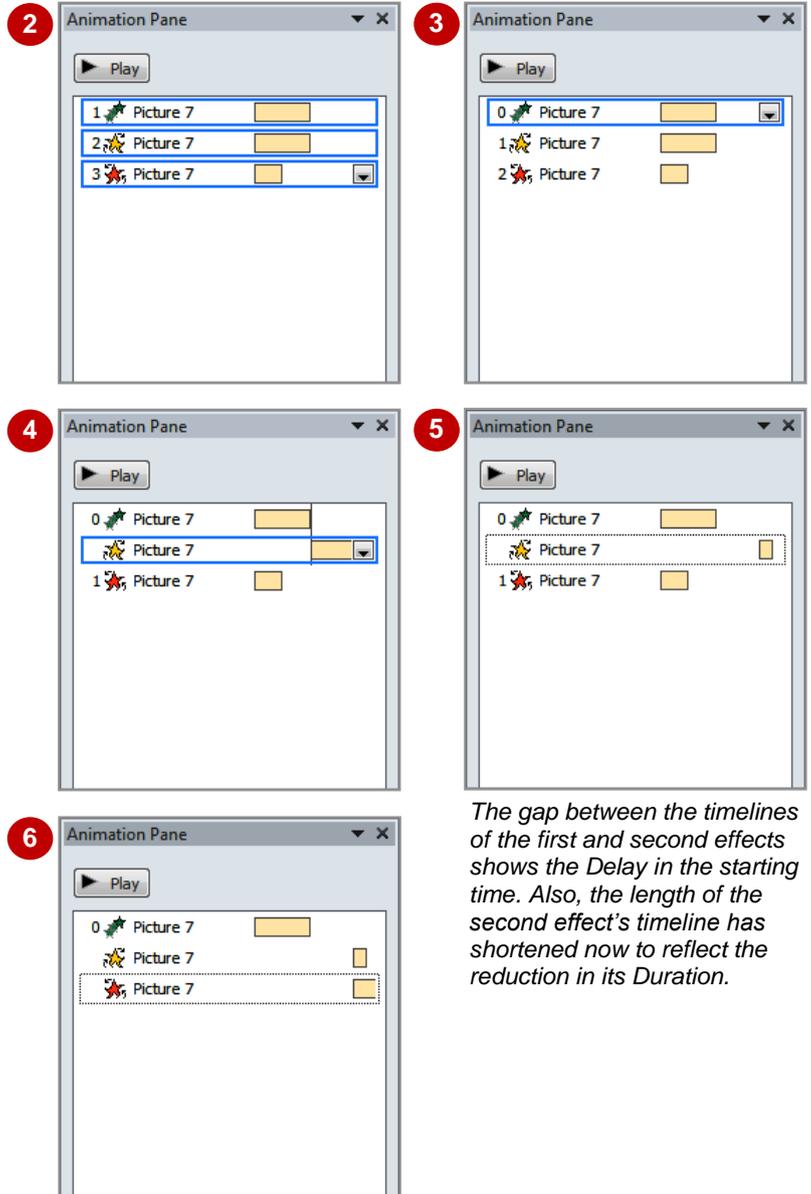
heading to appear automatically when a slide displays or you want to combine several effects to play simultaneously, you will need to change the timing for the effect.

## Try This Yourself:

Same File

Continue using the previous file or open the file P814 Animation\_5.pptx...

- 1 Display **Slide 3** in the **Slides** window, then click on the image to select it
- 2 Click on **Animation Pane**  in the **Advanced Animation** group to open the **Animation** pane  
*Currently, the three effects require you to click to trigger them. Let's change this...*
- 3 Click on effect **1** in the **Animation** pane to select it, then click on the drop arrow  for **Start** in the **Timing** group and select **With Previous**  
*The effect will be renumbered to 0...*
- 4 Click on effect **1** (middle effect), then repeat step 3 to select **After Previous** in **Start**  
*The timeline will shift...*
- 5 Click on the down spinner arrow  for **Duration** to **0.5**, then click on the up spinner arrow  for **Delay** to **1.5**
- 6 Click on effect **1** (last effect) and repeat step 3 to select **With Previous** in **Start**
- 7 Preview the effect



The gap between the timelines of the first and second effects shows the Delay in the starting time. Also, the length of the second effect's timeline has shortened now to reflect the reduction in its Duration.

The third effect will move to align with the starting time of the previous effect.

## For Your Reference...

- To set the timing for an effect:
1. Select the effect
  2. Set **Start**, **Duration** and **Delay** as desired in the **Timing** group on the **Animation** tab
- To display the **Animation** pane:
1. Click on **Animation Pane**  in the **Advanced Animation** group

## Handy to Know...

- **Duration** is the time it takes for one cycle of the effect. For example, reducing the **Spin** duration will make the object spin quicker.
- You can set the **Start**, **Duration** and **Delay** of an effect by clicking on it in the **Animation** pane, clicking on the drop arrow  and selecting **Timing**.

# ANIMATING SMARTART GRAPHICS

Animating SmartArt is a bit different to animating other shapes and objects. For one, any connecting lines in a SmartArt can't be animated individually, and secondly, you can't change the

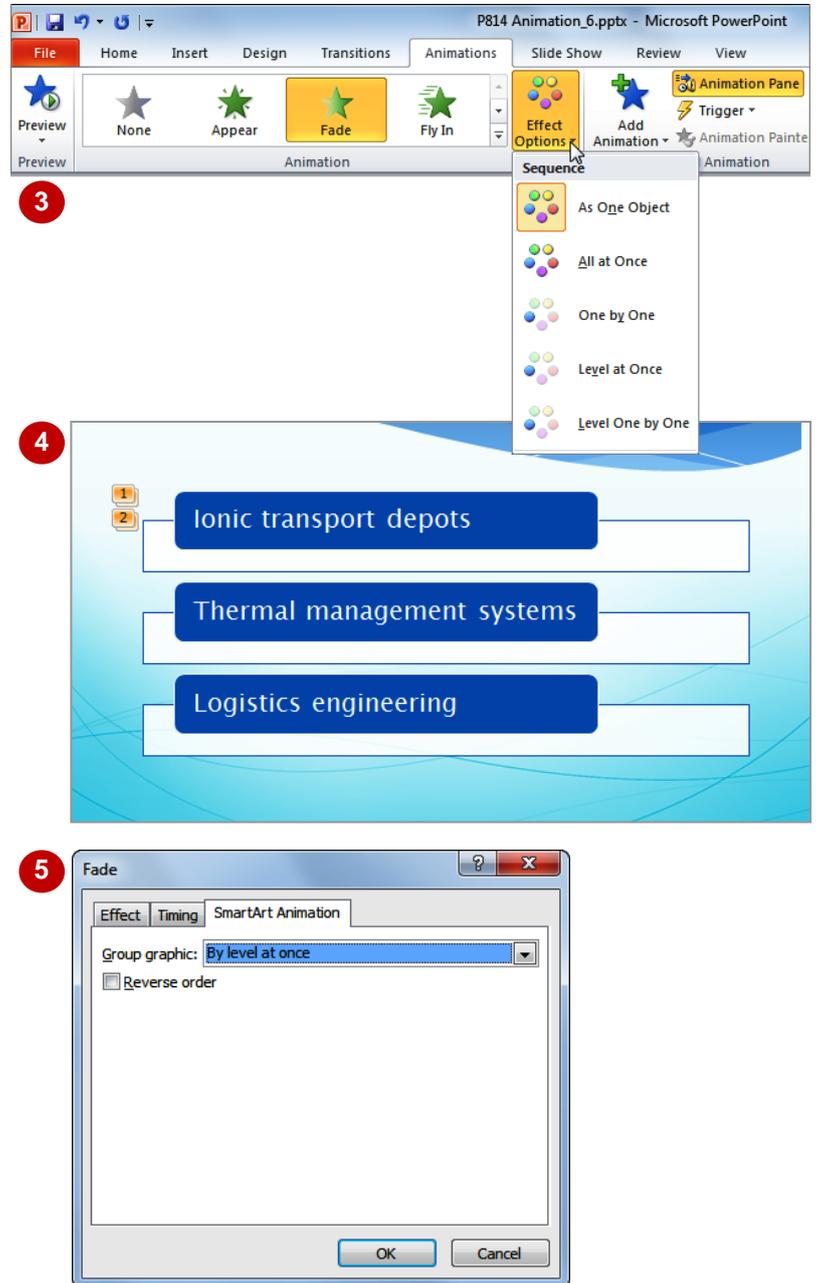
order in which the individual shapes in a SmartArt appear – you can only reverse the order. You can, however, select whether the animation applies to the SmartArt as a whole, level by level and so on.

## Try This Yourself:

Same File

Continue using the previous file or open the file P814 Animation\_6.pptx...

- 1 Display **Slide 6** in the **Slide** window, then click anywhere on the SmartArt to select it
- 2 Click on **More** for **Animation** and click on **Fade**  
*The full graphic will appear...*
- 3 Click on **Effect Options** in the **Animation** group to open the **Effect Options** gallery  
*Currently, the animation is applied to the entire SmartArt...*
- 4 Point to each of the options to see how they will affect the graphic, then click on **Level at Once**  
*Two animations will be applied: one to the blue shapes and one to the white shapes. The blue shapes will appear before the white shapes...*
- 5 Click on the animation in the **Animation** pane, click on the drop arrow and select **Effect Options**, then click on the **SmartArt Animation** tab  
*The white shapes will appear before the blue ones now*
- 6 Tick **Reverse order**, click on [OK] and then preview the animation



## For Your Reference...

To animate a SmartArt graphic:

1. Select the SmartArt
2. Click on **More** for **Animation**
3. If desired, click on **Effect Options** and select an option
4. If desired, set the **Timing** options

## Handy to Know...

- Not all animations are available for SmartArt.
- You can't use the **Re-Order** tools in the **Animation** pane to change the order of the animations of the individual shapes of a SmartArt graphic. You can only reverse the order.

# APPLYING SLIDE TRANSITIONS

As well as controlling the behaviour of objects on a slide, you can control the **transition** between slides during a presentation. Slide transition effects are used to reflect the changing of a topic,

rather like flipping a page in a book. A word of caution: it is unlikely that you will need both slide transitions and animation effects.

## Try This Yourself:

**Open File**

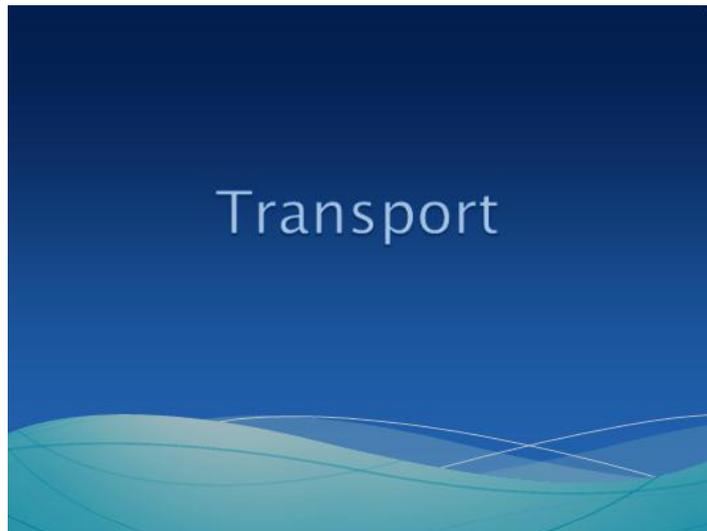
Before starting this exercise you **MUST** open the file P814 Animation\_7.pptx...

- 1 Display **Slide 1**, then click on the **Transitions** tab to open it
- 2 Click on **More**  for **Transitions to This Slide** to display the **Transition** gallery
- 3 Apply several transitions to see how they work – our first sample shows **Vortex** at work – then apply the **Fly Through** under **Dynamic Content** to apply this transition to **Slide 1**  
 You can have the transitions advance by clicking the mouse and/or automatically after a certain period of time...
- 4 Click on the up spinner arrow  for **Advance Slide After** in the **Timing** group until it reads **2:00**  
 By leaving **On Mouse Click** ticked you are leaving your options open...
- 5 Click on **Apply To All**  in the **Timing** group to apply this transition and timing to all slides in the presentation
- 6 Click on **Slide Show**  in the status bar to check the presentation, then press  when you've seen enough

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Vortex – an exciting effect



Fly Through – a dynamic content effect (ie the non-animated content flies onto the slide)

## For Your Reference...

To apply **slide transition** effects:

1. Display the slide
2. Click on **More**  for **Transitions to This Slide** on the **Transitions** tab
3. Select the desired option
4. Click on **Apply To All**  if required

## Handy to Know...

- Slide transitions provide a quick alternative to animating the objects on a slide. For example, use a plain background and fly the slides in from different directions. This makes the text and diagrams appear to fly, but they are controlled by a single slide transition effect instead of multiple animation effects.