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PowerPoint - Creating Custom Animation

Do you remember the old cartoons that would have you sing along by following the bouncing ball? Did you know you can create this effect (and more) with animation in PowerPoint? Read on to learn how simple this is.

PowerPoint's animation feature allows you do some neat stuff, but my favorite is the ability to create free form movement of objects and it's easy to do.

I have created a [sample slide](#) with a bouncing ball and square to illustrate how this works – [click here to access the slide](#). If you view this slide in Slide viewer – click to activate the bouncing ball and then click again to get the square to move.

Viewing the Sample Animation

PowerPoint 2003 - In normal view you will see the red circle has a squiggly line attached to it and the green square has lines going from side to side – both of those represent the animation paths I drew for them. If you don't see these lines, then right click and choose Animation to call up the Custom Animation pane.

PowerPoint 2007 and above - to see the animation lines I have drawn, click on the red ball, then Animations (from top menu), then Custom Animation – the Custom Animation pane will appear as well as the lines I have drawn.

To Create Your Own Custom Animation

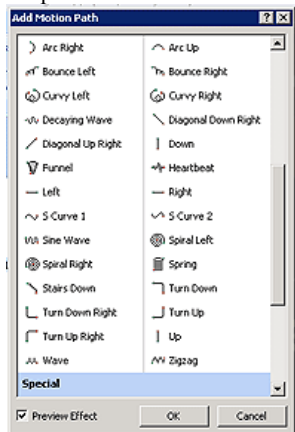
- Highlight the graphic or shape that you want to animate.
 - In version 2003 - right click and choose Animation and the Custom Animation pane will appear.
 - In version 2007 and above – choose Animations (from top menu), then Custom Animation – the Custom Animation pane will appear.
- In the Animation pain, click Add Effect, then Motion Paths and Draw Custom Path. Choose free hand or scribble and a pencil icon will appear which allows you to draw the path that you want the graphic to follow. When done drawing, click where you want the path to end – this now sets your path. To review what you've created view the slide in slide view.

Under Draw Custom Path you see an option for More Motion Paths – this gives a slew of other choices for animation paths like funnels, bounce left, spirals, heart shape, etc. See the screen shot to the right for samples. These are fun to try out and who knows you might even find a use for a

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couple of them!



Do you have a PowerPoint project that you need assistance on? Contact us today to get help info@aapk.com

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Steps to Social Marketing - Step 7 - Where is Your Message/Campaign Sending Your Viewer?

Previous Steps: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#)

When creating your messages/campaigns you need to decide where you want your viewer to land, in other words, what's the path of information you want them to take to learn more about your product or service or get them to make an inquiry?

For most the place you want viewers to go is to your web site, for a couple of reasons; it contains the majority of your key information about your product or service and site traffic is easily measureable. Tracking user movement will give you the opportunity to measure the effectiveness of your and campaigns and might help with the age-old-question of ROI..

But just sending viewers to the web site without a clear mission is a waste of your marketing time and dollars. To avoid this, make the link (next step) in your campaign connect to a page on your site that is applicable to that message. This may require that you create multiple pages depending on your message or campaign, but you are giving the viewer the information they are seeking and it will pay off in the end.

So if you are a Printer and put out a message about posters, you need the link from your message to go to a web page that talks about posters, and maybe gives a special offer. The worst thing you can do is to send them to your home page and expect them to figure out where to go next. If your potential customer doesn't immediately find what they are looking for they will go else where.

If you need advice with planning your social marketing, contact us at info@aapk.com.

You Have To Laugh

Funny Video: Skate Boarding Goat .. http://www.cnn.com/video/?hpt=hp_t3#/video/topvideos/2012/08/09/pkg-skateboarding-goat-sets-world-record.wbbh

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