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PowerPoint - Size and Position Graphics

Do You Have a Marketing and Branding Guideline?

You Have To Laugh

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PowerPoint - Size and Position Graphics

Placing graphics (photos, shapes, clip art, charts, etc) in PowerPoint with accuracy can be a challenge. PowerPoint offers a few options to help but there is one solution that works the best – size and position.

This week I have been working on a PowerPoint sales presentation for a client. One element of the slide set is a pair of hands with varying graphics between them. These need to appear in the same place from slide to slide.

I could use the guide lines to snap the graphics in place, but there are many times when these guidelines just don't cut it for placing things accurately and consistently. So instead I use PowerPoint's option to specify the exact size and position for the graphic.

To reach these options:

PowerPoint 2003 – Right click, choose Format Picture (or AutoShape if using a shape) and then the Size and Position tabs from the pop up window.

PowerPoint 2007 – Right click and choose Size and Position or from the Ribbon, choose the Format menu then Size, and click on the bottom corner of the box to pull up the pop up window for Size and Position

Within the **Size tab** you can adjust the size, rotation, scale, or crop a graphic:

Size - allows you to change the height and width (either type in the values you want or use arrows to increase/decrease the size).

Rotate – choose the degree of rotation.

Scale – Identify the height or width by %. If lock aspect ratio is checked PowerPoint will change the picture by the same ratio no matter what you enter for the width or height.

Crop – if you know exactly how much you want to crop from your graphic – do it here. Although I prefer to see my graphic as I crop it – so I use the crop tool from the tool bar (see instructions for using the crop tool http://www.aapk.com/amys_biz_tips_031512.html)

The **Position tab** gives you the ability to be consistent with your graphics' placement. This is especially helpful if you are working with multiple slides that require precise placement of multiple graphics to avoid them looking like they are jumping around as you transition from slide to slide. you have the option of positioning the graphic based on the measurements from top left corner or center.

Remember that if you want to keep things in the same place from slide to slide – write down the size and position specifications of your first graphic and enter those values for the rest.

Try these options out next time you are working on a presentation and when you need help with your next presentation contact us at info@aapk.com we have a lot of experience with PowerPoint and other MS Office products.

Do You Have a Marketing and Branding Guideline?

Do you have a clear market message and branding document for your product or service? Or are you working ad hoc so when you are asked to provide an ad for a periodical or the web you create whatever comes to mind at the moment?

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Having a written document that outlines your key messages, focus and branding are very important to a good marketing plan. This document makes the process of developing ads, content, press releases and campaigns simple and easy. No need to recreate the wheel each time.

Creating this document will take some work on you and your group's part but is essential to avoid confusion, missed messaging and potential bad press. Here are a few things I suggest that you include:

Key message - create at least three in varying sizes – from a few words (for a headline) to a couple of lines (that can be used for press releases)

Key Words – list of words that describe your product or service – use these when writing articles or for creating web content.

Logo colors and size – record the CMYK and RGB numbers for your logo colors and specify how your logo will appear in various sizes, placement on documents and ads.

Fonts – document the fonts that are to be used in all materials – this keeps your documents looking consistent.

These are just a short list of suggested items to include. Once you complete this document be sure to share it with everyone in your organization so you are all “on the same page” when it comes to marketing your product or service. See my case study on how I helped a non-profit organize their marketing and the positive results - http://www.aapk.com/Case_Study_-_Trolley_Museum_FINAL.pdf

If you need help developing your marketing and branding plan contact us for guidance at info@aapk.com.

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Funny Video: Giggling baby and doberman -

<http://www.cnn.com/video/data/2.0/video/living/2013/04/29/orig-jtb-distraction-doberman-plays-with-baby.youtube.html>

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