



No.5: Importing images, videos and charts

The best video formats for PowerPoint are Windows Media Video (WMV) for PCs and Quicktime (MOV) for Macs.

IMAGES

- Images can be imported as images or backgrounds – we advise that images used as background designs are inserted as backgrounds (as this will reduce the file size). Images you wish to manipulate and move around should be inserted as actual images.
- PowerPoint presentations are always viewed at 72DPI. Agencies often supply images at artwork quality resolution of 300DPI. Reducing these images to 72DPI will not affect the quality on screen and will reduce problems with the opening, running and transferring of the file.
- Inserting a background image:
Right click on the slide you wish to insert your background image into. Select Format Background then select picture or texture fill.
Click on the FILE button and browse for your image – then insert it.
- Inserting an image:
Select Insert and then choose Picture from file.
Browse for the image you require & then insert it.
Images inserted in this way will be editable.

VIDEOS

- The best video formats for PowerPoint are Windows Media Video (WMV) for PCs and Quicktime (MOV) for Macs. An MPEG1 format will also run in PowerPoint, however these can often be small files that appear small on your screen and when enlarged may be poor quality.
- Inserting a video:
Select Insert and choose movie from File.
Browse for the video you require and then insert it.
- It is always advisable to run your entire video once it has been inserted into a PowerPoint presentation. Often a video will be inserted correctly, but when played back in PowerPoint problems can arise such as stopping before the end!



No.5:

Importing images, videos and charts

The best video formats for PowerPoint are Windows Media Video (WMV) for PCs and Quicktime (MOV) for Macs.

- ❑ **IMPORTANT NOTE:** Videos are not like images once inserted into a presentation. They are not embedded and therefore the original video file will ALWAYS need to be saved inside the same folder as the presentation!

CHARTS

- ❑ Often graphs and charts are created in Excel before finding their way into a PowerPoint presentation. However, if a chart is imported as an image, then it will no longer be editable.