**Presentation Graphics**

Research shows that people learn better when information is presented visually. A picture is indeed worth a thousand words or numbers. **Presentation graphics** are programs that combine a variety of visual objects to create attractive, visually interesting presentations. They are excellent tools to communicate a message and to persuade people.

People in a variety of settings and situations use presentation graphics programs to make their presentations more interesting and professional. For example, marketing managers use presentation graphics to present proposed marketing strategies to their superiors. Salespeople use these programs to demonstrate products and encourage customers to make purchases. Students use presentation graphics programs to create high-quality class presentations.

Three of the most widely used presentation graphics programs are Microsoft PowerPoint, Corel Presentations, and Apple Keynote.

**Features**

An electronic presentation consists of a series of **slides** or **pages.** Presentation programs include a variety of features to help you create effective dynamic presentations. Most include design and content templates that help you quickly create a professional-looking presentation. **Design templates** provide professionally selected combinations of color schemes, slide layouts, and special effects. **Content templates** include suggested content for each slide. Other features include tools to select alternative color schemes and slide layouts, to create animated graphics and charts, and to help you rehearse the presentation.

More advanced features include the capability to use **animations,** special effects that add action to text and graphics on a slide. Additionally, **transitions** can be used to animate how the presentation moves from one slide to the next. Other features allow you to print slides, create speaker notes, and provide handouts for your audience.

CONCEPT CHECK

1. What are presentation graphics programs? What are they used for?

2. What are slides? What are design and content templates? What are they used for?

3. What are animations and transitions? What are they used for?