
GISELLA GRUBER:

Good morning, good afternoon, and good evening to all. Wishing you a warm welcome to the second webinar of the At-Large Capacity Building Program 2021 on the topic of Creating Promotional Videos and PowerPoint—a crash course, on Monday, the 15th of February 2021 at 19:00 UTC.

We will not do a roll call as this as a webinar, but attendance will be noted on the Wiki Agenda page. We have French and Spanish interpretation on today's call. A kind reminder, therefore, to please say your name every time you speak, not only for transcription purposes but to allow the interpreters to identify you on the other language channel, and also to speak at a reasonable speed to allow for accurate interpretation. With no further ado, I will hand this webinar over to our presenter, Jonathan Zuck. Over to you, Jonathan. Thank you.

JONATHAN ZUCK:

Thanks. Hey, everyone. I'll do my best to speak slowly for the interpreters. This is what, I guess, I would call an informal webinar. It doesn't have a structured agenda and it's, hopefully, can be interactive as people start to get ideas and see what's possible. We're planning to do a webinar in April that's a little more structured, more formalized webinar on using PowerPoint to create videos, both sort of promo videos and then explainer videos, which have become pretty popular on the web. But because ICANN70 was coming up quickly and there was a need for people to promote sessions, create materials for social media, and things like that, we thought we'd put together just a quick sort of ad hoc webinar, and so we call that a crash course, on how you can go

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about creating quick promotional videos in PowerPoint. So without further ado, I guess I'm going to share my screen and get into PowerPoint. Can everybody see the PowerPoint application?

GISELLA GRUBER: Yes, Jonathan.

JONATHAN ZUCK: Excellent. Okay. Thank you. So the idea here is let's say that I've started with a PowerPoint slide presentation, which is meant to be a promotion for this session. So this is just a normal set of slides like we all create using the template that comes with PowerPoint. So there's a title slide here, and then there's the beginning of the contexts. A title and some bullets, the very kind of slides that we all try to spend our time not making but that we all end up making at the last minute. So here is some quick slides that if I was giving a little presentation to say, "Hey, this is why you should come to the webinar," this is what it might look like. I just wanted to start from this because this is a PowerPoint in its simplest form, and yet it is in fact already ready to be a video if you wanted it to be.

So if you took this PowerPoint and just went to File > Export, you'll see here an item Create Video. And then I have options for what size video I want to create, a 4k video, full HD video, just HD, and Standard Definition, depending on what I was trying to do. Then you'll notice here it says, "Seconds spent on each slide." So what this means is that absent you having told it anything, you'd like to spend five seconds on each

slide. I'm going to speed that up so that we don't spend a lot of time looking at it.

But then if I then Create Video, I'll be asked where I want to put it. I'll put it on the desktop where all good people put their videos, and we'll just call this Zippy. You see down here in the bottom, there's a little percent complete, that it's creating the video. And now that it's complete, I'm going to open the video. Let's see. I'm going to stop the share and then do a new share which is the video. So here's the video we just created. I hit Play and you see that it advances the slides and does them each for two seconds. So now we've created our first promo video in PowerPoint. It's just that easy, right?

So if I stop the share and I go back to PowerPoint again, the other thing I might do is add some music. Since I know that this is two seconds each then that means the video is 10 seconds long. I could go to a music file. I can go to Insert. And you'll see over here on the upper right-hand corner, it says Audio, I can check audio on my PC. And then on the desktop, I have a little bit of music. You've probably, at some point or another, added music or a sound effect or something like that to your PowerPoint, and so, so far, what we've done is no different. Let me stop the share and share again but make sure that I'm sharing sound. If I was demoing this as a PowerPoint, I could just go in here, and then I click on this. And you'll see the music starts playing. So that's how we would use it in PowerPoint.

But if I want to make it part of a video, once I select on an audio file, there's a tab up at the top that says Playback on it. So I can say, "I want to play it in the background." I can check a box that says "Hide during

the show” because I don’t plan to click on it in the slide. I can say that I wanted to loop until the things have stopped. And then this is a really important one, “Play across slides.” This means that I want it to keep playing. Even though it was just on the first slide, I want it to keep playing across all of the slides.

I can also do things like trim the audio. I seem to have lost my mouse. Here we go. I can trim the audio. So we’ll see that this is a three-minute audio file but that I only have a 10-second video at this point. So if I want to, and what I often do is trim to the back instead of the front, you’ll see right here it says this is the current duration of the video. So I could say that I want this to be closer to the 10 seconds or something like that. We’ll say 13 seconds to give things a chance to fade. So I’m now trimming that to the back of the audio file. The reason I say that is because people are more forgiving of an audio file starting abruptly than they are a bit ending abruptly. So sometimes it makes more sense to let the video end naturally and then just do your best to fade it in the beginning.

So I’ve now made it small, I can then say that I wanted to give it a little bit of a fade and say half a second to fade in. Now I can once again say File > Export > Create a Video. And then say Create Video. We will call this Zippy02. All right. I saw this big slide thing showing here. Let me remove that. Okay.

Judith, you have a question. Go ahead.

JUDITH HELLERSTEIN: I'm just wondering, have you updated the meta tags and the alt tags to tell others, to your screen readers, that you are putting music or the other stuff or what your video is going to be about? They know in word you can just add that in the image by clicking. You're on mute, Jonathan.

JONATHAN ZUCK: Yeah. We haven't gotten to any of that yet, Judith. Right now it's just text that's on the video. As far as whether or not we would describe the audio or something like that, there are some mechanisms to do that in PowerPoint, including doing closed captioning or something like that if it's a more visual video. But at this point, we haven't gotten around to doing that.

JUDITH HELLERSTEIN: Okay. Because I know it's really easy to do that.

JONATHAN ZUCK: Yes. Okay. If I now find the video that I just created—sorry. Okay. I'm now going to do share screen. So now if I click on this, it's just the last part of that audio file that I then made part of the video.

So does that make sense? That's the process of creating a video in PowerPoint. It's fairly straightforward when you think about it, right? You're just telling it to create a video. There's a sequence of things. I'm telling the video that I want each of these slides to be two seconds long. I've added music, etc., that says that I want to continue over the entire length of the video. I was able to trim the audio so that it was only the length of the video. I might have even made it too short because it has

such a long finish on the end, but you get the idea that you can begin to experiment with that. So that is the mechanics of creating a video in PowerPoint. Everything else from that point on is really about just creating a PowerPoint, if that makes sense.

So one of the big differences between working in PowerPoint to create video or working in a video editing software is that video editing software tends to work from a kind of a master timeline and you create events at specific points on that timeline, but in PowerPoint it's a series of events that simply happen in sequence. And so this happens, then this happens, and that happens. So it's still a sequence but as opposed to saying, for example, that I want this second slide to come in at this time, I'll say that I want the second slide to come in after the first slide. So it's more of a sequence of steps than it is an absolute timeline, even though in the end, you end up with something very similar with just things coming and going at specific times. Sebastien, go ahead.

SÉBASTIEN BACHOLLET:

Thank you, Jonathan. Can you, I would say, restart? My trouble is to find a place where I can do that. And the reason is that you are using an English PowerPoint, I am using a French PowerPoint and, therefore, I am not sure where I need to go to find for video. Therefore, I would like you just to show us once again. And I think it's the same for other languages, it's not just translated. We need to know where it is. Therefore, I would like you to show us.

JONATHAN ZUCK: Okay. Thanks, Sebastien. I have a PowerPoint here. I go to the File menu and I choose Export in English. So it looks like it's about the eighth item down in the menu if you're on the Windows version. The Mac is going to be slightly different in terms of what options are there, but Export is still the name in the Mac version. Do you see that, Sebastien, Export under the File menu?

SÉBASTIEN BACHOLLET: Yeah.

JONATHAN ZUCK: Okay. So you click Export, and then you have a lot of options for what you want to do. You can create an Adobe PDF, which is what the ICANN staff does every time we hand them a PowerPoint prior to a Zoom meeting. They'd create a PDF right here in the Export menu.

The third item right here is Create Video. Do you see something, words that say Create Video?

SÉBASTIEN BACHOLLET: Yeah.

JONATHAN ZUCK: Okay. When I click that, I have a couple of options. The top box here is the quality of the video, essentially the resolution or the size of the video that I want to create. Then the second option, I'm going to talk about later. But right now, I'm saying don't use recorded timings. But

you'll see it also says, "No timings or narrations have been recorded," so it's sort of redundant, but we're not using any timings. Instead, we're saying the second spent on each slide should be two seconds. Then when I'm done, I just click Create Video, and I'm given a standard Save As dialog box. Does that make sense?

SÉBASTIEN BACHOLLET: Not at all, but I guess I have two problems. It's in French and it's a Mac. Therefore, I need to find out where it is. It may be completely different.

JONATHAN ZUCK: Well, it's still under the File > Export menu.

SÉBASTIEN BACHOLLET: No, I don't have. In the Export menu, I don't have this—

JONATHAN ZUCK: Create Video? You don't have Create Video?

SÉBASTIEN BACHOLLET: I don't have Create Video. And it's not really the same shape. But it's okay.

JONATHAN ZUCK: Okay. I'll try to—

ALFREDO CALDERON: The interface in Mac is different completely.

JONATHAN ZUCK: It is different but it's still the Export menu under the File menu.

ALFREDO CALDERON: Yeah, but not the way you have it displayed in Windows. It's a little different than that.

JONATHAN ZUCK: So if you click Export, it will show you one of your options is to create video, right?

DUSTIN LOUP: Hey, Jonathan, this is Dustin. I'm looking on mine in the PowerPoint for Mac. And it looks like it's not as clearly described. When you go Export, it gives you that File dialogue and you have to select a file format that is a video format. I have MP4 and MOV, for example.

JONATHAN ZUCK: Right. Okay. So it's going right to the Save menu.

DUSTIN LOUP: Yeah, at least in mine.

JONATHAN ZUCK: So then, Sebastien, it's a drop-down. When you click Export, there's a drop-down list for the file type, one of which is PDF and one is MP4/MOV. Do you see that?

SÉBASTIEN BACHOLLET: Yeah, definitely, I have. It's like that. Therefore, it's not straightforward as it is with your PC.

JONATHAN ZUCK: Yeah. I didn't know whether to do this session in Windows or Mac because—

SÉBASTIEN BACHOLLET: No, that's okay.

JONATHAN ZUCK: I didn't know which one is used more. So we'll keep going and I'm happy to answer questions later. Send a screenshot if there's something that's confusing. I use both and I've created videos on both Mac and Windows. I'm just using Windows because I thought it was going to be more broadly used.

Okay. So that is the basic process of creating a video. So if I come back to this slide, the next piece of this is thinking about how I might animate what this video begins to look like. Instead of being static slides, I might add some animations into what I'm doing.

So, for example, on this first slide, “Promos in PowerPoint: A Crash Course in Video Creation,” let’s say that I want the title to come in from the top. So I would actually go to Animations. You see across the top here, it says Animations, and I think that’s the same in Mac and PC. Right here on the left, you’ll see a bunch of things that are called Appearance animation. So there’s No Animation, there’s Appear, there’s Fade, there’s Fly In, Float In, Split, Wipe. Hopefully, people see those options up here. If I click on Fly In, you’ll see that it flies in from the bottom. But just to the right of this list, I see something that says Effect Options. If I click on that, I can choose that I want it to be from the top instead, and I’ll see a demo of what that looks like. Then you’ll notice—and we’ll talk about this more—that a little 1 appears then next to that object that I’ve animated because it’s the first animation on the slide. Okay. Marita, you have your hand up.

MARITA MOLL:

Hi, Jonathan. I’m just wondering whether it’s exactly the same thing for people who are using OpenOffice.

JONATHAN ZUCK:

I don’t know. I don’t know what the video functionality is of OpenOffice. I know that Keynote has the same video functionality. I don’t believe that Google Slides does without an add-on, and I don’t know the answer for OpenOffice.

MARITA MOLL: Okay. Thanks. Because I expect that it's more widely used in other parts of the world than it is in North America. I don't know how many people on this call might be in that.

JONATHAN ZUCK: Sure. That's why we said this was making promos in PowerPoint. Because I think we wouldn't get very far if we tried to show every single thing in four different tools. So I'm happy to do other demos or do some research to see how this might be done or make a video or something like that in OpenOffice but I haven't tried it yet myself.

MARITA MOLL: Okay, great. Thanks, Jonathan.

JONATHAN ZUCK: Thanks for the question, though. So that's my first animation. It has a number one next to it. If I choose the second text box here, let's say I want that one to actually come in from the bottom, so I can choose Fly In. And you can see that the top one is going to fly in from the top and that's animation number one, and the bottom one is going to fly in from the bottom and that's animation number two. All right.

Let's say that I want it to then come to this slide, that might be a good time to add a transition. So, for example, I might do something like a Fade so that that appears over the title before it. And then let's say that I want the title—if I go back to Animations—I want it to fly in. But if I go to Effect Options, I can say I wanted to fly in from the left. Then I might say that I want the bullets to also fly in from the left. So, by default,

again they're flying from the bottom, but if I say from the left, you can see they look like that. So you can see there's now four animations on this on this slide and they've got these numbers 1, 2, 3, 4.

It's the same thing here. I can say that on this next slide, I want the transition to be a Push so that it comes up. And it'll come up as white if I add these animations. So if I now say that "Okay, I want to PowerPoint, make some videos, and I want to have this..." You'll see that I can click down here to see some other things I wanted to zoom. So boom, that's a little animation. PowerPoint makes videos that zoom in. It looks good just the way it is. And then on these maybe I want them to fly in but from the right, so I go to Effect Options again and say I want them to fly in from the right. So now I have four animations on this slide as well.

So I can continue doing that. Let's say I'm going to leave this one alone and make it just come on directly. With "Register Today," I want this to do something crazy so I'm going to say that I want it to grow and turn, "Register Today," right? And maybe because I want it to have a nicer ending, I might add a new blank slide so that it ends on white, and then I can go to the Transitions and say that I want it to be a Fade. So that means that it'll fade over the "Register" at the end.

So now if I then just play the slide presentation—let me see if I can keep this in the same window. So now, this is my first presentation. You see that it begins blank, and only when I hit the spacebar—whoops, sorry. Back to the first slide, now we go into the Reader Pane. Now I can hit the title, and then whenever I want to, hit the same from the bottom, fades to white again. I click on it, in comes the title. Then as I click on it, in come the bullets. And you can see it did a slide up to white because

that was the transition. I click it again, "PowerPoint Makes Videos," have these coming from the right. I left this one as just straight the way it was. And on this one, I wanted to roll in and say, "Register Today."

So that's just the PowerPoint as it currently stands. I've now have more animations in this. If I now take this and select Export > Create a Video > Desktop, and I bring that up. I do New Share, and I want to share this video file now and hit Play. Obviously, my music isn't long enough anymore because I added these animations.

So now down at the bottom, the left corner, you can see that the length of my video is now 21 seconds. So if I come back to here and come back to this first slide and back to the audio, I might go back to the Playback menu across the top and to trim audio, and then I might want to make this a little bit longer, say 30 seconds, and then the music would be long enough to last over the course of the video. Does that make sense? Sebastien, is that a new hand? No? Okay.

All right, so that is a text animation. The same thing can be done with a shape as well. So if I add a slide, I usually just start from a blank slide, and I say I want to add a shape like a circle. I'm going to now get rid of the audio file for the time being so it doesn't play every time we're trying to just look at things. If I have a circle like this and I have a slide presentation and I go into the Reader view, that's the transition to that slide. It's just that bouncing ball. But just as I can with text, I can say that I want to animate this. If I click that down arrow next to all of the animations, you'll see that there's a lot more that are available to me so Bounce could be one of them. And so it could come in that way. If I move it, it'll always end up wherever I have it on the screen. So if I say I

want it to end up here, then when I play the animation by clicking Preview, you can see that it comes in and it ends its bounce right where I said that I wanted the ball to end up. There's alignment tools that you can see here that if I want to, I can make it just center. You can see the red lines that are there.

So these green animations that we used here are called Entrance animations. So if you see they're Appear, Fade, Fly In, Float In, Split, Wipe, Shape, Wheel, etc., these are all things meant for something to appear on the screen.

The next type of animation is something called an Emphasis animation. So I can say, for example, that I want to pulse it or change the color of it. So there you can see what that looks like, right? What you'll notice now, though, is if I go into the Reader Pane, I've added just the Pulse image. That's because, if I just select a different animation for something in the Animation Pane, it replaces it. So what I really want to do is have my bounce still happen. And then you'll notice over here to the right, it says, "Add animation." So by adding an animation, I can say I want to create a second animation for that same object, instead of replacing the animation I'm already using. So here's where I might use my Color Pulse.

Now you'll notice that there are two, a 1 and a 2, two animations on the screen. If I add another one, I could go to the Exit animations down here, and I could use Shrink and Turn as my animation. It's just showing the Shrink so that's not particularly exciting. So I could do a Bounce Out. All right. So now, if I look at this, I've got—

SÉBASTIEN BACHOLLET: Did you replace?

JONATHAN ZUCK: I did do the replace, exactly. Yes. Thank you.

SÉBASTIEN BACHOLLET: You didn't add it.

JONATHAN ZUCK: You're right. So I've got my Bounce Entrance. I add an animation, which is a Color Pulse. Then I add another animation, which is an Exit, and that's going to be a Bounce Out. Okay.

So now you see there are three animations on this. Again, if I go into the Reader Pane and preview it, I click once, it appears; I click twice, I get that Pulse. I click again and it does the Bounce Out animation. So this is how I can make things appear and disappear from the screen as I want to in my video. So now if I did—

SÉBASTIEN BACHOLLET: You have a question, Jonathan.

JONATHAN ZUCK: Do I? Sorry, I didn't see. I still don't see.

SÉBASTIEN BACHOLLET: Jeff Neuman is asking.

JUDITH HELLERSTEIN: It's in the chat.

JONATHAN ZUCK: Oh, in the chat. I'm sorry. I don't have a chat open because I've got a shared screen. Jeff, sorry about that.

JEFF NEUMAN: What if you wanted to bounce in, then hold it for a certain amount of time, and then bounce out?

JONATHAN ZUCK: Yeah. That's the next thing. Thanks for bringing that up. What I was going to say is that if I were now to go and create a video from this, it would take that little timing thing that I set sort of gross thing that I said just two seconds, and it would apply them to each of these animations. That's what would end up happening if I just created a video right now. In other words, it would essentially simulate me clicking it every two seconds because that's what I had set as the number of seconds between actions. Does that make sense to everybody? That's the default behavior.

Now, if I look up at these things, I can click on these animations and see what they are. If I click on the second animation, which is the Pulse, and then I look over on the right-hand side, you can see that it's set to

happen on click, the duration is a half a second and the delay is nothing. So if I wanted to create a delay before the Pulse happened, I could say that I want to have second delay there, then the exit, if I click on the three, that's a two-second animation but I could say that I actually wanted to wait a second before it actually left like Jeff asked. So now if I come in here, it bounces in, I get this Pulse, and then it arrives after the delay.

So I was still clicking, but instead of clicking, what I could say is the second animation, instead of clicking, I want to make it happen after the previous one. This is what I meant about a sequence. So now I'm saying that I want the second animation to happen after the first animation but that I want there to be a delay of half a second. And on this one, I want this to happen after the second animation. So now if I go into the Reader Pane, I click once and the whole sequence happens. I only click the One Time to make that appear in the first place. Does that make sense?

The same thing is true of Animation number one. If I want to, I can come on to the first animation and say instead of On Click, I want it to be With previous, which means that I want it to happen at the same time as the previous animation, which in this case is the slide coming on. So if I then go into the Reader Pane and just go into it, it just happens automatically according to the timings and delays that I set.

Now, what opened up here when I clicked on that bundle or when I click on this button here, Animation Pane, it's actually a list of the animations that I have. So on this one, you'll see that the three animations are here and there's a little bit of a representation of when they happen

too—the length, the green box. You can see the length of it is 2 seconds. The other one starts at 2.5 seconds and ends in 3 seconds because it's only a half second long. And then, this one, it starts at 3 seconds and ends at 5 seconds because it's 2 seconds long. So that's where you begin to have something kind of similar to what you have in a regular video editing software, which is a kind of a timeline.

So if, for example, I went to this one, and I said instead I want the duration of this strobe effect to be a second, you'll notice that it pushed out the size of the yellow box and it pushed out the box next to it. Now, this lovely interface is not replicated on the Mac. It's not as intuitive. You have to go in and click into the things to see what the durations are. So this is one area of this Animation Pane—it's one area in which the Mac interface is slightly different. It's still a list of things like this. But this interface here that looks a little bit like a Gantt chart is not in the Mac version. Okay.

So then you just need to go and click on this next to it and click Effect Options. And hopefully you can see this. Can you see the dialogue box, now that I brought it inside? Can somebody just say yes or no? It says Bounce.

JUDITH HELLERSTEIN: Yeah, we see it.

JONATHAN ZUCK: Okay, good. Thank you. These are the Effect Options that you have for that Bounce. So you can add a sound if you want to. You can have it dim

after the animation. Then under Timing, you can say when you want it to start, which are the same options, click With Previous/After Previous, whether you want there to be a delay before it happens, how long you want the animation to happen, whether it should repeat—and we won't get into triggers right away. So that is where I go into edit these things when I'm on the Mac version. I can click on one and go up here and edit it, but I won't see this nice little sort of Gantt chart interface on a Macintosh, unfortunately. Okay. Questions about that?

Okay. So that is the essence of creating the mechanics of creating a video in PowerPoint. In other words, you lay out the objects that you want to have appear on your screen, and then you begin to use animations to specify when you want them to enter, how you want them to enter, what you wanted them to do while they're there, and when you want them to leave.

So, for example, on this slide where we don't have anything yet, I could take this box and create an animation that says that I want it to fly in from the top. I'm going to go to Effect Options from top. Now, I want to add an animation, and so I'm going to do an Emphasis animation, which is to Spin but I'm going to do a little bit with the Effect Options. So what I want to do is do a Counterclockwise and I want to just do a Quarter Spin.

So now you'll see that if I play from the top here, it appears, and then click. So I probably don't want that to happen right away, so I can go to the second thing here and say that I want to have a pause for a certain period of time. So I want it to happen After Previous—you see it clicks over—and that I want to have a delay of, say, a second, just so it

becomes obvious. So now if I play from the beginning, start up to the top one, play from there, it comes in, have a second delay, it comes out.

So now what I want to do then is maybe I want to move it over to the left-hand side. So I'm actually going to add another animation and this is going to be down here, a Motion Path animation. So that's the more advanced style of animation, if you will, but we're just going to do a simple one. So I click on a line and that allows me to animate where I want this to go. So right now, this green circle is where I want it to start and the red circle is where I want it to end. But in this case, I want it to actually end here.

So now if I go from the top and I want to make it happen After Previous and I want it to happen the same time—I'm going to do With Previous—I want it to happen at the same time as the rotation is happening. So now if I go to the top here and I play from the top, it pops in. And we see that I've got it a little lower than I want it to be, so I can just take this and make that higher. You kind of get the idea. That may not be exactly how you want it to be but you get the idea. I'm not going to spend a lot of time tweaking it right now.

Let's say that I want these last two to be faster so I lower the duration of it. So that's the beginning of an animation, which is sometimes referred to as kinetic typography that I want to have something come in then make room for the next things that are coming in. So for this, I could just say that I want to have it fly in from the bottom and I won't change it. So now if I go to the Reading Pane, click my spacebar and that comes in, and then just after the delay, it clicks over to the side. And

now, as I click through, I then have these bullets that appear next to it as I begin to sort of design how I want this to look.

You'll notice that this is three different animations—two, three, and four. If I wanted them to be, I can select all of them and I've got a duration of a half a second. I could also say that I want them to all come in after previous. And then you'll notice that that's updated here in this little Gantt chart timeline. So now, when I go into the Reading Pane, I click once, and so all that happened with a single click. So if I went out and said Create Video at this point, all that stuff will just happen automatically. Questions about that?

So those are the basic mechanics of creating a promo video. So if I come back into this and if I take my music, put it back on the main slide here, I go to the Playback tab, I say I want it to play in the background, which automatically clicks for me that I want to hide it during the show and that I want it to start automatically. So just clicking that button is the same as clicking "Hide during show" and start automatically. It also says that I want to play across slides and I don't want to loop until stopped. I don't want to do any looping so I'm going to uncheck that. Then I can trim the audio, and by now I've got a little bit longer things so I'm going to just maybe put that at like 45 seconds, something like that. So I've trimmed the audio, I can fade in the audio as well so that it comes in a little bit smoother. And then when I'm ready, I can say File > Export > Create Video, and then it's generating a video. Of course, I don't see where it went. Oh, here it is. Okay. Now, if I change the share over to the video and hit Play, and there is our video. Yeah. Come back to PowerPoint.

Okay. So that is the mechanics of creating a quick video in PowerPoint. So everything else from this point forward is really just creating a PowerPoint. You're deciding what you want to have on the screen, what you want this text to look like. I might want to come in to the text and format it. If I go to the Text Options, I can say that I want this to be blue, for example. I can click on the Formatting Options and I can give it a Bevel effect and I can increase the size of that, that bevel. So I can begin to create sort of three-dimensional text, I can begin to design the slides better. So this starts to be the part where, hopefully, you are employing your creative energies in what you want the video to do or how you want it to operate.

Another interesting cheat, if you will, for animation. If I come down to this blank slide and I bring in a shape. Let's make a circle here, and then I add another shape which is a triangle. I format the shape so that the fill is orange, just to distinguish it. Let's say that I wanted these two things to combine together to look like a keyhole, for example. I can duplicate this slide. I come over here to the left-hand side, hit Control D or right mouse button, and hit Duplicate Slide. And then in this second slide, I could move this over to the center, move this here, and say this is what I want it to end up with.

If I go to Transitions instead of Animations and I choose Morph, it will actually try to figure out for you what should happen to make one slide become the other. Instead of just being a Fade or something like that, it actually makes an effort to figure out what it should look like, and there are options here as you combine more things—characters, words, etc. So it will start to figure out for you what you might want this to look like as a result of the animation. So you can kind of cheat that way by simply

having the PowerPoint do it for you with the Morph transition. So rather than an animation, which is what we normally would have done with this, we would have used a Path animation, we're just having the slides come up with it through the Morph transition.

Okay. So that is the key to this is that I now can just create all the things that I want to. On a blank slide, if I insert a shape like this and say that I want it to have a beveled edge, for example, to make it a little nicer. I can then take a text box and make it bold and make it bigger. I'm going to come over here and say that I want the fill to be white. I can move it on top of this, for example.

One of the other things that I can do—and again I don't know how much PowerPoint to go over—but I can take two things that I've combined together, select them both. I can right-click and say Group, and now this is a single object. So if I went into animate this then it would float in as a single object. Then I can have a group of things operate as a single unit if they are part of the visual design that I'm trying to come up with. And then I would set timing and things like that.

So I guess those are the mechanics of creating a video. I'd like to open it up for discussion because I don't know how much time we have or whatever. If you have questions, I'm happy to take them. I'm trying to figure out how I can still see the—oh here we go. I've got a window now where I can see the hands. I guess part of my question is, do you feel like with this information and your own inspiration, you'll be able to create videos or do you feel like what's needed is a more extensive tutorial just in how PowerPoint works or doing design things? PowerPoint is an incredibly powerful tool. On that other example, if I

was really trying to create something that looks like a keyhole, I might do this.

JUDITH HELLERSTEIN: Jonathan, can you teach people how to do the alt tag and the image tag?

JONATHAN ZUCK: Yes. So if I take two objects together like this and select them together, you'll see in the upper left-hand corner, for example, I can merge shapes. So if I create a union, I now have a single shape that's now the combination of the two shapes that I had before. If I want to, I can also do things like combine them. If you play around with this, you can see there's a number of different things you can do. Just grab the intersection. So this way, I've actually created a pie piece that has a curved outside, and I've done that by merging two different shapes.

One other thing that's probably worth noting is that when you went into the Animation Pane here—let me just add an animation—you'll notice that it's got some sort of a default name here. As you start to have a lot of objects on this, they'll all just be circle, square, etc.

There's also something that's called the Selection Pane. If I select this, and go over here to select—you can see I can hit the Selection Pane—and here, I can actually do things. I can rename them if I want to. So I could say this is called "Pie Piece." So now if I'm back in the Animation Pane, I can actually see the name of the object I've given it as I'm trying to animate it and I have a bunch of animations on the screen.

I can see what object it is that I'm working with as I'm working with it, which can be pretty useful when this Animation Pane gets to be a full list of things that I'm trying to do to this shape or the other shapes, some of them before and some of them after, etc. Having the names there can be really helpful.

Now, as far as what Judith has mentioned, you can also add alt text to PowerPoint by right-clicking and hitting alt text. Now the problem with this is that this will show up when you are doing a PDF of the PowerPoint but it won't show up in a video. So if you want to do something to be more accessible in your video then generating captions for it is going to be more powerful than using this alternative text. This is useful for somebody else that's working with a PowerPoint that you've created. I can create alternative text for it so that a screen reader, if somebody's going through this PowerPoint or from a PDF that's created in this PowerPoint, they'll see this alt text. But that's not going to show up in any particular form when a video is generated, unfortunately. Okay?

JUDITH HELLERSTEIN:

Thanks so much, Jonathan. And so people who are doing PowerPoint should also use the alt text. So if you're doing an image or your photo, you could do that.

JONATHAN ZUCK:

That's if you're making PowerPoints. But again, if you're making a video, it's not going to do a lot of good, unfortunately.

JUDITH HELLERSTEIN: No. But if you're making PowerPoints or if you have a Word document.

JONATHAN ZUCK: That's right. If you're generating a document out of your PowerPoint then it's useful, but it's not if you're creating a video.

So one more thing I wanted to show you is that it's also possible if you're doing your social media, things, etc., that you don't want to do a whole video, you just want to create an animated GIF, for example.

SÉBASTIEN BACHOLLET: Jonathan, you have a question in the chat. Abdeldjalil asked you, "How can we add the image?" I guess.

JONATHAN ZUCK: Okay. Sure.

SÉBASTIEN BACHOLLET: Sorry to interrupt you.

JONATHAN ZUCK: No, not at all. So if I go to Insert, I can add an image as well under Pictures. I'm going to just go from Stock Images because there's some that come with PowerPoint that you can make use of. So this just becomes an object and I can move this around. I can make this appear, I can make it fade in, fade out just like I can a shape.

Another thing I can do is if I have a shape like this that I've created, and I go to Format the Shape, I can also say that I want a picture as the fill for the shape instead of a color or a gradient. So if I insert here, I find my same guy here, I can actually have the image be cropped right into the—I don't see how to see the chat, unfortunately. I apologize. I see that there is chat. Here it is. I can crop the image right into a shape, even if it's like a custom shape that I've created. So if I have this shape here that I created—shape format—as a union, I can do the same thing with a custom shape that I've created by saying that I want to look through a keyhole, for example, that I've created to the image that I've placed in there. Okay.

PowerPoint's incredibly powerful. I don't even begin to know all the capabilities of it. Go ahead.

SÉBASTIEN BACHOLLET: The image here, you choose the image, but can you choose, for example, to move the image on the left and to change what you see really from the image you took?

JONATHAN ZUCK: Right. I believe that I can do that here. So if I offset the image, I can move the image around with these things right here, for example.

SÉBASTIEN BACHOLLET: Thank you. And you have another question—I would just read it—from Michel, "Is it possible to add an illustration documentary?"

JONATHAN ZUCK: An illustration documentary? Let me see. I guess I don't understand the question. Can you come online and clarify it? The answer is probably yes. But I don't understand the question, unfortunately, Michel.

SÉBASTIEN BACHOLLET: Michel, [inaudible]. I guess what he's asking is that if you want to add a video within your video, I would say.

JONATHAN ZUCK: You can do that as well. In fact, you can use PowerPoint as a rudimentary. I don't have good video clips on here, but you can bring a video into your video. So if I say Insert, you'll see over here video is one of the options. If I choose a video from my PC—I've created a couple of these. So here's the video that I created at the beginning, I can put that right in here, and I have the same kinds of options that I do for music. I can say what the volume of it is, I can say that I want it to start automatically, I can ask whether I want to fade in, I can trim the video too. So I could say I just want to start from the middle. So you can see that I'm now in the middle of that video. And as soon as I built that into my overall video, then those timings, that would all work just as well. Does that answer your question, Michel?

SÉBASTIEN BACHOLLET: I will still talk on his behalf. But I guess yes, it was the question. It will be a little bit clearer if you add a real video to show but I guess it gives the flower. Thank you.

JONATHAN ZUCK: I just don't think I've got anything particularly interesting in terms of videos.

SÉBASTIEN BACHOLLET: You don't have by Microsoft in PowerPoint directly as for the photos?

JONATHAN ZUCK: Here's the little video I did for fun at one point. Because I went and shot a bear for a commercial, so while I had access to the bear, I went ahead and made some silly videos with him. So here is the actual video and I can preview it. Then if I want to go to Playback, I can say that I want it to fade in over a second and fade out. Then I can go ahead and hit here, and it did a little bit of a fade. That would look better if we weren't in Slide Show mode. So that's a video, just a silly one. But that's a video that you can embed.

And if you want to, you can even use PowerPoint as a kind of informal video editor. I know that sometimes for PowerPoint, people want—I mean not for PowerPoint but for promos, for meetings, they want to show little interview footage with somebody. Like Sebastien sends a clip that says "Welcome to ICANN70 from EURALO" or something like that, I can make this video be the full screen, and so it just looks like a video. And if I want to, I can add an object on top of it. So if I say Insert Shape and I insert a rectangle like this—and we can obviously make this rectangle look more interesting if we want to—but I can also go ahead and add some text. I'm going to make this bold, make it bigger. This is

like a lower third, right? So I'm going to take this and combine these two things together. So you can see this as one rectangle that has a text in it. So I can say that I want this to have an animation where it flies in, I choose my Effect options from the left. And what I want is for it to happen With Previous but with, say, a half second delay, then I can add an animation which is to fly out. In this case, I wanted to fly to the left and I want to make this one After Previous and I want it to be after there's been a second long delay. Does that make sense to everybody?

So if I then come in here—and that didn't work. Hang on a second. It should have exited automatically. Let me see why I'm not seeing my Animation page here. Let's see. I'm not seeing all of PowerPoint anymore, so I apologize. That may be because of the share. Let me stop share for just a second so that I can figure out if Zoom is the problem or if it's just me.

Okay. So here's what I've said, I've got the circus bears, I want them to come in automatically, I want this to come in With Previous. Then this one, I want this to be After Previous which should have come in after. Let's see what this duration is. Now maybe I just had too long of a delay on it. Okay. So there you go.

It's wanting to exit after the entire video is going on so we can do this. That's a little fast. There you go. So you screw around with the timing and then you can have a lower third kind of thing come in over a video. Each of these slides could actually be a little video that you've trimmed inside of PowerPoint and have them in sequential order. You can have them fade into each other by using the transition. And then you could,

as part of each slide, have a lower third come out, introducing the person that is in the video. Other questions?

So the other thing I was going to show you is just something quick here. Let's say that I want to insert a text box. The first slide is this and I'm going to make it bigger and bold. And then I'm going to duplicate this one and in the second one, I'm going to add a line that says "An At-Large Webinar." Then I'm going to duplicate this one and add "Register Now." All right. So I can crop this, I can make these bigger, etc. But just to show you, I can create a slideshow like this.

Then when I go to the File > Export menu, another option I have is to create an animated GIF. So when I click on this, I have some options associated with that. Do I want to make the background transparent or not? How much time to spend on each slide? Let's say that we want that to be a second. We want slides 1, 2, 3 included if I say Create GIF and I come back here to my desktop and I say that I'm going to make this Zippy.gif.

So now if I open this with—and I do a new share, and then go into Photos, you can see that I've got an animated GIF file, which is just a single image file. When you share this in social media or something like this, you could put alternative text for accessibility with this GIF. But instead of being a video file, this is just a GIF file that you've created essentially the same way. I've just created frames using the different slides, and then the slides are combined together to create an animated GIF file.

Are there questions about that? I don't see this chat. Sorry. I feel like things disappear on me when I'm—there we go. Okay. Any other questions? I think we're probably nearing the end of our time here. I'm happy to take e-mail, questions, etc., as you try to play with this. The last time I did something on giving presentations online. Sebastien made the recommendation of having a kind of workshop, where people were together and trying things and sharing them. We can certainly do that with videos as well if people are interested in that. But this is basically the mechanics of doing it. The rest of it is just the work of thinking about what you want to have happen, and then going through the work of making it happen in the slides. But you can create something that's pretty dynamic by doing some very simple text animations and adding some music in the background, and you still have something that's pretty powerful.

I see some questions now also in the chat. "Is it possible to update the slides after creating video so that changes are effected on the same video file?" Yes, technically it is. You do this by simply creating a new video, doing export video again and overwriting the old one. If you overwrite the old one, then it'll then have the changes that you made or you can give it a new version number or something like that. So you always maintain your PowerPoint as an editable source for these things, and you can go in and make all the changes that you want to make.

So what I recommend doing is going out and looking at other people's promo videos, and then seeing what kind of typography they're using, what kind of animations they're using. You'll see now when you look at them, that everything you're seeing almost can be accomplished in PowerPoint. It just takes some work to lay out the animations the way

you want. So if you want to do a fairly sophisticated one, you can but you don't have to, especially if it's just a quick promo for something.

The last thing I wanted to share with you, before I forget, is a source of music which is handy here. Let me find it. It's called the Free Music Archive, which is the freemusicarchive.org. That's where I got to the music that you heard at the beginning, that sort of corporate music. So when I went in here and said "Corporate" as a search term, I can come and preview something. This is the kind of music we often associate with playing a video, [inaudible] video, etc., but there's many other kinds of music that's available on this site. It's all free for nonprofit and personal use. There's a minor fee if you want to use some of it for commercial purposes. But doing these promo videos, you don't have any problem just using any of the music in here for your videos.

Any other questions? All right. I guess that's probably it. I have all [inaudible]. Yeah, freemusicarchive.org.

Thanks, everyone. Feel free to hit me up with questions. I'll try to do a quick little video on the Mac just to show you some of the same things that we did today on a Mac. I'll make that available, I guess, on the Agenda page for this webinar.

JUDITH HELLERSTEIN: Thanks so much.

JONATHAN ZUCK: Thank you.

SÉBASTIEN BACHOLLET: Thank you, Jonathan.

GISELLA GRUBER: Thank you very much, Jonathan, for a very interesting presentation. Thank you all for joining today's webinar. This has been recorded, and we will post the recording on the Wiki Agenda page. The meeting has now been adjourned. Thank you, everyone.

JONATHAN ZUCK: Gisella?

GISELLA GRUBER: Yes?

JONATHAN ZUCK: Maybe also on the Agenda page, post the link to the Google Drive that has the samples that I did. I'll talk to you about it later.

GISELLA GRUBER: Absolutely, Jonathan. Just let's liaison what we need to post and we'll post all the relevant links onto the Agenda page. Thank you again very much. It's been extremely insightful into doing a good presentation. Thank you all. Thank you to our interpreters and thank you to our Adigo operator. Take care. Keep safe. Speak to you soon. Bye-bye.

[END OF TRANSCRIPT]