

PPT Refresher: Tips & tricks for using ICANN's template

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Agenda

- Why do we use templates?
- PPT template basic elements
- Presentation building:
 - Best practice vs. actual practice
- Content conversion methods
- Images and color

Why do we use
templates?

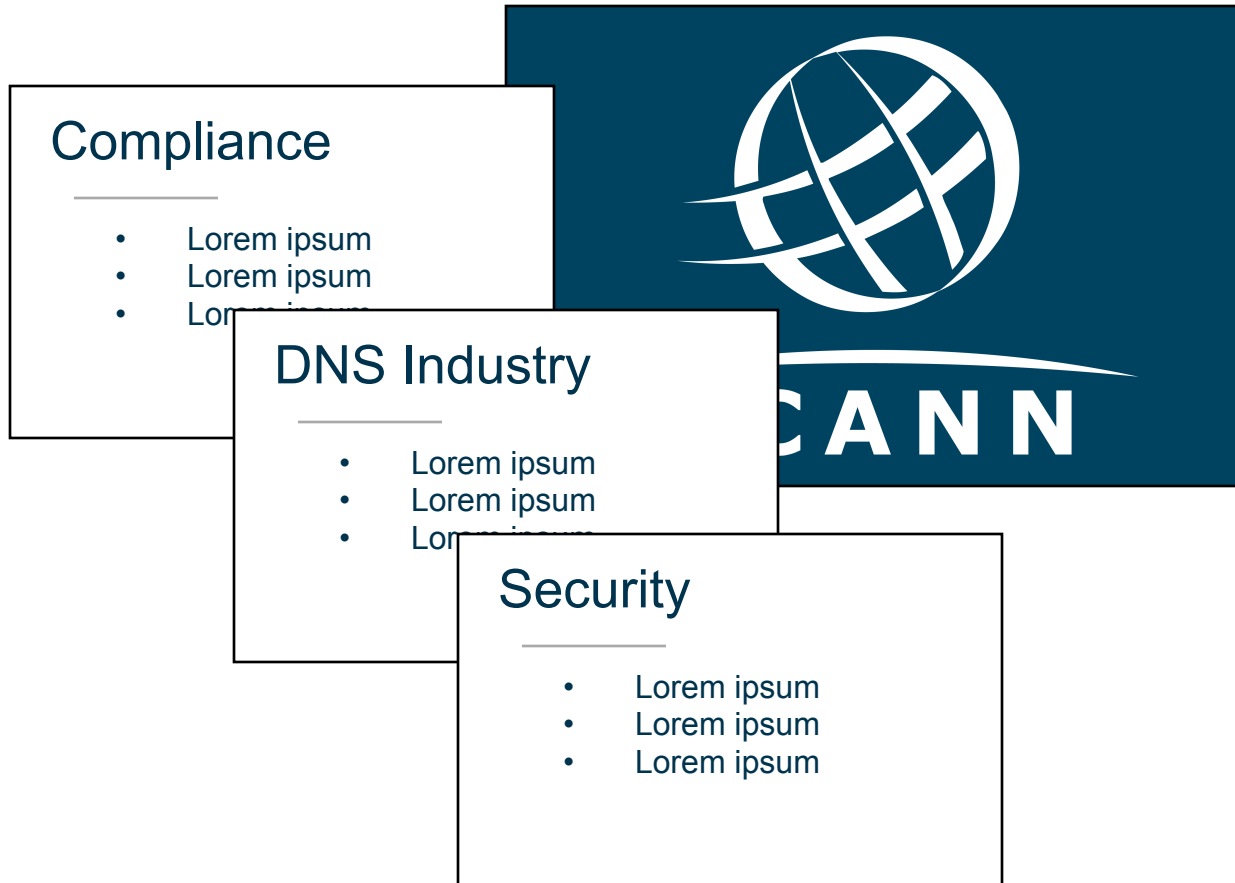
1) Create a consistent look and feel for all presentations across the organization

Compliance

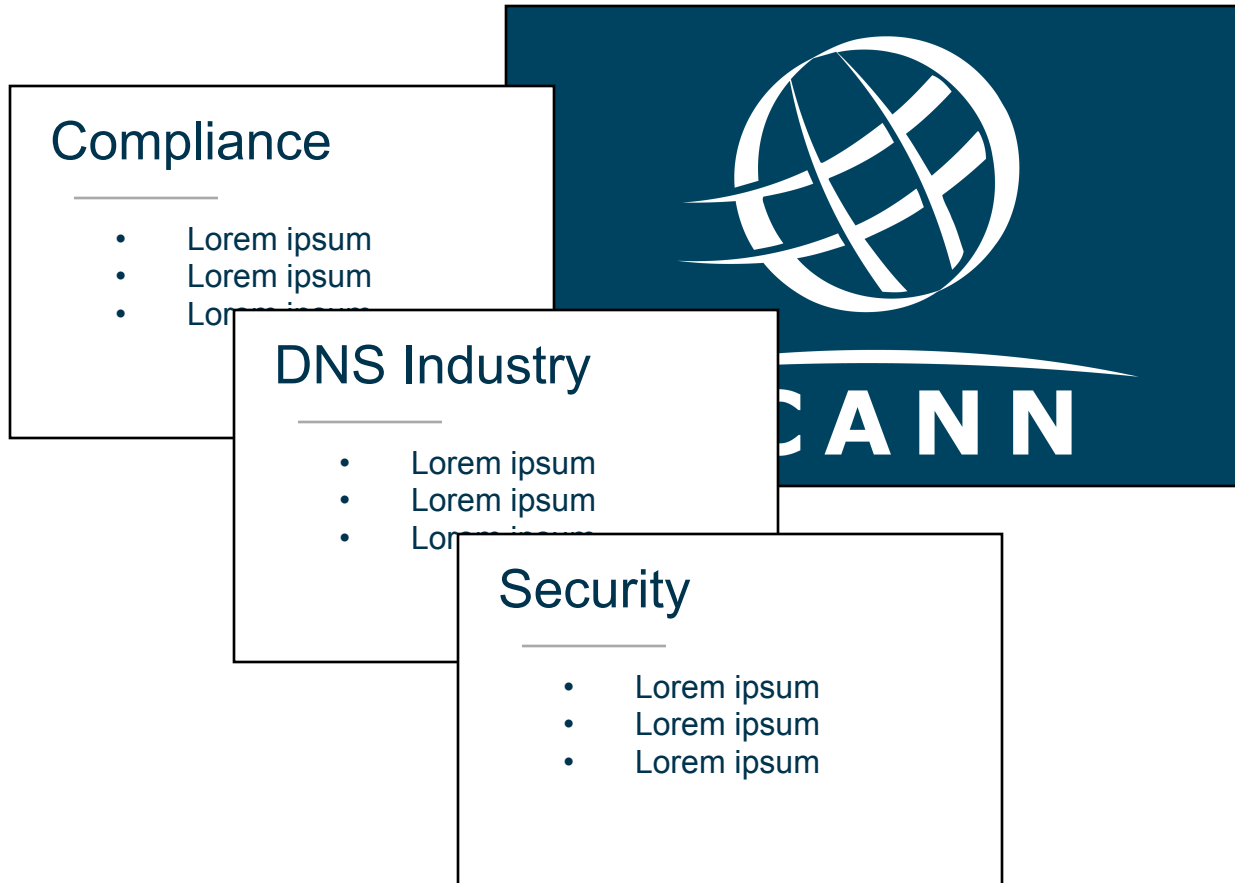
- Lorem ipsum
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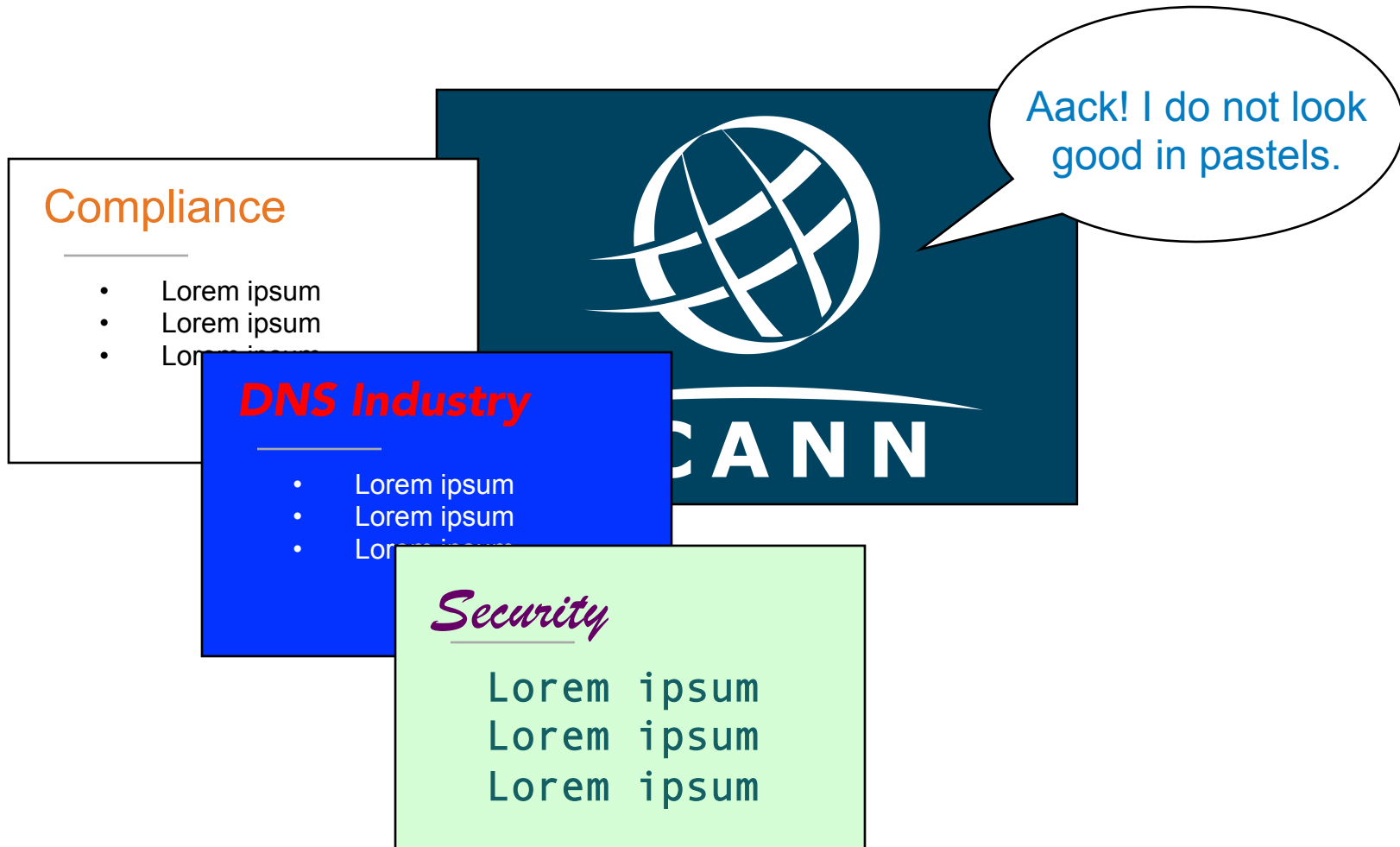
1) Create a consistent look and feel for all presentations across the organization



2) Share slides between presentations easily, without ending up with a mess



2) Share slides between presentations easily, without ending up with a mess



PPT template basic elements



Master Slides & Layouts

- **Slide masters** define the formatting and positioning for common elements – like title and content placeholders, footers, etc. – on slide layouts. Changes made to the slide master are reflected on associated layouts. ICANN Communications has created slide masters for you.
- **Slide layouts** define how content appears on the slides that you add to your presentation. The placeholders on slide layouts inherit formatting, and sometimes size and position, from the slide master. When you add a new slide to a presentation, you can choose from a variety of slide layouts according to the type of content you'll use.

Presentation building

**Best practice: build from
scratch within the template**

How to build from scratch

1. Open the template and “Save as”
2. On the title slide, replace the text placeholders with the appropriate information
3. Select “New Slide” from the menu and choose a layout for your next slide based on its content (Topic Divider, Section Divider, Bullets, Numbered List, Graphics, Chart)
4. Put your cursor directly into the text placeholder and type your information
 - a) Use the [tab] key to create sub bullets
 - i. and sub-levels of numbered lists

**Actual practice: converting
information from other
platforms & formats**

Content conversion methods

Transferring text (only) into ICANN template

1. Open your source file and your presentation
2. Convert the source text into plain text
 - a) Word: “Save as” .txt, then open the .txt file with a text reader like TextEdit or Notepad
 - b) PDF: “Save as” .txt, then open .txt file with a text reader, or copy text directly into text reader
 - c) PPT: Copy text, paste into plain text reader
3. Copy plain text and enter into the appropriate placeholder fields in your presentation

Transferring slides into ICANN template

1. Open your source presentation and your template presentation
2. Select your desired slides from the source and copy them (Mac: Command+C, PC: Control+C)
3. Paste (Mac: Command+V, PC: Control+V) the slides into your template
4. Select all newly pasted slides and change the layout to “Bullets”
5. Adjust each slide individually to the appropriate layout based on the type of content (**hint:** you’ll only have to adjust title, divider, and graphic slides)

Converting entire presentation to ICANN template

1. Open ICANN template and click “Themes” tab
2. Click “Save Theme” button, give the theme a relevant name (ex. ICANN-Meeting#), then click save
3. Open presentation you wish to convert and click “Themes” tab
4. Locate and select the template theme you created
5. Assign layouts to slides based on content. All template layouts have the ICANN Meeting# in their name
6. If necessary, fix text in placeholders

Images and color

Selecting images

- Opt for high resolution whenever possible
 - ICANN PPT templates have a 4:3 ratio
 - Best resolution for full-slide photo:
> 12" x 9" with 220 dpi = 2,640 x 1,980 pixels
 - You can always make an image smaller while maintaining visual quality/clarity
 - You can never expand an image beyond its native size without losing visual quality/clarity
- Make sure you have the IP rights to an image

Using color

Brand Standard Colors

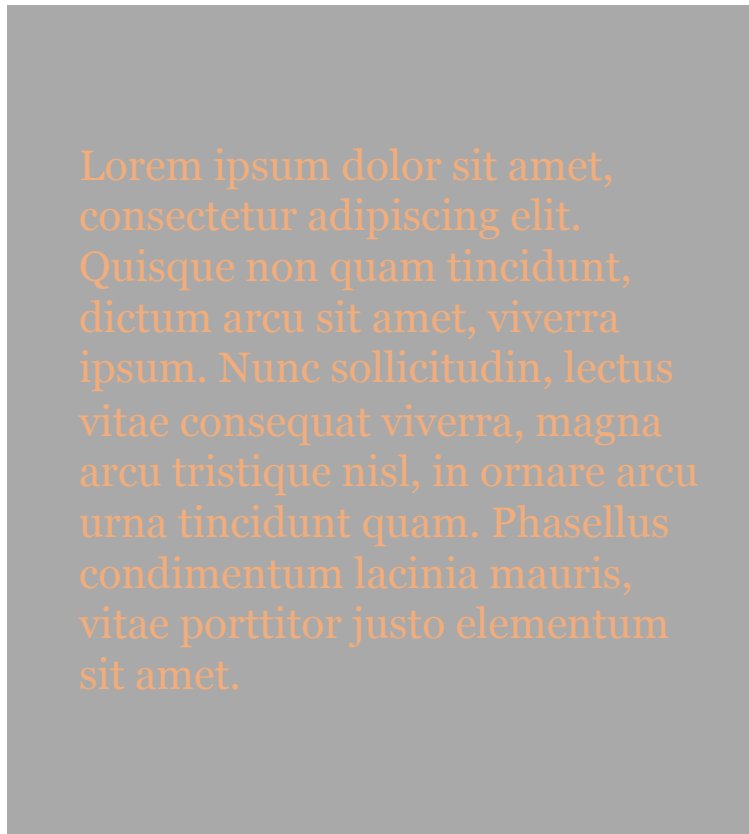


Use ICANN Brand standard colors – predefined in template as “Theme Colors”

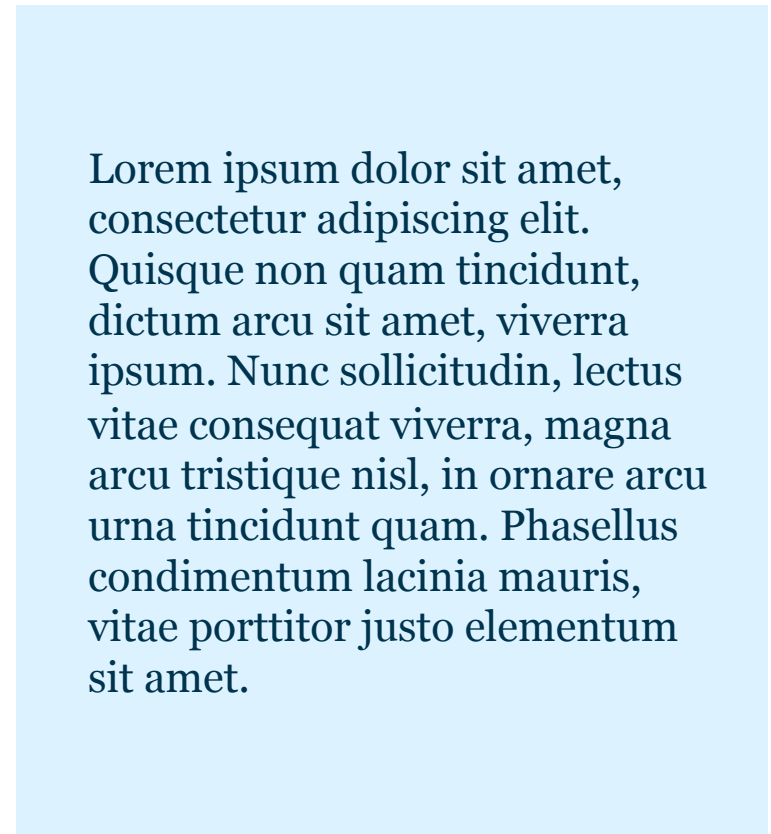
Light



Dark



Bad Practice:
light text on light background or
dark text on dark background



Good Practice:
Dark text on light background
or light text on dark background

Questions & Answers

Reminders

Do:

- build from scratch, when possible, using layouts
- convert text into plain text before pasting into a presentation

Don't:

- delete placeholders on template slides
- use color in a way that's difficult to read