

# Slide Masters and Design Templates

After completing this chapter, you will be able to:

- Control screen layout using slide masters and design templates
  - Redesign the format and placement of a presentation's titles and text by modifying its slide master
  - Create your own slide master
  - Understand how design templates consist of a slide master, a title master, and a color scheme that work together to create a certain style
  - Create a design template that expresses your own personal style
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- PowerPoint has a special kind of slide called the *slide master*. The slide master controls the default look and feel of the slides in a multimedia application. Changes you make to the font type, size, and color of the master text apply to screens throughout the presentation. If you want to make a global change to the font used in an application, for example, you can make the change on the slide master, and PowerPoint will automatically update all of the slides in your presentation.

As you gain experience creating multimedia applications, you will begin to develop your own style of screen layout and presentation. If you reflect on how you use PowerPoint, you will notice how you tend to make the same kinds of changes in fonts, colors, sizes, and screen locations. The patterns you tend to use a lot determine your style. You can save time if you create a design template that expresses your style. Instead of having to change each slide to match your style, you can simply apply the design template to your entire presentation.

In this chapter, you will learn how to create slide and title masters that define your style of authoring and export them into a style template that you can use to save time when you create a multimedia application.

## Slide Masters

### Show-Me Movie:

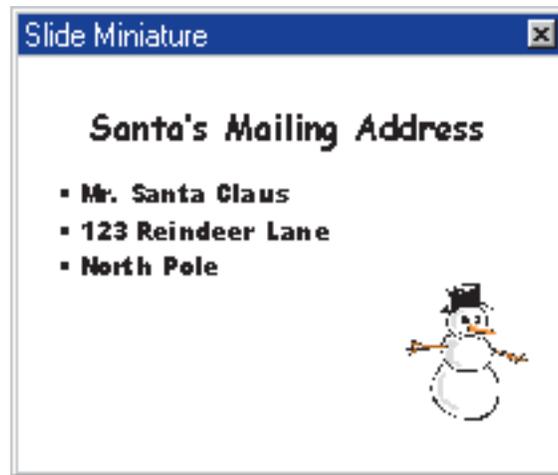
“Editing the Slide Master”

Every PowerPoint presentation has a slide master. Whether you use it or not, the slide master is there. You can use the slide master to make common elements appear on every screen of your presentation. Suppose you want a logo to appear at the bottom of every screen, for example; you can do that by adding a picture to the footer area of the master slide. Maybe you have designed a backdrop that you want to have appear behind the text of your presentation; you can make each screen have that backdrop by changing the background of the slide master. Suppose you have become fond of a certain font style, size, and color; by adjusting stylistic elements of the slide master text, you can apply them consistently throughout the screens of your application. To edit the slide master, follow these steps:

- ▶ Use PowerPoint to open the presentation whose slide master you want to edit. In this example, pull down the File menu, click New, and choose the option to create a blank presentation.
- ▶ When the New Slide dialog appears, choose the option to create a Bulleted list slide. If the New Slide dialog does not appear, pull down the Format menu, click Slide Layout, and choose the option to create a slide containing a bulleted list.
- ▶ When the bulleted list slide appears, click to type a title; in this example, type **Santa’s Mailing Address**
- ▶ Click to type some bulleted text. In this example, type:
  - **Mr. Santa Claus**
  - **123 Reindeer Lane**
  - **North Pole**
- ▶ Notice the font, color, and size in which the text you type appears. Do you know where the text style comes from? It comes from the slide master! You are seeing the style of the slide master, which controls the default style of the text you type.
- ▶ Pull down the View menu, choose Master, then click Slide Master. The slide master appears, as illustrated in Figure 37-1.



Figure 37-1 The Slide Master lets you edit the default style of a presentation.



**Figure 37-2** The Slide Miniature window previews your style changes.

- ▶ Right-click the text of the slide master title, choose Font, and select the font Comic Sans MS.
- ▶ Click the Preview button to preview the change. Notice how the change takes effect in the slide miniature window, as illustrated in Figure 37-2.
- ▶ In like manner, you can change the master style of the different levels of bullets. Select them all, for example, and change the font to Arial Black. Click the Preview button to preview the change.
- ▶ Suppose you want to put a picture on every screen. Pull down the Insert menu, click Picture, choose Clip Art, go to Seasons, and choose a graphic appropriate for the season. Then click the Preview button to preview the change.

You can even set dissolve patterns and animation effects on the master slide. Remember that objects you place on the slide master will appear on every screen of your presentation. Normally, you put on the slide master only those elements you want on every screen. Later on, however, you can override the slide master on any screen. To override the slide master, simply go to the screen on which you want something different and edit the slide to make the change. Slides you modify in this way retain their uniqueness, even when you change the master slide.

## Design Templates

### Show-Me Movie:

"Previewing the Design Templates"

A design template contains a color scheme, a slide master, and a title master that combine to create a particular look and feel for a multimedia application. PowerPoint comes with dozens of professionally designed templates that create different looks. When you apply a design template to your presentation, the slide master, title master, and color scheme change. You can also create your own template. Anytime you create a special look that you would like to use as a design template for other applications, you can save your design as a template.

To preview the design templates that come with PowerPoint, follow these steps:

- ▶ Pull down the Format menu and choose Apply Design Template. *Note:* If the option to apply a design template is not visible, click the down-arrow to expand the menu.
- ▶ When the Apply Design Template dialog appears, click the name of a design template.

- ▶ As illustrated in Figure 37-3, PowerPoint shows you a preview of the design.
- ▶ Keep clicking designs until you find one you really like. To apply a design template you like to your presentation, double-click its name, or click the Apply button.

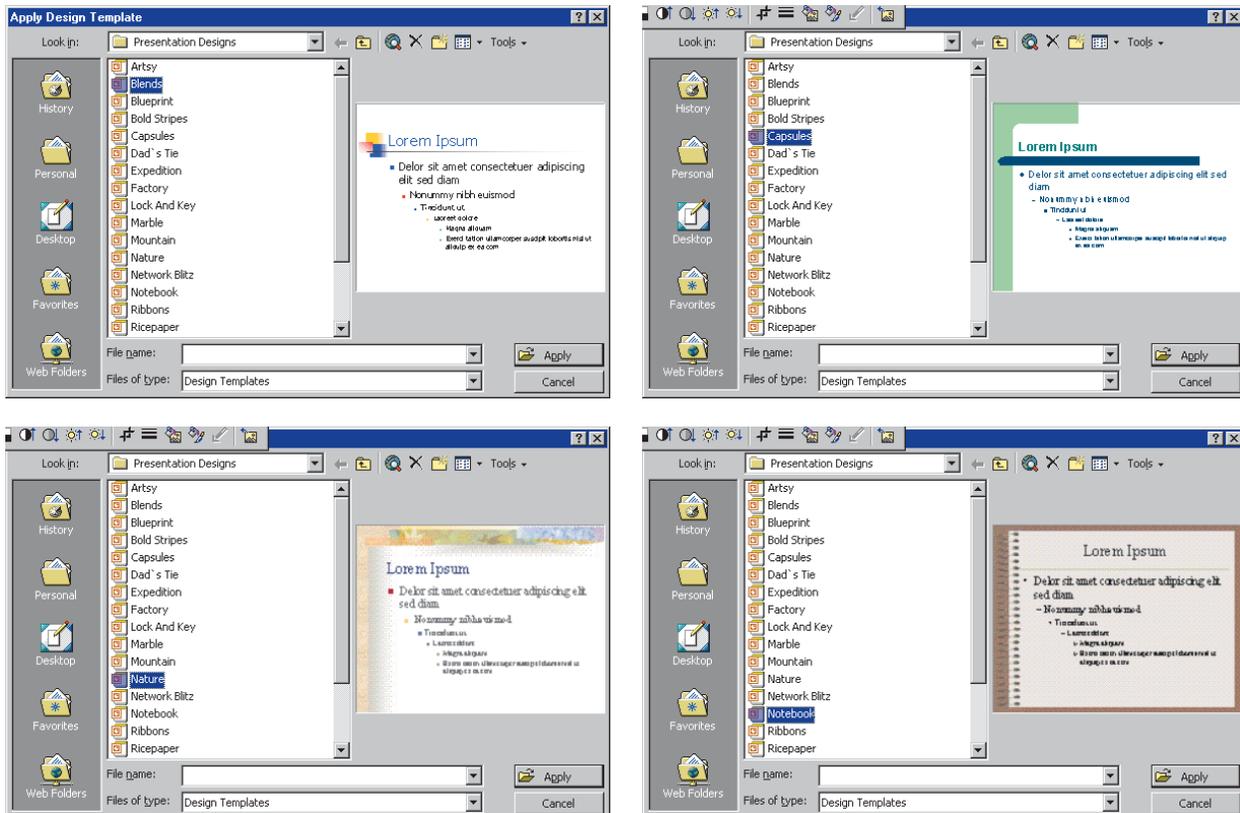


Figure 37-3 The Apply Design Template dialog previews the style of the selected design template.

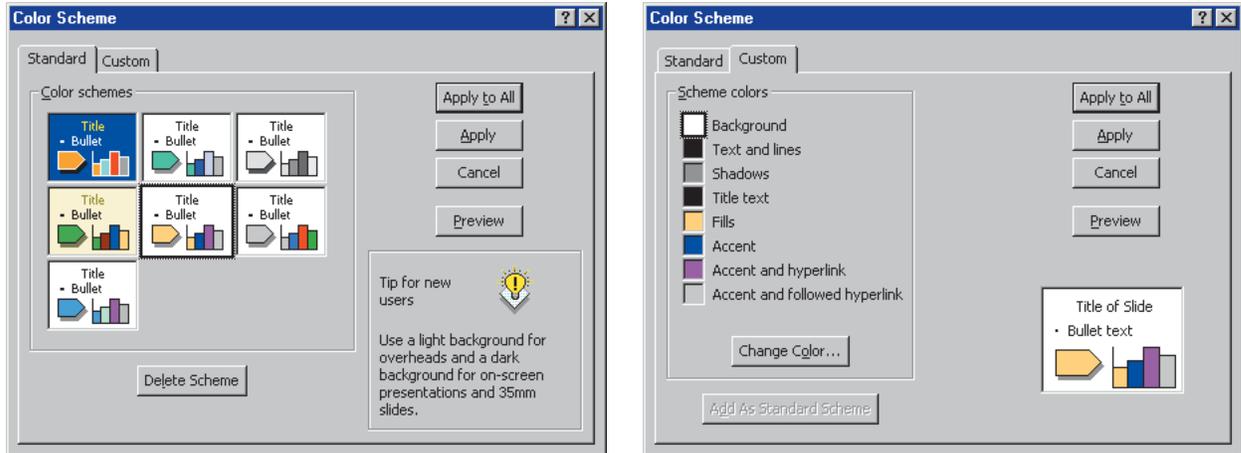
## Creating Your Own Design Template

### Show-Me Movie:

“Creating Your Own Design Template”

As mentioned previously, one of the greatest advantages of design templates is how you can create your own custom template that can be used to create slides with your personal style. To create your own design template, follow these steps:

- ▶ Pull down the Format menu and choose Apply Design Template. *Note:* If the option to apply a design template is not visible, click the down-arrow to expand the menu.
- ▶ When the Apply Design Template dialog appears, double-click the design template that comes closest to matching your own personal style. If none of the templates even comes close, choose any one of them, because you can modify it by following the steps below.
- ▶ Pull down the View menu, choose Master, then click Slide Master. When the slide master appears, modify it to suit your style, as you learned to do at the start of this chapter.



**Figure 37-4** The two tabs of the Color Scheme dialog. Click the Standard tab to select a standard color scheme, or click the Custom tab to create your own custom color scheme.

- ▶ Pull down the View menu, choose Master, then click Title Master. When the title master appears, modify it to suit your style.
- ▶ Pull down the Format menu and choose Slide Color Scheme. *Note:* If the color scheme option is not visible, click the down-arrow to expand the menu.
- ▶ The Slide Color Scheme dialog appears. As illustrated in Figure 37-4, you can choose a set of standard colors, or you can totally customize the color elements in your color scheme.
- ▶ To save your design as a template, pull down the File menu, and click Save As.
- ▶ When the Save As dialog appears, set the Save as Type field to Design template.
- ▶ In the File name field, type the name you want the design template to have.

After you complete these steps, you can use your design template in any presentation. Simply open the presentation with PowerPoint, pull down the Format menu, and choose Apply Design Template. When the dialog appears, double-click your design template. New slides you create will be based on your template.

## exercises

1. Pull down the Format menu and choose Apply Design Template. If the option to apply a design template is not visible, click the down-arrow to expand the menu. When the Apply Design Template dialog appears, click the names of the different design templates to preview them. Keep clicking the designs until you find one you really like. What is the name of the design template you like the best? Why do you like it the best? What design features does it have that contribute to its special look?
2. Repeat exercise 1, except this time, find a template that you think is poorly designed. What is the name of the poorly designed template? What are its deficiencies? State your reasons for not liking it. Refer specifically to its use of font, size, color, graphics, and positioning.