

Designing with Purpose: A Beginner's Guide to PowerPoint Presentations

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Introduction

Welcome to *Designing with Purpose: A Beginner's Guide to PowerPoint Presentations*. Whether you are new to computers or looking to expand your skills with Microsoft PowerPoint, this book is designed to help you navigate and master one of the most powerful tools for creating impactful presentations.

Starting with the basics, we will guide you through the essential features that form the foundation of PowerPoint. You will learn how to **view and save presentations**, understand the various **PowerPoint views** such as **Normal** and **Slide Sorter**, and get comfortable with using helpful tools like the **Help feature** to troubleshoot along the way. As you progress, you will gain insights into how to select a **topic**, define your **audience**, and create an engaging **title** to make your presentation stand out.

You will then move on to more advanced techniques, like **creating slides**, **modifying text**, and using tools in the **Font Group** and **Paragraph Group** to format your content effectively. We will also cover how to **arrange and align objects**, add **images**, and use **themes** to enhance the visual appeal of your slides. Additionally, you will learn how to use **grouping** to organize elements on your slides for a clean and professional layout.

By the end of this book, you will have a solid understanding of how to develop and present content that engages your audience, looks visually impressive, and communicates your message with clarity. Whether you are preparing a school project, a business presentation, or anything in between, this guide will help you create presentations that leave a lasting impact.

So, let's get started with the basics and work our way up to mastering PowerPoint for your next successful presentation!

PowerPoint: Getting Started

Objectives of Chapter One

1. View a Presentation
2. Save a Presentation
3. Get Help
4. Exit PowerPoint

View a Presentation

PowerPoint has diverse ways of displaying a presentation. These views have their own advantages when creating, editing, and viewing a presentation. The view selection options are located at the bottom of the window next to the label “Display Settings,” and are, from left to right, Normal, Slide Sorter, Reading View, and Slide Show (Figure 1.1).

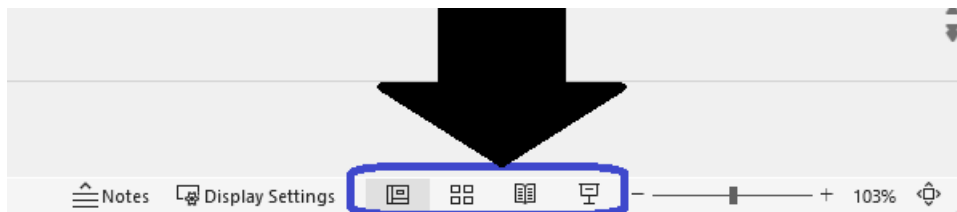


Figure 1.1 PowerPoint presentation views include Normal, Slide Sorter, Reading , and Slide Show

Normal

Normal view is the default view for PowerPoint. When a user logs in, this is the view that the user will see. The main characteristic of this view is that the **working slide** is identified by a red rectangle on the left part of the window and a bigger picture of that same working slide is on the right (Figure 1.2).

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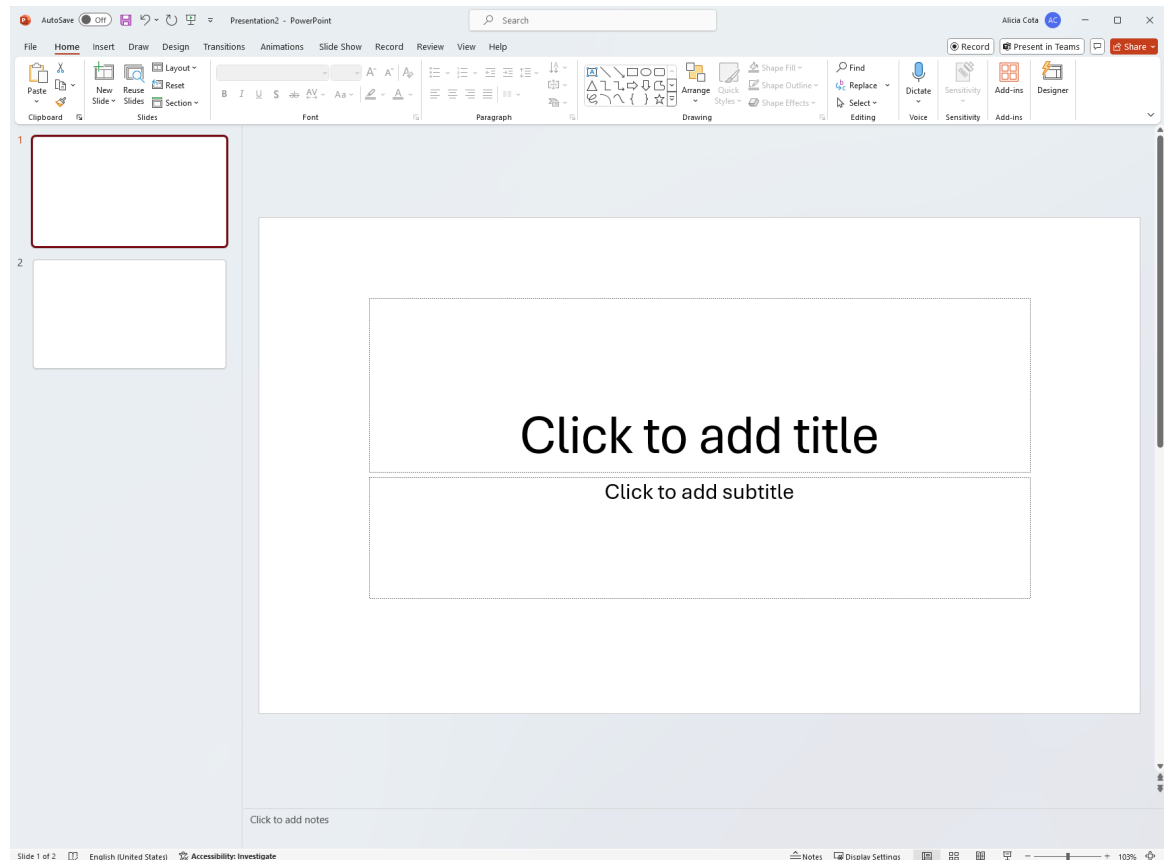


Figure 1.2 In Normal View, the working slide is on the right and all the slides from the presentation are on the left.

Slide Sorter

Slide Sorter view displays all the slides in the file. The slides are the same size. This view is convenient because the user can see all the slides in a file at one time. These slides provide an overview of the presentation at a glance (Figure 1.3).

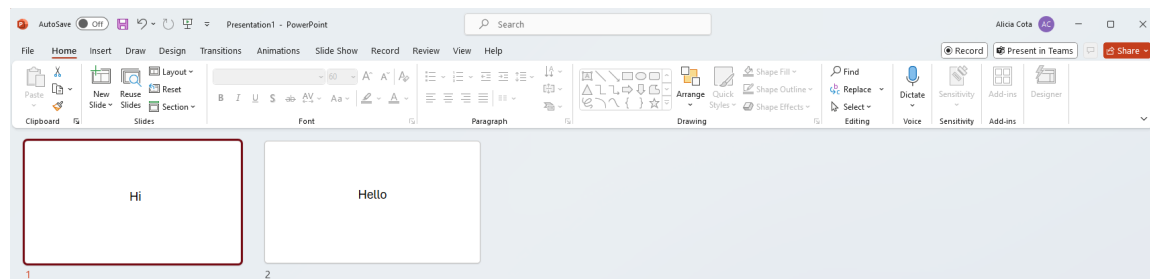


Figure 1.3 PowerPoint Slide Sorter view shows all the slides contained in the file.

Developed by Alicia Cota, reviewed by Andres Martinez, and produced with the assistance of California Community College and Imperial Valley College.

Reading View

Reading View provides a similar experience to viewing the slide show. The user will see one slide at a time in the PowerPoint window. This view is beneficial because the user can see a full or nearly-full view of the slide and still access other view tools (Figure 1.4).

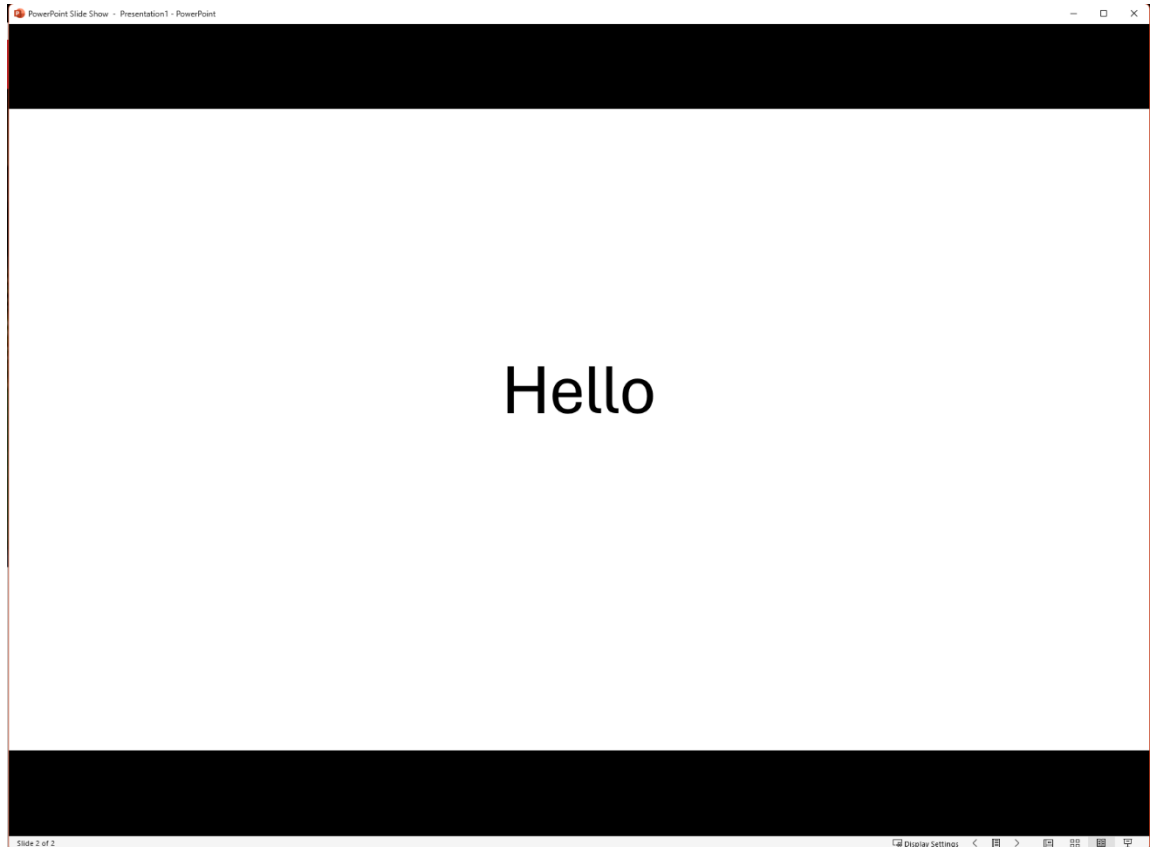


Figure 1.4 PowerPoint Reading view shows an amplified view of the working slide.

Slide Show

The Slide Show view is beneficial because it allows the user to view the presentation on the whole screen, unconstrained by a PowerPoint window. This view is ideal for presenting to an audience. In Slide Show, like in Reading view, slides can be advanced using the arrow keys or by clicking the slide. (Figure 1.5).

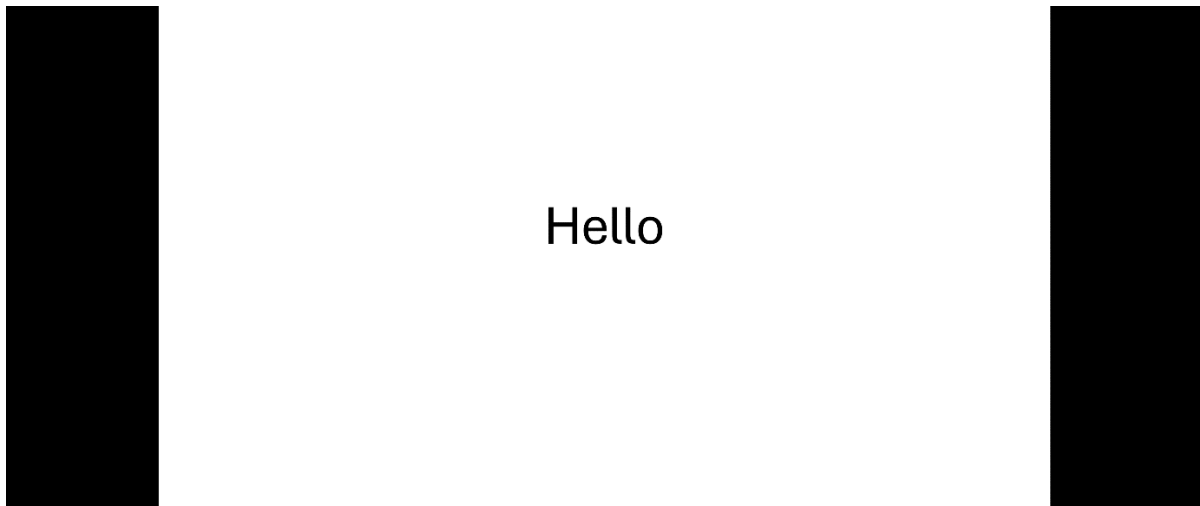


Figure 1.5 Slide Show view shows a full screen view, typically used for presentations.

Save a Presentation

One of the most essential tools in PowerPoint is **Save**. The Save tool is crucial as you work to avoid losing your presentation. To save a new file for the first time, use **Save As** to identify your chosen location or folder. Thereafter, use **Save** to preserve updates to that file.

1. Open the **File** tab (Figure 1.6)
2. Click **Save As** (Figure 1.7 point 1)
3. Select **Browse** (Figure 1.7 point 2)
4. Navigate to the desired **folder** and/or **subfolder** (Figure 1.8)
5. Click the folder (Figure 1.9)
6. Enter a **File Name** and click the **Save** button (Figure 1.10)

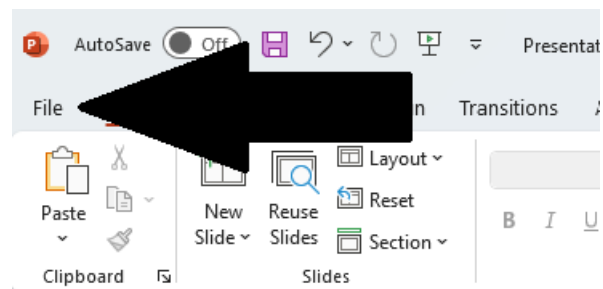


Figure 1.6 File tab is in the top left corner under the PowerPoint logo.

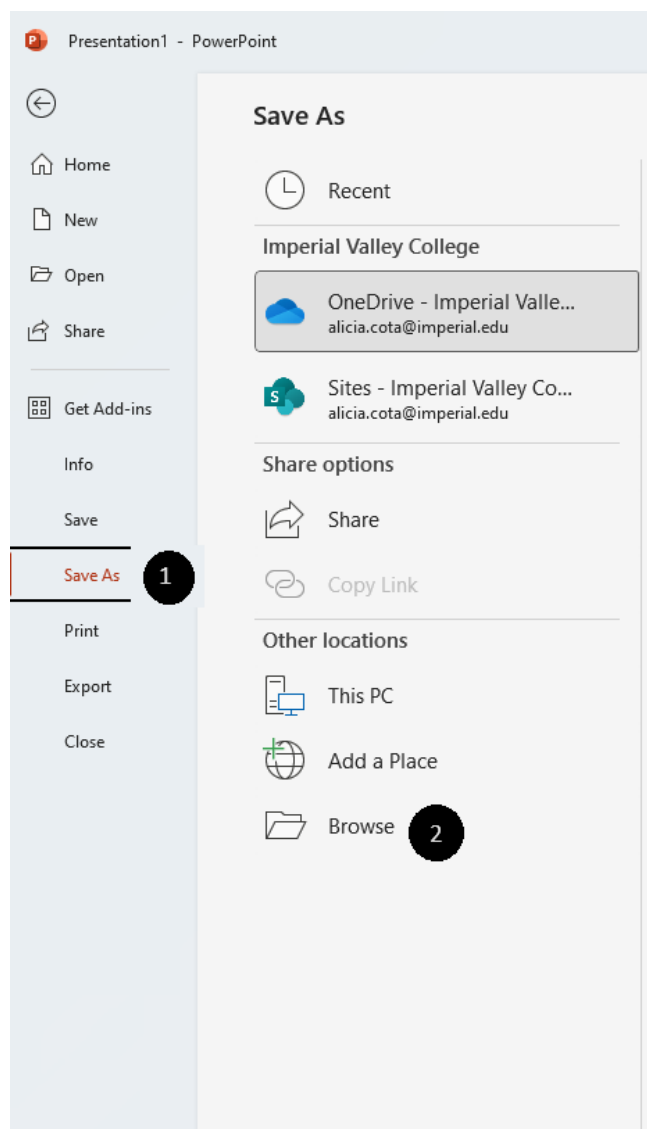


Figure 1.7 The File tab options include Home, New, Open, Share, Save, Save As, and other options.

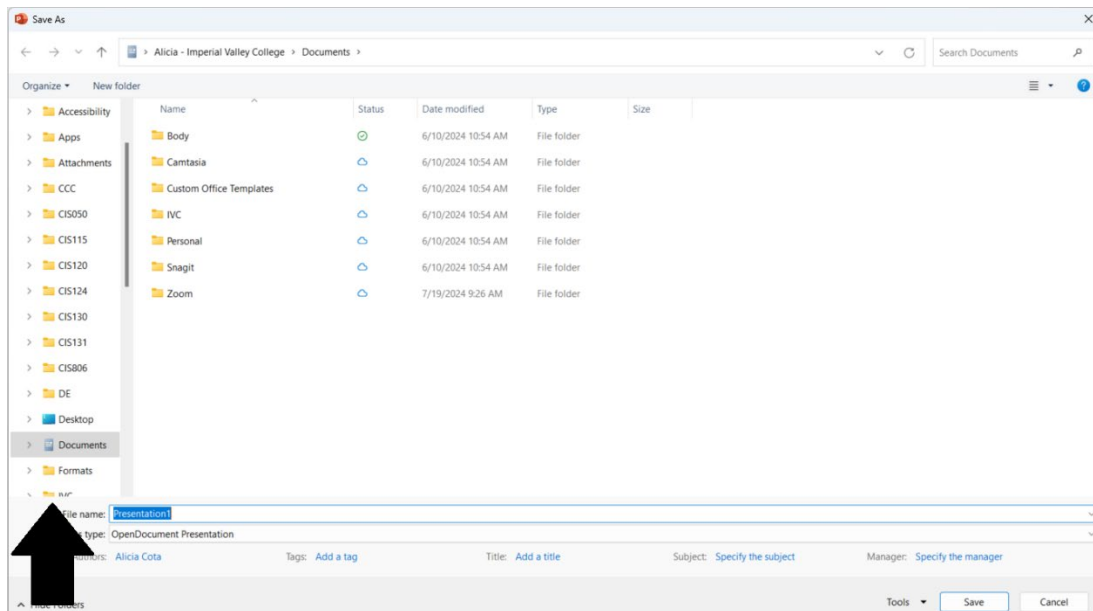


Figure 1.8 The *Browse* view allows users to select or create a folder inside of the local computer or outside the computer, in the Cloud.

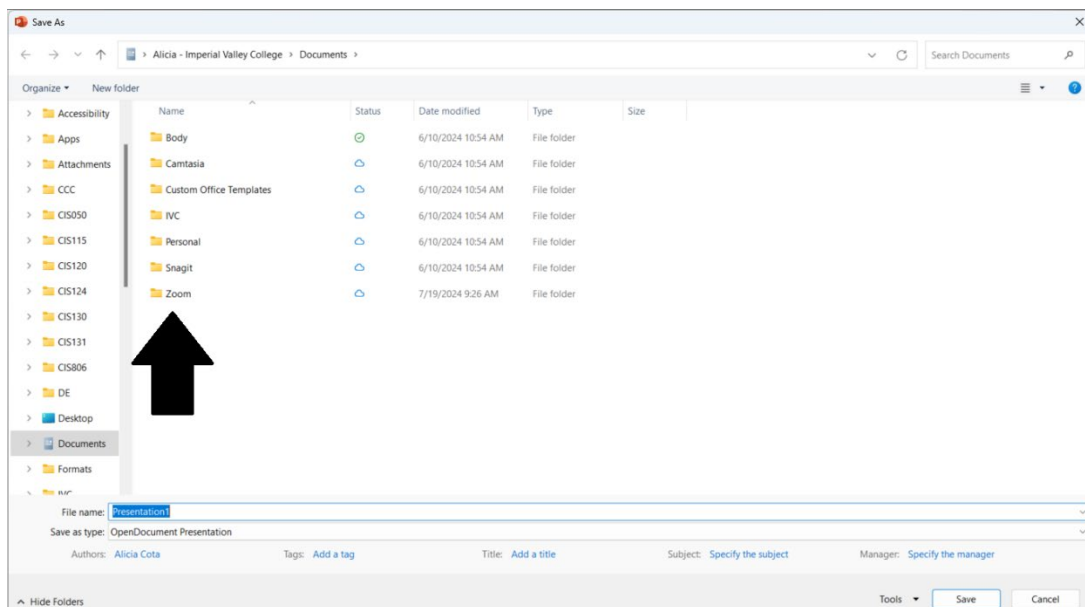


Figure 1.9 Identify the folder to save or create a new folder.

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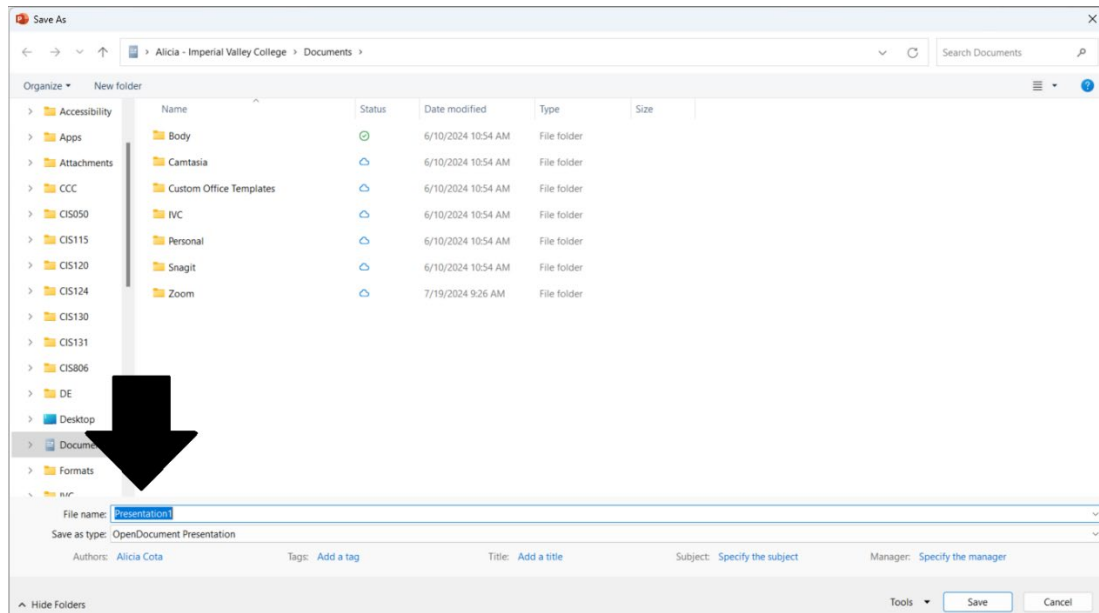


Figure 1.10 Use the File Name field to give the file a name and click Save.

Get Help

PowerPoint, like other Microsoft Office software, has a Help tool. This tool is useful when the user is not sure how to use a tool or when the user knows a tool's function but cannot remember its name or location.

There are two ways to get help in PowerPoint. The user can use the **search bar** at the top of the Microsoft PowerPoint window (Figure 1.11) to ask a question or enter a search term, such as the name of a tool. Users can also click the **Help tab** to access the options “Help,” “Contact Support,” “Feedback,” “Show Training,” and “What’s New.”

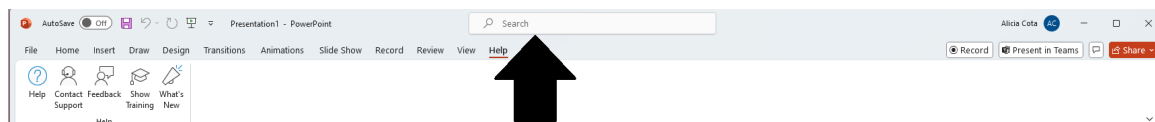


Figure 1.11 The search bar at the top of the window allows users to seek information from Microsoft's catalog of articles, and the Help tab offers other options.

Exit PowerPoint

When you are ready to exit PowerPoint, click the “X” in the upper right corner of the window. Remember to save any work before exiting!

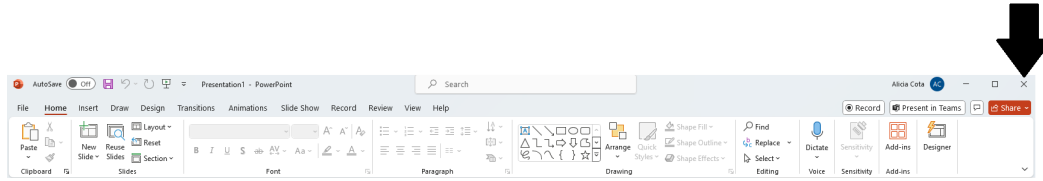


Figure 1. 12 The exit button is in the far-right corner on the top of the program window.

Effective PowerPoint Presentations

Objectives of Chapter Two

1. Identify the Topic, Audience, and Title for an Effective Presentation
2. Develop the PowerPoint Presentation

The user's goal in developing a presentation is to be effective. This chapter will discuss what makes an effective presentation. For this, we will draw from the 2022 book [*Strategies for Effective Business Communication*](#).ⁱⁱ

Identify the Topic, Audience, and Title

Let's break down the process of selecting a topic, tailoring presentation content to engage the audience, and deciding on a title.

Selecting a Topic

1. Interest and Relevance:
 - Your own Interest: Select a topic you are enthusiastic about or familiar with. That will make the presentation more engaging for you and your audience. For example, if you are interested in technology, you might opt to present on the latest advancements in artificial intelligence (AI).
 - Relevance to the Audience: Ensure the topic is relevant to your audience. A presentation on AI advancements would be highly relevant if your audience consisted of tech enthusiasts. Keep your audience in mind when you are in the topic selection process.
2. Purpose and Objectives:
 - Specific Purpose Statement: Write a specific purpose statement that outlines what you want to achieve with your presentation. For instance, "The purpose of this presentation is to inform my classmates about the ethical implications of AI in the workplace."
 - Formula for Specific Purpose Statement: To compose your statement, use the formula Specific Communication Word + Audience + Content

- Specific communication words might include: inform, explain, demonstrate, describe, define, persuade, convince, prove, argue
- Your target audience might be classmates, co-workers, or anyone you want to inform. Identify them!
- The content is the material you'll present.
- Example Specific Purpose Statement created using the formula:
"To inform my classmates about the ethical implications of AI in the workplace."

3. Content and Structure:

- Brainstorming: Use techniques like brainstorming or mapping to list concepts under your main topic. For AI, you might list subtopics like machine learning, ethical considerations, and practical applications.
- Refine Your Content: Based on your audience analysis, refine your content to ensure it is appropriate and engaging for them. If your audience is non-experts, avoid overly technical words.

Tailoring Presentation Content to Engage the Audience

1. Understand Your Audience:

- Analyze Your Audience: Determine who will be listening to your presentation. Are they experts, non-experts, or both? Tailor your message accordingly. For example, if your audience includes both tech experts and laypeople, you might need to provide a balanced mix of technical details and accessible explanations.
- Consider Demographics: Adjust your message based on your audience's level of education, age group, profession, and other relevant demographics.

2. Use Slides Effectively:

- Design Slides for Your Topic: We will work in-depth on this topic, including how to use PowerPoint's Styles and Themes feature to create a consistent theme. Slides can significantly affect the mood and flow of your

presentation. For instance, images of AI applications can make abstract concepts more tangible.

- Keep Slides Simple: Use slides to complement your content, not replace it. Avoid overloading slides with text. Instead, focus on critical points and use images, charts, and graphs to illustrate your points.

3. Incorporate Interactive Elements:

- Engage Your Audience: Use questions, stories, and anecdotes to keep your audience engaged. For example, you might start with a thought-provoking question about how AI might impact their daily lives.
- Get Feedback: Practice your presentation on peers and gather feedback. This will help you refine your content and delivery based on real-world reactions.

Choosing a Title

1. Reflect the Content:

- Specific and Descriptive: Your title should reflect the content of your presentation. It's good practice to decide on the title at the end of your work, when you have a clear view of what your content is. For the AI example, a title like "The Future of Work: How AI is Transforming Industries" is specific and descriptive.
- Engaging: Choose a title that piques the audience's interest. Avoid generic titles that do not grab attention.

2. Use Keywords:

- Relevant Keywords: Include keywords relevant to your topic that your audience might be searching for. This helps in making your presentation more discoverable and relatable.
- Example: If you are presenting on AI in healthcare, a title like "Revolutionizing Healthcare: The Impact of AI on Medical Diagnostics" uses relevant keywords and is engaging.

3. Be Concise:

- Keep it Short: A concise title is easier to remember and conveys your message more effectively. Avoid lengthy titles that might confuse or overwhelm your audience.

By following these guidelines, you will be well-equipped to select a topic, tailor your presentation content to engage the audience, and define a title that engages and reflects your content.

Develop the PowerPoint Presentation

Once you have a clear view of the topic and the audience, it is time to start developing slides. Developing slides is a process, so the first attempt does not have to be perfect, but it will give you a general idea of your target. Let's start developing our first PowerPoint presentation together.

Open and Name Your File

The first step in creating a presentation is opening PowerPoint and selecting **Blank Presentation** (Figure 2.1). This will open a new, blank, presentation in **Normal** view (Figure 2.2), with a slide that invites you to add a title and subtitle.

Hint: type a title that you think describes your content. Remember, this title does not have to be your final title; we are just playing with the words to see if they identify the content correctly (Figure 2.3). The subtitle space is a good place to add your specific purpose statement, which will keep you focused on the content you want to create.

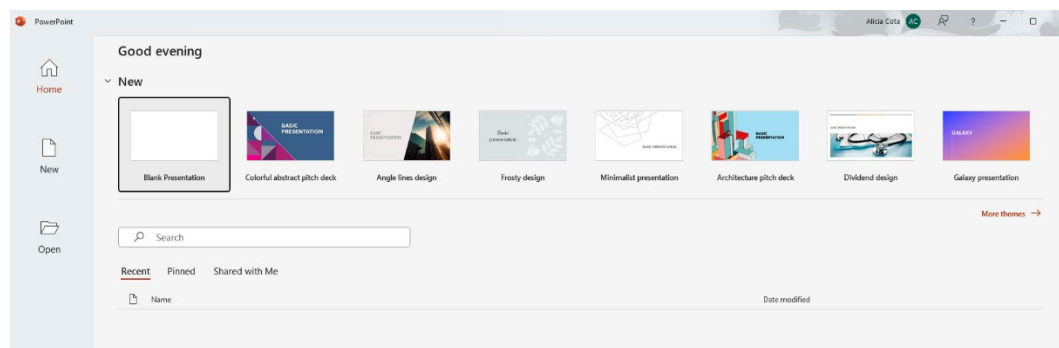


Figure 2. 1 Blank Presentation is the recommended option to start working with PowerPoint. The option is on the left side of the window, identified by a white rectangle.

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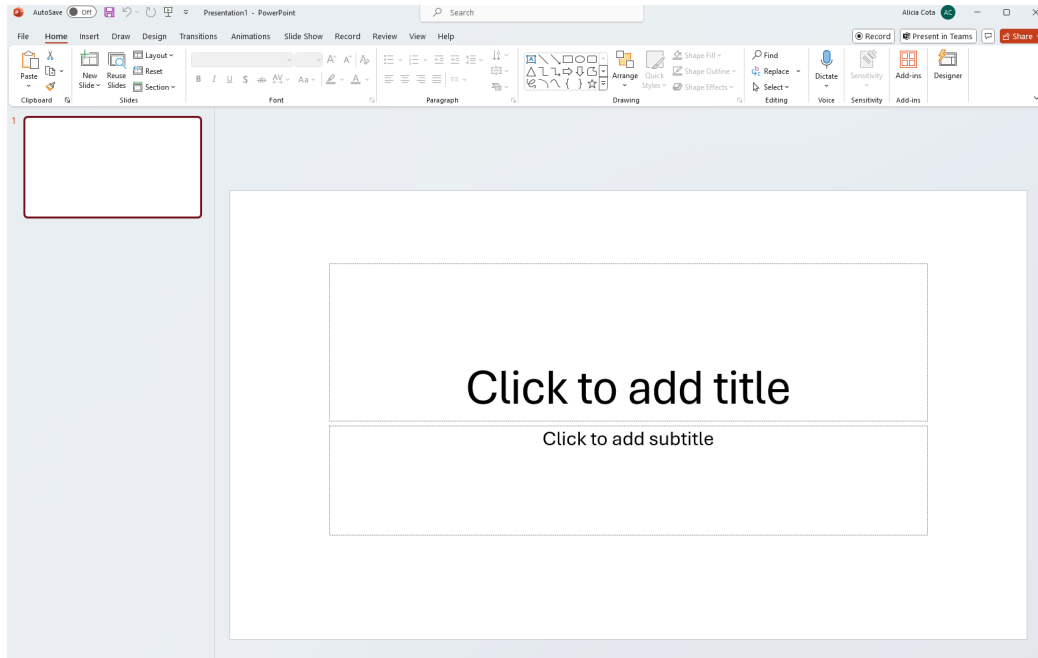


Figure 2. 2 A new blank project opens in Normal View, with a template for a title slide and space to add a title and subtitle.

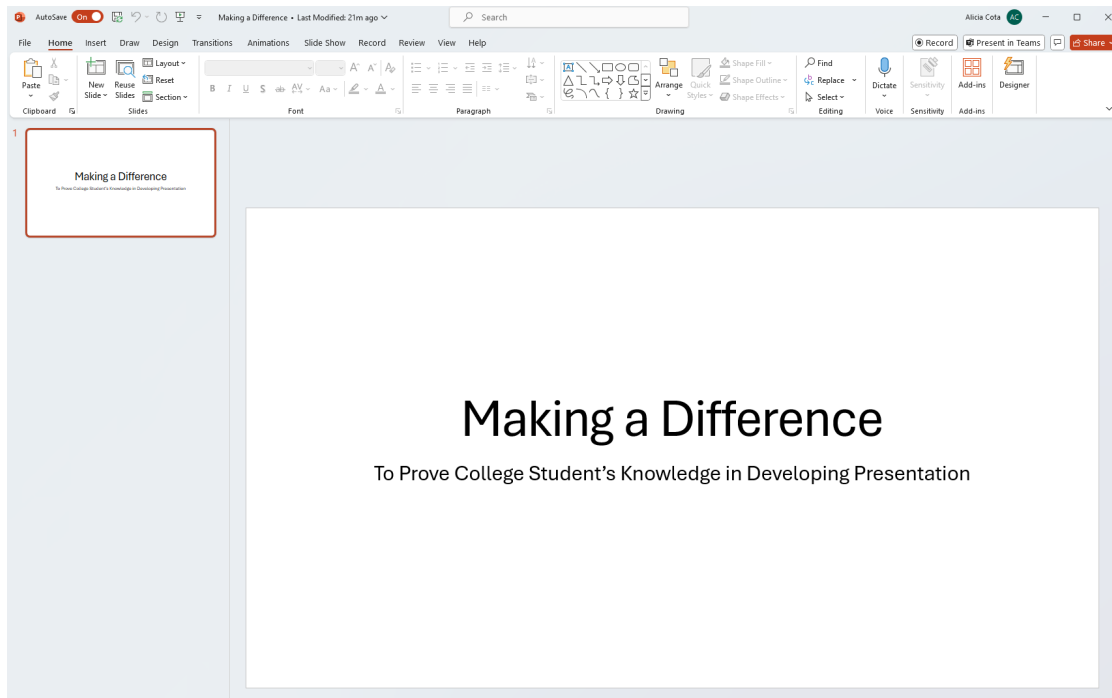


Figure 2. 3 To add a title, click in the title box, and start typing. Do the same for the subtitle box.

Create Slides

The next step is to start creating slides. This step can initially feel overwhelming, but we will work on it together. To begin, identify the number of your presentation's main points. For now, plan on one slide per main point. The total number of slides will be equal to the number of main points plus one (the title slide).

To add a new slide, open the **Home tab** and click on **New Slide** from the **Slides group**. Repeat to achieve the desired number of slides (Figure 2.4).

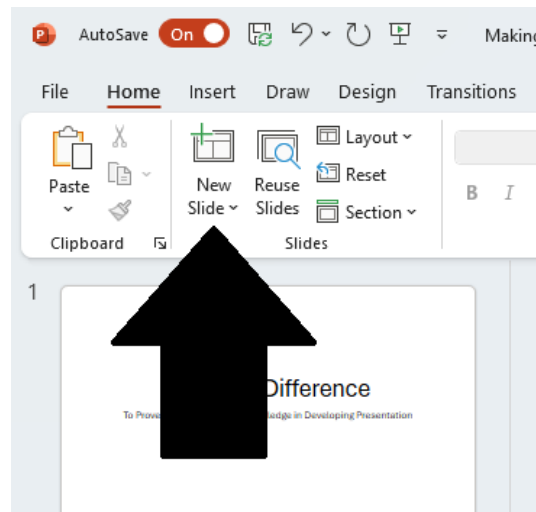


Figure 2. 4 The New Slide tool is in the Slides group of the Home tab, which is located in the top left corner of the window.

Clicking the down arrow beside **New Slide** opens a variety of slide layout options, allowing you to choose what works best for your content (Figure 4.5). Layout options include a totally blank slide, ones that combine title and content, and others that include placeholders for charts and/or images. Slide layouts can be edited at any time. Choose the layout that best fits your content and presentation for now, but don't worry too much because you can always adjust and make changes as you see fit. This is the magic of PowerPoint!

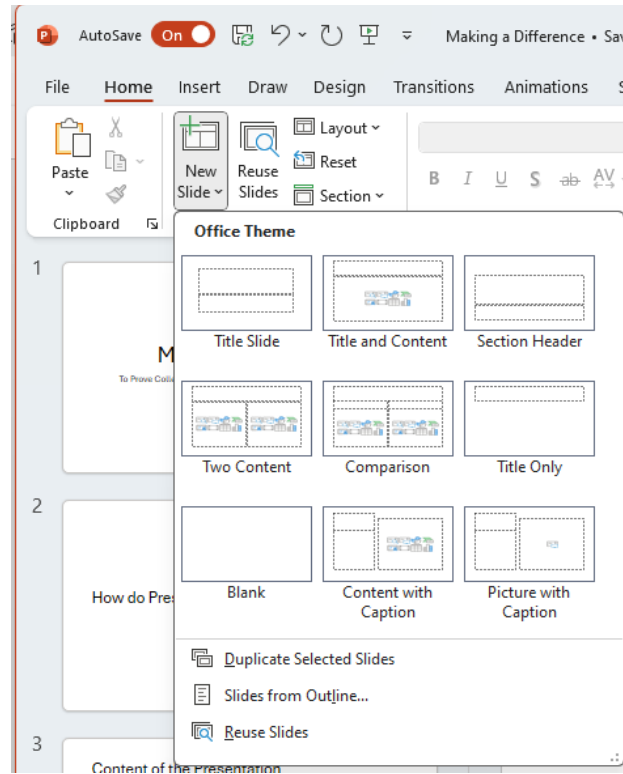


Figure 2.5 Layout options under New Slide include “Title Slide,” “Title and Content,” “Section Header,” “Comparison,” and more, ranging from blank to options for including pictures and captions.

After you’ve added the number of slides needed for your content, the next step is to add information on each slide by clicking into the **text boxes** and typing. Although this may seem daunting, remember that you can edit as needed. Putting text on the slides gives you an idea of how the presentation is taking shape (Figure 2.6). **Normal View**, which shows thumbnails of slides in the left pane and the active slide in the right pane, gives you a general idea of the presentation and allows you to easily identify areas that need improvement.

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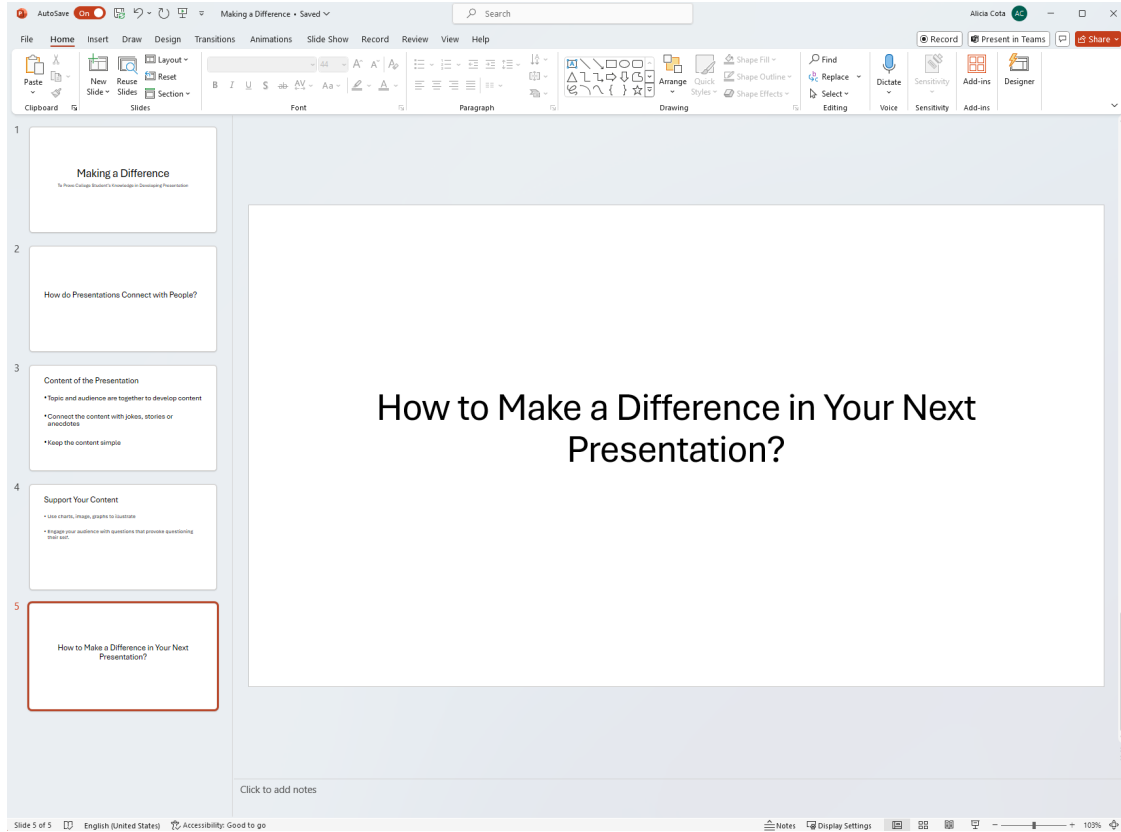


Figure 2.6 Normal view allows you to see your presentation at a glance and identify areas needing improvement.



Modifying Presentations in PowerPoint

Objectives of Chapter Three

1. Arranging & Formatting Text
2. Aligning Objects

Arranging & Formatting Text

Organizing For Readability

The way you present text in a presentation matters. An appropriate arrangement will have a beneficial visual impact. Sometimes, the standard way to present information is not the best way to capture the attention of your audience.

The space between lines in a paragraph makes the difference between being easier or harder to read. It is recommended to always create your presentation in a way that is easy to read. In the **Paragraph Group**, the user can identify an option that helps with this performance. The user can set up default settings or customize them as needed.

The maximum number of ideas in a slide is five. Avoid saturation and ensure the slides are not overloaded with content. If a topic has more than five ideas, consider adding additional slides.

Bullets and numbers are a good way to arrange information on a slide. The difference between bullets and numbers is in the information itself. If the ideas need to follow a specific order, then numbers are the best option. Bullets are the best option if the information does not need to follow a particular order.

Paragraph Group Tools

To format your text, the most useful tools are in the **Paragraph Group** of the **Home ribbon**. Left to right, these are Bullets, Numbering, Decrease List Level, Increase List Level, Align Left, Center, Align Right, Justify, and Add or Remove Columns.

Bullets: This tool (Figure 3.1 point a) allows you to arrange content (ideas, points of view, vocabulary terms, etc.) in a list that doesn't necessarily have a specific order (Figure 3.1 point b).

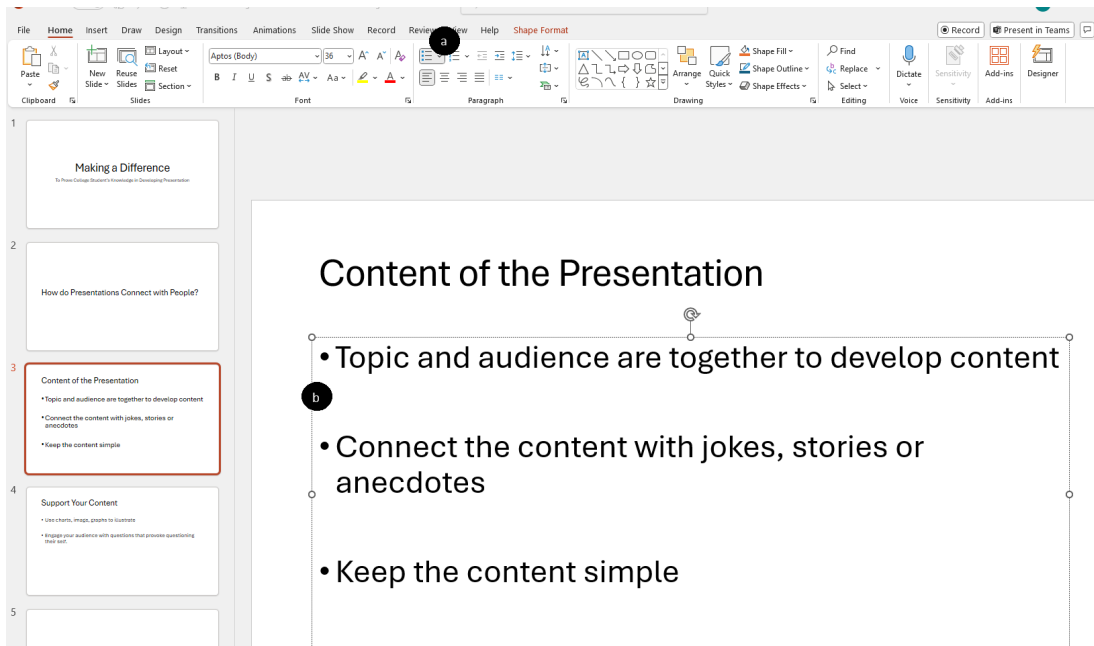


Figure 3.1. The Bullets tool (point a) arranges content that doesn't necessarily have a specific order (point b)

Numbering: This tool (Figure 3.2 point a) creates a numbered list of items that require a specific order (Figure 3.2 point b).

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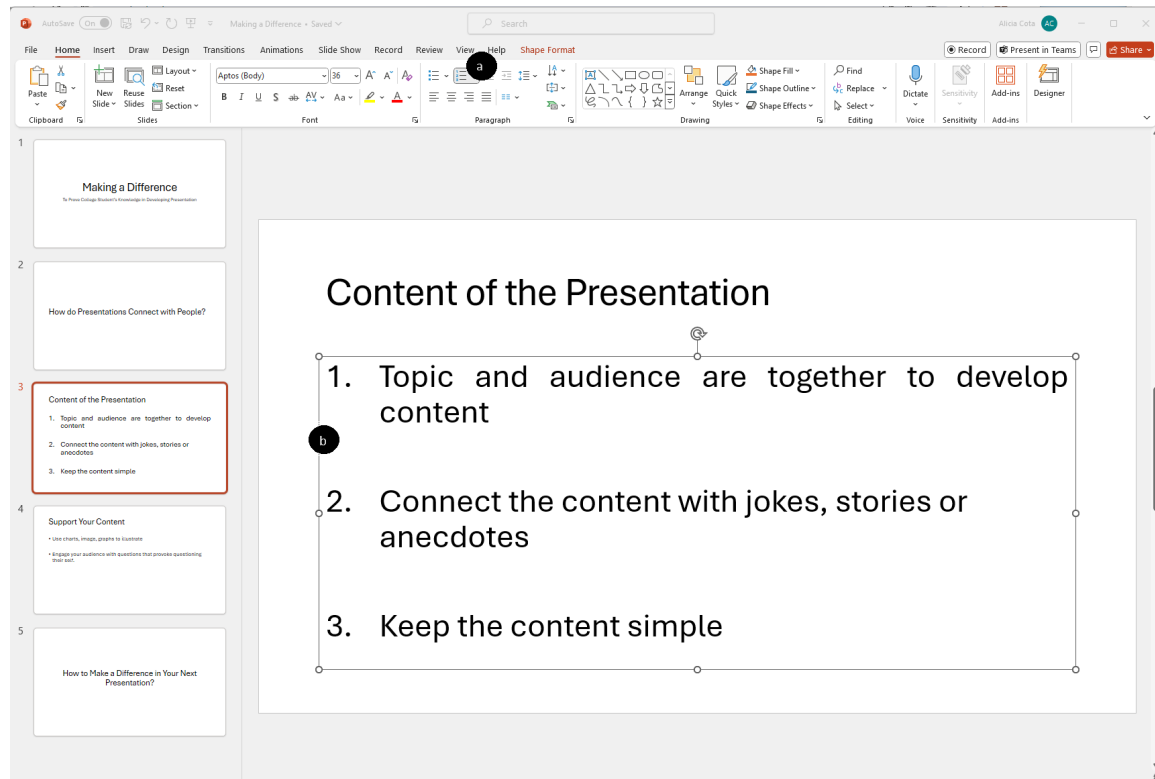


Figure 3.2. The Numbering tool (point a), found in the Paragraph group of the Home ribbon, allows users to create numbered lists (point b)

Increase List level: This tool (Figure 3.3 point a) is used to create or modify an item in a multi-level list. Depending on the established style, it may move the list item to the right and/or make it smaller (Figure 3.3 point b).

Decrease List Level: This tool (Figure 3.4 point a) is used to exit or decrease a level in a multi-level list. Depending on the established style, it may move the list item to the left and/or make it larger (Figure 3.3 point b).

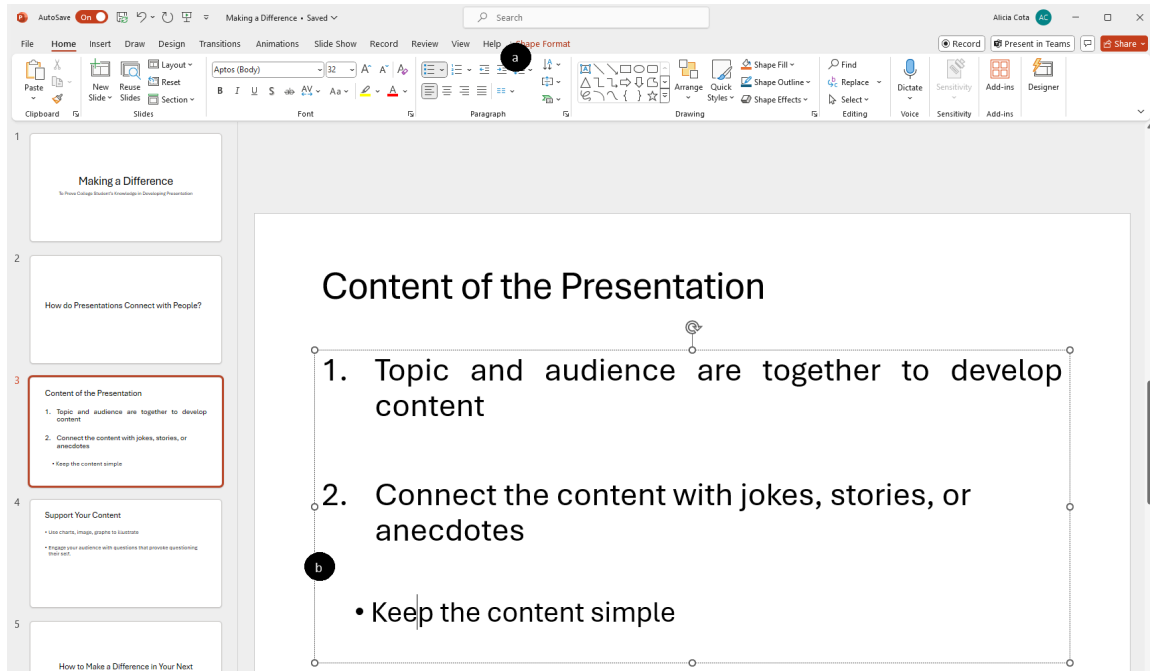


Figure 3.3 With the cursor on the lowest item in the list, clicking “Increase List Level” (point a) moved the bulleted text to the right and reduced the font size (point b).

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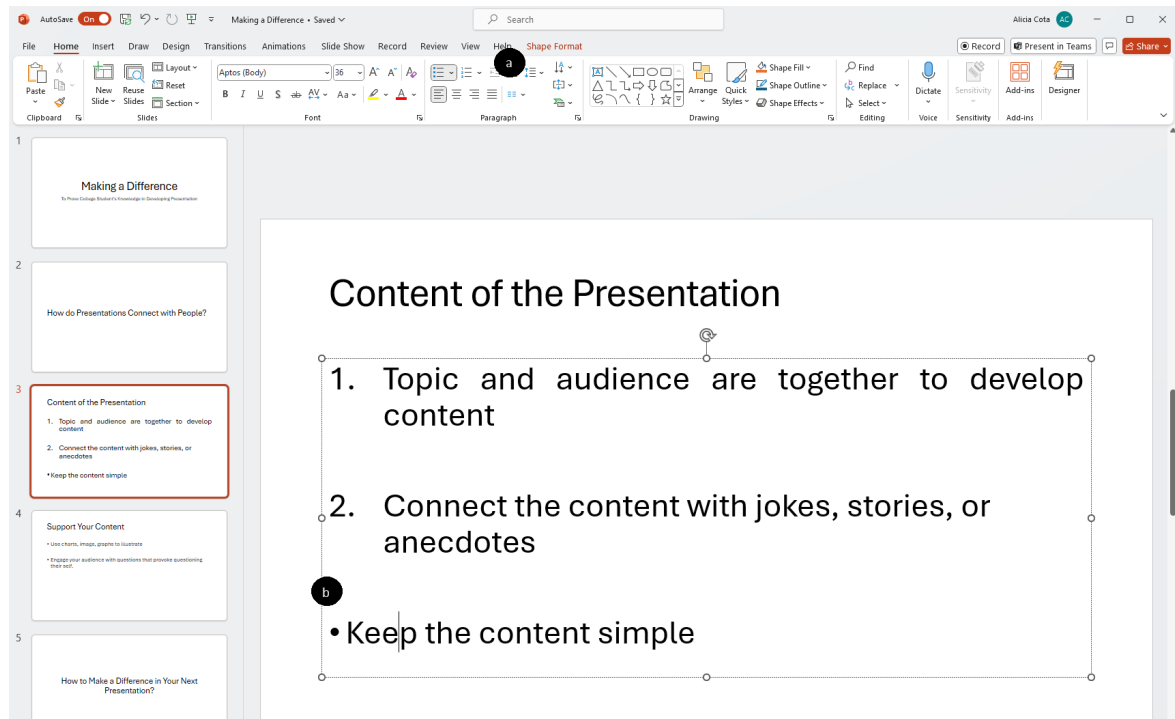


Figure 3.4. With the cursor on the lowest item in the list, clicking “Decrease List Level” (point a) moved the bulleted text back to the left and increased the font size (point b).

Align left: This tool (Figure 3.5 point a) is used to align selected text to the left side of a text box (Figure 3.5 point “b”). This is PowerPoint’s default setting.

Center: This tool (Figure 3.6 point a) is used to align selected text to the center of the text box (Figure 3.6 point b).

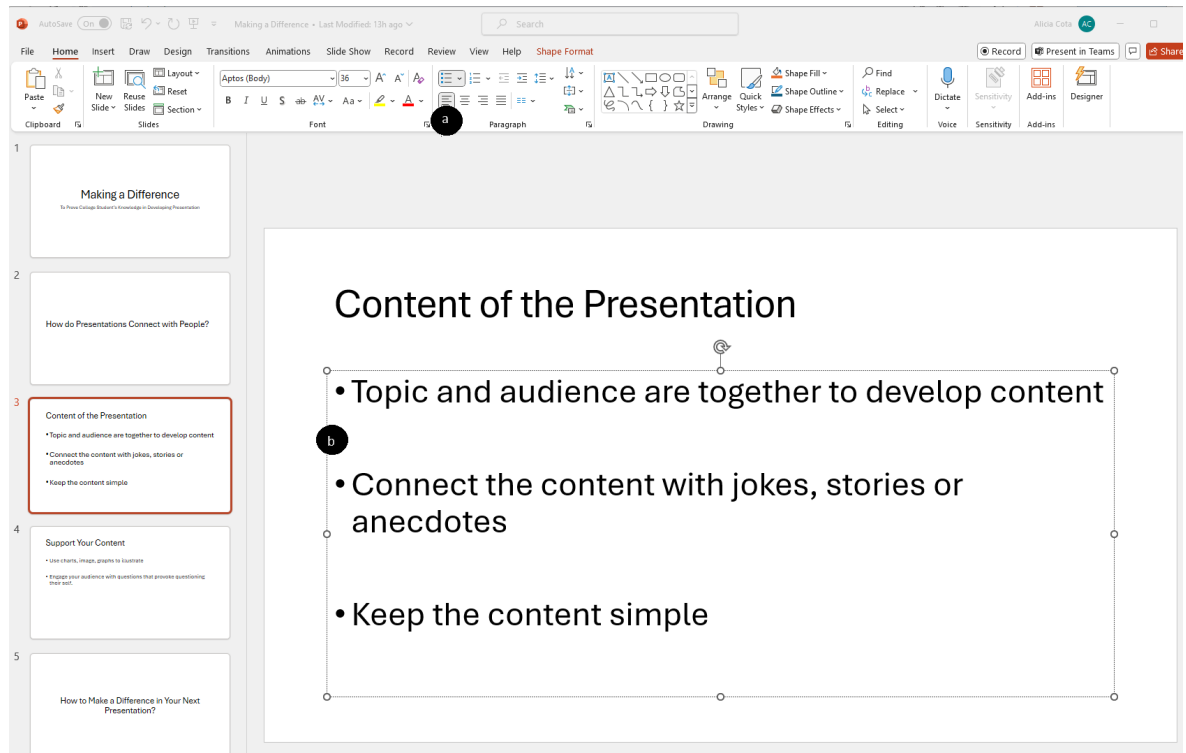


Figure 3.5. Align Left (point a), in the Paragraph group of the Home ribbon, aligns the content to the left side of the textbox (point b).

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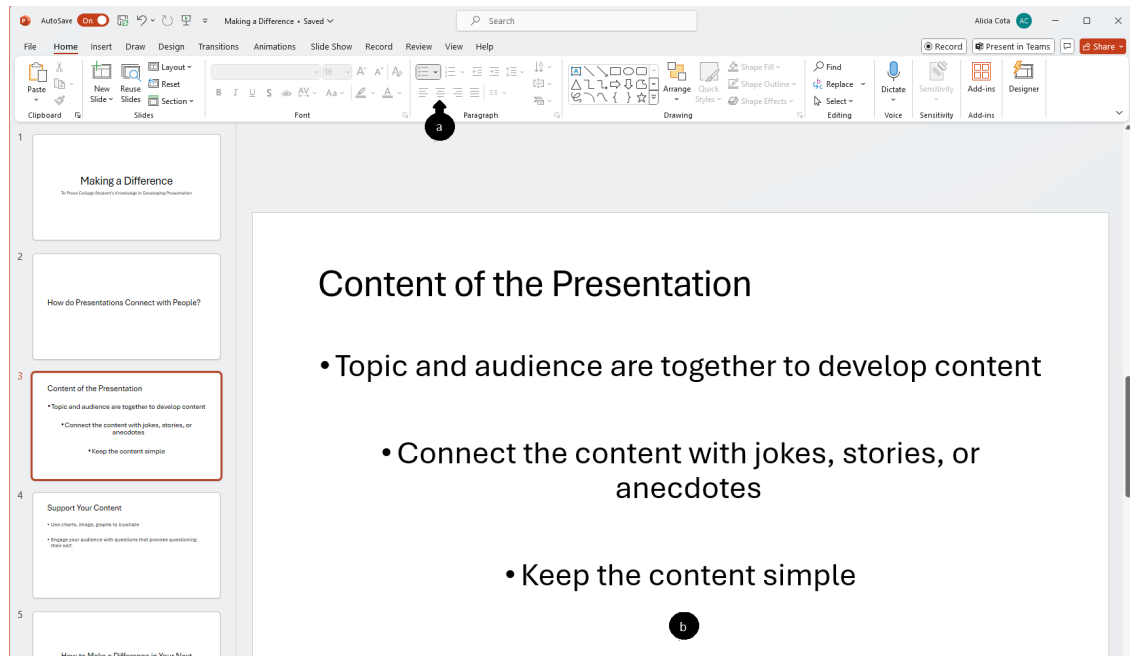


Figure 3.6 Align Center (point a), in the Paragraph group of the Home ribbon, aligns content to the center of the textbox (point b).

Align Right: This tool (Figure 3.7 point a) is used to align selected text with the right edge of the text box (Figure 3.7 point b).

Justify: This tool (Figure 3.8 point a) is used to make selected text align to both the left and right edges of the textbox. This alignment is achieved through spacing between words (Figure 3.8 point b).

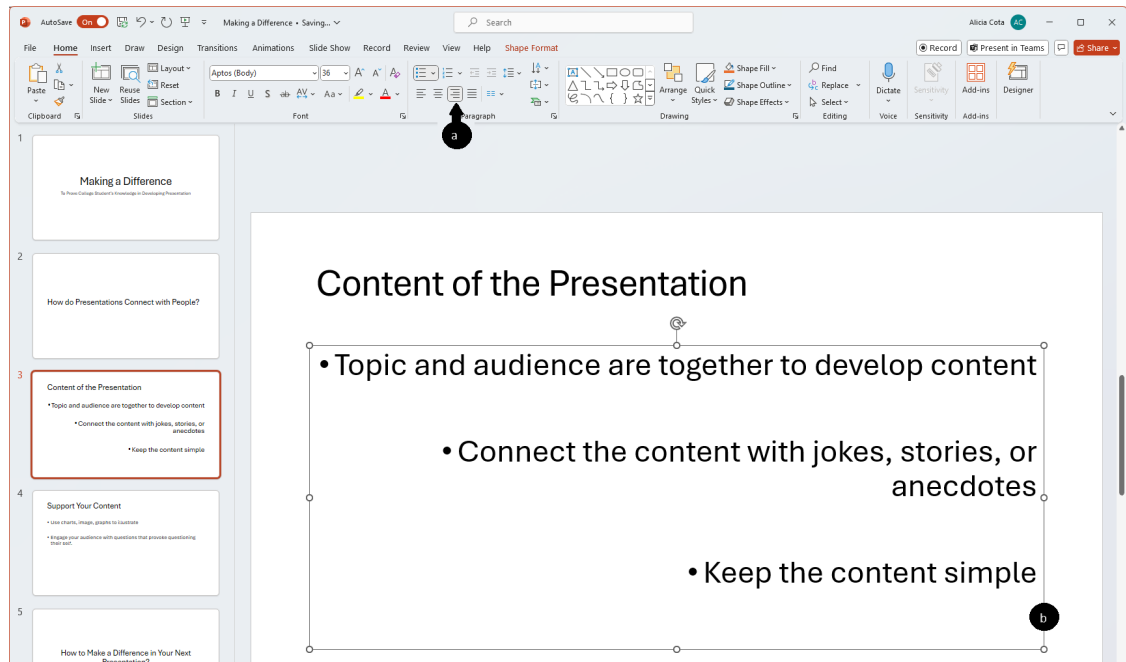
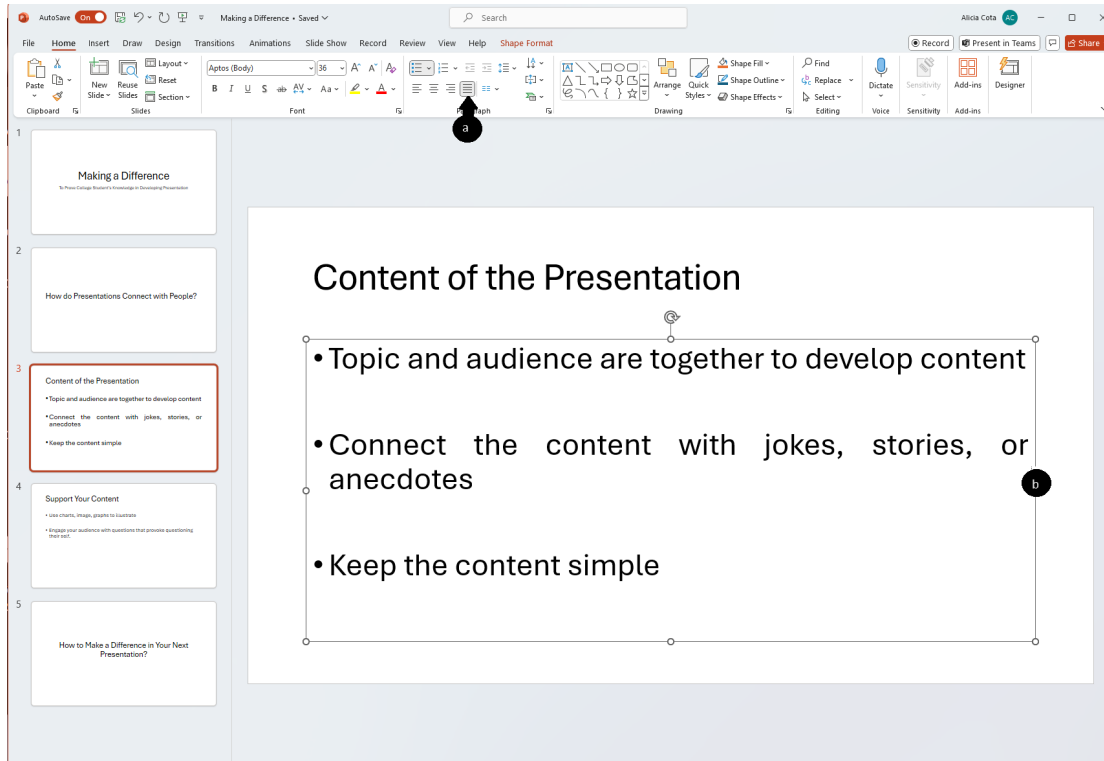


Figure 3.7 Align Right (point a), in the Paragraph group of the Home ribbon, aligns content to the right edge of the textbox (point b).



Elaborated by Alicia Cota, and Andres Martinez with the assistance of California Community College and Imperial Valley College.

Figure 3.8. Justify (point a), in the Paragraph group of the Home ribbon, aligns content to the both the left and right edges of the textbox (point b).

Line and paragraph spacing: This tool (Figure 3.9 point a) allows users to control the space lines and paragraphs. It opens a menu that allows the user to choose single spacing (1.0), one and a half spacing (1.5), double spacing (2), etc. Clicking on “Line spacing options” or the down arrow beside the button opens the Paragraph window (Figure 3.9 point b).

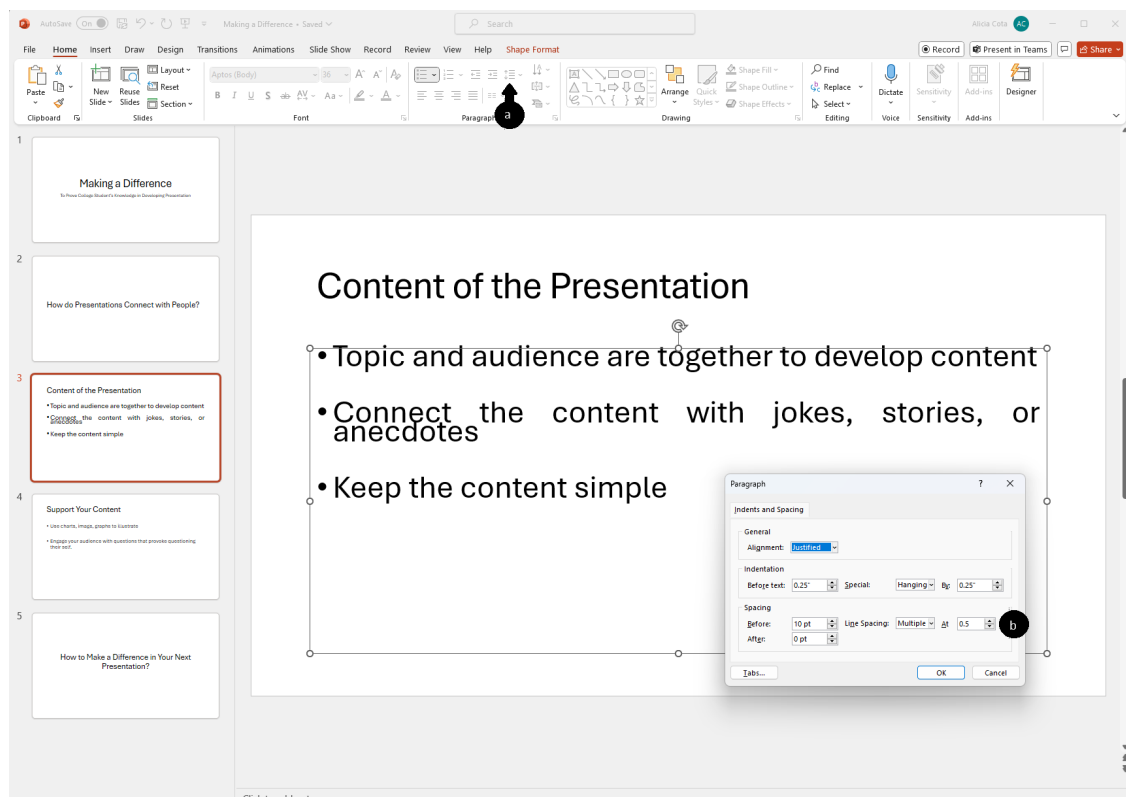


Figure 3.9 Line and Paragraph spacing (point a), in the Paragraph group of the Home ribbon, is used to control the space between lines. Clicking the down arrow beside the button opens the Paragraph window (point b).

Text Options

Presentation Considerations

It is essential to identify a text style that connects with your topic and audience. A presentation's font can influence how it is perceived. For example, if you are presenting the

topic of cartoon cars to a group of kindergarten students, you might use the casual Comic Sans MS font, or something similar. You would avoid Times New Roman since this type of font is too formal for the setting.

The size of font used in a slide is important since you need the text to be legible. Although some may think larger fonts a requirement, larger fonts take up more space within the slide, reducing the space for pictures, figures, graphs, etc. It is important to create an adequate balance between font size and space needs.

Changing the color of the text can be more appealing to the eye. At the same time, the user needs to consider the contrast between the text and the background. This is a vital consideration since audience members may be colorblind.

Font Group

The **Font group** on the **Home ribbon** is used for changing the font, size, and features of the text in a presentation, including attributes such as bold, italic, underline, text highlight color, and font color. It also includes a button to clear formatting. These tools can be selected prior to entering new text or to change specific text that the user has highlighted.

Font: The font pulldown menu allows users to select from installed fonts. Users can begin typing a font name to search for it (Figure 3.10 point a) or choose a font from the list (point b). As the user scrolls through the list, the selected text or textbox shows a preview of the selected front (point c).

Font Size: This function changes the size of the font (Figure 3.11 point a). Users can enter a number or select one from the pull-down menu (Figure 3.11 point b). Scrolling through the numbers will generate a preview of the selected size (Figure 3.11 point c).

Bold: This tool (Figure 3.12 point a) makes characters more visible by bolding them (point b).

Italic: This tool (Figure 3.13 point a) changes the appearance of the characters and makes them tilt a little to the right (Figure 3.13 point b). Italicized text is used to add emphasis or indicate titles.

Underline: This tool (Figure 3.14 point a) creates a line under selected characters (point b).

Text Highlight Color: This tool (Figure 3.15 point a) “highlights” selected text, giving it a colorful background (point b).

Font Color: This tool (Figure 3.16 point a) sets text color. The user can select from standard colors or customize their own (point b).

Clear All Formatting: This tool resets any formatting customization and returns the text to its default style (Figure 3.17).

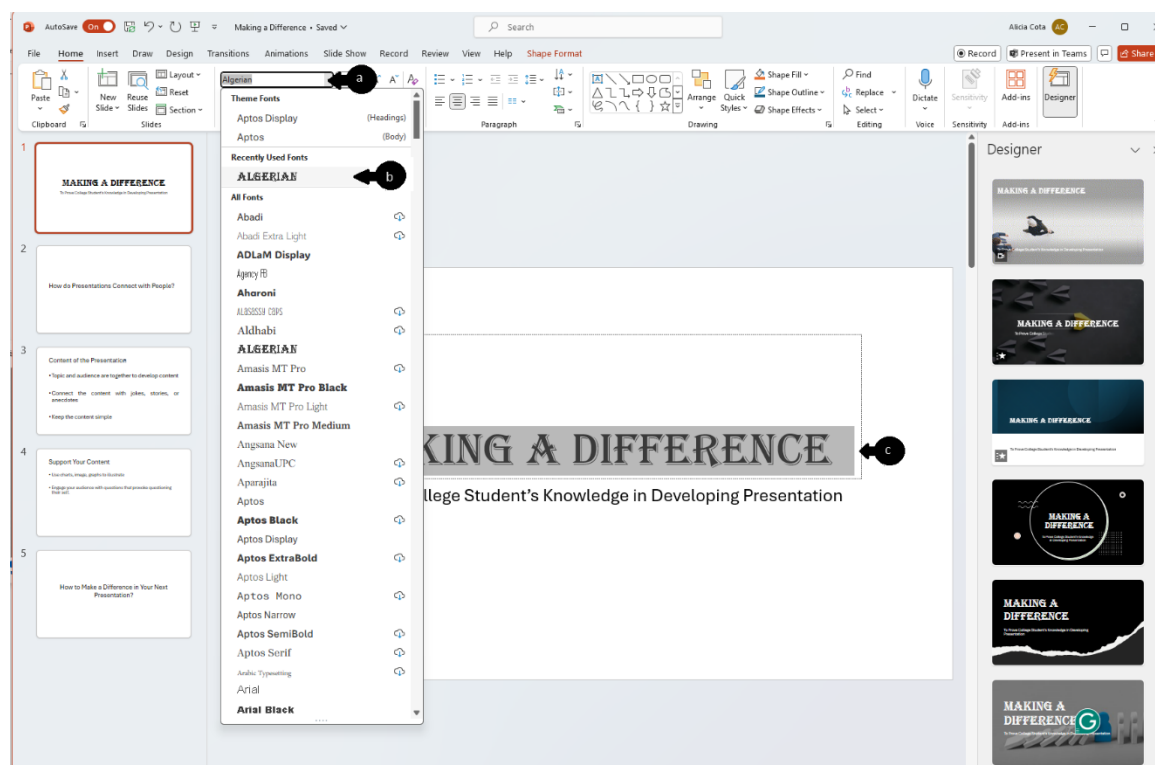


Figure 3.10 The Font tool (point a), in the Font group of Home ribbon, allows users to select or change the font (point b), which is previewed on the slide (point c).

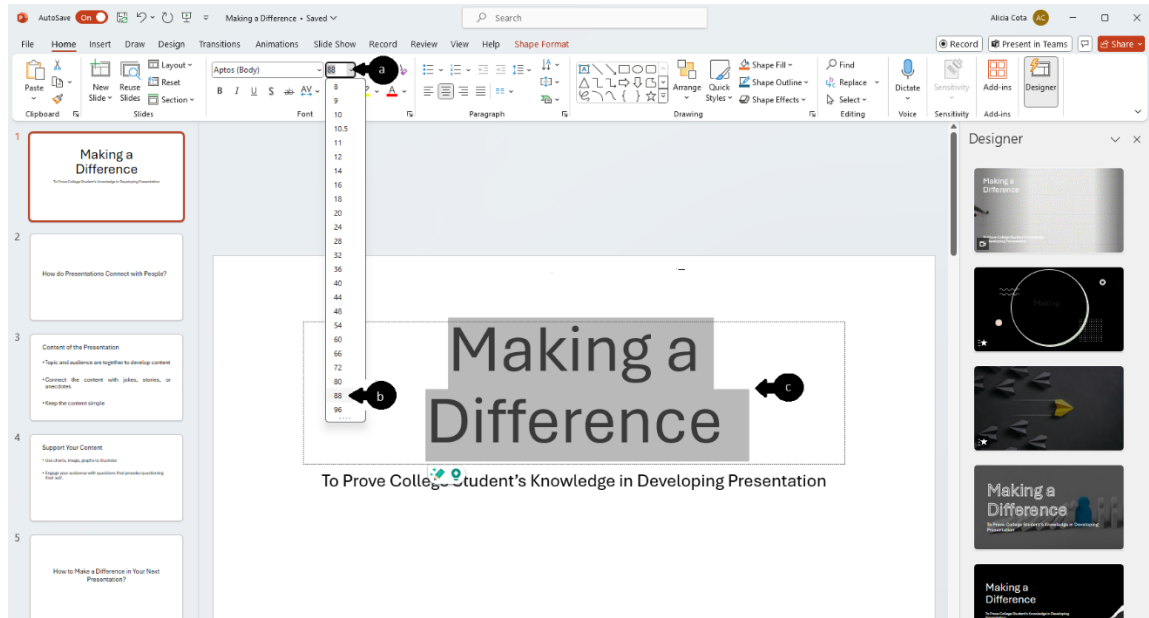


Figure 3.11 The Size tool (point a), in the Font group of the Home ribbon, allows users to select or change the font size (point b), which is preview on the slide (point c).

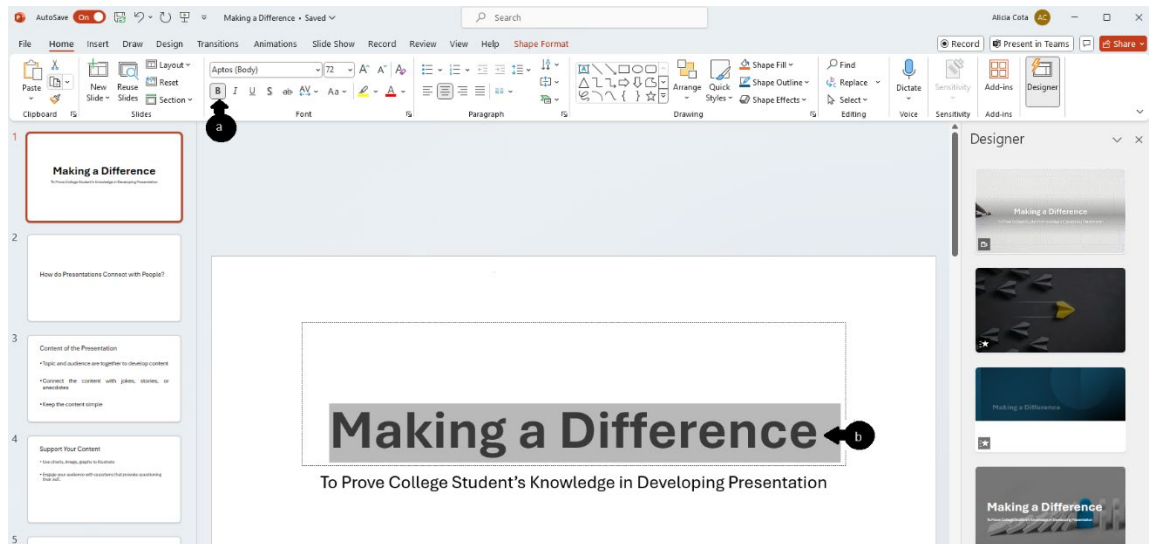


Figure 3.12 The Bold tool (point a), in the Font group of the Home ribbon, allows users to emphasize text by making it darker and bolder (point b).

Elaborated by Alicia Cota, and Andres Martinez with the assistance of California Community College and Imperial Valley College.

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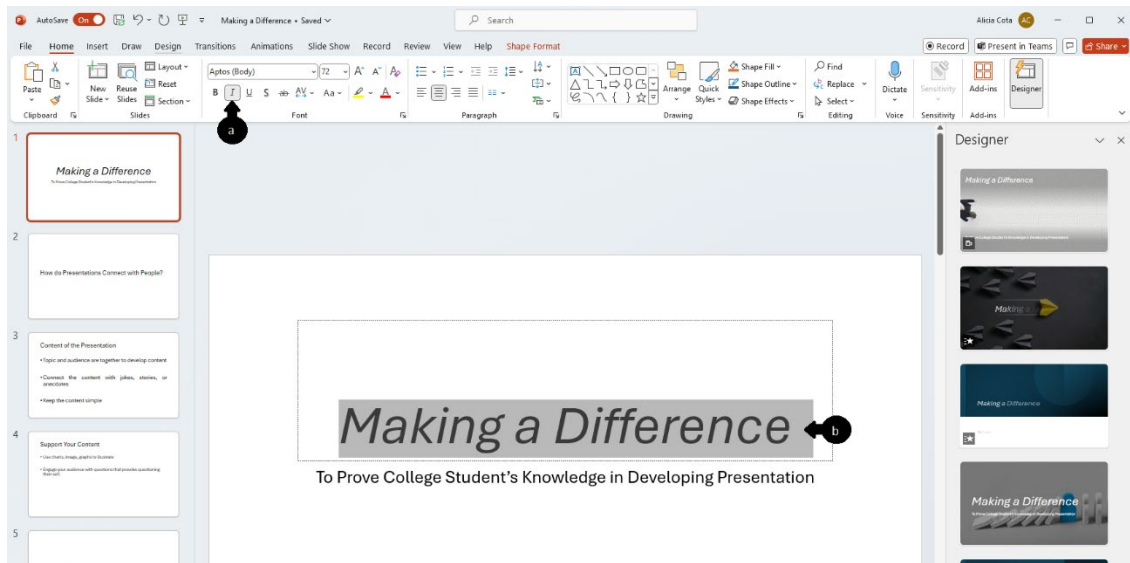


Figure 3.13 The Italic tool (point a), in the Font group of the Home ribbon, allows users to emphasize text by making it slant to the right (point b).

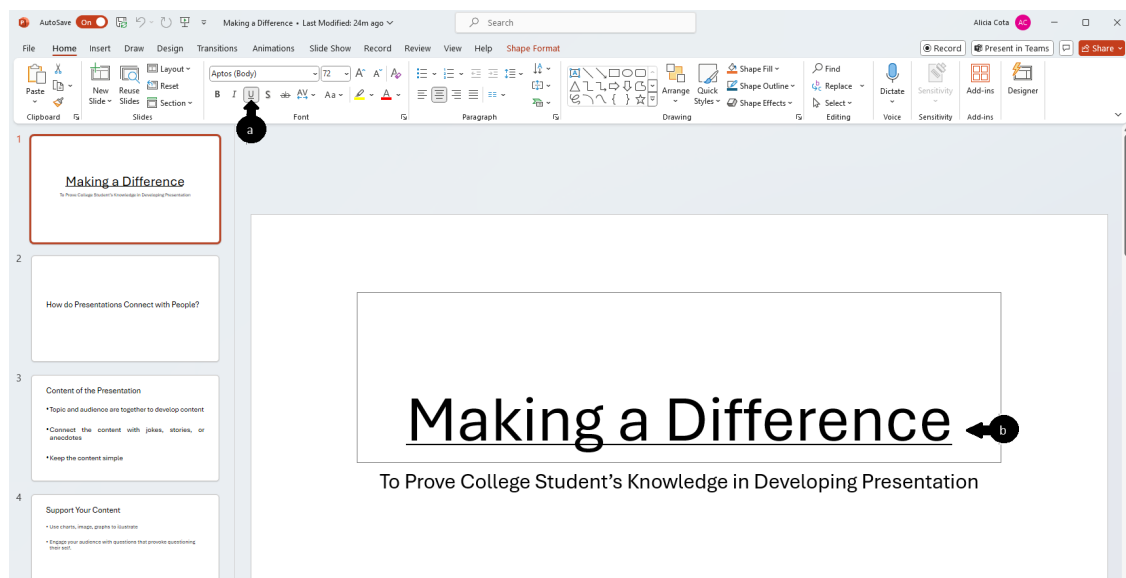


Figure 3.14 The Underline tool (point a), in the Font group of the Home ribbon, allows users to emphasize text by generating a line under it (point b).

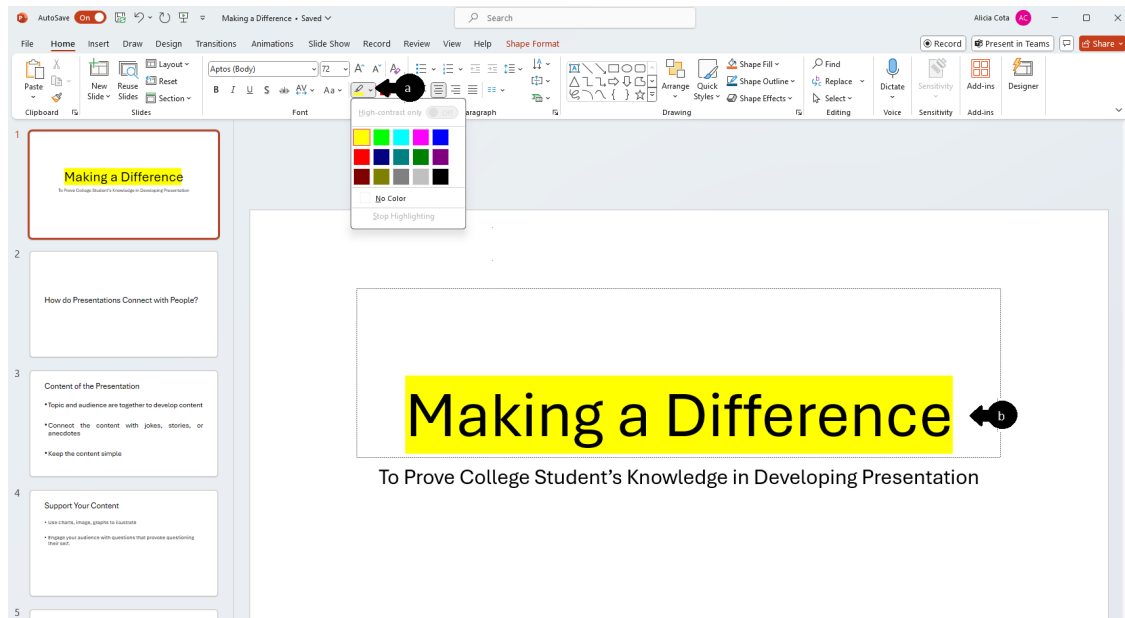


Figure 3.15 The Text Highlight Color tool (point a), in the Font group of the Home ribbon, allows users to emphasize text by giving it a highlight in one of several different color options (point b).

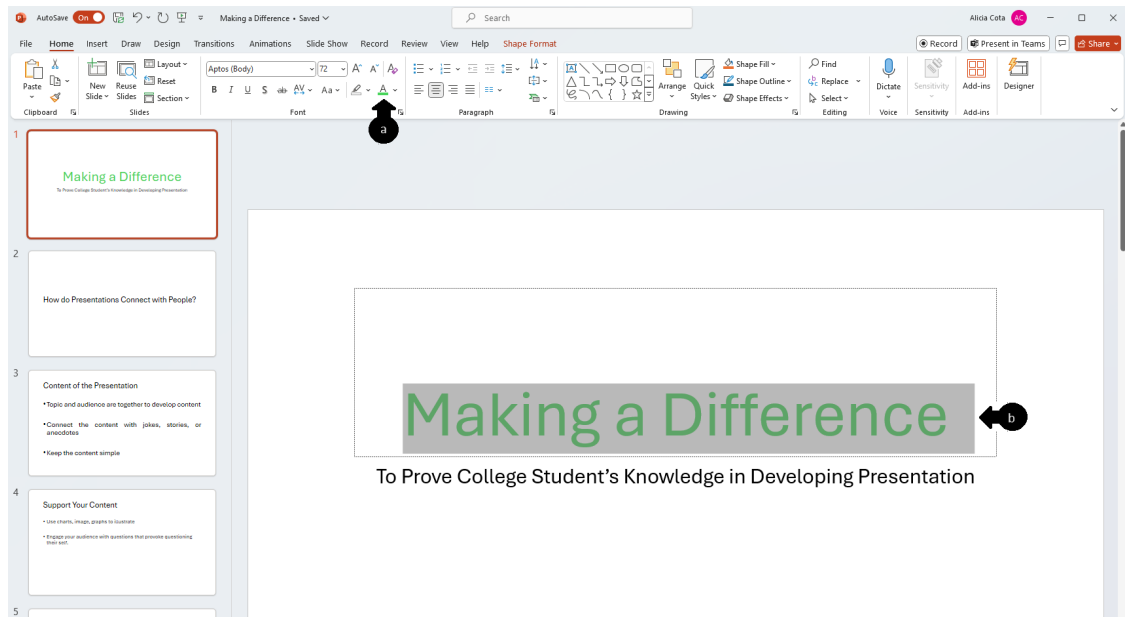


Figure 3.16 The Font Color tool (point a), in the Font group of the Home ribbon, allows users to select a font color from an established palette or to create their own (point b).

Elaborated by Alicia Cota, and Andres Martinez with the assistance of California Community College and Imperial Valley College.

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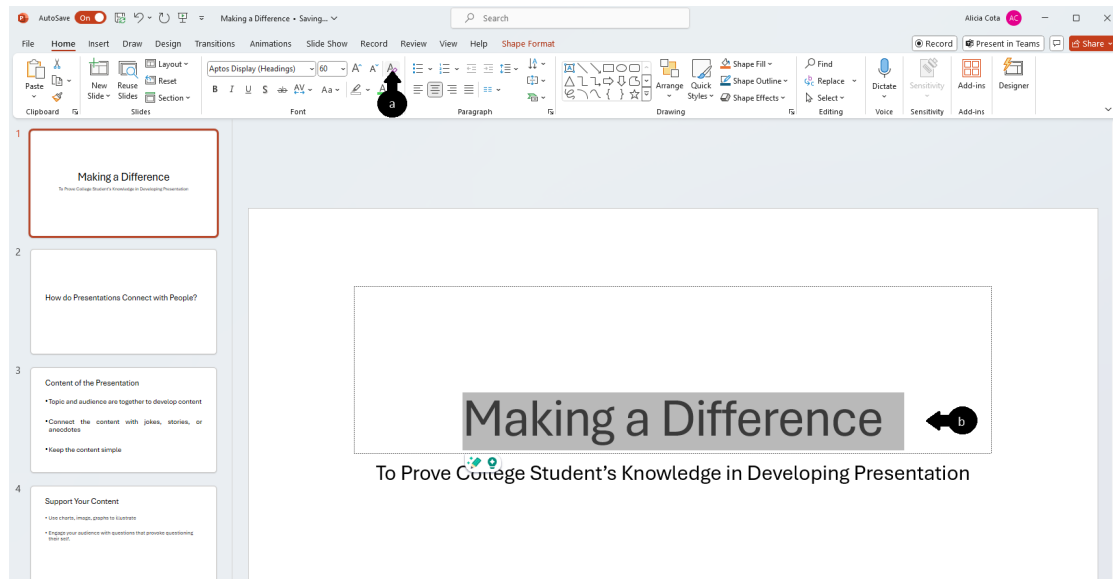


Figure 3.17 The Clear All Formatting tool (point a), in the Font group of the Home ribbon, resets any text attributes to the default format (b).

Aligning Objects

When the user is trying to figure out the best way to place the information, images, and/or graphs in a slide, the slide often loses the alignment between objects. That is why an alignment tool can be beneficial in setting up a presentation.

The **Align Objects** tool, on the **Shape Format** ribbon, allows users to align objects on the same slide, including textboxes. With two or more objects selected, users can choose to align left, center, and right, as well as top, middle, and bottom (Figure 3.18).

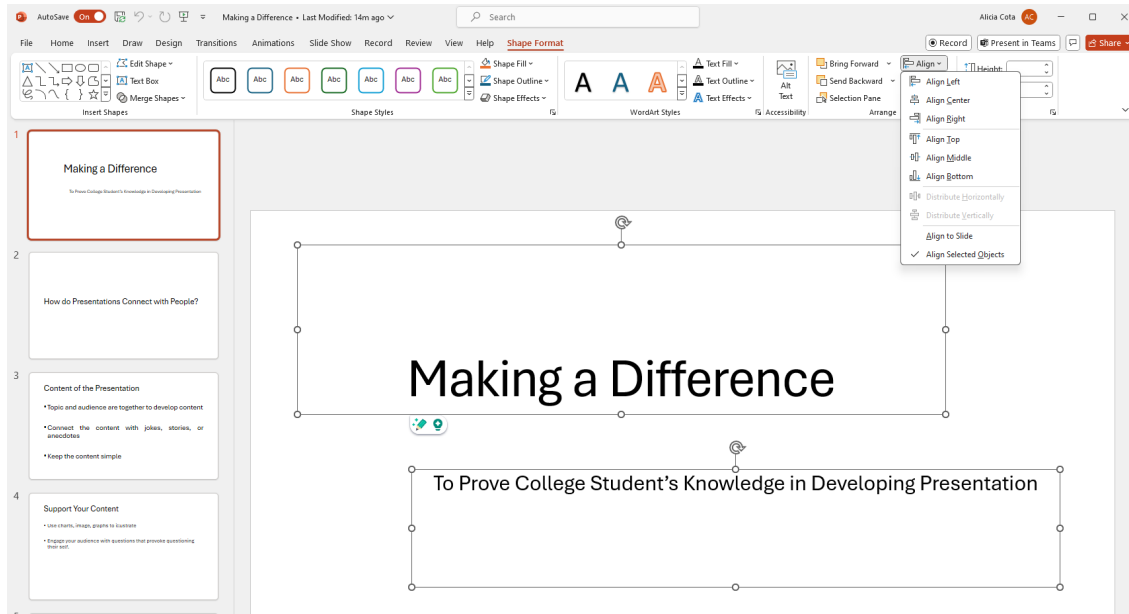


Figure 3.18 The Align Objects tool, on the Shape Format ribbon, allows users to align objects like textboxes.

Enhance a Presentation

Objectives of Chapter Four

1. Themes
2. Images
3. Grouping

Themes

The content of a presentation must be engaging. This begins with powerful words for effective audience impact. After you decide on the correct content to include in your presentation, it is time to unlock your creativity and capture the audience's attention visually. A theme is about more than colors; it's about creating or identifying the correct style for your message. Let's create presentation styles together.

1. Go to the **Design ribbon** (Figure 4.1)
2. The **Themes group** offers a large number of design options, which can all be viewed by clicking the down arrow at the right side of the preview frame (Figure 4.2)
3. Once the user selects a theme style (Figure 4.3), it is applied to the presentation
Users can adjust elements of the chosen theme, including colors, fonts, and effects, by adjusting the options available by clicking the down arrow in the **Variants group** (Figure 4.4)

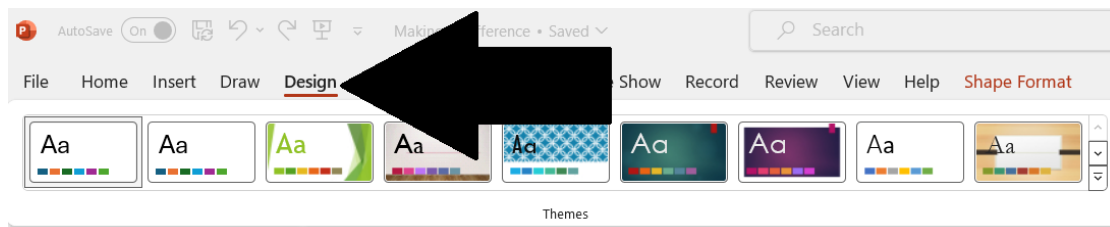


Figure 4.1 The Design ribbon is to the right of File, Home, Insert, and Draw at the top of the window.

Microsoft PowerPoint

Chapter Four – Enhance a Presentation

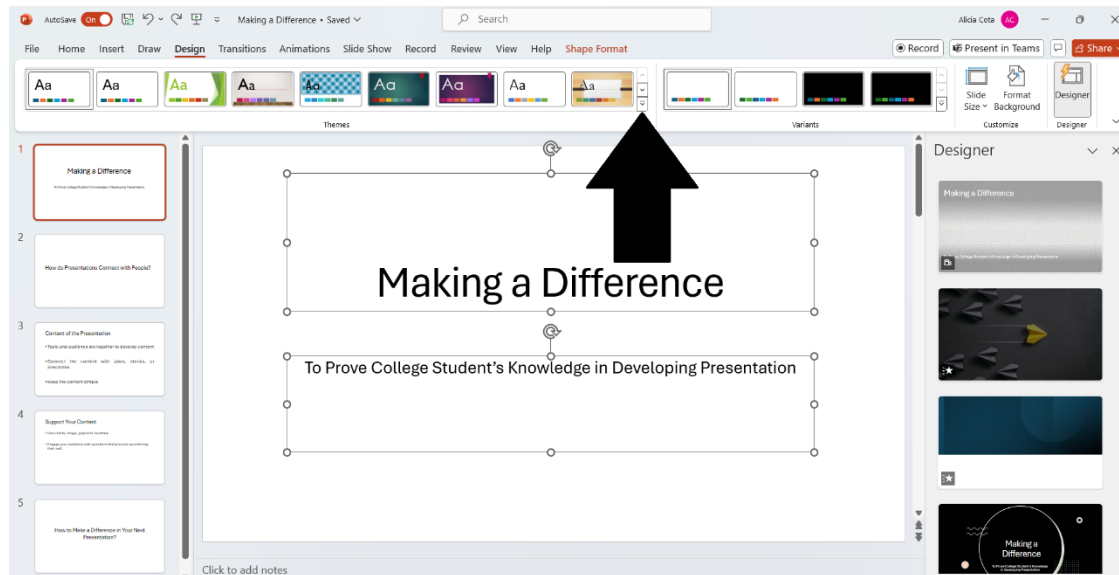


Figure 4.2 The Themes group has more options than those that are displayed. The user can click the arrow to see more.

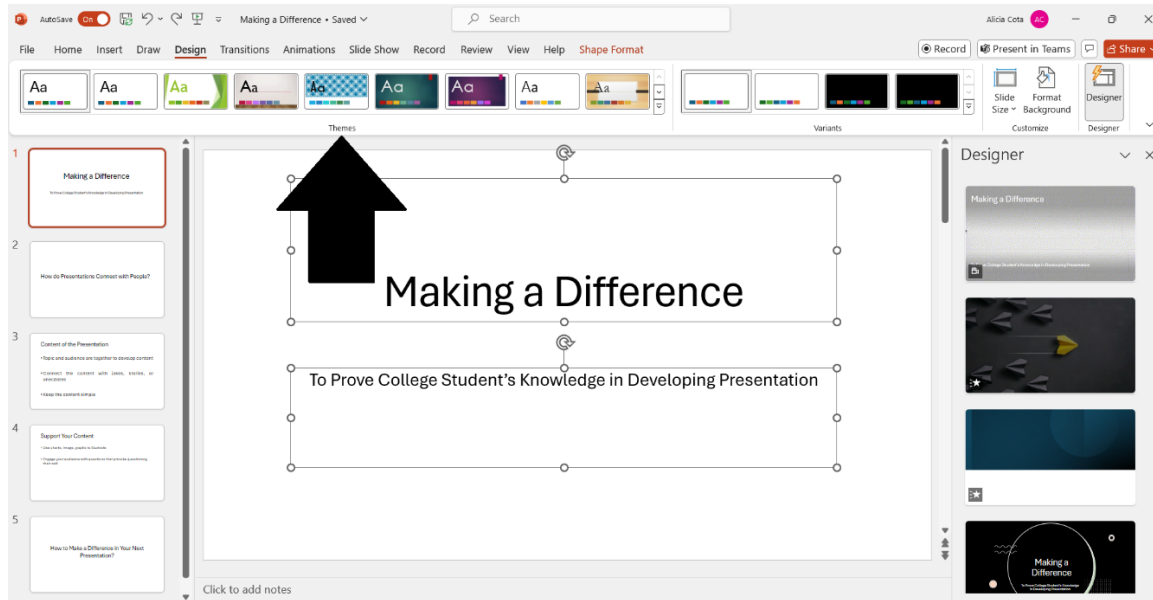


Figure 4.3 Themes offer established designs to structure a presentation.

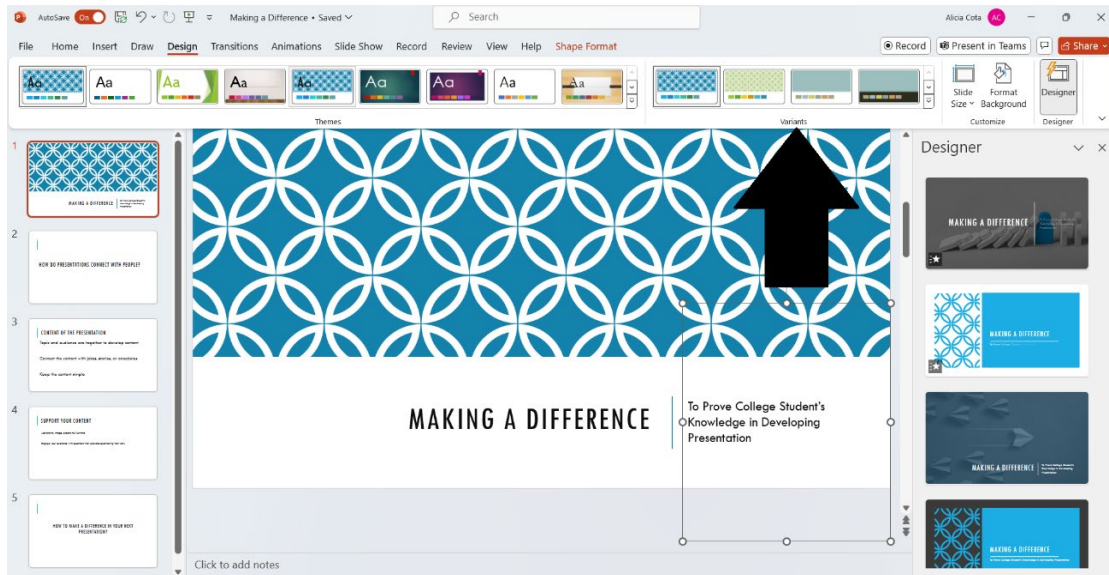


Figure 4.4 Variance group presents diverse ways to change the same slide style.

Imaging

Providing a visual reference can influence the audience by assisting them in visualizing the idea being shared. Because of this, images are essential in the visual appearance of a presentation. Compare the slides shown in Figures 4.5 and 5.5. The slide in Figure 4.5,

which contains only text, may look incomplete. On the other hand, Figure 4.6 helps to complete the idea just with an image.

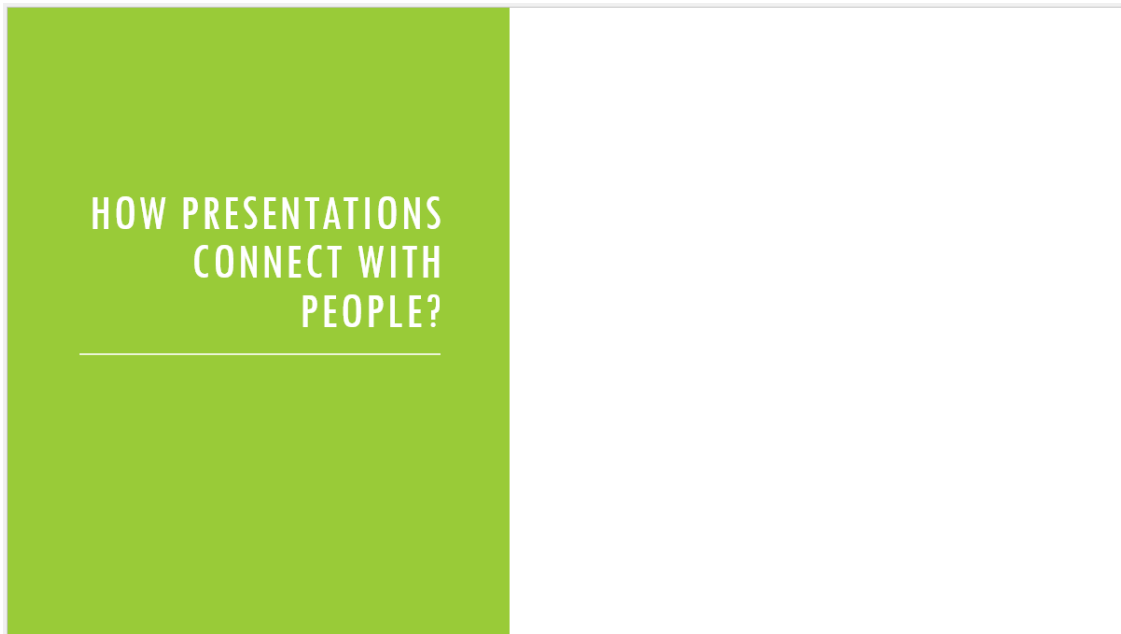


Figure 4.5 Slides with text only, and no images, may be unclear

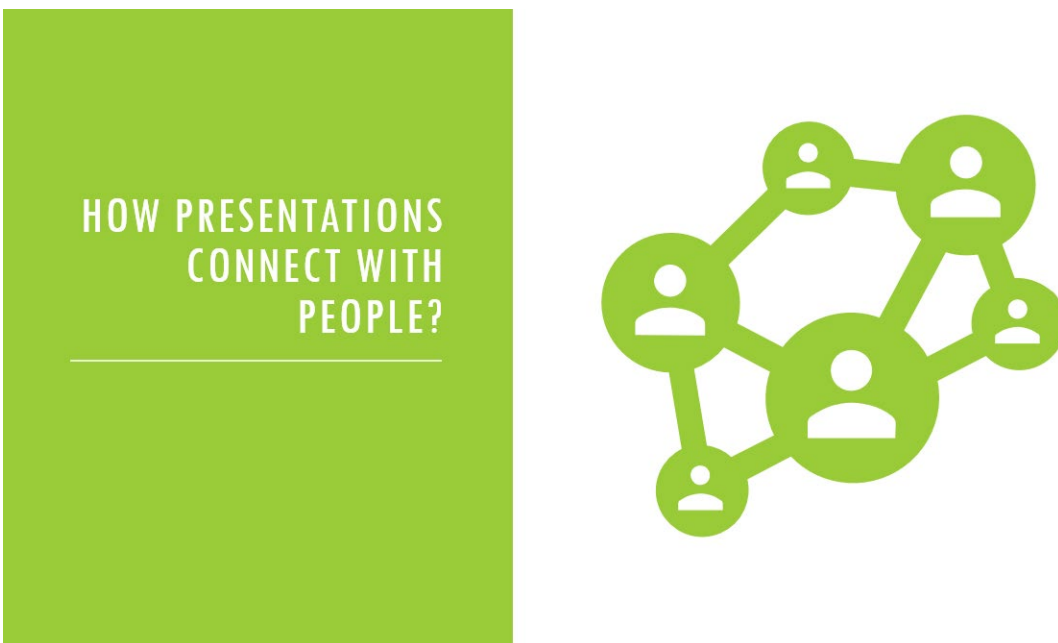


Figure 4.6 Adding a simple graphic to the slide emphasized and strengthens the text title.

Adding an Image

1. Go to the **Insert** ribbon (Figure 4.7)
2. In the **Images Group**, click on **Pictures** (Figure 4.8)
3. Select the file location and open it
4. After inserting the image, drag to position it on the slide

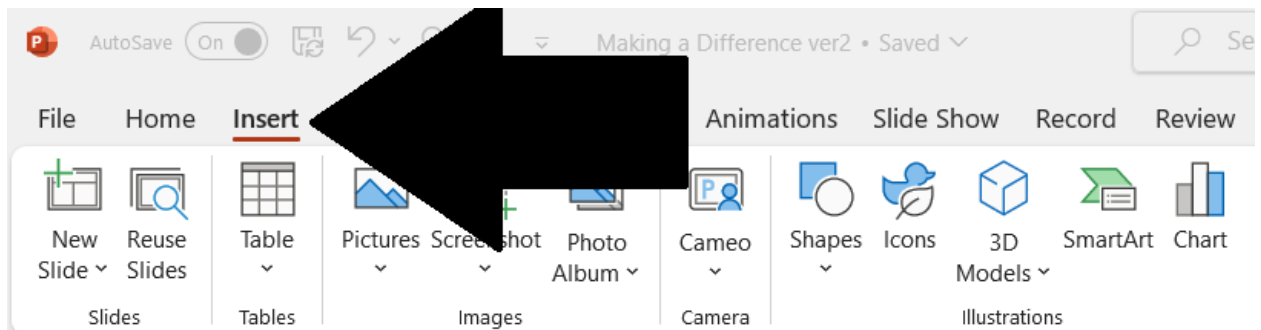


Figure 4. 7 The Insert ribbon is to the right of the Home ribbon, at the top of the window.

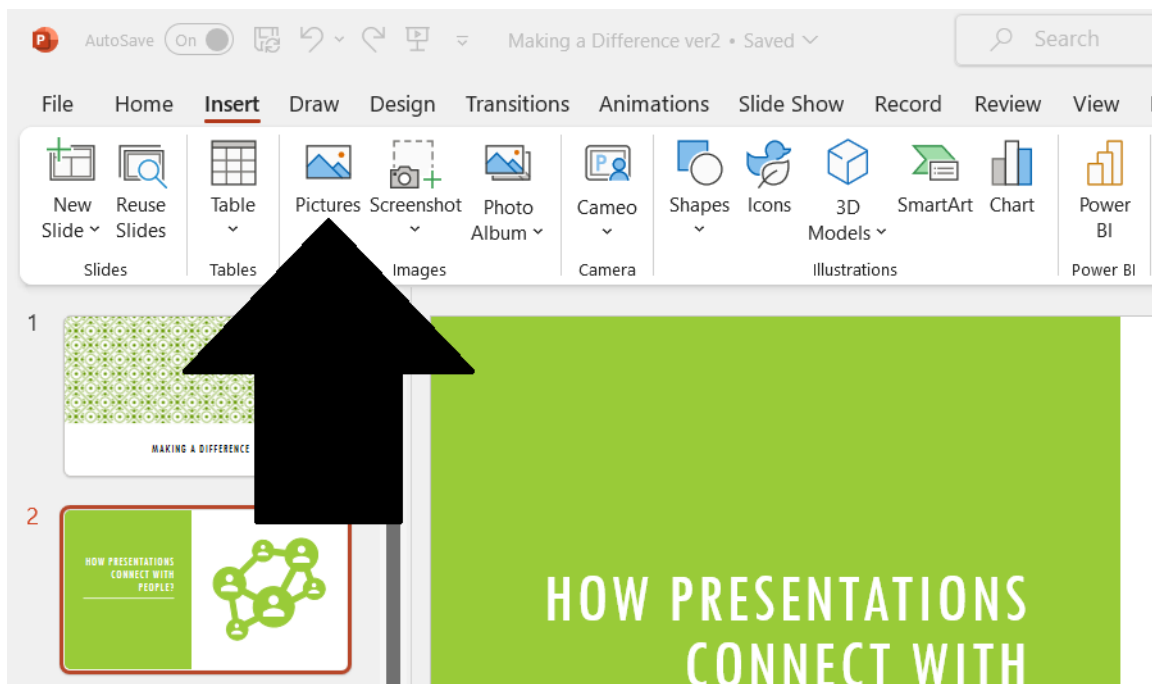


Figure 4. 8 Pictures is one of the options in the Images Group on the Insert ribbon.

Notes

ⁱ The ideas for this introduction were arranged with the help of artificial intelligence.

ⁱⁱ The following information was elaborated using POPAI software.