

creative PRO WEEK

June 10-14, 2019
SEATTLE

CreativeProWeek.com

A TASTE OF CREATIVEPRO WEEK



CreativePro Week

Where Creatives Become Creative Pros

CreativePro Week is the world's best "how-to" event for creative professionals who design, create, or edit in Adobe InDesign, Photoshop, Illustrator, Microsoft PowerPoint, and other creative tools.

Whether you work in print or digital publishing, you'll learn techniques and best practices you can take home and start using immediately to improve your productivity.

CreativePro Week 2019 brings together four great conferences in one location:

- » **Ps/Ai:** The Photoshop + Illustrator Conference for Designers
- » **The InDesign Conference:** The Essential Event for InDesign Professionals
- » **PePcon:** Bridging Print and Digital Publishing
- » **Click:** The Presentation Design Conference



Featuring over **40 expert speakers** and **80 sessions and tutorials**, CreativePro Week offers five days of in-depth training and inspiration, all in a single location. If you can attend only one event in 2019, it should be CreativePro Week.

"I'm expected to help our designers make magic... CreativePro Week is where I learn all the tricks!"

—Craig Simpson, Graphic Artist,
Kalamazoo College

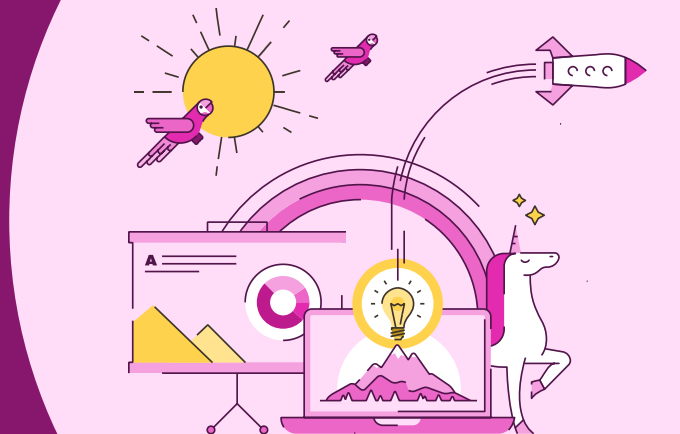


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Mind-blowing PowerPoint No, really!

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Quick Access Toolbar

Add shortcuts to your Quick Access Toolbar to access the things you use more quickly.



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Add to Quick Access Toolbar

File > Options > Quick Access Toolbar

or

Right click on anything in the
menus to add to the Quick
Access Toolbar



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Highlighting content

Banish the drudgery of content-heavy, detailed slides by using this technique to focus attention on what's important and bring your stories to life. Use highlighting to help your audience understand the key ideas and remember them.



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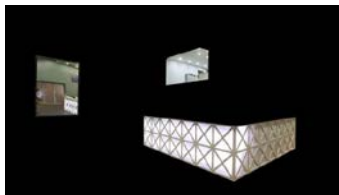
Use the Freeform Shape Tool to draw around parts to highlight. Click to start, release the mouse button, move to the next point and click to continue. Click on start point to finish.

**Home > Shapes >
Lines > Freeform**



Create full slide black box and send back using the layer tools, to reveal the freeform shapes.

**Home > Arrange
> Send Backward**



Select the black box, then shift click the highlight shapes and use the Merge Shapes Subtract tool to cut out the highlights.

**Format > Merge
Shapes > Subtract**



Make black box semi-transparent (30%) and add labels to highlighted areas.

**Right click on shape >
Format Shape > Fill >
Transparency**



Capturing attention

Want to make an impact? Learn how to capture attention in PowerPoint, transforming your slides from dull and boring walls of text, into beautiful and impactful visual slides that capture your audience's attention and leave them thinking about what's most important in your story.



Copy the image (Ctrl + C) to build up multiple layers. Then make the initial image grayscale so that the highlight later stands out.

Format > Color > Grayscale



Paste a new image (Ctrl + V) and align with the original. Then apply a greyscale recolor and blur using Artistic Effects to create contrast.

Format > Artistic Effects > Blur



Paste a new image. Use the Freeform Shape Tool to draw around parts to highlight. Click to start, release the mouse button, move to the next point and click to continue. Click on start point to finish.

Home > Shapes > Lines > Freeform



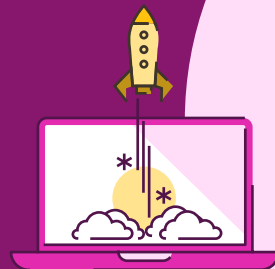
Select the color image, then shift click the highlight shape and use the Merge Shapes Intersect tool to cut out the highlight on the color image.

Format > Merge Shapes > Intersect



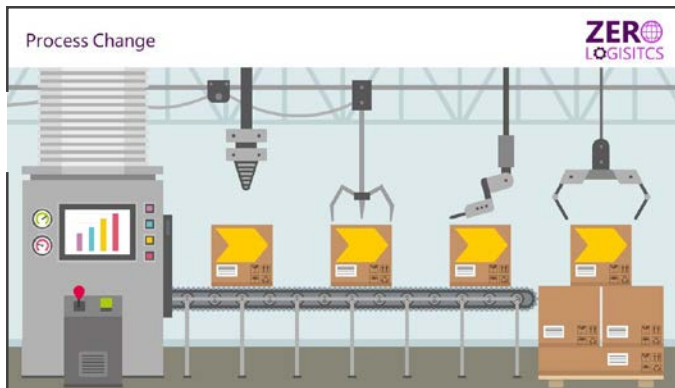
Storytelling with animations

Far from being a luxury, animations in PowerPoint are incredibly useful for telling stories. Learn how to master the different types of animations to create a dynamic visual sequence that communicates elegantly and effectively.



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tutorial

All animations are in the Animations tab on the ribbon. Choose **Add Animation** to find the four categories and different types of animation.



Use **Entrance animations** to make content appear on the slide to provide pacing and help focus attention on new content.



Use **Emphasis animations** to change content. Use the **Fill Color** to alter the color and **Grow/Shrink** to change the size. Click the **Effect Options** button to change the color or size of the object for each.



Use **Exit animations** to remove unnecessary content from the slide so that it doesn't distract or clutter up the slide.



Use **Motion Paths** to move objects around a slide. The **green arrow** indicates the **start point** and the **red arrow** is the **end point**, with the shape moving along the black dotted line. Select either end point to resize, position, and shape the motion path.

Interactive content with trigger animations

Create interactive presentations with triggers! Develop slides where you choose what content to share with each audience, giving you a responsive PowerPoint and a great deal of flexibility. Create interactive content like short quizzes, using them for maximum effect.



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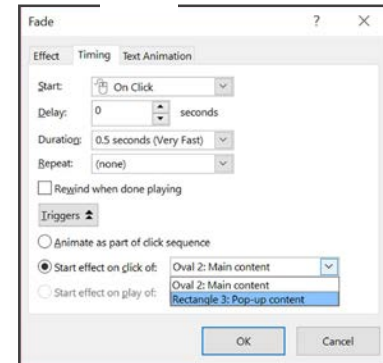
Triggers cause animations to start when you click an object on the slide. Use triggers to reveal and hide additional information, click to change colour to highlight something, or play media.



Add an **Entrance animation** to additional information.

Double click animation event, select **Timing**, then **Triggers**, and choose which object to act as the **clickable button**.

Using both an entrance and an exit animation means you can turn the pop-up on and off.

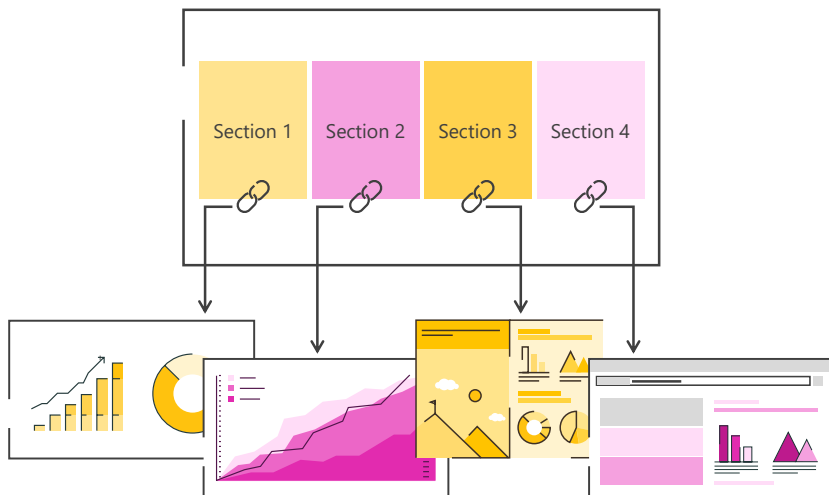


Flexible navigation using hyperlinks

Create flexible navigation within your PowerPoint presentation using hyperlinks to move around the deck seamlessly and effortlessly with clickable menus. It makes for a more interactive presentation and discussion with your audience and it's really easy.



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Right click on an object (not a group) and choose **link**.



Hyperlink any object to travel to a slide, webpage or document.



Hyperlink boxes on menu slides to jump to different chapters.



Hyperlink invisible boxes over multiple objects or groups.



Hyperlink logos to return to menu.



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See You in Seattle!

JUNE 10–14, 2019

The Seattle Westin, 1900 5th Avenue, Seattle, WA, 98101

For more details, including a link to reserve a room in our discounted room block, [see our Location page](#).

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