

Logical Document Structure Handbook: PowerPoint 2010



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Author's Note

This book is based on the work and experience of Karen McCall. This book was written as a best practices guide for working with accessible Microsoft PowerPoint based documents. These are the techniques that have worked or not worked for me and I decided to share them with others who are working in the area of accessible document design.

Dedication

This book is dedicated to Joyce Malombe, Aimee and Greg Todd ...and to my "live in" friends Barnaby Edmund and Olivia Zane...who all keep me focused and somewhat sane.



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Introduction

This book is designed as a reference and guide for using PowerPoint 2010 to create more accessible presentations.

One of the most popular tools for presenting and organizing information can also create some of the most inaccessible content. PowerPoint presentations seem to be an integral part of our business lives and are often used in our personal lives to create artful masterpieces showcasing our poetry and photography skills. The key to creating more accessible presentations is to design the presentations before you begin inserting content onto a slide.

There is more flexibility and capability to create accessible presentations in PowerPoint 2007 or 2010 than there was in PowerPoint 2003 or earlier.

As with Microsoft Word, it is easy to create an accessible presentation without detracting from the visual appearance of a slide. As with Word, planning and storyboarding content is required.

PowerPoint 2010 lets you create more accessible PowerPoint presentations. It provides the flexibility to use more objects on slides IF you are handing out the slides themselves.

If you are handing out a slide show or tagged PDF document of the presentation you will need to examine and make decisions about content that will not Tag appropriately.

Likewise, if you are providing an Outline view of the presentation for Braille, the objects on the slide we've explored will not be visible in the Outline tab of the Thumbnails panel. This means you will need to type or describe them in some way in the RTF document.

However, if you provide the slide presentation with accessible content, you will need to decide if one accessible version of the presentation is sufficient to meet your organizational accessibility standards.

Terminology and Keyboard Command Conventions

This book uses the term AppKey to identify the keyboard command to perform the function of a right mouse click. This key is found on all standard keyboards and most laptop keyboards. This book also uses the terms focus and selection so a working definition of these are also provided in the following text.

The AppKey and Context Menus

The AppKey opens context menus. While you can use Shift + F10, the AppKey is usable in more applications to open context menus.

What I mean by a context menu is a series of options specific to where the cursor is in the document. For example, if you were to press the AppKey while in a word, a series of options would appear on the screen. These options include “Font,” Spell Check,” “Thesaurus,” “Bullets,” and “Numbering.”

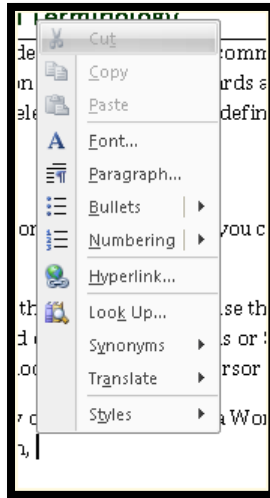


Figure 1 A context menu which for text which opens when you press the AppKey.

The context menu options are different for each document part. For example if you have an image selected, you will see tools appropriate for working with images such as “Size,” “Insert Caption,” or “Format Picture.”

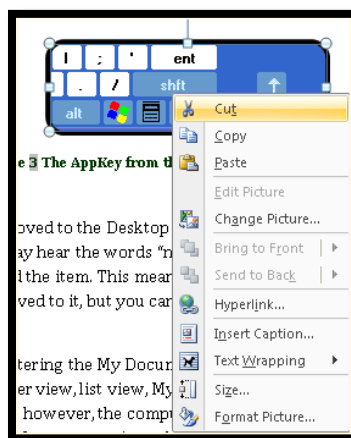


Figure 2 Figure 2

Likewise, if a table cell is selected, you will see options such as “Merge,” “Split,” Borders and Shading,” “Insert,” “Delete,” and “Table Properties.”

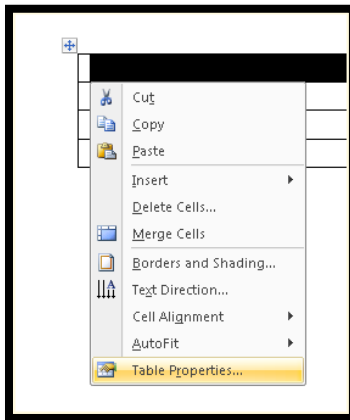


Figure 3 Context menu for a selected table cell, row, column, or table.

The AppKey is typically located on a standard keyboard in the lower right corner of the main keyboard area, to the immediate left of the Control key and has a picture of two small applications on it.



Figure 4 The AppKey from the Windows on-screen keyboard.

Focus and Selection

Sometimes when focus is moved to the Desktop or on a list of files or options, if you are using adaptive technology, you may hear the words “not selected” after the name of the item. Visually, there is a dotted line around the item. This means you are looking at the item but it is not selected. Your attention has moved to it, but you can’t do anything until you tell the computer to select it.

A good example of this is entering either the My Documents or Documents folder. As you move to either the My Documents or Documents folder, you might hear “folder view, list view, My Pictures, not selected.” You are in the list of folders and files for My Documents; however, the computer doesn’t have anything selected for you to work with. To select an item with focus, or any item that is not selected, press the Spacebar.

An example of this on the Desktop might be when you press Windows key + M or Windows key + D and hear “Microsoft Word 2010, not selected. This means that you “are looking at” Microsoft Word 2010, but you can’t open it because it is not selected. When something is selected, it is visually highlighted in dark blue. It is then in focus and has selection.

In the images below, the first image has focus but is not selected. The second image is selected.

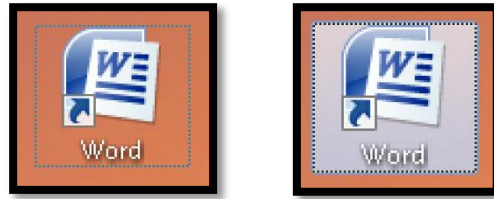


Figure 5 Word Desktop icons with focus shown above, and selected shown below.

Command Conventions

Ribbon commands are written as a sequence of keystrokes. For example, to turn on the Office Clipboard, you would press Alt + H, F, letter O. This means pressing Alt + H, then the letter F, then the letter O.

Also note that where there might be visual confusion about whether the typed text is the letter O or the number 0, the appropriate text has been added to try and lessen the confusion.

Standard keyboard commands such as Ctrl + S to save your work are used in this document where available.

The Basics of Accessible PowerPoint

There are several things you can do to ensure that your PowerPoint presentation is accessible. This list might seem long when you first look at it however once you begin looking at what you can do and how easy these elements are to implement the list isn't horrid to work with.

- Always use the default placeholders for content.
- Never use text boxes or shapes for content.
- Ensure all information in tables use the Table tools in PowerPoint. Don't draw tables.
- Use cell margins for spacing within cells.
- Whenever possible, use contextual links.
- Use an image instead of grouped objects.
 - You can create the image using grouped objects, but then save the slide as an image and insert it into a slide.
- Ensure that the Tab Order of objects on a slide is logical.
 - Each object on a slide should be tabbed to in the order it will be read.
- Do not use timed transitions without giving the end-user the option of turning these off.
- Do not use blinking and spinning content.
- Ensure that content is not rendered to the end-user through color only.
- Do not overload a slide with content.

- For instances where slide content is one line out of the text placeholder, use the tool in PowerPoint to adjust the size of the text.
- Add Alt Text for images and objects whenever possible.
- Do not use large images on slides.
- Remember that the slide will be projected.
- Don't let the slide images overwhelm or diminish the message of the content.

In PowerPoint 2010, the end-user can change the theme of a presentation quite easily. This lets them choose a color scheme and font set that is more readable for them.

Whenever possible, create the outline for a presentation in Word and then send it to PowerPoint. The visual effects can then be added. This helps presentation authors in two ways: the content for the presentation is organized logically, and you aren't distracted by the visuals when composing a presentation.

As a document author there are many decisions you'll have to make. Several of the objects you can add to a slide are now accessible IF you provide the members of the audience with the slides rather than a "Slide Show." All of these are not accessible if you need to save the presentation as an "Outline" or RTF document for conversion to Braille. Only one of them is accessible if you convert the presentation to tagged PDF.

Note: Decide what types of formats the presentation will be available to the audience in before you begin adding content.

And finally....PowerPoint is not a word processor!

Office XML Format

Office 2007 marked the start of a new document format. If you look at the default extension for files you will see that Word is now DOCX rather than DOC, Excel is XLSX rather than XLS, and PowerPoint is PPTX rather than PPT.

The addition of the X at the end of the file extension means that this is an XML or Extensible Markup Language format.

This gives us more flexibility in tools and accessibility. Put in context, HTML which is the format for web based content is a "child" language of XML. The new Office XML based formats allow us to use Themes which are the same as CSS or Cascading Style Sheets.

This means that you can develop your own Themes and swap them out for other Themes. You can even apply one Theme; use a different Theme Font and a different Theme Colour.

In terms of accessibility someone who prefers to use specific fonts or colours due to disability or personal preference can apply their own Theme to documents created in Word, PowerPoint and Excel. When a Theme is created it is then available in Word, PowerPoint and Excel.

This is a powerful tool for branding, consistency of look and feel as well as accessibility.

Customized Ribbons

In Office 2010 you can create your own Ribbon with the tools you use everyday right at your fingertips.

To create a customized Ribbon in PowerPoint 2010:

1. Press Alt + F, T to open the File/Backstage area, PowerPoint Options.
2. Press C to move to the first category that starts with the letter C. This should be “Customize Ribbon.”

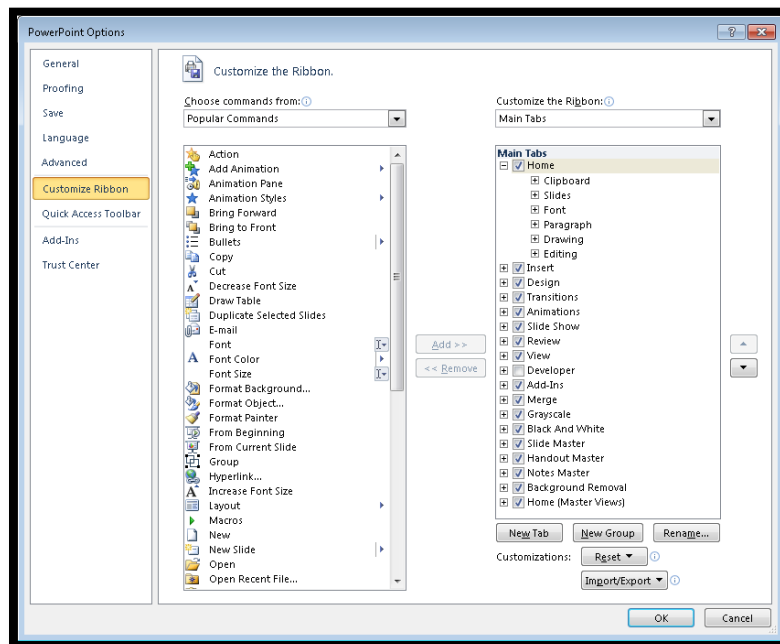


Figure 6 PowerPoint options with Customize Ribbon category selected.

This dialog looks the same as the Quick Access Toolbar dialog. The difference is that You have the possible tools in a list on the left and a list of the existing Ribbons on the right. In the Customize QAT dialog the list of current tools in the QAT are on the right.

The first step is to activate the button to add New Tab. The keyboard command is Alt + W. This adds a new tab just after the Home Ribbon tab and adds a new group.

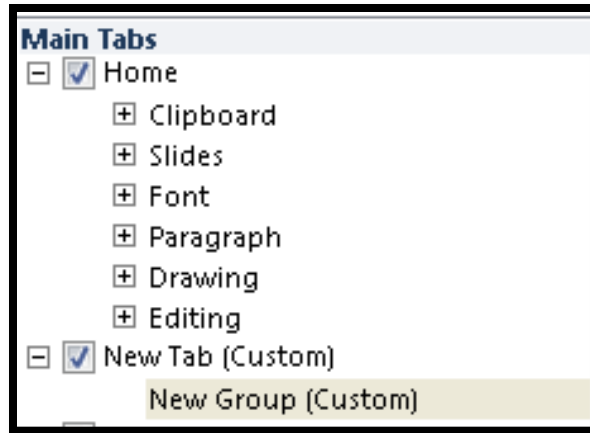


Figure 7 New Ribbon tab and group added.

The second step is to rename the Ribbon tab to something meaningful to either you or the tools you'll gather on the new Ribbon.

Press Alt + M to Rename the new Ribbon tab. This opens a dialog with the words New Ribbon selected. Simply type over them with the new Ribbon name.

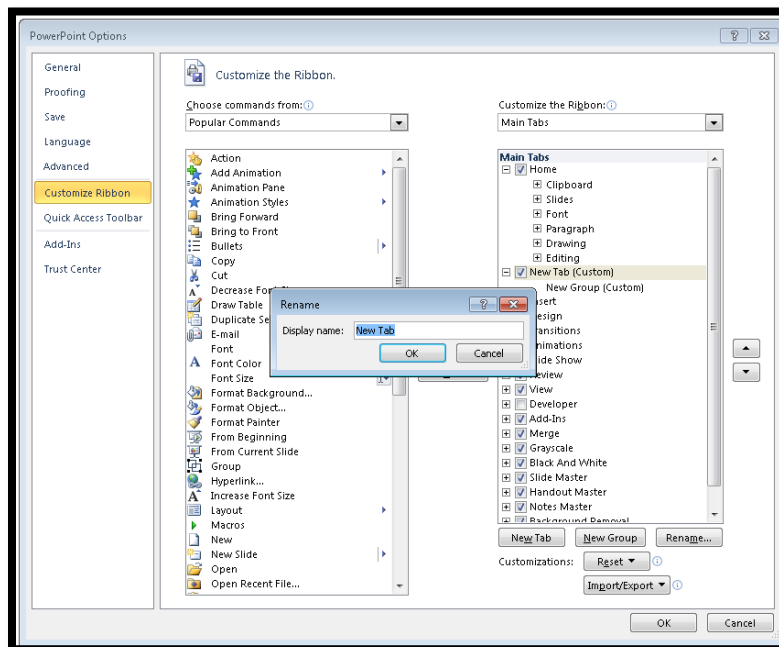


Figure 8 Rename dialog to rename the new Ribbon tab.

You can also select the New Group item and press Alt + M to Rename the group. For this example I called the new group "Slides" so that I can put all the tools related to a slide that I use in once place.

The Rename Group dialog is slightly different from the Rename Ribbon dialog. There are icons representing different types of groups or tools. I tried selecting one of these but nothing spectacular happened in renaming the group. Not sure what their purpose is.

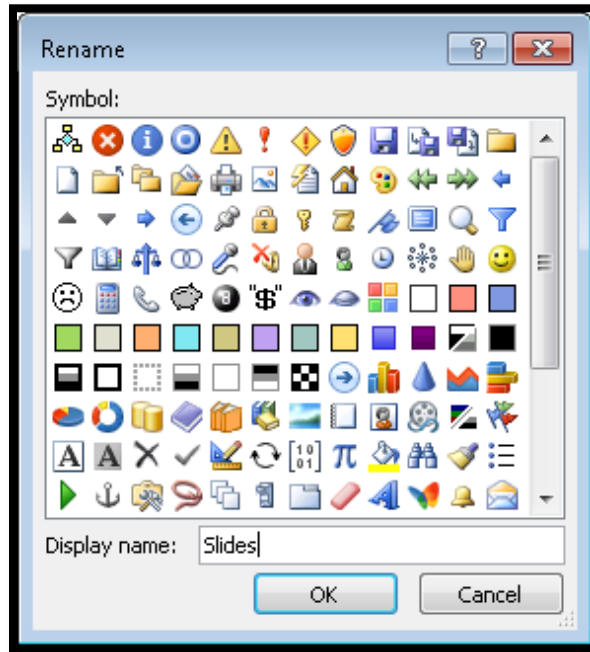


Figure 9 Rename Group dialog.

Upon further investigation the gallery of icons lets you change the icon for a particular tool you add to a Group. For example I added the Alt text Tool to the slides Group and then double clicked the Save icon and the icon for Alt Text changed to the floppy disc or Save icon. But this is ahead of ourselves.

Once you have the Group named something meaningful, you can then go to the list of commands to the left of the list of Ribbons and add a tool to the Group.

To add a tool to the Group:

1. Select the Group, in this example the Slides Group.
2. Select a tool in the list of tools to the left of the Ribbons list. This works the same way it does when you are adding tools to the QAT. You can choose Popular Commands, Commands Not in the Ribbons or All Commands.If you are using a eyboard, Shift + Tab from the list of Ribbons until you are in either the list of tools or the list of possible tools.
3. Once you select a tool such as Alt Text or Reuse Slide, press Alt + A to Add it to the selected Group on the right.

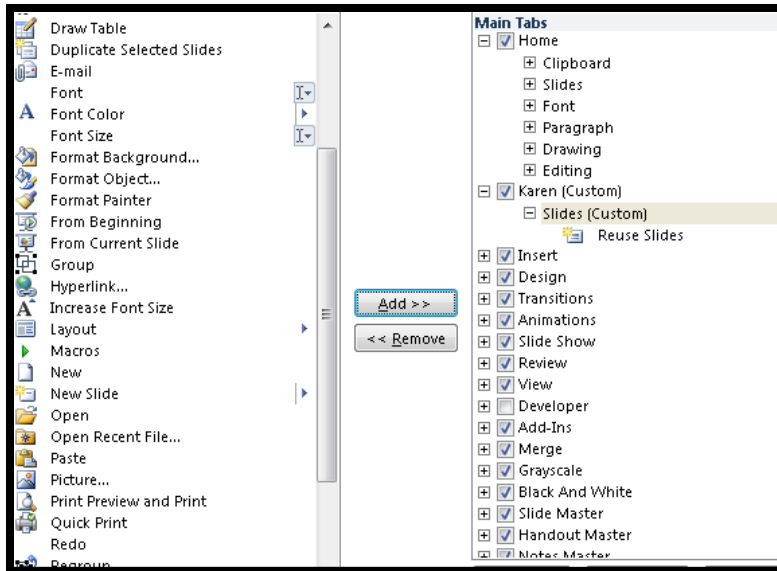


Figure 10 Reuse Slide tool added to the Slides Group.

You can move your custom Ribbon so that it is the first Ribbon open when you launch Word. To the right of the list of Ribbons are two arrow buttons, one to move items up and one to move items down. The following image shows the Karen Ribbon placed before the Home Ribbon.

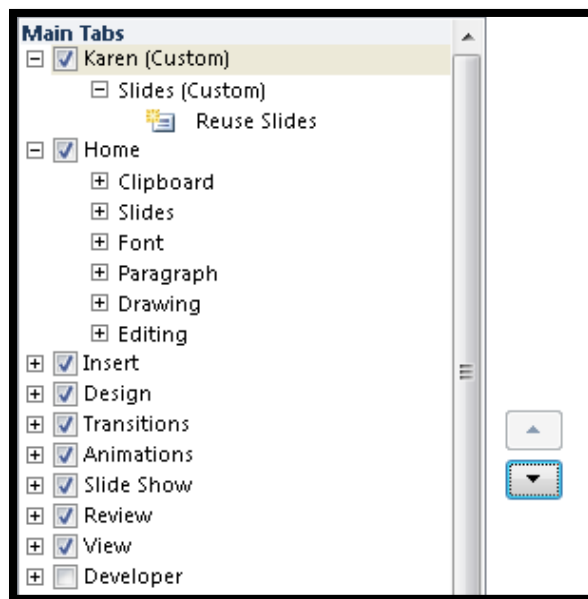


Figure 11 Karen Ribbon placed before the Home Ribbon.

When you move to and activate the O button in the PowerPoint Options dialog, your Ribbon is there to use.

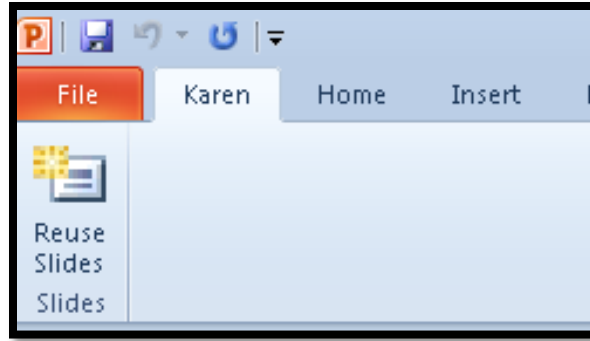


Figure 12 Karen Ribbon in PowerPoint.

The keyboard command to move focus to the Karen Ribbon is Alt + Y. When you add tools to your custom Ribbon the inherent keyboard commands come with them. For example if you put Reuse Slides on your Ribbon the keyboard command would be Alt + Y,

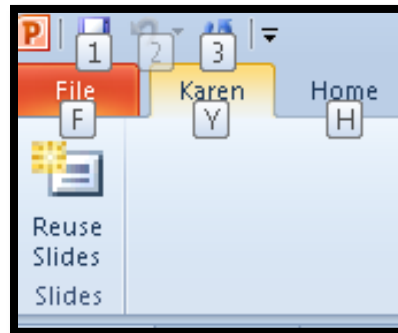


Figure 13 ToolTips for items on the Karen Ribbon.

You also have the option to import or export custom Ribbons using an Import/Export button located just above the OK and Cancel buttons.

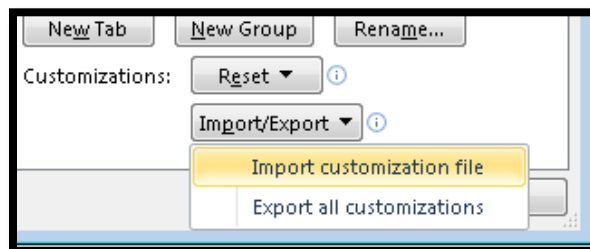


Figure 14 Import or Export custom Ribbons.

STAMP Add-in to Caption Presentations

At the time this book was released the STAMP or Subtitling Add-in for Microsoft PowerPoint was in beta. It has been developed by Source Forge as an open source tool. You can read the [PowerPoint STAMP article](#)¹ or [download STAMP from Source Forge](#)².

[STAMP 32 and 64-bit download site](#).³

¹ Microsoft PowerPoint blog post on STAMP: <http://blogs.office.com/b/microsoft-powerpoint/archive/2011/03/18/introducing-stamp-the-subtitling-text-add-in-for-microsoft-powerpoint-2010.aspx>

² Download STAMP from Source Forge: <http://sourceforge.net/projects/stamp-addin/>

³ STAMP 32 and 64-bit download site: <http://sourceforge.net/projects/stamp-addin/files/Latest%20Version/>

Creating the Presentation in Word

Before we look at how to work in PowerPoint, we will look at how to create the content of the presentation in Word. This can help you organize your thoughts and presentation material. The one caveat to using this method is that you can't send the content to a specific template but you can use a Theme once you get to PowerPoint. This is another of those decisions you need to look at before you begin the process of creating a presentation. Of course you can always copy and paste content from Word to PowerPoint if you find that using Word to organize your thoughts works best but you have to use a specific template for the presentation.

Most people don't know that you can create your PowerPoint presentation in Word and then send it from Word into PowerPoint. This lets a presentation author work with the content of their presentation and organize information logically without having to concentrate on the visual appearance of the presentation as they work.

Once the content is written and organized, it is sent to PowerPoint. PowerPoint will open and the content will be placed on a blank presentation.

From this point, the visuals can be added. Presentation authors can choose a slide design in Theme in PowerPoint. If you have developed a slide Master with your company logo and information on it, this can be applied to the plain PowerPoint presentation. Images, links, tables, and other supportive material can be added to complete the presentation.

When we create presentations, we often forget that the content is separate from the "bling" and get bogged down in the bling while the substance or content suffers.

Send to PowerPoint on the Quick Access Toolbar

In Word 2010 the first thing to do is to put the "Send to PowerPoint" button on the Quick Access Toolbar.

To Put the Send to Microsoft PowerPoint on the QAT or Quick Access Toolbar:

1. Press Alt + F, T to open the File/Backstage area and open the Word Options dialog.
2. In the Word Options dialog, choose Quick Access Toolbar by pressing the letter Q.
3. In the "Choose Commands from" list, choose "All Commands."

- a. The commands are listed alphabetically so you can press the letter “S” to move to the first command that begins with that letter.
4. The command you are looking for is “Send to Microsoft Office PowerPoint.”
5. When you locate this command; press Alt + A to activate the Add button to add it to the items on the Quick Access Toolbar.
6. Tab to and activate the OK button to exit the Word Options dialog.

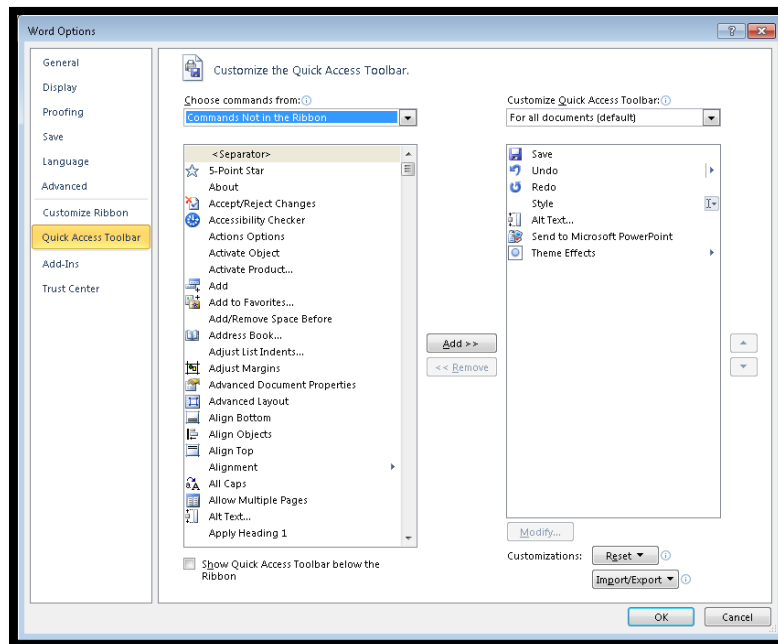


Figure 15 Quick Access Toolbar options in Word.

The icon to send a Word document to PowerPoint is now on the Quick Access Toolbar. Each item on the Quick Access Toolbar has an associated number. You can activate the tools on the Quick Access Toolbar by pressing Alt + their assigned number. While in the Customize category of the Word Options dialog, you can rearrange the items in the Quick Access Toolbar.

Using Styles to Create the Presentation

When creating PowerPoint presentations from Word, it is a good idea to create a template. For this topic a “Send to PowerPoint” template was created.

To create a template in Word:

1. Open a new document.
2. Press F12 to open the Save as dialog.
3. Choose a name for the template. In this case I named the template Send to PowerPoint.
4. Tab to the Files of Type list and choose Presentation Template. This will give your template a POTX extension.

5. Make sure that the folder has changed to the Templates folder. You want to keep all your template together.
6. If the Templates folder was not chosen automatically:
 - a. For Windows Vista press Shift + Tab to move to the navigation area to the left of the list of folders and files and choose the link for Templates.
 - b. For Windows 7 press Shift + Tab to move to the navigation area to the left of the list of folders and files and choose the link that says Microsoft Office Word.
7. Tab to and activate the Save button to save the Template.

The Send to PowerPoint template has only three changes in it from a normal Word document: Heading level 1, Heading level 2 and Heading level 3 have the text color as “automatic” rather than the default Word Heading color of blue. This will save time when we get to PowerPoint.

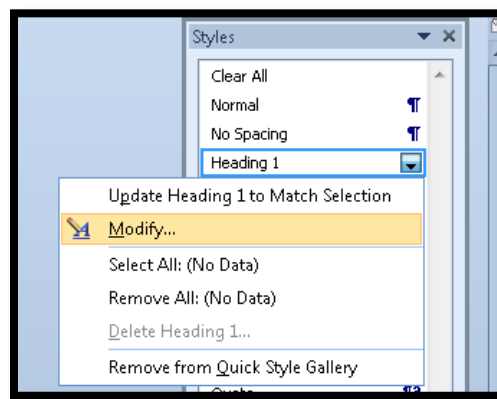


Figure 16 Modify option from selected Style in Styles Pane.

To modify the colours for the Headings:

1. I always find it better to work with sample text. Type your name or a word on a blank line.
2. Select the word and press Ctrl + Alt + number 1 to apply a Heading 1 to the text.
3. Press Alt + H, F, Y to open the Styles Pane to the right of the document.
4. Heading 1 will be the Style selected.
5. Press the AppKey on Heading 1 and choose Modify.
6. The Modify dialog opens and you can now modify the colour to “Automatic.”
7. Leave everything else as it is in this dialog. Do not choose to automatically update Styles!
8. Tab to and activate the OK button.

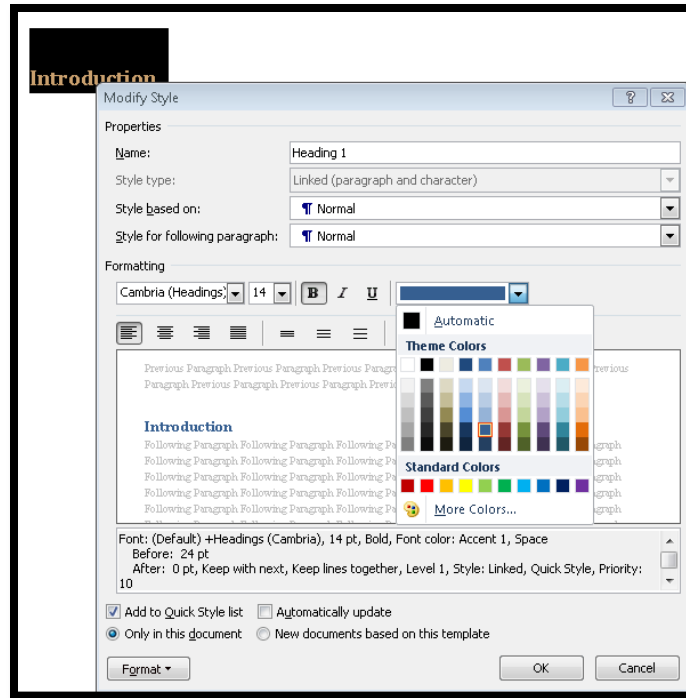


Figure 17 Colour palette open to choose Automatic colour option.

The purpose of using Word to create your presentations is to focus on the content and not the visuals of a presentation.

It is not recommended that in either Word or PowerPoint that more than 5/five bulleted points be on one slide.

Create the PowerPoint presentation in Word:

Now that we have the template created, we can close it and use it to create presentations.

To create the presentation in Word:

1. Press Alt + F, N to open the File/Backstage area and choose New. Do not reopen the template from the list of recently used documents if it is there.
2. Choose the My Templates option.
 - a. If the Send To PowerPoint Template is in the list of recently used Templates, you can choose it from this list. This is different from the list of recently used documents.
3. Once the document is open you can begin adding content. We start with the content for the second slide in the presentation. We'll add the title slide once we send this to PowerPoint.
4. Type the title for the second slide in the presentation.
5. Do not format anything yet.
6. Press Enter to move to a new line and type the first bullet point.
7. Do not format anything yet.

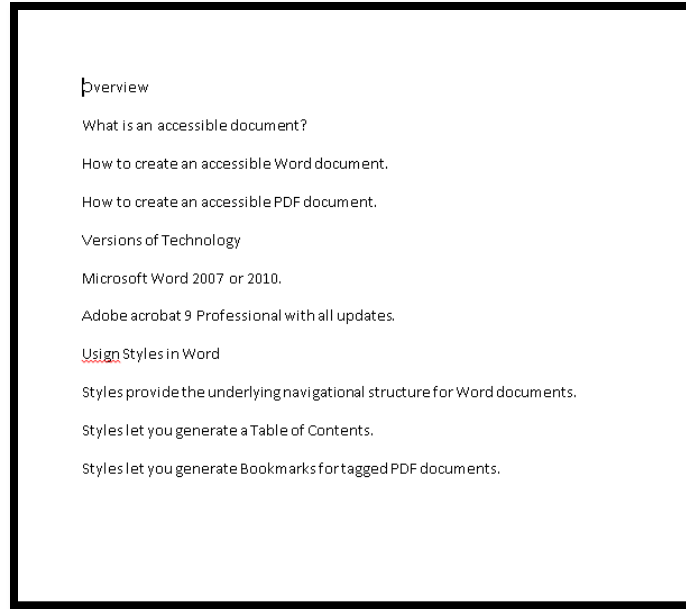


Figure 18 Word document without headings applied.

8. Once you have some text typed, go back and select a “paragraph” at a time. Format the paragraph as a heading level 1, 2 or 3.
9. Heading 1 will be the slide title.
10. Heading 2 will be a first level bullet in the text placeholder.
11. Heading 3 will be a second level bullet in the text placeholder.

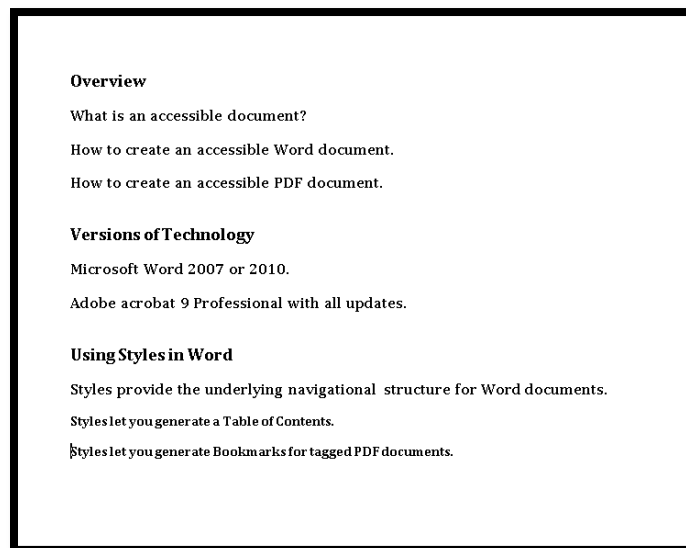


Figure 19 Word document with three levels of headings applied to text.

We select the text before formatting so that the formatting is confined to the text we selected and doesn't blur into other text. Even though we are using headings for larger blocks of text, we might want to "insert another slide" and its content into the document. Selecting text before formatting is a good habit to get into as it will eliminate many accessibility issues where formatting/structures conflict.

Continue building the slide presentation using the heading levels to create the slide hierarchy.

The keyboard commands for formatting selected text as headings are:

- Ctrl + Alt + 1 for heading level 1.
- Ctrl + Alt + 2 for heading level 2.
- Ctrl + Alt + 3 for heading level 3.

You can also use the Quick Styles Gallery to add the formatting.

The only formatting in this document should be the heading levels.

You can save this document and create an accessible handout from it or use it to refine your content over a period of time. This allows you to focus on content rather than "bling."

Working with the Content Sent to PowerPoint

Once you have a presentation you are happy with, use the Quick Access Toolbar to send the Word document to PowerPoint.

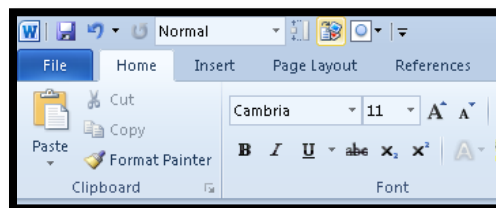


Figure 20 Send to PowerPoint icon on the Quick Access Toolbar.

PowerPoint will open immediately and the presentation will be created. The presentation will start at slide 2. There is currently no way to create the Title slide in Word.

Note: We used the Word template with the automatic font color, the color of fonts on the slides will adjust to whatever Theme we use. This is the main reason for having created that Word template. If we had left the headings the default colour they would remain that colour once in PowerPoint and we would have to manually change them to match the design or Theme chosen for the presentation.

The next step is to use the Slide Sorter view in PowerPoint to add the title slide.

Switch to Slide Sorter view which is under the View Ribbon by pressing Alt + W, letter I.

Press Ctrl + Home to take focus off of the first slide and put it just before that first slide in the presentation. You'll see a flashing cursor and none of the slides will be selected.

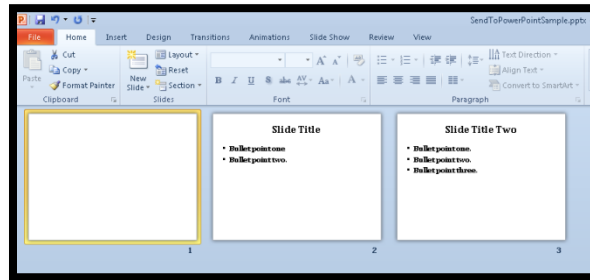


Figure 21 Slides created in PowerPoint from text created in Word.

Press Alt + H, letter I to choose Home, Insert Slide, and then choose to insert a Title Slide. Your title slide is added just before the second slide.

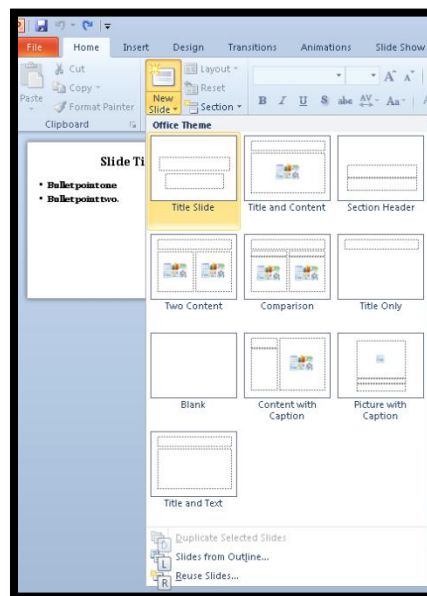


Figure 22 Insert Slide Gallery from Home Ribbon.

Press Alt + W, L to switch back to the Normal view of the presentation.

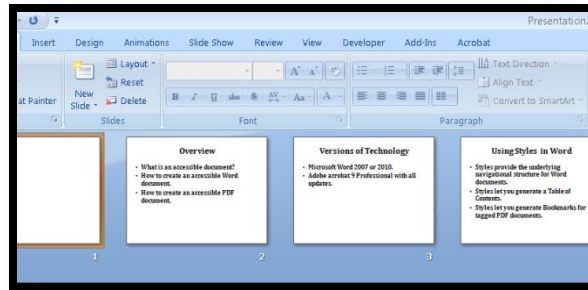


Figure 23 Title slide inserted into presentation.

Once Back in Normal slide view, type in the title slide information.

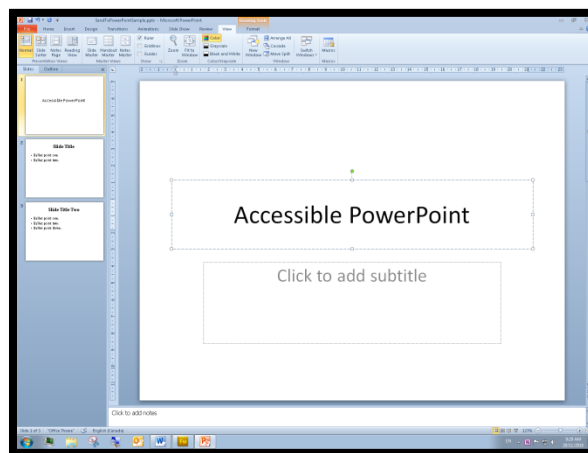


Figure 24 Normal view of presentation.

We can now add the “bling” to the presentation. At this point we are going to choose one of the built-in Themes for a presentation. As we go through the topics of Templates, Themes and other tools available in PowerPoint, we’ll also look at how we could use those tools for this type of presentation.

Choose Design and open the Design Gallery by pressing Alt + G, H.

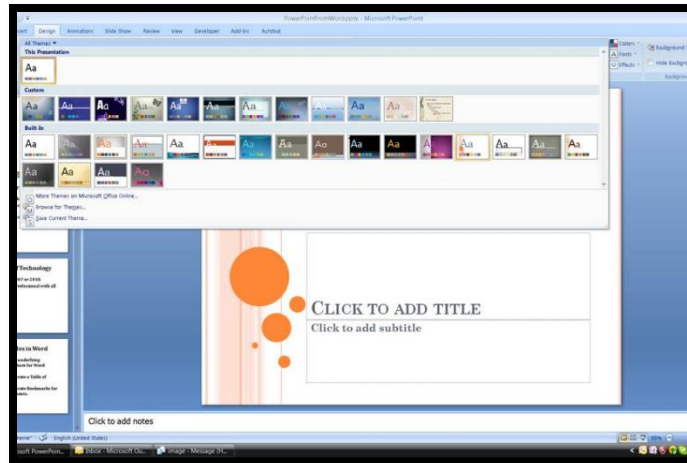


Figure 25 Design Gallery open to choose Theme for presentation.

All of the available Themes will be in the Design Gallery. As you move through the Themes using either the mouse or the Arrow keys, the slide presentation shows you what that Theme will look like when applied to your presentations.

Once you choose a Theme, the entire presentation adopts that Theme.

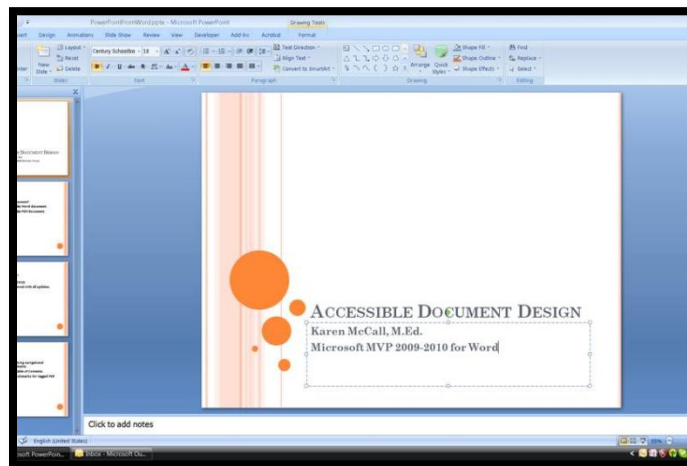


Figure 26 Finished presentation in PowerPoint.

You can now add other slides, images, charts, tables and accessible animations.

Remember to save your presentation!

Using this method to create presentations puts your focus on the content of the presentation rather than how the presentation will look. When working with PowerPoint, we tend to concentrate on the visual at the expense of the content. Having presentations that only contain visual elements are

inaccessible if those visual elements are gratuitous, have no Alt Text, or are inaccessible objects on slides. Using Word to start your presentation lets you organize your thoughts and the presentation.

Outline View in Word

If you combine this method of creating presentations with the power of the Outline view in Word, you have the ability to rearrange the “slides” while in Word. This helps organize your thoughts in a logical order.

To work with your slide content in Word using Outline view:

1 With your Word document open press Alt + W, U to switch to Outline view.

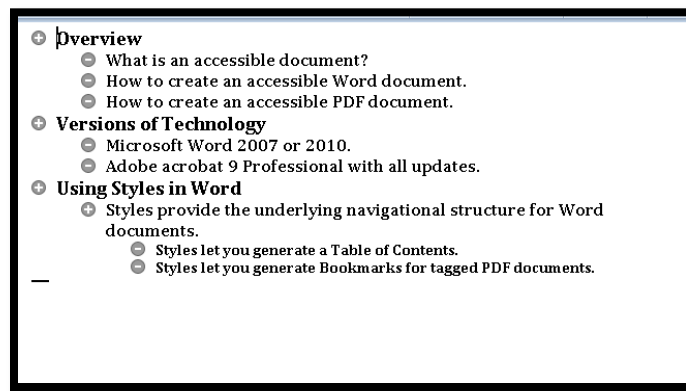


Figure 27 Word content in Outline view.

2. Once in Outline view you can drag content around or use the keyboard to move items up or down a level for example from Heading 1 to Heading 2 or Heading 2 to Heading 1; and to move everything under a first level Heading to somewhere else in the document.
3. Select the first level Heading you want to move. All of the content under it will come with it when you move it so don't worry.
4. When you select the first level Heading the content under it will also be selected.

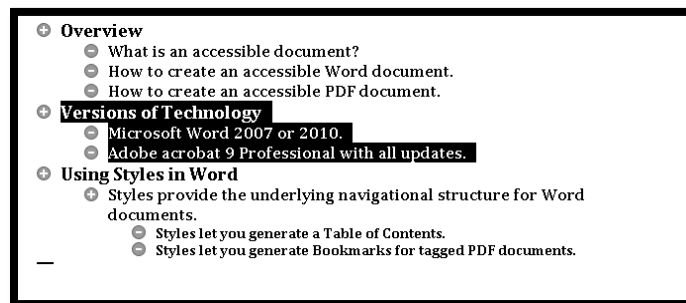


Figure 28 Slide 2 content selected to move.

5. Move the selected slide content to the end of the document/presentation:
 - a. By clicking on the node to the left of the Heading and dragging it to the place in the document you want it to be.
 - b. By using the keyboard to select all text on a slide, pressing Ctrl + X to Cut the content then moving to the place in the document you want to place it and pressing Ctrl + V to paste it in place. If you are using the keyboard to move content you will need to move to the end of the line before you want the content to go and press Enter. In this example when Enter was pressed at the end of the line a level 2 Heading marker was added but when the content was pasted in place the formatting for the content pasted was retained...Heading 1 followed by the Heading 2 content.

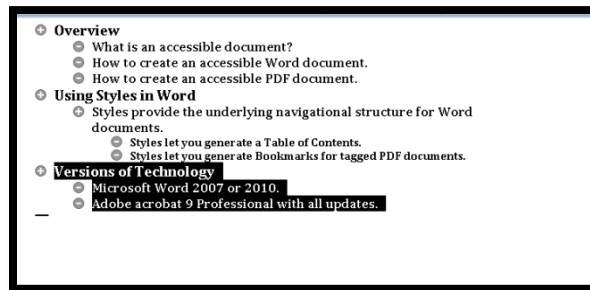


Figure 29 Content moved to new place in document.

6. Press Alt + W, P to return to Print view to see how the document looks with the content rearranged.

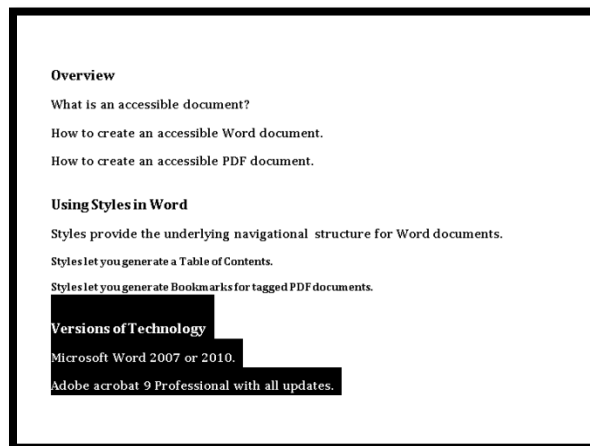


Figure 30 Print view of moved content.

I left the selection on when creating the preceding image so that you can easily see the moved content.

There is a lot you can do in Word to create and organize your thoughts and slides!

Working with Templates

The previous chapter looked briefly at how we can apply a Theme to an existing PowerPoint presentation. But how can we create our custom Themes and templates that showcase our organizational logos and colors?

Creating accessible templates in PowerPoint is easier than it was in previous versions of PowerPoint.

The key is to use the default placeholders for content and not to delete them and use text boxes. Unlike previous versions of PowerPoint, you can easily add text placeholders in a Master Slide and, if necessary, reformat them for the type of content you want.

Let's take a closer look at how to create a template. Once we create the template we'll look at Themes and Slide Masters..

Choosing a Basic Theme

The first thing we need to do is look at the built-in Themes for presentations and choose one that is close to what we want our template/Theme to look like. We'll look at Themes in more detail in the next chapter. Templates and Themes are sort of connected. You can have a template for a new slide presentation but if you are working with a legacy presentation you can apply a Theme that reflects a newer look and feel for your organization.

We start with a slide presentation. Typically we would work with a blank presentation however I'm going to start with the three slide presentation we created in Word in the previous chapter.

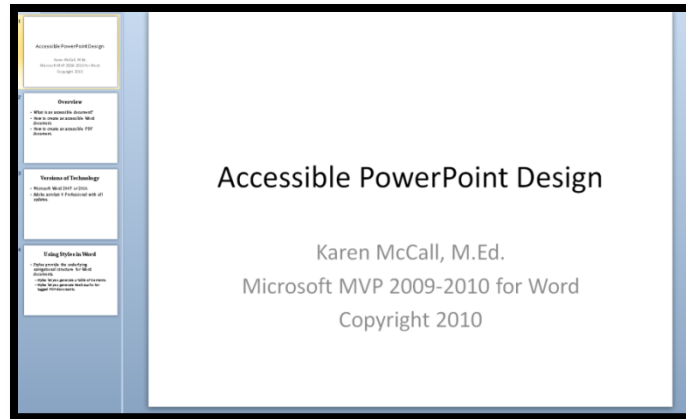


Figure 31 Three slide presentation without formatting.

To add a Theme to our presentation:

1. Press Alt + G, H to open the Theme Gallery.
2. Choose a theme for the presentation that is the closest to what you want your slides to look like.
 - a. If you don't see anything in the built-in Themes creating your own look and feel is covered in the chapter on Working with Slide Masters.
3. Once you choose a Theme by pressing Enter, it is applied to the presentation.
4. As you move the focus from one Theme to another your presentation will look like that Theme. This gives you a good idea of what the entire presentation will look like. It is one of the reasons I used the presentation created in the previous chapter for this task.

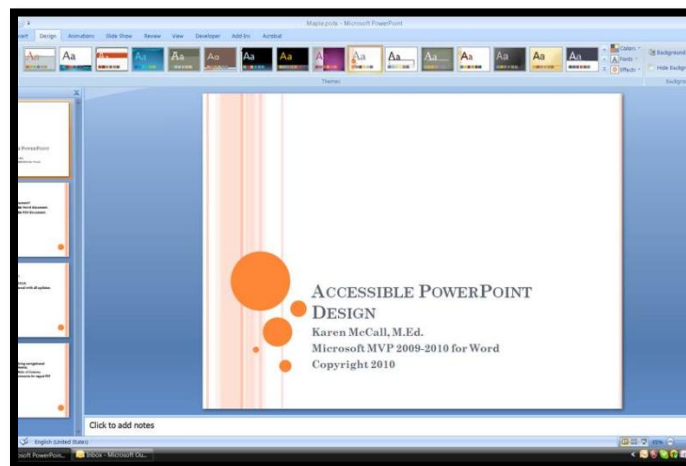


Figure 32 Presentation with Oriol Theme applied.

5. Save your document as a POTX or PowerPoint Template by pressing F12.
6. Type in the name of the Template. For example I am going to call this Template "Maple."

7. Press Tab to move to the Files of Type list and choose PowerPoint Template.
8. Make sure that your template is going into the Templates folder on your hard drive.
 - a. Both Windows Vista and Windows 7 may not automatically choose this for you.
9. Once you have the right folder and have checked that the filename hasn't changed, press Alt + S to save the template.

In Windows Vista there will be a Templates link in the navigation area to the left of the list of folders and files. Once this link is activated you are taken to the Templates folder on your hard drive. At this point you may need to select it and press Enter to ensure that it is open and you can see other templates.

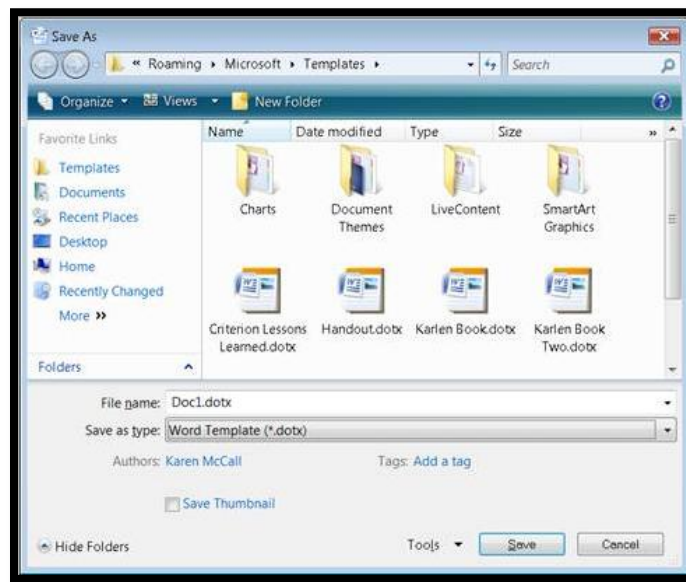


Figure 33 Saving a template in Windows Vista.

In Windows 7 there will be a Microsoft Office Word link in the navigation area to the left of the list of folders and files. Once this link is activated you are taken to the Templates folder on your hard drive.

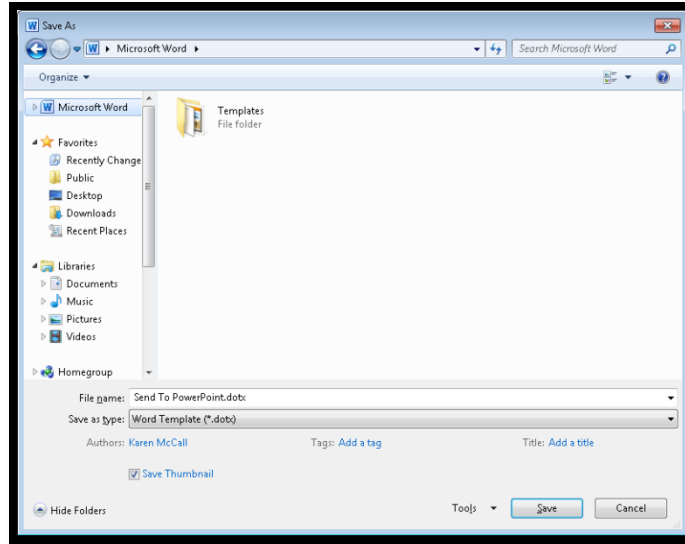


Figure 34 Saving template in Windows 7, step 1.

At this point you may need to select it and press Enter to ensure that it is open and you can see other templates.

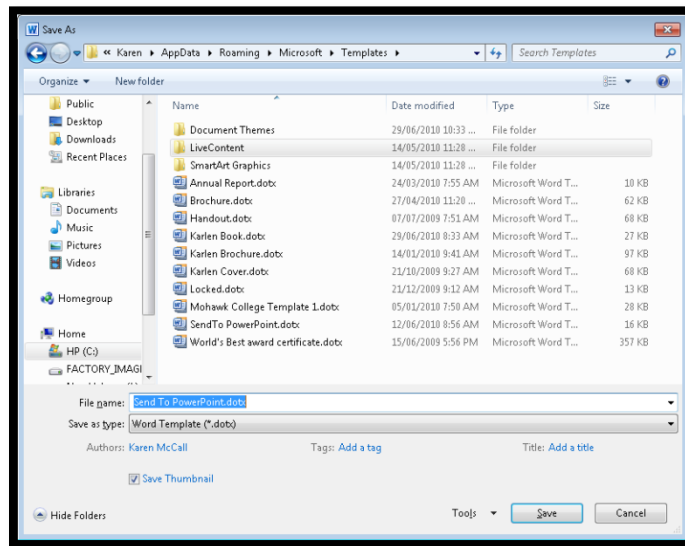


Figure 35 Saving template in Windows 7, step 2.

If you look at the Title Bar the name of the document should be "Maple.POTX" The preceding images may not say Maple but from now on this is the template and Theme we will work with.

The Template is now ready for you to use or modify.

To use the template:

1. Press Alt + F, N for File/Backstage area, New.
2. Choose to use a template from My Templates by pressing Tab into the first set of categories and using the Right Arrow until you find it.

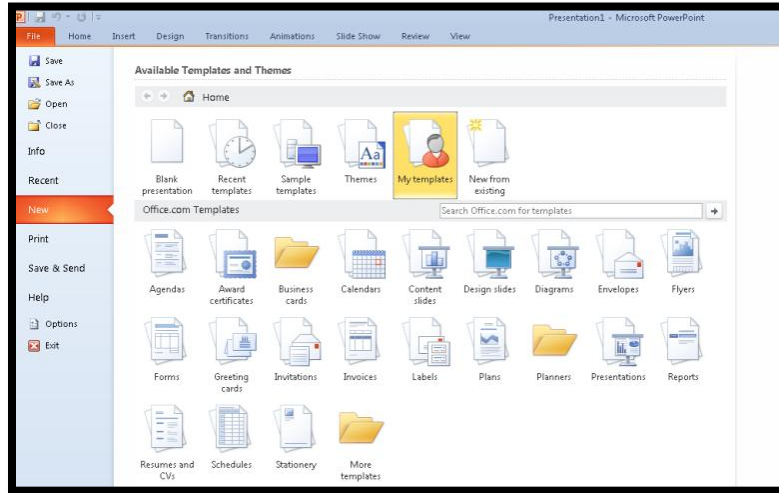


Figure 36 My Templates from New presentations in the File/Backstage area.

If you choose the My Templates option, a dialog will open with a list of all of your PowerPoint templates. You can use first character navigation to find the one you want. For example pressing M will take you to the first template that begins with the letter M.

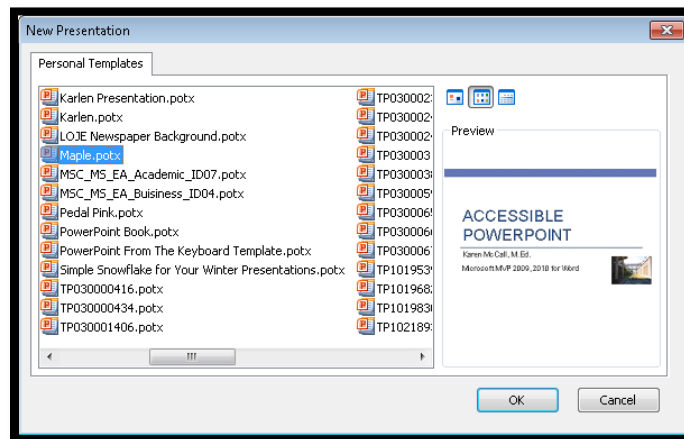


Figure 37 Maple template listed in New from Template dialog.

Once you press Enter on the template you want to use, you can save the presentation and begin adding content. If the presentation doesn't have slide layouts for the types of content you have, you can also add slide layouts using the Slide Master tools.

With what we've done so far, the Maple template will not show up in the list of available Themes for documents. It is a template for new documents only.

If we want to be able to take an existing presentation and apply different "Maple" Theme elements to it, we will need to create a Theme, Theme Font, Theme Colour and choose a Theme Effect.

Don't worry, this will all make sense after the Working with Slide Masters chapter! Working with Themes is next!

Working with Themes

How is a Theme different from a template?

A template is, well a cookie cutter. Each time you use it you get the same look and feel, same elements, same colours, same everything. All your presentations look the same based on your template. Templates, as mentioned in the previous chapter are also used for new presentations rather than existing ones.

With Office 2010 we now have more flexibility in Themes.

We can start with a template or a blank presentation and use the Clarity Theme as the base, change the Clarity Theme Fonts to the Apex Theme Font and the colours from the Clarity Theme Colours to the Meridian Theme Colours. We can then refine any elements that might affect readability or accessibility and use the Slide Master tools to create the types of slide layouts we need.

Once we have the base Theme, Theme Fonts and Theme Colours in place we can save them as the Maple Theme, Maple Theme Fonts and Maple Theme Colours to use the sample I am working with in this book.

From there I can apply the Maple Theme, Maple Theme Fonts OR Maple Theme Colours to any presentation. All of them will be available in either Slide Layout or Slide Master view. In addition, any custom slide layouts I created for the Maple template will also be available when I use the Maple Theme.

Confused?

Let's walk through this.

When I created my template I used the Oriel Theme as the design or look and feel for my presentation. I did this because the Oriel Theme had most of the components I wanted to use for the presentation and the fonts were black so the contrast was good.

With my Maple.POTX file open I can now use the components from other Themes to refine the look and feel of the template and can use the Slide Master tools to make further refinements. If I were working on a presentation rather than a template, I could perform the same tasks to refine the presentation.

The changes would only affect the current presentation however the Themes I create can be applied to other presentations and a template can be made from the various Theme components.

Changing a Theme Font

The Oriel Theme Fonts are pretty good but let's take a look at some of the other Theme Fonts.

The Theme Font, Theme Colour and Theme Effects are found in the Themes Group on the Design Ribbon. The Theme Font, Theme Colour and Theme Effects options are on the right side of the Themes Group.



Figure 38 Themes Group on the Design Ribbon.

To show the Theme Fonts Gallery press Alt + G, T, F for Design, Theme Font.

When the Gallery opens use the Arrow keys to move up and down the list of Theme Fonts. As you do this the presentation will show the Theme Font in focus. This lets you look at how changing the Theme Font will affect your presentation.

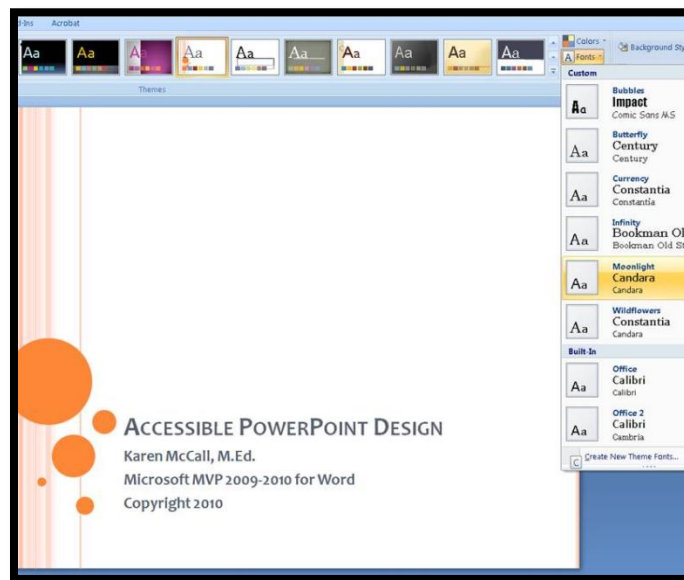


Figure 39 Theme Font Gallery open showing change to presentation.

Once you choose a Theme Font and apply it, saving the template will ensure that all presentations based on this template will use the same Theme.

Note: Always use standard fonts rather than custom designed fonts or specialty fonts so that adaptive technology can identify and read them. This is also critical if you are converting your presentations to tagged PDF documents.

Creating a New Theme Font

If you don't like any of the Theme Fonts in the current Theme Font Gallery you can choose another one in the Slide Master view and save it as the Maple Theme Font.

To create a new Theme Font:

1. Press Alt + G, T, F to open the Theme Font Gallery.
2. Press C to Create New Theme Font.
3. A dialog opens with options for both Heading and Body Text fonts. There is also an edit box to name the new Theme Font.

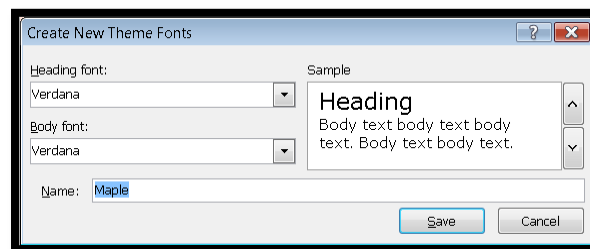


Figure 40 Create New Theme Font dialog.

4. In this example I've used Verdana for both the Heading and Body Text of my slides. Verdana is a display font designed for easier reading. If you are also going to print content from the presentation you might want to choose a font that will also read well in print.
5. Make sure you give the new Theme Font set a name. In this example I named the Theme Font Maple to match my template name. This keeps everything together so that when I use the Maple Theme Font independently of the entire Maple Theme I have an understanding of the relationship to a more global theme.
6. Move to and activate the Save button or press Alt + S to save the new Theme Font.

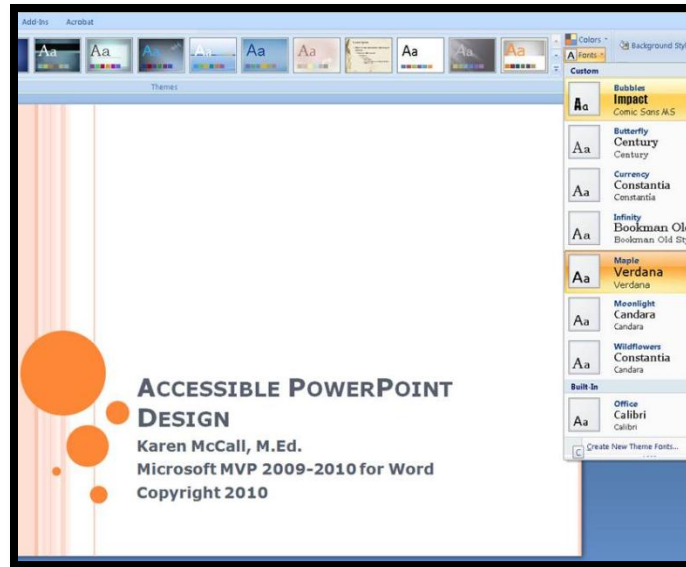


Figure 41 Theme Font Gallery showing Maple Theme Font.

The Maple Theme Font will now be available to apply to any presentation. Press Alt + G, T, F to view the Theme Font Gallery . Because you created the new Theme Font while working on this presentation it has automatically been applied to the presentation.

You will need to save the presentation template or presentation once you create a new Theme Font. For now we are working on the template. We will save the Theme once we have everything chosen and named [Theme Font, Theme Colour, Theme Effects]..

Theme Fonts are especially important since someone who prefers a specific font can create their own Theme Font. For example an “Accessibility Theme Font” that can be applied to presentations they need to access. Custom Theme Colours can also be created for people with colour deficits or who prefer specific colours for readability.

Editing a Theme Font

If you look at the font changes in the presentation and aren’t happy with them, you can easily edit the Maple Theme Font set.

To edit a Theme Font set:

1. Press Alt +G, T, F to open the Theme Font Gallery.
2. Use the Up and Down Arrows to locate the Theme Font you want to edit. In this example I’m going to edit the Karlen Theme Font.
3. Press the AppKey on the Karlen Theme Font and choose Edit Theme Font.
4. The Theme Font dialog opens again so you can make your changes.
5. This time you don’t have to name the Theme Font set, it is already named...using either the Karlen Theme Font example or the Maple Theme Font example.

6. Press Alt + S to save the changes to the Theme Colour.

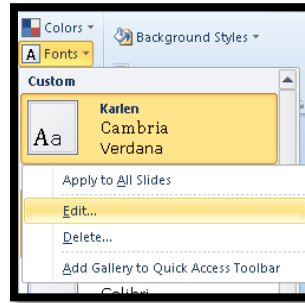


Figure 42 Edit Theme Font context menu from Theme Font Gallery.

Changing a Theme Colour

You can swap out any Theme Colour set for another. This gives your documents a whole new look and feel.

We are still working on the Maple.POTX template and have created the Maple Theme Fonts. Now we will create a Maple Theme Colour set.

The Theme Colours available are found by pressing Alt + G, T, C for Design, Theme Colour. This opens the Theme Colour Gallery.

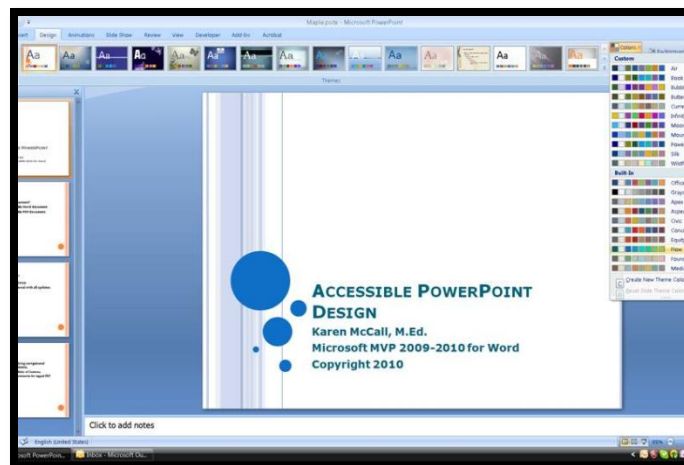


Figure 43 Theme Colour Gallery with Flow colour set in focus.

As with the Theme Fonts, you can see the affect a specific Theme Colour set has on your document. In this case the Title slide for the presentation is the one showing the affect however if you are on other slides in the presentation you will see how the Theme Colour set affects them. You don't have to be on the first slide of a presentation.

If you look at the Thumbnails on the left of the slide you'll see that the Theme Colour has not been applied to the presentation yet. The Theme Colour will only be applied when you press Enter on the Theme Colour set you want.

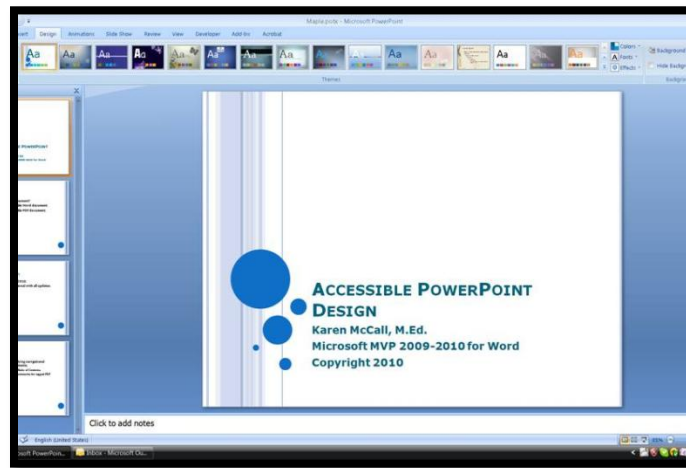


Figure 44 Flow Theme Colour set applied to presentation.

If you download any of the Themes from the Microsoft web site they will appear in the “Custom” Category under the Theme Colour Gallery. Flow is a built-in Theme Colour set.

This Theme Colour has been applied to the presentation/template however it is still the “Flow” Theme Colour. One of the elements of a Theme Colour to test before moving on or creating a new Theme Colour is the colour of links on slides. Make sure there is a good contrast between the text and background so that links are visible on the slide.

You can test this by creating a link on a slide and seeing how it is affected by the various Theme Colours.

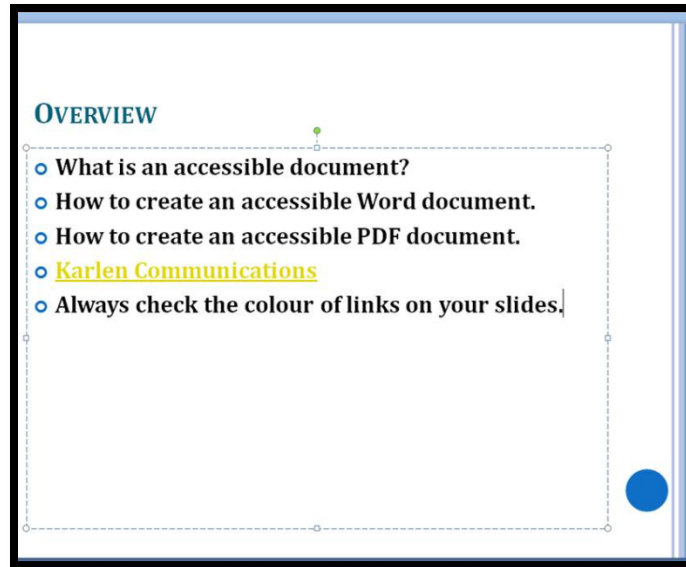


Figure 45 Flow Theme Colour showing link colour.

The link colour for the Flow Theme Colour set is yellow. What do you think of the contrast between the white background and yellow link colour?

Let's modify it so it is the traditional link colour. This will also let us create the Maple Theme Colour set.

Creating a Theme Colour

We've applied the Flow Theme Colour set but are not happy with the yellow colour used for linked content. There is not enough contrast to make the links readable by people with colour deficits. [There are tools available such as the [Colour Contrast Analyzer](#)⁴ by Juicy Studios that will give you specific feedback on colour contrast.]

For this topic we are just going to be dissatisfied with the yellow link colour.

To modify a colour and create a new Theme Colour:

1. With the Theme Colour applied press Alt + G, T, C, C for Design, Theme Colour, Create New Theme Colour.
2. A dialog opens with all of the colour palettes for that Theme Colour.

⁴ Colour Contrast Analyzer from Juicy Studios: <http://juicystudio.com/article/colour-contrast-analyser-firefox-extension.php>

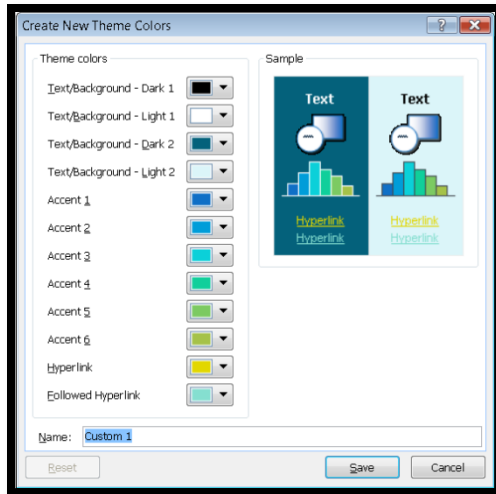


Figure 46 Create New theme Colour dialog.

3. Either use the Tab key to move to the Hyperlink colour palette or click on it with the mouse. The colour palette opens.

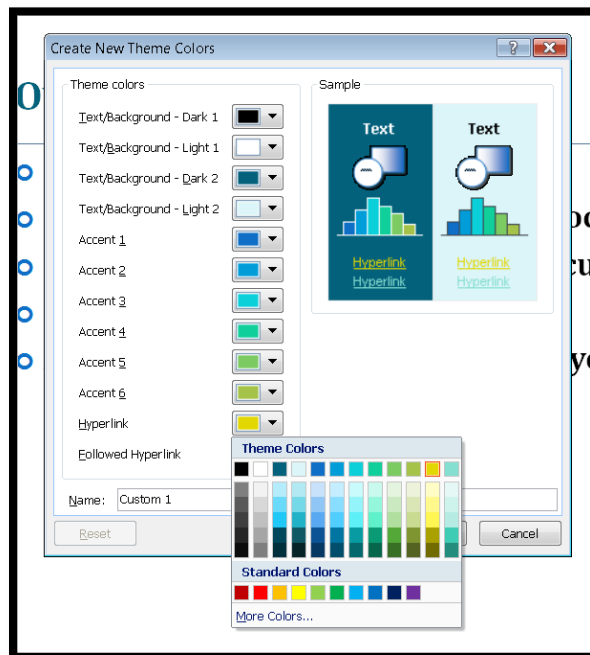


Figure 47 Create New Theme Colour dialog with Hyperlink palette open.

4. Choose a colour that will provide good contrast. If you don't see one in this palette, choose "More Colours." This will give you access to RGB/Red, Green, Blue colours or a more mouse dependent colour palette

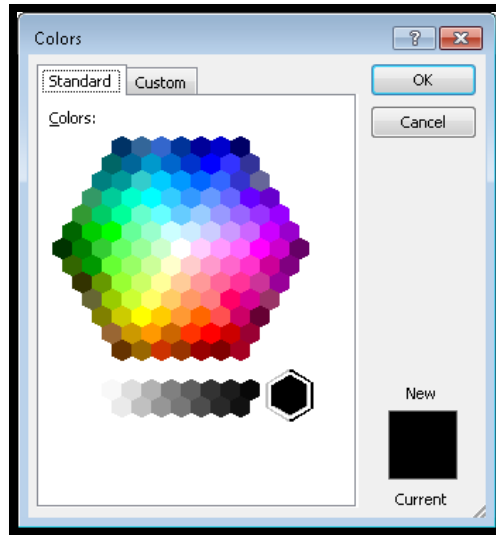


Figure 48 Standard tab in the More colours dialog.

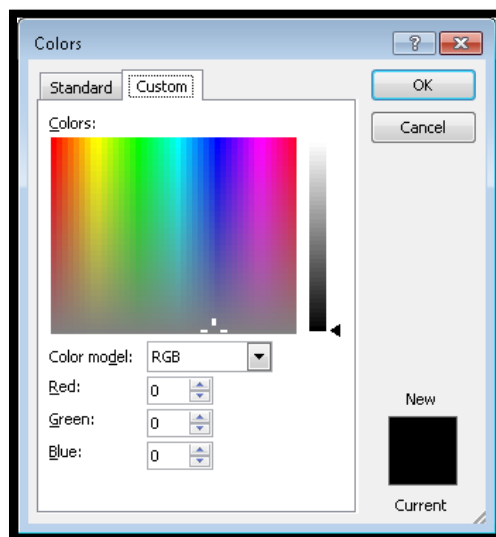


Figure 49 Custom tab for RGB colours in More Colours dialog.

1. For this sample I chose one of the shading accent colours. In the colour palettes that open the tints are the lighter colours and the shading are the darker colours.
2. Once the colour has been chosen Tab to the Name edit box or press Alt + N. Type in the name of the new Theme Colour, in this example it is Maple.

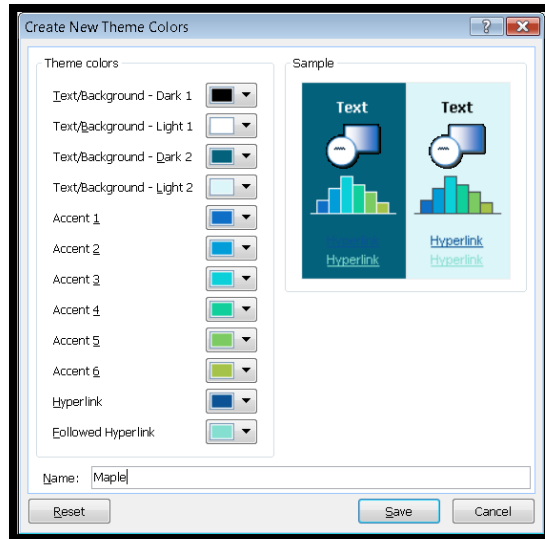


Figure 50 Create New Theme Colour with Maple Theme Colour name entered.

Once I press Alt + S to save the Maple Theme Colour the change to the Hyperlink colour is applied to my presentation/template.

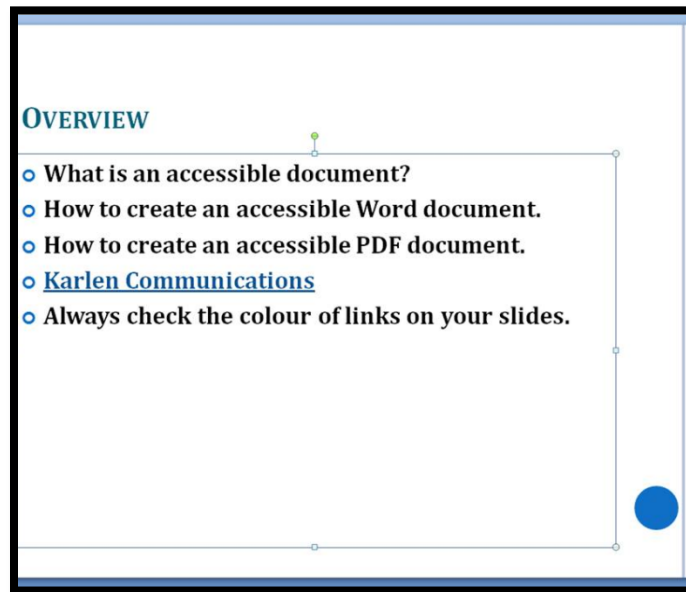


Figure 51 New Maple theme colour applied to presentation.

When I press Alt + G, T, C to open the Theme Colour Gallery the Maple Theme Colour is listed in the Custom Theme Colours.

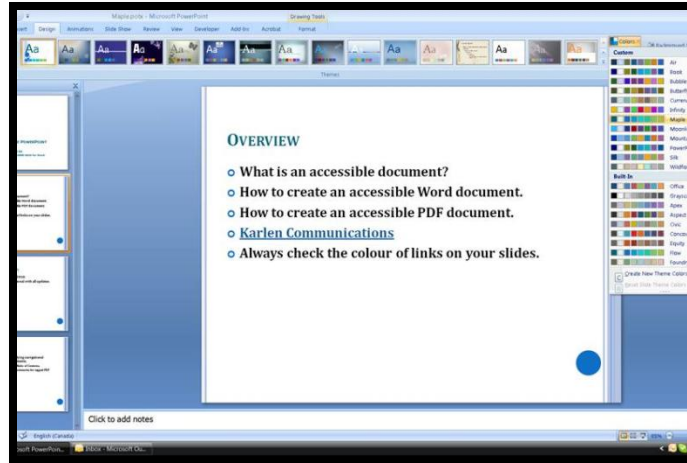


Figure 52 Maple Theme Colour in Theme Colour Gallery.

Editing a Theme Colour

If you look at the colour changes in the presentation and aren't happy with them, you can easily edit the Maple Theme Colour set.

To edit a Theme Colour set:

7. Press Alt +G, T, C to open the Theme Colour Gallery.
8. Use the Up and Down Arrows to locate the Theme Colour you want to edit. In this example I'm going to edit the Karlen Theme Colour.
9. Press the AppKey on the Karlen Theme Colour and the Theme Colour dialog opens again so you can make your changes.
10. This time you don't have to name the Theme Colour set, it is already named...using either the Karlen Theme Colour example or the Maple Theme Colour example.
11. Press Alt + S to save the changes to the Theme Colour.

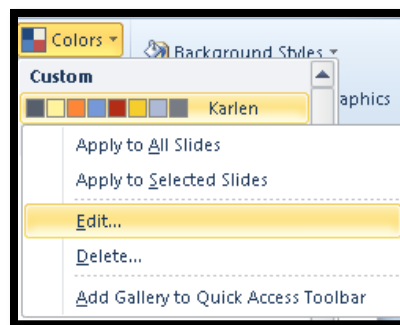


Figure 53 Edit Theme Colour context menu from Theme Colour Gallery.

Theme Effects

You cannot modify or create built-in Theme Effects. These are the shadows, lines, fills, 3-D effects and so forth that can be applied to various objects in a document Theme. Theme Effects are the textures an look and feel for SmartArt and other graphical objects as well.

What you can do before you save the new Theme is to press Alt + G, T,E to open the Theme Effects Gallery and choose a different effect to be used for your new Theme.

I've not been able to find a way to distinguish which Theme Effects I'm using other than going to the Theme Effects Gallery to see what I've selected. There is no obvious visible difference in applying one Theme Effect set over another. I can't find a way to preview the effects for an existing Theme.

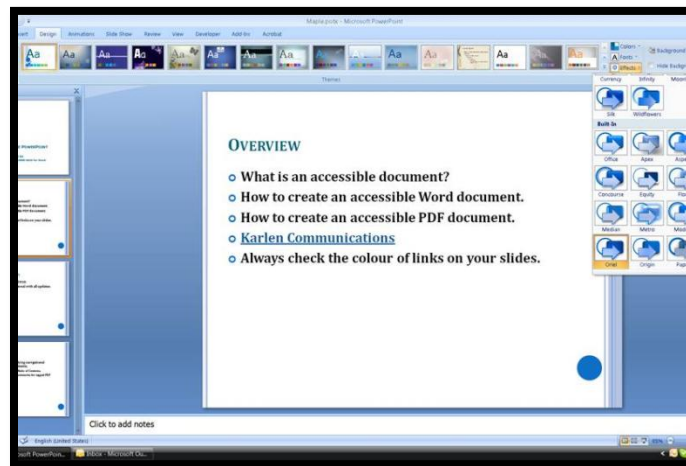


Figure 54 Theme Effects Gallery.

There are a couple of good articles on Theme Effects on the Microsoft web site if you want more information. This Theme component seems to be fixed and sort of invisible for review.

- [Add or change the effect for a picture in Word.](#)⁵
- [Apply, customize and save a document theme in Word or Excel.](#)⁶

⁵ Microsoft web site, Add or change the effect for a picture in Word: <http://office.microsoft.com/en-gb/word-help/add-or-change-an-effect-for-a-picture-HA010239359.aspx>

⁶ Microsoft web site, Apply, customize and save a document theme in Word or Excel: <http://office.microsoft.com/en-ca/word-help/apply-customize-and-save-a-document-theme-in-word-or-excel-HA001229924.aspx>

Saving the New Theme

We now have a Maple Theme Font and a Maple Theme Colour set. We've applied these to our template or presentation. We now need to "wrap it all up into one Theme."

To create a new Theme – in this example the Maple Theme:

1. Press Alt + G, H S to Save Current Theme.
2. A Save Theme dialog opens and you are in the Document Themes folder on your hard drive.
3. Give the Theme a name – in this example it will be called Maple.
4. Notice that the Theme has a THMX extension. Also notice that there are folders for Theme Fonts, theme Colours and theme Effects. This is where the items we created were automatically placed when we created the new Theme Font and Theme Colour sets.
5. Press Alt + S to Save the Maple Theme.

That's it!

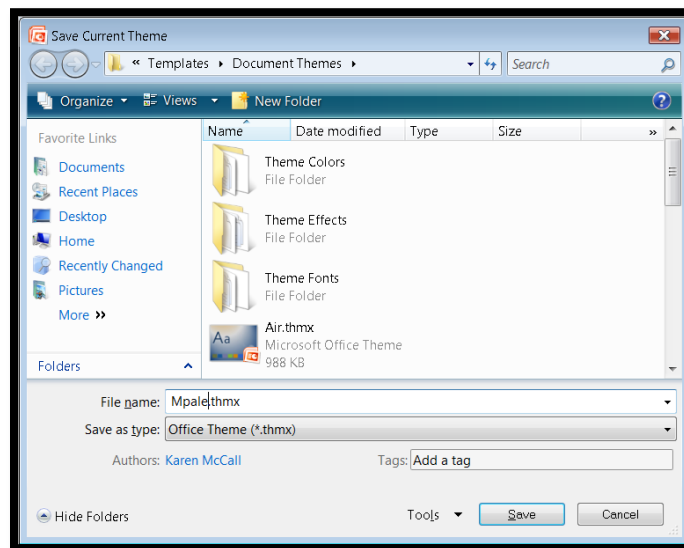


Figure 55 Save Theme dialog.

You can now either apply the entire Maple Theme to presentations or apply only the Maple Theme Font or Maple Theme Colour.

The Maple Theme will not only appear in the Design Gallery of PowerPoint but it will also be available to you in Word, PowerPoint and Outlook.

As you add custom slide layouts to the Maple template and Theme they will be available when you apply either. For example when you apply the Maple Theme to an existing PowerPoint document.

Colour Contrast

Before we talk about Slide Masters we are going to talk about the “elephant in the room:” colour.

A component for accessible PowerPoint documents is to choose good color contrast and not to overuse color on slides or within a presentation.

One of the “perks” to using PowerPoint is that you get to play with colour and over use it on slides.

Choose a background color for slides that will compliment and showcase ALL of the images used in that presentation. Thought should go into the development of image assets so that they can be used in various applications and don't have to be customized so that they work better with background colors on slides or web pages. Create once and use a lot! BUT...create to be accessible.

Even if you choose the simple default color scheme of black and white, there is greyscale to contend with. In the following example, the default sub-title text is grey. Will everyone be able to see this clearly or does the shade of grey need to be darker...or should the text be black?

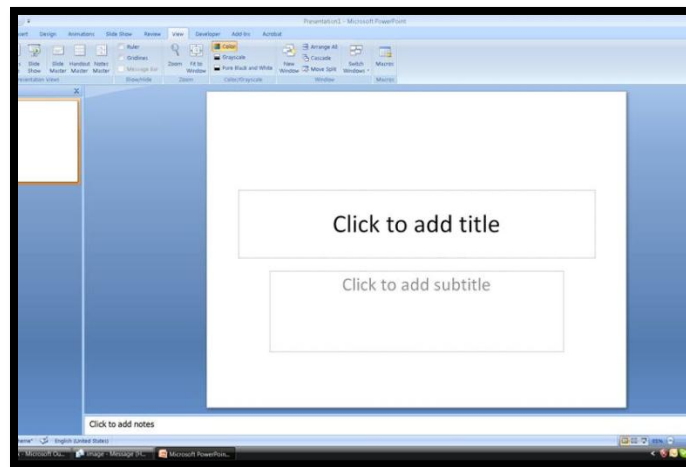


Figure 56 Default grey scale text on slide.

This chapter and the issues raised will let you begin thinking about how you apply colour to the various parts of your presentations.

Let's take a closer look.

You can change the Theme Colour for the presentation by pressing Alt + G, T, C for Design, Theme Colour and choosing a different Theme Colour set.

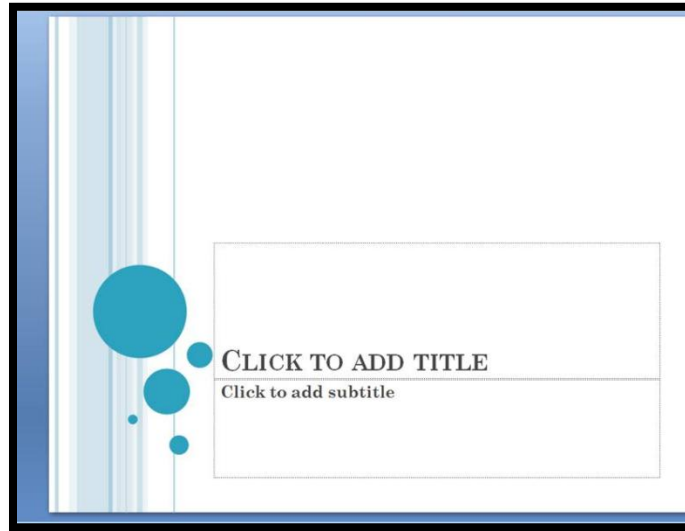


Figure 59 Concourse Theme Colour applied to slides.

The preceding image is of the Concourse Theme Colour set applied to the presentation. The following image shows the Veve Theme Colour set applied to the presentation.



Figure 60 Veve Theme Colour applied to slides.

When you choose a Theme and apply it to the presentation, you also have access to the gradients of background colours based on the Theme Colour set for that Theme. The following image is of one of the Oriol background colours applied to the presentation.

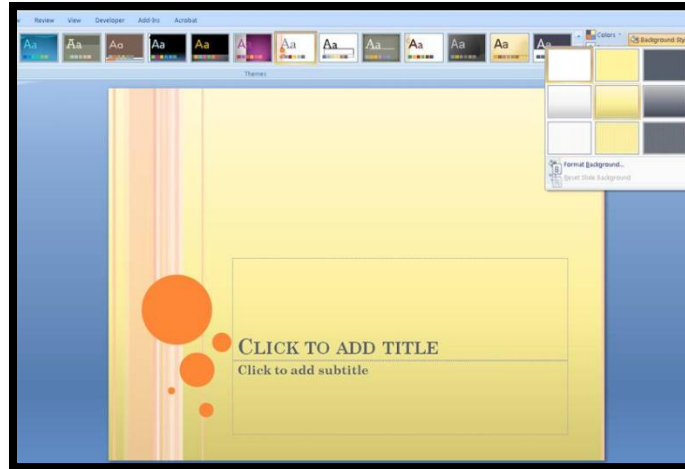


Figure 61 Oriel background colour applied to slides.

Taking our Oriel based presentation we can add background colours to the slides. To view and apply the Oriel background colours press Alt + G, B which opens the Background Gallery. As you move through the options the background of the slide changes so you can see what it will look like. When the Oriel mid-range colour is applied the text can be unreadable. If this is the colour scheme to be used the fonts should be black to provide better contrast.

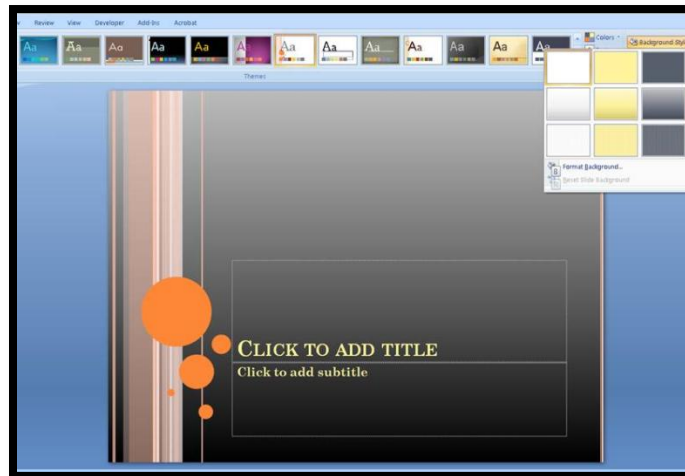


Figure 62 Darker Oriel gradient background applied to slides.

In the preceding image where an Oriel darker gradient is applied to slides, a different slide would need to be evaluated to ensure that the peach coloured font is readable on the upper part of slides where the gradient is lightest. There may not be a usable font colour that would work in both the light areas of the slide and the dark areas. The entire slide must be considered when combining background colours and gradients with font colours.

With the

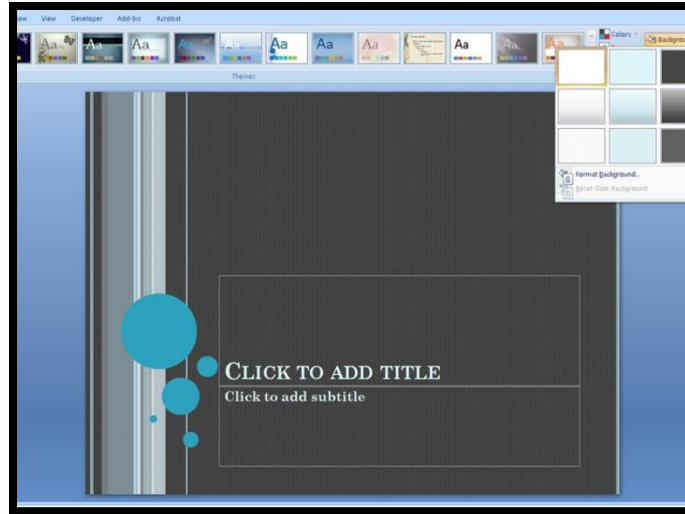


Figure 63 Concourse background applied to slides.

I've now changed the Theme to Concourse. The Concourse background, as with all backgrounds, includes one textured background. This is typically subtle vertical stripes. This may impede accessibility in the form of readability. The colour contrast might be good but a texture or image makes the slide content unreadable.

There are background colours that provide optimum contrast. Typically there is one white and one black background colour for each Theme Colour set.

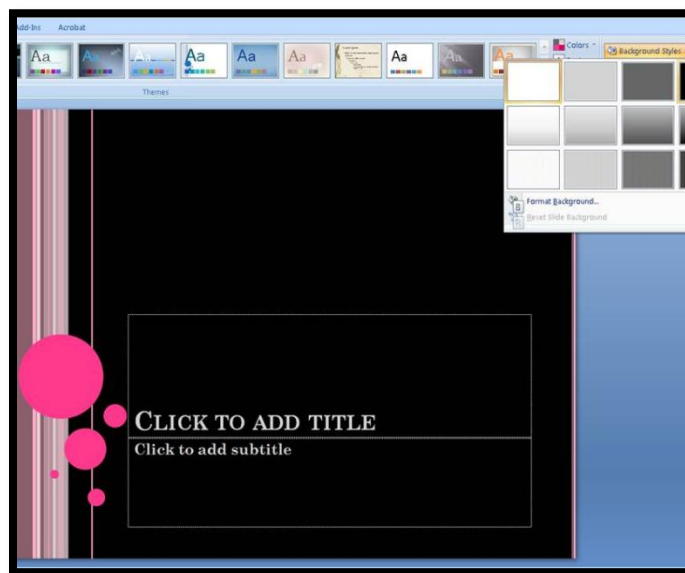


Figure 64 Veve Theme with black background applied.

The preceding image is of the Veve Theme with the black background applied.

Accessible doesn't mean unattractive. You can use a Theme for the Theme Effects and then add a background colour that provides good contrast. The other option is to have the Theme applied and use a white background with dark text.

Remember that red/green colour blindness is the most common colour deficit so avoid using those colours for text on slides or images.

I mentioned previously that images can be used for backgrounds. This is where your design and intuition about colour can be disastrous. I offer the following examples as well intentioned but inaccessible slide "design." Sometimes less is more.



Figure 65 Concourse Theme with fish background image applied.

In the preceding image the Concourse Theme was used and the fish background image was added. If you would like to look at these combinations yourself press Alt + G, B, B for Design, Background, Additional Backgrounds.

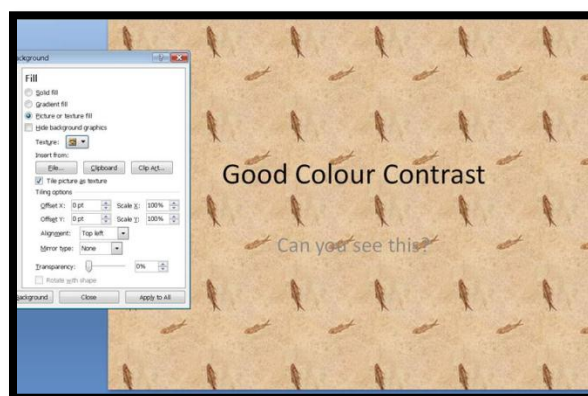


Figure 66 Slide Fill dialog and fish background chosen.

This opens the Fill dialog where you can choose an image for the background of the slide. Of course you can use your own images for the background. Again beware of the readability of the content on the slides.

Taking this further, there is a slide background that resembles marble.

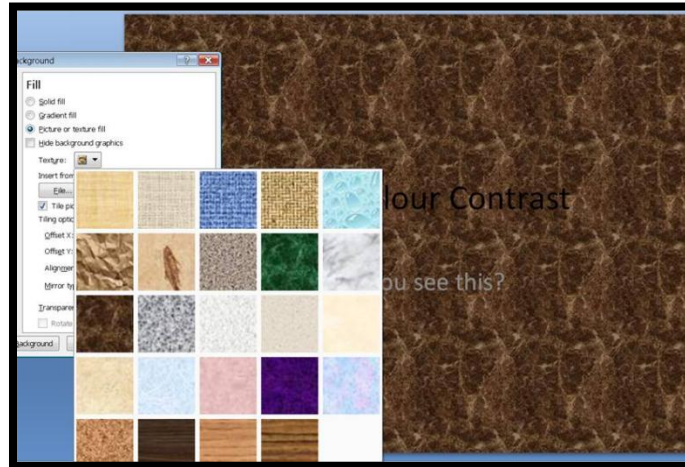


Figure 67 Brown marble background applied to slides.

The brown marble is associated with the Oriel Theme. When combined with the Concourse Theme, the presentation is “over the top!” The marble texture available is now a green colour.

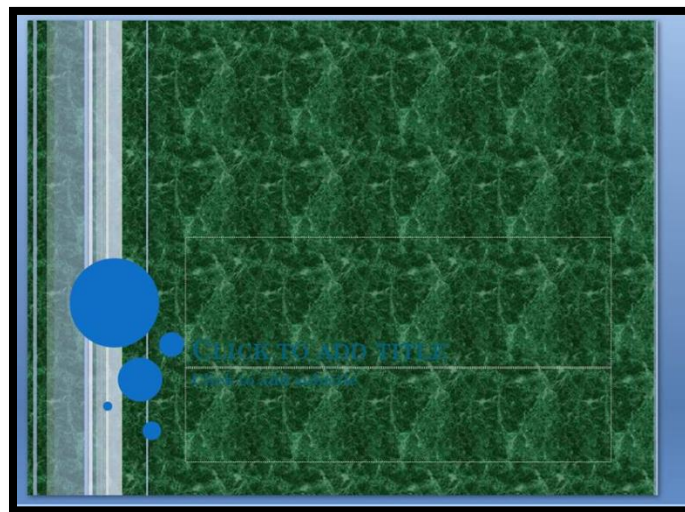


Figure 68 Concourse Theme with green marble background.

So far we've only looked at choosing good contrast and colours for background but what happens to this type of creative design when we add images? At the beginning of this chapter I mentioned the

use of well-designed assets which includes images, icons, video, audio...anything you are adding to your slides. For this example the assets we are looking at are images.

The following slide has the Oriel Theme with a denim background. This is the second slide in the set. There is text entered for the title of the slide. The text is “Can you read this?” Although the text is black, it is lost in the background. The images, with the exception of the white bunny clutter and overwhelm the reader as they conflict visually with the background.

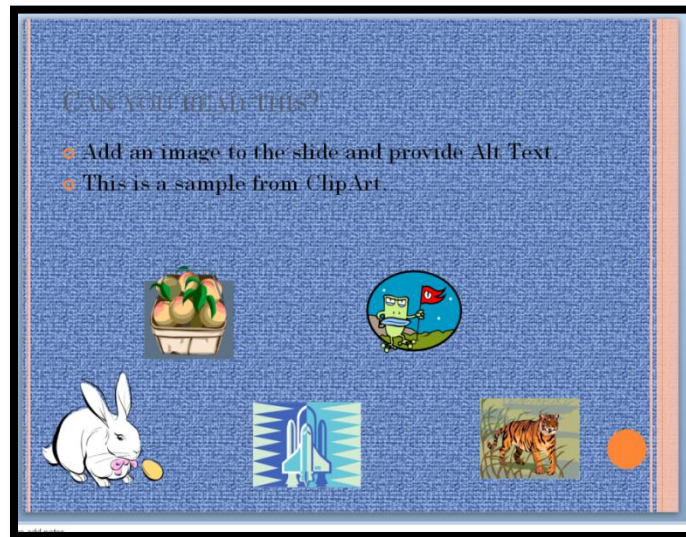


Figure 69 Oriel Theme with denim background and several images.

When you are choosing or creating assets for your slides such as images, you always have to balance the colours of the images and the background colours of images with the colours you’ve chosen for the slide background. If the slide background in the preceding image was white, the white rabbit would be lost unless a Picture Style were used to frame it and bring attention to it.

If you are the one designing the template or slide presentation always get a feedback on the look and feel of the document. Ask questions about readability, whether the images have any impact or are lost in the background or distracting. Directly related to this chapter: are the colours for the slides and images working well together. Make sure they see the entire presentation with all assets visible [except for hidden audio or video icons].

This has been fun and on a rainy day or when it is snowing outside can be a great diversion from gloomy weather but the issue of good contrast and not overwhelming your audience with “bling” is a serious accessibility issue.

Just because you have 164 crayons doesn’t mean you have to use them all on one presentation.

Working with Slide Masters

This is an area of PowerPoint that people don't often use because it can be intimidating. Hopefully this chapter will calm your fears and give you a new perspective on working with Slide Masters and designing slide layouts for your specific content.

Creating specific slide layouts for the content you have is not difficult. As with the choice of Theme, Theme Fonts, Theme Colour and slide background it does take some thought about the types of content you have for slides. Not every piece of content needs to be or should be a bulleted item.

To access Slide Master view of the document or template press Alt + W, M for Slide Master.

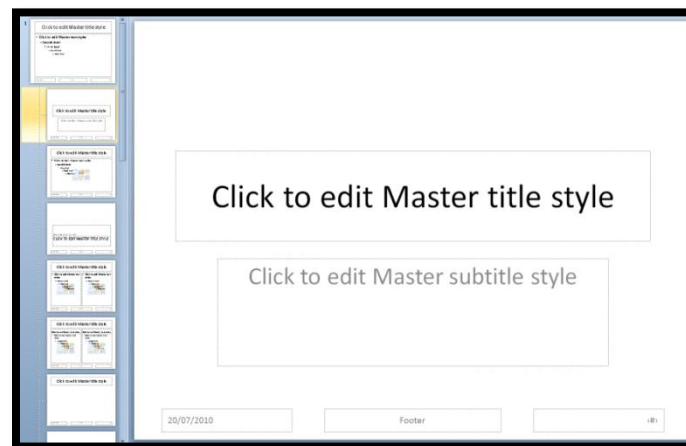


Figure 70 Slide Master view of a document or template.

The Thumbnail view changes to show you all of the default slide layouts and the Home Ribbon is shifted to the right to make room for the Slide Master Ribbon.

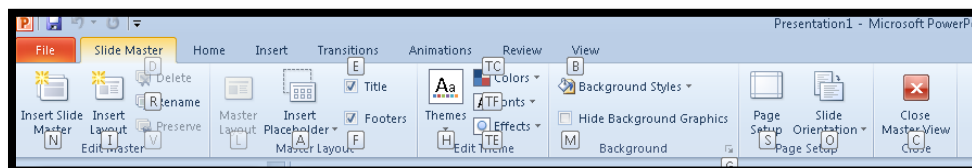


Figure 71 Slide Master Ribbon in PowerPoint 2010.

The Slide Master Ribbon has the same Theme, Theme Font, Theme Colour, Theme Effects and Background options as we found in the Design Ribbon for the slide layout view.

Working in Slide Master view gives us an additional tool: the ability to add default text and content placeholders instead of using inaccessible text boxes for content.

You can switch to Slide Master View for an individual presentation or while working on a template/.

Adding Logos to a Slide Master

One of the first elements many organizations want on slides is a company logo. This can be done for the entire document or for individual slides.

I have the Maple.POTX template open and will use it for this chapter to add slide layouts and content that I want to be able to use in all documents based on this template. I've changed the look and feel of the template from the last few chapters because the Theme Effects presented visual confusion when I began refining the template to include logos, images and other content based elements. As I adjusted the Theme, Theme Font and Theme Colour I saved them and replaced the existing version of these components.

Note: Always use standard fonts rather than custom designed fonts or specialty fonts so that adaptive technology can identify and read them. This is also critical if you are converting your presentations to tagged PDF documents.

To add a logo to all slides:

1. Make sure that the first slide in the Slide Master set is the one selected as shown in the following image.

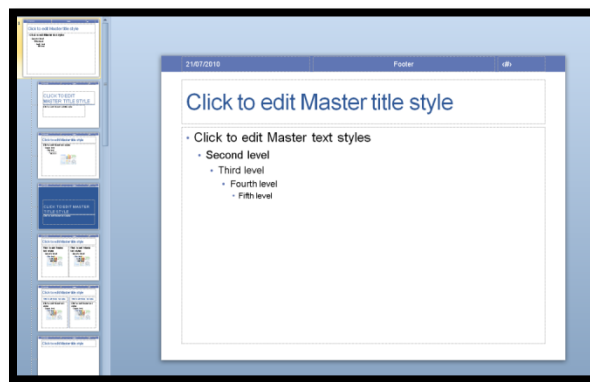


Figure 72 Slide Master view with first slide selected.

2. Press Alt + N, P to Insert Picture. If you are using ClipArt press Alt + N, F which will open the Clip Organizer so you can choose your image from one of the categories.
3. Choose the image you want to appear on every slide.
4. Once it is on the slide resize it to fit the area you want it to appear in.
5. Move it to the location on the slide you want it to appear in.
6. You don't have to give this image Alt Text because adaptive technology will not be able to see it. It will be part of the slide background.
 - a. One of the things you will need to balance is whether it is important for someone who can't see your slides to hear the Alt Text for a logo on every slide. Of course you can give the image null Alt text which would have the same effect as putting the image into the slide background which is what we are doing here. Using this method, you only have to do this once instead of for every instance of the logo on each slide.

The image or logo now appears on each slide.



Figure 73 Logo appears on every slide

The Maple template/Theme has a slide header that can contain date, slide number and other information such as copyright. Some Themes have slide footers in which case you would simply delete the footer at the place where you want your logo to appear and place the logo there instead.

In the following image the “logo” image overlaps the text placeholder. Although we could put the logo behind the text placeholder the problem of accessibility and readability arises when a text placeholder is full of content. The logo and text get lost in each other.

What we need to do is to go through each slide and resize the text placeholders so that they do not overlap our logo.

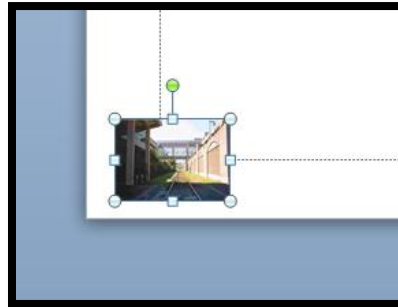


Figure 74 Logo added to slide.

This is relatively easy to do for slides with a single text placeholder. You may want to use the ruler to ensure that all slides you need to adjust are uniform.



Figure 75 Repaired logo and text placeholder.

On slides with two columns of text placeholders remember to resize both columns so that the slide content will be balanced. You may also want to try adjusting any division lines.

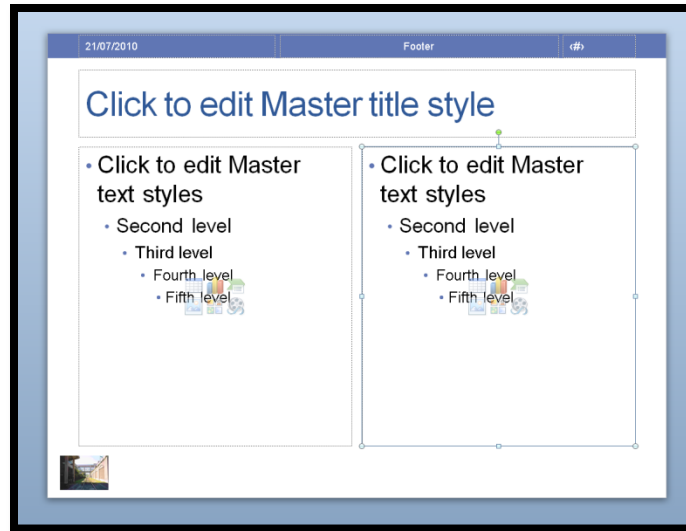


Figure 76 Repaired two column text placeholder slide.

For my slides I chose to leave the dividing line the way it was.

If you do not want the logo on every slide, you will need to add it to the slide masters you want it to show up on. This also gives you the flexibility to have more than one “logo” or more than one image for specific content.

Once I looked at the slide masters I decided that I didn’t want the logo on the title slide as a small icon in the footer area and I didn’t want the logo on any sectional breaks. I’d already adjusted the text placeholders to accommodate the logo so only had a few tasks to perform to achieve the look and feel I wanted.

To Add a logo or image to specific slides in Slide Master view

1. Select the slide you want the image to appear on. Do not select the top slide as we did in the previous instructions.
2. Insert your image by pressing Alt + N, P to Insert, Picture or Alt + N, F to Insert, ClipArt.:
3. Resize the image and move it to the location on the slide you want.
4. If you want this size image on several slides, Copy it to the Clipboard by pressing Ctrl + C and then press Ctrl + V to paste it on the slides you want.



Figure 77 Logo inserted onto specific slides.

Once you make changes to the template save it but also remember to save the corresponding Theme. By saving the Theme as you create the template you will have access to all of the elements you are adding including the logo, images, specific layouts you created for unique content and all of the elements in the template.

Remember that the template will be used for new slides but you can apply the Theme to an existing presentation. This is an easy way to update your organizational brand to be consistent. You might have to do some minor repairs, but you won't have to reinvent the wheel!

I decided not to put the logo on a section break slide which is the blue background slide layout. I did decide to put a larger image on the title slide.

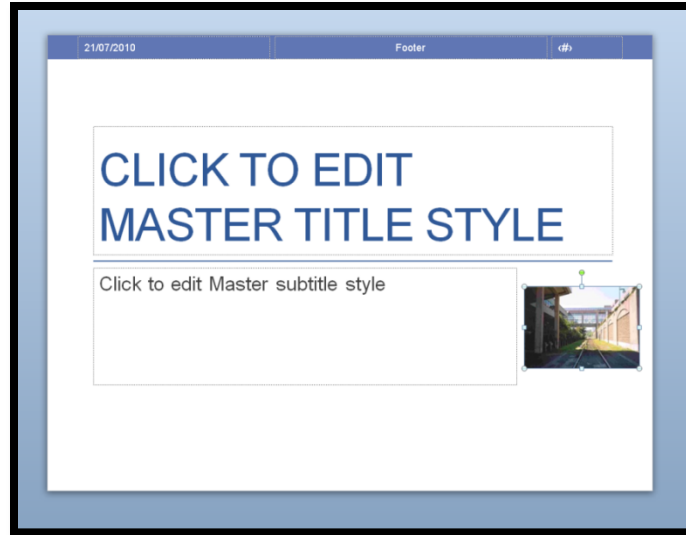


Figure 78 Larger icon in background on title slide.

After rethinking this I decided that I wanted people to know that the logo was on the title slide.

To move the image to the content level of a slide:

1. Select the image.
2. Press Ctrl + X to Cut it from the slide.
3. Switch to Normal view by pressing Alt + W, L for View, Layout.
4. Press Ctrl + V to paste the image on the title slide.

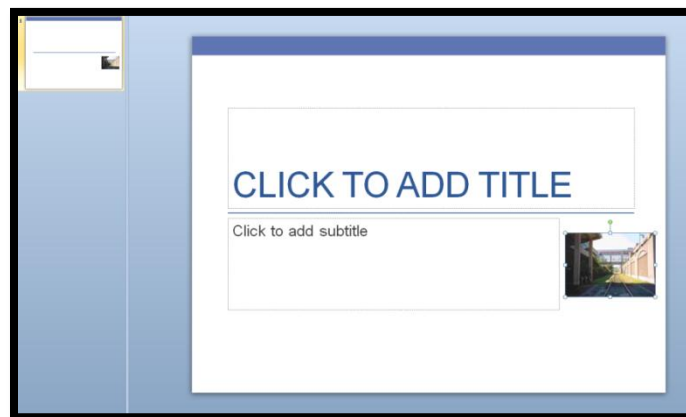


Figure 79 Logo requiring Alt Text on title slide.

The look and feel of the slide is the same with two differences:

1. We are now working in Normal Layout view so can't see the slide masters.

2. The image is now in what can be considered the text layer of the slide so it will need to have Alt Text. The Alt Text can be as simple as “Karen’s Logo.”

As you begin developing your templates and Themes you will need to make these types of decisions . What content is decorative and can be put into the background and what content is essential for the understanding of content. In the case of a logo, you would want someone to know what organization “owns” the content without having to write it on every slide. Adding a logo on the title slide that is not in the background gives you that option. Putting smaller images of the logo on subsequent slides is an organizational preference based on the amount of content you are going to put on slides. You only have so much real estate to work with and the important thing is for your message to be heard.

There is a tool in the Slide Master Ribbon to either show or hide “all graphics” but there isn’t an option to select which ones are shown.

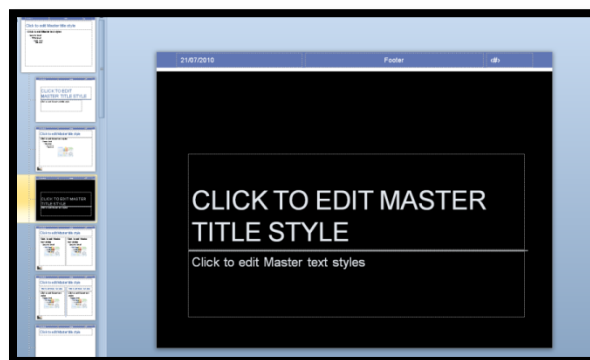
Colour Background on Single Slide

We now have a logo on our slides and are happy with the placement of the logo. We can now look at customizing the colour of a single slide. This technique is good for section breaks in your presentation. As with other visual elements don’t go overboard. Every slide doesn’t have to be a different colour!

In Slide Master view if you have one slide selected and choose a color, only that slide will have the color applied.

To add colour to a single slide in Slide Master view:

1. Select the slide in the list of slide layouts to the left of the full slide view. This area replaces the Thumbnails when you are in Slide Master view.
2. Press Alt + M, B to open the Background Gallery colours available for the Theme you’ve chosen or created.
3. Choose a colour for the background and press Enter on it. As you move through the background colour choices the slide will reflect how it will look with that colour applied. I



If you want the entire presentation to use the background coloured, select the top slide in the Slide Master view before pressing Alt + M, B and choosing your background colour.

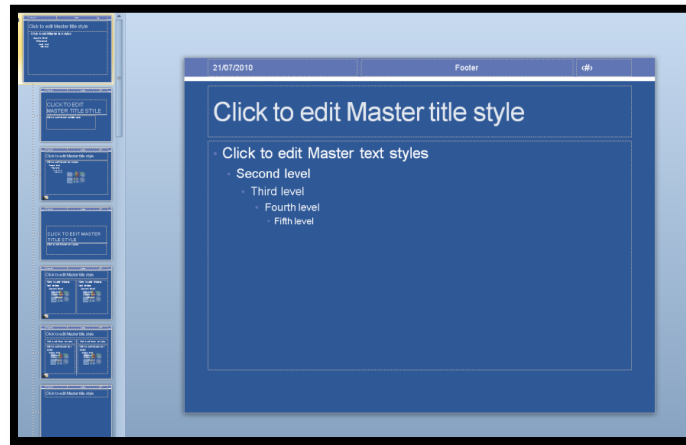


Figure 80 Background applied to all slides in presentation.

As we've worked through this chapter so far noticed that the section break slide for the Theme we chose did have a different background colour. I am going to leave it the default colour of blue.

Create a New Slide Layout

Now that we have a good idea of what the template and Theme is going to look like, we need to shift our attention to the types of content for the slides.

- Do we have slides with paragraphs of text like a disclaimer slide that doesn't require bullets?
- Do we have two columns of information we need displayed on a slide?
- Do we need some slides with a "sub-title?"

For any of these we can create a specific slide layout that will be available when we switch to Normal view of the presentation and begin adding slides.

Text Boxes and Placeholders.

If your slide presentation is going to be given to your audience as a PPTX or "as is" you can use text boxes on slides. If you are going to distribute your slides as a slide show or PPSX you will run into some accessibility problems. If you are going to produce a Braille copy or alternate format of your presentation using the Save as Outline tool in PowerPoint any content in a text box will have to be copied and pasted into the RTF document. It is a good idea to think of text boxes on slides in the same way we do for Word documents: they are inaccessible elements.

In PowerPoint 2010 we can create accessible default text or content placeholders for our slides. These are completely accessible and can be modified to hold the content we want.

A good tool to use to see which content on slides is most accessible is to switch to the Outline tab in the Slide Thumbnails area. Usually the view we are looking at is the Thumbnail view as shown in the following image.

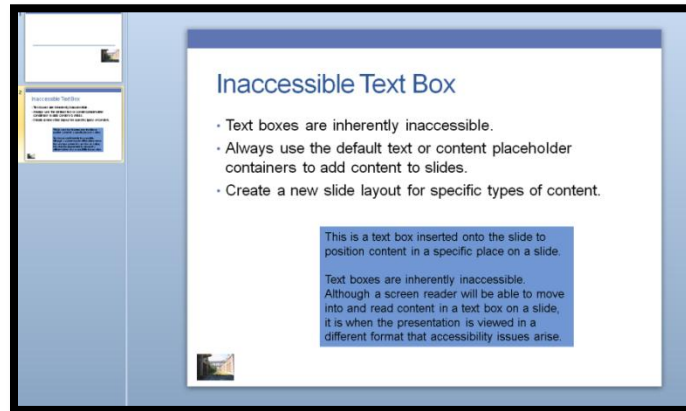


Figure 81 Text Box on slide.

The text box is the slide element with the blue background. In the Slide Thumbnail view it is visible however if we switch to Outline view of the presentation we can see that the content in the text box is not visible.

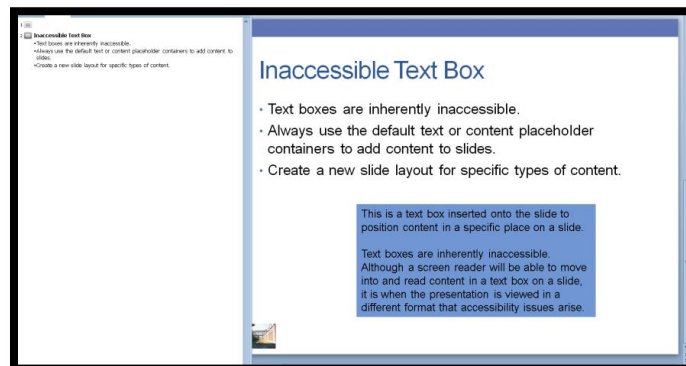


Figure 82 Outline view of slides showing text box content not visible.

The text that you see in the Outline view of the presentation is what will be saved from the presentation in the RTF file created when you save the presentation as an outline for conversion to Braille. If text boxes are used liberally this means that most of the presentation will not be available to be Brailled unless the contents of each text box are individually copied and pasted into place in the outline/RTF document.

Create a Custom Layout with Text Placeholders

In PowerPoint 2003 it was more difficult to create the default text placeholders for slides that are more accessible. In PowerPoint 2010 it is easy.

Let's walk through it and the creation of two new slide layouts for paragraph text such as a disclaimer or quotations on a slide.

Add a Single Text Placeholder

This slide layout will have a title placeholder and one text placeholder for which the bulleted formatting will be removed so that the text appears as a paragraph on the slide.

To add text or content placeholders to a slide:

1. We are still in Slide Master view of the presentation. Press Alt + W, M to do this if you have been working with text boxes to see their inaccessibility..
2. Select the slide in the Slide Master list that has just the title on it.
3. We are now going to create a duplicate slide. We might want to use this slide format for presentation so will create a new slide based on the format of this slide.

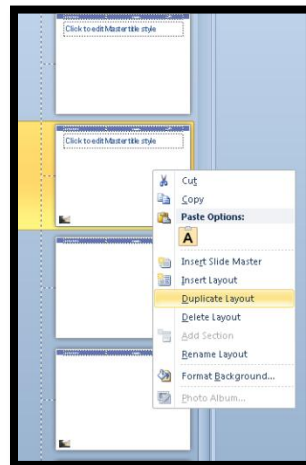


Figure 83 Duplicate Slide option from context menu.

4. With the Title Only slide layout selected press the AppKey to open the context menu for that slide.
5. Choose Duplicate Slide.
6. A second slide with this format will appear just under this one in the list of available slides.
 - a. Notice that I've already created a duplicate slide and added the logo to it to give me more flexibility of content. If I have a large image or other type of content I can either choose to have the logo or not on the slide by creating the new slide layout..
7. We are now going to rename the new slide layout.

- With the new slide selected press the AppKey and choose Rename from the context menu. You can press the letter R to do this.

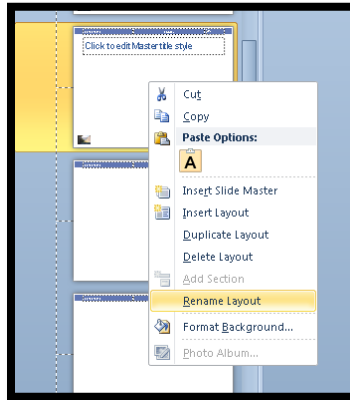


Figure 84 Rename Layout in context menu for new slide.

- The Rename Layout dialog opens. For this example, rename the slide “Paragraph.”

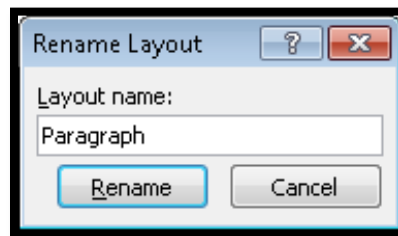


Figure 85 Rename Layout dialog.

- This will make it easy to find this slide in the Insert Slide Gallery.
- Now we can add the accessible placeholders to the slide.
- Press Alt +

You can see the name of the slide layout while in Slide Master view by hovering the mouse over the slide as shown in the following image.

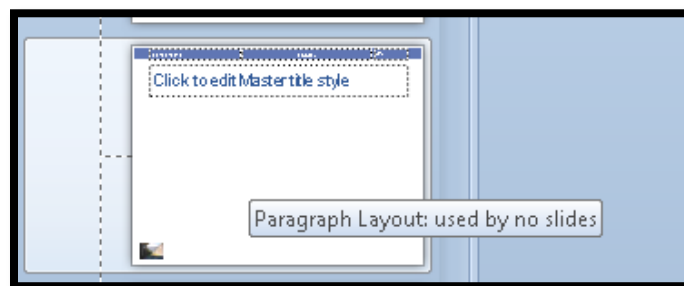


Figure 86 Name of slide in ToolTip.

If you are using a screen reader, press the AppKey and choose Rename. The current name of the slide layout will be in the edit area. Press Escape to close the Rename dialog to work with the slide layout.

To add the text or content placeholders to a Slide Master:

1. Make sure that you have the slide selected in the Slide Master view. In this sample we are working with the Paragraph slide layout.
2. Press Alt + M, A for Slide Master, Insert Placeholder.
3. Choose to insert a Text Placeholder.
4. The cursor will turn to a cross hair. This is a mouse dependent activity.
5. Drag the mouse diagonally from upper left to bottom right for the amount of space you want the Text Placeholder to take up on the slide.
6. When you release the mouse button the Text Placeholder will be on the slide.

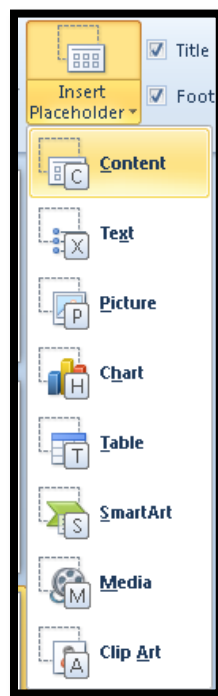


Figure 87 Insert Placeholder Gallery.

The first two choices are to insert a Content Placeholder or a Text Placeholder. Both of these are accessible.

What is the difference?

If you add a slide to your document you'll notice that in the centre of the slide there are faint icons for the various types of content you can add to the slide like a table, image, or text. This type of

placeholder is called a Content Placeholder because it gives you the option of adding several options for content.

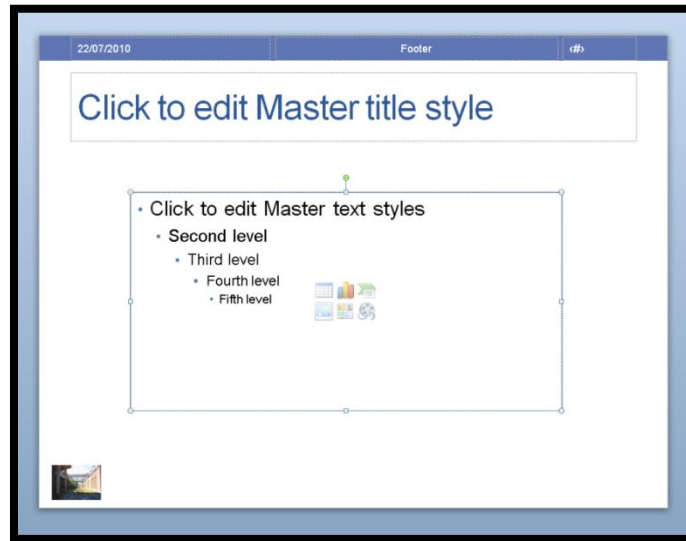


Figure 88 Content Placeholder.

A Text Placeholder is used for when you only want text to be added. There are no faint icons in the centre of the placeholder.

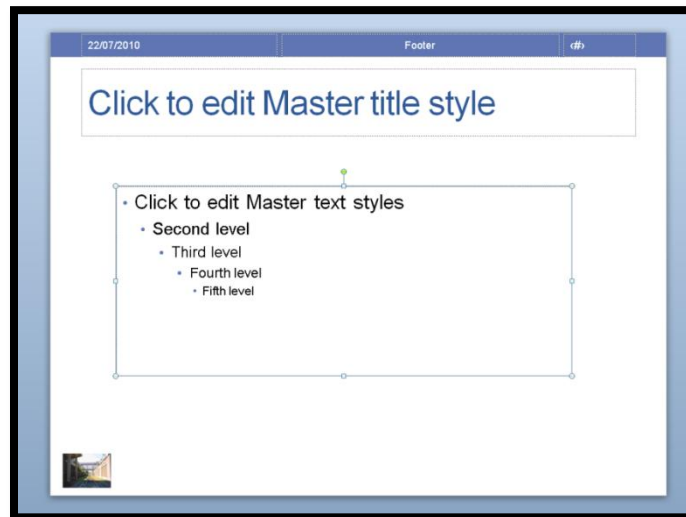


Figure 89 Text Placeholder.

Removing Bulleted Formatting from a Placeholder

Once the Text Placeholder has been added we need to remove the option to have bulleted text in the placeholder.

To remove the bulleted formatting from a Content or Text Placeholder:

1. Select the text in the placeholder.
 - a. If you want you can select the second level bullets to the end of the sample bullets. Do not delete the first line that has the prompt to “Click to edit...” as it will be needed for the slide layout.
2. Press Alt + H, U for the Bullets Gallery and choose None from the list of available bullets. This will remove the bullets from the placeholder.
3. If you haven’t done so, delete the second, third and remaining bullet levels. Do not remove the first line of text in the placeholder as you will need this for the prompt when the slide is added to a presentation.

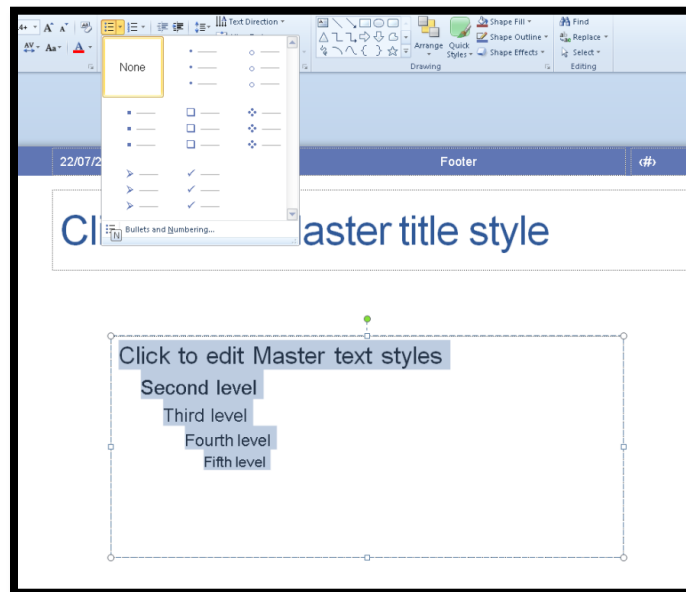


Figure 90 Removing bullets from placeholder.

Sometimes when the bullets are removed from a placeholder the indentation is also removed but more often it is not.

To remove the indentation from a Content or Text Placeholder:

1. Select the text you want the indentation removed from.
2. Press Alt + H, P, G to open the Paragraph dialog.
3. Make sure that the indentation is set to the number 0.

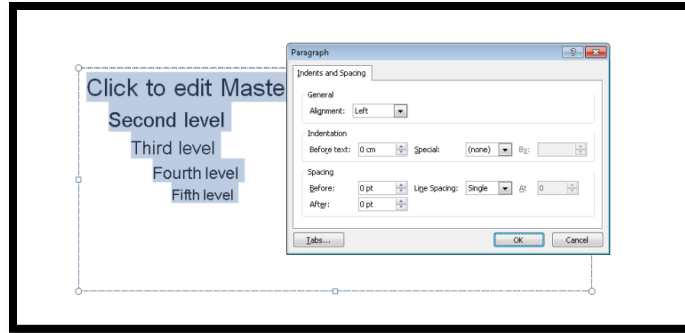


Figure 91 Paragraph dialog to remove indentation.

In this case the “Special” value was none but if it says “Hanging Indent” choose None for this element as well. This means that the text will line up along the left side of the text placeholder and the first line won’t be out-dented.

The slide is now ready to use!

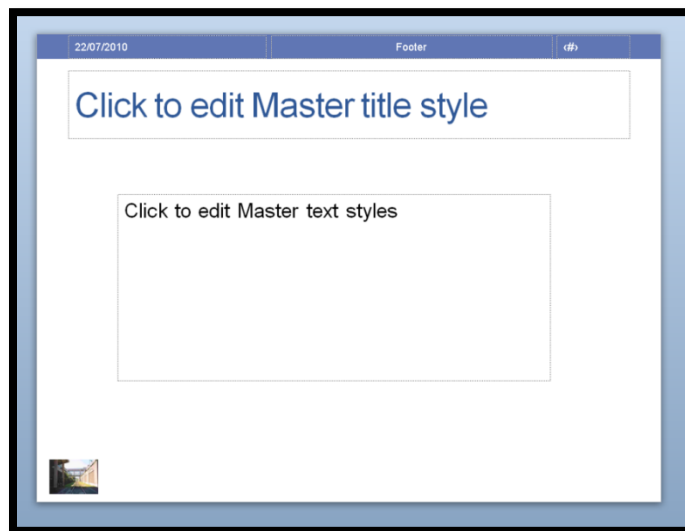


Figure 92 Paragraph slide layout in Slide Master View.

Save the template if you are working on a template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

Insert the Slide into a Document

The new slide is now ready to insert into a presentation when the template is used or the Theme applied.

Switch to Normal view by pressing Alt + W, L.

Press Alt + H, letter I to Insert Slide.

The Paragraph layout will be displayed in the Insert Slide Gallery.

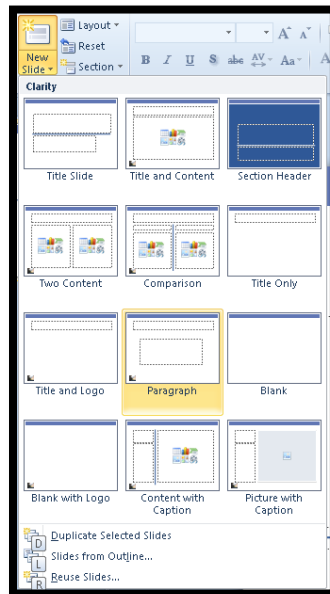


Figure 93 Insert Slide Gallery showing Paragraph slide layout.

When the slide is added to the document it is ready to use.

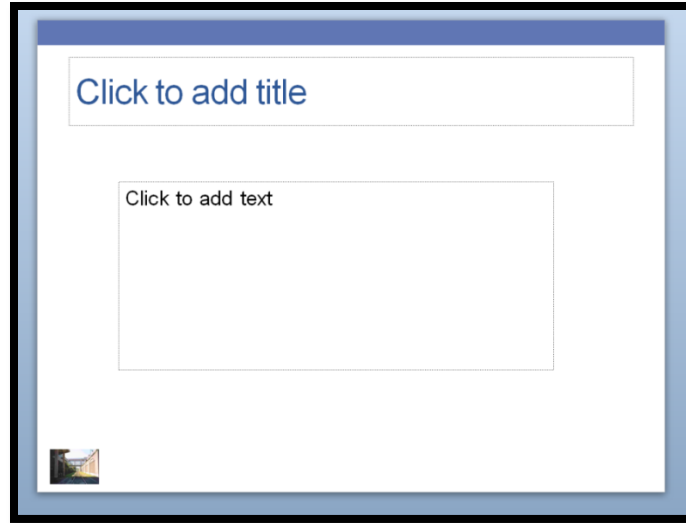


Figure 94 Paragraph slide added to presentation.

Working with Slides from the Keyboard

It is easy to work with slides using the keyboard. The main keyboard commands are Tab to move forward through objects on a slide, Shift + Tab to move backward through objects on a slide and Enter to go into edit mode so you can type content into text or content placeholders.

To work with slides using the keyboard:

1. Press Tab to move to a placeholder.
2. Press Enter to go into edit mode for the placeholder in focus.
3. Begin typing
4. Once you've typed the content for the text placeholder press the Escape key. The placeholder will still be selected but you are no longer in edit mode.
5. Press Tab to move to the next object on the slide. If it is a text or content placeholder press Enter to add content.
6. You can press Shift + Tab to move backward one object on the slide.

This is how to work with PowerPoint slides without using a mouse. It is offered here as an alternate way of working with your document.

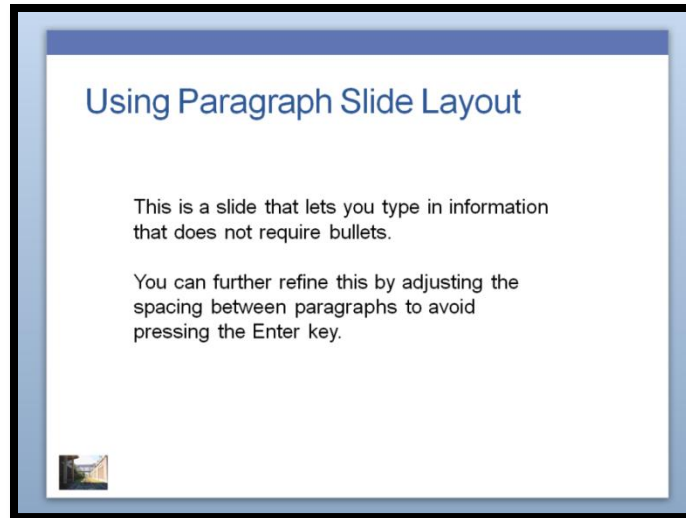


Figure 95 Paragraph of text on slide.

Create a Double Paragraph Slide Layout

I'm not going through all the steps for this new slide but will go through a "shortcut" to working with slide layouts.

If we want a slide layout that has two paragraphs of text rather than one we can use the slide layout we just created to create the new layout. This will save us a lot of time.

The first step is to duplicate the Paragraph slide layout. Then Rename the duplicate slide "Double Paragraphs."

Put focus on the text placeholder for the paragraph content and press Ctrl + C to copy it.

Press Ctrl + V to paste it and a duplicate of the text placeholder will appear on the slide.

It will have focus so you can use the Up, Down, Left or Right Arrow keys to position it where you want on the slide. You might have to resize the text placeholder to get the look that you want.

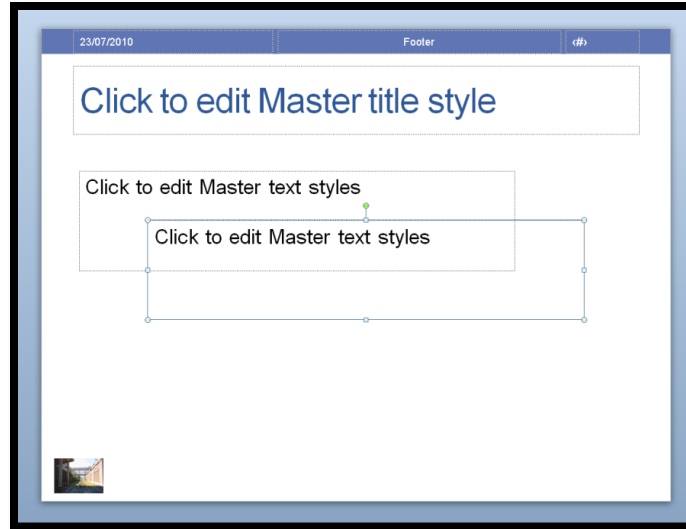


Figure 96 Slide with duplicate text placeholder on it.

The text placeholder is already formatted the way we want it so our work is done.

Save the template if you are working on a template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

The Double Paragraph slide layout will be available when you switch to Normal view by pressing Alt + W, L.

Press Alt + H, letter I to open the Insert Slide Gallery and the Double Paragraph slide layout will be there.

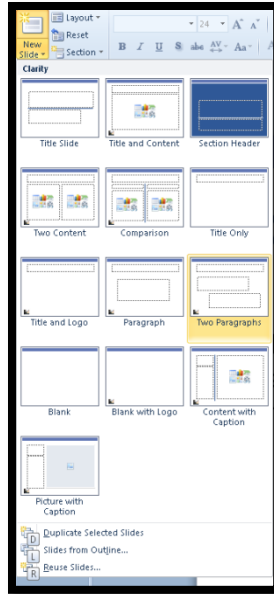


Figure 97 Insert Slide Gallery with Double Paragraph layout.

Once added to the document text and/or images can be added.

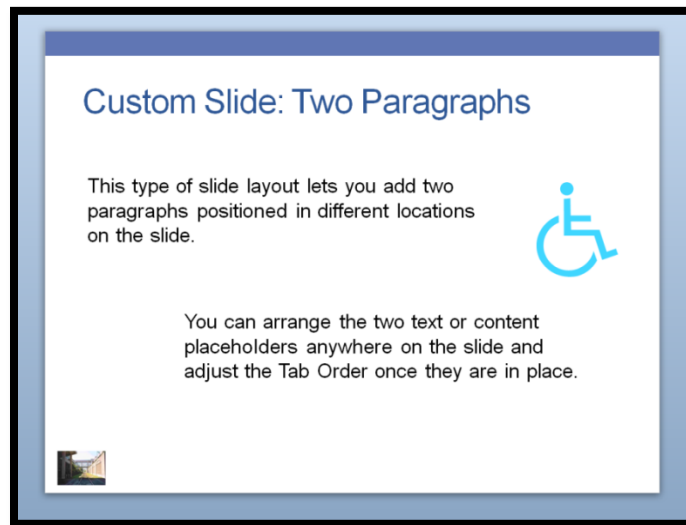


Figure 98 Double Paragraph slide with content and image.

In this example because the image was added to the slide rather than the slide layout it will require Alt Text. Also notice that as we start adding images to our document that we need to ensure that the logo isn't interfering with the slide content. Looking at your slides and determining whether they appear cluttered or not once you begin working on the content in earnest will help you decide on the need for a logo on every slide.

Slides and Slide Layouts

So far we've been working in the Slide Master area of PowerPoint. We've created two slide layouts that are unique to our content.

Now let's take a look at how to use them and the difference in working with Slide Master view and Normal view of our document.

It can get confusing!

In Normal view of the document I've added a Paragraph slide and disclaimer information.

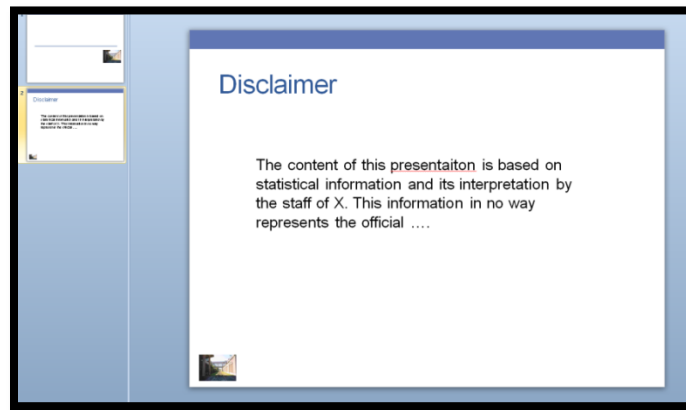


Figure 99 Disclaimer slide added to template.

I've saved the template and the Theme. I've replaced the Maple Theme with this update.

If I press Ctrl + N to create a new slide presentation and apply the Maple Theme to it, I have access to the Paragraph and Two Paragraph slide layouts for the presentation.

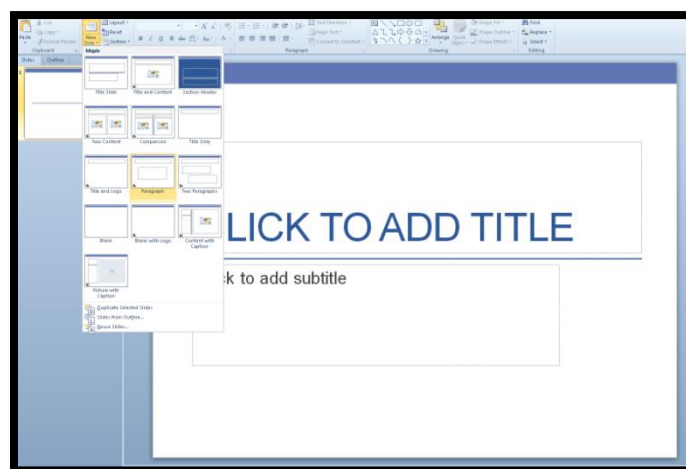


Figure 100 Maple Theme applied showing Paragraph slide layout.

What I don't have access to are any slides created with recurring or redundant content such as the disclaimer information.

I only have access to those slides if I press Alt + F, N for New document.

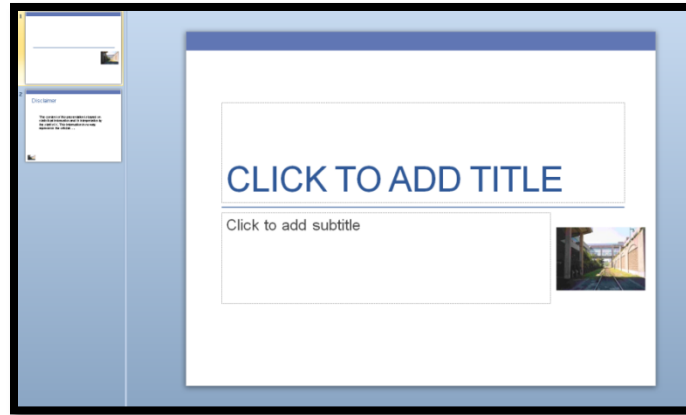


Figure 101 New document created from Maple template.

This is the difference between a template and a Theme. The template gives you access to content specific slides for a presentation while the Theme gives you access to slide layouts, Theme Fonts, Theme Colours and Theme Effects.

Other Slide Layout Techniques

We've created a couple of slides with paragraph text but what about slides we think need sub-titles? Often slides in a document get cluttered quickly by trying to treat each slide like a mini-document.

There are techniques you can use to achieve the same thing but provide optimal accessibility and readability of content.

Section Header Slide Layout

For example one of the slide layouts in all Themes and templates is a “Section Header” slide layout. This was not something available in PowerPoint 2003. You would have had to create one.

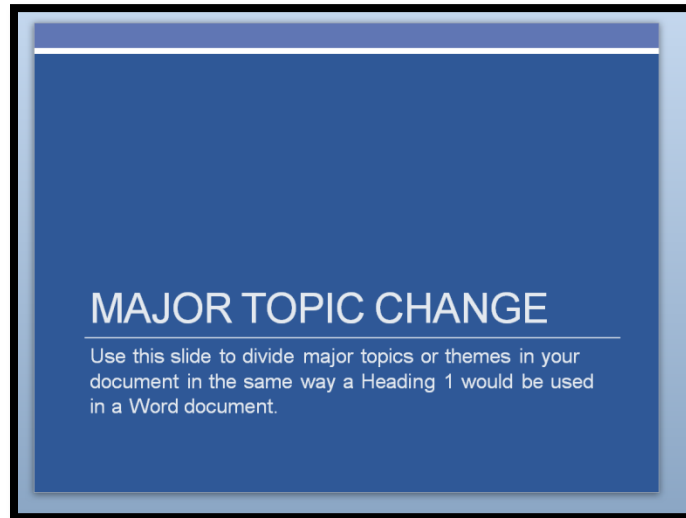


Figure 102 Section Header layout in presentation.

Use the Section Header like you would a Heading 1 in a Word document. This helps to define a hierarchy of information in the presentation. It means that you don't have to repeat the same heading text on every slide related to that topic. When you finish talking about this topic, add another Section Header layout slide to the document and then add the content for that topic after it.

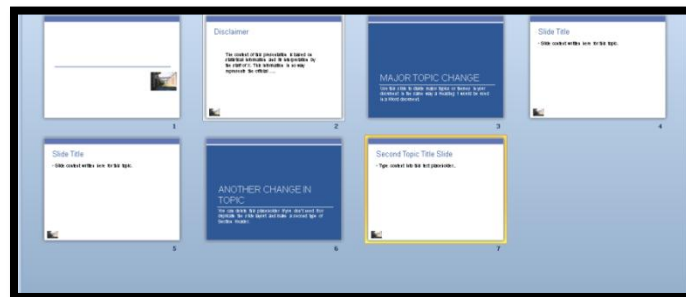


Figure 103 Document using section headers to change major topics.

It is easy to see the topic changes and themes of content in your document. This will be easy for your audience to identify as well. And it doesn't clutter your slides related to major topic areas.

There are two text placeholders on a Section Header slide layout. You can use one or both of them to refine the topic area. For example you may have a major heading of “Key Findings” and additional text in the sub-title area to define which of the key findings content will follow. For example

What might this look like?

If you are giving the audience information about a report based on a survey you might have a “Key Findings” section header.

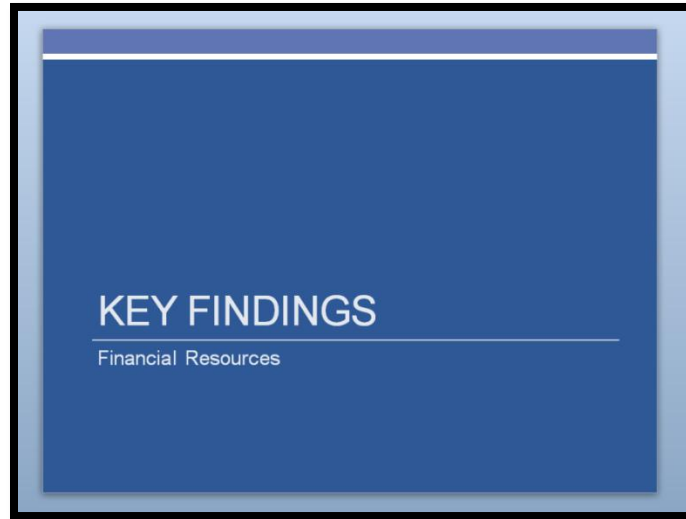


Figure 104 Key Findings topic with sub-topic of Financial Resources.

In the preceding image the first set of key findings is related to financial resources. This leaves all of the following slides under this topic “free” to contain more readable and less cluttered information about the key findings for an organizations financial resources.

The next key finding might be related to human resources. The “title” is still the same: Key Findings.

The sub-title is now “Human Resources” as shown in the following image.



Figure 105 Key findings section header for human resources.

Sub-Titles on Slides

There might be instances where you also need a sub-title on a slide. How can this be done without cramming too much text into a title placeholder?



Figure 106 Too much text in title placeholder.

I hear you now....”but I can always adjust the size of the text in that placeholder.”

Yes, but often what happens is that the title of the slide which is supposed to be prominent and easily visible is smaller text than the other text on a slide. Therefore it is lost to your audience.

There is a slide layout called “Comparison” which can be found in the Slide Master view of the template or document.

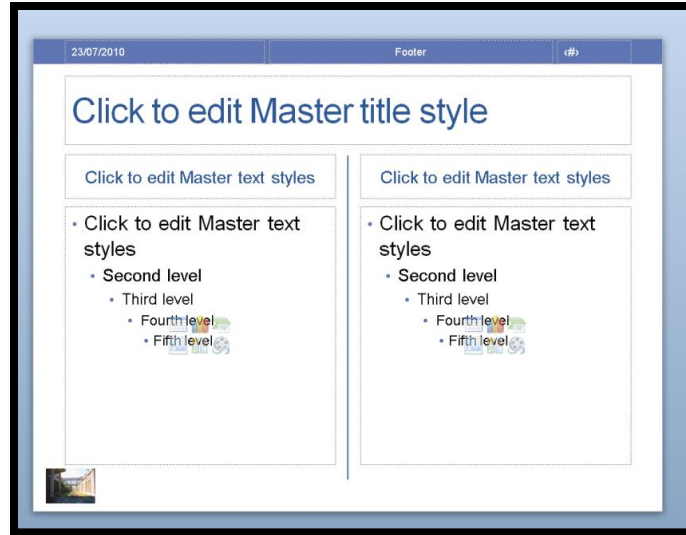


Figure 107 Comparisons slide layout in Slide Master view.

We are going to create a “Sub Title” slide layout using the comparison slide as the base.

1. Duplicate the Comparisons slide layout.
2. Rename the duplicate slide “Sub Title.”
3. Delete the second set of text and content placeholders.

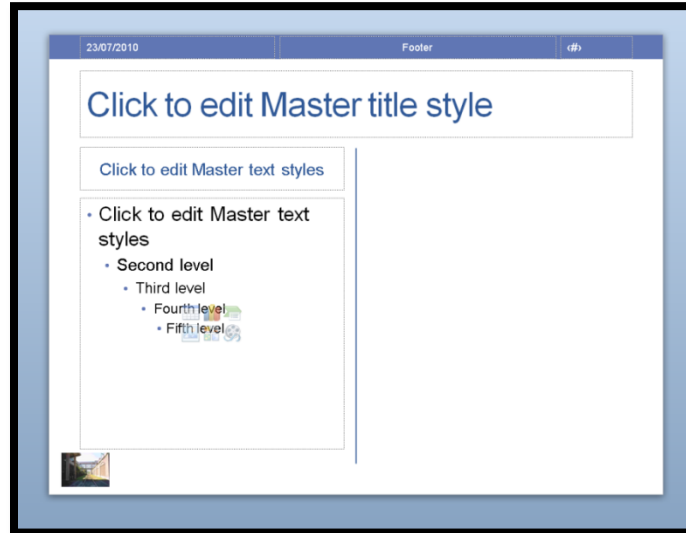


Figure 108 Two placeholders removed from Sub Title slide layout.

4. Remove the dividing line from the slide. To do this select it and press the Delete key.

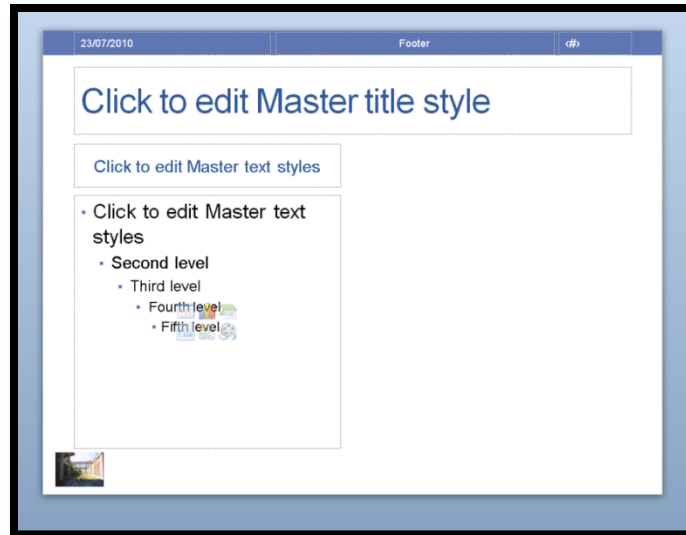


Figure 109 Dividing line removed from Sub Title slide layout.

5. Expand the two remaining text placeholders on the slide.

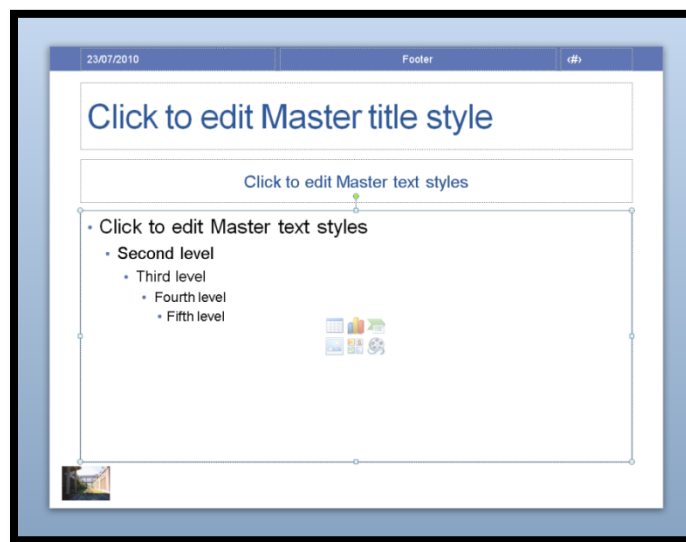


Figure 110 Sub Title slide layout with expanded text and content placeholders.

You can now make any adjustments to the alignment of the sub-title placeholder. For example you might want the sub-title to be left aligned like the slide title.

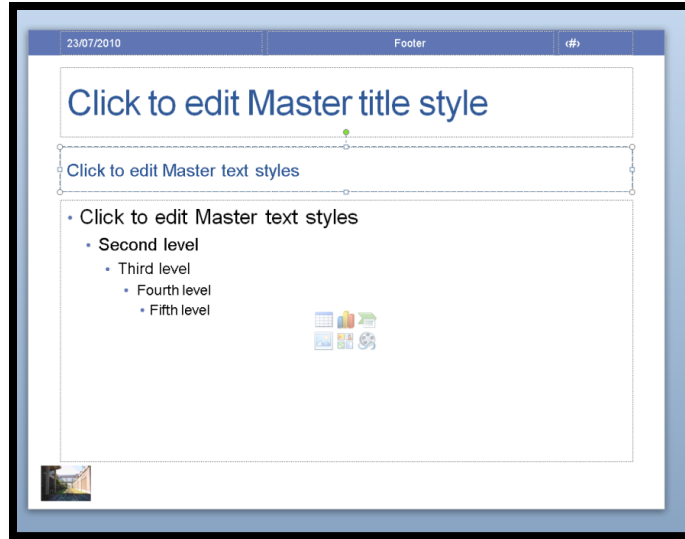


Figure 111 Sub Title slide layout with sub-title text left aligned.

To left align the text for the sub-title on the slide go into edit mode in the placeholder and press Ctrl + L to Left Align text.

Save the template if you are working on a template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

The Sub Title slide layout will now be available if you use the Maple template or apply the Maple Theme to an existing document.

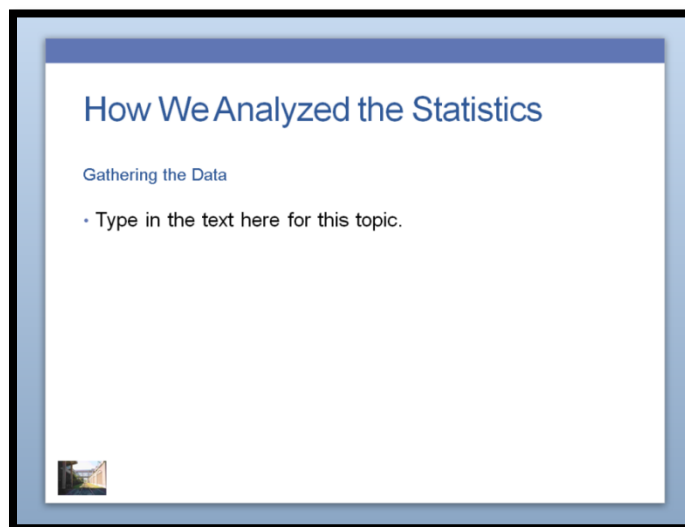


Figure 112 Sub Title slide layout being used in document.

This is a much cleaner look to your content and more readable for your audience.

To see the logical document structure or logical reading order and how much more clear it is to the audience switch to Slide Sorter view by pressing Alt + W, letter I.

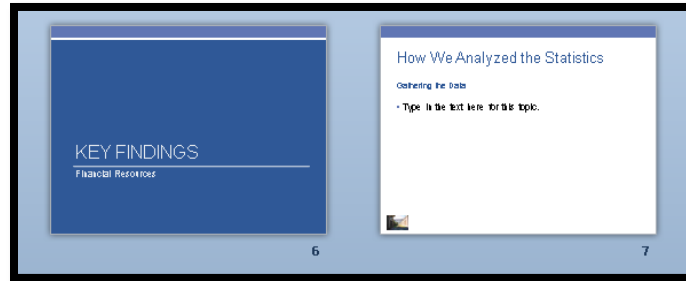


Figure 113 Section header followed by sub=title slide in document.

What we are doing by creating slide layouts for specific types of content and using the appropriate slide layout for content is to start structuring our presentation documents in the same way we structure our other documents. This gives everyone optimal access to content and makes presentations more accessible.

Modifying Text Size for a Specific Slide Layout

There might be times when you have several placeholders on a slide and need to adjust the font size for the specific slide layout. With the Double Paragraph slide layout for example the default font size might be too big.

To adjust the font size for a text or content placeholder in Slide Master view:

1. Select the slide in the list of Slide Masters that you want to modify the text size for.
2. Select the text in the text or content placeholder that you want to modify.
3. Press Ctrl + Shift + F to open the Font dialog.
4. Press Alt + S to move to the size area.
5. Change the font size to what you want.
6. Tab to and activate the OK button.

The text is resized for that text or content placeholder only.

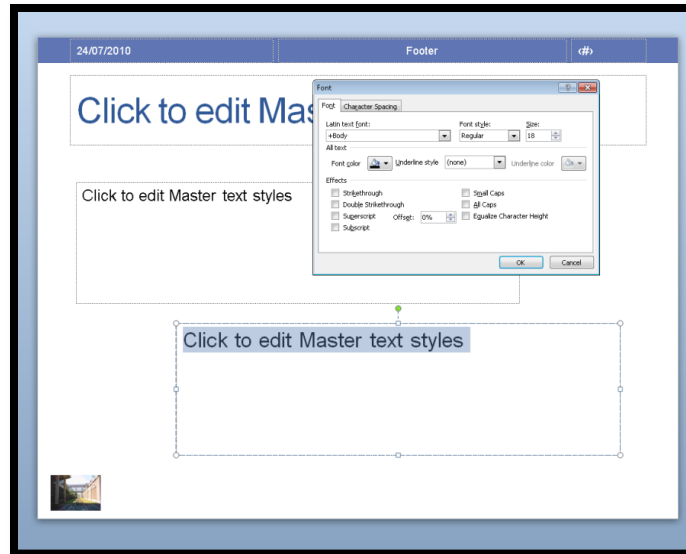


Figure 114 Modifying the font size of a placeholder in Slide Master view.

The preceding image shows one text placeholder with the font size adjusted to 18 point and the second text placeholder on the slide being adjusted.

If we wanted to change the font size of both of these text placeholders at the same time we could have used the mouse to select both of the placeholders. We wouldn't select the text in them, just the placeholders. This is a mouse dependent activity with no keyboard equivalent.

Because we first selected the slide and then the specific placeholders the change in font size is only for this slide layout.

Although there is a tool in PowerPoint to automatically resize text to the placeholder, the text wouldn't be resized if it didn't overflow the placeholder. By modifying the font size for this specific slide layout we have a smaller font size for the content even if it doesn't fill the placeholder.

If you wanted to modify the default size for all content placeholders in the Slide Master, select the top slide in the list and repeat the instructions above..

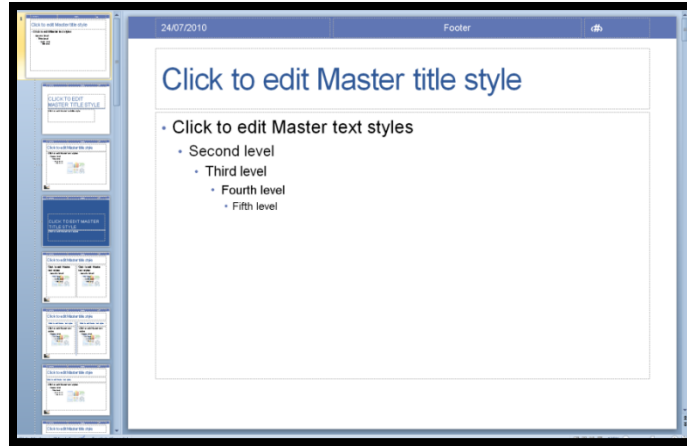


Figure 115 First slide in Slide Master view selected.

Save the template if you are working on a template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

Numbered List Slide Layout

We often just accept the new slide default which is a slide title and a bulleted list of items. If you need a slide with numbered items create the layout in the Slide Master view.

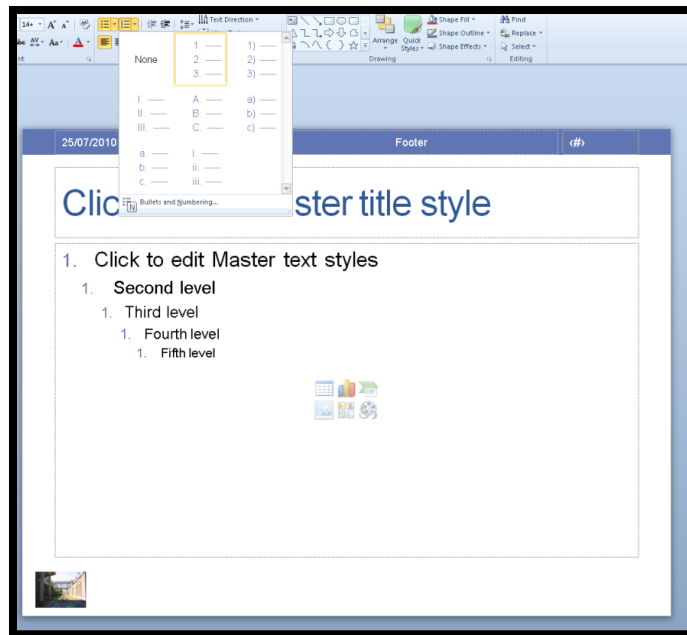


Figure 116 Numbered List Gallery for slide layout.

To create a slide with a numbered format:

1. We will use the default slide which is a title and bulleted placeholder layout.
2. Select this slide in the Slide Master.
3. Duplicate the Slide.
4. Rename the slide layout "Numbered List."
5. Press Alt + H, N for the Numbered List Gallery.
6. Choose your list format and press Enter to apply it.
7. The slide layout is now ready to use.

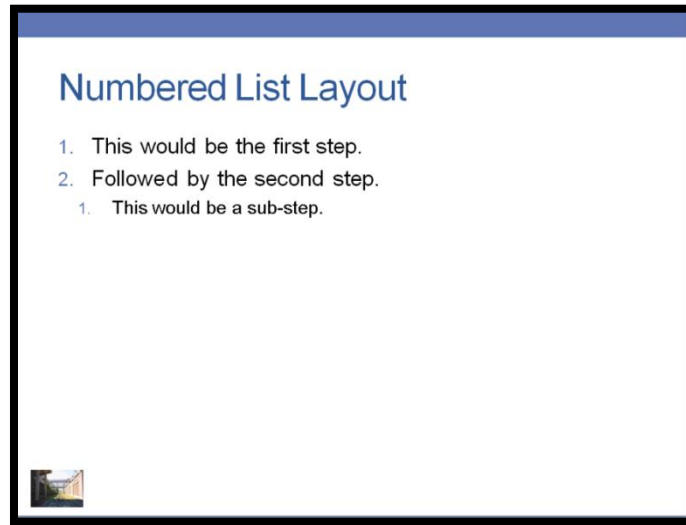


Figure 117 Numbered list slide in document.

Save the template if you are working on a template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

Slide Master Summary

We often just accept the default slide layout and mangle it to our content. This adds to the lack of accessibility of PowerPoint documents.

We need to learn how to use the right slide layout for the type of content we have and the distribution choices we make for PowerPoint documents. This in turn means being able to use the tools in PowerPoint to create new slide layouts and optimize access to content.

This doesn't impede creativity but encourages it. A slide based document doesn't have to be boring to be accessible. Depending on the distribution choices you make, most of the tools and features available in PowerPoint can be used.

Once you've created your slide masters the changes can be saved as both a template for new PowerPoint documents or as a Theme for existing ones.

Let's continue looking at the types of layout we can use in a PowerPoint document and how we can facilitate access to content by optimizing our creativity.

Designing Accessible Content

We've now created a template, and a corresponding Theme and slide layouts for specific types of content. Now let's shift our focus to creating an accessible PowerPoint document.

Creating an accessible PowerPoint document involves identifying the right tool in PowerPoint for the type of content you have. One slide layout, as with clothing, does not "fit all."

You also need to consider how this PowerPoint document will be distributed. The methods of distribution will affect decisions about the types of content on slides.

Hierarchy of Content

We've already started talking about organizing your content according to topics. That you can show the hierarchy of content by using section header slides, sub-titles and slides that let you compare information in a more readable manner.

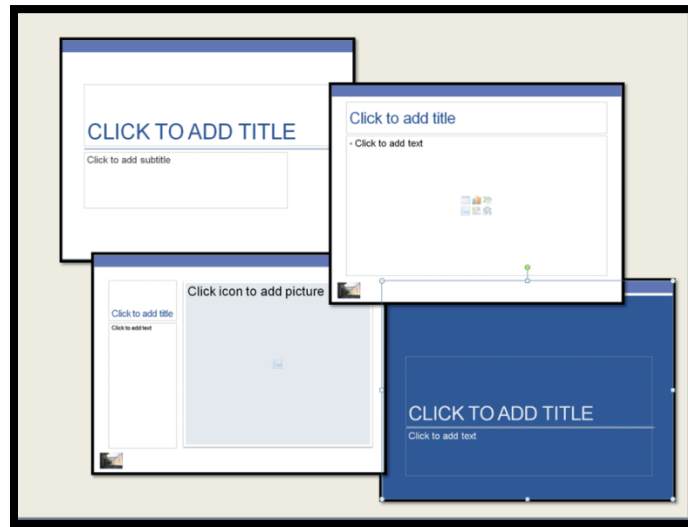


Figure 118 Selection of slide layouts available.

Just as there is a hierarchy of information in your PowerPoint document, there is a hierarchy of information on a slide.

The first placeholder someone who can't see the presentation should access is the title placeholder. This is where the text that identifies the rest of the content on the slide is. If you are using a default slide layout without modification or mangling, this will be the first piece of information someone using a screen reader will have. For someone using the keyboard to create or add to content on a slide this will also be the first element on the slide that is accessed.

For this reason, several slides with the same title should be avoided. A solution would be to add a number after the title. For example: "Accessible Documents - 1" and so forth. If a person who can't see that the content on a slide is different from the previous one hears the same title over and over again they begin to think that the presentation is "stuck," their adaptive technology is crashing or has crashed, or PowerPoint itself has crashed.

Slide titles should also be short! The title placeholder is not the place for an essay! This is the reasons we've been exploring other ways of providing the same information in a clearer manner throughout this book.

Tab Order of Objects and Placeholders on Slides

Placeholders and objects are accessed in the order in which they were placed on the slide not in the order in which they are visually represented.

Consider the following example of content added to a slide using text boxes. This is an actual representation of a slide used in a presentation.

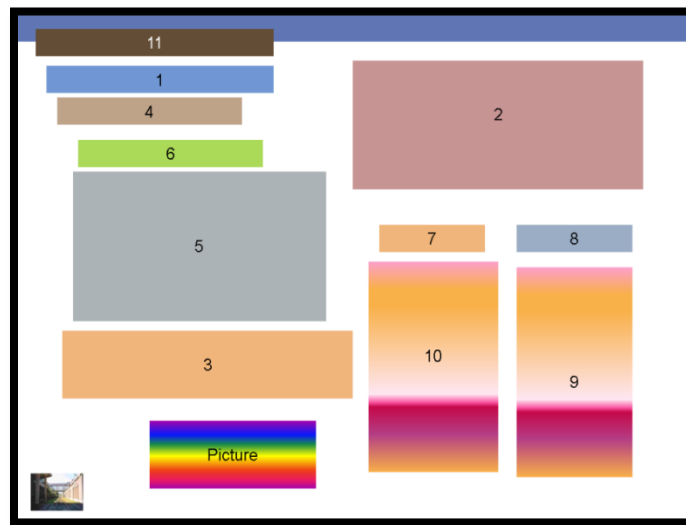


Figure 119 Logical Reading Order lacking on slide.

From the preceding image the document author added a text box [1] in the upper left for the title of a slide. Then they wanted the text to start but in the upper right of the slide [2]. They decided that they wanted another piece of content in the lower left of the slide above the logo [3]. The next step

was to add a sub-title under text box 1 [4]. This was followed by content they forgot to allow for but was related to the other two pieces of content which was placed in the middle left of the slide [5]. The addition of this new content meant that the title and sub-title weren't quite accurate so another sub-sub-title was added under both of the other text boxes in the upper left [6]. But wait! The content on the slide was related to more content which the document author thought would be best represented in columns. The column headers were added first in the middle right of the slide [7 and 8] . This was followed by the column content placed in a text box under each visual representation of the column headings [9 and 10]. Since they had created the text box 8 last, it was easy to move down and add text box 9 then move left to add text box 10. After deciding that the slide needed a picture this was added [Picture]. The next step was to provide a category for the content on the slide since it now contained a lot of information. Back up to the upper left to add text box 11 for the category.

The numbers in the elements on the slide in the preceding image is the order in which they would be read to someone using a screen reader. It is also the order in which the content for the slide would be tabbed into. If the document were converted to tagged PDF this would most likely be the order in which the slide content was tagged. As a result the Tags Tree would need repair to reflect the actual logical reading order of the slide content.

Although my first comment would be that there is too much information on this slide, for our purposes related to Tab Order, the Tab Order needs to be changed so that someone using adaptive technology or who is accessing this slide using the keyboard can navigate the content in the order that the document author has provided visually. For someone repairing this slide's Tab Order it has to be decided whether the document author wanted to have the content read from left to right, top to bottom or top to bottom, left to right. The only clear understanding of flow is the visual representation of columns and all of the titles and sub-titles in the upper left. Depending on the type of content in these elements, it is difficult for someone trying to make this slide accessible. In addition because text boxes were used the content for this slide would not be included in the RTF or Outline view of the slide.

The Tab Order of slide content is critical to the logical order and hierarchy of information on a slide. With PowerPoint 2010 you can easily adjust the Tab Order.

Note: Some people who use a screen reader or the keyboard prefer to use the ability to send objects forward or back rather than using the Selection Pane. If there are a lot of objects on the slide this can be quite confusing as all elements and their intention as content must be kept track of mentally. Although this can be done and was useful in previous versions of PowerPoint, using the Selection Pane available in PowerPoint 2010 is faster.

Using the Selection Pane to Establish Tab Order

We know about having a logical reading order supported by the underlying structural elements in a Word document and now need to consider this when working in PowerPoint.

Even the slide layouts we design in Slide Master view need to have a logical reading order or Tab Order if we add or remove placeholders to them.

The tool which is available in PowerPoint 2010 is the Selection Pane. I've decided to repair this slide layout because it is often the same type of layout you will be faced with in legacy documents or documents created by someone who hasn't read this book. <smile>

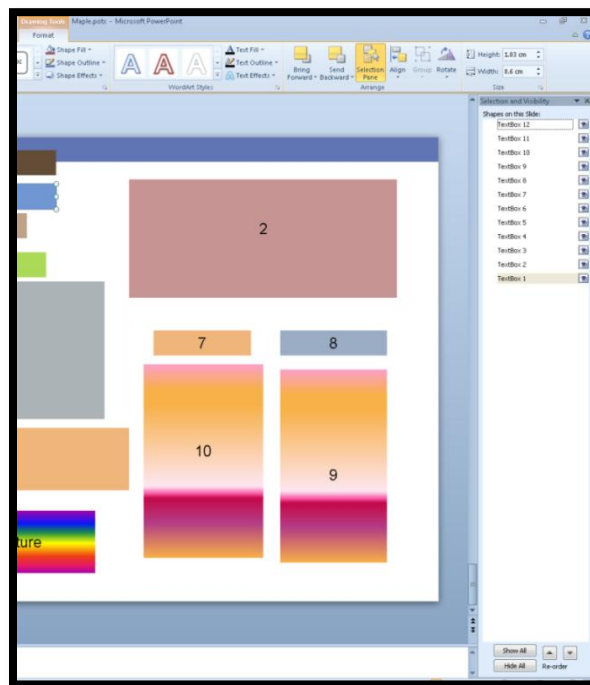


Figure 120 Selection Pane open to the right of the slide.

I'm going to add slide numbers to this slide to demonstrate a logical reading order or Tab Order. The instructions for revealing slide numbers are provided later in this book.

For this slide layout the slide number is shown in the upper right of the slide which is the slide header. By default the slide title will still be read first. The slide number and other header information will be read last unless you use the Selection Pane to change the Tab Order of content. This will be worked through later in this book with instructions on changing the Tab Order or logical reading order of slide content.

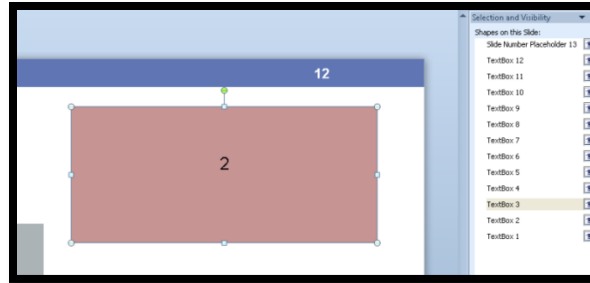


Figure 121 Text box shown in Selection Pane.

In the preceding image the “Text Box 2” is shown in the second Tab Order position.

Not sure why, but you work through the Tab Order on slides backward. Whatever is at the bottom of the list in the Selection Pane will be read first. Each element on the slide has an equivalent in the Selection Pane on the right.

After that point what do you want the person to read? Do you want them to read the content on the right of the slide or the content directly under the first text placeholder? Using the Selection Pane you can arrange the order of content so that it has a natural reading flow.

The title of the slide should always be read first so that someone who can’t see the content or easily read it knows what is on the slide.

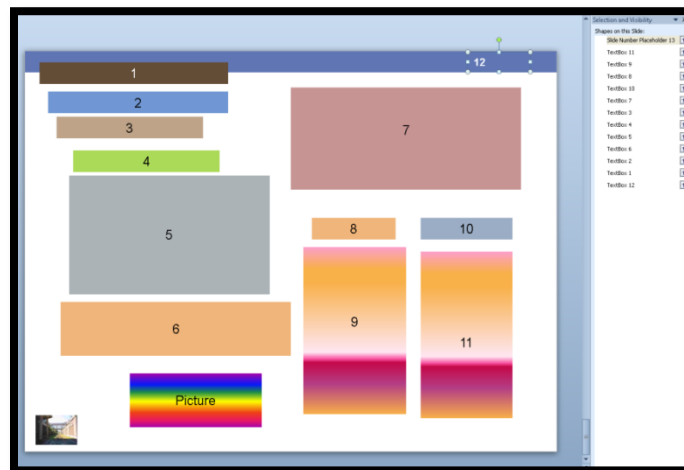


Figure 122 Repaired Tab Order on slide.

To rearrange objects and placeholders on a slide:

1. Press Tab to put focus on a placeholder or object on the slide.
2. Press Alt + J, A, P to open the Selection Pane from the drawing Tools Sub-Ribbon.
3. The object or placeholder you have in focus on the slide is shaded in the Selection Pane and has focus.

4. Use the Up and Down buttons at the bottom of the Selection Pane to move the selected object or placeholder up or down in the Tab Order on the slide.
5. When you are finished you can either move to the next slide or press Ctrl + Spacebar, C to Close the Selection Pane.

To move between the Selection Pane and the slide use F6 to move to the Selection Pane and Shift + F6 to move back to the slide. Pressing F6 repeatedly will move you from the slide to any open pane to the Status Bar, to the Notes area and so forth through the application. Pressing Shift + F6 will move you backward through these same areas of the application.

Reorder other text placeholders by selecting them and using the Up or Down Arrow buttons to move them up or down in the list of objects and placeholders on the slide.

It is important that when you create a Slide Master that you also check and repair the Tab Order of content. This should be part of your natural workflow.

This not only sets the logical reading order of the content on the slide, but if the document is converted to tagged PDF there is less likelihood that the Tags will need repair to establish the logical reading order.

Comparison Slide Layout

In the previous chapter we used the comparison slide layout to create a slide layout with a sub-title.

Often we don't look at what slide layouts are available to us and just insert the default slides...bulleted content. We then mangle the formatting to fit the look and feel we need for our content.

An example is when we need to compare information on a slide and try to do this by using each text or content placeholder as an individual word processor.

This doesn't work well and can create all sorts of accessibility issues.

With PowerPoint there is a fine line between usability and accessibility. For example if you are comparing two pieces of information how are you doing this? Are you using an accessible table on a slide or are you using the comparison slide...or are you drawing text boxes all over the slide to get the visual effect you want?

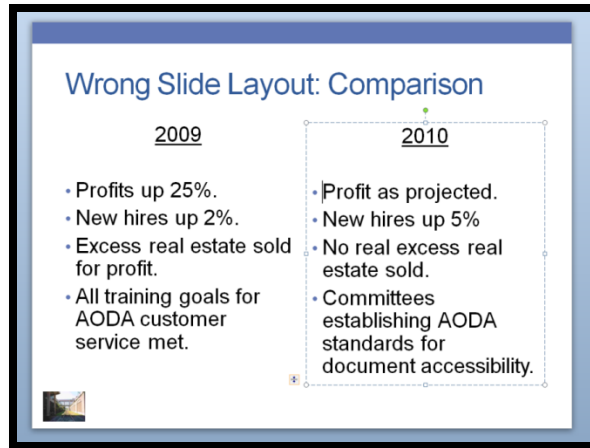


Figure 123 Two column layout used for comparison.

In the preceding image the Two Column slide layout was used to compare information. This required a lot of reformatting of individual pieces of text, specifically the text that heads up each column of information.

In almost all of the cases where I've seen document authors try to compare information on a slide there are two areas that affect the readability and accessibility of the slide:

1. Too much content in one placeholder.
2. Formatting conflicts or wonky formatting of content.

Although there is a tool in PowerPoint to automatically adjust the font size to fit the content, depending on how much content there is in a placeholder the content can become unreadable even when magnified on a projection screen.

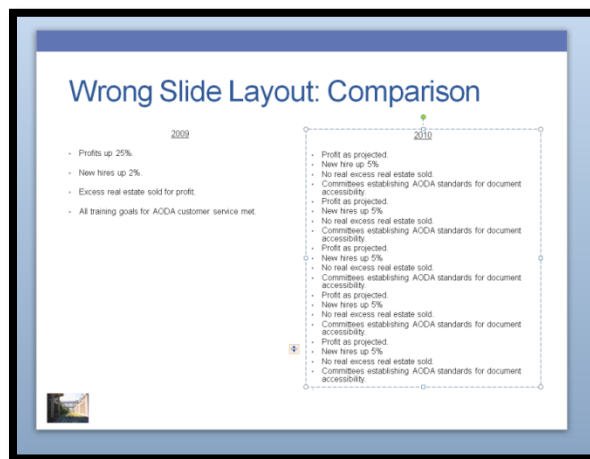


Figure 124 Too much text in one placeholder.

This topic will be covered in detail later in this book.

When the right slide for the content is used, the presentation has a more polished look, is more accessible and the content can easily be read.

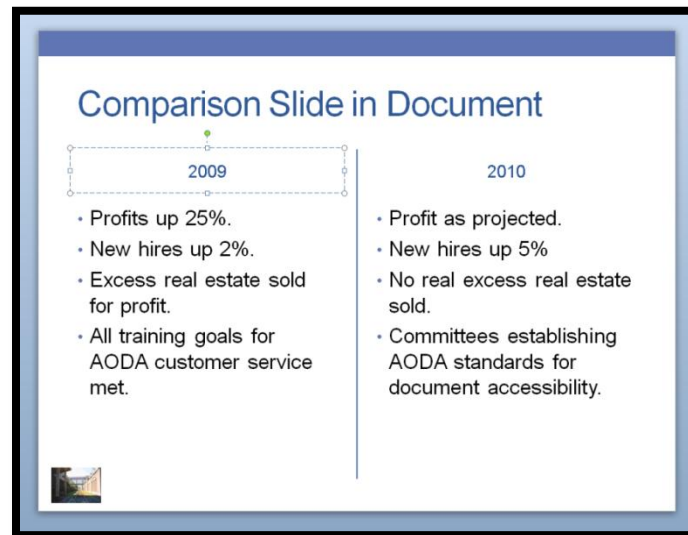


Figure 125 Information compared on comparisons slide layout.

The preceding slide was created using the comparison slide layout that is available by pressing Alt + H, letter I for the Insert Slide Gallery. The years were placed in the appropriate placeholder which gives you more room to work with the area for comparative content.

Content with Caption Slide Layout

There are slide layouts that document authors aren't aware of. For example the preceding comparison layout. There are also slide layouts for text and other types of content. One of those is the "Content with Caption" slide layout.

This slide layout which is one of the default slide masters, gives you the ability to retain the same look and feel of the document but to provide some variety in the visual presentation of the slide content.

For this slide layout the title placeholder is the first thing you Tab into which is the correct Tab Order. However the document author then needs to decide on a per slide basis which of the two other placeholders they want someone to go to next. By default it will be the content placeholder to the right of the title placeholder followed by the text placeholder just under the title placeholder.

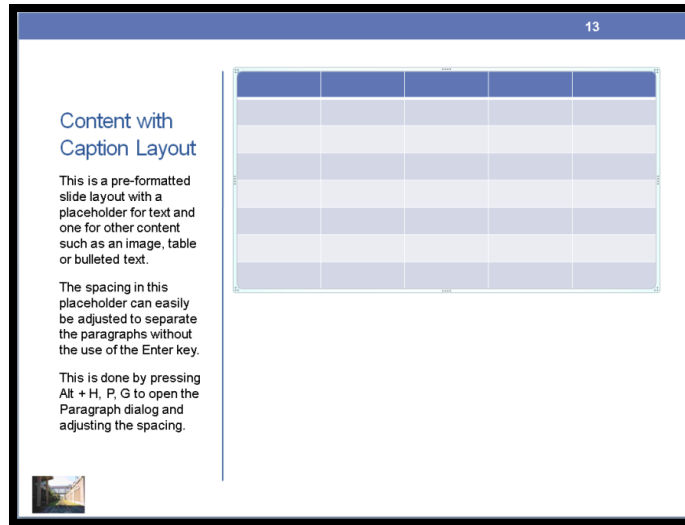


Figure 126 Content with Caption slide layout.

For the preceding image a table was inserted into the content placeholder. The paragraph spacing for the text placeholder was modified to improve readability of the text.

The table has the same Theme Colours as the rest of the document. You also have access to the varying Table Styles by pressing Alt + J, T, A for Table Tools, Design, Table Styles Gallery.

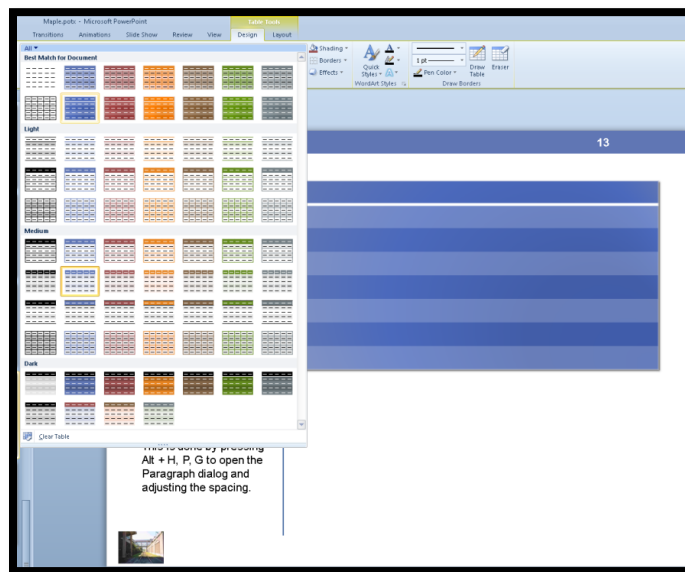


Figure 127 Table Styles Gallery.

By using the tools in PowerPoint like the Themes and slide layouts provided you can create more polished looking and accessible documents.

Picture with Caption Slide Layout

There is also a slide layout in the default set of slide masters for a “Picture with Caption” layout. This gives you a title placeholder, a picture placeholder and a text placeholder.

As with the content with caption slide layout you may want to adjust the Tab order of the picture and text placeholders.

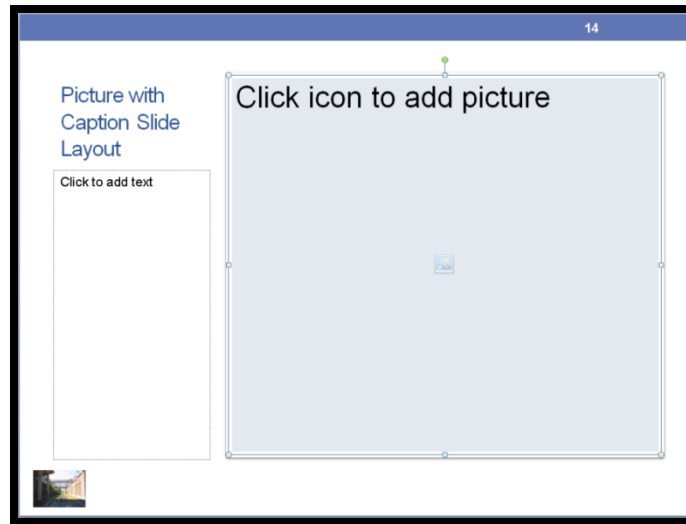


Figure 128 Picture with caption slide layout before content is added.

The picture placeholder doesn't behave in the same way the text or content placeholders do in that you can't press the Enter key to add or edit content if you are using the keyboard rather than the mouse. What you can do is press Alt + N, P to Insert, Picture which has the same effect. This will open the dialog to insert a picture into the picture placeholder.



Figure 129 Picture with Caption slide layout with content.

Once the picture has been added, it will require Alt Text to provide information on the picture to someone who can't see it or who finds it visually confusing.

As with the content with caption slide layout this provides visual variety to the audience without compromising the look and feel of your document. It also gives you options without having to go into the Slide Master view and creating a new slide layout.

Bulleted and Numbered List Spacing

Wonky formatting often occurs when the document author wants some space between bulleted items. Instead of using the Paragraph dialog to create the spacing, the Enter key is used.

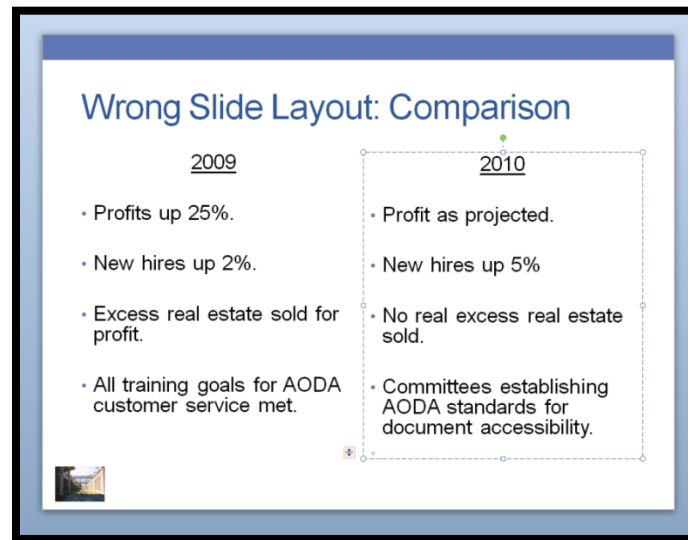


Figure 130 Enter key used to space content.

Although spaced, the content looks a bit "off."

To space text on a slide:

1. Select the text you need more spacing for.
2. Press Alt + H, P, G to open the Paragraph dialog.
3. Increase the spacing after the bulleted lists. In this example I've used a 10 point spacing.
4. Tab to and activate the OK button.

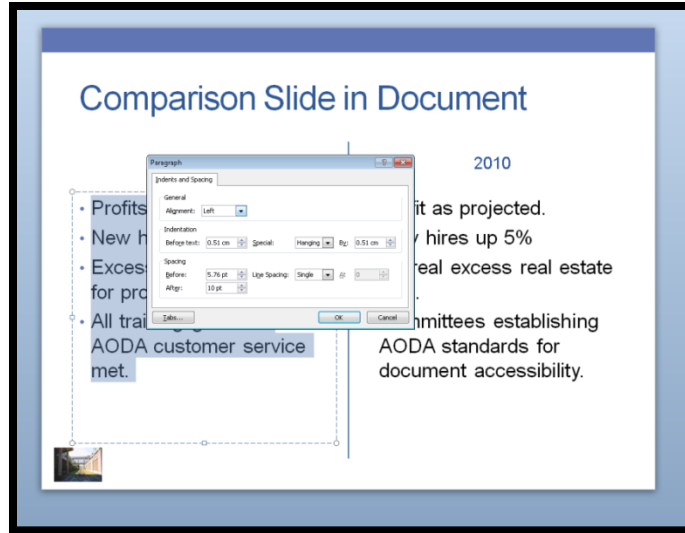


Figure 131 Selected text on slide with Paragraph dialog open.

The look and feel of the content is more polished and someone using adaptive technology won't inadvertently land on blank lines. The listed items will not be broken and viewed by a screen reader as individual bulleted lists.

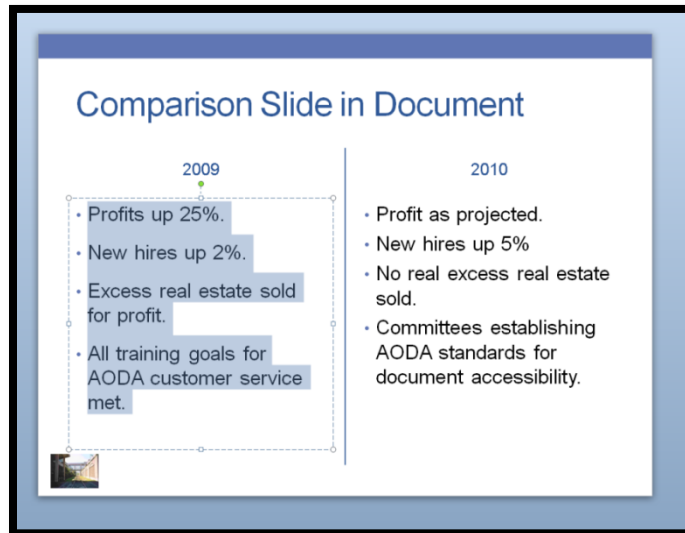


Figure 132 Modified list spacing with content selected.

Paragraph Spacing on Slides

Without the underlying structure, as with Headings, the bulleted or numbered lists would be presented as paragraphs of text each one having no more or less position or role in the document than any other. With the list structure, the content is set apart and presented as brief points of concise interest. There is also an implied relationship both visually and structurally.

Let's take a closer look at the problems created when lists are not used correctly in a document.

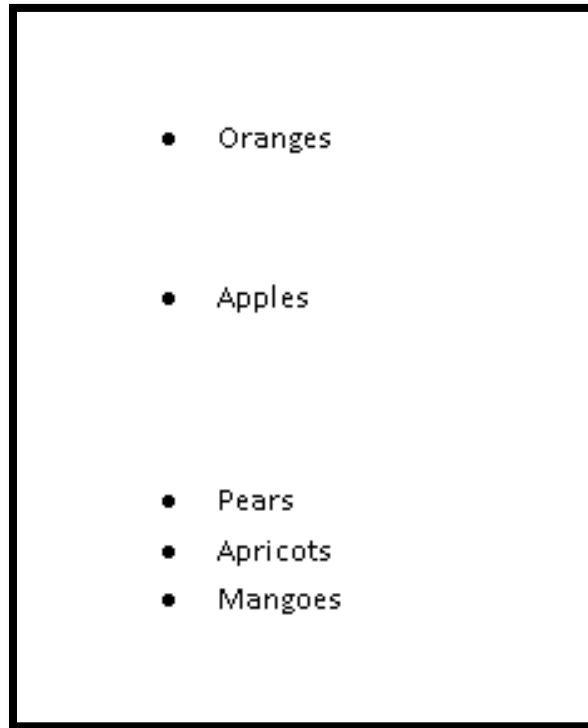


Figure 133 List spaced using Enter key.

When the Enter key was pressed after the first and second bulleted items it "broke" the list structure so that oranges is one list, apples is a second list and pears, apricots and mangoes is a third list.

The intent of the document author was that this is one list of fruit that is spaced more generously than the standard spacing before or after list items. The reality is that the fruits are no longer "related" to each other except for the pears, apricots and mangoes.

We've already looked briefly at how to add space to your bulleted list or paragraph content but I thought it would be good to give it a topic of its own for easy reference.

If you add extra space using the Enter key between bulleted or numbered lists or paragraphs this gives you a fixed spacing equal to one line of text as well as breaking the list structure. By using the

Paragraph dialog to add the spacing you have more control over the spacing. This gives you the look and feel to the list that you want and retains the list structure.

In terms of how adaptive technology identifies bulleted or numbered lists it is by the list structure. Each time you create a list and someone using a screen reader comes across that list, their screen reader tells them that they are entering a list. A list by its name is composed of more than one item. When document authors use the Enter key to add space they break the list which means that each bulleted item is now its own individual list with no relationship to the item preceding or following it.

When the Paragraph dialog is used to add the spacing to the bulleted or numbered list the list structure is intact, the relationships between the items is intact and the list is not broken. However the visual effect you wanted is achieved.

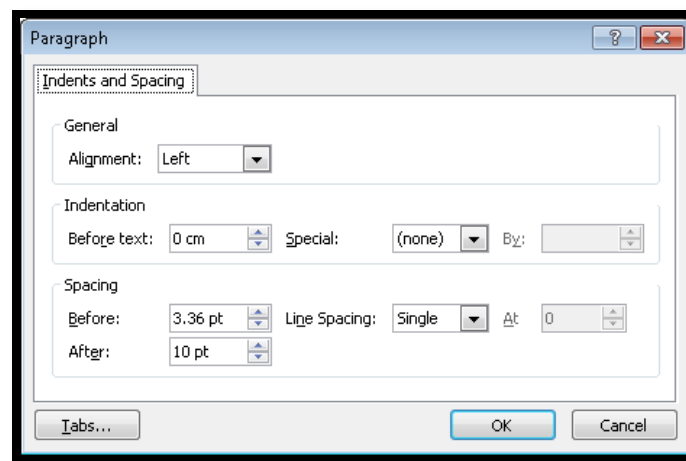


Figure 134 Paragraph dialog.

To change the spacing for content in a specific placeholder:

1. Select the text or content placeholder you want to modify the spacing for. You don't have to go into edit mode, just select the placeholder. Pressing the Tab key to move to the placeholder will do this.
2. Press Alt + H, P, G for Home, Paragraph.
3. This will open the Paragraph dialog.
4. I recommend only changing the spacing after each item but this is a document author decision based on the look and feel that you want.
5. Press Alt + E to go to After and change it to 10 pt.
6. Leave all other settings in this dialog.
7. Tab to and activate the OK button.

The text or list in that placeholder is now spaced for clearer readability.

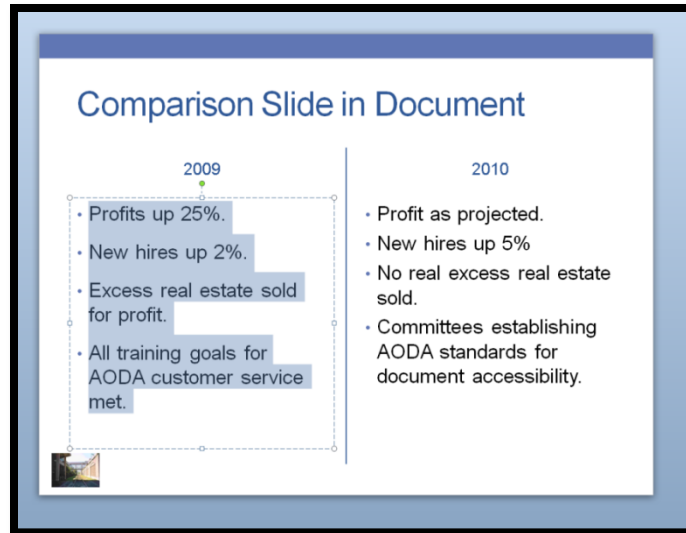


Figure 135 Placeholder with properly spaced bulleted list.

To space all lists on all slides based on the current template:

1. Select the first slide in the Slide Master view
2. Select the content placeholder.
3. Press Alt + H, P, G for Home, Paragraph.
 - a. This will open the Paragraph dialog.
 - b. I recommend only changing the spacing after each item but this is a document author decision based on the look and feel that you want.
4. Leave all other settings in this dialog.
5. Tab to and activate the OK button.

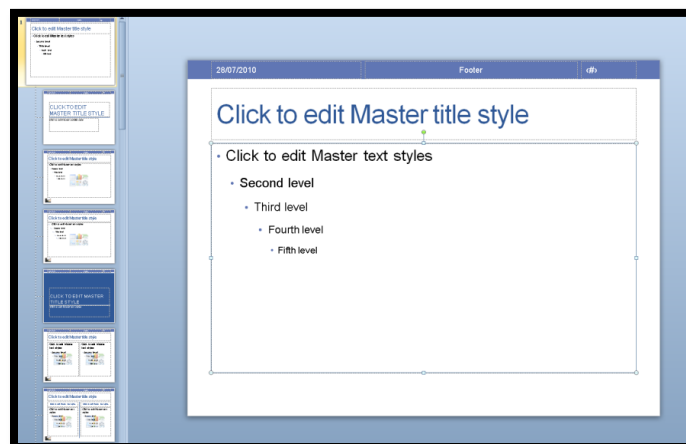


Figure 136 First slide layout selected in Slide Master view.

If your document has slides in it already, the lists will be spaced automatically when you switch to Slide Layout view by pressing Alt + W, L.

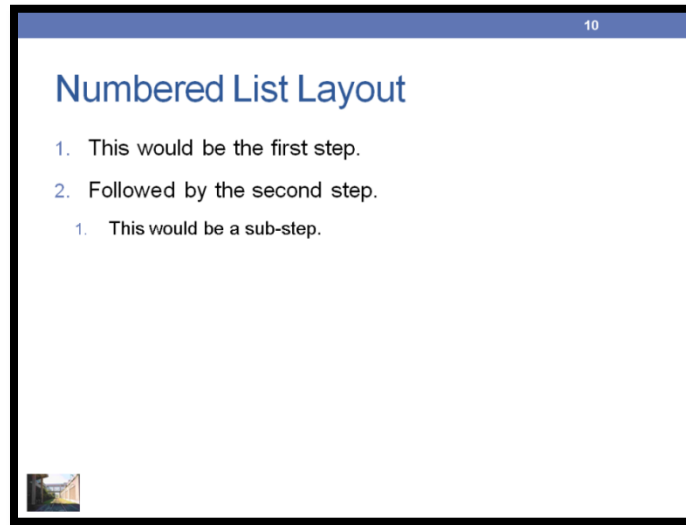


Figure 137 Numbered list slide showing the default spacing for all slides in document.

If you have slides in the Slide Master set like the Paragraph or Double Paragraph slide layouts, the spacing between paragraphs on those slides will also be the new default. In this case they will have a 10 point space between paragraphs in the text or content placeholders.

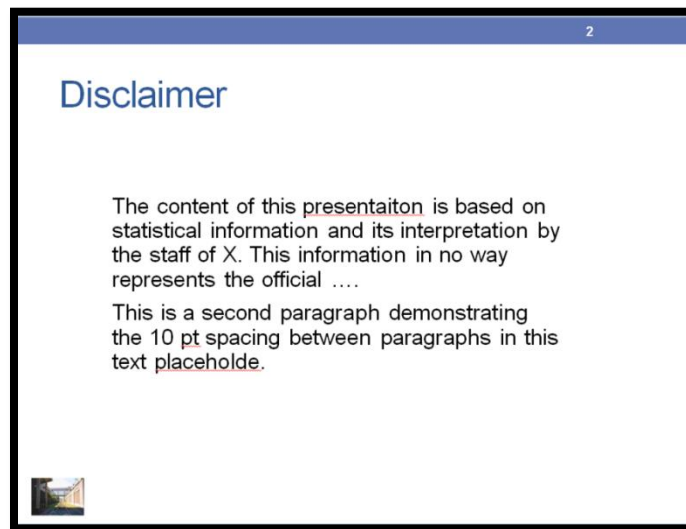


Figure 138 Paragraph spacing applied to all text or content placeholders with or without bullets.

Save the template if you are working on a template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to over write the existing one.

Pictures as Bullets

As with Word you can have pictures as bullets instead of the standard bullets available in the Bullets Gallery. There are a number of built-in pictures you can use and size to your needs.

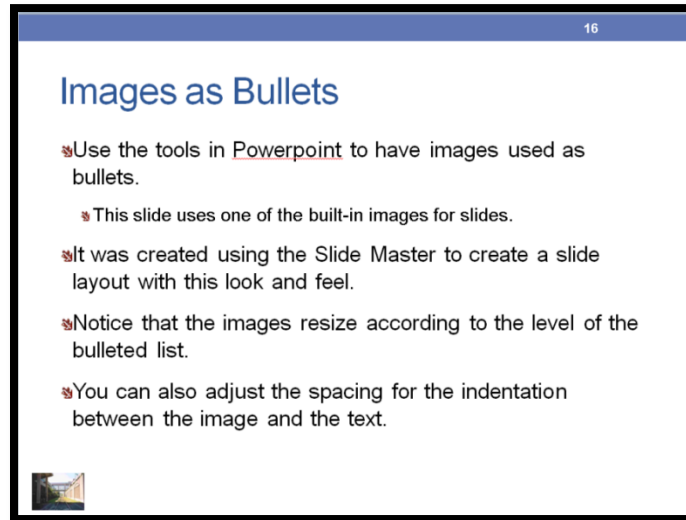


Figure 139 Leaves as bullets on slide.

The preceding image shows the nature bullet image which had been formatted in a slide master to allow for more flexibility and variety in the document. In examining the way the picture bullets were implemented we see that the text is quite crowded to the image. This can be adjusted on the slide master and we'll walk through this process.

To add picture bullets from the built-in Picture Bullet Gallery:

1. Switch to the Slide Master view, duplicate the default slide format and rename it Picture Bullets.
2. Shift focus to the slide area by pressing F6.
3. Tab to the second placeholder . You don't have to go into edit mode for this, you just have to have the placeholder itself selected or in focus.
4. Choose "Define New Bullet" which is located in the Bullets Gallery at the bottom. The keyboard command is Alt + H, U, N.
5. This opens a Bullets and Numbering dialog.

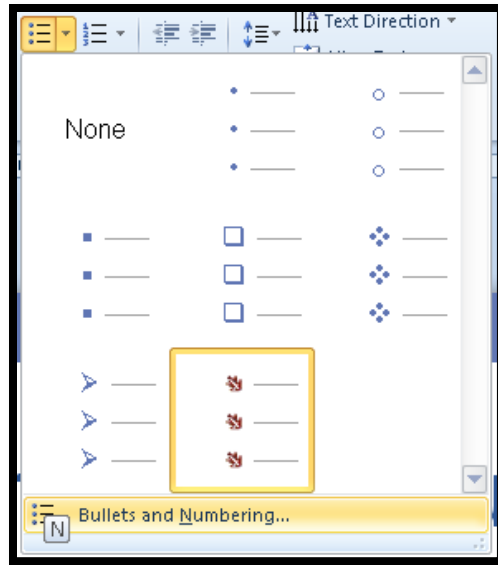


Figure 140 Bullets and Numbering options from Bullet Gallery.

6. When the Bullets and Numbering dialog opens press Alt + P to choose Picture which will open the Picture dialog.

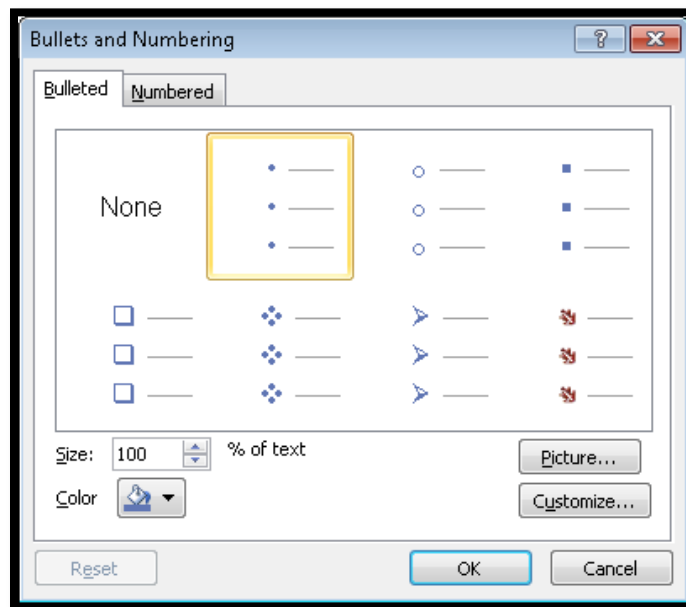


Figure 141 Bullets and Numbering dialog.

7. From the Picture dialog choose the picture you want to use for the bullets. I typically find the sizing of these images works well and just need to adjust the spacing between the bullets and the text.

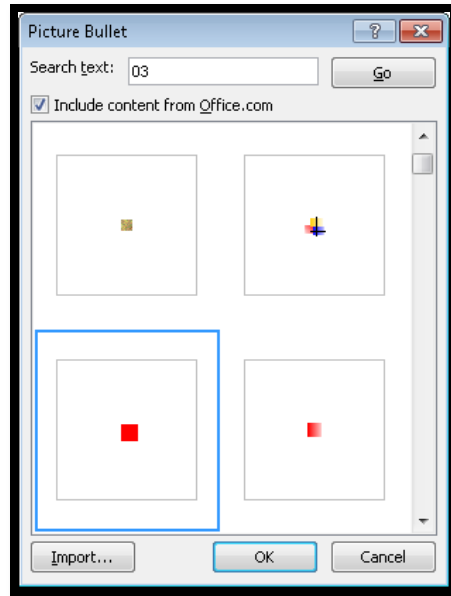


Figure 142 Picture Bullet dialog.

8. The picture bullets are now set for this slide layout and will be available when you choose to insert a new slide into the document.

To adjust the spacing between the picture bullets and the text:

1. Select the level you want to modify by highlighting the text in that level. You can't do all levels at once because the settings depend on the indentation of each bullet level. However this doesn't take long and does give you a different type of slide layout for the Template and Theme.
2. Press Alt + H, P, G to open the Paragraph dialog.
3. Adjust the Indentation settings. For the bullets I used, I only had to adjust the spacing before to .75 for the first level bullets. I didn't have to adjust the spacing before for any other level.
4. Put the Special to "Hanging" and the space after to .75 cm for all levels of bullets. Of course you'll have to do each level individually.
5. Tab to and activate the OK button.
6. Switch to Slide Layout view to check the spacing.
7. Repeat this process if the spacing is wonky.

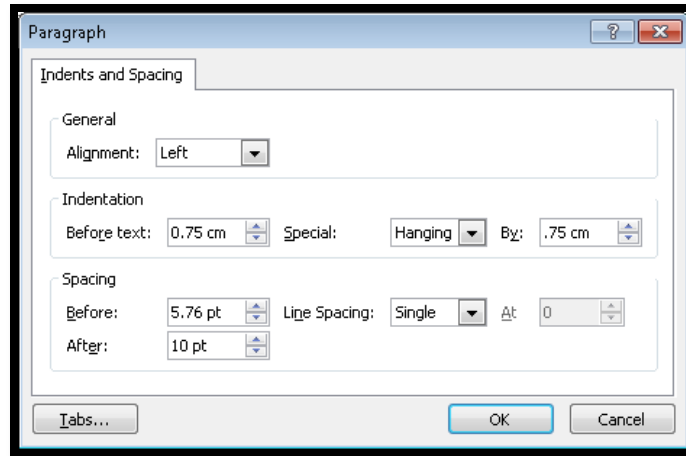


Figure 143 Paragraph dialog for Picture Bullets.

The spacing of the bullets now looks more readable and polished.

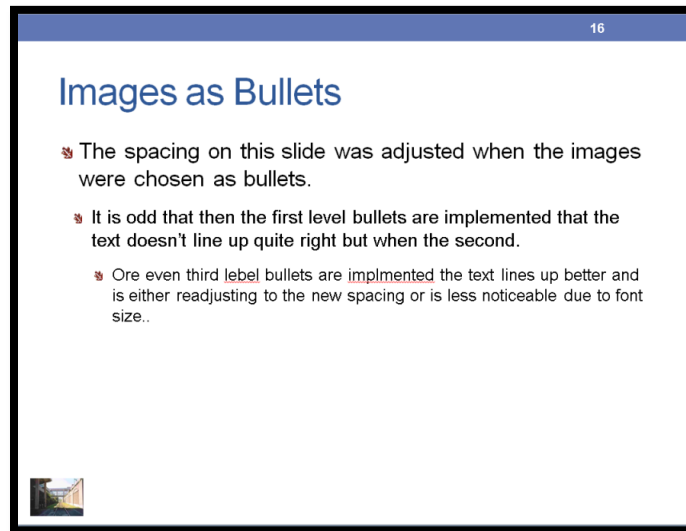


Figure 144 Spaced Picture Bullets on slide in document.

Save the Template if you are working on a Template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

Automatic Text Resizing

When you add content to a slide it is a good idea to limit yourself to a specific number of lines or bullet points. We've seen in previous sections of this book how too much content in a placeholder can affect the readability of content even when magnified on a projection screen.

The other problem with too much content on a slide is that your audience gets this sort of glazed look in their eyes and it is just too much to take in all at once. If you don't advance slides in a presentation because all of the content is on one slide you lose the audience as well.

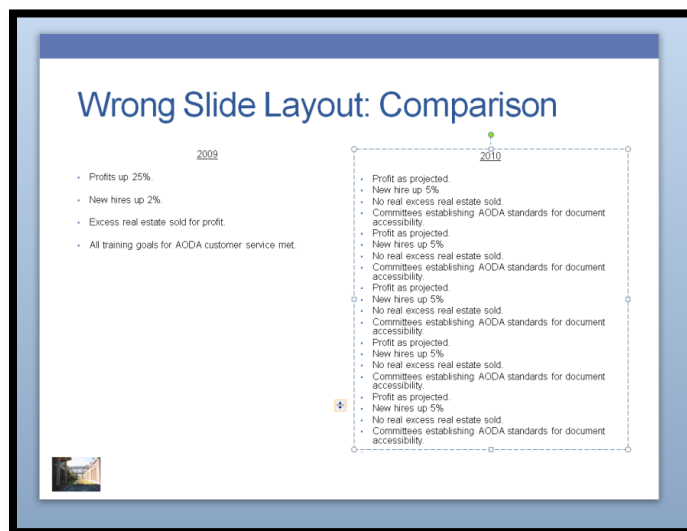


Figure 145 Too much text in a placeholder.

For accessibility and readability purposes it is OK to have one or two lines or one bullet point go over the border of the placeholder. PowerPoint has a tool that lets you adjust the font size automatically to fit the placeholder.

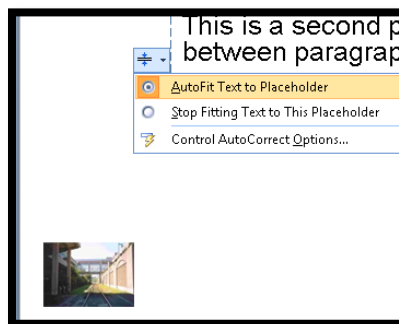


Figure 146 AutoFit options for a placeholder.

There is an icon that will appear in the lower left of the slide just outside of the placeholder.

If you are using a screen reader and/or the keyboard to work with PowerPoint you can press Alt + Shift + F10 to open this context menu. You will be told by your screen reader that there is too much text in the placeholder. Pressing the AppKey in this case will open the context menu for the text in the placeholder.

At any time you can choose to stop the Auto fit by opening the context menu and choosing “Stop AutoFit Text.”

Remember that PowerPoint slides are like speaker index cards and should contain small bits of information that are easily readable and identifiable by you and your audience. As mentioned before in this book PowerPoint is not a word processor. Plan, design and story board your content before you start adding it to slides. Don't be afraid to add another slide to the document.

Slide Transitions

We all have a love/hate relationship with transitions on slides. They can add interest to slides and reveal content as we want it to be seen by the audience.

Transitions may also be confusing for people with learning, cognitive or visual disabilities. Transitions are an accessibility issue primarily when distributing a Slide Show version of the presentation where the person viewing the show can't turn them off.

Allowing someone to use the keyboard instead of the mouse to move from slide to slide in the Slide Show view is preferred to optimize accessibility. Turning off transitions for a Slide Show view would also optimize accessibility.

Slide transitions are not preserved when converting your PowerPoint document to a tagged PDF document. There is a tool in Adobe Acrobat to apply transitions to pages however the same accessibility issues apply. The person who is reading the document may find that the transitions interfere with the ability to understand the content or follow the logical flow of information.

Overlapping Objects and Placeholders

One of the most confusing elements for a slide is when objects or placeholders on slides overlap each other. Someone using a screen reader hears “placeholder A overlaps text box B which overlaps picture 1 which overlaps slide number.”

Whew. Where is the content and how do I get to it?

When documents are composed of several layers, PowerPoint has the ability to overlap objects and placeholders making the content unreadable. In addition if the slide is converted to tagged PDF the layers or objects and placeholders can become confused and disorganized.

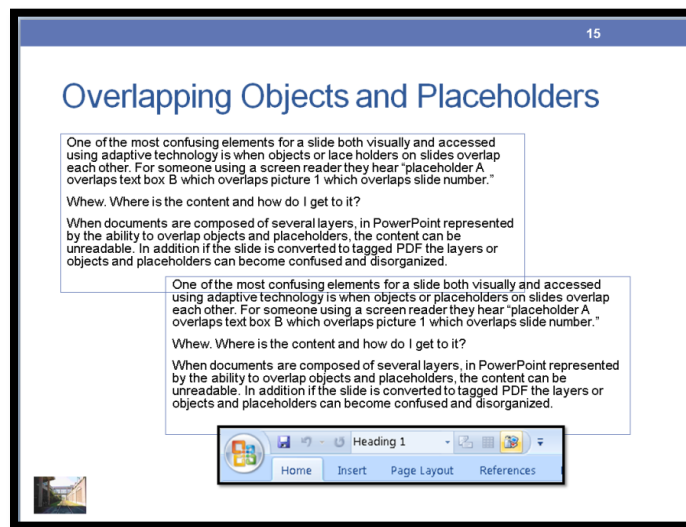


Figure 147 Overlapping objects and placeholders.

In the preceding image I've turned on the lines to outline the text placeholders and added a picture style to provide a border reference for the image. These objects and placeholders clearly overlap and crowd the slide. The content on this slide needs to be reviewed and divided into at least two slides to give the content breathing room and facilitate comprehension and readability. [I have used text from this book as mock content if you find it looks familiar.]

Slide Numbers

By default every Slide Master has a Slide Number placeholder. The document author can either make these slide numbers visible or keep them hidden. Slide numbers are part of the header or footer of a slide.

There are advantages to using slide numbers:

1. Your audience knows what slide or page they are on for your presentation.

2. When someone asks a question they can refer to a specific slide and you can quickly move to it to put the answer in context.
3. If a slide is deleted from a presentation the slide numbers will automatically adjust themselves to show the slides in sequence.

Most people don't know about the ability to put slide numbers on slides in a PowerPoint document. As a result they create text boxes and manually add numbers. This can cause several problems:

1. The document author forgets which number they are at and wastes time going backward and forward trying to figure it out.
2. If a slide is deleted from a presentation to customize the content for the audience, all slide numbers after the deleted slide will have to be adjusted manually.

If you use the ability to insert a slide number by pressing Alt + N, S, N for Insert, Slide Number, you can choose to show or hide various parts of the header or footer. As with Word documents there is the ability not to show the slide number or header/footer on the first slide in the document.

When you press Alt + N, S, N the Header and Footer dialog opens as shown in the following image.

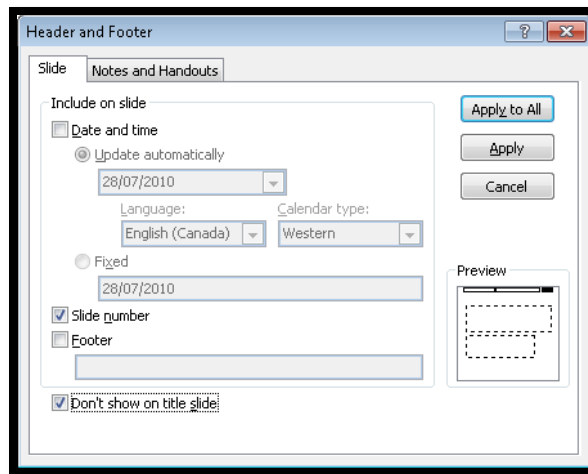


Figure 148 Header and Footer dialog.

The option we want is the check box for Slide Numbers. Check this check box by pressing Alt + N which will move focus to the Slide Number check box and check it. This is a toggle so pressing Alt + N while in the Header and Footer dialog again will uncheck the check box.

If you don't want the slide number to appear on the first slide or title slide press Alt + S for the check box "Don't show on title slide." This too is a toggle so pressing Alt + S again while in the Header and Footer dialog will turn this option off.

Of course you can always Tab to these check boxes and check them using the Spacebar.

There are two buttons to the right of the series of options. One button will apply the header or footer information to all slides in the presentation while the other button will apply the header or footer information to the current slide only.

To apply the header and footer information to a PowerPoint document:

- Press Alt + Y to Apply to All.
- Press Alt + A to Apply which will apply the header and footer information to the current slide only.

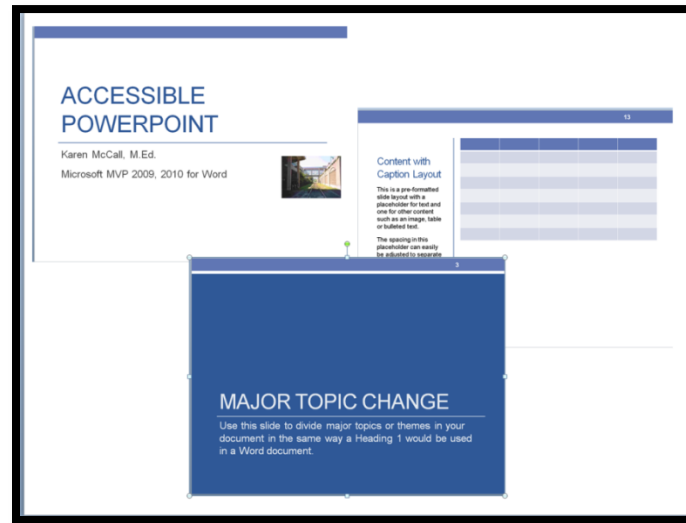


Figure 149 Samples of slide numbers for the Maple based document.

For slides where a banner or decorative image is used down the edge of the slide, make sure that the slide numbers are not covered up. For these types of slides you may have to resize the decorative banner so that the slide numbers are visible or change the text and background colours of the slide numbers so that they are visible. Generally I wouldn't recommend this type of decorative image as I haven't really found a need for them on slides. They tend to add clutter to the slide making content confusing.

Save the template if you are working on a Template. Save the Theme if you are making changes to the Theme that you want to be available in other presentations. Use the same Theme name to overwrite the existing one.

Alt Text on Pictures and Objects

As with Word, you can add Alt Text or alternate text to images and objects on a slide. If you are using an image from Word that already has Alt Text, copying and pasting it onto a slide brings the Alt Text with it so you don't have to add it again.

In PowerPoint as with Word you can also change pictures if the text has changed so you need an updated image or the image is no longer as relevant as it was or the image content has changed significantly. When an image is changed you will need to provide the Alt Text again.

Changing Pictures

With PowerPoint the context menu for images allows you to "Change Picture" and swap out images. Remember to add the appropriate Alt Text when swapping out images that are not part of the background. Any image that is part of the Slide Master will be "in the background" and therefore does not require Alt Text. Only images added to the "text layer" of the slide require Alt Text.

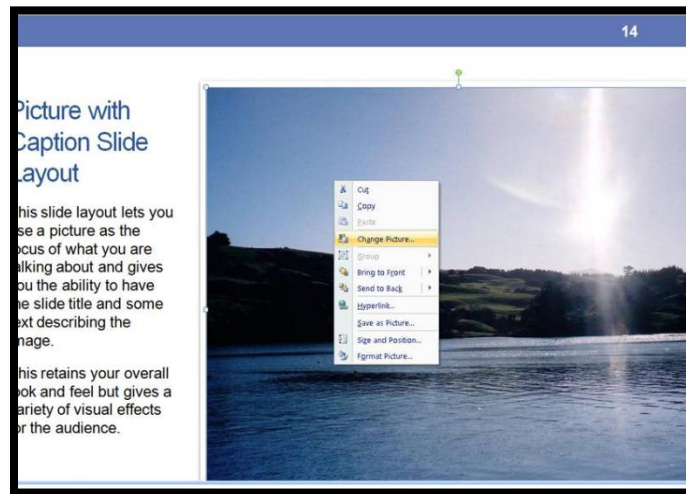


Figure 150 Change Picture in the context menu for an image or object on a slide.

If you change a picture you will need to add Alt text to it again. Alt text was associated with the original picture in the document.

Adding Alt Text to Pictures and Objects

As with images and objects inserted into a Word document, images and objects inserted into PowerPoint documents need to have Alt text.

For someone navigating the content of a slide who is using a screen reader hearing “image452.jpg” doesn’t provide any information about the image. In the example used for this topic the Alt Text for the photo was “Akaroa Harbour New Zealand.” This provides some context and information about the image on the slide. Of course I did break one of the key rules for slide content in that the text on the sample slide for the following image has nothing to do with Akaroa Harbour.

Adaptive technology such as screen readers or TTS/Text-to-Speech tools have buffers that allow them to work in a “virtual cursor” mode. This means that once a document or presentation loads, the adaptive technology “scouts ahead” and gathers the content so that it is rendered to the end-user in a stream or natural flow of information rather than as chunked or truncated pieces of information.

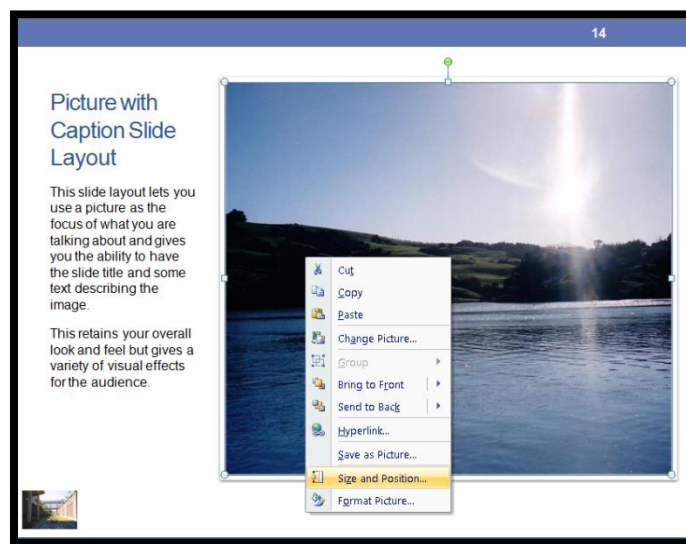


Figure 151 Size and Position item in context menu for image.

To add Alt Text to an image or object in your PowerPoint document:

1. Move focus to the image or object on the slide.
2. Press The AppKey and choose “Size and Position” from the context menu.
3. The Size and Position dialog opens.
4. Press Ctrl + Tab to move to the Alt Text tab in the Size and Position dialog.
5. Press Tab to move to the area where you can either type or paste in the Alt Text for the image or object.

6. After you either type or paste the Alt Text into the edit area, don't press Enter as this will add a new line to the Alt Text.
7. Press Tab to move to the OK button and press Enter to confirm the Alt Text for the image or object.

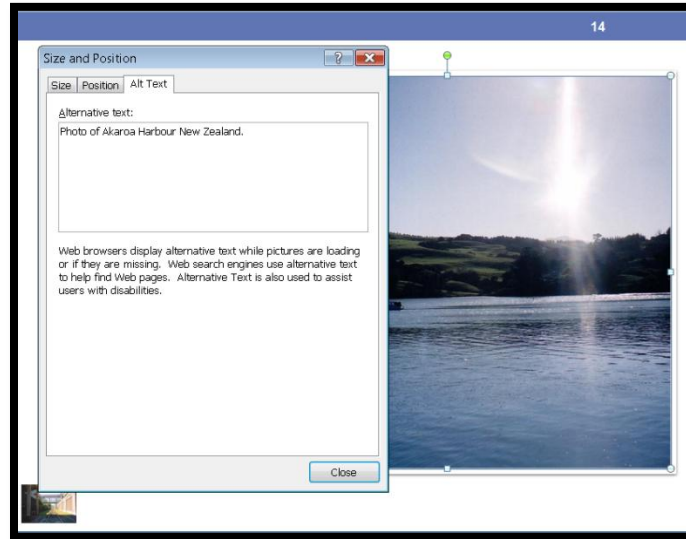


Figure 152 Alt Text tab for Size and Position dialog.

It is critical that Alt Text for images or objects be brief and concise. If you require a more detailed description of an image or object, use the Notes area to provide the more detailed description.

If you are converting the PowerPoint document to tagged PDF you can create Word documents with detailed descriptions and attach them to the PDF document. This way everything travels together and the detailed descriptions are easily found and accessed. This is more efficient than having someone go to a web site for additional content information.

One of the limitations of Alt Text is that someone who depends on it cannot move through the Alt Text character by character, word by word, or line by line. We either read all of it or none of it. We do not have the same type of access to Alt Text that we do for regular document text. This is another reason it is important not to use the Alt Text attribute for large pieces of content.

It is important to provide Alt Text that is meaningful, concise, and relevant to the picture. If the picture is decorative, it still must have Alt Text if it is on the slide and not part of the slide background/in the Slide Master. Alt Text saying "decorative image" is enough. We don't really need to know that it is an image of coloured balloons or abstract shapes. What is more important is that it has no relationship to the understanding of the content on the slide.

Some objects can have Alt Text but it is not practical to do this [for example text boxes if they contain text].

Table Descriptions or Alt Text on Tables

PowerPoint 2010 has the ability to have table descriptions or Alt text on tables. Currently adaptive technology does not read this....it is a new feature and one of the examples of how the symbiotic relationship between applications and adaptive technology works.

To add Alt text to a table in PowerPoint:

1. Select the table.
2. Press the AppKey or use the right mouse button and choose Table Properties.
3. In the Table Properties dialog go to the Alt text tab.
4. You can then add a title and description for the table.

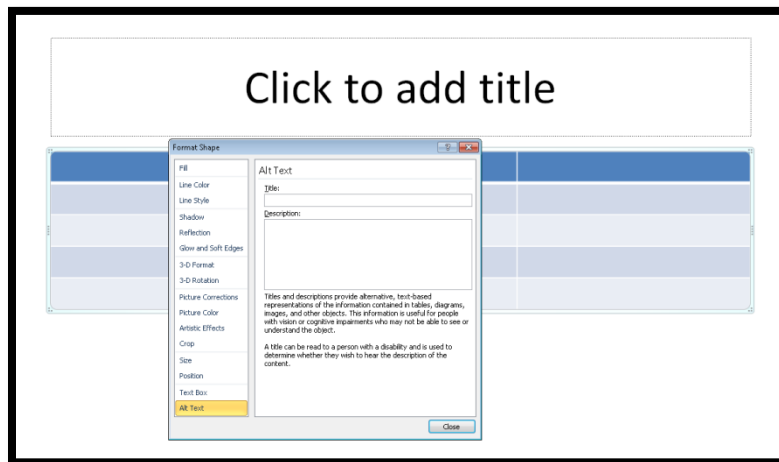


Figure 153 Alt text dialog for table description in PowerPoint.

SmartArt

What is SmartArt? SmartArt was introduced in Office 2007 as a tool to create diagrams and organizational charts in Word, PowerPoint and Excel.

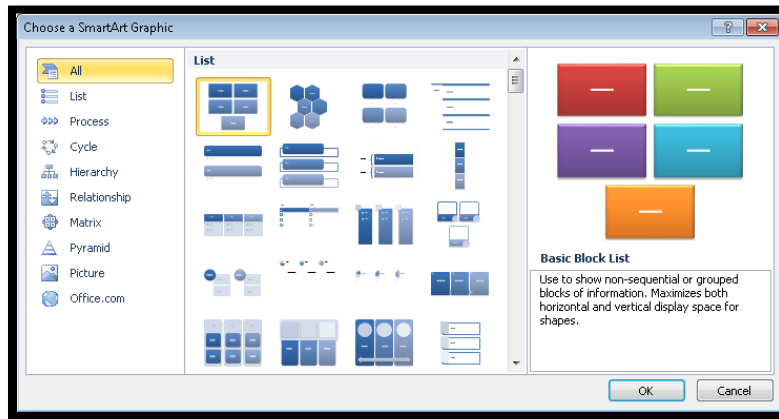


Figure 154 Choose a SmartArt Graphics dialog.

SmartArt graphics were designed to be accessible. Having said that there are some types of SmartArt graphics that do present accessibility issues.

I've separated this topic from the chapter on images and Alt Text because it is more complex in terms of accessibility depending on the SmartArt graphic you choose.

Let's walk through some examples.

First let's create a more accessible SmartArt graphic.

1. Add a slide to your presentation that just has the title.
2. Add the Title text. For this example simply type SmartArt Graphic if you can't think of anything.
3. Press Alt + N, M for Insert, SmartArt.
4. The "Choose a SmartArt Graphic" dialog opens.
 - a. There are three parts to this dialog. On the left and where your focus is when the dialog opens is a list of the types of SmartArt graphics available.

- b. Press Tab to move into the gallery of images representing the specific types of SmartArt. This is the middle section of the dialog.
 - c. As you move through the specific types of SmartArt in the middle section, a larger image/example of it will appear on the right. This is the last area of the dialog.
 - d. There are buttons below these three sections of the dialog for OK and Cancel. You can also press Enter on a SmartArt graphic or Escape to cancel.
5. Choose your SmartArt graphic and press Enter.

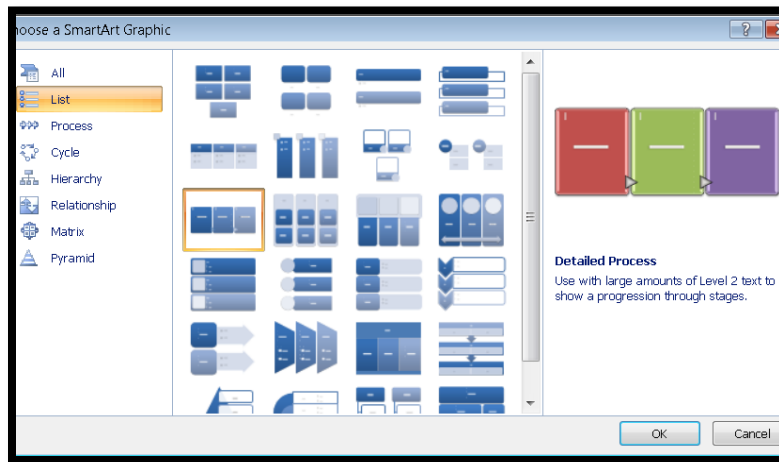


Figure 155 Choosing a list based SmartArt graphic.

6. For our example we will choose the “Detailed Process.” For those of you using a screen reader this identification will be read to you.
7. Once you press Enter the detailed process SmartArt graphic will be inserted into your document.

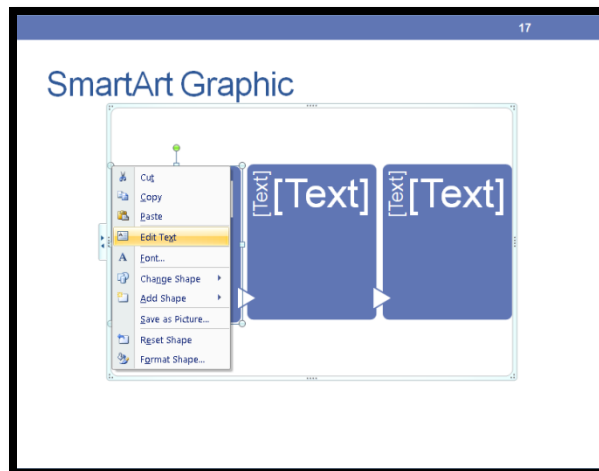


Figure 156 Detailed Process SmartArt graphic inserted onto slide.

Someone using a screen reader and/or the keyboard can move through the edit areas of the SmartArt graphic by using the Text Pane.

When the SmartArt graphic is inserted onto a slide the SmartArt Tools Sub-Ribbons appear when focus is on the SmartArt graphic. There is a Design Sub-Ribbon and a Footer Sub-Ribbon.

To access items on the SmartArt Tools Design Sub-Ribbon press Alt + J, S.



Figure 157 SmartArt Tools Design Sub-Ribbon.

To access items on the SmartArt Tools Format Sub-Ribbon press Alt + J, letter O.

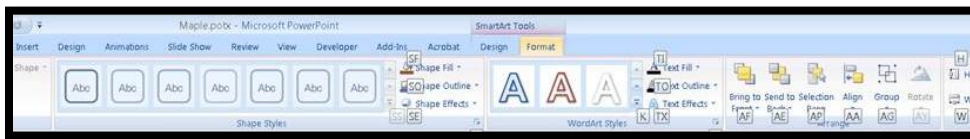


Figure 158 SmartArt Tools Format Sub-Ribbon.

To activate the Text Pane press Alt + J, S, X for SmartArt, Design, Text Pane.

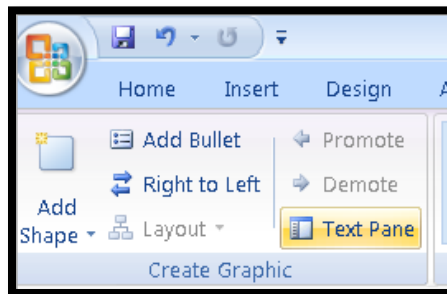


Figure 159 SmartArt Design Sub-Ribbon with Text Pane selected.

The Text Pane will open on the left side of the SmartArt graphic.

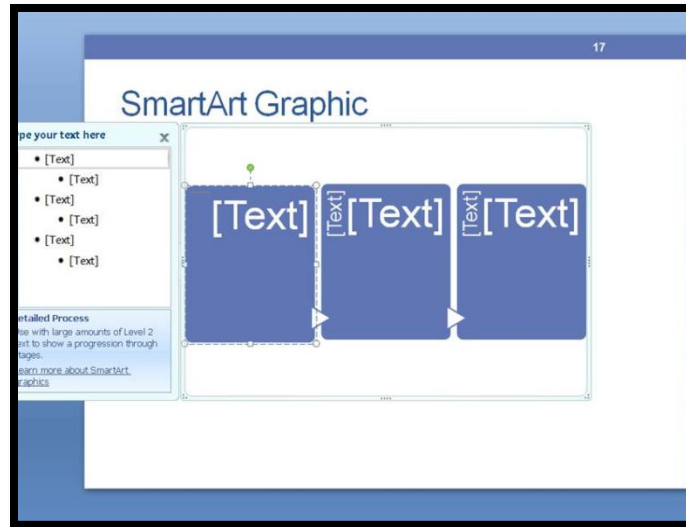


Figure 160 Text Pane open for SmartArt graphic.

As you type information into the Text Pane it appears in the SmartArt graphic. If you are using a screen reader and/or the keyboard press the Down Arrow after typing in the first piece of information to move to the next edit area in the Text Pane where you enter the second piece of information. Unfortunately there is no context for where you are or what type of information you are entering.

For example in this SmartArt graphic there is smaller text and larger text on a piece of the graphic. If you are using a screen reader you have no contextual information. You have access to the text but not the overall where am I and what does this mean in the larger scheme of the graphic itself.

In our example you can access the words Vice-President, President, Barnaby, Olivia and Cloe but you cannot access the small arrows moving from left to right that tell you that the two Vice-Presidents Barnaby and Cloe report to the President Olivia. Without knowing that the process itself moves from left to right, there is no context or meaning for the information entered in the SmartArt graphic.

Although you can Tab to the arrows in the SmartArt Object you cannot add Alt Text to them. They will be identified to someone using a screen reader as "blank."

In fact someone using a screen reader has to turn on the Text Pane to read the content on each piece of a SmartArt graphic. If they Tab through the SmartArt graphic, although pieces of it will have focus nothing is read to the end-user if they are using a screen reader. This further impedes the accessibility of the simplest SmartArt object.

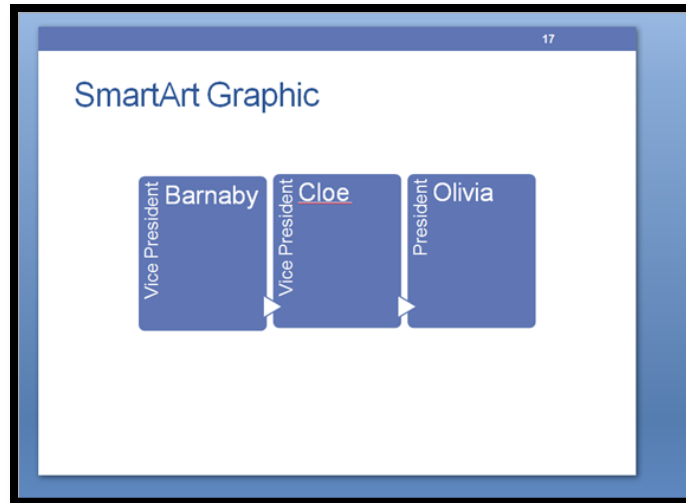


Figure 161 Finished version of the detail process SmartArt graphic.

One solution to this accessibility issue and the one I recommend is to create the SmartArt graphic in the presentation because it will match the Theme of the presentation. You also have access to all of the types of SmartArt which gives you some visual variety. This saves time because you aren't trying to draw diagrams using the Shape Tools.

Once the SmartArt graphic has been created, select it, place it on a blank slide in a new presentation that has no Theme and create an image from the slide. There are instructions for this in the chapter on creating images from your computer screen.

The SmartArt graphic is now one image that can be inserted into the PowerPoint document or any other document and provided with Alt Text. If the SmartArt graphic is complex you may want to provide a description in the Notes area if the PPTX version of the presentation will be distributed. If the PowerPoint document will be converted to tagged PDF this detailed description can then be copied into Word or NotePad and attached to the PDF document. This way everything "travels together" and someone who can't see or decode the information on a chart or diagram can access the text based details. As someone who uses adaptive technology I don't typically search for supportive documents on web sites. If the details aren't "where I am" they can't be too important and I skip that information.

Let's look at a more complex SmartArt graphic and its accessibility problems. For this example our SmartArt graphic has images.

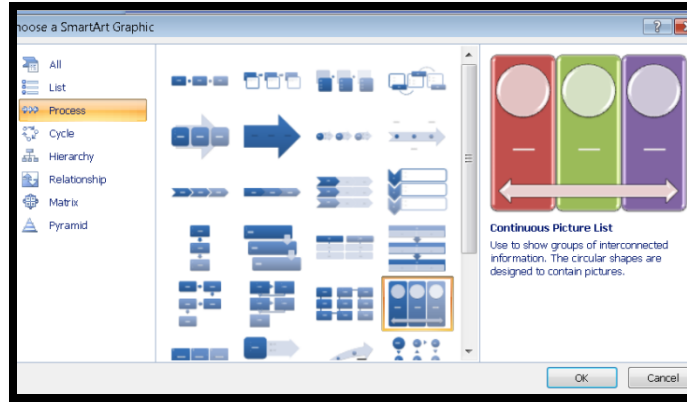


Figure 162 SmartArt graphic with images.

The look is similar to the previous sample but this graphic has an image for each of the three people and one long continuous arrow with arrows on either end indicating that the three people are equal in position and report among themselves.

Although someone using the keyboard can Tab to the element where an image can be inserted, they cannot insert the image without the use of a mouse.



Figure 163 Image placeholder selected in SmartArt graphic.

This also means that someone doesn't have access to this image or Alt Text if they have to Tab through the SmartArt object to try and figure it out. There is no option for Alt Text for images in SmartArt graphics.



Figure 164 No Alt Text option for SmartArt graphic image.

You can select the entire SmartArt graphic and add Alt Text but this doesn't help someone who can't see the SmartArt graphic, identify its individual components or examine the elements of it in granular detail.

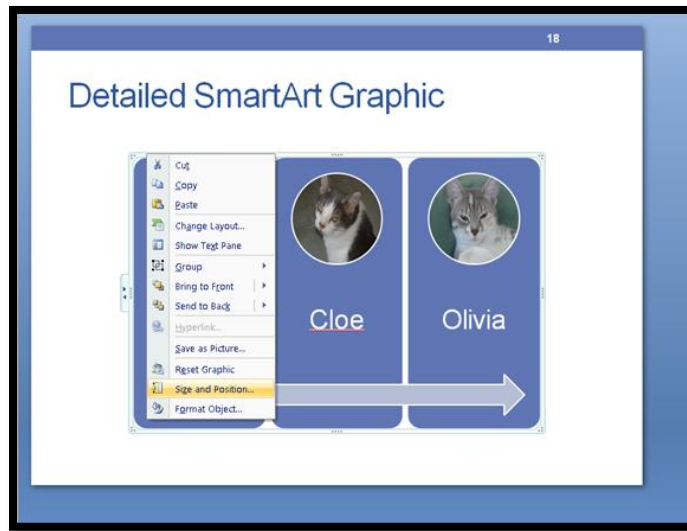


Figure 165 Size and Position options for SmartArt graphic.

There are some other examples of SmartArt graphics that present accessibility problems if left as is on a slide.

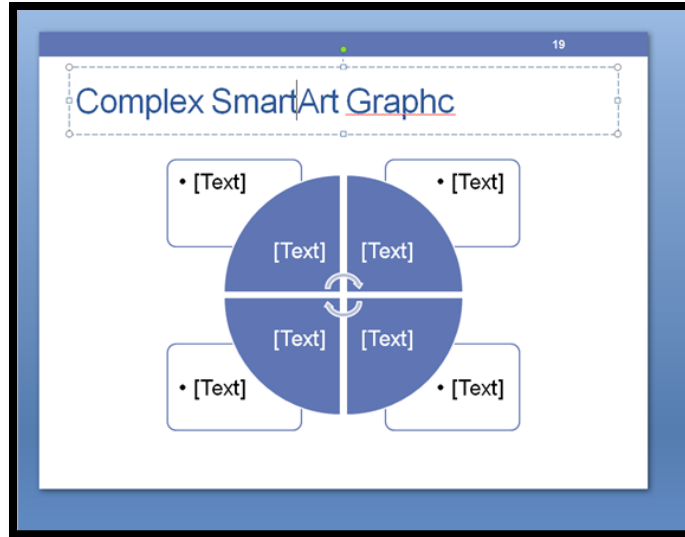


Figure 166 Complex SmartArt graphic sample 1.

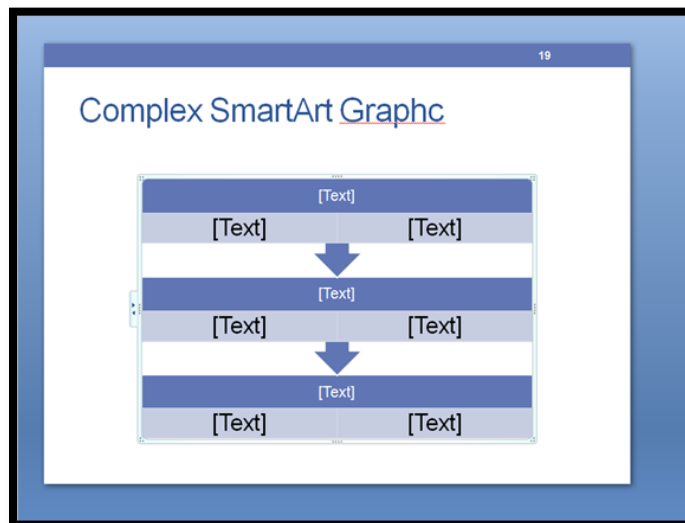


Figure 167 Complex SmartArt graphic sample 2.

Accessible Contextual Links

One of the techniques I recommend for Word documents is to use contextual links in a document and then use the Footnote or Endnote tool to provide the long web addresses. This does two things:

- Does not interrupt the visual scan of text in a paragraph by having to skip over lines of long web address information.
- Provides the long web address in the event that the contextual link is broken.

Of these, the accessibility problem contextual links solve is the readability of the text which facilitates understanding and comprehension of content.

On a slide this is even more critical because you don't have a lot of room for long web addresses. You need to get the information to your audience fast and not lose their attention as they glaze over never ending web addresses on slides.

If you are using a screen reader, you are read the entire long unending web address unless you stop speech. OK, problem solved, stop speech.

The problem is that without knowing where on the slide the long web address ends you might miss other information within the same piece of content.

As a bit of background let's look at what someone who is using a screen reader gets when they ask their technology for a list of links in an HTML, PDF, Word or PowerPoint document that does not use contextual links.

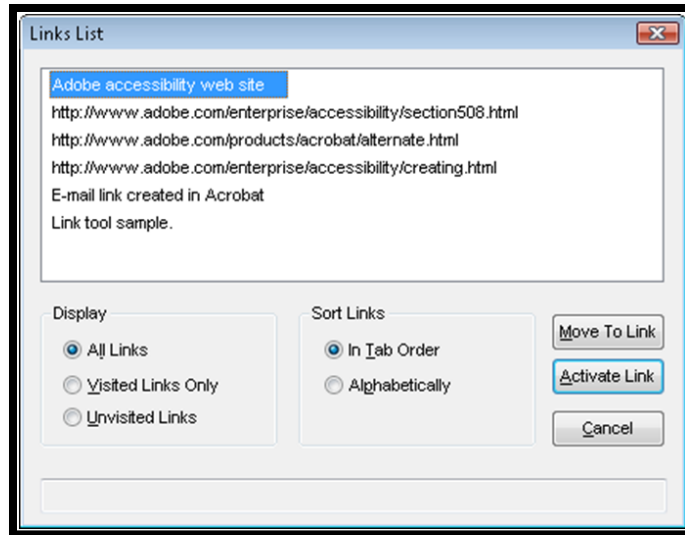


Figure 168 List of non-contextual links from the JAWS screen reader.

As someone who is using a screen reader encounters each link or reads through them in a list of links dialog they have to listen to the entire web address and hope that the last piece of information will be something like “home.html” instead of file 551.html. Most of us don’t have time to sit and listen to all of this and after two or three links just hear “blah, blah, blah, what am I looking for again?”

Now let’s look at a list of contextual links using the JAWS screen reader.

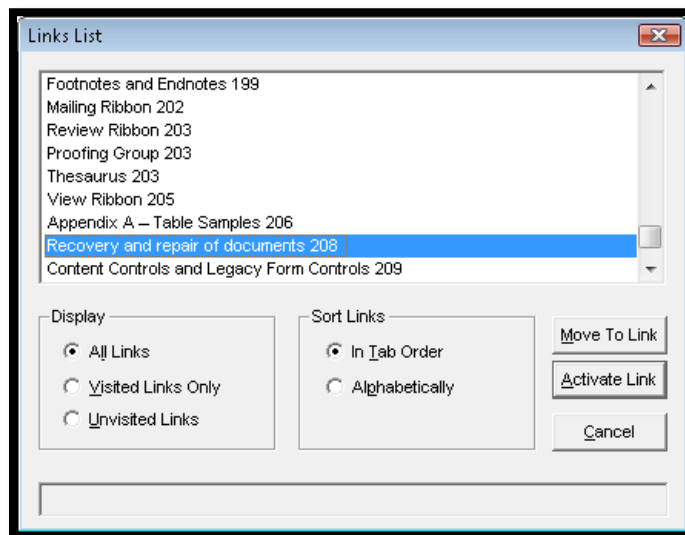


Figure 169 List of contextual links using the JAWS screen reader.

Someone using a screen reader can use first character navigation to move quickly to the topic they want. They don't have to listen to an endless dribble of web address information and they can work more effectively with documents.

When the concept of contextual links is used for your PowerPoint documents the content on a slide is more readable and you have room for more information that is important to slide content.



Figure 170 Slide with both non-contextual and contextual links.

To add a contextual link to a PowerPoint document:

1. Go to the Internet and find the web page you want to link to.
2. Press Alt + D to move to the Address Bar.
3. Make sure the entire web address is selected. This is usually the default.
4. Press Ctrl + C to Copy the web address.
5. Switch to your PowerPoint document and slide.
6. Select the text on the slide you want to use as the context for the link.
7. Press Ctrl + K to open the Insert Hyperlink dialog.
8. Your focus is in the area where you can paste the web address.
9. Press Ctrl + V to Paste the web address into the edit box.
10. Press Enter to confirm this and return to your document. You can also Tab to and activate the OK button.

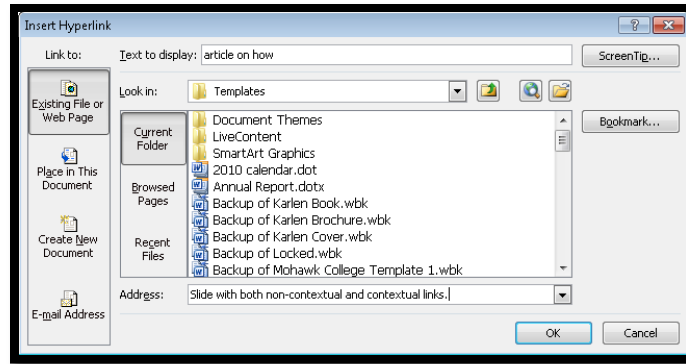


Figure 171 Create Hyperlink dialog.

As with Word, you can link to a file or other document or create a link that will open the default e-mail client and fill in the subject line. The person reading your document just has to type their e-mail message to you and send it.

While you have the long web address on the Clipboard, paste it into the Notes area of the PowerPoint document. I typically add some text before it to remind me what the web address is for especially if there is more than one link on a slide.

If the PowerPoint document is converted to tagged PDF the contextual link will be in the tagged PDF which makes that form of the PowerPoint document easier to read.

Tables on Slides

There are at least three ways to add a Table to your PowerPoint document:

- Insert a Table.
- Draw a Table.
- Insert an Excel worksheet onto a slide.

Of these the most accessible Table is the Table that is inserted.

As with Word documents or any other document you create, never draw a table. This produces a non-uniform Table that creates accessibility problems for adaptive technology.

The Excel worksheet can be added to a slide IF you are going to distribute the PPTX version of the document. If any other version is going to be distributed you will need to add Alt Text to the Excel content that then becomes an image. We will cover this in a later chapter.

Do not use Tables on slides to layout content!

Inserting a Table onto a Slide

It is easy to insert an accessible Table into your PowerPoint document. You use the same keyboard commands you use in Word.

To insert a Table on a slide:

1. Put focus on the Content placeholder.
2. Press Alt + N, T for Insert, Table.
3. The Table Gallery opens and you can choose the number of rows and columns for your Table. This is the same as using the Insert Table item that appears below the Table Gallery.
4. As you choose the number of columns and rows using the Table Gallery you will be able to see them on the slide.

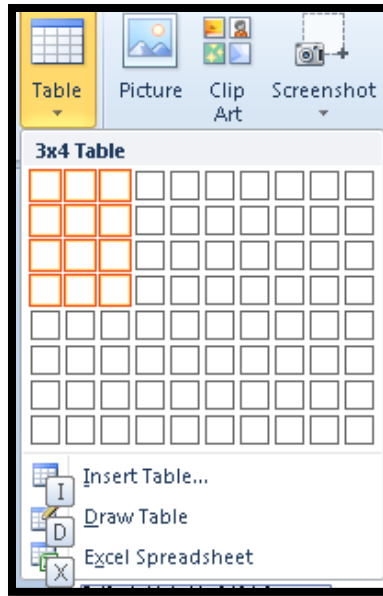


Figure 172 Table Gallery including options.

If you want to use the traditional Insert Table dialog press Alt + N, T, letter I for Insert, Table, Insert Table.

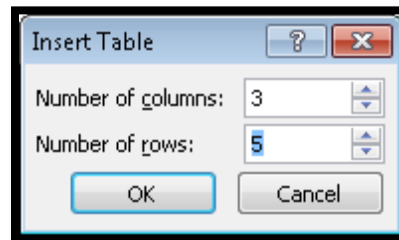


Figure 173 Insert Table dialog.

Once you have selected the number of rows and columns, the Table is inserted onto your slide.

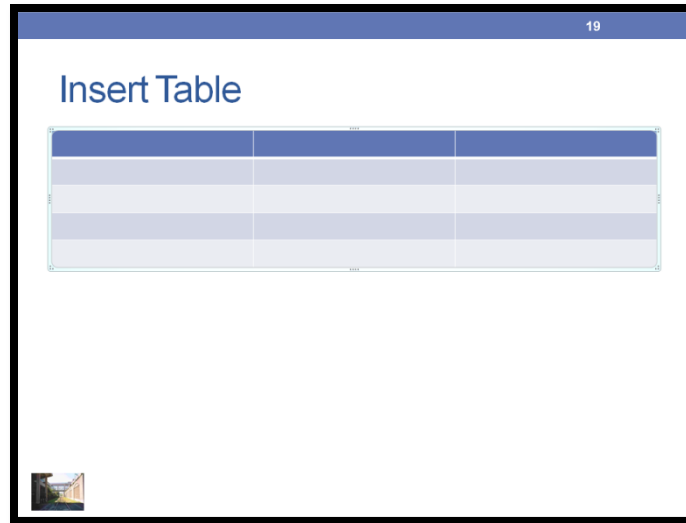


Figure 174 Table inserted onto slide.

You have access to all of the colours available in your Theme. You can change the look and feel of your Table by using the Table Tools Sub-Ribbons that appear once you are in a Table. This is the same as when you work in Word.

If you are using the keyboard and/or adaptive technology you will be able to move through and edit content in this type of Table.

The following images are of the Design and Layout Sub-Ribbons in PowerPoint 2010.

Press Alt + J, T to access the tools on the Table Tools Design Sub-Ribbon if you want a different look and feel for your Table. Although you shouldn't make every Table a different style, you can change the style to emphasize different types of data. Do not use Tables on slides for design layout!

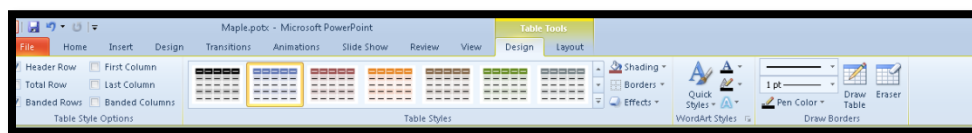


Figure 175 Table Tools Design Sub-Ribbon.

To view the Table Styles Gallery press Alt + J, T, A for Table Tools, Design, Table Styles.

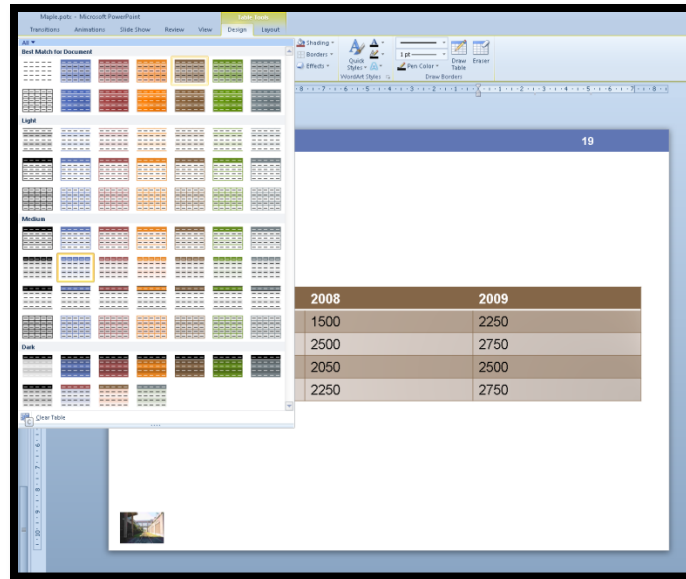


Figure 176 Table Styles Gallery.

At the present time there is no mechanism for having header rows repeat as there is in Word. As we know from my Logical Document Structurebooks on Word and my Accessible and Usable PDF Documents: Techniques for Document Authors books it is the header row repeat that creates the TH Tags in a tagged PDF document converted from Word.

Note: Although the “Table” has been inserted onto the slide, when you select the Table it is housed within an object on the slide, in this case a shape.

Most adaptive technology such as a screen reader will have a tool to identify column and row titles in Word, HTML or tagged PDF. They do not always have this capability in PowerPoint. For this reason it becomes an accessibility problem if a data table is not created using a uniform table structure and consistent use of data. The JAWS screen reader for example has only one setting for a PowerPoint Table and that is to read the Table row by row. Each adaptive technology will vary in its approach to reading document structures. As with everything else the use of the standard structure offers the most accessibility.

Salesperson	2008	2009
Barnaby	1500	2250
Olivia	2500	2750
Cloe	2050	2500
Karen	2250	2750

Figure 177 Table with data on slide.

Table Descriptions or Alt Text on Tables

PowerPoint 2010 has the ability to have Alt text on tables. Currently adaptive technology does not read this....it is a new feature and one of the examples of how the symbiotic relationship between applications and adaptive technology works.

To add Alt text to a table in PowerPoint:

1. Select the table.
2. Press the AppKey or use the right mouse button and choose Table Properties.
3. In the Table Properties dialog go to the Alt text tab.
4. You can then add a title and description for the table.

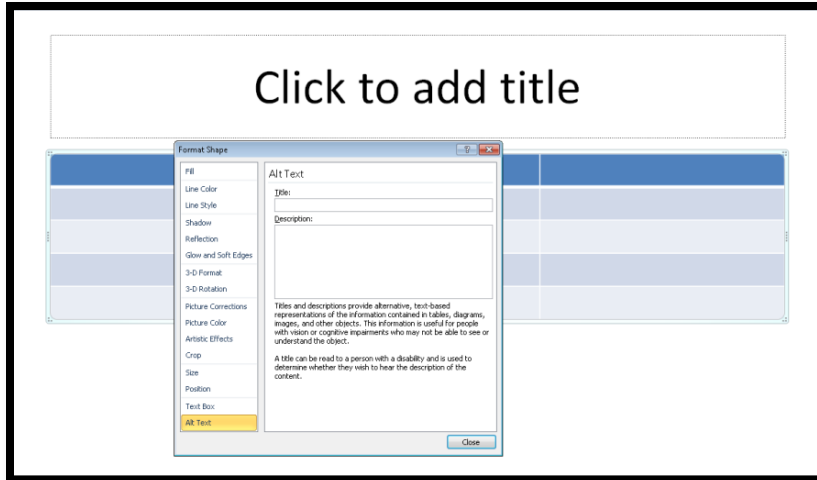


Figure 178 Alt text dialog for table description in PowerPoint.

Charts on Slides

We often want to display information in a data Table on a slide. We can do this with PowerPoint and the information will be accessible.

Although charts are fairly accessible while in Normal slide view, they are inaccessible when in Slide Show view. This means that distributing a presentation as a slide show without access to the slides or source documents creates serious accessibility problems.

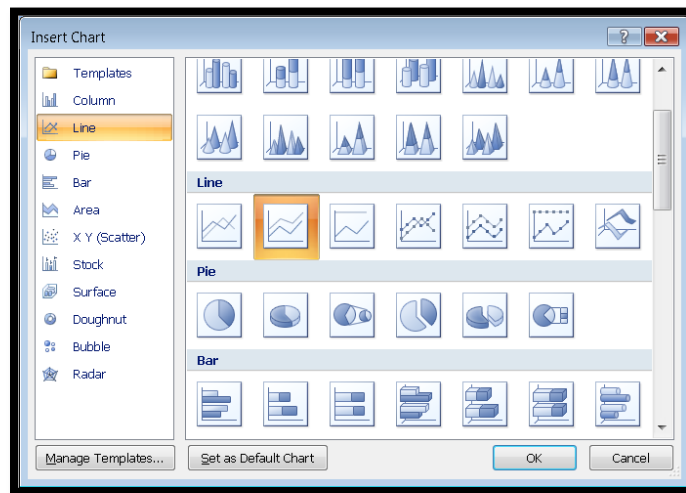


Figure 179 Insert Chart dialog.

Once you choose Insert, Chart, and choose the type of chart you want, Excel opens with a pre-defined area that will be used for the chart.

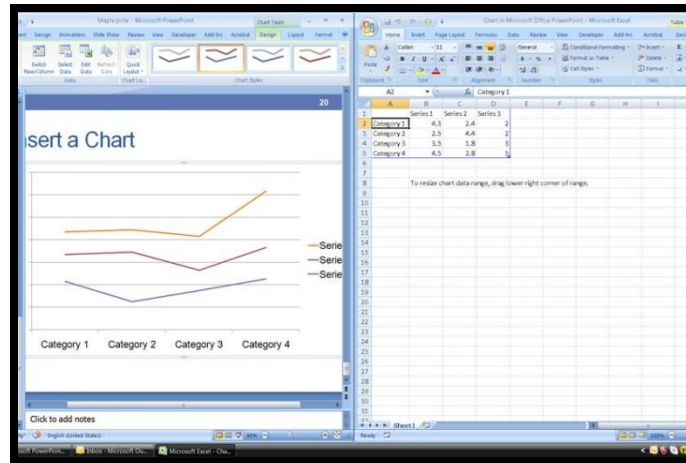


Figure 180 Excel and PowerPoint open to add chart to slide.

If you insert a chart into a default content placeholder using the Insert, Chart tool in PowerPoint, Excel will open and you will be able to either type in the data for the chart or use data from an existing chart. The two applications open by default side by side. The chart is placed on the slide and the area of the Excel worksheet is selected.

Remember to add column and row titles to your data.

In Excel, if you use Paste Special to paste a chart from Excel into Word or PowerPoint, the chart will be pasted as an OLE or Object Linking and Embedding “object” which may not be accessible to adaptive technology. This would require the use of the Notes area to describe the chart in order for it to be optimally accessible. There would be too much information for Alt Text.

To use data from another Excel workbook:

1. Open the Excel workbook with the data you need.
2. Select the data and copy Ctrl + C.
3. Switch to PowerPoint and choose Paste, Chart. Notice an Excel workbook page opens beside a chart.
4. In PowerPoint, select the range of cells in the workbook that match the range of data cells from the Excel workbook for the chart on the slide.
5. Paste the data, Ctrl + V, into the Excel workbook for the slide.
6. The data will update automatically and your chart will change.

You can modify the range of cells to be included in the chart while working in the Excel workbook.

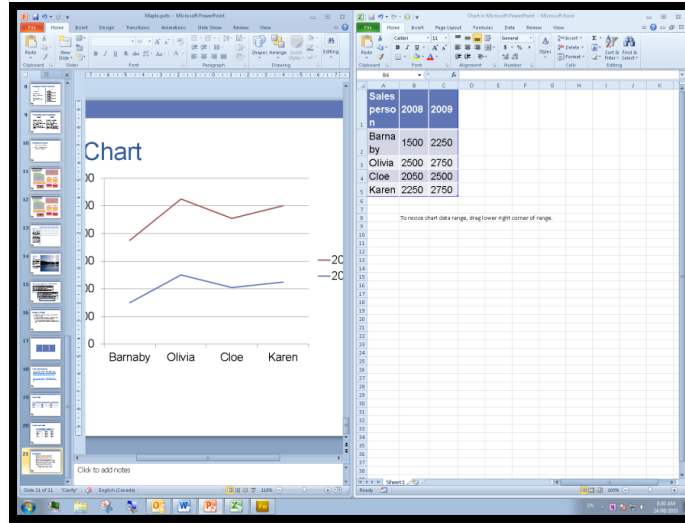


Figure 181 Chart with modified data on PowerPoint slide.

In the preceding image the last column in the Excel workbook was deleted as it had data not relevant to the chart in PowerPoint.

The Excel workbook that has the data for the chart is attached to the PowerPoint presentation. It travels with the presentation but is not seen in the chart.

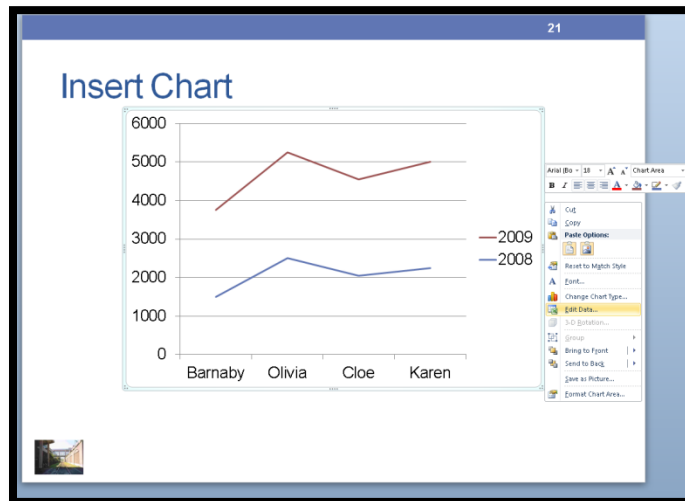


Figure 182 Chart with Edit Data in context menu visible.

Someone using the keyboard or using a keyboard and a screen reader will be able to Tab to the chart, use the keyboard equivalent of the right mouse button to open the context menu and choose “Edit data.” This will open the Excel workbook associated with the chart and the person will be able to explore the data in more detail using their adaptive technology.

If you are going to distribute this presentation as a slide show someone using adaptive technology who cannot see the slide will not have access to the chart. It will be described to them as an OLE object. That's it. No other information is available.

This is why it is necessary to determine how the information in your PowerPoint document is going to be distributed before you begin adding content to slides.

If you are not sure what will happen to the PowerPoint document once it leaves your "desk" you can provide supportive information in the Notes area. This gives someone else the intent behind the use of the chart or OLE object and a brief description that can be sent along with the slide show as alternate format for inaccessible content. Using the keyboard you can F6 into the Notes area which is located just under the slide.

For tagged PDF the text from the Notes area can be copied into NotePad and attached to the PDF document. For the RTF or Outline document of the PowerPoint document the text can be copied into the RTF document. It can also be copied into Word and transcribed into Braille. The key is that the description will travel with the PowerPoint document and can be used for inaccessible versions of the presentation to provide the alternate format.

Dynamic Content Embedding

We've just looked at inserting a chart onto a slide as an OLE object that is accessible in the Normal slide view or the PPTX form of the presentation.

As with some of the other types of content we've discussed, there are advantages and disadvantages to embedding or inserting Word or Excel document content onto a slide. This chapter will give you an overview of the advantages and disadvantages to help you make decisions about these types of content.

Excel Content on Slides

Let's begin where we left off in the previous chapter, with Excel. You can insert an Excel worksheet into a slide and it would be accessible to someone using adaptive technology. The principle is similar to that of inserting a chart. In certain modes or views of the PowerPoint document the end-user has access to the Excel workbook that is the foundation for the slide content.

Although Excel based content is fairly accessible while in Normal slide view, it is inaccessible when in Slide Show view. This means that distributing a presentation as a slide show without access to the slides creates serious accessibility problems.

There are two ways to insert an Excel worksheet into your PowerPoint document:

1. Press Alt + N, T, X to choose Insert, Table, Excel Worksheet.
2. Press Alt + N, J to choose Insert Object and then choose Excel Workbook from the list of objects to insert.

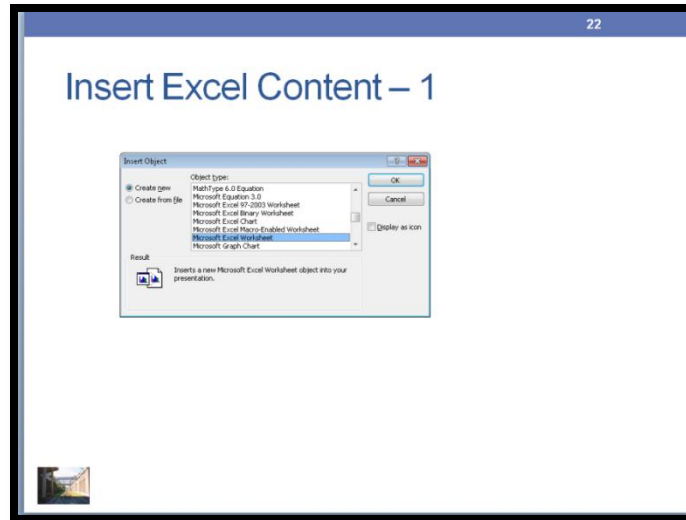


Figure 183 Insert Object dialog to insert Excel worksheet.

The screen will temporarily “distort” as an Excel environment opens complete with Excel based Ribbon options.

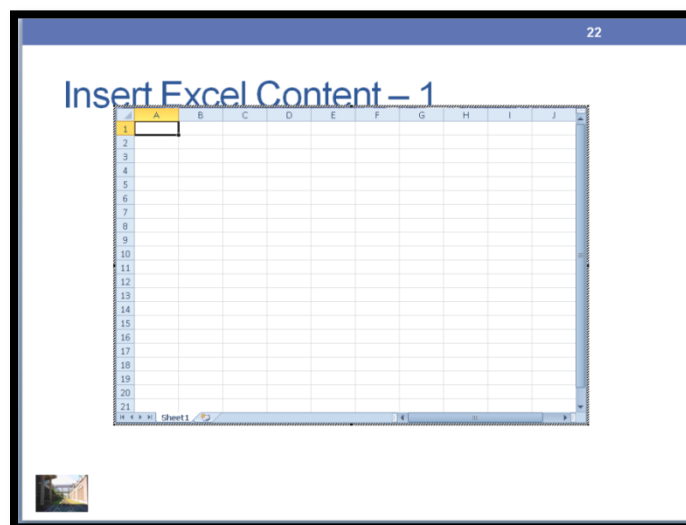


Figure 184 Excel worksheet open on slide.

At this point you can copy and paste data from an Excel workbook or type it in. As with the chart we explored, this Excel based object will be associated with the presentation.

Before you exit the Excel workbook resize the area to fit the data you’ve entered. You will not be able to do this once you exit Excel and return to the slide. If you can find a solution for this it will be awkward and time consuming. I tried to resize the information once it was on the slide and

although I could resize the object itself, this in turn resized the area to tiny print with the surrounding cells still visible.

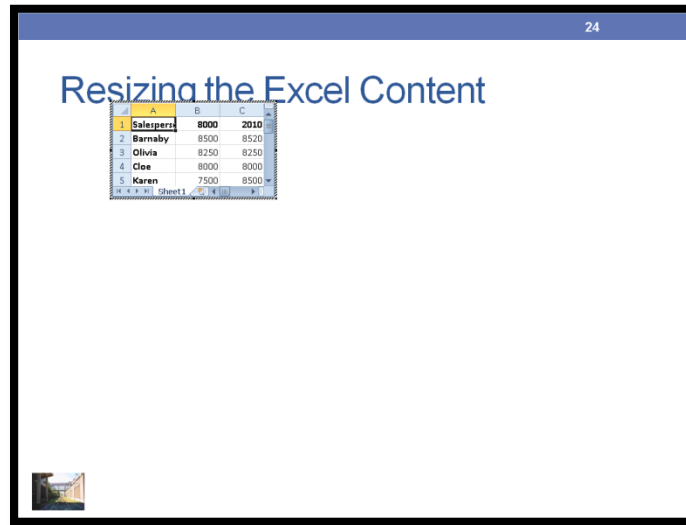


Figure 185 Resized Excel worksheet before returning to slide.

I'd advise doing any formatting using the Excel tools before you return to the PowerPoint document. This ensures that the look and feel you want can be applied.

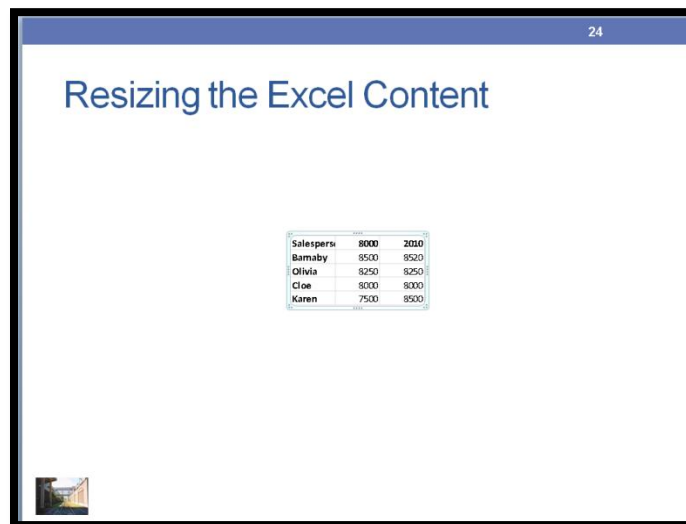


Figure 186 Resized Excel worksheet on slide.

Use the Home Ribbon in Excel to add formatting to your Excel worksheet. There are some formats that will add a sort column header with buttons so if you don't want this, don't use the Design Gallery to format your worksheet. When you choose to format the selected range using the Format button, you will see a dialog with the range identified and a check box for headers. When I used this

method of formatting the data It didn't matter if I checked this or not, the column sort headers were added to the data.

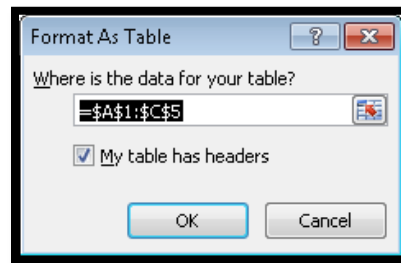


Figure 187 Format as Table dialog.

As someone who is using the keyboard or the keyboard and adaptive technology encounters the Excel object on a slide, they can use the equivalent of the right mouse button to open the context menu and “edit” or “open” the object which in turn opens the worksheet so that it can be explored using adaptive technology. Using the open option actually opens Excel which might be the recommended action.

Someone using the keyboard or the keyboard and adaptive technology can also press Enter on the Excel object and navigate the data using table based keyboard commands.

If you use this method of adding a data table to your slide you can then use that data to add a chart to the same slide which gives your audience the option of looking at the data as text or as a chart.

Create Excel Workbook Content as File on Slides

There are other options for including Excel based content on a slide. One of these is to insert the Excel workbook as a file. As with other methods of including Excel based content this is most accessible when the actual presentation rather than a slide show version of it is distributed. It is not an accessible option if anything other than the actual PPTX file is going to be distributed.

This option lets you insert data from an existing Excel workbook into your presentation. The Excel workbook should ideally be in the same folder as your PowerPoint document. The other option would be to have it on an Intranet site that doesn't require passwords or permissions for staff or students. If the PowerPoint document is going to be distributed more globally the Excel workbook will need to be available from anywhere by anyone. This method creates a link from the PowerPoint to an existing file.

Press Alt + N, J for Insert Object and make sure the radio button to Create from file is activated rather than the Create new.

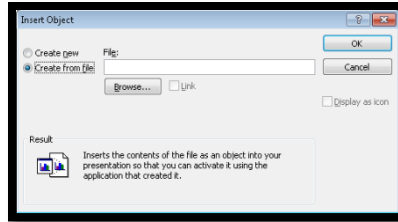


Figure 188 Insert Options dialog for inserting an existing Excel workbook.

Use the Browse button to locate the Excel workbook file you want to link to. Once you've found the Excel workbook, highlight it, then Tab to and activate the OK button.

The first page of the workbook appears as an image in the OLE/Object Linking and Embedding container.

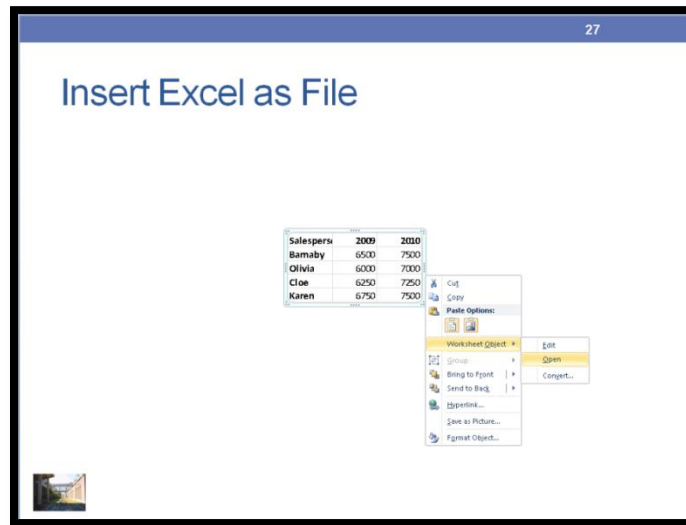


Figure 189 Excel workbook inserted as a file into a PowerPoint document.

Someone who is using adaptive technology such as a screen reader will be able to open this workbook by using the AppKey and the context menu as shown in the preceding image.

If the Excel workbook you insert has more than one worksheet, the information on the first worksheet is what will be displayed as shown in the following image.

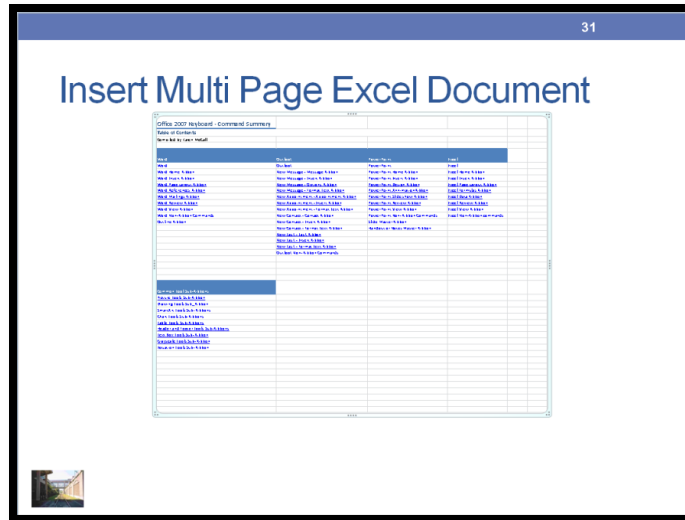


Figure 190 Multi Worksheet Excel workbook inserted into PowerPoint document.

Once again someone who is using adaptive technology can select the object, press the AppKey and choose to open document.

When an Excel document is inserted into a PowerPoint document and is then opened, Excel opens and someone using adaptive technology can use the keyboard commands or their adaptive technology specific keyboard commands for navigating the content.

Neither of these implementations is available from the slide show view. They are only accessible from the PPTX version of the PowerPoint document.

Displaying an Excel Workbook as an Icon on Slides

One of the other options is to display the Excel workbook as an icon in the PowerPoint document. As with the ability to insert a file into a PowerPoint document, this option is not accessible in any other version of the PowerPoint document. You must distribute the PowerPoint document as a PPTX document not as a slide show or any other format.



Figure 191 Insert an Excel workbook into a PowerPoint document as an icon dialog.

Press Alt + N, J to choose Insert, Object and make sure that the “Create from file” is selected and the check box to “Display as icon” is checked.

Once you choose to “display as icon,” an icon appears in the dialog. You can change this however if you are not the only one presenting this content or viewing it, keeping the standard icon used for Excel documents is preferable.

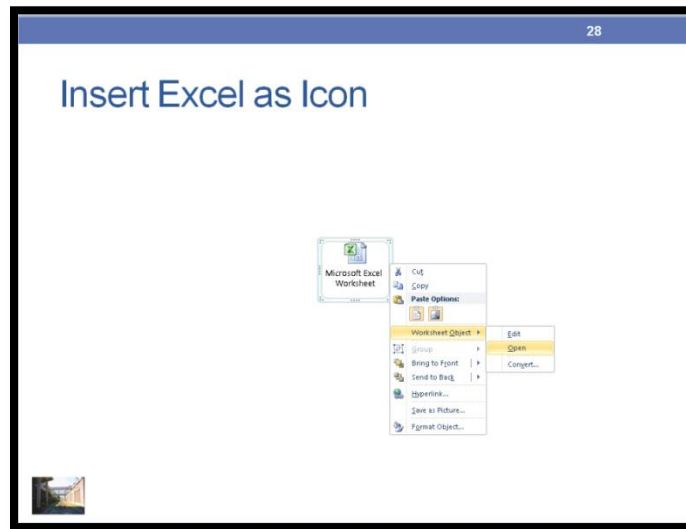


Figure 192 Excel workbook displayed as an icon in a PowerPoint document.

Someone using adaptive technology will be able to select the icon and open the Excel workbook using the context menu.

Make sure that the document you are displaying as an icon is available to anyone who you are distributing the content to. Avoid the use of confidential or password protected content. Make sure that the document is on an Extranet or Internet site if the PowerPoint document is going to be globally distributed. I also recommend that you keep all documents linked to or embedded in PowerPoint documents in the same folder as the PowerPoint document. It is easier to transfer all of the content at once and the embedding of content is relative to the location of the folder. This avoids the braking of links or embedded objects during your presentation.

Using Paste Special for Excel Content on Slides

Another option is to use the “Paste Special” tools. This lets you use the same tools as in the previously covered methods but lets you isolate content from a workbook and use it in your PowerPoint document.

One advantage to using this method is that if you paste the content from an Excel worksheet onto a slide as HTML content it can be accessed like an HTML table by someone using adaptive technology such as a screen reader.

Open the Excel workbook you want to copy the content from. Select the content and press Ctrl + C to copy it to the Clipboard. Use Alt + Tab to switch to your PowerPoint document.

Press Alt + H, V, S to activate the Paste Special dialog in PowerPoint. This translates to Home Ribbon, Paste, Paste Special.

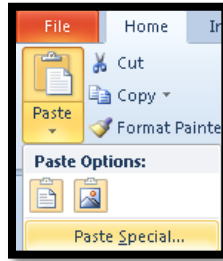


Figure 193 Paste Special from the Home Ribbon.

When the Paste Special dialog opens it has a similar look to the Insert Object dialog. In this case the only thing we want to do is to choose “Microsoft Excel Worksheet Content” as the format of the content to be pasted. This should be elected by default. Verify this and press Enter to paste the Excel content into the PowerPoint document as an Excel based object.

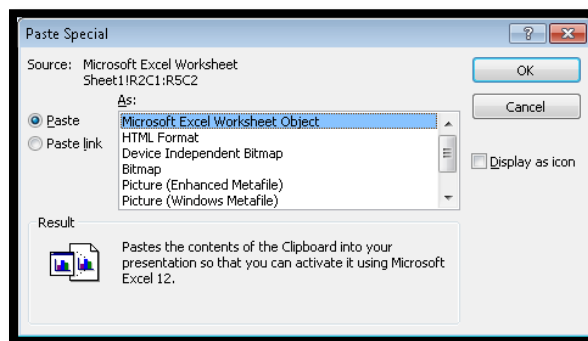


Figure 194 Paste Special dialog.

When the Excel content is pasted into the PowerPoint document someone using adaptive technology has the ability to select the object, use the AppKey to open the context menu and then open the Excel workbook to examine the Excel based content.

As with inserting Excel based content as a file or by using an icon, the actual Excel workbook needs to be available with the PowerPoint presentation. If it is not available the Excel data may not be accessible to someone using adaptive technology. In effect the link between the PowerPoint document and the Excel workbook will be broken.

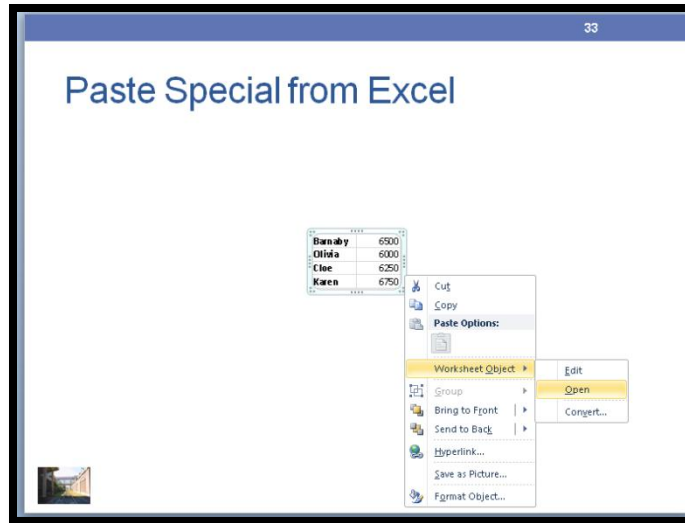


Figure 195 Excel content pasted as Excel content into PowerPoint document.

A more accessible way of using Paste Special is to choose “HTML Format” from the list of available formats in the Paste Special dialog. It is the second item in the list. This will paste the Excel content into PowerPoint in a more accessible format that is not dependent on having the actual Excel workbook available to the person reading the PowerPoint document.

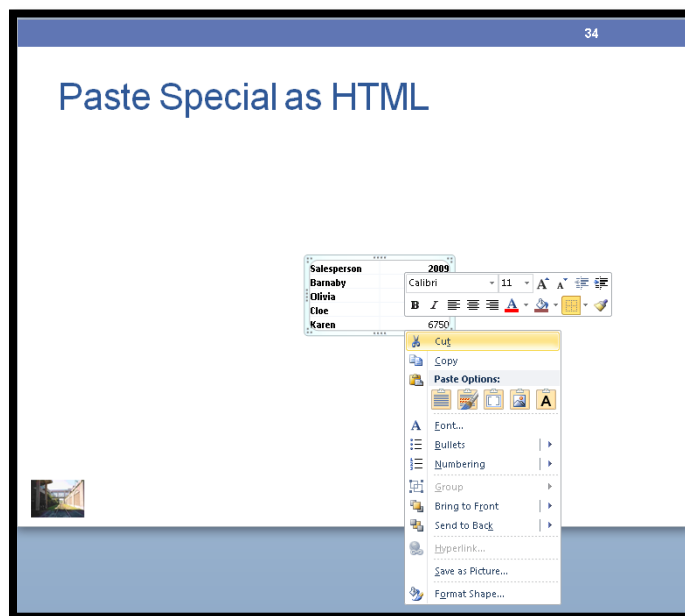


Figure 196 Paste Special as HTML format which is more accessible.

I’ve ensured that both images of the Paste Special formats are on this one page. Notice that on the “Paste as Excel workbook” option there is the option to open the workbook while on the “Paste as

HTML” format there is not. Yet the paste as HTML format offers more accessibility without being tethered to another document. More decisions for document authors!

The Office Clipboard and Excel Content

One of the tools that is often not taken advantage of in Microsoft Office is the Office Clipboard. Unlike the Windows Clipboard that can only hold one item at a time, the Office clipboard can hold up to 24 items at a time from any Office application. This includes images, tables, text and charts.

Using the Office Clipboard you can copy content from one Office application to another. As long as one Office application is open the content will be on the Office Clipboard. If the Office Clipboard is open or active, each time you press Ctrl + C to copy selected content that item is added to the Office Clipboard. This lets you use several document elements in other Office applications. The Office Clipboard is emptied once you close all Office applications.

To activate the Office Clipboard [which is accessible if you are using a screen reader] press Alt + H, F, letter O. This sequence of keyboard commands works in all Office applications.

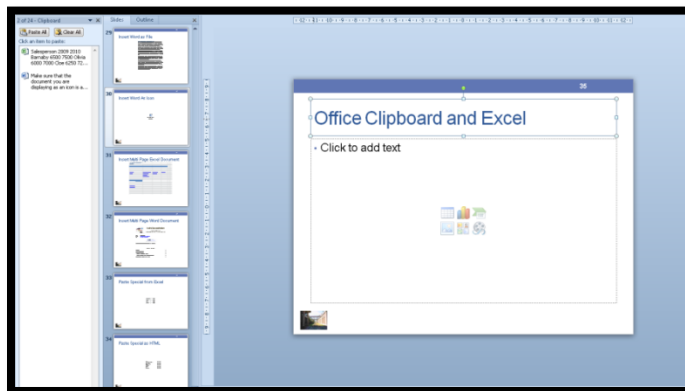


Figure 197 Office Clipboard opened with content showing.

The Office Clipboard will open to the left of the Thumbnail view of your PowerPoint document. The following image demonstrates the types of content you can have on the Office Clipboard. Visually the icon for the corresponding Office application is associated with the piece of content on the Office Clipboard.

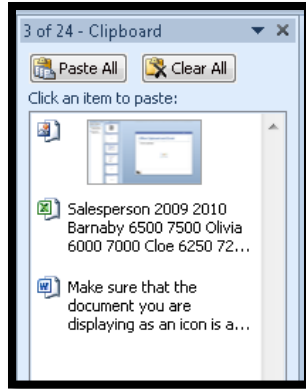


Figure 198 Close-up of Office Clipboard contents.

If you have an image with Alt Text in a Word document and copy it to PowerPoint with or without using the Office Clipboard, the Alt Text remains with the image so you don't have to add it again.

To add any of the pieces of content to your PowerPoint document press Shift + F6 to move to the Office Clipboard. This will move you "backward" through the Thumbnails to the Office Clipboard. Press Tab to move into the pieces of content on the Office Clipboard and then press Enter on the one you want on your slide. You may have to resize the object once it is on the slide. Of course if you are mouse dependent you can click on the piece of content you want on your slide.

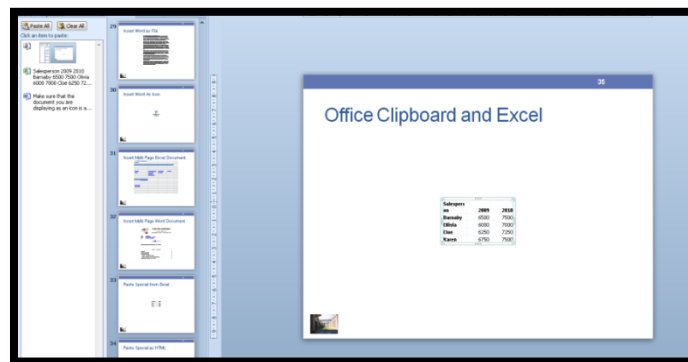


Figure 199 Excel content from Office Clipboard added to PowerPoint document.

In our example this will add the Excel content to the slide as a Table. It will be accessible and you won't have to make the entire Excel workbook available to anyone reading the PowerPoint document.

These are issues you need to keep in mind when you use external content on slides. If you add an Excel or Word document to your slide you will need to either copy it into the Outline version of the presentation or make the document available to those who require Braille.

Word Content on Slides

As with an Excel worksheet, you can insert a Word document onto a slide. This would be used if you have examples of longer text that wouldn't fit on a slide or wouldn't be appropriate for a slide.

Although Word based documents are fairly accessible while in Normal slide view, they are inaccessible in Slide Show view. This means that distributing a presentation as a slide show without access to the slides creates accessibility problems.

To insert a Word document into a PowerPoint document:

1. Press Alt + N, J and choose Microsoft Word document from the list in the Insert Object dialog.
2. Tab to and activate the OK button.

A new object which is a Word document appears on the slide.

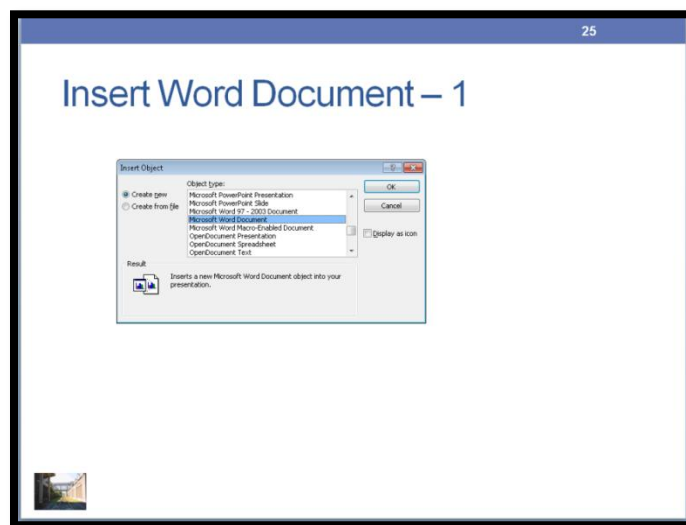


Figure 200 Insert object dialog showing create new and Microsoft Word Document options.

In our example the slide background is white and when the Word document appears on the slide it appears to have a white background.

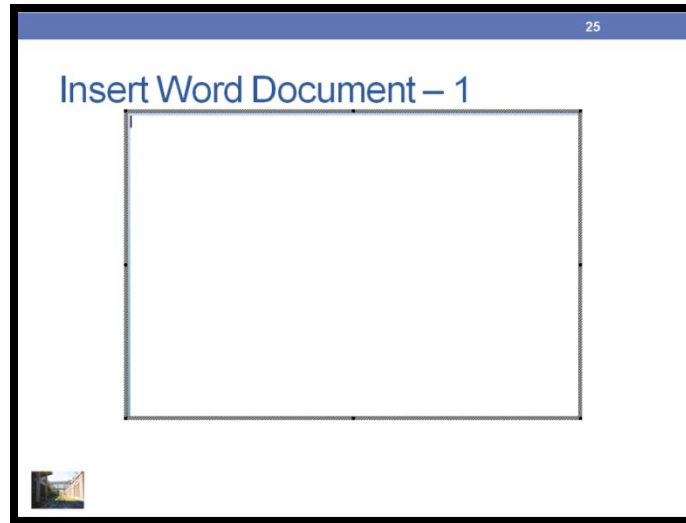


Figure 201 Word document on slide.

You can now type content into the Word document that is embedded in PowerPoint. In the example below, I've used the ability in Word to create some random text to use instead of typing it in word by word. The keyboard command for this is to write the following and press the enter key after it

```
=rand(5)
```

Which will insert random text from the Word Help documentation. This syntax will insert 5 paragraphs each containing 3 sentences.

```
=rand(3, 6)
```

This syntax will insert 3 paragraphs each with 6 sentences. You can choose which one to use based on your need for randomly created text.

Since this is a Word document you can use the same formatting you use in Word including headings, bullets and numbering and so forth.

Use the keyboard commands to select and format headings:

- Ctrl + Alt + number 1 for a Heading level 1.
- Ctrl + Alt + 2 for a Heading level 2.
- Ctrl + Alt + 3 for a Heading level 3.

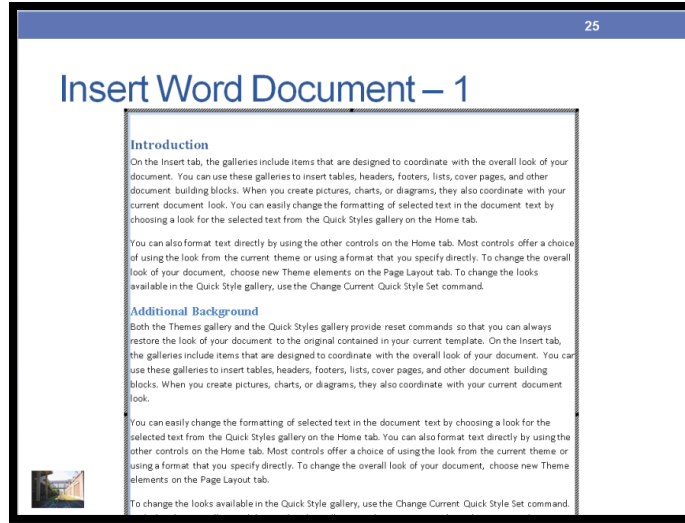


Figure 202 Formatted Word document added to PowerPoint document.

If the background of your slide is white the end result is seamless.

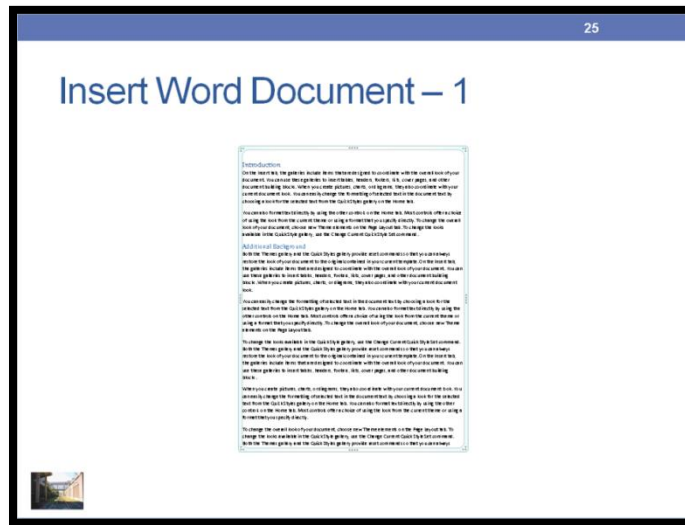


Figure 203 Finished Word document in PowerPoint document.

Adaptive technology will interact with this type of content as it would with a Word document because that is what this is.

Someone using adaptive technology can select the Word object, press the AppKey and choose to open the Word object. Microsoft Word will then open and the person can use their Word navigation and reading keys for the content.

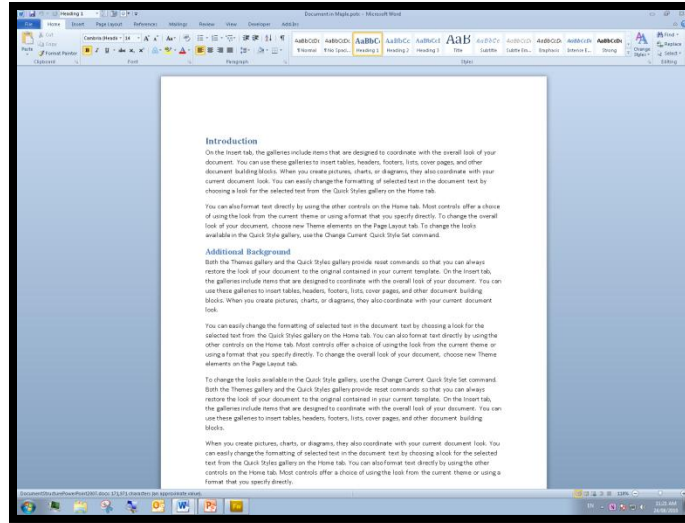


Figure 204 Inserted Word document from PowerPoint opened in Word.

The only thing to keep in mind is that when you use a slide with a coloured background the text in the Word object might not be readable because it will remain as black text while the “page” becomes transparent as shown in the following image.

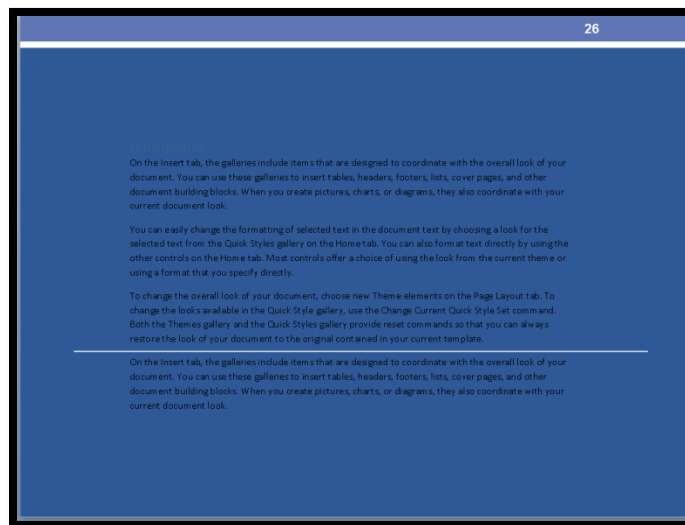


Figure 205 Inserted Word document on a slide with a coloured background.

In the preceding image when the Word object was added to the slide the background appeared white and the text was readable. Once the focus was off of the Word object, the background is the slide background. In this case I used the section slide instead of creating another slide with a coloured background which is why the two lines are running through the text and there is no title placeholder.

To change the background of a Word object on a slide:

1. Select the Word object.
2. Press the AppKey and choose Format Picture.
3. Choose the Fill colour for the Word object. I would make it white in this example. You need to make sure that the contrast is enough to make the text easily readable.
4. Tab to and activate the OK button.

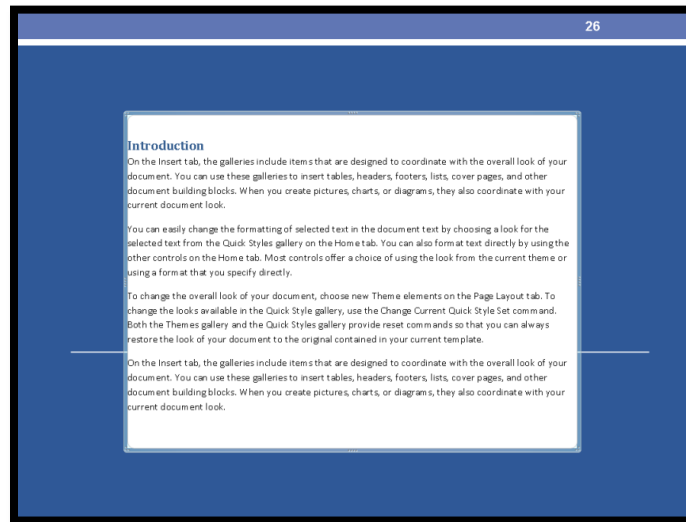


Figure 206 Word object with white background on slide with coloured background.

This might be a good alternative to large text placeholders on slides. The font size, however, is the default 11 point in Word. You might have to adjust it for readability on-screen.

You could change the font color to white so that it matches the slide text color. However, when someone accesses the document in Word they will only see white “snow.” The only people who will be able to “read” this will be people using screen readers unless the text is black and the document background is the default white.

These are issues you need to keep in mind when you use external content on slides. If you add an Excel or Word document to your slide you will need to either copy it into the Outline version of the presentation or make the document available to those who require Braille.

Create Word Content as File on Slides

As with Excel content we can display the contents of a Word document as an image on a slide. In doing this we will need to provide the image with Alt Text.

To display a Word document as an image on a slide:

1. Press Alt + N, J for Insert, Object.
2. This opens the Insert Object dialog.

3. Your focus is in the centre of the dialog in the list of possible formats.
4. Press Shift + Tab to move to the two radio buttons to the left of the list of formats.
5. Use the Down Arrow to choose “Create from file.”
6. The Insert Object dialog gives you a File edit box and a Browse button in the centre of the dialog.

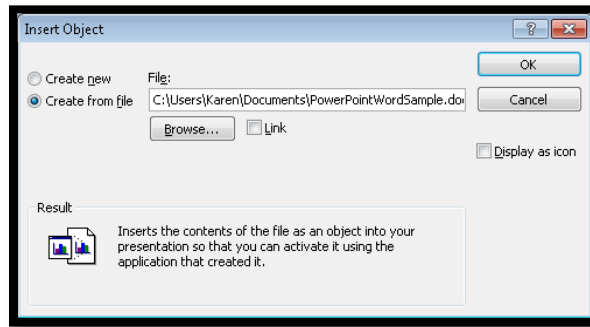


Figure 207 Insert Object dialog with Create from file chosen.

7. Activate the Browse button and choose your file/Word document then Tab to the OK button and press Enter.
8. The first page of the document is added to your slide as an image.
9. You will need to resize it and add the Alt Text.

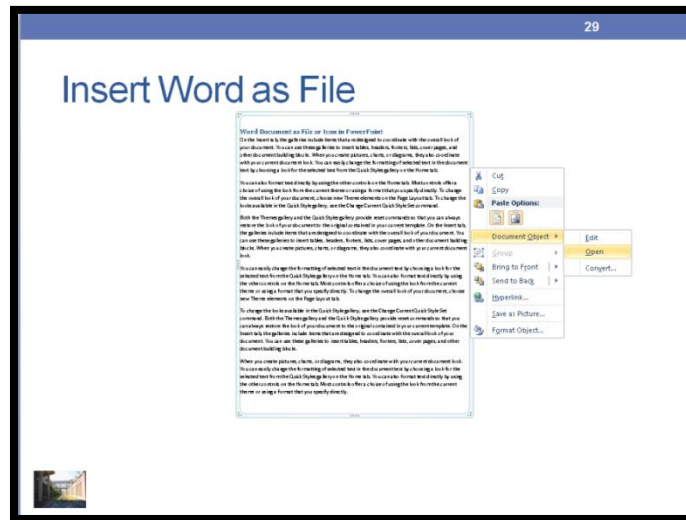


Figure 208 Word document added to slide as a file/image.

As shown in the preceding image, someone using the keyboard and/or a screen reader will be able to select the object and choose to open it using Word.

For this element the slide presentation itself will need to be provided to the audience in order for this to be considered accessible..

Displaying a Word Document as an Icon on Slides

There is also the option to display the Word document as an icon on the slide. As with Excel, This technique will require that you distribute the slide presentation rather than the slide show.

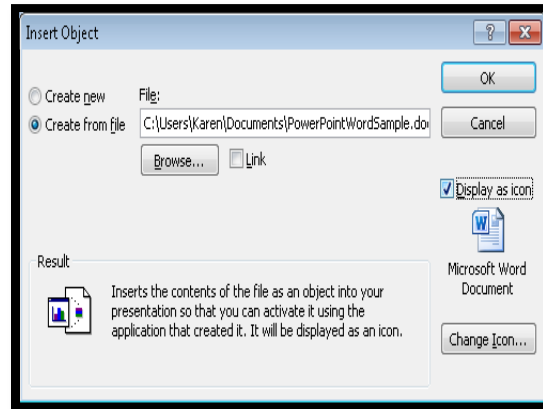


Figure 209 Insert Object dialog with options to display as icon chosen.

To insert the Word document as an icon:

1. Press Alt + N, J for Insert Object.
2. When the Insert Object dialog opens choose both the “Create as File” and the “Display as Icon.”
 - a. Display as Icon is a check box on the right side of the Insert Object dialog.
3. Use the Browse button to locate the document you want displayed as an icon.
4. Tab to and activate the OK button by pressing Enter.

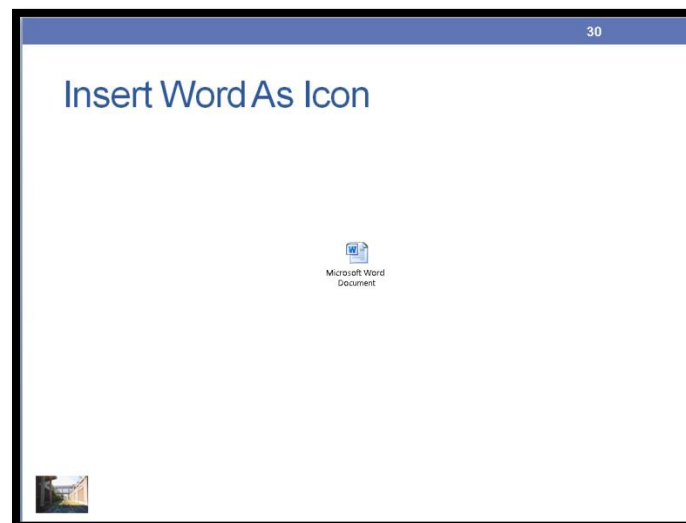


Figure 210 Icon of Word document shown on slide.

Someone using the keyboard and/or adaptive technology will be able to select that icon on the slide and press the AppKey to open the document. Remember that documents added to slides in this way must be available to someone looking at the PowerPoint document and not on a permissions restricted server.

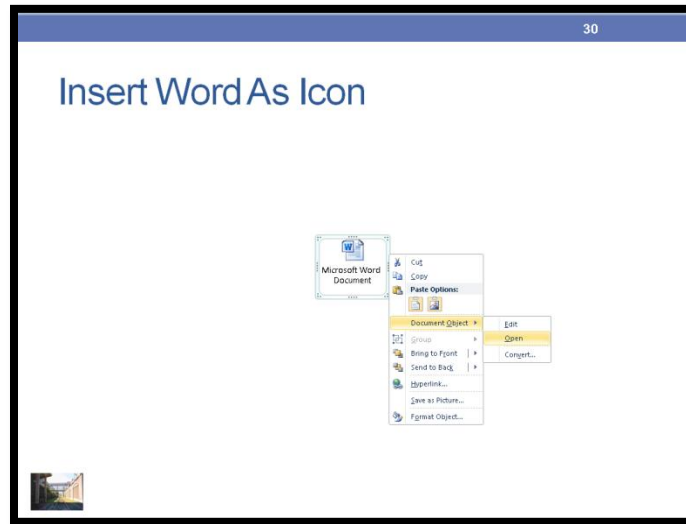


Figure 211 Icon of Word document on slide with context menu open.

You will need to provide Alt Text for this object.

Someone using the keyboard and/or a screen reader will be able to locate this object on the slide and choose to open the Word document.

The Word document must be available to participants either from the same folder or intranet/network. If you are presenting this slide and activate the icon but don't have access to the document you will get an error message...and so will participants.

Using Paste Special for Word Content on Slides

Normally we just copy and paste content from Word to PowerPoint and other applications. Unlike pasting Excel content onto a slide you don't have to worry so much about using Paste Special. In fact you don't really want the formatting to follow the content. PowerPoint has its own ability to add formatting. As with any content you don't want to use bold, italic and underline on one piece of content.

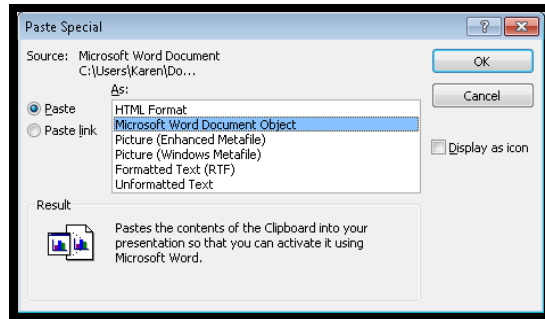


Figure 212 Paste Special dialog to bring content from Word to PowerPoint.

If you need to use Paste Special for content coming from Word to PowerPoint:

1. Select the content in Word. Remember that PowerPoint is not a word processor and you should select small segments of content not entire several pages or paragraphs.
2. Press Ctrl + C to copy the content to the Windows Clipboard.
3. Use Alt + Tab to switch to PowerPoint.
4. Tab to the text or content placeholder on the slide.
5. Press Enter to move into edit mode.
6. Press Alt + H, V and choose Paste Special. This translates to Home Ribbon, Paste and then Paste Special.
7. The Paste Special dialog opens with some options for pasting the Word content onto the slide.
8. If you paste the Word content as a picture or Word object you will need to give those elements Alt Text.
9. You can choose HTML or RTF but there is little if any difference in terms of accessibility in choosing either.
10. Tab to and activate the OK button by pressing Enter.

Use Paste Special sparingly when moving content from Word to PowerPoint.

Using the Office Clipboard for Word Content on Slides

One of the tools that is often not taken advantage of in Microsoft Office is the Office Clipboard. Unlike the Windows Clipboard that can only hold one item at a time, the Office clipboard can hold up to 24 items at a time from any Office application. This includes images, tables, text and charts.

Using the Office Clipboard you can copy content from one Office application to another. As long as one application is open the content will be on the Office Clipboard.

To activate the Office Clipboard [which is accessible if you are using a screen reader] press Alt + H, F, letter O. This sequence of keyboard commands works in all Office applications.

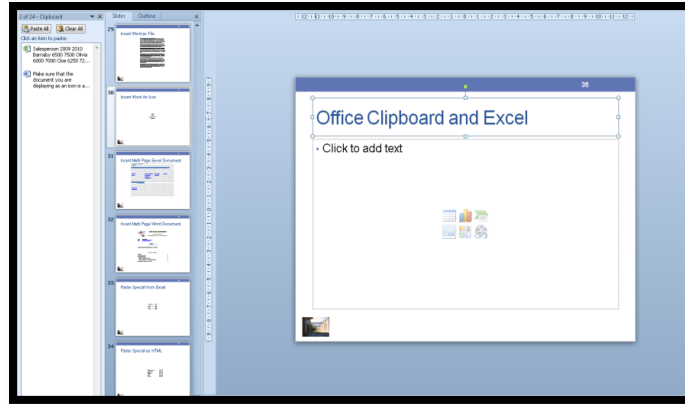


Figure 213 Office Clipboard opened with content showing.

The Office Clipboard will open to the left of the Thumbnail view of your PowerPoint document. The following image demonstrates the types of content you can have on the Office Clipboard. Visually the icon for the corresponding Office application is associated with the piece of content on the Office Clipboard.

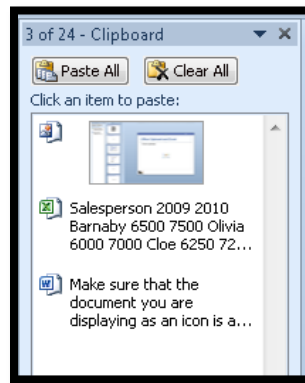


Figure 214 Close-up of Office Clipboard contents.

If you have an image with Alt Text in a Word document and copy it to PowerPoint with or without using the Office Clipboard, the Alt Text remains with the image so you don't have to add it again.

To add any of the pieces of content to your PowerPoint document press Shift + F6 to move to the Office Clipboard. This will move you "backward" through the Thumbnails to the Office Clipboard. Press Tab to move into the pieces of content on the Office Clipboard and then press Enter on the one you want on your slide. You may have to resize the object once it is on the slide. Of course if you are mouse dependent you can click on the piece of content you want on your slide.

For Word based content make sure you select small pieces of content. Remember that PowerPoint is not a word processor. If you are copying a paragraph over to a slide make sure you choose the slide layout you designed for paragraph text that is not bulleted.

PowerPoint Accessibility Checker

Word, PowerPoint and Excel 2010 include a built-in accessibility checker. This helps document authors optimize the accessibility of their documents.

In PowerPoint press Alt + F, letter I, letter I for File/Backstage area, Info, Check for issues. This button has three options, one of which is to check the accessibility of the PowerPoint document.



Figure 215 Check PowerPoint document for accessibility.

There are two good articles on the Microsoft Office web site on what the accessibility checker is and what it checks for:

- [Office 2010: Accessibility Investment and Document Accessibility](#)⁷.
- [Are your presentations accessible?](#)⁸

When the accessibility check is done on the Maple template/theme and everything I've been doing to the document as we've worked through various scenarios and tools in this book, you can see a lot of accessibility problems.

⁷ Office 2010: Accessibility Investment and Document Accessibility:
<http://blogs.technet.com/b/office2010/archive/2010/01/07/office-2010-accessibility-investments-document-accessibility.aspx>

⁸ Are your Presentations Accessible?: <http://blogs.office.com/b/microsoft-powerpoint/archive/2011/03/01/are-your-presentations-accessible.aspx>

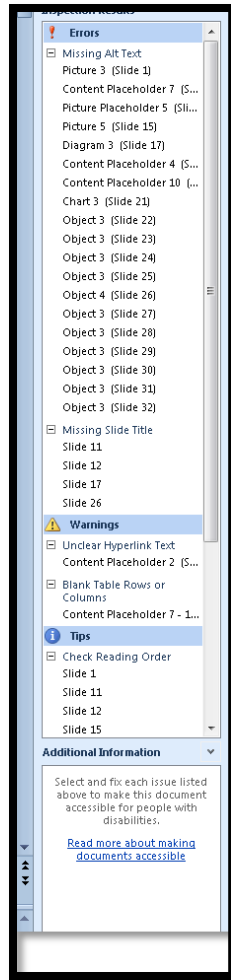


Figure 216 Accessibility problems in Maple template/Theme.

If you activate one of the items in the Accessibility Check pane that opens to the right of the document, you will go to that slide to see the problem.

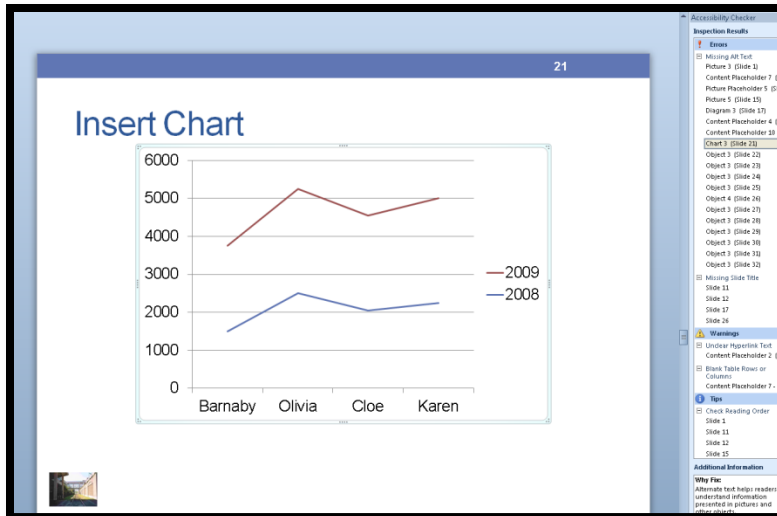


Figure 217 Missing Alt Text for chart.

When we inserted the Excel table we did not add Alt text to the object. This is now flagged in the accessibility check as a Content Placeholder with no Alt Text. This would be an example of a table description or Alt Text for a table that was not added.

Salesperson	2008	2009
Barnaby	1500	2250
Olivia	2500	2750
Cloe	2050	2500
Karen	2250	2750

Figure 218 Content Placeholder missing Alt Text.

The slide I used to demonstrate the misuse of text boxes is also flagged as a slide with no Title Placeholder. Another reason to use the accessible and inherent placeholders on slides.

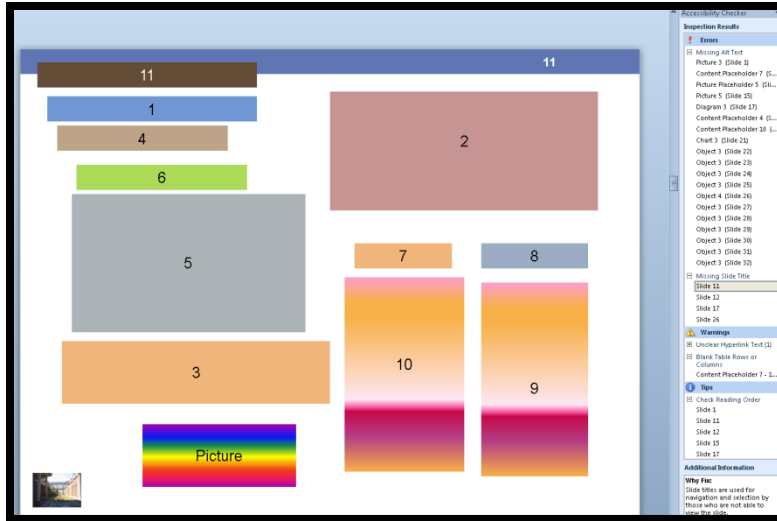


Figure 219 Missing Slide Title.

There is a section in the accessibility check to flag slides where there might be logical reading order problems.

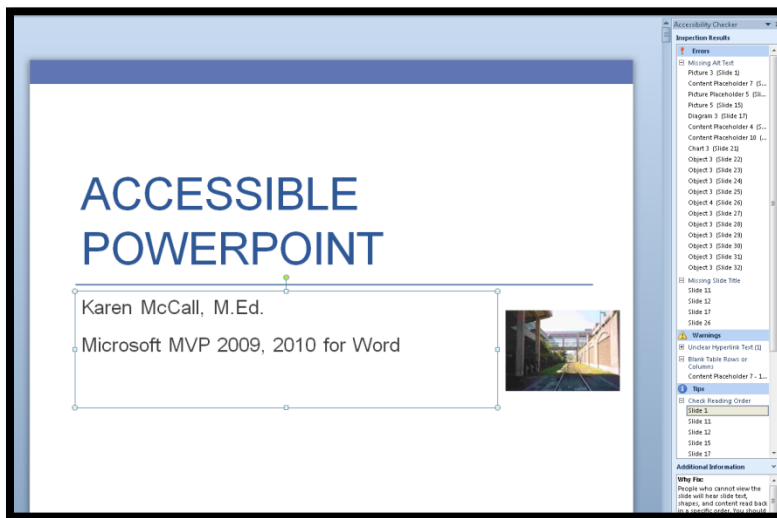


Figure 220 Check Reading Order flagged.

The built-in accessibility checker cannot examine the use of colour, clarity of content on a slide or how converting the content to another format such as tagged PDF will affect the accessibility of the document. It is a mechanical tool and not a substitute for an informed document author.

Converting PowerPoint to Tagged PDF

One of the formats often used to distribute content in a secure manner is tagged PDF. If a presentation is going to be converted to tagged PDF this needs to be decided before you begin adding content.

The reason for this is that some of the objects that would be accessible if someone were in Normal slide view are not accessible once the document is converted to tagged PDF. The type of tagged PDF also needs to be considered. For example if you convert the Notes, the slides themselves will be tagged as images which will not only require Alt Text using Adobe Acrobat but it means that the slide content is not “accessible” unless the content is detailed in the Notes area.

You can then make effective use of the Notes area to render content and reassign the images of the slides to being Artifacts in the background. This is one technique available but you will need to plan ahead before you begin adding content to slides.

Both Adobe Acrobat and the Microsoft plug-in render PowerPoint to PDF in fairly decent shape. Depending on the elements used on slides, the repairs can be none or minimal. You still have to perform a QA or Quality Assurance process on both the PowerPoint presentation and the resulting tagged PDF document.

Adobe Acrobat PDF Maker Plug-in

You will need Adobe Acrobat Professional installed to use this plug-in. The Professional or Extended versions of Acrobat will let you perform any repairs necessary to the resulting tagged PDF document. You will also be able to examine the Tags as part of a QA or Quality Assurance process.

There are conversion settings specific to PowerPoint through the Adobe plug-in for Microsoft Office but only if you are using the 32-bit version of Microsoft Office.

To review the conversion settings, choose the Adobe Ribbon and then Preferences. The Conversion Settings dialog opens.

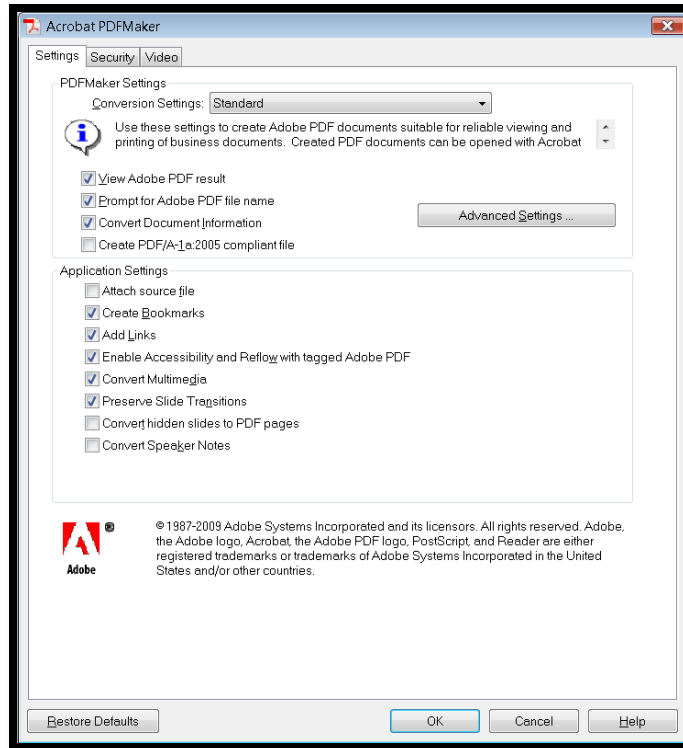


Figure 221 Adobe PDF Maker settings for PowerPoint.

The conversion settings that need attention are to “Create Bookmarks,” “Add Links,” “Enable Accessibility and Reading with tagged Adobe PDF,” and “Convert Speaker Notes.”

The tagged PDF needs Bookmarks for people with disabilities who are not using adaptive technology. The Bookmarks will create a navigational structure through the presentation.

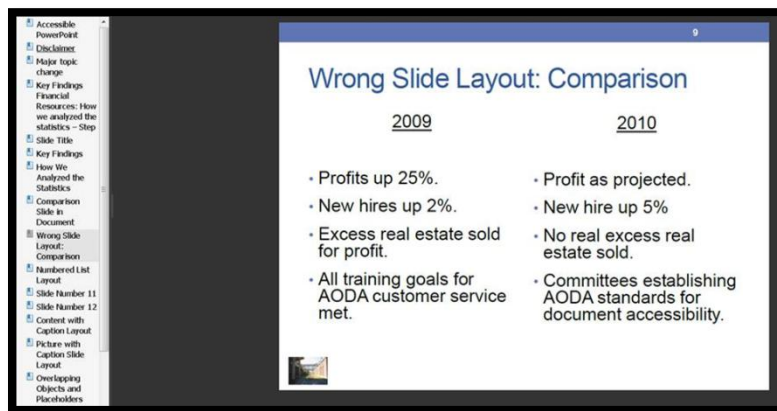


Figure 222 Tagged PDF from PowerPoint showing slide titles as Bookmarks.

When you choose “Add Links” any links in your presentation other than links to documents using icons, will be properly tagged. If you’ve used long URL’s in your presentation you will need to add Alt Text to the link once the document is converted to tagged PDF.

By turning on the “Accessibility and Reflow with tagged Adobe PDF” you ensure that people with disabilities who are using adaptive technology can read the content of the presentation.

These three settings should be checked by default. If they are not, you will need to check them. Once they are set you shouldn’t have to set them for each presentation you convert.

There is an option in the form of a check box to convert Speaker Notes. When you choose this option it will be set until you uncheck it. So all of your tagged PDF from PowerPoint will automatically convert the Speaker Notes to Comments in the tagged PDF. If this check box is checked and you forget you checked it there is a “fail-safe.” You will get a message asking if you want to convert the Speaker Notes for each PowerPoint document you convert.

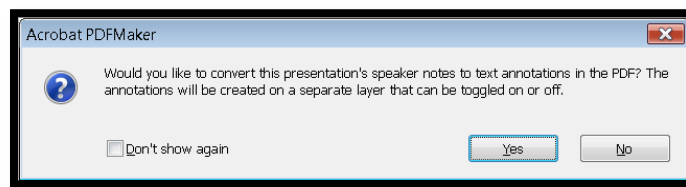


Figure 223 Message asking if you want to convert Speaker Notes.

Once the tagged PDF has opened in Acrobat you can activate the Comments icon to view the Speaker Notes.



Figure 224 Tagged PDF showing Comments/Speaker Notes open.

At this time there is no reliable way to navigate comments using the keyboard which means that they are not accessible to someone using the keyboard and/or a screen reader. When we look at how the Microsoft Save as PDF or completely inaccessible XPS add-in treats notes we’ll find that the

notes themselves are accessible but the slide content isn't unless you can copy it into the Notes area. However tables and diagrams can't be copied into the Notes area. This is why it is important to have both conversion tools available depending on the content you need to Tag.

Note: Although the XPS format is designed to be accessible, there is currently no accessible reader available for those of us using adaptive technology. Even if we open the XPS document in a browser the text/document content is not accessible.

You don't want to convert transitions. The person who is trying to read the tagged PDF may not be able to read fast enough or may become confused by the transitions. Another accessibility issue is that the transitions might interfere with someone's adaptive technology such as screen magnification. Even within Adobe Acrobat or Adobe Reader someone has the ability to turn off transitions for general PDF documents if they are annoying or make the content unreadable. PowerPoint itself has transitions so make sure that these are not carried over to the tagged PDF document by un-checking this check box.

The other tab in the Conversion Settings dialog you need to look at is the "Video" one if you've used audio or video in the presentation.

Transcripts need to be provided for any audio content other than "decorative" audio content. For example if you have clapping hands, the surf or tides going in and out, or someone yelling "yahoo" these would be considered decorative sounds that have no meaning in the presentation other than the document author thought they were cute. You can attach the transcript as a Word or text document to the PDF document for easy access.

Video needs to be captioned and/or video described. A transcript would be acceptable for this type of media as well. Again, attach the Word or text file to the PDF document so it is right there, ready when needed.

Problem Content

Some of the content that was accessible while in Normal slide view is not accessible when the presentation is converted to tagged PDF.

For example, SmartArt is tagged as a variety of elements from text boxes to "pathpath" or images. The slide from the sample presentation illustrates the problems. It is also a practical demonstration of why you would want to create a single image of grouped objects or SmartArt for slides. It is easier to add Alt Text than to try and retag all of these elements as a single image in Acrobat in order to give them Alt text. Since grouped objects are often made up of layers, if you create the image and insert it onto the slide in PowerPoint, it will be less likely that you would experience layers shifting when you try to create the single image in Acrobat.

The Word document that is accessible while in Normal slide view is not accessible as a tagged PDF document. It too is tagged as an image. Although the “text” is there, as with the Excel table it is not separated into paragraphs or structured text. In this case, as with the Excel table in the previous image, simply changing the Tag to be <P> would result in adaptive technology buffer issues. The content cannot be examined paragraph by paragraph. The repairs, if they could be done would have to be done manually.

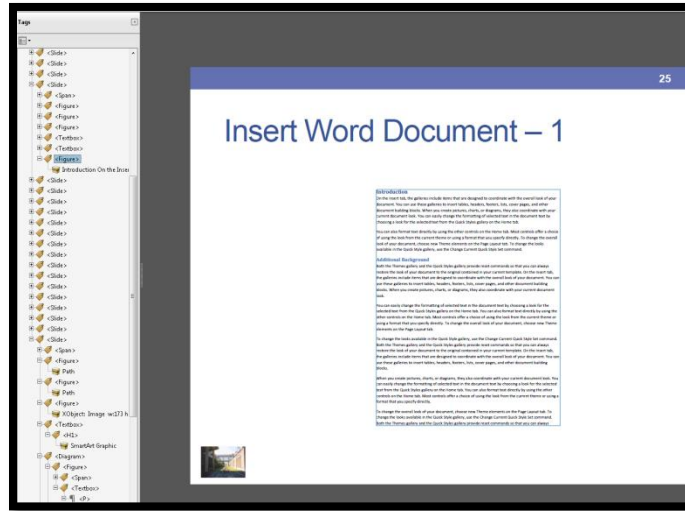


Figure 227 Word document inserted onto slide mistagged.

The link to a document is not accessible in the tagged PDF version of the presentation. It too is tagged as an image without the “link” to open the Word document.

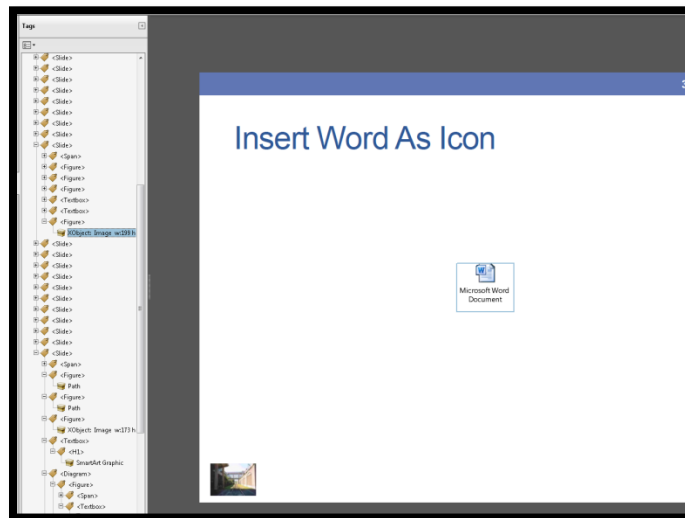


Figure 228 Word document inserted as icon mistagged.

And finally the chart that was inserted is not accessible. As with the SmartArt object, parts of it have been tagged as text and parts of it are tagged as pieces of an image. The repair for this would be the same as for the SmartArt object. An image would be created from the slide and inserted onto the slide and given Alt Text. If it is a complex chart a descriptive document can be attached to the PDF document.

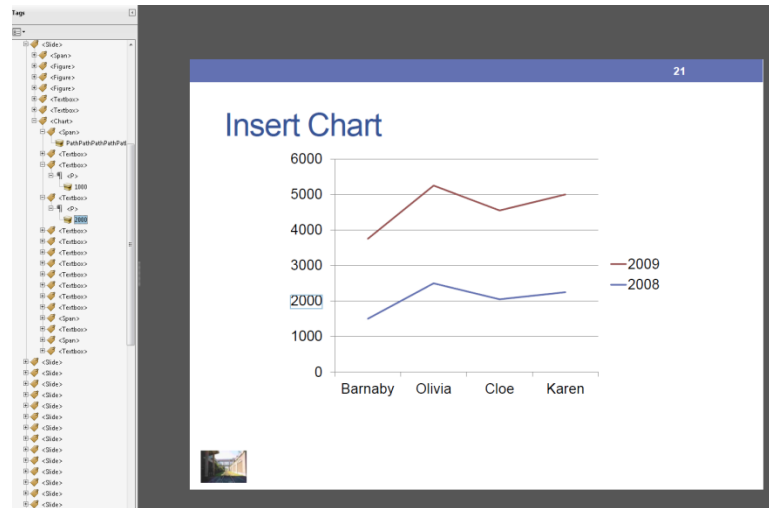


Figure 229 Excel chart tagged as both text and images.

On the plus side, the table inserted using the Insert; Table tool in PowerPoint is accessible. The only repair needed for it is to identify the <TH> or table header columns and rows. The table itself is tagged correctly.

Salesperson	2008	2009
Barnaby	1500	2250
Olivia	2500	2750
Cloe	2050	2500
Karen	2250	2750

Figure 230 Table inserted onto slide tagged correctly.

One of the problems with tagging that we have seen in Acrobat 9 and X is that in tagged documents coming from Office 2007 or 2010 parts of table gridlines are being mistagged as pieces of images. In the preceding image there is a PathPathPath under a Tag. Do not delete this! You will need to work in the Content Panel of Acrobat to make these errant Tags Artifacts or background. They will not show up in the Order Panel or the TouchUp Reading Order Panel but are often flagged as inaccessible content by the Accessibility Full Check in Acrobat. As stated, this has not been fixed in Acrobat X.

As a document author you need to know how the presentation will be used. If you are looking at a template and organizational deployment of PowerPoint documents, you may need to develop policies and guidelines about the conversion of PowerPoint documents and how to optimize their accessibility. Tagged PDF is tempting because of its ability to impose security but there are a considerable number of tools you can use that are accessible while in Normal slide view that create inaccessible content when in Slide Show view or when converted to tagged PDF.

Knowledge and understanding of these issues and barriers is key to how you use PowerPoint.

Microsoft Save as PDF or XPS Add-in

In Office 2007 this was an add-in that you had to download and install. In Office 2010 the ability to save a document as a tagged PDF document is built into the Office suite. You just need to choose it as a file format.

The XPS file format is completely inaccessible at this time. This is the reason I refer to it as the “Save as PDF or completely inaccessible XPS add-in.”

Press F12, type in the filename, then Tab to the Files of type list and choose PDF. How easy is that?! Once the PDF file type is chosen press Alt + Letter O to open the Options dialog for PDF documents.

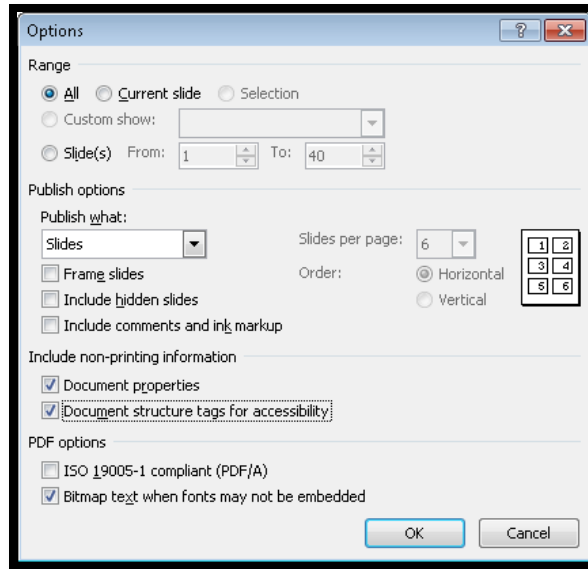


Figure 231 PDF Options dialog for Microsoft add-in.

You will need to make sure that the check box to add the “Document structure tags for accessibility” check box is checked. You should only have to do this once unless you reinstall Office or update with a Service Pack.

Unlike the Acrobat add-in, slide titles did not convert to Bookmarks. There are no Bookmarks in the resulting tagged PDF document using the Microsoft add-in.

The most accessible format is the slides option. If you choose to convert “Notes” to tagged PDF the slides themselves will be connected to images.

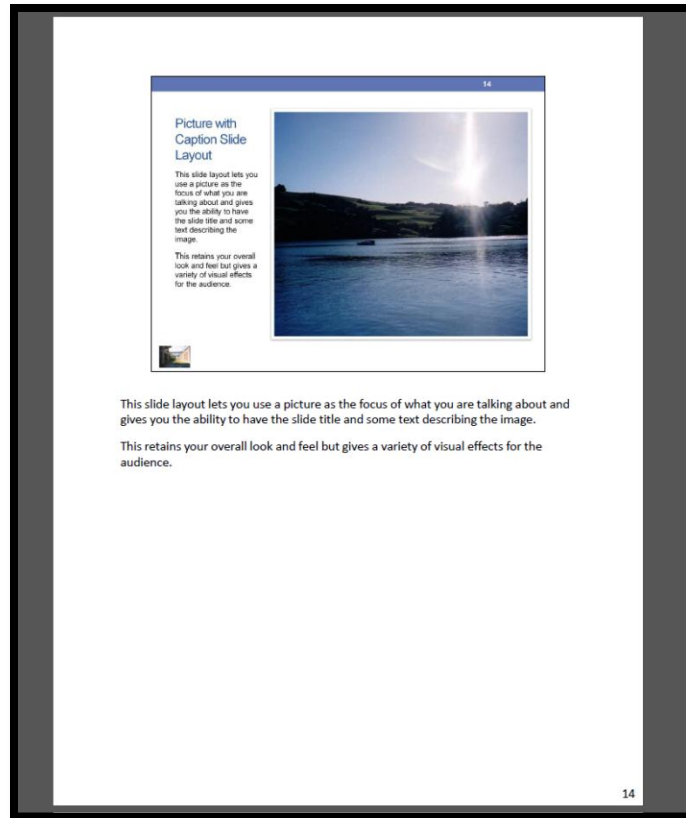


Figure 232 Slide Notes converted to tagged PDF using the Microsoft add-in.

If you choose to convert Notes to a tagged PDF document you would need to copy as much complex content as possible into the Notes area. For elements such as Tables you would need a description of the contents of the Table. There is no tool or technique to use bulleted or numbered lists or even headings in the Notes area. It is a "plain text" editor. The text in the Notes area is tagged. It is the other elements of your PowerPoint document that will require repair if you use this conversion option.

In the preceding image I copied the text from the slide into the Notes area and should have copied the slide title and Alt Text for the image. If this had been a slide with a Table the Table content would not be copied to the Notes area. This is where you would weigh the benefits of using the ability to save the PowerPoint document as an outline or to save the Notes area as a tagged PDF...or provide both.

Both Adobe Acrobat and the Microsoft Save as PDF or XPS plug-in use the PDF 1.7 specifications which are the most current specs for PDF documents. They were developed for Acrobat 8. Tagging hasn't advanced much since that version of Acrobat.

Repairing the Tagged PDF

There are differences between the tagging results of the Acrobat add-in and the Microsoft add-in however, that will affect time spent on QA or Quality Assurance and repair.

The most significant difference is that the Microsoft add-in Tags the background and any background images on slides as <Figure> Tags. This means that the Adobe Acrobat TouchUp Reading Order Tool will need to be used to make these elements Artifacts.

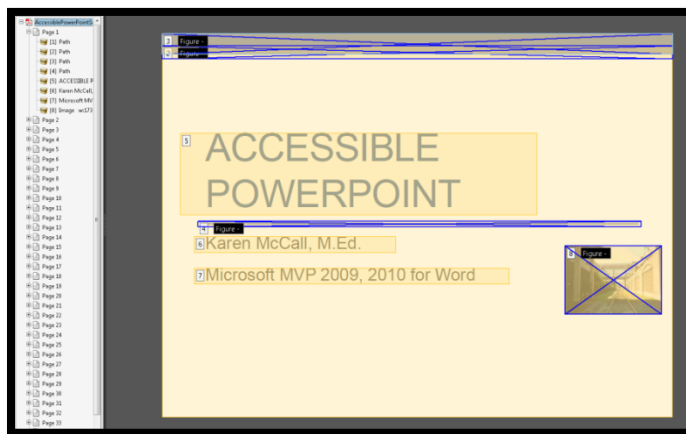


Figure 233 Order Panel open showing mistagged slide background.

Some of the background or Artifact elements have not been tagged properly. For example instead of the <Figure> Tag which would show up in the Order Panel of Adobe Acrobat or with the TouchUp Reading Order Panel, the Tag was implemented instead. This means that you will only find these errors when you perform an Accessibility Full check.

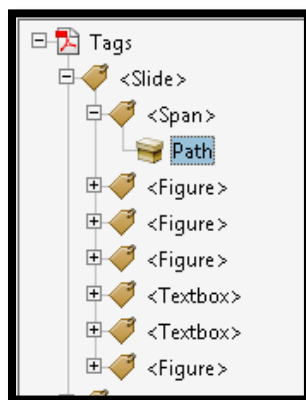


Figure 234 Span Tag used for an piece of the background.

This repair will need to be done on every slide in the presentation.

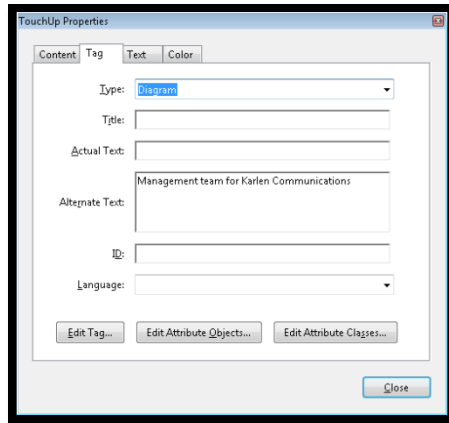


Figure 237 TouchUp Properties dialog in Acrobat showing Alt Text for SmartArt.

The Excel worksheet segment has been tagged as an image but with the Tag rather than the <Figure> Tag. This will need to be repaired in Acrobat. It will mean using the Table Editor to create the Table and then ensure that the <TH> Tags are added.

The word “Salesperson” will be read as part of the word not the entire word. In Excel this would have been read as the entire word “salesperson.” Because we’ve taken the Excel worksheet “out of Excel” there is not the same level of access to the Excel based content. I should have caught this when adding the Excel table to the slide. This repair will need to be done in PowerPoint/Excel.



Figure 238 Inserted Excel worksheet shown in Tags Tree.

The chart inserted into the PowerPoint document is tagged in a similar manner for either the Acrobat or Microsoft add-in. Unlike the SmartArt object we looked at earlier, the individual pieces of the <Chart> will be rendered to the person using a screen reader

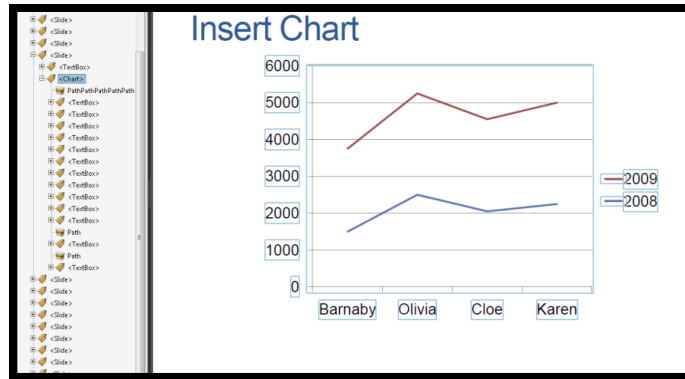


Figure 239 Chart tagged as individual components.

Even if I add Alt Text to the <Diagram> Tag, in this case because of the individual elements under that parent Tag, each element will be read individually and the Alt Text will be ignored. Someone using a screen reader would hear the following: “Insert Chart, graphic 6000, graphic 5000, graphic 3000/yes 4000 was skipped, graphic 2000, graphic 1000, graphic Barnaby/yes the 0 was skipped, graphic Olivia” and so forth. The repair for this is to try and retag the chart as a single image and give it Alt Text or, in PowerPoint make it a single image with Alt Text. The repair technique you choose will depend on whether you know which method destitution will be used for the PowerPoint document.

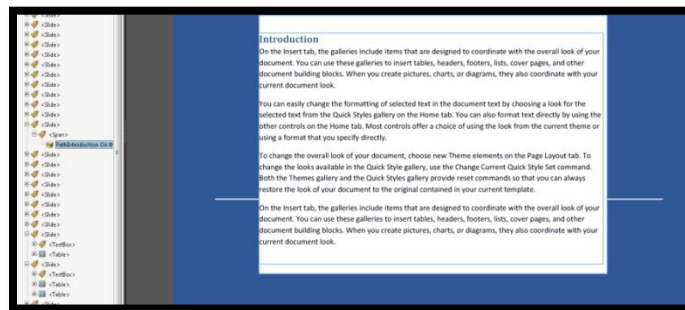


Figure 240 Word content tagged as text.

Ironically the Word document that is inserted onto the slide as text is tagged as text so is still accessible. The problem is that the text is within the Tag using the Acrobat add-in and a <Figure> Tag using the Microsoft add-in. There is a piece of the background associated with it that might be flagged in an Accessibility Full Check. The other problem is that the entire piece of text is tagged under one parent Tag and depending on how much content there is might overwhelm the adaptive technology buffers making it difficult to read or even open the PDF document.

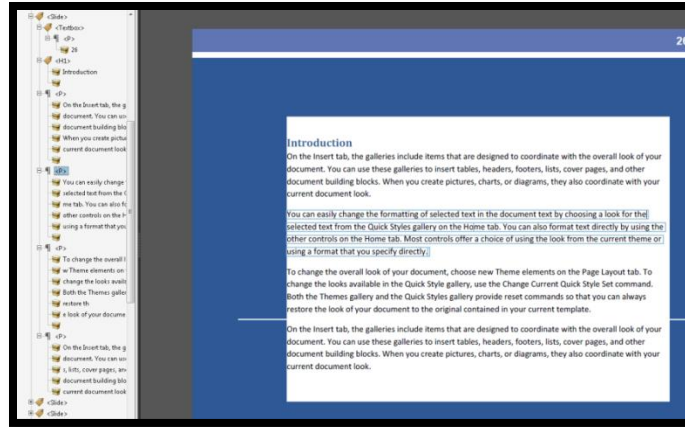


Figure 241 Repaired Word document content in tagged PDF.

When this document is repaired the lines for each paragraph are tagged in what looks like separate elements. However since they are all under the same parent <P> Tag there will not be a long lag in the reading flow. I did the repairs in the preceding image manually by adding the new Tag, selecting the paragraphs and using the Create Tag from selection option. The Highlight Content tool is turned on so you can see the content that corresponds to the Tag.

As with all the other slides, however, the decorative elements will need to be reassigned as Artifacts if you use the Microsoft add-in.

The slide that had the link to the Word document was tagged the same way using the Microsoft Save as PDF or XPS plug-in as it was with the Adobe Acrobat conversion tool. Using the Acrobat add-in the “link” was tagged as an object/image under the Tag which is incorrect. There was no link Tag for this slide element. The repair would be to press F2 while the Tag is selected which will put you in edit mode. Replace the “Span” with “Figure” and press Enter. With the <Figure> Tag selected press the AppKey and choose Properties. You can then add the Alt Text.

The difference between the two tagging methods is that the Microsoft add-in correctly tagged the Word icon as a <Figure> Tag. This lessened the repair to just adding the Alt Text.



Figure 242 Word icon mistagged in PDF document.

This icon will not open the Word document. It is not currently a link. You would have to attach the Word document to the PDF document.

If we look at the slides we inserted the multi-page Excel or Word content into we find that in both instances the inserted objects are tagged as images. Acrobat again uses the Tag while Microsoft uses the <Figure> Tag. For this type of tagged content it would not be appropriate to try and include all of the content shown on the slide. This would be one of those instances where you would attach the Word or Excel document to the PDF document or provide a link to the document that anyone you distribute the presentation can access.

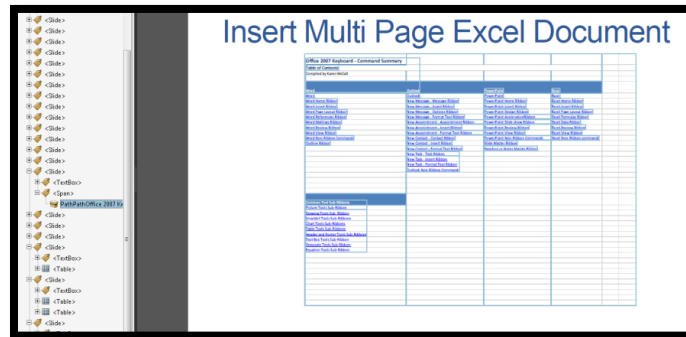


Figure 243 Excel workbook inserted on slide as file as it appears in a tagged PDF document.

Acrobat or Microsoft Add-in Summary

Whichever add-in you choose for a document, you will need to weigh the elements used in PowerPoint documents with the tagging results and the amount of repair time you want to spend on documents.

The main disadvantage to using the free Microsoft Save as PDF or XPS plug-in is that there is extra work in ensuring that the background elements are Artifacts. Other than the use of inserting Word documents which is more accessible when using this conversion tool than the Adobe one, the overall results are the same.

For simple slide presentations without any background the two tools would be equal but the minute a background, logo, or static images on specific slide layouts are added, the Adobe Acrobat conversion tool has better results.

In either case, when looking at converting a presentation to tagged PDF you will need to look at attaching detailed descriptions of some complex slide elements.

For more detailed information on working with and repairing tagged PDF you might want to purchase "[Accessible and Usable PDF Document: Techniques for Document Authors](#)"⁹ by Karen McCall. This book is currently in its second edition and will be published as a third edition once Acrobat 11 is released.

⁹ Accessible and Usable PDF Documents: Techniques for Document Authors;" <http://www.karlencommunications.com/products.htm>

Quality Assurance for Accessibility

In this book we've looked at the individual parts of a slide that are and are not accessible. I've talked a lot about making decisions about how presentations are going to be distributed before you begin adding slide elements so that there isn't a lot of repairs that need to be done to slides for the distribution method you've chosen.

This chapter looks at how you can perform QA or Quality Assurance "testing" for your presentations.

There is a discussion in the field of accessibility testing about how much mechanical testing versus human testing should be done. One of the newer ideas is the reluctance to use a checklist of accessible elements in favour of using people who use the adaptive technology as the primary gauge of what accessibility is.

Although people who use adaptive technology should be part of the QA process, it is my position that they need something to look for and quantify for you. Basically they need a checklist for the basics. They can provide insight into other issues and help identify other issues but they need a place to start.

We all have different levels of experience and expertise with documents and our adaptive technology. This is where our insights into how we work with the slide content and our technology are valuable in a QA process. But what you really want and need to know is if the presentation is compliant with the legislation or organizational policy on accessibility. To do this we need to have a checklist of what that legislation or organizational policy is.

The standards for accessibility whether they are related to legislation or organizational policy need to be posted somewhere for everyone to see so that anyone accessing presentation content knows what to expect and what accessibility features there are in the presentations.

Differently Accessible Versions

There is also a movement from consumers who have had problems accessing content [any content] in the past to have several versions of documents available to them preferably on a "on demand" basis. This approach, while understandable, negates the efforts to make a document accessible in the first place.

Creating Computer Based Images

There are times when you will be creating tutorial content and will want to show the person reading your document what the dialog or screen looks like. This chapter takes you through a couple of tools and techniques for creating images from your computer screen. It is included in this book because these images will also need Alt Text and Captions.

Creating Pictures with Snipping Tool and Screen Clippings

There are two “built-in” tools that can be used to create a single image from a group of objects or images. One is found in the Windows Vista or Windows 7 operating system (not in the Home Basic version), and the other is found in Microsoft OneNote [OneNote 2010 is included with the Microsoft Home/Student version of Microsoft Office.

Both of these tools are mouse dependent activities.

Windows Vista and Windows 7 Snipping Tool

This is a great tool for taking parts or "snips" of what is on the screen.

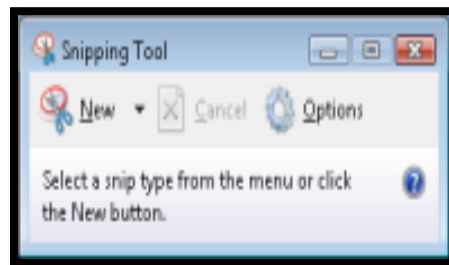


Figure 245 Snipping Tool Window.

You might want to put this item in the Start Menu list of programs or on the Desktop as an icon so it is easy to find.

To launch the Windows Snipping Tool:

1. Press Windows key to open the start Menu.
2. In the Start Menu Search edit box, type Snipping Tool.
3. The Snipping Tool should be the first item found.
4. Press Enter on it to launch it.

5. When the Snipping Tool launches, the desktop screen “dims” and you are ready to use the mouse to outline the part of the screen you want to use as an image.

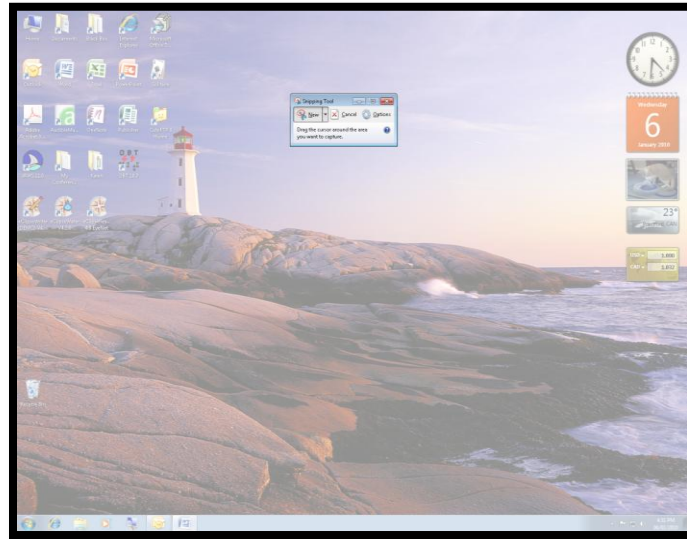


Figure 246 Computer screen with Snipping Tool active.

You can press the Escape key To exit Snipping Tool mode but the snipping Tool will still be on your screen. Press Alt + F4 to close it in the same way you would any other application. Once you have the application you want to snip a screen image from continue with the steps.

1. Hold down the left mouse button and drag the mouse diagonally across the screen over the part of the screen you want to use as an image.
2. Once you select the area of the screen you want to create the image from and let go of the mouse button, the Snipping Tool window opens and the “snip” is displayed.

The Snipping Tool uses the Windows Clipboard to display and copy content to.

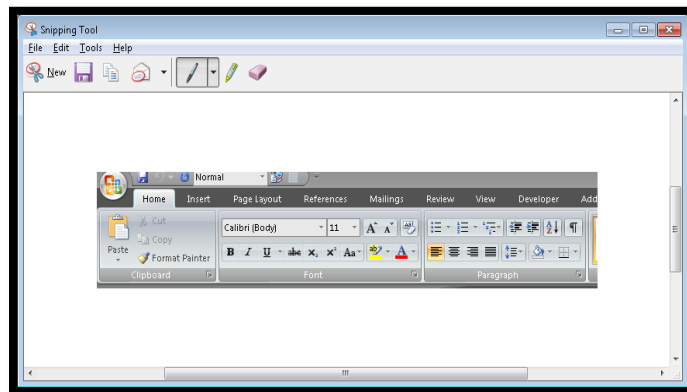


Figure 247 Snipping Tool Window with snip of Word Ribbon.

While the image is in the Snipping Tool window, you can add information to it. Unlike laying arrows or circles on images as other objects or layers, when the modified image is copied to an application such as Adobe Fireworks, Adobe PhotoShop or Paint, the additional information is there too. This is also true if you copy the image from the Snipping Tool into a Word document.

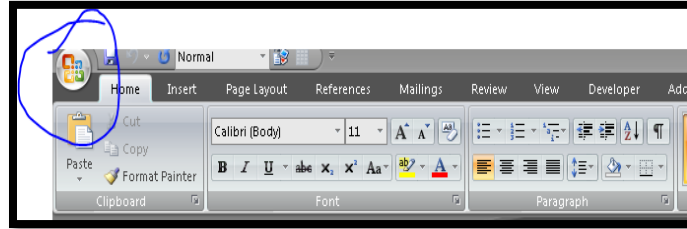


Figure 248 Screen snipping with Office Button circled.

The preceding image shows the Word Ribbons with the Office button circled in blue. This came from the Snipping Tool. With practice, these types of additions will be less awkward looking. You can also do this on a tablet computer with a pen instead of on a desktop computer with a mouse...or add a tablet style pen to your desktop computer for working with images.

There are options for the Snipping Tool. Almost all of them are selected by default. The exception is to hide the text instructions for the Snipping Tool.

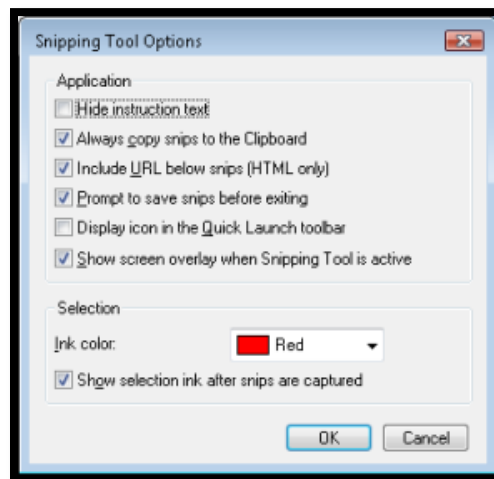


Figure 249 Snipping Tool options.

The colour of the outline of the “snip” can also be changed from red to one of the other colours in the palette.

You can choose to have the Snipping Tool as an icon in the Quick Launch Toolbar.

The snipping can be saved directly from the Snipping Tool by choosing File, Save as.

By using the Snipping Tool to create a single image from grouped objects, the individual pieces of the grouped object will not be identified as images with no Alt Text when the document is converted to tagged PDF or when someone using a screen reader comes across them in your document and you will not have to add Alt Text to every piece of the set of grouped objects. Nor will you have to arrange the grouped objects into a logical Tab Order. You will just have to add one piece of Alt Text to the single image.

OneNote Screen Clippings

Microsoft OneNote is a free form writing tool that has many interesting applications for both academic and business environments. One of the most useful tools within OneNote is the ability to create “screen clippings” from any content on the screen. In this example, four pictures were added to a PowerPoint slide and the OneNote screen Clipping tool was used to create one single image.



Figure 250 Single image taken from PowerPoint slide using OneNote Screen Clippings.

The first thing to do once you launch Microsoft OneNote is to go to Tools, Options and the “Other” category. Make sure that the option to place the OneNote icon in the taskbar is checked. This will let you create images of the screen as you need them without having to launch OneNote.

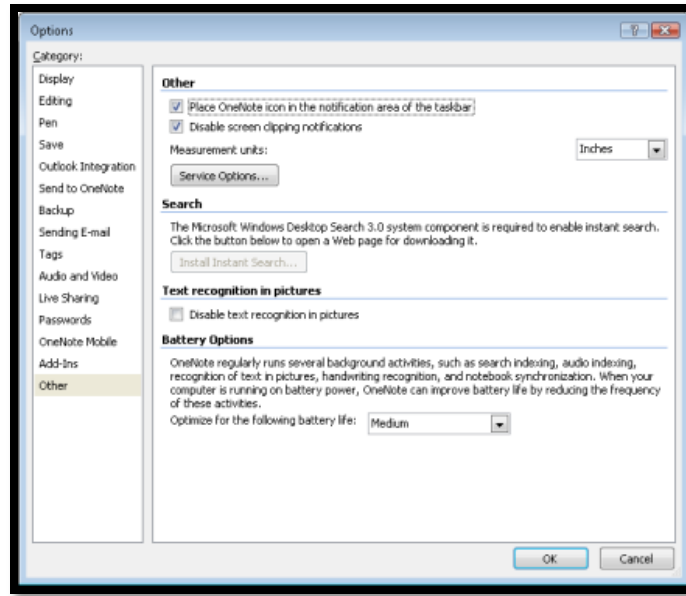


Figure 251 OneNote options for System Tray.

To use the OneNote screen clipping tool:

1. Press Windows key + S or click the OneNote icon in the System Tray.
2. The screen “dims.”
3. Use the mouse to select an area of the screen by holding down the left mouse button and dragging diagonally until you have the content you want selected.
4. When the mouse button is released, OneNote opens and the screen clipping is on its own “Side Note.”
5. Select the screen clipping (not the associated text).
6. Right mouse click on the plus sign to the left of the screen clipping and choose Cut.
7. Switch to your image editing software such as Paint and create a new image.
8. Press Ctrl + V to paste the screen clipping into your imaging software.
9. Save the image in the file format you want.

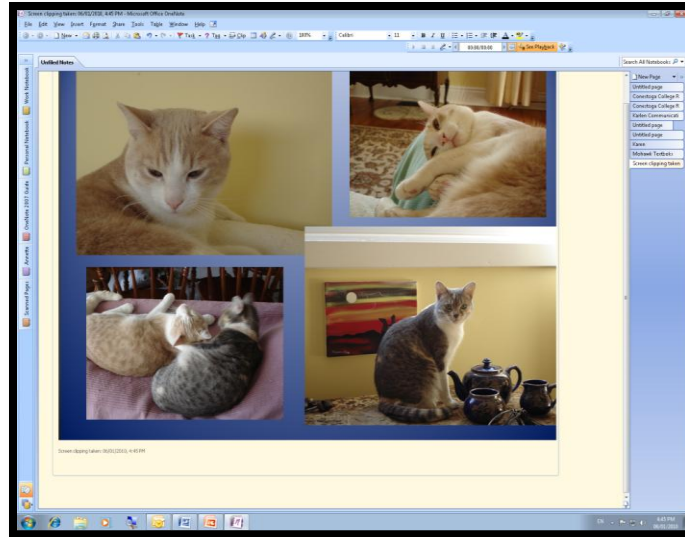


Figure 252 OneNote application Window showing screen clipping.

You can either keep this side note or delete it from the Side Notes area. The fastest way to delete the page is to press Ctrl + Shift + A and then the Delete key.

Your image is on the Windows Clipboard and can be copied directly into Word or Paint or another imaging software program such as Adobe Fireworks or Adobe PhotoShop. The Screen Clipping Tool is just the mechanism for putting it there.

Keep in mind that copying images directly into documents increases the file size substantially. It also means that you don't have an archive of images to work with. Trying to remember what document you copied an image into gets tiring. 😊

Using Paint to Save Images

Whether you are using Print Screen, the Snipping Tool or the Screen Clippings Tool, you can paste the image into Paint and save it as a PNG file and add circles or arrows or other symbols to it.

Paint comes with the Windows operating system.

To launch Paint:

1. Press the Windows key.
2. In the Search edit box type Paint.
3. It should be the first item found.
4. Press Enter to open the Paint Application.
5. To open Paint on a Windows XP or earlier computer:
 - a. Press the Windows key.
 - b. In the Start Menu choose All Programs and press Enter.
 - c. Choose Accessories and press Enter.

- d. Choose Paint and press Enter.

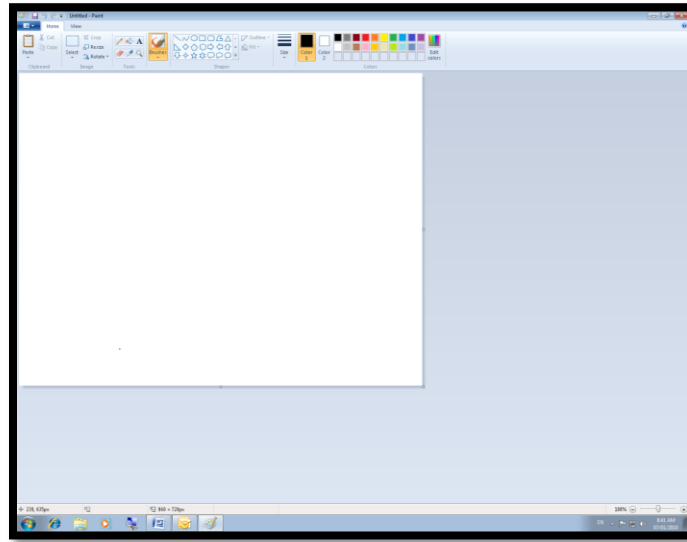


Figure 253 Paint application Window.

The image shows Paint in the Windows 7 environment. Your version might look slightly different but the tools will be the same.

The white area is the canvas and the canvas can extend to the entire document area of the application Window. You will need to keep an eye on the size of the canvas relative to the size of your image. We'll work through this to demonstrate.

If we look at the image of the Word application Window that was used earlier in this document, we can walk through the process of creating a PNG image. You can create a JPG or GIF but PNG is now pretty much the standard for creating images that can be used in all documents.

The first thing I am going to do is press Print Screen to snag the Word application Window. I have a blank document on the screen so that background text/noise doesn't interfere with what I am trying to demonstrate.

I then switch to Paint and paste the image into the Paint "document" (Ctrl + V).

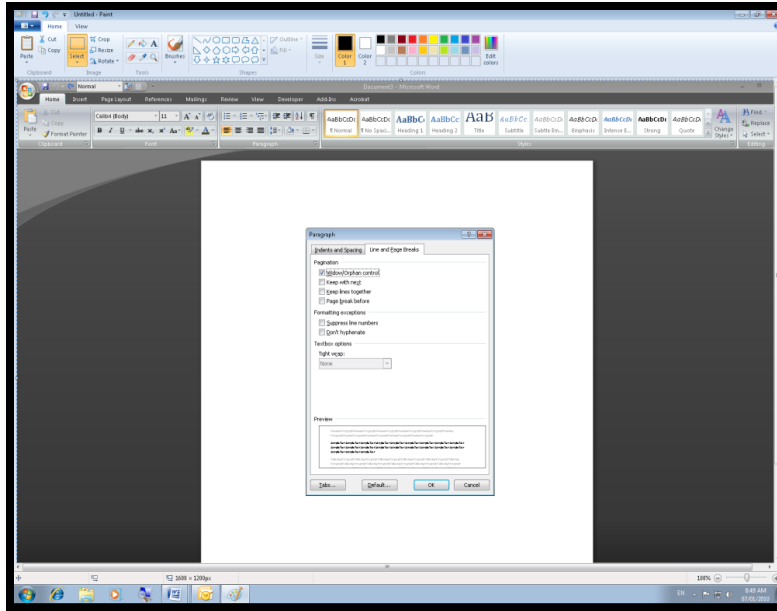


Figure 254 Paint "document" with Word application Window showing Paragraph dialog.

The image appears quite large so I chose View and Zoom Out so that I could see the entire image.

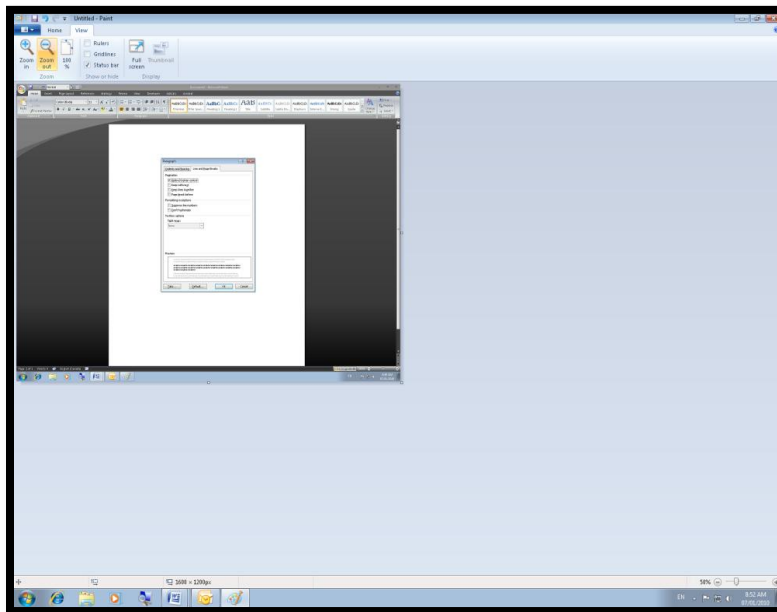


Figure 255 Zoomed out image in Paint.

I need to be able to see the entire image so that if I need to remove any surrounding white pieces of the canvas, I can use the mouse to do so. If you have white pieces of the canvas showing, it will be saved as part of the image. This creates unbalanced images or images that you can't size effectively in a document.

Choose File, Save As and expand the Save As menu to show the ability to save the picture as a PNG file.

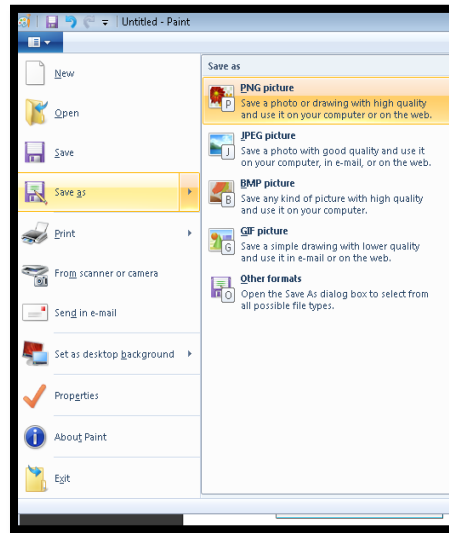


Figure 256 Save as PNG option from Save As menu item.

I usually create a file folder in My Pictures or Pictures for the project I am working on. For example in this case I created a Create Images folder to put the images in. For this document and in the future if I need images related to the creation of images, they are all there ready to use.

Now I need to isolate the Paragraph dialog and create an image of it. In this case it is the Lines and Page breaks part of the dialog that I am teaching. This is not the tab that opens by default so if you are following along, don't panic.

I use Alt + Print Screen to get this image.

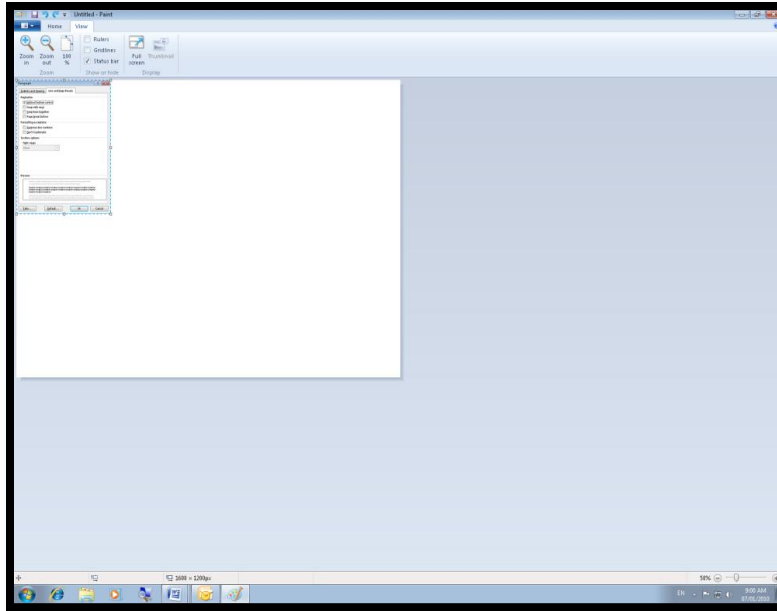


Figure 257 Paragraph dialog in a Paint document.

In this case the image is smaller than the canvas. If I were to save this image now and had to resize it in a document, the Paragraph dialog would not be visible in a way that it could be seen.

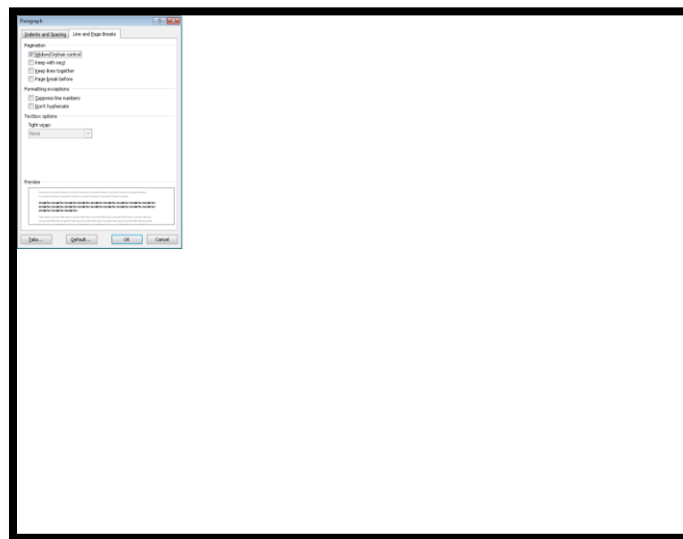


Figure 258 Paragraph dialog with canvas attached.

So I need to remove some of the canvas.

To remove some of the canvas from an image in Paint:

1. Click on one of the edges of the canvas away from the image.
2. You will see small handles that change to a double arrow when you hover the mouse over them.
3. Click on one of the handles while you have the double arrow and drag it toward the image.
4. Stop when you are at the edge of the image.

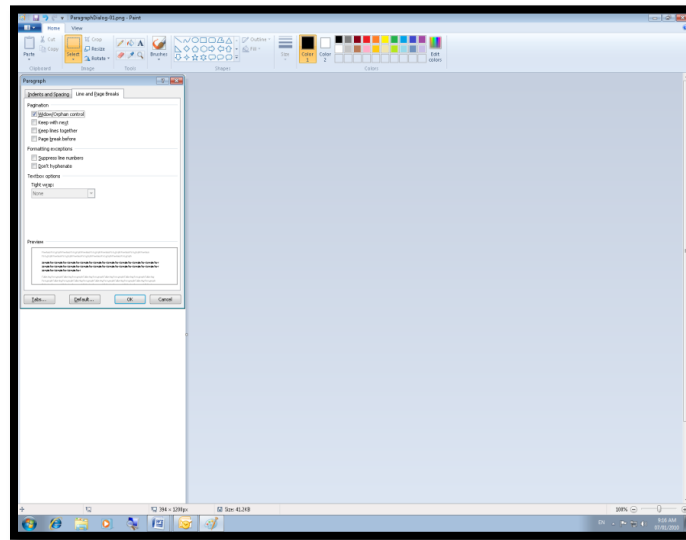


Figure 259 Paragraph dialog image with resized canvas on right.

5. You can now go to View and Zoom in to see the image clearly.
6. You may have to zoom out again to adjust the bottom edge of the canvas.

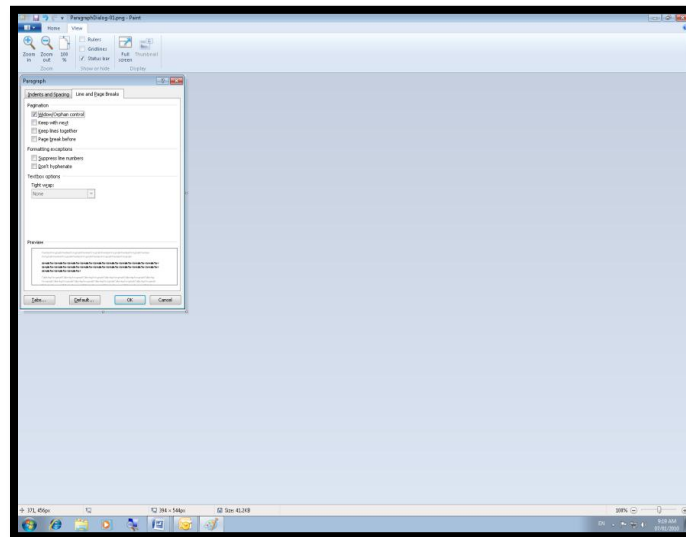


Figure 260 Paragraph dialog image with resized canvas.

You can now save the image and when it is inserted into a document, you will only have the Paragraph dialog [in this case] as the image.

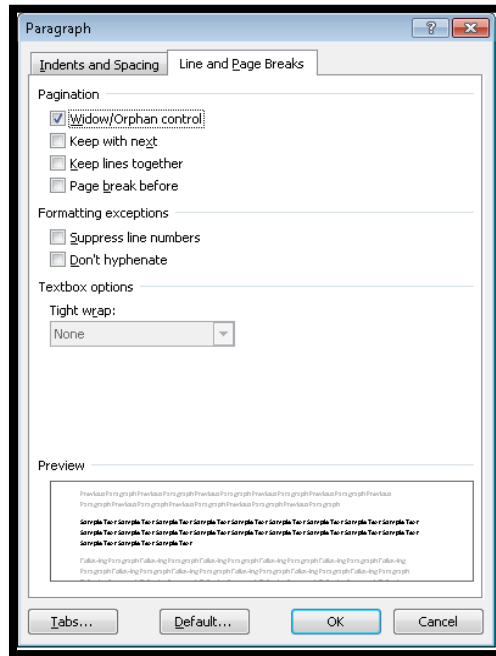


Figure 261 Paragraph dialog.

So far we've shown where the Paragraph dialog appears on the screen and what it looks like close up. Now we can create images that focus on specific parts of the dialog.

Note: When we resized the canvas, it will stay at that size until you resize it again.

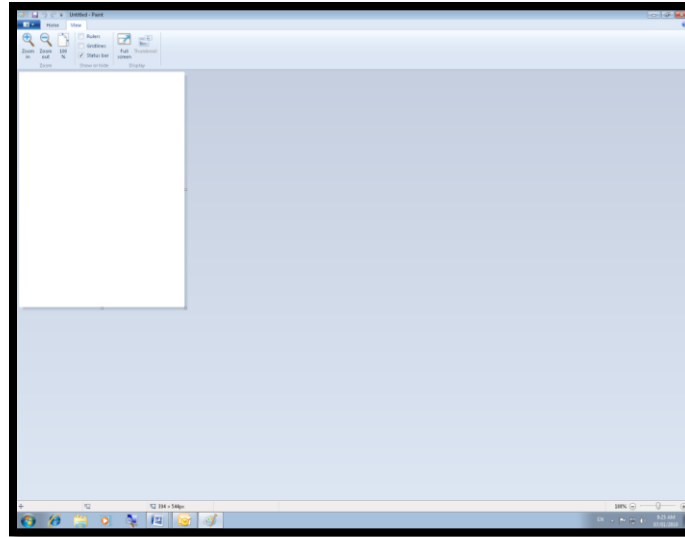


Figure 262 Resized canvas in new Paint document.

To Create the new image of a piece of the Paragraph dialog you can use two methods:

1. Use the Snipping Tool or the Screen Clippings Tool when you aren't going to have an image of the larger dialog or application Window.
2. Use the ability in Paint to cut a piece of the image out and make a new image of it if you don't have access to the Snipping Tool or the Screen Clipping Tool.
3. To create an image from the Snipping Tool or the Screen Clipping Tool:
4. Snag the piece of the screen you want. In this example it is the first set of options in the Paragraph Line and Page Breaks dialog.

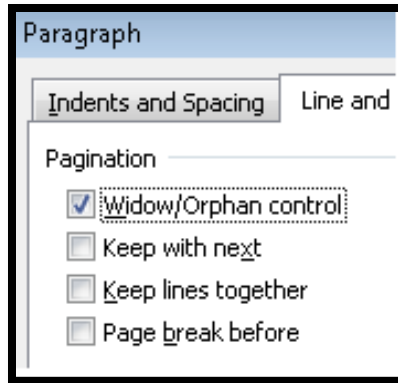


Figure 265 Keeping text together in the Paragraph dialog.

To create an image of a piece of an existing image in Paint:

1. Open the image you want to take the piece from. In this case it is the Paragraph dialog image. I've also zoomed in to make it larger.

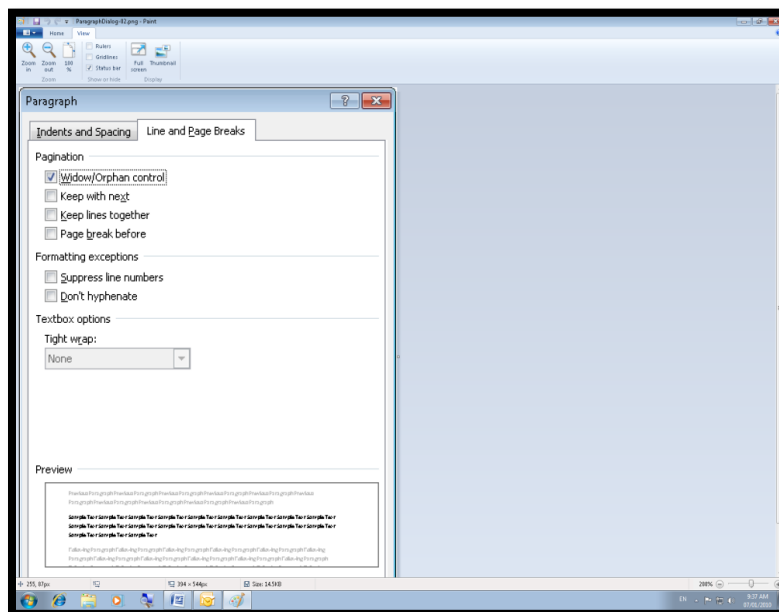


Figure 266 Paragraph dialog in Paint zoomed.

2. From the Home Ribbon choose Select and then Rectangular Selection.

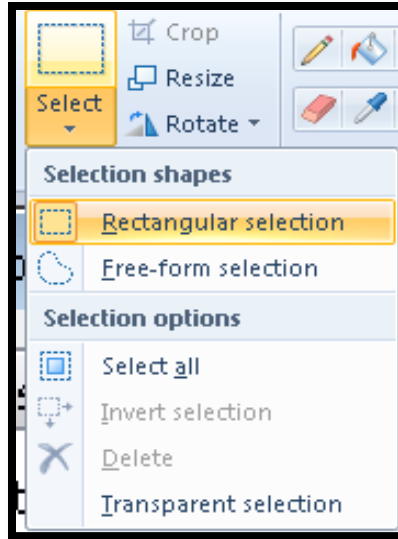


Figure 267 Rectangular Selection option from Selection button.

3. Use the mouse to drag diagonally across the image to choose what you need. In this case I'm going to select different options from the previous example.

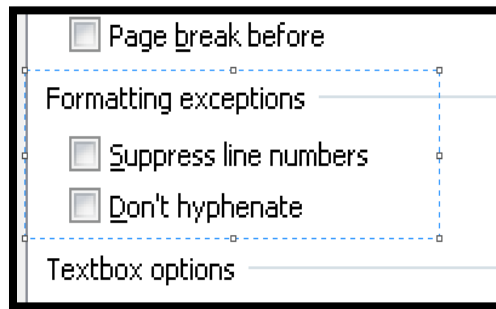


Figure 268 Section of Paragraph dialog identified to be removed from image.

4. Press Ctrl + X to cut the piece of the image out of the larger image.
5. Do not save the changes to the image when you close it.

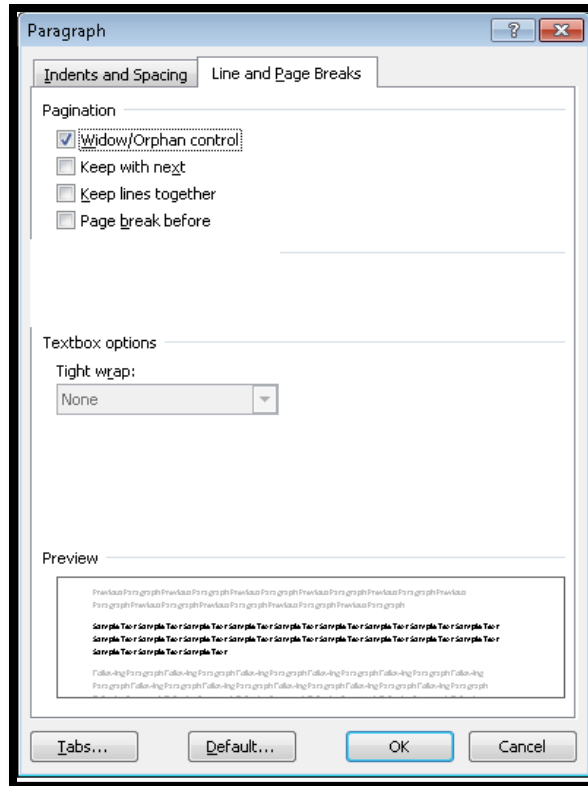


Figure 269 Paragraph dialog image with piece cut out of it.

6. Close the large image and create a new image document in Paint (Ctrl + N).
7. Press Ctrl + V to paste the piece of the image into the new image document.
8. Make any adjustments to the canvas as needed.
9. Save the new image as a PNG.

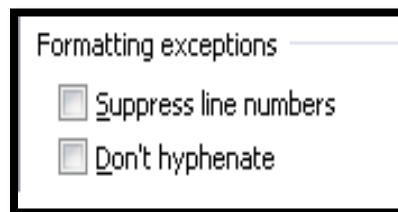


Figure 270 New image cut from Paragraph dialog.

That's it! You now have several different ways to create images for your training material. When working with Word, use Insert, Picture. The keyboard command is Alt + N, P.

Once the picture is inserted remember to add Alt text and a Caption.

Index

This book has an index instead of a table of figures. I train people on creating an index for documents but it is one of those things I didn't implement. My books are now have a lot of content and it is time to develop an index to help you find things. Having said that I might have missed some items so be patient and this will improve for the next version of the book!

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