

Creating a Single Page Flyer in PowerPoint

Digital Media Commons

Fondren Basement B42

(713) 348-3635

dmc-info@rice.edu

Creating a Single Page Flyer in PowerPoint

Jane Zhao

janezhao@rice.edu

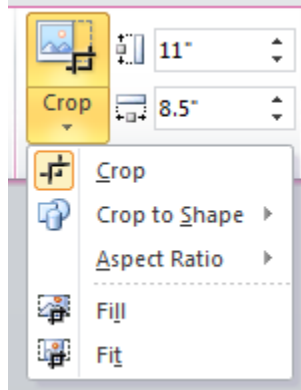
Director, Digital Media Commons

*This guide was developed with Microsoft PowerPoint 2010.
Last updated by Jane Zhao on Thursday, February 16, 2017.*

1. Open Microsoft PowerPoint 2010, you will typically see a blank presentation with a new slide based on the default office theme. When you type text within the placeholders of this slide, the text shows up in black over a white slide background.
2. Choose the flyer size
 - a. Design -> Page Setup
 - b. Input 8.5 for Width and 11 for Height in inches for a letter size flyer.
 - c. Choose portrait orientation
3. Insert an image
 - a. Refer to page 10-14 on Creating an Academic Poster with PowerPoint for information on image resolution
 - b. Insert->Picture, choose the picture file you want to use for the flyer
 - c. Double click on the picture, Picture Tools -> Crop, Click and drag on the crop corners to cover the page



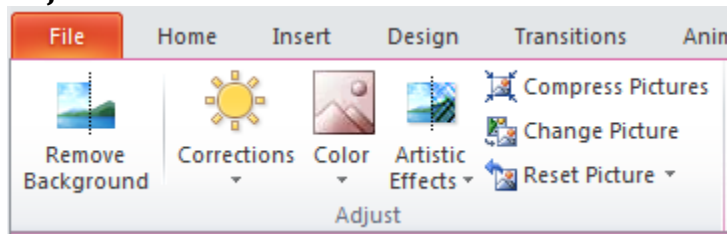
- d. To pick the crop options Fit or Fill: Click on the the small downward-pointing arrow and then select Fill, then click Crop button.



4. Picture manipulations

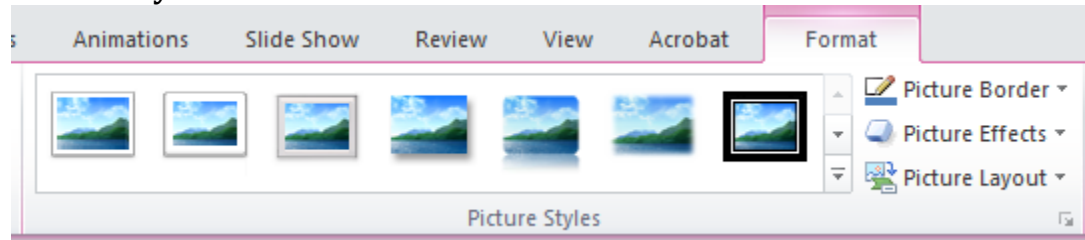
After inserting a picture, the Picture Tools ribbon appears allowing you to manipulate the following:

Adjust



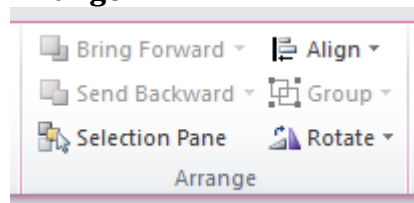
- Remove Background
This option helps figure out the boundaries of an object in the picture, and allows to keep some portion of the picture, and remove the rest.
- Corrections
This option is used to adjust brightness and contrast.
- Color
This option is used to adjust color saturation, color tone (i.e. cool or warm color), and recolor (e.g. grayscale, sepia, washout, etc.)
- Artistic Effects
This option offers you various artistic filters (e.g. charcoal drawing, canvas, watercolor, etc)
- Compress Picture
By default, PowerPoint simply copies your inserted pictures into the presentation file leaving the size and format unchanged. This option allows you to reduce the size of the inserted picture.
- Change Picture
This option allows you to swap out the picture for another picture on your computer. (Any formatting performed on the old picture will not transfer to the new picture)
- Reset Picture
This option cancels the picture formatting done to the picture.

Picture Style

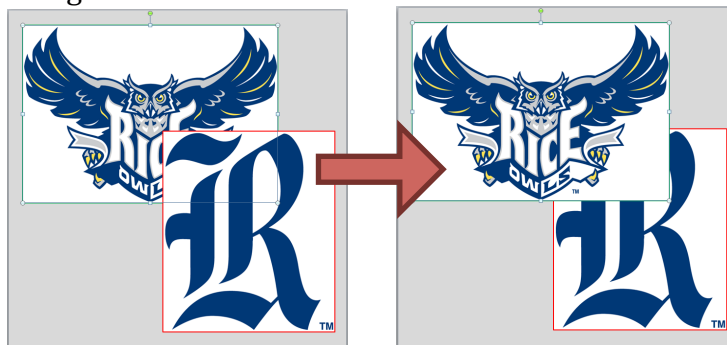


- Frames
Adds a pre-made artistic border to the picture (e.g. bevels, rounded edges, fade-outs, etc)
- Picture Border
Changes the color of the frame selected. If no frame is selected, then a thin rectangle of the color selected is placed around the picture.
- Picture Effects
This option add effects such as shadows, 3D tilts, or glows around the picture edges. Note that some frames are a pre-made composite of several picture effects.
- Picture Layout
This option offers layouts to preset charts or flow diagrams to more easily show a flow of information.

Arrange



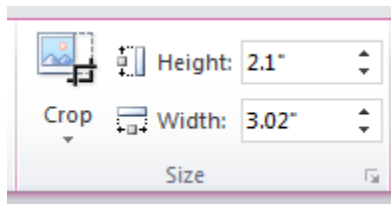
- Bring Forward



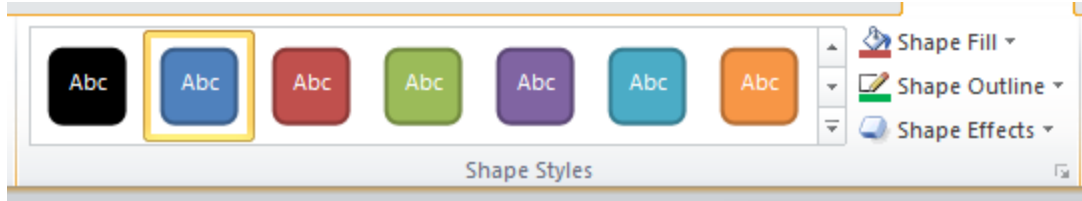
Allows you to place the selected picture on top of others when multiple pictures are present on the poster

- Send Backward
Allows you place the selected picture underneath other when multiple pictures are present on the poster
- Selection Pane
Toggle the a pane that lists all objects on poster and their options
- Align
Shifts pictures to various alignments with respect to the poster or other pictures
- Group
When multiple objects are selected, allows you to choose for pictures to be treated as one entity instead of individual images
- Rotate
This option is used to rotate or flip your image

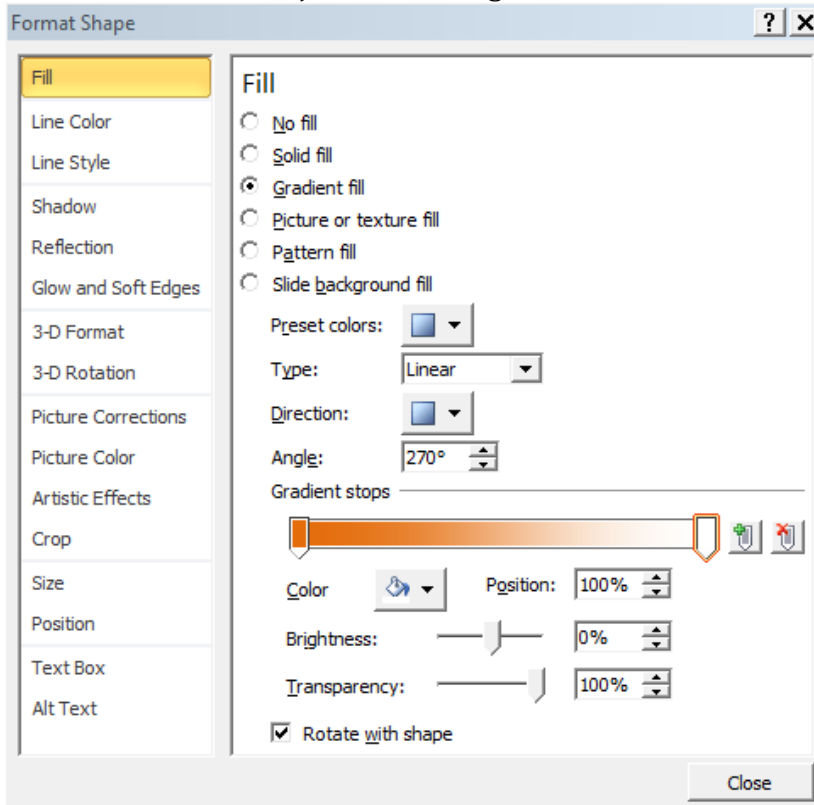
Size



- Crop
As described on pages 3-4, this option allows you to resize your photo inside the crop area.
 - Shape Height
This option changes the height of the image to the user-specified value, and scales the width at the same time
 - Shape Width
This option changes the width of the image to the user-specified value, and scales the height at the same time
5. How to Insert a shape
 - a. Click Insert -> Shapes, and select the shape type desired (e.g. Rectangle or Block Arrows).
 - b. Drag and draw the shape where you would like it to go (e.g. at the top of the picture)
 - c. Double click on the shape, and the Drawing Tools ribbon will be activated.
 6. Change shape style
You can click a shape style to apply to your shape quickly.



7. Create your own shape look by adjusting Fill and Line of the shape.
 - a. Click on Fill, choose Orange
 - b. Right-Click on the shape -> Format Shape
 - c. Fill-> Gradient Fill, adjust the settings as below.

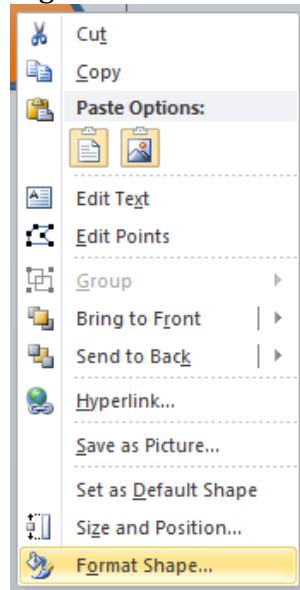


- d. Click on Line -> no line. You will get a rectangle box looking like below

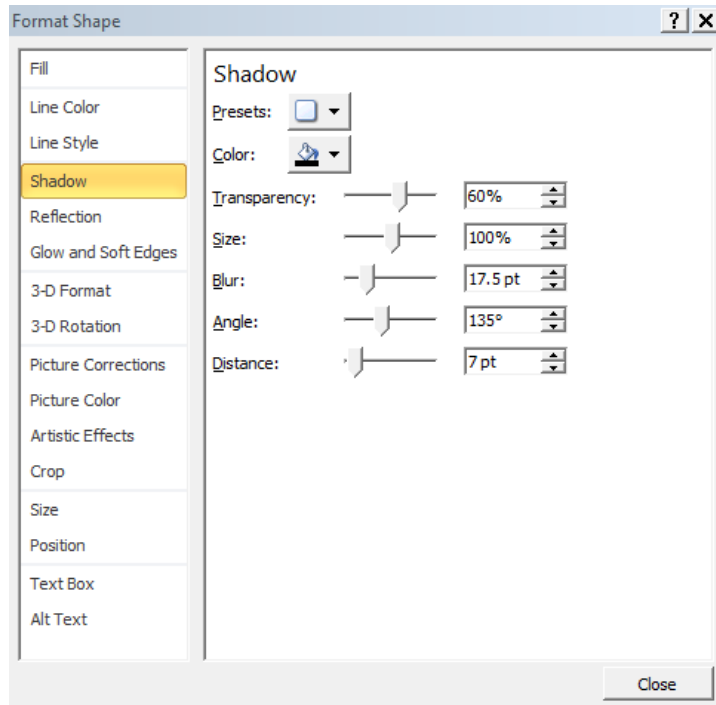


8. Insert a triangle shape and edit a shape
 - a. Insert a shape -> Basic shapes -> Right triangle

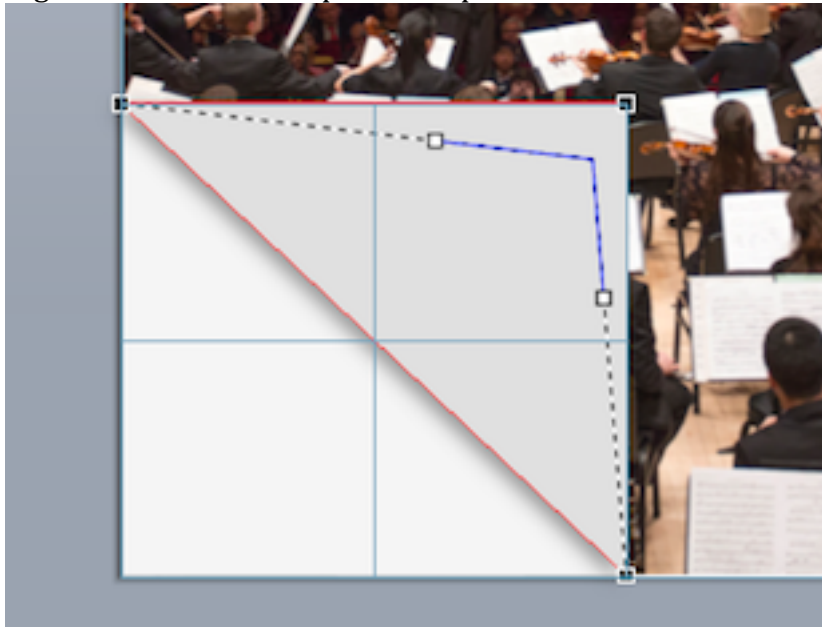
- b. Drag and draw a right triangle at the lower left corner of the flyer.
 - i. Fill -> white, darker 5%; Line -> no line
 - ii. Select the right triangle; hold down control key, drag away from the right triangle to duplicate it.
- c. Rotate the duplicate right triangle 180 degree
 - i. Fill -> white, darker 15%
 - ii. Move the duplicate triangle to make the two triangles symmetric
- d. Create a custom shadow effect
 - i. Right click over the shape -> Format Shape...



- ii. Shadow -> Outer -> Offset Diagonal Bottom Left
- iii. Adjust the shadow settings as below and click OK button.



e. Right click over the shape -> Edit points

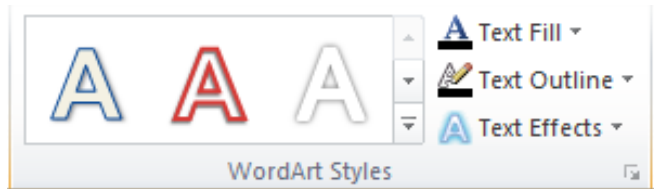


f. Drag the upper right black square towards the inner triangle a bit, then drag the white squares towards the inner triangle a bit. See above for the illustrations.

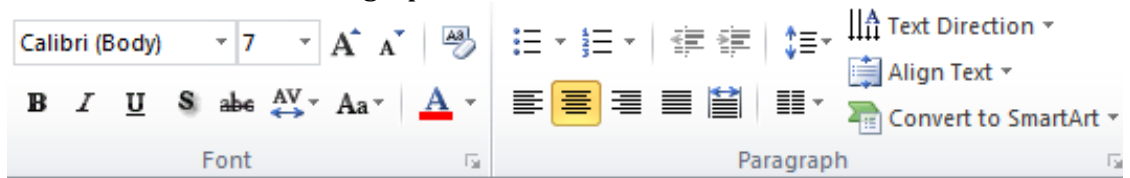
9. Convert a shape to a text box

As soon as you start typing in a shape, the shape will be converted to a text box. Almost any shape in PowerPoint is essentially also a text box.

a. You can apply text style from Format -> WordArt Styles



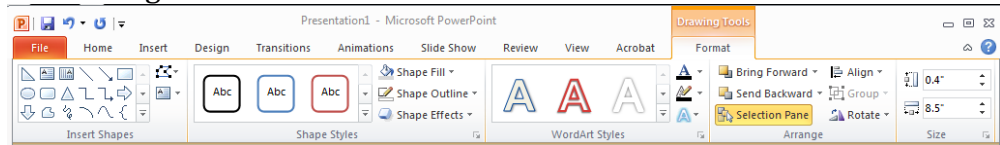
- b.
- c. Or Home -> Font and Paragraph



10. Insert a text box

It is convenient to have a text box so that you can manipulate text separately than the shape.

- a. Insert -> Text Box
- b. Drag and draw a text box at the top of the flyer
- c. Type in the text of "The Shepherd School Symphony Orchestra Returns to Carnegie Hall"
- d. Double click on the text box, you will notice the Drawing Tools ribbon is activated, which is the same Drawing Tools ribbon as you double click a shape. In other words, a shape and a text box share the same Format settings.



- e. Change the text color to white and adjust the size to 32
- f. Add a few text boxes at the lower left corner of the flyer to include date, time, location, ticket and website.

11. Your final flyer should look something like this



Additional Activity

Try to play with the picture and text provided and see if you can create a poster like this.

The Shepherd School Symphony Orchestra Returns to Carnegie Hall



Program

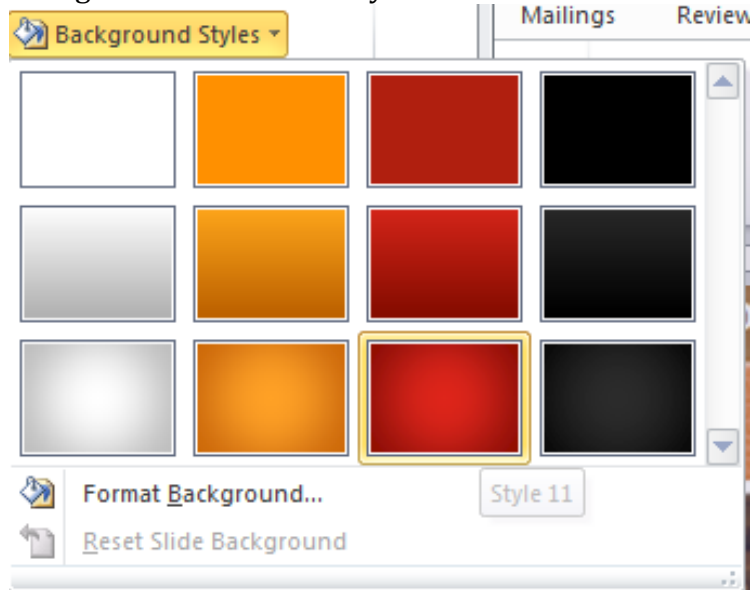
Smetana Overture to "The Bartered Bride"
Prokofiev Piano Concerto No. 3, Op. 26
Jalbert In Terra (world premiere)
Lutoslawski Concerto for Orchestra

Friday, October 28, 2016, 8PM | Carnegie Hall, New York, Tickets at \$20, \$30

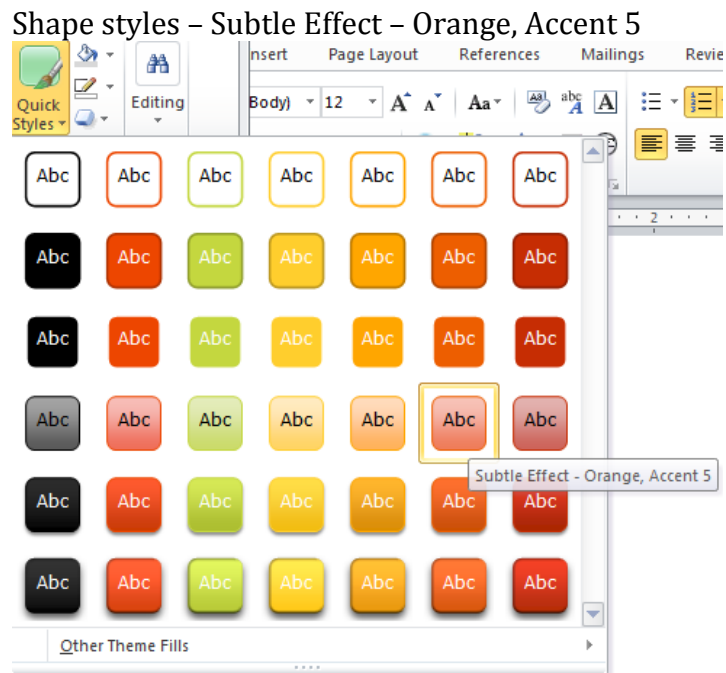
<http://music.rice.edu/carnegiehall/index.shtml>

Below are the settings used in the above flyer:

1. Background: Autumn -> Style 11



2. Picture :
 - a. Arrange: Rotate
 - b. Picture Styles: Simple Frame, White
3. Shape
 - a. The title and bottom text boxes



b. The “tape like” shapes



Format shape -> Fill – White, transparency 17%; Soft Edges: 7 pt

