

# Creating a Single Page Flyer in PowerPoint

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## Creating a Single Page Flyer in PowerPoint

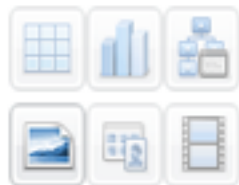
Jane Zhao

janezhao@rice.edu

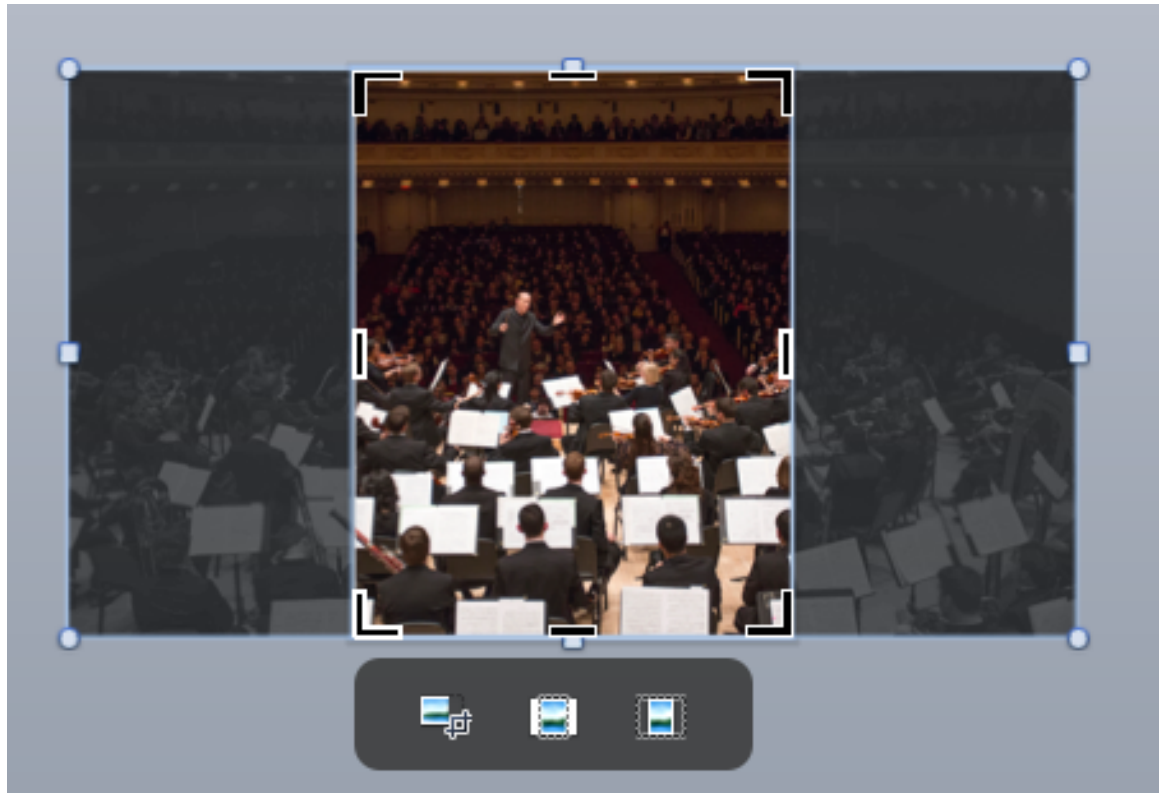
Director, Digital Media Commons

*This guide was developed with PowerPoint for Mac 2011.  
Last updated by Jane Zhao on Wednesday, November 9, 2016.*

1. Open PowerPoint for Mac 2011, you will typically see the Presentation Gallery. Click *Cancel* button to open a blank presentation with a new slide based on the default office theme (i.e. White 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. File -> Page Setup
  - b. Input 8.5 for Width and 11 for Height in inches for a letter size flyer.
  - c. Choose portrait orientation
3. Choose a slide layout
  - a. Home -> Layout -> Title and Content
  - b. You will get a slide with a title placeholder on the top and a content placeholder at the bottom
  - c. Placeholders are boxes that contain content and reside within a slide layout. All built-in slide layouts contain content placeholders.
  - d. Placeholders have certain advantages. For example, when typing text in a placeholder, the font size is automatically adjusted so that the text fits inside the placeholder. This does not happen in text boxes, and users must manually adjust font size. Furthermore, placeholders hold the area designated by the box. When you insert an image to the placeholder, the placeholder functions like a picture frame.
4. Insert an image
  - a. Refer to page 10-14 on Creating an Academic Poster with PowerPoint for information on image resolution
  - b. Select the content placeholder, enlarge it to make it cover the whole page.
  - c. Click on the insert a picture from a file, the lower left button



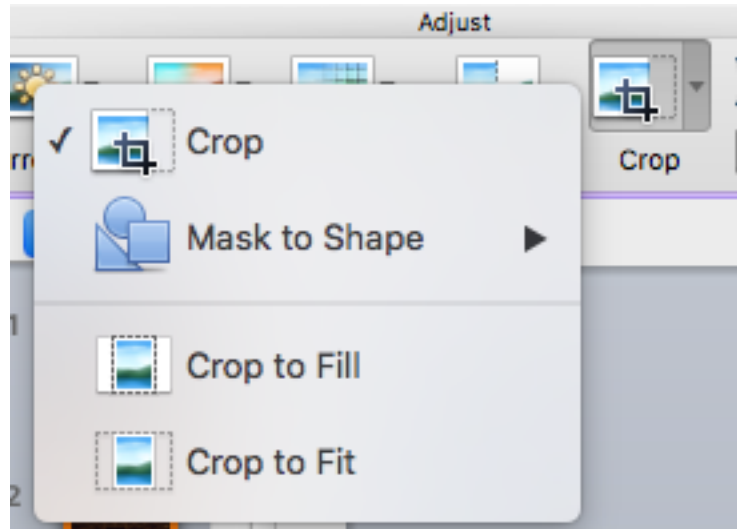
- d. Choose the picture file you want to use for the flyer
- e. By default, “crop picture to fill placeholder” will be applied.



- f. The three cropping options are:
  - i. manually reposition, resize, or crop picture in the placeholder
  - ii. crop picture to fill placeholder
  - iii. resize picture to fit inside placeholder
- g. You can click on the first button to reposition, resize, or crop picture in the placeholder.  
Note if you don't use a placeholder,
  - i. you can crop the image. But you won't have the crop tools popped up.
  - ii. You can drag the crop corner to cover the page



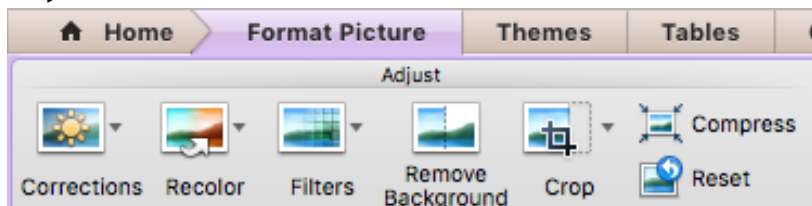
- iii. Then go to Format Picture -> Adjust, either Crop to Fill or Crop to Fit



## 5. Picture manipulations

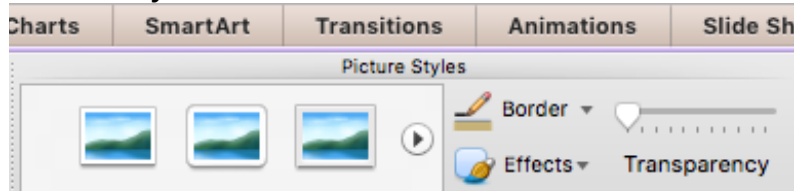
After inserting a picture, the Format Picture ribbon appears allowing you to manipulate the following:

### Adjust



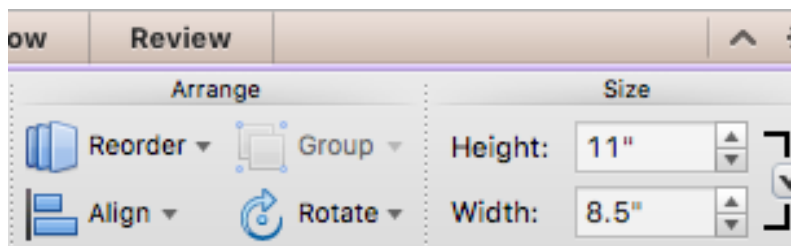
- Corrections  
this option is used to adjust brightness and contrast.
- Recolor  
this option is used to adjust color saturation, color tone (i.e. cool or warm color), and recolor (e.g. grayscale, sepia, washout, etc.)
- Filters  
this option offers you various artistic filters.
- Remove Background  
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.
- Crop  
This option allows you to crop pictures or mask to different shapes.
- 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.
- Reset Picture  
This option cancels the picture formatting done to the picture.

## Picture Style



- Frames
- Picture Borders
- Picture Effects
- Transpency

## Arrange



- Reorder
- Align
- Group
- Rotate

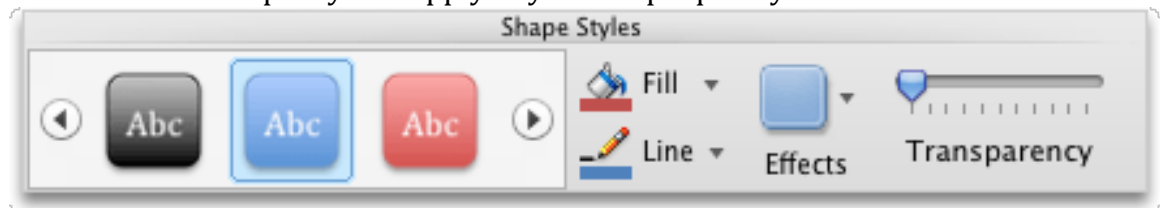
## Size

- Height
- Width (you can change a picture size by grabbing circle at corner of object to resize proportionately or a square to elongate or widen object)

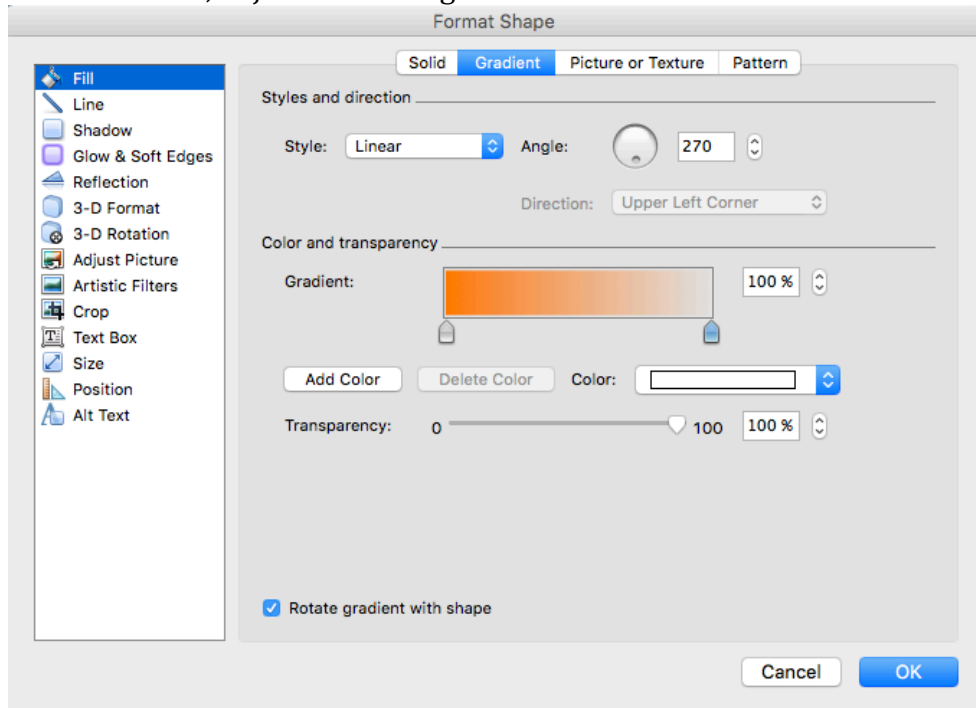
6. Insert a shape
  - a. On the Home tab, under Insert, click Shape, point to any shape types, (e.g. Rectangles), and click to select the desired shape, (e.g. Rectangle).
  - b. Drag and draw a rectangle on the top of the picture
  - c. Double click on the rectangle, Format tab will be activated in the ribbon.

7. Change shape style

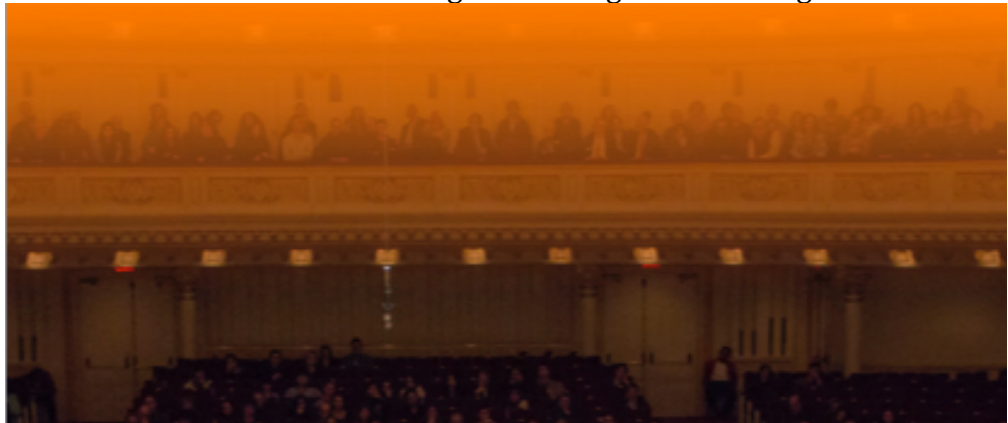
You can click a shape style to apply to your shape quickly.



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

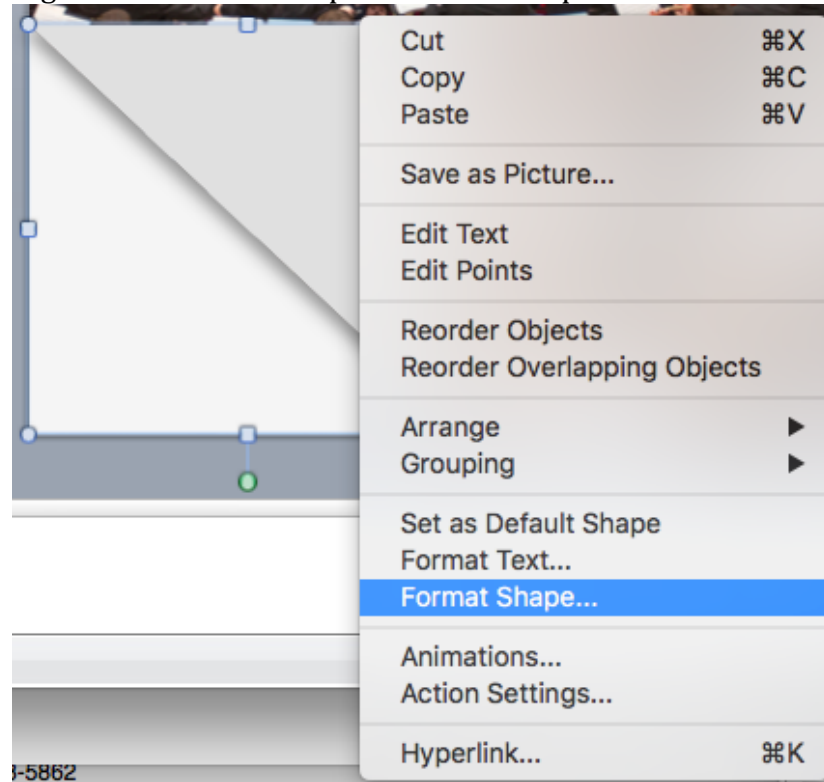


- d. Click on Line -> no line. You will get a rectangle box looking like below

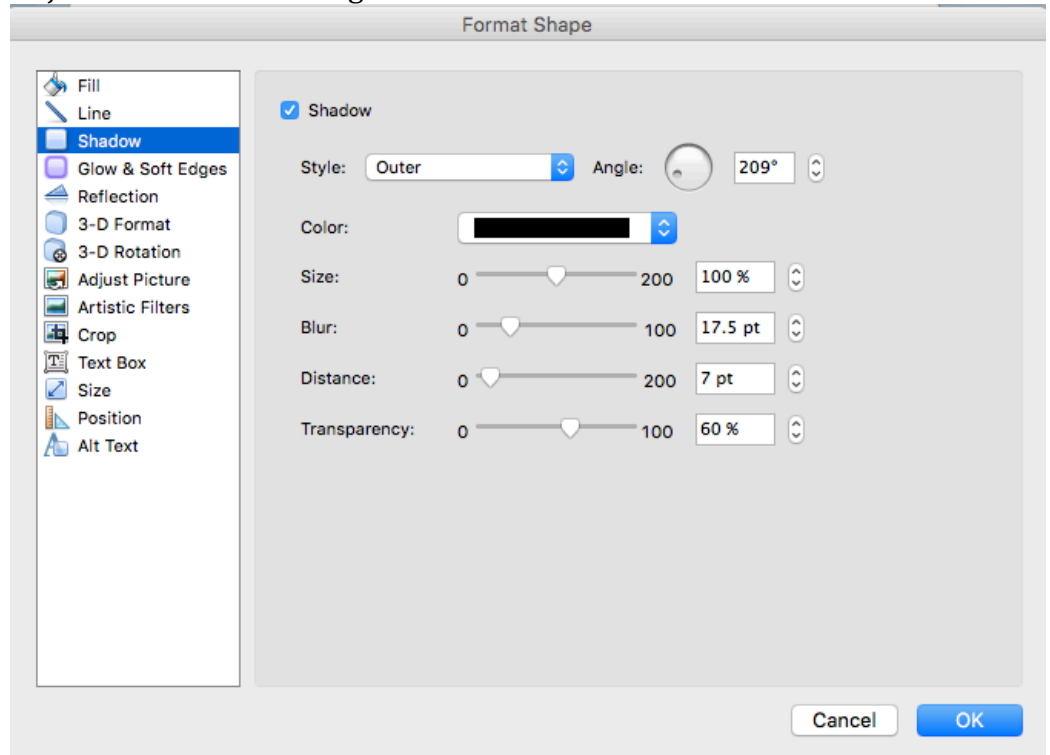


9. Insert a triangle shape and e
10. dit a shape
  - a. Insert a shape -> Basic shapes -> Right triangle
  - b. Drag and draw a right triangle at the lower left corner of the flyer.
    - i. Fill -> white, darker 5%; Line -> no line
    - ii. Select the right triangle; hold down option key, drag away from the right triangle to duplicate it.
  - c. Rotate the duplicate right triangle 180 degree
    - i. Fill -> white, darker 15%

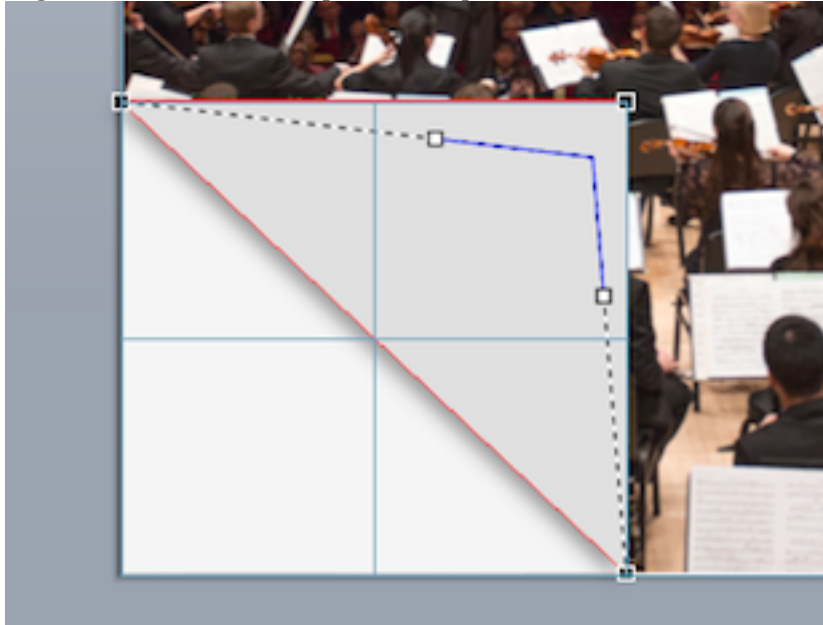
- ii. Move the duplicate triangle to make the two triangles symmetric
- iii. You can go to Effect -> Shadow -> Outer, outside bottom left to apply a shadow quickly.
- d. Create a custom shadow effect
  - i. Right click over the shape -> Format Shape...



- ii. Adjust the shadow settings as below and click OK button.



- e. Right click over the shape -> Edit points



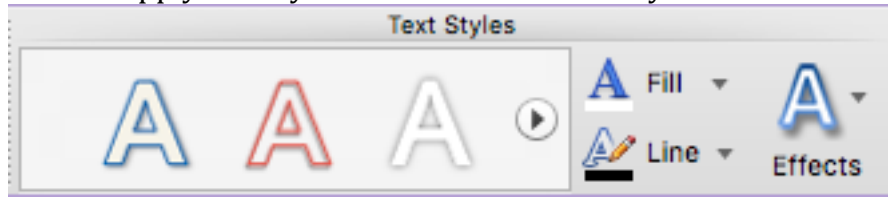
- f. Drag the upper right black square towards the inner triangle a bit, then drag the white squares towards the inner triangle a bit. See above for the illustrations.

#### 11. Convert a shape to a text box

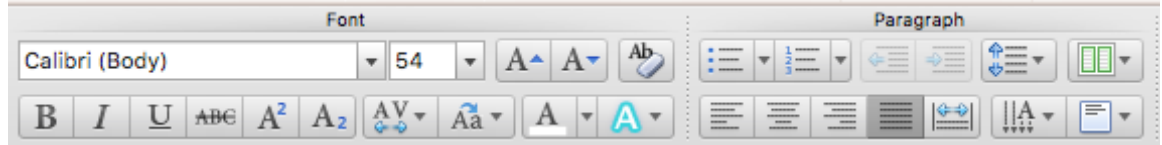
As soon as you start typing in a shape, the shape will be converted to a text box. Almost any shape in PowerPoint is essentially also a text box.



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



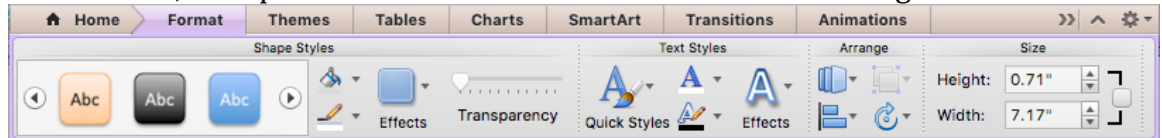
- b. Or Home -> Font and Paragraph



12. Insert a text box

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

- a. Home -> Insert -> Text
- b. Drag and draw a text box on 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 Format tab is activated, which is the same Format tab 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.


13. 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 from *the bartered bride*  
PROKOFIEV piano concerto no. 3  
PIERRE JALBERT *in terra* (world premiere)  
LUTOSŁAWSKI concerto for orchestra

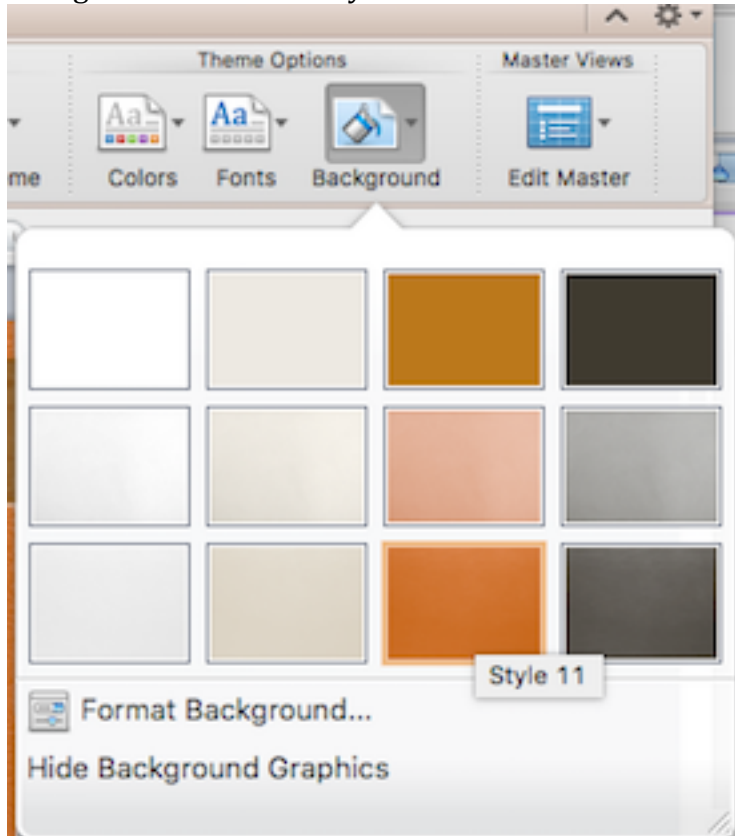
Performers:  
Shepherd School Symphony Orchestra  
Larry Rachleff, conductor  
Jon Kimura Parker, piano

Friday, October 28, 2016, 8 PM | 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: Saddle -> Style 11



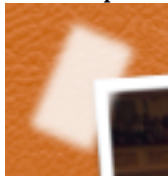
2. Picture :
  - a. Arrange: Rotate
  - b. Picture Styles: Simple Frame, White
3. Shape
  - a. The title and bottom text boxes

The Shepherd School Symphony Orchestra  
Returns to Carnegie Hall

## Shape styles



- b. The “tape like” shapes



Format shape -> Fill – White, transparency 18%; Soft Edges: 7 pt

