

By ANDY ZAVOINA, CRCM

Using Graphics in PowerPoint

Years ago I was sitting in the annual compliance conference and a person next to me was excited because the presenter was using this new program, PowerPoint. It was “kewl.” The next year, that same person was less excited, commenting that he had used the same template as this presenter. It wasn’t new anymore; the novelty had worn off. And the year after that, PowerPoint was a yawner that added nothing to the presentation. Now a presentation had to be content-driven, and the technology was “expected.”

If you learned the basics of PowerPoint but then stopped learning the program, it is time to discover and use more of the features so that you too can stay out of the yawner category.

PowerPoint is a powerful program that allows you to do compliance training more easily and efficiently. Most people are familiar with the basics of this program, but I want to look a little closer at some of the functions associated with graphics in PowerPoint. Presentations with black text on a white background are boring. You know you can make your training sessions more interesting and more effective with the addition of relevant, colorful graphics. PowerPoint allows you to add graphics and change them from their standard appearance to make them subdued, enhance color, and make them black and white. You can also add organizational charts, which may be useful outside of training, as you can use them to show your compliance or management structure without buying special software.

Let’s start with clip art. A number of images come with the program, and additional images are available online from Microsoft. A word about copyright: You have right to use the images that came with your software or those that you download from Microsoft’s clip art page. But when pulling images from other sites, be careful—you never want to use images in a way that violate copyright protection. There are many sites on the Web where you can find free images, and your marketing department may also have images available to you.

Clip art comes in many file formats, but pay particular attention to two: Windows metafile (WMF) and enhanced metafile (EMF). These graphics can be resized without loss of quality. I hate to see a presentation where the speaker apologizes for the quality of the materials, so this is a worthwhile feature. PowerPoint can work with many other image formats, too, so there are few obstacles to your creativity.

To insert images into your presentation, go to **Insert> Picture> Clip Art**. You can also select “from file” in place of “clip art” if you have images save to your hard drive. Clip art images are categorized by keyword so they are searchable. In the example below, I searched for “ATM.” This would be appropriate for a presentation on Reg. E or debit cards, for example.

I resized the picture by grabbing a corner handle and dragging it to the size I wanted. Using a handle in the center of a side would resize the image, but only in that direction, which stretches or squishes it, losing the image’s original proportions. With the cursor over the image, I can click and drag the image to where I want it on the slide. Where do I want it? Out of the way, not blocking text, and in proportion such that it adds to the slide, rather than dominating it. Position and size influence dominance, so consider what you want the image to do when deciding where to place it.

To easily alter the appearance of an image, use your picture toolbar. **View> Toolbars> Picture** will show and hide this toolbar. Click on the graphic you want to change, click on the toolbar’s color button, and select one of the following:

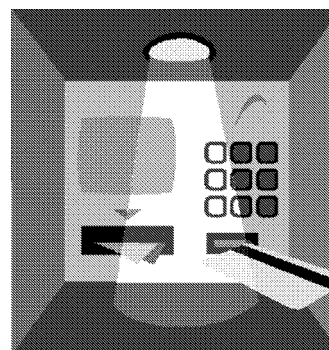
- **AUTOMATIC:** This selects color if it is a color image and is your default.



Automatic



Grayscale



Black and White



Washout

■ **GRAYSCALE:** Shades of gray replace the colors in the image.

■ **BLACK & WHITE:** Shading is removed, leaving only black and white in the image.

■ **WASHOUT:** Fades the image, such as to appear behind text without competing with or overpowering it.

Additional enhancements are possible, each using buttons on the picture toolbar. You can adjust the contrast and brightness, make a color transparent, and recolor an image. You can use a combination of tools to tweak the image to your specifications. Remember: Little subtleties will help set your presentation apart from others.

Newer versions of PowerPoint (this article is based on PowerPoint 2002) allow you to insert diagrams, such as an organizational chart, a cycle diagram, or a pyramid. Simply go to the pull-down menu **Insert > Diagram** and select from among six choices.

These could be used to chart your compliance committee (organization chart), show the cycle of your auditing process (cycle diagram), or illustrate the various components of your compliance program such as audits, training, compliance education, and resources (pyramid). These built-in diagrams have many applications.

In some instances, you might want to enhance the standard graphics. The cycle diagram, as an example, does not default to the arrows shown here; they must be selected. Click “draw” in the lower left of your PowerPoint screen, go to Change Autosshape > Block Arrows > Circular Arrow (the last shape on the popup menu). On the diagramming toolbar, click **Layout > AutoLayout** (to turn the feature off). Click the shape in the diagram and use the adjustment handle (a small yellow diamond) farthest from the arrowhead to adjust the length of the arrow. Experiment with the other adjustment handles to change the width of the arrow and the arrowhead. Repeat this with each of the segments.

The built-in help feature isn't always helpful, but a Web search will often lead you to tips, tricks, and new ideas. You may want to use your bank's logo as a background image, use “Word Art” to liven up presentations, or add real photos and short video clips. For example, in an anti-money laundering presentation, showing photos of currency smuggling-cash stuffed inside a teddy bear or rolled bills stuffed inside a lotion bottle-helps drive home your point and maintain interest in the topic, thus improving



Organization Chart

retention of the content.

You will not break your software by playing with it. Control-Z (undo) is one of my favorite key combinations. You may well find that there are shortcuts and features you didn't know that can save you time, improve what you do, set you apart from others, and help train staff better. These are certainly objectives we can all strive for, and the cost is minimal, because you already have the hardware and software on your desk. Experiment, and enjoy what you do.

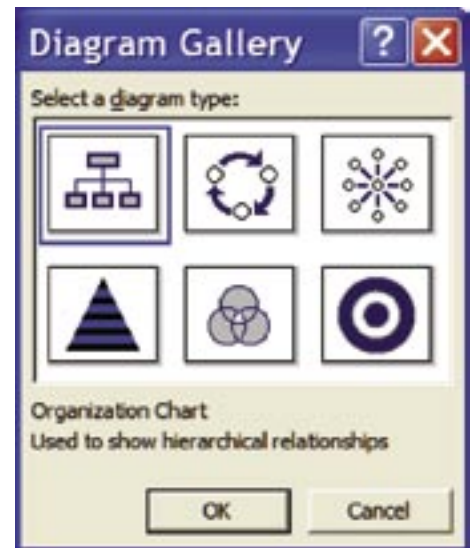
ABOUT THE AUTHOR

Andy Zavoina, CRCM,

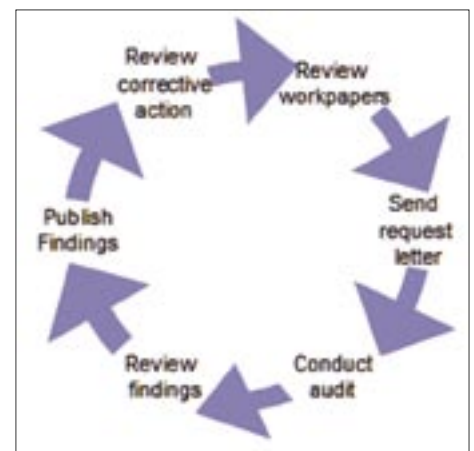
is an executive vice president with the Gila Group, best known for its involvement with BankersOnline.com, where he is also a BankersOnline Guru. He joined Gila in 2003.

Mr. Zavoina, who has been in finance and banking for 23 years, was the 2003 recipient of the American Bankers Association's Distinguished Service Award for his involvement and accomplishments in the field of regulatory compliance management. He is a past chairman of the ABA Compliance Executive Committee and currently serves on the ABA Bank Compliance Editorial Advisory Board, Compliance Action magazine, and is a member of the ABA Compliance School Board. He also served on the Texas Bankers Association's Compliance Committee.

He is a graduate of the ABA National Commercial Lending School, National Compliance and National Graduate Compliance Schools, and is a Certified Regulatory Compliance Manager with the Institute of Certified Bankers. You can reach Andy on the Internet by using his e-mail address, andyz@bankersonline.com, or visiting his personal Web site at <http://home.hot.rr.com/zavoina/home.html>.



Newer versions (I am using PowerPoint 2002) also allow you to insert diagrams, such as an organizational chart, a cycle diagram, a pyramid and more. Simply go to the pull down menu, **Insert > Diagram** and select from one of your six choices.



Cycle Diagram