



Co-funded by
the European Union

Video Marketing and Digital Branding

Application of Transitions and Effects

Slaven Ljolje
SVEHERC



UNIVERSITY OF LJUBLJANA
Faculty of Electrical Engineering



University of Pristina
Kosovska Mitrovica



Introduction

This presentation covers the application of transitions and effects in PowerPoint.

We will explore different types of transitions, how they enhance presentations, and best practices for their use.



Importance of Transitions

Transitions help create a smooth flow between slides.

It can be subtle or dramatic, depending on the presentation's purpose.

A good transition maintains audience engagement without distraction.



Types of Transitions

There are three main types of transitions:

1. Subtle: Fade, Push, Wipe
2. Exciting: Ripple, Cube, Gallery
3. Dynamic Content: Pan, Zoom, Morph



Applying Transitions

To apply a transition:

1. Select the slide where you want the transition.
2. Click on the 'Transitions' tab.
3. Choose a transition effect.
4. Adjust its duration and add sound if needed.
5. Preview the effect before finalizing.



Effects and Animation

Effects add movement to slide elements.

Common effects include:

- Entrance: Fly In, Appear, Bounce
- Emphasis: Spin, Pulse, Color Change
- Exit: Fade Out, Shrink, Disappear

Animations should complement the content, not overshadow it.



Best Practices

1. Use transitions consistently across slides.
2. Avoid overusing flashy effects.
3. Choose transitions that match the presentation tone.
4. Test the presentation before delivering it.
5. Keep audience attention on the message, not the effects.



Conclusion

Proper use of transitions and effects enhances presentation quality.

By selecting appropriate animations and applying them strategically, you can create engaging and professional presentations.





Co-funded by
the European Union

Questions & Answers

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Network of centers for regional short study programs in the countries of the Western

Balkans Call: ERASMUS-EDU-2023-CBHE

Project number: 101128813



UNIVERSITY OF LJUBLJANA
Faculty of Electrical Engineering



University of Pristina
Kosovska Mitrovica

