PRESENTATION
GUILD

CERTIFIED PRESENTATION EXPERT™

with PowerPoint® proficiency

STUDY AND REFERENCE GUIDE | CPE™

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The Certified Presentation Expert™ Study Guide

Congratulations on deciding to test for the Certified Presentation Expert credential!

The Certified Presentation Expert exam comprises three components: verification of 18 months or more experience with at least 3,000 hours of presentation experience and payment of fees, an online test, and a practical exam requiring you to complete a series of presentation tasks. Both exams are based on the 117 Presentation Industry Standards identified by the Presentation Guild.

1. Your experience validation and payment must be submitted first.
2. The online test comprises a random selection of 94 questions out of 117 standards. The questions are in four formats:
   a. Single choice questions have only one answer and include True/False questions.
   b. Multiple choice questions have two or more answers and will always have at least one wrong answer. Correct answers count for one point and incorrect answers deduct one point from that question.
   c. Matching questions require you to match a set of terms to their description using drag and drop. Correct answers count for one point and incorrect answers deduct one point from that question.
   d. Fill in the blank questions require you to type in the answer. The answer must be spelled correctly but capitalization doesn't matter. Some questions have more than one answer. Correct answers count for one point and incorrect answers deduct one point from that question.

   You will have 2.5 hours to complete the written test. A score of 80% is required to pass.
3. The practical test consists of nine PowerPoint files, one for each of the nine categories in the Presentation Industry Standards. You will be asked to perform specific tasks in each file. The files must be downloaded, completed, and uploaded within 48 hours of starting the test. You must complete at least seven of the nine files correctly to pass.

The Presentation Industry Standards and the test are based on the latest Windows 11 version of Microsoft 365 PowerPoint. Approximately 10% of the questions and tasks use features that may not be available in other versions of PowerPoint (i.e., MS Office for Mac or earlier MS Office releases for Windows). A trial version of Microsoft 365 PowerPoint is available from Microsoft.

This reference provides you with the appropriate industry standards in the nine categories, a brief description of each standard, and what you should research, study and/or practice to pass the exam. We also recommend you reference Microsoft's PowerPoint Help Center for additional clarity of topics.

Good Luck! We're rooting for you.

Audio/Video

Audio/Video (A/V) is a digital recording of a moving image(s) and/or sound(s). A/V may be a video file, audio file, and/or any type of object requiring playback.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
AE1	**Know and understand the benefits and limitations of different A/V formats**	Using audio and video in presentations requires understanding what formats need to be used to assure playback when a presentation is used on many computers or operating systems.	Get familiar with what file types are compatible with what version of PowerPoint and/or operating systems
AE2	**Know and understand video sizing**	Designers need to understand common video size and resolution terminology so they can source and export video at appropriate sizes.	Be familiar with typical terms for video resolution: 2K video, 4K video, SD (Standard Definition) video, HD (High Definition) video, FHD (Full High Definition) video, QHD (Quad High Definition) video, UHD (Ultra High Definition) video, 720p, 1080p.
AE3	**Know how to add/delete bookmarks to/from A/V**	Bookmarks for A/V files allow indicating points of interest in a clip.	Practice adding and deleting bookmarks to A/V files in PowerPoint.
AE4	**Know how to change the shape of a video**	Videos can be used within shapes to create various effects.	Practice cropping and changing videos' shapes in PowerPoint.
AE5	**Know how to extract video from PowerPoint as a separate file**	It is possible to extract a video or audio file from a PowerPoint presentation.	Practice extracting media from a PowerPoint file.
AE6	**Know how to layer sounds and/or videos**	Sounds and videos can be played simultaneously, and even layered to create special effects.	Practice inserting and layering media files in various ways and configure them to play simultaneously.
AE7	**Know how to loop video**	Video files can be looped to play as long as required.	Practice using the various looping possibilities within PowerPoint.
AE8	**Know how to manage and resolve issues with A/V links and CODECs**	Audio and video files can encounter various playback issues because they are linked or CODECs are absent from the computer playing the presentation file.	Get familiar with the various compatible audio and video file formats and practice using PowerPoint features that can optimize compatibility.
AE9	**Know how to optimize file size/resolution of A/V**	Using media files can greatly increase the file size of presentations. Knowing how to optimize file size helps assure smooth playback on other computers.	Get familiar with the various file formats that offer various levels of quality vs. file size and PowerPoint features that can help maximize performances.
AE10	**Know how to set a poster frame on video**	A poster frame can be set in PowerPoint to allow you to control the still image look of a video file.	Practice adding and changing a poster frame for a video file.
AE11	**Know how to use A/V playback triggers**	Different elements can be set as triggers to control video playback.	Practice adding and using the various triggers that can help you control video playback.
AE12	**Know how to use streaming A/V**	It is possible to stream videos within a PowerPoint presentation.	Get familiar with the features that allow streaming online video within PowerPoint.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
AE13	**Know how to appropriately source A/V**	There are multiple sources to get audio and video files from, as long as copyrights are respected.	Get familiar with the various copyright licenses/rights to use for audio and video files.

Branding

Branding is the incorporation of distinctive characteristics associated with a product, company, person, etc., (brand) into a presentation. Branding may include color, typography, images, and/or any items from the nine categories of expertise in the industry standards.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
BE1	**Know and understand purpose of a branded theme/template**	Presentation designers often need to use custom templates with corporate branding incorporated.	Know why you would use a branded template.
BE2	**Know how to advise of potential font limitations and how to recommend substitutes if not indicated in brand or style guidelines**	Missing fonts can impact a presentation. It's important to know when and how substitutions occur and how to avoid them.	Know which fonts PowerPoint is likely to substitute and in what scenarios this is likely to happen. Be able to recommend standard fonts that align with desired font style. Review cloud fonts, Google fonts, Microsoft Standard fonts, font substitution and font embedding.
BE3	**Know and understand the difference between footer placeholders and textboxes on a slide and the implications for using each**	Footer placeholders can behave unpredictably in PowerPoint.	Practice different ways to ensure that footers appear consistently on slides. Get familiar with using textboxes and "field codes" to add dates and slide numbers.
BE4	**Know how to change pictures, icons, etc. to match brand**	Presentations should reflect the corporate brand.	Know how to take a description of what someone wants and find appropriate iconography and imagery. Know how to change colors of icons
BE5	**Know the difference between primary and secondary branding elements as identified in a style guide**	Style guides should be followed for branded presentations. Style guides and brand guidelines often define primary and secondary brand elements, especially colors and fonts.	Knowing that style guides vary widely, be able to identify primary and secondary elements even when they are not specified as such.
BE6	**Know how to create the key elements of a branded template**	Branded templates include built-in elements that reflect the corporate brand.	Know how to create the key elements of a branded template: font theme, color theme, slide master graphics, default styles for shapes and text boxes. Understand how font and color themes are applied to various content such as tables, charts, SmartArt, etc.

Color

Color is the appearance of objects that is characterized in terms of hue, brightness, contrast, luminosity, and saturation. Color is an aspect of visual perception that enables the differentiation of otherwise identical objects.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
CE1	**Know and understand the differences between CMYK and RGB/HEX.**	Different color models are used in different scenarios: print, screen, web, etc. Brand guidelines are often specified in CMYK.	Know when to use CMYK, RGB, and HEX colors.
CE2	**Know and understand how color themes function (e.g., mapping to charts/tables/objects)**	A consistent color theme helps create a cohesive presentation.	Know which colors in a color theme are applied to various content by default.
CE3	**Know and understand background styles**	Background styles help keep text visible when changing from a dark slide to a light one and vice-versa.	Practice applying background styles to slides and layouts.
CE4	**Know how to adjust colors for color blindness**	Creating accessible presentations is the right thing to do.	Be aware of techniques to help people with colorblindness better intrepret content on a slide.
CE5	**Know how to adjust colors for grayscale printing**	Objects can sometimes become difficult to read when printing in black-and-white or grayscale.	Practice using the grayscale settings in PowerPoint.
CE6	**Know how to take any color model and convert it to another.**	Designers are often provided with CMYK and Pantone color values and should be able to convert them to RGB or Hex for use in PowerPoint.	Practice using online color converters.
CE7	**Know how to modify color themes**	We can create and edit custom color themes in PowerPoint.	Practice creating and editing a custom color theme.
CE8	**Know how to use eyedropper tool outside PowerPoint**	The eyedropper tools allow you to easily pick up and apply fill, outline, and text colors to shapes on a slide.	Practice using the eyedropper tools to apply colors from websites and other documents.
CE9	**Know how to use gradients with transparency**	Shapes with a semitransparent fill let objects behind them show through. Using a semitransparent gradient fill can make the object appear to blend into the slide background.	Practice creating semitransparent gradient fills.
CE10	**Know when to use theme colors vs. using absolute colors**	Theme colors and non-theme colors (also known as absolute colors) behave differently in PowerPoint when a different theme is applied.	Practice using both theme and non-theme (absolute) colors.

Data Visualization

Data visualization is any object that improves the clarity of information by placing it in a visual context, such as charts, graphs, SmartArt, infographics, tables, etc. Data visualization is not restricted to numerical or quantitative data.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
DE1	**Know how to create any of the default Microsoft charts available in PowerPoint**	Know and understand the purposes for which you'd use a slope chart, a waterfall chart, a scatterplot, a radar chart, tree maps, histogram, bullet chart	Know when and why you would use a slope chart, a waterfall chart, a scatterplot, a radar chart, a tree map, a histogram, a bullet chart.
DE2	**Understand and be able to explain when to use any of the default Microsoft charts available in PowerPoint**	Know and understand the purposes for which you'd use a slope chart, a waterfall chart, a scatterplot, a radar chart, tree maps, histogram, bullet chart	Be able to recommend which type of chart to use for a given set of data. Know which charts are good alternatives to pie charts.
DE3	**Know and understand advanced copy/paste options for *charts* from Excel and the benefits and limitations of each**	It's important to understand what the different paste options do when pasting charts from Excel to PowerPoint.	Understand the paste options when pasting a chart from Excel to PowerPoint. (These are paste special options on Mac PowerPoint.)
DE4	**Know and understand copy/paste options for *tables* from Excel to PowerPoint and the benefits and limitations of each**	Tables and cells from Excel can be pasted into PowerPoint. It's important to know which paste options to use for your situation.	Practice pasting formatted cells (sparklines, heat map / conditional formatting, direct formatting, etc.) from Excel into PowerPoint.
DE5	**Know the differences and implications between linking and embedding charts from Excel to PowerPoint**	Charts can be either linked or embedded into your presentation. It's important to know which is most appropriate for your situation.	Understand how to both link and embed charts in PowerPoint and the implications of each.
DE6	**Know and understand choropleth maps**	A choropleth map features different shading or patterns within geographic boundaries to show the proportion of a variable of interest. This is in contrast to a heat map, which does not show geographic boundaries.	Be able to identify the types of data that can be represented by a choropleth map.
DE7	**Know and understand heat maps**	A heat map uses color to visualize magnitude of data.	Be able to identify and interpret a heat map.
DE8	**Know and understand methods for emphasis in charts**	Specific techniques can be used to emphasize data points.	Know best practices for adding emphasis to data points in a chart.
DE9	**Know and understand when to use proportional shapes**	Proportional shapes "provide a quick overview of the relative size of data without the use of scales." (Ann K. Emery)	Know when it is and is not appropriate to use proportional shapes (bubble charts, nested squares, tree maps, etc.).
DE10	**Know and understand why a chart axis should/should not start at zero**	A chart's value axis can start at a number other than zero in some very specific situations.	Know when it is and is not appropriate to start a chart's value axis at a number other than zero.
DE11	**Know how to format charts with a negative axis**	Value axes on charts are sometimes negative.	Practice setting axis boundaries and change the position of the horizontal axis relative to the vertical axis.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
DE12	**Know how to create a chart with a primary and secondary axis**	Charts sometimes use two value axes.	Know when and how to add a secondary axis to a chart.
DE13	**Know how to add a trendline to a chart**	Trendlines can be helpful when forecasting.	Practice adding a trendlineto a chart.
DE14	**Know how to add and format error bars in a chart**	Error bars are commonly used in scientific charts to show the variability of the data.	Be familiar with adding error bars to column charts.
DE15	**Know how to animate a chart and chart elements**	Animating a chart can help tell the data story more effectively.	Practice using animation settings and options to animate charts.
DE16	**Know the difference between pasting or inserting objects in a chart and on top of the chart.**	Objects included in a chart will travel with the chart, otherwise they'll be left behind when you copy/paste the chart elsewhere.	Know the difference between pasting or inserting an object in a chart vs on top of the chart.
DE17	**Know how to create and format a table in Excel**	Cells in Excel can be formatted as a table using Insert > Table or the CTRL+T shortcut. Excel tables behave differently than a typical spreadsheet.	Be familiar with Excel tables and how they behave (sorting, calculating, adding columns and rows, etc.).
DE18	**Know how to create a custom table style in Excel**	Custom table styles can be created in Excel.	Know how to create a custom table style in an Excel file.
DE19	**Know how to create a variety of graphical representations of data**	Graphical representations of data can be useful for presentation purposes.	Be familiar with icon arrays, waffle charts, and pictographs.
DE20	**Know how to create appropriate labels on a chart**	Not all charts require everything to be labeled. Know when and what labels are appropriate depending on the situation.	Know when to include data labels, category names, axis labels, annotations, legends, etc.
DE21	**Know how to create small multiples or trellis charts**	Trellis charts, also called small multiples, lattice charts, grid charts, or panel charts, can be useful for displaying dense amounts of data.	Be familiar with the characteristics of trellis charts. Be able to identify trellis charts.
DE22	**Know how to create/redraw a data visualization from an image**	Images of charts are often recreated for presentation purposes.	Be familiar with techniques to redraw and recreate charts. Understand the limitations of recreating charts without access to the data.
DE23	**Know how to customize SmartArt**	SmartArt diagrams can be used to represent data.	Understand how to break apart and customize SmartArt diagrams. Know how to leverage different SmartArt diagrams to show data.
DE24	**Know how to export data visualizations for use in external apps (Illustrator or video editing)**	Data visualizations created for presentation often need to be repurposed for print, video, or web.	Practice exporting charts and diagrams to other formats: SVG, PNG, JPG, etc. Know which format is appropriate for different scenarios.
DE25	**Know how to line up decimal points in a PowerPoint table**	Numbers in table columns are neater if they are aligned on the decimal.	Know how to decimal-align text in a PowerPoint table.
DE26	**Know how to update/repair linked charts in PowerPoint**	In PowerPoint for Windows, it's possible to break links to a chart or re-link a chart to its source data file. (Both Mac and Windows users should understand how this can be done but will not have to perform this task.)	Know how to update or break links to charts in PowerPoint for Windows.

DE27	**Know how to use sparklines, databars, and icon sets in Excel data sheets**	Sparklines, data bars, and icon sets can be useful to help the audience interpret dense amounts of data.	Know how to create sparklines, data bars, and icon sets in Excel spreadsheets. Understand how to copy those cells to PowerPoint slides.

Functionality

Functionality is the quality of usefulness for which a presentation is designed. The characteristics of functionality are accessibility, integrity, interactivity, efficiency, effectiveness, versatility, and reliability.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
FE1	Know how to create and modify custom shows	Custom shows can be used to tailor one presentation for different audiences.	Practice setting up custom shows.
FE2	Know how to create interactivity with actions and/or hyperlinks	Action settings and hyperlinks which are activated on click or mouse over can be used to create interactivity in a presentation by launching programs, other files, URLs, moving to a different slide, etc.	Practice adding hyperlinks and action settings.
FE3	Know how to create interactivity with animation triggers	Animation triggers can be used to add interactivity to a presentation. For example, click a shape to make it disappear and reveal the correct answer.	Practice adding trigger animations to shapes on a slide.
FE4	Know and understand how to access the Developer tab and Visual Basic for Applications (VBA) tools	Macros can be useful to automate repetitive tasks in PowerPoint.	Know how to run a macro in a PowerPoint file (assuming you've received it from a trusted colleague).
FE5	Know and understand macro security features and how to enable macros	Macros can be useful to automate repetitive tasks in PowerPoint.	Know why a macro might not be available in a PowerPoint file.
FE6	Know how to distribute linked files	Links to files may break, making your presentation incomplete.	Know what happens when links to different types of files are broken: charts, images, PDFs.
FE7	Know how to embed a PowerPoint file in another PowerPoint file	Embedding files into your presentation prevents links from breaking.	Know how to embed an existing PDF, a Word file, and a PowerPoint file into a presentation. (Windows only.)
FE8	Know how to link from one PowerPoint file to another	"Menu" pages can be created by linking to multiple PowerPoint files.	Practice creating a menu slide and running presentations from the menu.
FE9	Know how to modify handout master	Handout masters can be modified by adding background graphics and applying theme colors and fonts.	Know how to modify the handout master.
FE10	Know how to modify notes master	Notes masters can be modified by rearranging the slide thumbnail and text placeholder as well as adding background graphics and applying theme colors and fonts.	Practice modifying the notes master.
FE11	Know the implications of slide size and aspect ratio on printing	PowerPoint slides are usually sized for screen, not for print.	Know what to expect when you print widescreen (16:9) slides on A4 or US letter paper. Know what to expect when you print standard (4:3) slides on A4 or US letter paper.

Images

Images are defined as objects in a presentation that are a visual representation of ideas, solutions, processes, data, products, services, emotions, and any concept you want the audience to better understand. Images encompass all raster and vector format photos, pictures, drawings, or other visual representation.

Images are static with no intrinsic motion of their own, although motion can be applied.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
IE1	**Know and understand copyright rules**	Copyright rules need to be understood in the presentation design industry because of the large amount of audio and visual media used to help create more impactful messages.	Get familiar with the copyright rules for the various media that might be incorporated in presentations.
IE2	**Know and understand where and where not to source pictures for presentations**	Using pictures the right way in presentations also means sourcing them on appropriate sites to avoid copyright infringement.	Get familiar with Creative Commons licenses and types of purchased licenses for various presentation needs.
IE3	**Know the image effects that affect file size and how to compensate for them**	Using images in presentations can and will affect file size. It is important to know how to compensate or adjust according to equipment restrictions or types of uses.	Practice using PowerPoint's tools to help control presentation file size. Understand how artistic effects affect file size and how to ameliorate this.
IE4	**Know how to create and use screen shots**	Screenshots are important visual pieces of many presentations, especially for training purposes or demos, and they can be done with PowerPoint	Practice creating screenshots within PowerPoint.
IE5	**Know how to crop images to standard shapes and aspect ratios**	PowerPoint's crop tools crop pictures to specific sizes and shapes to create various focus effects in presentations.	Practice using PowerPoint's image cropping features. Also know how to move and resize picture within a crop frame.
IE6	**Know how to link vs. embed images, and understand the benefits and potential limitations of linking images**	It is possible to insert/embed images in a PowerPoint. But it is also possible to link to image files. Both methods have benefits and limitations to consider, depending on your presentation needs.	Get familiar with picture inserting and linking options in PowerPoint and know the benefits and limitations of each method.
IE7	**Know how to orient image to other slide content (person's eyes in image look towards text, etc.)**	Matching images to content to direct focus or create a clearer message is important for the impact created by the presentation content.	Get familiar with various treatments you can give to pictures to help match message and content.
IE8	**Know how to use, create and modify picture placeholders**	Because of their special characteristics, picture placeholders in PowerPoint allow for added benefits in presentations.	Practice using picture placeholders and know what makes them different from using content placeholders or just adding pictures.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
IE9	**Know how to visually balance images to have similar brightness/contrast**	Balancing brightness and contrast when using pictures in presentations allows to bring realism and consistency between them.	Practice picture brightness and contrast adjustments in PowerPoint.
IE10	**Know methods to remove a background from an image (using PPT tools like "set transparent color" or "remove background" vs. Photoshop)**	PowerPoint has tools that allow to remove a background from an image without necessarily going to an image editing software.	Practice using the background removal tools and know about the limitations for each.
IE11	**Know the benefits and limitations of using a picture as an object fill**	Pictures can be inserted directly in presentations, or as an object fill. But there are benefits and limitations for each method.	Practice inserting pictures as object fills and get familiar with the benefits and limitations associated with the method.
IE12	**Know the Rule of Thirds for image composition**	The rule of thirds is an important composition technique used in presentation design.	Get familiar with the rule of thirds and how it helps create better image composition.
IE13	**Know, understand and explain how to merge shapes to create custom shapes**	PowerPoint allows creating custom shapes with the help of the Merge Shapes tools.	Practice using the Merge Shapes tools with various types of objects, and by changing the selection order, to understand the merging process and its limitations.

Layout

Layout is the visual organization or arrangement of objects using size, alignment, placement, consistency, and order. It can refer to objects on a slide or the actual slides. Layout encompasses slide layouts and content, slide masters, and placeholders. You can modify your layout using guides, grids, Z-order, ruler, Designer, etc.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
LE1	**Know and understand background styles and theme variants**	Theme variants are included in stock PowerPoint themes in order to help quickly switch a presentation from a light background to a dark one (and vice-versa). Theme variants will override any custom formatting at the master level.	Understand what background styles are and how they work. Be able to strip theme variants.
LE2	**Know and understand slide size and slide aspect ratio**	Changing PowerPoint slide size may affect font sizes and background graphics at the master level.	Know the typical slide sizes and aspect ratios. Understand the implications of changing slide size.
LE3	**Know how to create and rename custom layouts**	Creating custom layouts allows a template to support many types of slides and content.	Practice creating and naming custom layouts.
LE4	**Know how to customize footers and slide numbers**	Footer placeholders can be easily disrupted or deleted when people work with a PowerPoint template or file.	Understand how to keep footers intact when copying and pasting slides from presentation to presentation. Know alternatives to using footer placeholders.
LE5	**Know how to customize slide masters**	Formatting on the slide master is inherited by slide layouts.	Practice formatting the slide master.
LE6	**Know how to delete unused slide masters and slide layouts**	Presentations can end up with many extra unused masters and layouts, which can cause the file to bog down and have other issues.	Practice removing unused slide masters and layouts.
LE7	**Know how to use slide background fill on a shape**	"Background fill" can be used on PowerPoint shapes.	Be aware of the background fill option and how to apply it to create effects such as masks or disappearing shapes.
LE8	**Know how to use horizontal and vertical rulers**	PowerPoint has both a vertical and a horizontal ruler.	Know how to add tab stops to text in PowerPoint.

Motion

Motion is the action of an object changing place or position or otherwise having movement. The object can be an item on a slide or the slide itself. Motion includes animations (fade, wipe, zoom, etc.), transitions (fade, wipe, pan, morph, etc.), animated .gif, etc.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
ME1	Know and understand how to "show and return" in Custom Slideshow and Zoom slideshow	Creating efficient nonlinear presentations requires knowing how to easily return to the main menu or slide content.	Practice applying the return feature for custom shows and zooms.
ME2	Understand and know how to set up custom slide shows within a presentation	Custom slide shows can be used to create nonlinear presentations.	Practice creating and running custom shows.
ME3	Know how to adjust the animation timeline	Being able to adjust animation timings allows creating better timed animation effects, either between objects or with media files.	Practice adjusting animation timings to synchronize or create animation sequences.
ME4	Know how to combine animation sequences for a single effect	Combining animations can help create context or help explain a concept or process with the slide objects.	Practice adding and combining various object animations.
ME5	Know how to create parallel animation sequences	Parallel animation sequences allow animating various slide objects or groups at the same time with their own sets of animations and effects.	Practice creating parallel animations sequences.
ME6	Know how to rename objects to force them to Morph	Slide objects can be customized in various ways to create compelling animations with Morph transitions.	Practice creating effects with Morph. Understand the limitations of Morph and how to name objects so Morph recognizes them as being the same object.
ME7	Know how to make animations repeat	Animations can be set to repeat so they continue until you move to the next slide.	Practice making an object repeat its animation.
ME8	Know how to trigger animations	Triggers allow an animation to occur when an object is clicked. Triggers also allow us to animate objects during video or audio playback.	Practice creating trigger animations for objects and media.
ME9	Know how to use a transition as part of a motion sequence	Animations and transitions can be combined to create motion sequences.	Practice using transitions to move seamlessly from slide to slide. For example, be able to use transitions to make it seem that you are following a timeline without making it obvious that you're moving across multiple slides.
ME10	Know how to use and adjust motion paths	Motion paths are an animation feature that move objects on a slide.	Practice applying and editing motion path animations.
ME11	Know how to use animation delays and automatic transitions	It's possible to control when a slide advances by using automatic transition timings, sometimes coupled with animation duration and delay.	Practice applying delays to animated objects and using automatic transitions to control slide advancement.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
ME12	**Know how to continuously loop a slideshow**	It's common to set up looping presentations, i.e., presentations that start over automatically.	Be able to create a continuously looping presentation.

Typography

Typography is the style, arrangement, and/or appearance of text: fonts, text and paragraph formatting, bullets, text alignment, columns, spelling, grammar, etc. It also includes using text as an image (e.g., SmartArt).

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
TE1	**Understand embedding vs. not embedding fonts and the benefits and limitations of each**	Embedding fonts helps ensure the fidelity of a presentation, but not all fonts can be embedded.	Understand when you should embed fonts in presentations and the potential benefits and limitations of doing so.
TE2	**Know how to create font themes**	Every PowerPoint file has a font theme, even if it is the default font theme.	Know how to create font themes and how the font theme affects your presentation.
TE3	**Know and understand the various font file formats, and how they interact with PowerPoint**	There are many different types of fonts available; not all of them work in PowerPoint.	Know what type of fonts you can use in PowerPoint. Also be familiar with the terms single-byte font and double-byte font.
TE4	**Know and understand when cloud fonts are appropriate to use**	Cloud fonts offer font options in addition to standard Microsoft fonts.	Be familiar with cloud fonts and the benefits and limitations of using them.
TE5	**Know how to change template fonts**	Every PowerPoint file has a font theme, which specify heading and body fonts.	Know how theme fonts affect various objects in PowerPoint.
TE6	**Know and understand font personality and how it can inform font choice**	Different types of fonts can be described as having different personalities.	Be familiar with different font types, font personalities, and why one font may be more appropriate for a situation than another.
TE7	**Know what font size is appropriate and when to use it (purpose, audience, venue, etc.)**	Font size helps determine a visual hierarchy throughout a presentation.	Know what factors to take into account when choosing text sizes for various content.
TE8	**Know the implications for using the increase font size and decrease font size buttons**	PowerPoint has a number of features for formatting and sizing fonts.	Know how the Increase Font Size and Decrease Font Size tools work.
TE9	**Know and understand autofit options for text**	PowerPoint has three options to help fit text: do not autofit, shrink text on overflow, resize shape to fit text.	Know how and when to use the autofit, shrink, and resize settings on textboxes and shapes.
TE10	**Know and understand how to change text box margins**	PowerPoint has a number of features for formatting and sizing text boxes.	Practice formatting text boxes.
TE11	**Know how to customize text formatting in SmartArt**	SmartArt can be customized in a number of ways.	Practice customizing SmartArt text formatting.
TE12	**Know how to format text in columns**	Text can be formatted in multiple columns within a text box or placeholder.	Practice formatting text in columns.
TE13	**Know how to set up and modify hanging indents for number lists and bullets**	Hanging indents are used with numbered and bulleted lists.	Be able to create, adjust, and remove hanging indents.
TE14	**Know how to set up and modify tab stops**	Numbers and text are neater if they are properly aligned.	Be able to create, modify, and remove tab stops.
TE15	**Know when to use text emphasis and what type (bold, italic, etc.)**	Adding emphasis to specific text can help the audience know what content to focus on.	Understand best practices for adding emphasis to text.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE
TE16	**Know how to adjust line spacing to accommodate font choices**	Adjusting line space, as well as adding space before and after paragraphs, can help an audience read the content more easily.	Practice adjusting line spacing.
TE17	**Understand text outline styling in PowerPoint and potential limitations**	Outlined text can be created in PowerPoint.	Practice adding outlines to text.

ID	STANDARD	DESCRIPTION	WHAT TO STUDY AND/OR PRACTICE

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