

19.2 Adding Content to Slides

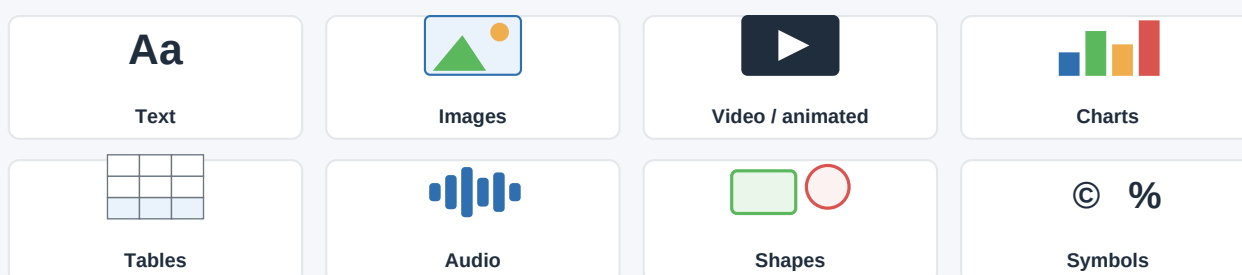
Syllabus 2026 - 2028

WHAT YOU NEED TO KNOW

- Insert and edit objects on a slide: text (headings, subheadings, bulleted lists), images (still images, video clips, animated images), charts, tables, audio clips, symbols, lines, arrows, call-out boxes and shapes
- Add presenter notes
- Add alternative text/screentip to an object

Objects on a slide

Figure 114: Objects that can be placed on a slide

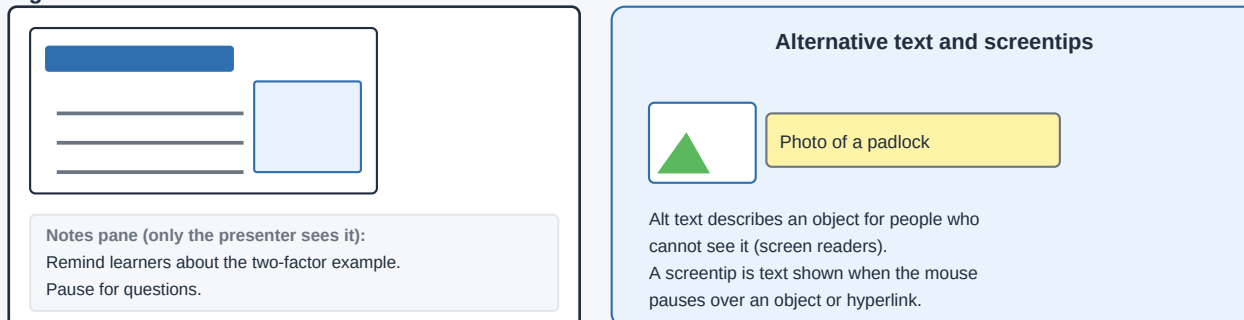


Object	Notes
Text	Headings, subheadings and bulleted lists; short phrases, not paragraphs
Still images	Photos and pictures; resize and crop; keep the aspect ratio
Video clips and animated images	Moving content; set to play automatically or on click; check the file type will play
Charts and tables	Show numbers and comparisons clearly; label them
Audio clips (sound)	Narration or effects; set start and volume; shown as a speaker icon
Symbols, lines and arrows	Special characters; lines and arrows to link or point
Call-out boxes and shapes	Highlight a point or label part of a picture

- **Insert** an object from the Insert menu or a content placeholder; **edit** by resizing, moving, cropping or formatting it
- Keep text **large and short**, with about 5 to 6 bullet points at most, and use **contrasting colours**
- Use objects **consistently**: the same fonts, similar image sizes and aligned positions
- Do not use too many effects or crowded slides, which distract the audience

Presenter notes and alternative text

Figure 115: Presenter notes and alternative text



- **Presenter notes:** text added in the notes pane that only the presenter sees, used as reminders or extra information; they can be printed as notes pages
- **Alternative text (alt text):** a text description of an image or object that is read by screen readers, so people who cannot see it understand it
- **Screentip:** a short message shown when the mouse is held over an object or hyperlink

EXAM TIP

Alt text must **describe what the object shows or does**, for example 'Bar chart of test marks for four classes', not just 'image1'. Notes are for the **presenter**, whereas slide text is for the **audience**.

Key terms

Term	Meaning
Object	Any item placed on a slide.
Call-out box	A shape with a pointer used to label something.
Animated image	A picture that moves, such as a GIF.
Audio clip	A sound file placed on a slide.
Presenter notes	Notes for the speaker, not shown to the audience.
Alt text	A description of an object for screen readers.
Screentip	Text that appears when the mouse hovers.
Symbol	A special character such as a copyright sign.

Practice questions

Answer each question in full sentences. Command words used: State (give a short answer), Describe (say what it is like), Explain (give reasons), Analyse (break it down and examine it), Suggest (apply your knowledge to a situation), Compare and contrast (similarities and differences), Evaluate (weigh up and reach a judgement).

No.	Question	Marks
1	State two types of object that can be inserted on a slide.	[2]
2	State the purpose of presenter notes.	[1]
3	Describe what is meant by alternative text and why it is added to an image.	[3]
4	Explain why slides should contain short bullet points instead of full paragraphs.	[3]
5	Suggest three ways that a slide about recycling could include non-text objects.	[3]
6	Analyse the effects of overusing images, audio and video on a slide.	[4]
7	Evaluate the use of audio and video clips in a presentation to young learners.	[5]

Total: 21 marks