Placeholders are boxes that display when a new slide is created.
All layouts except the Blank slide layout contain placeholders.
Depending on the particular slide layout selected, placeholders display for the slide title, body text, charts, tables, SmartArt, media clips, and clip art.
These placeholders are used to input text, to insert graphics, charts, tables, or other objects into a PowerPoint presentation.
Text placeholders are used to input title information, body text, and bulleted lists. The information from these placeholders are what appear in Outline view.
Graphic elements are placed in chart placeholders, table placeholders, SmartArt placeholders, and clip art placeholders.
When the Placeholder is selected, Handles will appear around the edges of the Placeholder.
These Handles are used to resize the placeholder.