# impressTRAINING

# PowerPoint Design for Business Presentations

CREATING BUSINESS–CENTRIC SLIDES WITH ENGAGING CONTENT & RICH VISUALS.

| PRICE | DURATION | LEVEL | DELIVERY |
|-------|----------|-------|----------|
| $820 | 2-Days | Intermediate+ | In-Class |



# Instructor

## Mark James Normand

Mark co-founded Impress Training in 2007 with the vision to raise the quality of training programmes that focused on key areas of business and issues of affecting productivity. He has trained medium-sized and multinational companies at different levels of management, from C-Level to Executives. Including companies such as IDC, Coca-Cola, Rhode & Schwarz, AIG, SingTel, CapitaLand, ZF Asia Pacific, Kongsberg Maritime, Government Agencies and more.

# About this Course

PowerPoint is an amazingly diverse tool used in many roles and industries. From consulting content, DataViz, infographics & technical illustrations and more. In this all-new version of this best-selling course, we'll create highly engaging slides with insight-driven content and stunning visuals. In addition, we'll be exploring some of the newer A.I. & Virtual tools that have become available to enhance storytelling; and bring more inclusiveness to your audiences.

Mastering presentation content, structure and storyboarding concepts are vital to delivering effective presentations – but at some point, you'll need to design the slides. And whilst many know the basics of PowerPoint, so few of us have learned the full capabilities to create stunning and meaningful slides that make people go "how did you do that?!".

This course will provide an in-depth practical approach to using all the functions available in the PowerPoint application and providing context for their use in your business slides.

## What are the key takeaways...

1. Create modern visuals, diagrams, illustrations & 3D models.

2. Write insightful messages, trim excess content and apply DataViz.

3. How to design the right type of document for audiences: slides vs. reports vs. Notes.

3. Apply tips & insight to create slide decks faster.

## Prerequisites

- This will be using the Office 365
- This is an Intermediate-to-Advanced Level course.
- Participants must have a basic working knowledge of PowerPoint.
- Taught based on the PC version and not the Mac version. There are differences.
- All Laptops and materials will be provided

## In-House

For In-house corporate clients, we will customise all exercises & examples based on your brand guidelines, corporate templates and related-work.

## + Free Online Course Extension

In-class participants will get free access to our Impress Training Online Platform with over **4hrs of additional video tutorials**, **hundreds of slide examples, icons & Illustrations**, additional resources **& more.**
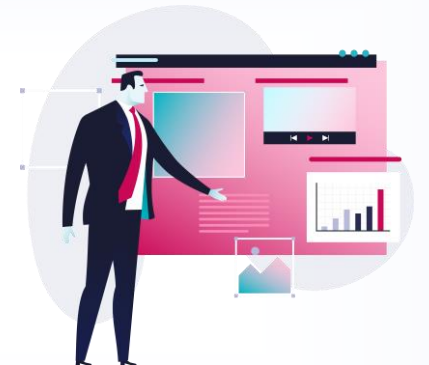
# Day1
## Creative Design

### 1. PowerPoint Design Introduction

A brief overview into the world of Corporate PowerPoint - given the way we deliver, and design presentations has changed. With glimpses at corporate best practices, productivity tips, and the future of presentations at the cusp of a Hybrid & A.I. enriched work environment.

### 2. Media Design

Get to grips with all the design functions to create professional visuals. This section will cover a broad overview of all the features available such as Image & Shape Formatting, Cameo, Video, 3D, and more - how they can be used in different situations.

### 3. Business Diagram & Illustration Design

Most slide are built using 2D Shapes - from diagrams, infographics, illustrations, and jusy plain columns. Participants will learn how to use the Merge Shape to draw classic business diagrams such as Radials, Infinity loops and advanced conceptual Illustrations. Further, learn how to build more complex technical 3D models.

### 4. 3D Design

3D models can be used for IT diagrams, technical drawing, simplified urban design models or engineering visuals. Participants will understand the concepts to produce more complex models such as layering, distance from ground and the different types of 3D views.

# Day2
## Content Design

### 5. Document Design: Templates, Layouts, Notes & Interactive.PDF

Participants will learn to build templates, layouts and common information slides to make their work more productive. This includes providing alternatives to just printing slides as reports; instead, building proper notes pages and interactive menu-based pdf documents to ensure the right documents are being produced for the way your audiences consume their information.

### 6. Content Design: Using the DRESS-UP Guidelines, Assertion-Evidence Method, & DataViz

Escaping from bullet-point heavy sentences and the need to put everything on the slide is a common issue that is part of poor design, poor storyboarding and forgetting that it's a presentation – not a report. Learn key methodologies for writing clear insight-driven messages, removing excess content and demonstrating some basic data literacy and visualisation.

### 7. Motion Graphic Design: Animation

Use animation to better drive story-telling and show complex sequences. Animation is exclusive to PowerPoint – so why not use it? Or have you heard that its just distracting and so remove it? Participants will learn to use animated features that provide meaning and functionality. Design animated sequences, motion illustrations, and use animation to effectively control the flow of information to audiences.
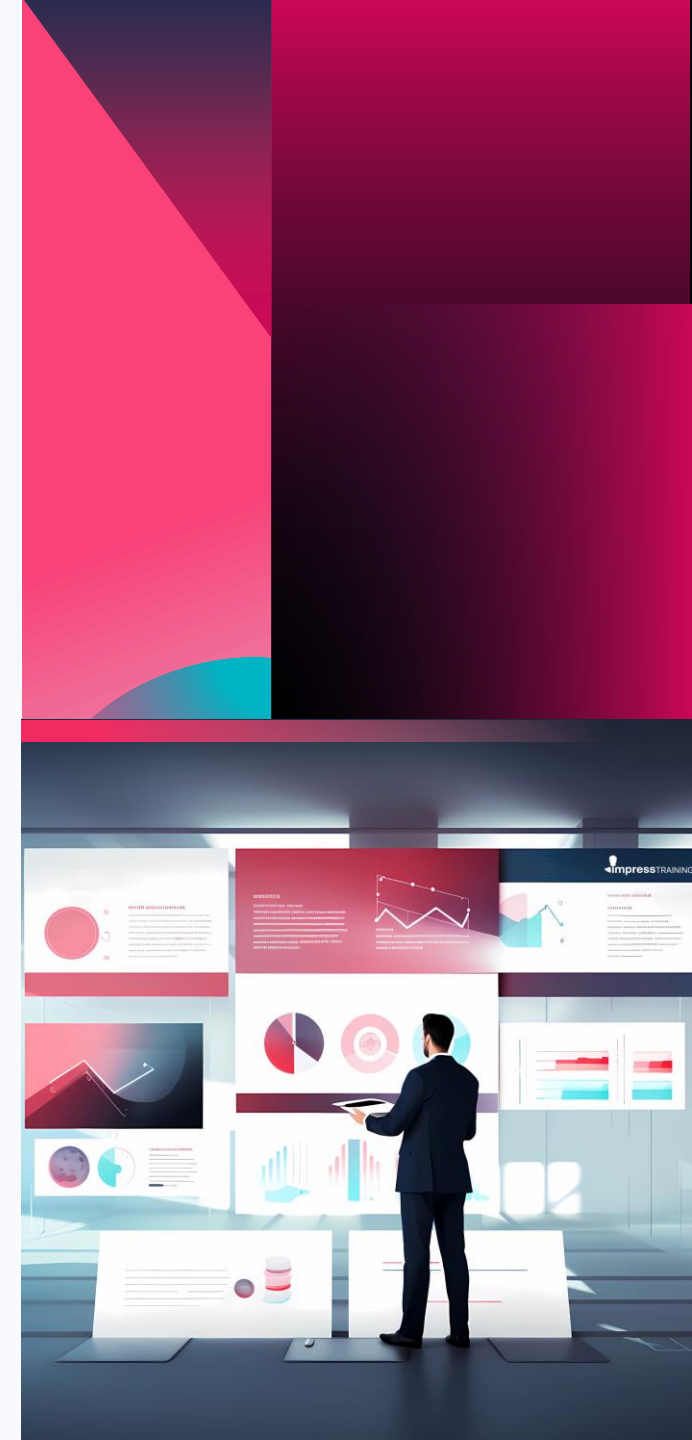
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## We look forward to hearing from you.

REGISTER | →

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**Thinking ahead.**