impress TRAINING

In-Class

PowerPoint Design for Business Presentations

Office 365

Price
$750

Duration
2-Days

Level
Intermediate+

Web Course Page →

→ About this Course

Mastering presentation messaging, structure and visualisation concepts is vital to delivering effective presentations – but at some point, *you'll need to design it in PowerPoint and put it all together*. And still, so few of us have learned its full capabilities to create stunning and meaningful slides that make people go "*how did you do that?!*".

Given the scale and diversity for the use of PowerPoint, it's amazing how this tool is used in all types of roles and industries. From consulting data visualisation and business content, strategic diagrams and infographics, 3D modelling, to interactive eBooks and so on… Now in the virtual world, slides should be more visual, to-the-point and embrace both motion and multimedia.

In an all-new version of this best-selling course, we'll train you to create highly engaging slides with rich business content. We'll look at production and productivity best practices; whilst learning advanced functions to compose stunning visuals to compliment your compelling insights.

What are the key takeaways I can readily apply?

Use advanced functions for visual formatting, & creating diagrams, icons and 3D models.

Use Assertion-Evidence to craft insightful messages, with meaningful charts or visuals

Design documents, embed layouts, proper notes and interactive reports.

Use Morph and Animation to bring visual processes, simulations and models to life

...and more.

→ Who is this course for

Anyone that needs to use PowerPoint to aid in their work.

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.

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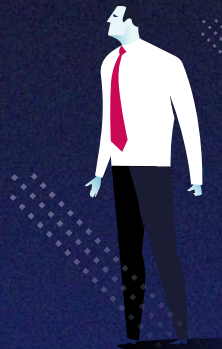
PowerPoint Design Introduction

A brief glimpse into the world of PowerPoint with best practices such as Content Management, Platform Management and Brand Management. And look at the productivity and production issues faced putting together slides in a business environment.

Visual-Media Design

The demand for decks and documents to become more visually effective means you'll need to go beyond the basics of inserting media. Rather, apply visual treatments to all forms of media , such as images, video and 3D, to provide context and creativity to your content. Learn more than just the features that will enable you to:

- Build multi-image compositions.
- Image pan and zooms
- Apply scene transition timings
- Apply effects and colour techniques for Brand adherence.
- Use colour to for gradient effects.
- Apply multiple picture effects.
- Create scene or Device mock-ups.
- Insert and animate .fbx 3D models.
- Screen record and insert video.
- And more…

2D & 3D Shape Design

The staple of most slides is the employment of shape-visuals to create diagrams, processes, icons, layouts, models and more.

Mastering PowerPoint – means, mastering Shapes.

Build the capability to use Merge Shapes, to put together an assortment of diagrams, icons and other 2D visuals.

Beyond the 2D, is the world of 3D. Apply the tools to produce more complex models and diagrams and demonstrate this by producing simple IT-network models and real-word objects. More than just knowing the functions, it's about applying it in context to your work, including:

- Understand basic diagram types.
- Use merge shape functions to design 2D diagrams.
- Design different style icons, e.g., Line vs Illustrated.
- Create and Animate GIF
- Use colour to add depth, light and shadow.
- Apply shape effects
- Build 3D models using a variety of methods from easy to complex.
- Using morph to rotate your 3D models.

*Topics may be delivered in a different order due to timing, and so, serve only as an approximation of the lesson plan – this allows for some flexibility and customisation.

→ Method of learning

- 100% Practical with slide exercises.

→ Any Prerequisites?

Yes, so please read:

- This will be using the **Office 365 (subscription) version.**
- 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

*Participants are encouraged to inquire which version they have at work to realise which features may, or may not, be present on their work device. Some features not available in Product Activated versions are Morph, 3D, Icons, Draw, Subtitles, GIF, and others.

Document Design:

Templates, Layouts, Notes and Interactive .PDF

Participants will learn to build templates, layouts and common information slides to make their work more productive. And understand that audiences encode information differently depending on the document type and the way its consumed.

- Create a template embedded with brand elements.
- Build different layouts as necessary to your work, e.g. an executive summary, timeline, text columns, image placeholders, etc.
- Create a report handout using Notes Master.
- Design interactive report menus for easier audience navigation and Export to .pdf

Motion Design with Morph & Animation

Often overlooked in business, but research proves that motion can be one of the most engaging ways to keep your audience's attention – if it serves a purpose and executed correctly.

- Apply morph transitions in creative ways.
- Rig illustrations to move on joints.
- Apply basic animation tropes, e.g. data streams, Wi-Fi signals, and more.

Content Design:

Assertion-Evidence, Charts & Infographics

Most slides suffer from too much content, typically text – a direct result of poor planning beforehand and old habits of designing slides. Business presentation content today must be targeted and to-the-point with supporting evidence and engaging visuals to help put across compelling insights.

Learn how to write clearer messages (rather than title-labels) with supporting evidence and actionable insights. We'll also be looking elements of data visualisation and a brief look into infographics.

- Practice and apply redundancy principles to edit content across slides removing unnecessary duplications.
- Ensure correct formatting and other short tips to bring focus to key points.
- Apply the Assertion-Evidence method of writing slide content.
- Using outlines for quick message storyboarding
- Use the correct charts and apply formatting that aides in readability.
- Understand basic chart vocabulary
- Design simple infographics

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→ Take a look...

Here is a very brief glimpse of just a few samples that participants develop in either public or inhouse courses.

This course is specifically designed for non-designers – i.e. everyday employees that have to use this tool but are looking for ways to take their design and messaging to the next level

For obvious reasons, you won't be able to see the animations or video sequences in this preview document.

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

→ Any bonus materials?

Yes, absolutely. We give every participant hundreds of slide examples, icon libraries, additional resources and more.

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We look forward to hearing from you.

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" **Excellent content & delivery. Impressive insights into the formation of shapes and how they can be used to build complex models & concepts. Content section was definitely something that gave me pause and had our group rethinking how we can better deliver to clients.**

Stephanie Krishnan, Research Director, IDC

" **Best training ever! Mark has awesome knowledge on PowerPoint and practically can create anything you ever need for business and marketing.**

Soon Chee Kwang, CEO, InTrack & Hargapedia