



# Designing Effective Presentations With PowerPoint Slides

Course ID #: 7000-698-ZZ-Z

Hours: 6

Delivery Method: Instructor-Led, Classroom or Virtual

## Course Content

### Course Description:

“Seeing is believing,” or so they say. Being able to convey compelling thoughts through visual medium is not only an art, but also a must in business. You haven’t been asked to give “another presentation.” You have been called to reveal a story in a memorable and actionable way.

But how?

How do we partner with our slide deck to tell a compelling story and impart concepts from the simple to the complex to eclectic audiences that may have little to no background in the subject matter you are presenting?

Based on the work of Nancy Duarte and her book [slide:ology](#), we will dive headfirst into what it means to create an effective presentation. Our goal through this course will be to explore the Presentation Ecosystem and how best to leverage it towards our three-pronged objective:

- How to connect with an audience
- How to draw them in with design
- How to forge and enhance our partnership with our slide deck anytime we needed it

Soon, you and your audience will SEE the abstract and bring it to life!

### Prerequisites:

You should already know how to use the ‘tool’ you are using to design a piece: PowerPoint, Google Slides, the Web or Desktop Publishing software.

### Target Audience:

Anyone wanting to learn more about designing effective presentations, brochures, flyers, etc. to make sure you are effectively getting the message to your audience.

### Topics:

#### Overview and Introduction

- The Presenter and Slide Deck Partnership

#### 1: Creating a New Slide Ideology

- The Art of Storytelling

- Creating a Slide Deck: Behind the Scenes
- The Presentation Ecosystem
- Crafting the Message and acknowledging the audience



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## 2: Creating Ideas, Not Slides

- The Art of Ideation
- Storyboarding and other Ideation techniques

## 3: Creating Diagrams & Flow

- The Visual Story
- Visual Thinking
- Slide Structures

## 4: Displaying Data

- Five Principles of using Data in a presentation
- How data interacts with the slides

## 5: Thinking Like a Designer

- How design furthers communication
- The Do's and Don'ts of slide design
- Foundation of Design and how to select designs

## 6: Design - Arrangement

- Six tools for organizing visual space

## 7: Design - Visual Elements (Part 1)

- Background designs that support your slide deck
- Color and your best combinations
- Text: Conveying tone through Typography

## 8: Design - Visual Elements (Part 2)

- Six tools for selecting and best practices around using images

## 9: Movement

- Visual Story: Motion Design
- Animation and Transitions with Audience in Mind

## 10: Final Thoughts

- Constraints and how they help
- Templates are our ally
- How many slides are the right number?
- How will you tell your story?

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[www.tcworkshop.com](http://www.tcworkshop.com) or calling us at 800-639-3535