

# Designing Impactful Executive Presentation using PowerPoint



COURSE DURATION

**7.75 HRS**



MODE OF TRAINING

**Classroom**

This course will equip participants with the skills to create effective and attractive presentation slides using Microsoft PowerPoint. It covers understanding audience mindset, fundamental design principles including guidelines, fonts, and colours, and designing graphics using pictograms and silhouettes. Participants will also learn to inject animations effectively, design impactful charts using the “3 Big Questions” technique, and apply practical skills through hands-on exercises. The course is suitable for individuals who need to plan, create, and deliver presentations at their workplace, with assumed skills including secondary school level English and basic PowerPoint knowledge.

## Who Is This Course For

This course is suitable for participants who need to plan, create and deliver presentations at their workplace.

## Course Objectives

By the end of this course, learners will be able to:

- Understand audience mindset and the impact of slide design
- Apply fundamental design principles using guidelines, fonts, and colours
- Redesign slides using effective guidelines
- Use fonts effectively in slide design
- Apply colour theory to enhance slide design
- Create and use pictograms and silhouettes for visual impact
- Employ the “Zoom” and “Transparency” animation effects to simplify complex charts and tables
- Use the “On Click” effect to present bullet points more effectively
- Design effective charts using the “3 Big Questions” technique
- Identify and correct common design mistakes in slides
- Utilise websites with legitimate free resources
- Apply techniques learned to redesign a deck of poorly designed slides
- Participate in presentation critiques to refine slide design skills.



FULL FEE

**\$320**

(Subject to 9% GST)



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## Course Content

### Overview of Course Mindset of the audience

- Show the top annoyance of the audience base on a survey
- Explain the problem with today's approach towards designing slides
- Explain the fallacy of solely using the left side of the brain during design
- Show examples of slides designed with the left side of the brain
- Explain the advantages of using the right side of the brain during design
  - Show examples of slides designed with the right side of the brain

### Fundamentals of Design, Part 1, Guidelines

- Explain how the usage of guidelines affect design
- Show examples of slides using guidelines effectively
- Designing Slides with Colours
- Participants to redesign a slide using colours effectively
- Designing Graphics, Part 1, Pictograms
- Explain how the usage of pictograms affect design
- Show examples of slides using pictograms effectively
- Demonstrate how pictograms can be created through the usage of different shapes

### Designing Slides with Pictograms

- Participants to create various pictograms through the usage of different shapes

### Designing Graphics, Part 2, Silhouettes

- Explain how the usage of silhouettes affect design
- Show examples of slides using silhouettes effectively
- Demonstrate how silhouettes can be created through the usage of the "Freeform" tool

### Designing Slides with Silhouettes

- Participants to create various silhouettes through the usage of the "Freeform" tool Injecting Animation, Part 1, "Zoom" and "Transparency" Effect
- Show examples of badly designed slides with complex tables and charts
- Demonstrate how complex charts and tables can be better designed by using

### Designing Effective Charts through applying the "3 Big Questions" Technique

- Participants to employ the "3 Big Questions" Technique when redesigning a slide with overwhelming and unnecessary amount of data and elements

### Websites with Freebies

- Show 3 photos that are legitimate
- Participants will be given a deck of slides which are badly designed
- Participants to apply the techniques learned throughout the day and redesign a deck of slides • Presentation

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## Course Content

### Critique

- Trainer and participants to critique slides redesigned by participants
- Conclusion and Wrap-up

### Designing Slides with Guidelines

- Participants to redesign a slide using guidelines effectively

### Fundamentals of Design, Part 2, Fonts

- Explain how the usage of fonts affect design
- Show examples of slides using fonts effectively

### Designing Slides with Fonts

- Participants to redesign a slide using fonts effectively

### Fundamentals of Design, Part 3, Colours

- Explain the theory of colours
- Explain how the usage of colours affect design
- Show examples of slides using colours effectively
- Designing Slides through injecting "Zoom" and "Transparency" effect
- Participants to employ the "Zoom" and "Transparency" effect when redesigning a slide with complex table and diagrams

### Injecting Animation, Part 2, "On Click" Effect

- Show examples of slides where more than 5 bullets points are shown all at once
- Demonstrate through the "On Click" effect, bullet points in the slides can be presented more effectively

### Designing Slides through injecting the "On Click" effect

- Participants to employ the "On Click" effect when redesigning a slide with more than 5 bullets points which are shown all at once

### Designing Effective Charts, "3 Big Questions" Technique • Show examples of charts with overwhelming and unnecessary amount of data and elements

- Show examples of charts that are effectively designed
- Explain to participants about applying the "3 Big Questions" technique when designing their charts

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