

Powerful Presentations

Introduction – Two Days



computer graphics training

DAY ONE

Overview of the Design Process

Considerations and Planning

- Target audience
- Media Types
- Choice Colour/Schemes
- Choice Fonts
- Corporate Styles
- Budgets

Importance of Typography

Typographic Fundamentals

- Choosing fonts
- Mixing fonts/families
- Readability
- Fonts for specific uses
- Fonts for impact and emphasis
- Size - depending on media type
- Some rules of thumb
- Sans or Serif/Serif
- When to use capitals/lowercase
- Helping the reader
- When to use bullets or numbers
- Postscript v. Truetype fonts
- Cross-platform fonts usage
- The importance of Colours and Font combinations in presentations

Understanding Colour

- Colour Models
- How colour works
 - Additive/Subtractive
- Specifying Colour for DTP
- International Colour Standards
- Colours for Presentations
- Suitable for Projecting
- For use on Slides
- For Paper presentations

Examples

Desktop Printing

Overview of topics

Discussion Session

DAY TWO

Effective Presentations

- Considerations and Planning
- Ensuring Audience attention
 - KISS
- Communicating complex information

Slides for Paper (or OHP)

- Check Page Setup
- Hints & Tips for efficient production
 - Using masters & styles
 - Using colour schemes
 - Use outline
 - Setup common elements such as logos, page numbers etc.

On-screen Presentations

- Hints & Tips for efficient production
- Creating storyboard/flowchart

Creating a Presentation

- Creating a new OHP/Slide
- Entering and formatting text
- Applying colours
- Using the drawing tools
- Inserting objects/graphics
- Editing graphics
- Applying layouts
- Setting up & using styles
- Using colour palettes
- Use the Outline view
- Using Sorter view

Printing

Even More Powerful Presentations

- Editing & creating masters
- Setup common elements such as logos
- Incorporating Excel charts
- Creating a flow chart
- Organisation charts
- Using Adobe Ovation to add the WOW factor

Overview of topics

Course Overview

Discussion Session

This course is aimed at users of any presentation software who have no formal design training and require a greater appreciation of design and layout techniques in order to create presentations with presence and impact. During the course, graphic design, colour layout and print considerations will be discussed using real-world examples.

Source material references and examples will be provided but delegates are encouraged to bring 'actual' work samples to produce.

The course will be given by an industry expert who can pass on hints and tips to ensure both efficient and effective presentations can be created.

This outline is intended as a guide only and the course content can be refined to cover those points of more specific interest.

Courses include lunch, free pre-training analysis, post-training support and course notes when appropriate.

Prerequisites: Some Windows or Apple experience. It is assumed that PowerPoint will be used unless otherwise stated.

Recommended duration: 2 days

Complementary Courses:

- Apple iWork
- Apple Keynote
- Microsoft PowerPoint
- Microsoft Office
- Scanning for Professional Results

Oak Trees, Watts Cross Road,
Hildenborough, Kent TN11 8NE
t. 01732 832576 f. 01732 838120
e. cgt@cgt.uk.com w. www.cgt.uk.com