

# Graphic design of presentations

Course code: GZP

The course is designed for all moderately advanced users of MS PowerPoint who want to focus on significantly improving the appearance of their presentations and their visual impact on the audience. Participants will understand the basic concepts and techniques of computer graphics, typography and composition, and will be able to apply them in MS PowerPoint (and with minor variations in other programs for creating presentations, such as Google, OpenOffice or LibreOffice). This course does not replace (but complements and extends) the classic MS PowerPoint courses MSPW1, MSPW2 and MSPW3.

## Who is the course for

The course is designed for all moderately advanced users of MS PowerPoint who want to focus on significantly improving the appearance of their presentations and their visual impact on the audience.

## Required skills

Knowledge of MS PowerPoint at least at the basic course level.

## Course outline

### Introduction

- basics of computer graphics
- basics of typography
- basics of composition
- specifics of presentation and slide design
- examples of good and bad presentations and their analysis
- current trends in presentation design

### Online resources of slide components

- color schemes
- fonts
- icons, symbols
- Vector illustration
- photos
- animation, video, audio

### MS PowerPoint functions needed to design presentations

#### Settings

- custom image size, resolution
- ruler, grid
- master guides, slide guides

#### Comprehensive presentation format

- Slide master
- Background
- Styles
- motives and variants
- fonts and theme colors
- template creation

#### Static components of slides

- text field
- icon, shape
- image, 3D model

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- SmartArt
- table, graph
- Third party add-ons

## Dynamic components of slides

- custom and embedded animation
- video
- sound

## Formatting slide components

- editing slide components
- transformation of slide components
- fills, outlines and effects

## Work automation

- keyboard shortcuts
- create your own ribbon panel with frequently used functions

## Auxiliary tools (when MS PowerPoint is not enough)

- online tools for bitmap and vector graphics and design
- online file format conversion tools

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