

Professional Presentation Design: Mastering Visual Impact

Professional Skills
Amsterdam (Netherlands)
08 - 12 Sep 2025

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Professional Presentation Design: Mastering Visual Impact

Ref: 3217_132829 **Date:** 08 - 12 Sep 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 Euro

Course Description

This intensive 5-day course equips participants with the skills to create visually stunning and impactful presentations. Covering design principles, storytelling techniques, and effective delivery methods, the course provides a comprehensive approach to professional presentation design. Participants will learn to craft compelling narratives, design visually appealing slides, and confidently deliver presentations that engage and inspire audiences.

Learning Objectives

- Master fundamental design principles for creating visually appealing presentations
- Develop storytelling techniques to structure compelling presentation narratives
- Learn advanced PowerPoint and design software skills for professional-grade slides
- Enhance presentation delivery skills for maximum audience engagement
- Understand data visualization techniques for clear and impactful communication
- Apply best practices in typography, color theory, and layout design to presentations

Course Modules

Day 1: Foundations of Presentation Design

- Introduction to visual communication principles
- Understanding audience and presentation goals
- Color theory and psychology in presentations
- Typography fundamentals for slide design
- Basic layout and composition techniques

Day 2: Storytelling and Content Structure

- Crafting compelling narratives for presentations
- Storyboarding and presentation flow
- Creating effective opening and closing slides
- Techniques for maintaining audience engagement
- Balancing text and visuals for maximum impact

Day 3: Advanced Design Techniques

- Mastering PowerPoint and design software tools
- Creating custom graphics and illustrations

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver.

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- Advanced animation and transition techniques
- Designing infographics and data visualizations
- Adapting designs for different presentation formats

Day 4: Data Visualization and Information Design

- Principles of effective data visualization
- Choosing the right charts and graphs for your data
- Designing clear and impactful tables
- Creating compelling infographics
- Best practices for presenting complex information

Day 5: Presentation Delivery and Advanced Topics

- Techniques for confident and engaging delivery
- Managing Q&A sessions effectively
- Adapting presentations for virtual and hybrid environments
- Accessibility considerations in presentation design
- Final project: Creating and delivering a complete presentation

Practical Wins for Participants

- Create a professional presentation template for future use
- Develop a personal style guide for consistent, branded presentations
- Build a toolkit of reusable custom graphics and layouts
- Craft a compelling 5-minute pitch presentation for immediate application

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335