

PROFESSIONAL PRESENTATION DESIGN



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TRAINING CENTER



Introduction

Great content fails when the slides behind it confuse rather than clarify. Audiences read before they listen, so every cluttered slide competes with the speaker. This Professional Presentation Design Training Course builds the visual design discipline that makes slides work. Learners study message structuring, slide layout, typography, colour, and data visualisation for business audiences. Furthermore, the course covers templates, chart selection, and the design choices that keep attention on the message. As a result, participants build decks that look professional, communicate quickly, and support the speaker instead of replacing them.

Professional Presentation Design Course Objectives

- Structure a deck around one core message per section using the Minto Pyramid Principle.
- Apply the assertion-evidence method so each slide makes a single clear point.
- Use grid systems, alignment, and white space to create visual hierarchy.
- Select typography, size, and contrast standards for readability at distance.
- Build a consistent colour palette that respects brand guidelines and accessibility.
- Choose charts that fit the data relationship: comparison, trend, part-to-whole, or correlation.
- Simplify complex data into clear, annotated visuals without distortion.
- Apply the six-by-six readability guideline while knowing when to break it.
- Design reusable master templates, layouts, and style guides.
- Present and defend design choices with structured critique.



Course Methodology

This course combines short lectures with hands-on design labs. Participants redesign a weak deck, build a reusable template, and convert raw data into presentation-ready charts. Trainers use before-and-after case studies, structured critique sessions, and design reviews. Peer feedback sharpens visual judgement. In addition, participants produce a personal design checklist and a component library they can apply at work.

Who Should Take This Course

- Managers and analysts who build internal decks
- Consultants preparing client presentations
- Sales and business development professionals
- Trainers and subject experts creating course material
- Project managers reporting to steering committees
- Marketing and communications staff designing branded slides
- Anyone who delivers presentations with visual support

Professional Presentation Design Course Outlines

Day 1: Message Structure Before Design

- Audience analysis and the WIIFM principle
- The Minto Pyramid Principle for deck structure
- Assertion-evidence: one point per slide
- Storyboarding a deck before opening the software
- The rule of three and section transitions
- Slide titles as headlines rather than labels

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- Deck outline and storyboard workshop

Day 2: Layout, Typography, and Colour

- Grid systems, alignment, and consistent margins
- White space and reducing cognitive load
- Typography: typeface choice, size, weight, and line spacing
- Contrast and readability for projectors and screens
- Building a colour palette and respecting brand guidelines
- Accessibility considerations including colour blindness
- Redesign lab: rebuilding a cluttered slide

Day 3: Data Visualisation for Slides

- Matching chart type to data relationship
- Bar, column, line, pie, waterfall, and scatter selection
- Annotation, labelling, and focus techniques
- Removing chart junk and unnecessary gridlines
- Handling large numbers and scale honestly
- Avoiding distortion and misleading axes
- Data-to-chart conversion lab with real figures

Day 4: Templates, Components, and Efficiency

- Building master slides and layout libraries
- Style guides and standardised components
- Icons, imagery, and consistent visual language
- Reusable diagram patterns: process, timeline, matrix



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- Working efficiently with corporate templates
- Version control and handover documentation
- Template build workshop

Day 5: Delivery Alignment and Critique

- Designing for the room versus designing for export
- Slide density and pacing across a presentation
- Speaker notes and handout design
- Presenting and defending design decisions
- Structured design critique and revision
- Final deck assessment with detailed feedback
- Personal design toolkit and 30-day practice plan

Conclusion

By successfully completing Professional Presentation Design, participants will gain a practical understanding of how structure, layout, typography, and data visualisation combine to make slides communicate quickly. They will be able to build decks with clear visual hierarchy, select appropriate charts, respect brand and accessibility standards, and create reusable templates that save time. In addition, they will know how to critique and refine their own design work. Gentex Training Center designed this course so that learners return to work producing decks that support their message rather than compete with it.

FAQs





Q1 What is the "Professional Presentation Design" course about?

It teaches the visual design of presentation slides for business audiences. Participants cover message structuring, layout, typography, colour, chart selection, template building, and structured design critique through hands-on redesign labs.

Q2 What are the key benefits of the "Professional Presentation Design" course?

Participants produce cleaner decks that audiences understand faster, reduce the time spent rebuilding slides, and avoid visual errors that undermine credibility. They also present data more honestly and build templates that keep whole teams consistent and on-brand.

Q3 What skills will I gain from the "Professional Presentation Design" course?

You will gain message structuring and slide storyboarding, layout, typography and colour design, data visualisation and chart selection, and template building and design critique. These four skills combine to make your decks clear, consistent, and professional.

Q4 What tools, methods, or standards are covered in the "Professional Presentation Design" course?

The course covers the Minto Pyramid Principle, the assertion-evidence slide method, the rule of three, grid and alignment systems, typography and contrast standards, chart-type selection for comparison, trend, part-to-whole and correlation data, the six-by-six readability guideline, brand and accessibility guidelines, and reusable master template design.



Q5 How is the "Professional Presentation Design" course applied in real-world practice?

Professionals apply it to board reports, client proposals, project reviews, training material, and conference decks. The methods transfer to any situation where slides must explain an idea quickly and stay readable on a screen or in a printed handout.