

Prospectus



Synopsis

For those who need to create marketing materials such as posters, brochures, eDMs, etc quickly on your own, do you often find yourself at a loss because you are unfamiliar with professional tools such as Adobe Photoshop or do not have access to those software?

In such situations, PowerPoint is a quick and easy alternative platform that could meet your designing needs.

What is it about

In this 1-day workshop, learn how to use PowerPoint to create your own marketing materials that are of ready-to-print quality. The workshop will enable you to acquire the necessary aesthetics perspectives for visual designing as well as incorporate design styles commonly seen in trending advertisements into your own designs. Make your design count and attract the attention of your audience!

Course Objectives

Participants will get to:

- Gain an appreciation of basic design aesthetics and design elements
- Understand how PowerPoint (PPT) can handle simple design work
- Analyse various design styles which are currently popular
- Experience the technical process of designing on PPT

Content Outline

Introduction and peer sharing of designing needs

- Reflection and sharing of designing needs for real-life application
- Define learning outcomes

Prospectus

Appreciation of basic design aesthetics and design elements

- 5 critique dimensions
- 4 basic design elements/ingredients

Introduction to various trends/styles of visual ad design on PPT

- 6 trending design styles and their application

Deconstruction and walk-through on the creation process

- Walk through the creative and technical process of creating a design template on PPT
- Practical Session – create your own design template

Course Objectives

The workshop will enable you to acquire the necessary aesthetics perspectives for visual designing as well as incorporate design styles commonly seen in trending advertisements into your own designs.

Who should attend

This workshop is recommended for:

- Anyone with an interest in basic visual design, and
- Wants to learn how to produce basic marketing materials e.g. posters, flyers etc using just PowerPoint

Trainer profile



Derek Teo is a certified Career Coach – GCDF(US). His aspiration is to bring out the best in others so that they can bring their best to the world.

He spent 8 years as a Talent Acquisition Specialist with a variety of employers, ranging from large MNCs, government services, to prestigious European organisations. Derek's experience in handling talent sourcing as well as his training as a career service provider makes him the ideal advisor on what employers really want and how to best reach out to them.

Derek also holds a Bachelor of Arts from NUS, and University of Pennsylvania certification in Gamification.

Satisfied Clients

