COURSE SYLLABUS & CURRICULUM OUTLINE

Creating Professional Presentations

Visual Design, Themes, Animations, Transitions, SmartArt, Charts & Multimedia Integration

1. Course Overview & Objectives

This course equips learners with the practical and aesthetic skills required to design, structure, and deliver compelling slide decks. Participants will move beyond text-heavy slides by mastering visual hierarchy, cohesive theme customization, purposeful motion design, structured SmartArt diagrams, data-driven charts, and seamless multimedia integration.

> **Learning Outcomes:** Upon completing this syllabus, learners will be able to build custom slide masters, apply restrained animations and transitions to guide audience attention, transform complex text into clear SmartArt graphics, visualize quantitative findings accurately with charts, and embed synchronized audio and video assets.

2. Syllabus Summary & Module Breakdown

Module	Topic Area	Core Competencies & Practical Focus
Module 1	Foundations & Presentation Themes	Slide anatomy, visual hierarchy, built-in vs. custom themes, color palettes, typography pairing, and Slide Master layouts.
Module 2	SmartArt & Visual Structuring	Converting bullet lists into process, hierarchy, cycle, and matrix diagrams; customizing SmartArt shapes and styles.
Module 3	Data Visualization & Charts	Selecting appropriate chart types (bar, line, pie, combo), formatting axes and data labels, and highlighting key insights.
Module 4	Slide Transitions	Applying subtle vs. dynamic slide transitions, configuring timing, duration, and Morph transitions for seamless flow.
Module 5	Object & Text Animations	Entrance, emphasis, exit, and motion path effects; Animation Pane sequencing, triggers, and pacing best practices.
Module 6	Multimedia Integration	Inserting and trimming audio and video clips, playback settings, closed captions, screen recordings, and file compression.
Module 7	Capstone Project & Delivery	Accessibility checks, presenter view rehearsal, exporting to PDF/video, and delivering a cohesive final presentation.

3. Detailed Module Curriculum

Module 1: Presentation Architecture & Custom Themes

- **Design Principles:** Alignment, contrast, proximity, repetition, and effective use of whitespace to prevent cognitive overload.
- **Working with Themes:** Applying built-in themes, customizing theme colors and font pairs, and saving custom theme templates (`.thmx`).
- **Slide Master Mastery:** Creating consistent headers, footers, placeholders, and custom layouts across an entire deck.

Module 2: Information Structuring with SmartArt

- **Diagram Selection:** Matching content relationships to SmartArt categories (List, Process, Cycle, Hierarchy, Relationship, Matrix, Pyramid).
- **Conversion & Customization:** Converting existing bulleted text into SmartArt, adding/promoting shapes, and applying theme-matched styles.
- **Design Restraint:** Avoiding overcrowded diagrams and maintaining legibility at room distance.

Module 3: Charts & Quantitative Storytelling

- **Chart Selection Strategy:** Choosing bar/column charts for comparisons, line charts for trends, and pie/donut charts for simple proportions.
- **Data Formatting:** Importing spreadsheet data, removing chart junk (excess gridlines and borders), and applying direct data labels.
- **Visual Emphasis:** Using muted grays for baseline data and a single accent color to spotlight key takeaways.

Module 4: Slide Transitions & Pacing

- **Transition Categories:** Distinguishing between Subtle (Fade, Push, Wipe), Exciting, and Dynamic Content transitions.
- **Morph Transition:** Animating smooth movement, scaling, and transformation of objects across consecutive slides.
- **Timing & Consistency:** Setting uniform transition durations and maintaining a single consistent transition style per deck.

Module 5: Purposeful Animations

- **Animation Types:** Mastering Entrance, Emphasis, Exit, and Motion Path animations to reveal information progressively.
- **The Animation Pane:** Managing sequence order, start triggers (*On Click*, *With Previous*, *After Previous*), and delay intervals.
- **Animating Charts & SmartArt:** Revealing chart series or SmartArt branches step-by-step to synchronize with spoken narration.

Module 6: Multimedia & Interactive Media

- **Audio & Video Embedding:** Inserting local and online videos, adding background narration, and configuring automatic vs. click-triggered playback.
- **In-App Media Editing:** Trimming video/audio clips, setting poster frames, and applying fade-in/fade-out audio effects.
- **Optimization & Compatibility:** Compressing embedded media to manage file size and ensuring cross-device playback reliability.

Module 7: Final Polish, Accessibility & Capstone Assessment

- **Quality Assurance:** Running accessibility checks (alt text, reading order, color contrast) and proofing typography.
- **Capstone Deliverable:** Learners design and present a 10-to-12-slide professional deck incorporating a custom theme, at least two SmartArt diagrams, two formatted charts, controlled animations/transitions, and one embedded multimedia element.