Strong visuals increase training impact.

Learn to use the full capability of PowerPoint design to create instructional materials that increase understanding, recollection, and adoption. Learn tips, tricks, and secrets that will eliminate errors, save time and money, improve success rates, and enable you to deliver learning with confidence.

In this interactive course you’ll learn immediately applicable visual presentation skills to engage your audience, keep them focused, create outcome-based content, and build professional graphics and infographics using built-in PowerPoint tools already at your fingertips.

**Designing Visuals for Learning Model**

**Discover:**
Improve outcomes by learning more about the problem, mission, learner, and subject matter. Researching your audience provides the insight needed to keep them engaged and improve retention.

**Design:**
Write your takeaway, create a storyboard, and make your slides. Your takeaway is the summary of your entire presentation. When done right, a proper storyboard is fed by the information found during the Discover phase.

**Delivery:**
Determine the method and medium used to share your PowerPoint presentation and supporting content. It may be a face-to-face classroom where students are part of a lecture or a virtual session or both.
Derived From ATD Research, Backed by Our Competency Model

Harness the power of PowerPoint to create slides, graphics, and training materials that increase understanding, recollection, and adoption. Get step-by-step instructions to discover, build, and deliver powerful presentations.

In this program, you will:

- Master the four critical success factors to planning successful visual support.
- Build and deliver learning content in PowerPoint to improve understanding, recollection, and adoption.
- Get hands-on experience making dynamic PowerPoint presentations, slides, and infographics to support your learning events.

After this program, you will be able to:

- Make professional PowerPoint presentations, graphics, and handouts.
- Improve understanding, recollection, and adoption using PowerPoint.
- Save time and money using PowerPoint tips, tricks, and secrets.
- Improve the quality and effectiveness of your content.
- Uncover and avoid common PowerPoint traps.
- Know how to get PowerPoint tools that speed development.

Related Learning Offerings

Articulate Storyline Certificate
Create interactive, engaging e-learning simply and swiftly.

ATD Master Instructional Designer Program
Prove your ability. Elevate your design. Develop impactful learning solutions.

E-Learning Instructional Design Certificate
Develop meaningful, memorable, and motivational e-learning programs.

Instructional Design Certificate
Leverage exclusive ATD tools and templates to develop the most powerful, bottom line–focused learning.

Rapid Video Development for Learning Certificate
Gain the confidence to produce affordable, high-quality video quickly.
COURSE OVERVIEW

(Module 1: Introduction)

- Getting Started
- PowerPoint
- Effective PowerPoint
- Some Basics
- How We Learn
- Changing Lanes Activity
- We Are Not Robots
- Unconscious Mind
- Elephant and the Rider
- Process Overview

(Module 2: Discover)

- Phase 1—Discover
- Financial Planner Activity
- Problem, Mission, Learner, Subject Matter (PMLS)
- Managing Outside Influences Activity
- What Problems? Activity
- Solution Matrix: Problems and Barriers Activity
- Problem Checklist
- Your Mission
- Solution Matrix: Mission Goals Activity
- Measure for Success Activity
- Requirements Question Activity
- Mission Resources
- Mission Checklist
- Understanding Your Learners Activity
- Six Strategies Activity
- Make an LEM Activity
- Learner Checklist
- How to Get Subject Matter Expertise Activity
- Subject Matter Checklist
Module 3: Design

- Phase 2—Design
  - “The After” Activity
- Learner Motivation
- Learner Motivation—Fear
- Create a Learner Motivation Map (LMM) Activity
- Takeaway Activity
- Benefit-Driven Takeaway
- Takeaway Checklist
- Storyboard Rules and Process
  - Storyboard—Outline Activity
- Cognitive Dissonance
  - Storyboard Sketch Activity
- Storyboard Build Activity
- Storyboard Test Activity
- Storyboard Checklist
- Themes
- Slide Master
- Sections
- Shapes Menu
- Shapes Effects
- 3D Rotation and Format
- Edit Shape
- Align and Distribute
- Reorder
- Merge Shapes
- Making a Gear Graphic
- Making a Funnel Graphic Activity
- Charts
- SmartArt
- Animation Activity
- Transitions Activity

Module 4: Deliver

- Phase 3—Deliver
- Delivery Best Practices
- 7 Ways to Engage Your Participants Activity
- Presenting Best Practice Checklist
- Presenting Face-to-Face Checklist
- Presenting Virtually Checklist
- Presenting Hybrid Checklist
- Final Activity

What Participants Are Saying

“...The program was a home run. Mike showed us what we did not know and where it is we need to go and what it will take to get there.”

—Designing Visuals for Learning Certificate Participant
RESOURCES SAMPLE

How to Motivate Learners Through PowerPoint

Examples of each motivator:

<table>
<thead>
<tr>
<th>Pain</th>
<th>The current tool is slow and frustrating.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gain</td>
<td>The new tool is faster, easier, and helps the learner do a better job, which may positively impact performance and improve their compensation.</td>
</tr>
<tr>
<td>Fear</td>
<td>The inefficiency of the current tool may negatively impact the perception of their competence and adversely affect their compensation and career.</td>
</tr>
</tbody>
</table>
Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course

- Research- and competency-based learning with applied adult learning principles
- Hands-on practical activities
- An engaging environment that builds confidence and makes learning personally relevant
- Actionable take-home materials to ensure real application back at work

Ready to Get Started?

Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783
Visit: www.td.org/learningpath

Register Online

- Visit www.td.org/designingvisualsforlearningcert
- Choose your preferred dates and times.
- Click Enroll.
- Follow the cart and checkout prompts.

Register a Team/On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: 888.816.7813
Email: enterprise@td.org

We Are Here to Help You and Your Team Learn, Grow, and Improve!