

2 – DAY INFOGRAPHICS & KINETIC TYPOGRAPHY IN MICROSOFT POWERPOINT



Introduction

You don't need to use fancy tools to create an infographic. With PowerPoint, you can create a visually interesting and compelling infographic quickly and easily. Kinetic typography is this slick-looking text effect you may have seen before with easy animations on clean brightly colored backgrounds. You can actually create these types of effects in Microsoft PowerPoint.

We will share how to design and create your own scalable shapes and custom graphics within PowerPoint, work with PowerPoint icons, and add and format text boxes and charts. Finally, we will see steps through how to adjust your presentation and export it for a variety of different outputs.

Course Objectives

By the end of this course, you will be able to:

- Understand the basics of PowerPoint
- Animation and transition in PowerPoint
- Create infographics animation in PowerPoint
- Create video in PowerPoint
- The rare ability to make kinetic typography videos in PowerPoint
- Basic knowledge about typography and choice of fonts
- A step-by-step walkthrough on how to create a kinetic typography animation

Methodology

- Hands on Learning with Instructor guidance

Who Should Attend?

- This course is designed for students who wish to gain an understanding of Microsoft® Office PowerPoint® 2019 that is necessary to create and develop engaging multimedia presentations.

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Course Outline

MODULE 1: HOW TO CREATE AN INFOGRAPHIC FILLED WITH DATA

- Column chart
- Pie chart
- Line graph
- Doughnut chart
- Bar chart

MODULE 2: HOW TO MAKE A TIMELINE INFOGRAPHIC

- Select "SmartArt" from the PowerPoint navigation bar
- Find a graphic that fits your data from the Process menu
- Select "Alternating Picture Circles" from the Picture menu
- Add or remove timestamps from your timeline graphic
- Insert your data into the graphic
- Edit the text and imagery of your SmartArt graphic

MODULE 3: HOW TO DESIGN A TOTALLY HIP INFOGRAPHIC

- Experiment with new color palettes
- Take the time to manipulate shapes

MODULE 4: HOW TO CREATE A FLOWCHART INFOGRAPHIC

- Draw out the branches beforehand.
- The smaller the scope, the easier the execution

MODULE 5: HOW TO DESIGN AN IMAGE-HEAVY INFOGRAPHIC

- Use high-quality images
- Use borders
- Save your infographic as a PNG file

MODULE 6: KINETIC TYPOGRAPHY TECHNIQUES

- Filling the gap
- Techniques in focusing
- Involving the customers
- Establishing service systems that work

MODULE 7: FINALIZING & EXPORTING FINAL PROJECT

- Saving a file
- Importing a file as .pdf, video or presentation

