

Advanced PowerPoint: The Master Class

Course Synopsis

This course teaches PowerPoint mastery for scientific communication. While PowerPoint is widely known, it is also widely underused and misused, leading to text-heavy, visually complex, and bullet-filled presentations. These problems generally stem from a lack of knowledge on how to present complex or dynamic data.

This course covers advanced PowerPoint features such as information overlay, animated chart, motion path, figure redraw with Bezier tool, synchronisation of image with video, as well as the use of third party (free) software to allow detailed image manipulation and presentation. After taking the Master Class, you will be able to better visualise your information, and structure it in a clear, concise, organised, and most importantly, convincing way. You will be given examples which you have to reconstruct on prepared slides.

The course not only imparts technical mastery, but also coaches you into a creative mindset that allows you to correctly adapt the acquired techniques to new situations.

This class is a specialisation module for the 2.5 day class on scientific presentation skills. It may be taken on its own, but participation to the main class is recommended.

Career Opportunities

Going beyond basic PowerPoint techniques leads to better control over one's slides, and better presence in front of the audience. With perfected slides, you are more confident, and more likely to achieve your purpose: get support, get funding, collaborate with peers, and ultimately widen your circle of influence.

Target Participants

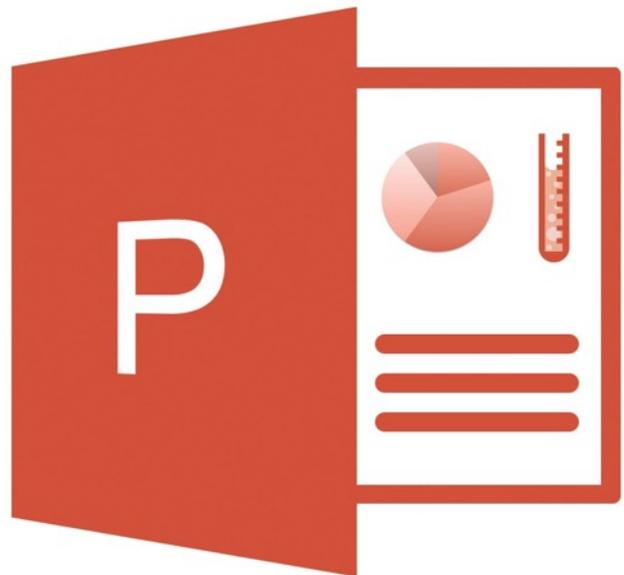
Scientists and researchers interested in improving the effectiveness of their presentations, both internally and in front of a public audience.

Provided Class Material

Video Walkthroughs corresponding to the class exercises are stored on a USB drive for you to take away.

Minimum Entry Requirements

Basic knowledge of PowerPoint 2007 or later.
Bring to the class 2 or 3 slides which you have found difficult to present, or are currently struggling with.



Course Structure

Module 1: **Visual emphasis techniques**

Learn how to effectively direct the audience's attention to specific parts of a slide without a laser pointer.

Module 2: **Advanced comparison techniques**

Use Excel and Chart within PowerPoint to increase the convincing and attention-grabbing power of your diagrams and tables.

Module 3: **Dynamic redraw of static image**

Bring printed images to life with overlay, motion path, the pen tool, and free image manipulation tools

Module 4: **Video power boost**

Edit, sequence, and annotate video with free software tools and also within PowerPoint

Module 5: **Navigation through large presentations**

Replace the table of contents slide with a map slide

Your Trainers

Jean-Luc and Justin Lebrun are trainers with *Scientific Reach*, an organisation that has helped scientists worldwide perfect their writing and presentation skills over the past 10 years. Justin holds a degree in Arts Management from Lasalle, College of the Arts, and is applying his expertise in visual communication to bridge the communication gap between scientists and their audience. Jean-Luc has managed research programs while working at Apple Computer in its Advanced Technology Research group for over ten years.