



# INFOGRAPHICS & DIGITAL MEDIA WITH ADVANCED MICROSOFT POWERPOINT

Course ID : MSP-L3



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**Duration: 2 Days**

(12 Hours) 09:00 AM – 04:00 PM



**Price: Call (Inhouse training only)**

\* (excluding VAT 7%)

\* Eligible for 200% tax deduction



**Training Schedule**

[www.9experttraining.com](http://www.9experttraining.com)

## Category: Business

This course offers comprehensive, hands-on training in creating infographics and digital media using Microsoft PowerPoint. Participants will learn how to design professional visual content for social media platforms such as Facebook, Instagram, and LINE Official Account. The course emphasizes that producing advanced graphic and media doesn't require complex software like Photoshop or Illustrator - instead, it harnesses the full creative potential of PowerPoint, a tool readily available on most computers.

## Objectives

1. Understand key design principles and visual elements used in infographics.
2. Apply appropriate colors, fonts, and images to effectively convey meaning.
3. Organized and manage text, icons, and graphic shapes including both custom designs and online resources for impactful infographic layouts.
4. Design infographics for advertisements and promotional media optimized for Facebook and other social media platforms.
5. Create engaging videos and animations for use as digital media content.

## Target Audience

1. Individuals interested in creating infographics and digital media for social media platforms such as Facebook, Instagram, and LINE Official Account.
2. Individuals interested in using animation to enhance communication and audience engagement.

## Prerequisites

1. Proficiency in Microsoft PowerPoint.
2. A Facebook account for testing and displaying infographic and digital media.

## System Requirements

1. Windows 11 / Windows 10
2. Microsoft PowerPoint | Microsoft 365

## TRAINING TOPICS

### DAY 1 Morning Session 9:00 AM – 12:00 PM

1. Exploring Trends in Graphic Design with PowerPoint
2. Presentation Formats for Visual Communication : Infographics, Social Media and Digital Marketing
3. Designing Digital Content for Social Media
  - Recommended media formats for Facebook
  - Recommended media formats for Instagram
4. Course Overview with Sample Project Types
5. Setting Image Dimensions for Different Design Project
6. Understanding Image Resolution and Quality

### DAY 1 Afternoon Session 1:00 PM – 4:00 PM

## 7. Infographic Design Concepts

- Preparing infographic content and defining objectives
- Arranging layouts for different infographic styles
- Identifying and emphasizing key messages
- Practicing infographic creating using text, graphics, and photographs

## 8. Creating Shapes, Selecting Colors, and Applying Color Schemes Effectively

### DAY 2 Morning Session 9:00 AM – 12:00 PM

## 9. Customizing Text, Selecting Fonts, and Applying Visual Effects

## 10. Inserting and Editing Photographs in PowerPoint: Removing Backgrounds and Adjusting Colors

## 11. Photo Editing with Photopea ([www.photopea.com](http://www.photopea.com))

- Applying color adjustment techniques
- Restoring and enhancing images
- Removing and replacing backgrounds

## 12. Designing Advanced Infographics with Complex Shapes and Illustrations

### 13. Understanding and Working with Vector Images

- Creating and editing vector-style drawings in PowerPoint
- Downloading vector graphics, icons, and characters from online resources
- Editing and optimizing vector graphics using Inkscape
- Conducting practical exercises with graphics from online sources

### 14. Applying Transitions and Animations for Digital Media Projects

### 15. Creating Videos and Interactive Digital Media Content



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