Graphics and Visual Communication for Managers

Course Overview
This course integrates the latest research on visual communication with the best managerial practices in a wide range of businesses that provides the latest information available. It explains the details involved in crafting graphic images that tell a story clearly, crisply, and with powerful visual impact. Using a step-by-step approach, it demonstrates how to create PowerPoint® files that support and enhance a presentation without dominating or overpowering the content of a talk. And it offers an inside look at how the best graphic design shops create images that support business objectives and make management communication more effective.

Course Details

<table>
<thead>
<tr>
<th>Class Duration</th>
<th>2 days (13.5 contact hours)</th>
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<tr>
<td>Course Price</td>
<td>$600. Special group pricing available.</td>
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<tr>
<td>Course Materials Provided</td>
<td>Textbook and electronic files</td>
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Prerequisites
Some experience with graphics and visual communication helpful, but not required.

Instructor
Brian Salk, M.A.Ed., PMP, has helped hundreds of candidates earn their PMP over the last ten years. He served as a contributing author and reviewer for several books, including A Guide to the Project Management Body of Knowledge, Third Edition, and a reviewer for A Guide to the Project Management Body of Knowledge, Fourth Edition. This book is the primary source of subjects found on the PMP exam. Mr. Salk also contributed content to the PMP Exam Success Series Manual, a bestselling and highly received book that prepares candidates for the exam.

Mr. Salk's teaching style is highly interactive, and tailored to the unique learning styles of individual students. He has over 20 years of corporate teaching experience, and has won the Worldwide Excellence in Training award four times in the last five years. This award recognizes extremely high student satisfaction with the training experience. Mr. Salk is available to train virtually anywhere in the world.
Graphics and Visual Communication for Managers Course Outline

Lesson 1: Document Design
- Overall Page Layout
- White Space
- Line Length and Alignment
- Fonts
- Type Size and Line Spacing
- Recommendations

Lesson 2: Creating Tables and Graphs
- Tables
- Graphs
- Best Practices and Recommendations

Lesson 3: Using Color
- Properties of Color
- Specifying Colors
- Guidelines

Lesson 4: Using Photos and Illustrations
- Using Photographic Images
- Using Illustrations
- Practical and Technical Considerations

Lesson 5: Integrating Graphics and Text
- Visuals that Evoke Feelings
- Visuals that Supplement the Text
- Visuals that Complement the Text

Lesson 6: Using PowerPoint
- Creating a Template
- Designing Coherent and Readable Slides
- Signaling the Presentation Flow

Lesson 7: Selecting a Graphic Designer
- Why Use a Graphic Designer
- Large Firm, Small Firm, Freelancer?
- Defining the Scope
- Interviewing Designers