

The purpose of the course

The purpose of studying the discipline "Art of Presentations" is the effective use of computer technology and information technology for the preparation and creation of presentations that ensure the achievement of goals

Who will benefit

This course will be interesting for all those who want to dedicate their activities in the future:

- commercial and marketing spheres - to increase their sales;
- areas that use visual imaging to focus on important details.

As a result of taking this course you will be able to:

- formulate the goal, the main idea and build the structure of the presentation;
- correctly assess the audience and knowing how to influence it, be able to choose the appropriate types of presentations;
- create a logical and clear presentation that will motivate your listeners;
- to schematize large amounts of information into clear and easy to perceive visual images;
- create aesthetic and understandable slides that will help during the performance, not interfere with it;
- persuade the audience, citing facts and examples, and encourage them to take decisive action;
- improve the skills of creating presentations for public speaking.

Program of the course

Block 1. Purpose and concept of the presentation.

- Presentation - as a form of communication.
- The difference between the goal and the main idea of the presentation.
- The unity of your opinion and the opinion of the listener.

Task: Formulation of the key idea of the presentation.

Block 2. The structure of the presentation.

- Working with mental maps.
- The importance of conflict in history.
- Model of changes in the presentation.

Task: Development of presentation structure.

Block 3. Presentation design.

- Create slides: primary and secondary.
- The role of photographs in the emotional impact on the listener.
- Create clear slides with design.
- The importance of slide space.
- Basics of creating a report.

Task: Development of the final presentation.