

# Visual Design for Presentations

What you need to liberate your inner designer

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You don't need to be an artist to be successful at slide design. While the artist expresses feelings and ideas from within, designers communicate a message that motivates an audience to learn or to take action. While art is an end to itself, the purpose of design is to support content and convey information. If you'd like to become more effective at design, this workshop is for you. You will learn to communicate your message with clarity and style. Topics include:

- Structure your slides for impact
- Select colors with purpose
- Imagery that works
- The hidden power of type
- Design principle checklist

*This session is for all patrons with an interest in improving their visual design skills. By the end of the session, you will have a greater awareness of visual design so you can create effective slides that work for your unique needs.*

