

# Infographic Presentation Design Training

16 – 20 August 2027
Lisbon

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**Ref:** 103600554_105952 **Date:** 16 – 20 August 2027 **Location:** Lisbon **Fees:** 5700 Euro

## Course Overview:

The Presentation Design Using Infographics training course is a comprehensive program designed to help professionals transform complex data into visually compelling and impactful presentations. This course integrates Presentation Design and Infographic Design with modern AI for graphic design techniques to enhance how information is communicated in corporate environments.

Research shows that interactive infographics significantly improve understanding and visual thinking by simplifying complex data into engaging visual formats . This course focuses on helping participants develop the ability to design professional presentations, apply storytelling in presentations, and create a strong presentation experience using Data Visualization principles.

Participants will learn how to design professional slides, convert raw data into structured visual content, and deliver high-impact presentations that support decision-making. The program combines creativity, structure, and analytical thinking to ensure measurable improvement in presentation quality and audience engagement.

## Target Audience:

- Executives and senior managers
- Project managers
- Marketing and communication professionals
- Data analysts
- HR managers
- Trainers and educators
- Entrepreneurs

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## Targeted Departments:

- Marketing Department visual content design and Presentation Design
- Strategy & Planning Data Visualization
- Human Resources presentation skills development
- IT & Digital Transformation AI for graphic design
- Sales Department storytelling in presentations
- Innovation & Development

## Targeted Industries:

- Corporate organizations
- Government sector
- Education and training institutions
- Financial and banking sector
- Technology and digital transformation
- Consulting firms
- Government entities and semi-government organizations

## Course Objectives:

By the end of this course, participants will be able to:

- Design professional presentations using visual design principles
- Apply Infographic Design to transform data into visual content
- Use AI for graphic design to enhance presentations
- Simplify complex data using Data Visualization techniques
- Apply storytelling in presentations for stronger engagement
- Design an effective presentation experience
- Create professional PowerPoint presentations
- Improve overall presentation and communication skills

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## Training Methodology:

This course follows an interactive and hands-on training approach, combining theoretical concepts with real-world applications. Participants will learn core principles of infographic design and visual content design, then immediately apply them through practical exercises and case studies.

Case-based learning demonstrates how transforming data into infographics enhances clarity and decision-making, especially since interactive infographics simplify complex information and improve understanding .

The methodology includes group work, practical design exercises, and structured feedback sessions to continuously improve participants' presentation outputs. A project-based learning approach is also used, where participants build a complete professional presentation using Presentation Design and Infographic Design techniques, ensuring direct workplace application.

## Course Tools:

- Practical presentation design templates
- Infographic design examples
- Professional slide structure models
- Data visualization case studies
- Presentation experience design guidelines
- Storytelling frameworks for presentations
- Data-to-visual transformation exercises

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## Course Content:

### Day 1: Fundamentals of Presentation Design & Visual Thinking

- **Topic 1:** Introduction to Presentation Design
- **Topic 2:** Visual thinking concepts and importance
- **Topic 3:** Graphic design principles for presentations
- **Topic 4:** Fundamentals of visual content design
- **Topic 5:** Traditional vs infographic-based presentations
- **Topic 6:** Analysis of professional presentation examples
- **Reflection & Review:** Key concepts recap

### Day 2: Infographic Design & Data Simplification

- **Topic 1:** Introduction to Infographic Design
- **Topic 2:** Data Visualization fundamentals
- **Topic 3:** Designing professional charts and visuals
- **Topic 4:** Converting text into visual elements
- **Topic 5:** Color theory and icon usage
- **Topic 6:** Building visual storytelling structures
- **Reflection & Review:** Practical exercise

### Day 3: Interactive Design & AI Integration

- **Topic 1:** Using AI for graphic design
- **Topic 2:** Interactive infographic design
- **Topic 3:** Presentation interactivity elements
- **Topic 4:** Enhancing user experience in presentations
- **Topic 5:** Presentation experience design
- **Topic 6:** Modern tools for presentation design
- **Reflection & Review:** Project analysis

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## Day 4: Building High-Impact Presentations

- **Topic 1:** Storytelling in presentations
- **Topic 2:** Structuring a presentation effectively
- **Topic 3:** Designing professional slides
- **Topic 4:** Professional PowerPoint design
- **Topic 5:** Visual persuasion techniques
- **Topic 6:** Common presentation design mistakes
- **Reflection & Review:** Practical session

## Day 5: Practical Application & Final Project

- **Topic 1:** Developing a full presentation
- **Topic 2:** Transforming data into infographics
- **Topic 3:** Designing business presentations
- **Topic 4:** Delivering presentations effectively
- **Topic 5:** Evaluation and improvement techniques
- **Topic 6:** Best practices in presentation design
- **Reflection & Review:** Final project

# FAQ:

## What are the prerequisites for attending this course?

No advanced experience is required. Basic familiarity with PowerPoint or any presentation tool is recommended, along with an interest in visual design.

## How long is each daily session, and what is the total duration?

Each session lasts approximately 4–5 hours, including breaks and interactive activities. The total duration is 1 week 20–25 hours.

## How can participants differentiate between visual thinking and data analysis in infographic design?

Participants will learn how to interpret and analyze visual elements such as images, symbols, and charts to extract meaning, identify relationships, and support decision-making .

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## How This Course Is Different:

This course goes beyond traditional presentation training by integrating Presentation Design, Infographic Design, and AI for graphic design into one structured learning experience. It focuses on transforming raw data into meaningful visual content using Data Visualization, rather than simply creating slides.

It also emphasizes visual thinking development, which has been proven to enhance comprehension and analytical abilities. Infographics allow complex information to be presented in a simplified and engaging format, making communication more effective .

Additionally, the course provides a fully practical approach—from content analysis to final presentation delivery—while focusing on storytelling and presentation experience design. This ensures participants leave with immediately applicable skills that deliver measurable impact in real business environments.