

Visual Storytelling in Presentations Workshop

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

The Visual Storytelling and Presentation Design Workshop aims to elevate presentation skills—considered critical for career success by 70% of professionals in today’s business world—to a new level. While many employees see preparing presentations as just another task, the real capability lies in transforming from a 'slide builder' into a captivating 'visual storyteller.'

This workshop helps participants overcome the challenges created by text-heavy and complex slides by developing the ability to transform complex information into simple visuals, present data through compelling graphics as part of a story, and use design principles such as color and typography like a professional. Designed especially for non-designers and those new to presenting, the training explores visual persuasion techniques and effective message structuring methods to capture attention and influence stakeholders.

By the end of the workshop, participants will have learned all the visual tools and strategic approaches necessary to create presentations that not only inform, but also inspire and leave a lasting impact.

Learning Outcomes

At the end of the Visual Storytelling and Presentation Design training, participants will gain:

- Strategic message structuring skills
- Professional visual design capabilities
- Ability to transform dense text into engaging visuals
- Data storytelling competence
- Creative thinking and analogy application skills
- Faster and more efficient presentation preparation
- Enhanced persuasion and decision-influencing capabilities

Outline

Module 1 — A New Perspective on Presentations

- The evolution of presentations and their importance today
- Transitioning from “slide creator” to “visual storyteller”

Module 2 — Designing the Message and Audience Analysis

- Structuring messages according to audience, environment, and purpose
- Building persuasive structures and defining a clear core message

Module 3 — Analog Thinking and Visual Drafting

- Storyboarding with pen and paper • Simplifying complex ideas using analogies and lateral thinking

Module 4 — Professional Design Principles

- Color psychology and selecting the right palette • Typography and visual hierarchy rules

Module 5 — Techniques for Converting Text into Visuals

- Reducing text density using icons, images, and minimal text • Tools to develop visual vocabulary

Module 6 — Data Visualization and Storytelling

- Presenting complex data and statistics clearly • Strategies for creating meaningful diagrams and charts

Module 7 — Design Shortcuts and Software Techniques

- Design hacks and shortcuts • Aligning slides with brand visual identity

Module 8 — Slide Makeover

- Redesigning participant slides using new techniques • Group feedback and applied practice

Prerequisites

There are no prerequisites.