



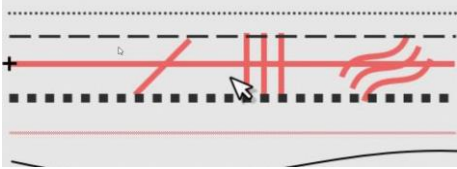


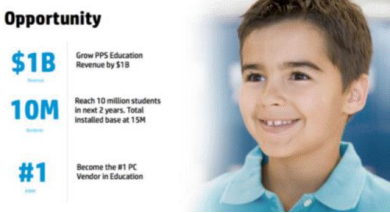



## Memorable Visuals | learning outcomes

module	visual concept	learning outcome	key content	runtime
<b>awaken the visual brain</b>		Discover the importance of appealing to the visual brain to make your message more memorable.	<ul style="list-style-type: none"> <li>Why visual content appeals to the brain</li> <li>Present what is essential visually makes it memorable</li> </ul>	8 minutes
<b>think visually</b>				
<b>data and processes</b>		Understand how to visualize data and process information into memorable content.	<ul style="list-style-type: none"> <li>How to use visuals to bring your data to life</li> <li>Removing randomness increases memorability</li> </ul>	13 minutes
<b>structure and abstracts</b>		Understand how to visualize structure and abstracts into memorable content.	<ul style="list-style-type: none"> <li>Impact memory by appealing to the visual brain through iconic, literal, and metaphorical approaches</li> </ul>	12 minutes
<b>combine design elements</b>				
<b>pictures and text</b>		Combine pictures and text in a way that communicates meaning and appeals to the visual brain.	<ul style="list-style-type: none"> <li>Combine design elements to maximize impact, reflect expertise, add emphasis, create meaning and appeal to memory</li> </ul>	10 minutes

module	visual concept	learning outcome	key content	runtime
lines, shapes, color, and texture		Combine design elements to choreograph audience attention and communicate meaning.	<ul style="list-style-type: none"> <li>Recognize how to use different design elements to organize, add emphasis, aid visual search, express mood, communicate meaning and create interest, and how to use texture to ignite the senses</li> </ul>	14 minutes
<b>apply universal principals</b>				
dominance		Use dominance to create a focal point and control your audience's attention.	<ul style="list-style-type: none"> <li>How to make content that is satisfying to your brain</li> </ul>	9 minutes
balance		Manage your audience's attention through balance.	<ul style="list-style-type: none"> <li>Different kinds of balance</li> <li>How to use balance to support the idea you want to convey</li> </ul>	7 minutes
unity	 <p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li><b>\$1B</b> Grow PPS Education Revenue by \$1B</li> <li><b>10M</b> Reach 10 million students in next 2 years. Total installed base at 15M</li> <li><b>#1</b> Become the #1 PC Vendor in Education</li> </ul>	Apply the principle of unity to manage audience attention and control what they remember.	<ul style="list-style-type: none"> <li>How to use unity to make messages clear and easy to understand</li> </ul>	7 minutes

module	visual concept	learning outcome	key content	runtime
<b>proportion and scale</b>		Use proportion and scale to make memorable visuals.	<ul style="list-style-type: none"><li>• How to use proportion and scale to create harmony or impact</li></ul>	8 minutes

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