

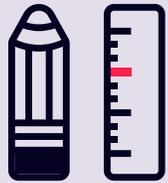


Project types



Project types

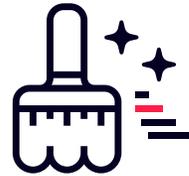
Brush-up



Recreate



Visual enhancement



Not standard



Brush Up

involves ensuring alignment, colouring, and consistency across slides. No change of structure or adding elements.

Brush-up

Characteristics	Brush-up	Visual enhancement	Recreation
Fix to correct template and layouts	✓	✓	✓
Make sure all Titles, Subtitles, Footers, Trackers, Logos, Page numbers are in the correct placement	✓	✓	✓
Fit to slide frame	✓	✓	✓
Fix colours to client's colour palette	✓	✓	✓
Fix font types and font sizes	✓	✓	✓
Keep/Fix Animations and Transitions	✓	✓	✓
Picture recreation		✓	✓
Graphs conversion to Thinkcell or MS	✓	✓	✓
Keeping consistency from slide to slide. Fix jumpings and alignments from slide to slide	✓	✓	✓
Make sure the slide design fits within the company style	✓	✓	✓
Improve the structure and/or add new graphic elements		✓	

Example of INPUT and OUTPUT of **Brush-up** task

Input

Example slide

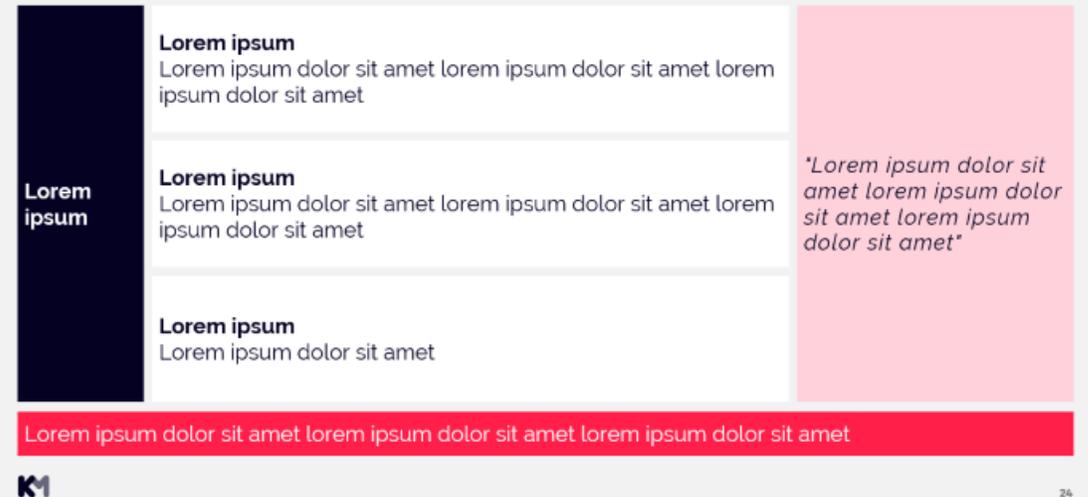


The input slide features a dark grey vertical bar on the left with the text "Lorem ipsum". To its right are three stacked white boxes, each containing the text "Lorem ipsum" followed by "Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet". A light green rectangular area is positioned to the right of these boxes, containing the text *"Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet"*. At the bottom of the slide is a green horizontal bar with the text "Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet".

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Output

Example slide



The output slide features a dark grey vertical bar on the left with the text "Lorem ipsum". To its right are three stacked white boxes, each containing the text "Lorem ipsum" followed by "Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet". A light pink rectangular area is positioned to the right of these boxes, containing the text *"Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet"*. At the bottom of the slide is a red horizontal bar with the text "Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet".

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Ensuring perfect consistency



*After brushing up your slides we recommend to do final check in **presentation mode** to double check on your alignements and consistency of elements in the individual slides and throughout the whole presentation.*

Visual enhancement

involves improving the structure and/or addition of new graphic elements.

Visual enhancement

Characteristics	Brush-up	Visual enhancement	Recreation
Fix to correct template and layouts	✓	✓	✓
Make sure all Titles, Subtitles, Footers, Trackers, Logos, Page numbers are in the correct placement	✓	✓	✓
Fit to slide frame	✓	✓	✓
Fix colours to client's colour palette	✓	✓	✓
Fix font types and font sizes	✓	✓	✓
Keep/Fix Animations and Transitions	✓	✓	✓
Picture recreation		✓	✓
Graphs conversion to Thinkcell or MS	✓	✓	✓
Keeping consistency from slide to slide. Fix jumpings and alignments from slide to slide	✓	✓	✓
Make sure the slide design fits within the company style	✓	✓	✓
Improve the structure and/or add new graphic elements		✓	

Example of INPUT and OUTPUT of **Visual enhancement** task

Input

Example slide

Lorem ipsum
Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Lorem ipsum
Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Lorem ipsum
Lorem ipsum dolor sit amet

"Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet"

Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

26

Output

Example slide

Lorem ipsum
Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Lorem ipsum
Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Lorem ipsum
Lorem ipsum dolor sit amet

“Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet”

Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

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Main mistakes in Visual enhancement



Over-usage of icons, icons not fitting the meaning of the content, icons in wrong position,...
Thinking adding only icons updates from Brush up to Visual enhancement



Over-usage of additional lines, shapes



Making structure more complex and harder to understand



Slide remains almost the same as input - inability to interpret the meaning of the slide, ending up getting stuck to the original structure



Choosing of unsuitable structures



Not supporting the message of the slide, losing the content or message from input slide



Enhancement not suitable for clients style (Example: using too boxy style for client with no filled boxes style, using organic shapes for client with boxy/edgy style)

Key to great visual enhancement slides



*Read and **understand** what client wants to convey in the slide
before you begin **designing***

Recreation

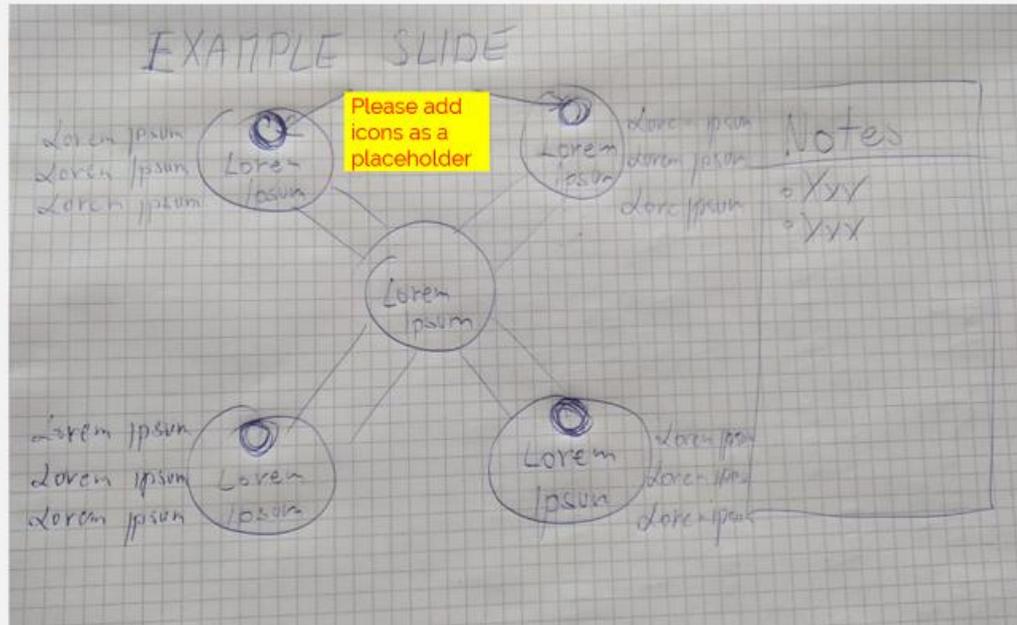
involves converting the input to editable PowerPoint text
and shapes

Recreation

Characteristics	Brush-up	Visual enhancement	Recreation
Fix to correct template and layouts	✓	✓	✓
Make sure all Titles, Subtitles, Footers, Trackers, Logos, Page numbers are in the correct placement	✓	✓	✓
Fit to slide frame	✓	✓	✓
Fix colours to client's colour palette	✓	✓	✓
Fix font types and font sizes	✓	✓	✓
Keep/Fix Animations and Transitions	✓	✓	✓
Picture recreation		✓	✓
Graphs conversion to Thinkcell or MS	✓	✓	✓
Keeping consistency from slide to slide. Fix jumpings and alignments from slide to slide	✓	✓	✓
Make sure the slide design fits within the company style	✓	✓	✓
Improve the structure and/or add new graphic elements		✓	

Example of INPUT and OUTPUT of Recreation task

Input

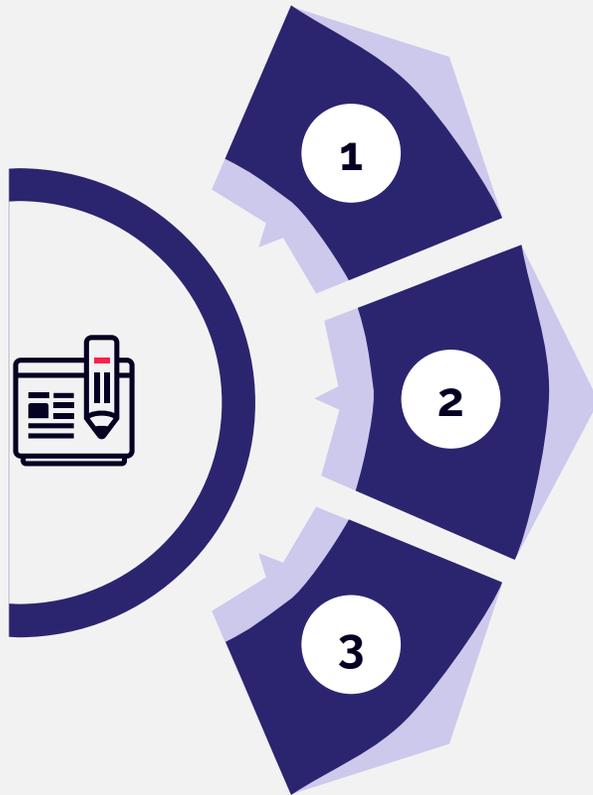


Output

Example slide



Different types of recreation



Picture recreation

Hand written notes or drawing

Other: PDF (consisting of pictures instead of copy-able text), Post-it/stickers photo recreation from clients' workshops and any similar recreation task

As a standard Recreation contains Brush-up. Sometimes clients ask for Recreation + Visual enhancement. Therefore, always confirm with your admin if recreation should be only brushed up or also enhanced.

Important rules of recreation



Recreate text carefully and **double check your recreated text** for any typos



You **need to write all the letters** you can read, in case you can't read the whole word



You **need to add the red text and brackets** for words your are unsure of

Example: Unsure of word:  **<Lor-m ipsum>**

Example: Unable to read the word at all **<----->**



You **need to set up the right language** for the content and you can as well use the Internet/Google translator to help you correct or identify some words

Not standard

Not standard tasks usually contain some of the following examples:



PowerPoint Template creation, work in Slide Master



Creating brochure, poster or other not standard formats.

All of these tasks are still produced in PowerPoint



Creating icons, illustrations or other graphical elements that might require additional software than PowerPoint (such as Photoshop, Illustrator or similar)

Not standard tasks are not very frequent at the platform and create only small part from overall tasks volume received by our clients

Any requirement for special software or skills is always described in the task description and designers must consider well if they have the proper skillset/software to successfully work on specific task

Main takeaway



In all tasks you need to carefully follow task description, client's instructions, guidelines and your admin's guidance.



Thank you!

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