

A dark, atmospheric photograph of a snowy forest path. The path is covered in snow and leads into a dense forest of bare trees. The image has a strong red-to-blue gradient overlay, with the red being more prominent on the right side and the blue on the left. The text 'Project types' is written in a large, white, sans-serif font across the middle of the image.

Project types

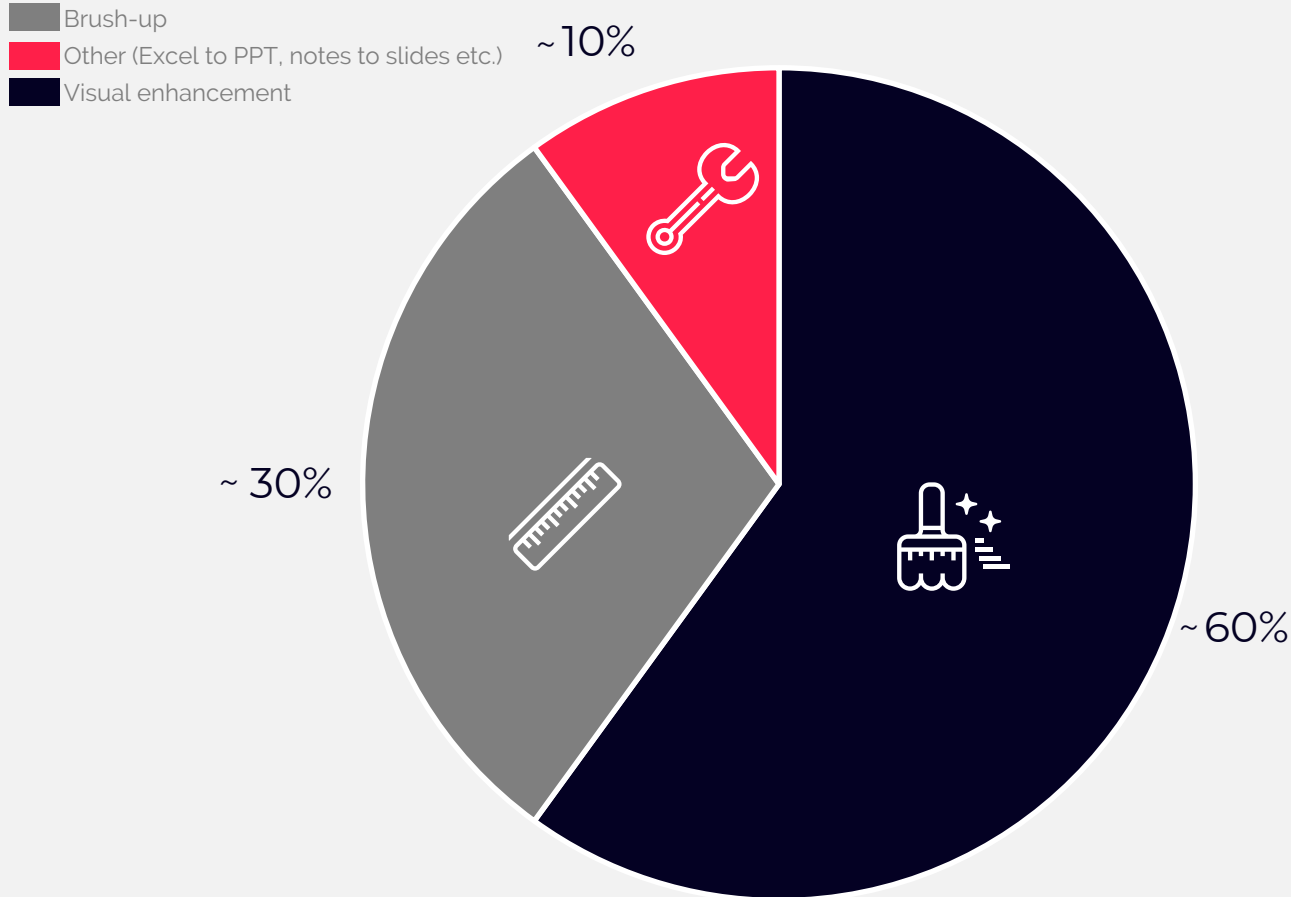
Content

- 1 Projects overview
- 2 Understanding Brush-up
- 3 Understanding Visual enhancement
- 4 Differences and other projects



You are going to work on 3 types of projects on the platform

Percentage of the total number of hours



Key takeaway



Great performing and high earning specialists work and **master all types** of projects

Clients expect consistency for Brush-up projects



Brush-up definition: *Clean-up and ensure consistent formatting according to the client guidelines*



How it differs from Visual enhancement:

On brush-up projects you should never change the structure of the slides or add new elements

Apply client guidelines on all elements and succeed on Brush-ups



Alignment



The Master Grid



Change layouts



Font type and size



Colors



Margins



Spacing



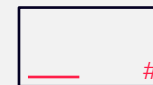
Bullet points

TITLES
and
headlines

Titles and headlines



Box styles



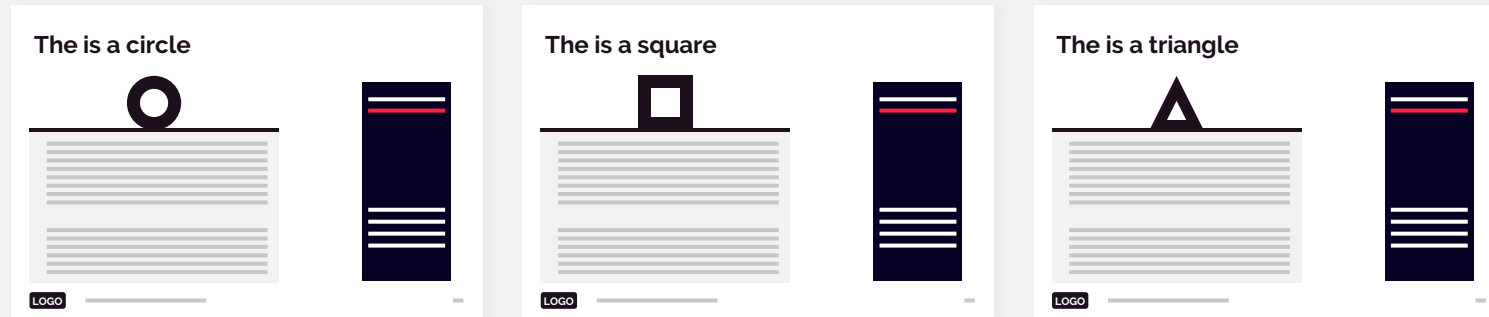
Page numbers, notes and sources



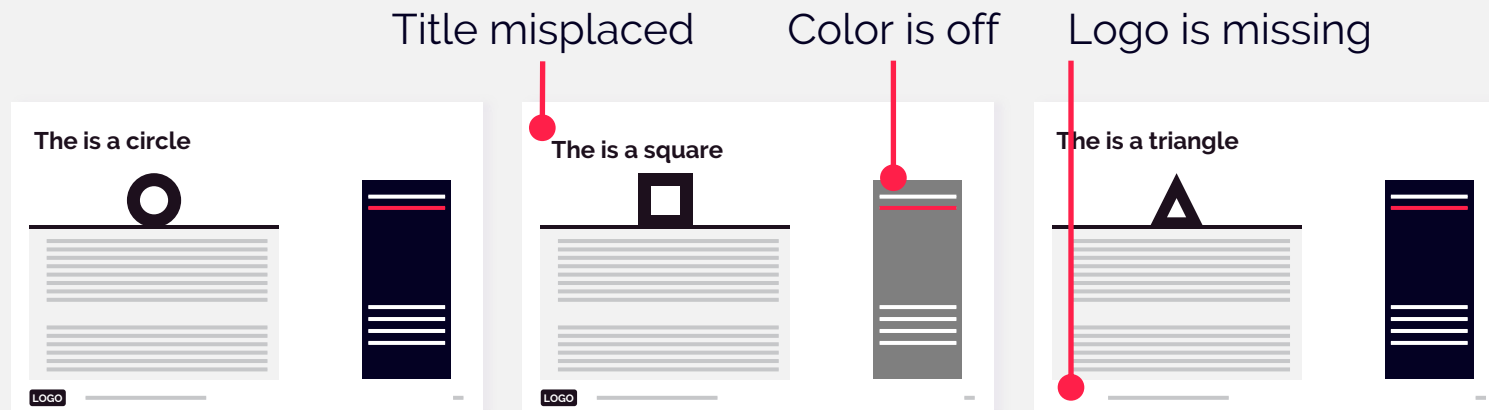
Chart formatting

Consistency is key when doing brush-up

Do



Don't



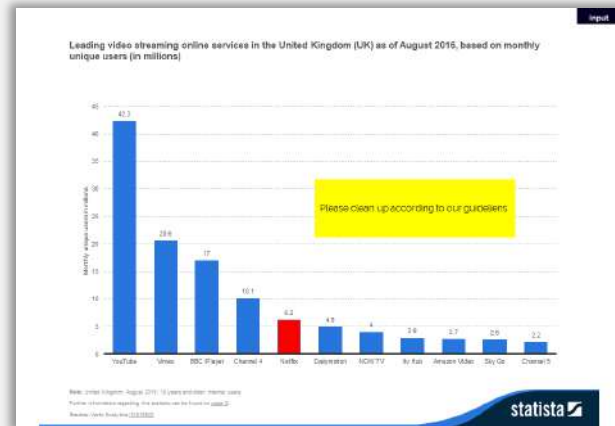
Key takeaway



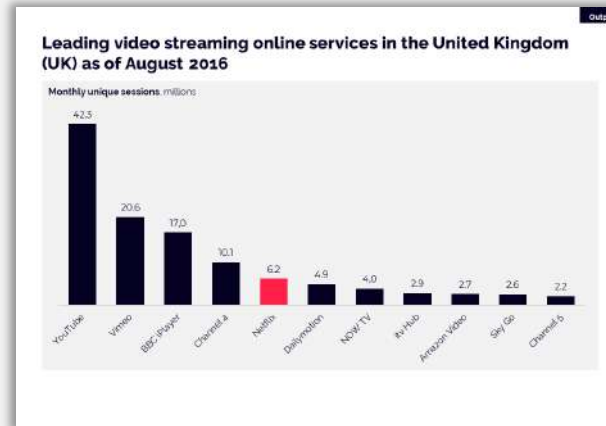
When you are **about to submit** your slides, bring your PPT to **display mode** and **flip** through the slides ensure **all elements** are displayed consistently **throughout the deck**

Brush-up before and after examples

Brush up input



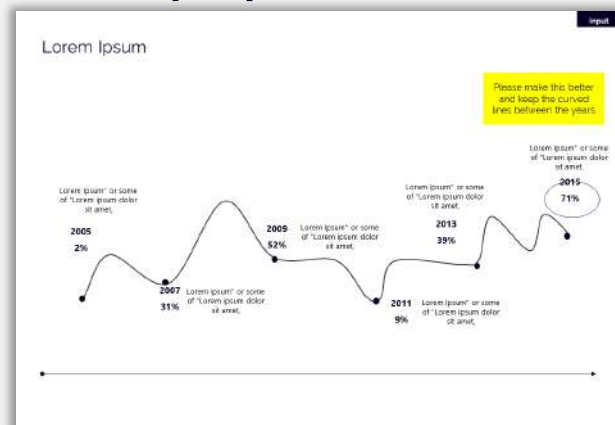
Brush up output



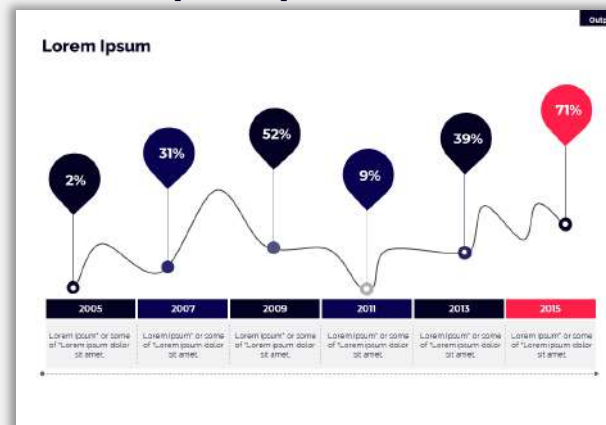
Do

Brush-up:
clean up and
don't be
creative

Brush up input



Brush up output



Don't

Brush-up:
Don't be
creative, add
icons or
change the
structure

Clients expect consistency and redesign for Visual enhancement



Visual enhancement definition: *Improve the structure and/or add new graphic elements*



How it differs from brush-up:

Visual enhancement goes on top of brush-up. You still have to align elements and follow guidelines, but you **also** have to change the structure and add new elements

Abstract illustration of visual enhancement



Icons have been added



The structure has been change

Key takeaway



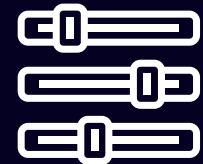
Read and **understand** what the client wants to convey **before** you begin **designing**

Visual enhancement means a creative effort

- Changing the **structure**
 - Adding **logos/flags** instead of company names, country names
 - **Restructuring** of bullet points into illustrations
 - Turning numbers into **visual flows**
 - Changing/editing **pictures** to more relevant/higher quality
 - **Recreating** pictures figure into PPT elements
 - Using colors to **highlight** key points
 - Adding visual **elements**
 - **Convert** simple charts/data into infographics
 - Adding **maps**
 - Adding **icons**
 - Adding **background**



Key takeaway



The list to your left is not exhaustive, and you should not limit yourself to these bullets. What matters is that the **slides are visually appealing and look way better than the client input**

Example of visual enhancement

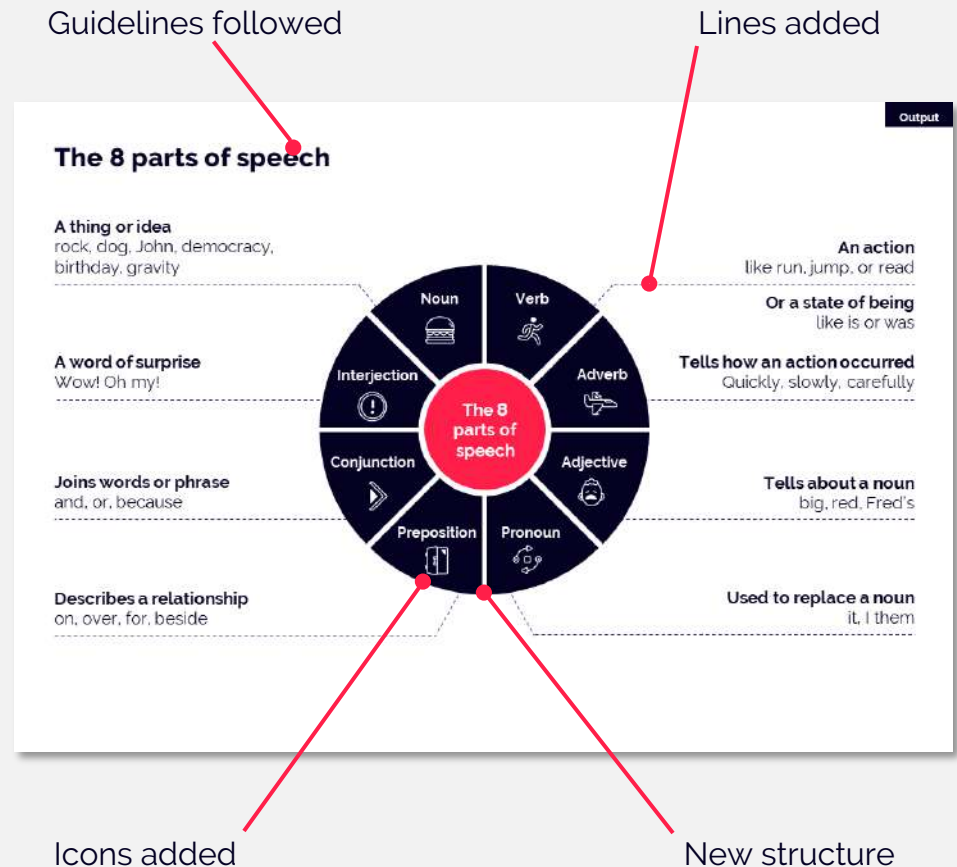
Visual enhancement input

The 8 parts of speech

- Noun: a thing or idea
 - Rock, dog, John, Democracy, birthday, gravity
- Verb: An action
 - Like run, jump or read;
 - A state of being: Like is or was
- Adverb: Tells how an action occurred
 - Quickly, slowly, carefully
- Adjective: Tells about a noun
 - Big, red, Fred's
- Pronoun: used to replace a noun
 - It, I, them
- Preposition: describes a relationship
 - On, over, for, beside
- Conjunction: Joins words or phrases
 - And, or, because
- Interjection: A word of surprise
 - Wow! Oh my!

Please clean up. It's okay to restructure.

Visual enhancement output



The difference between Brush-up and Visual enhancement

Brush-up:

Alignment

The Master Grid

Change layouts

Font type and size

Colors

Margins

Spacing

Bullet points

Titles and Headlines

Box styles

Page numbers, Notes and Sources

Chart formatting

Visual enhancement:

Restructuring of bullet points into illustrations

Rebuild pictures into illustrations

Adding icons

Changing the structure of the slides

Adding logos instead of company names

Add flags instead of country names

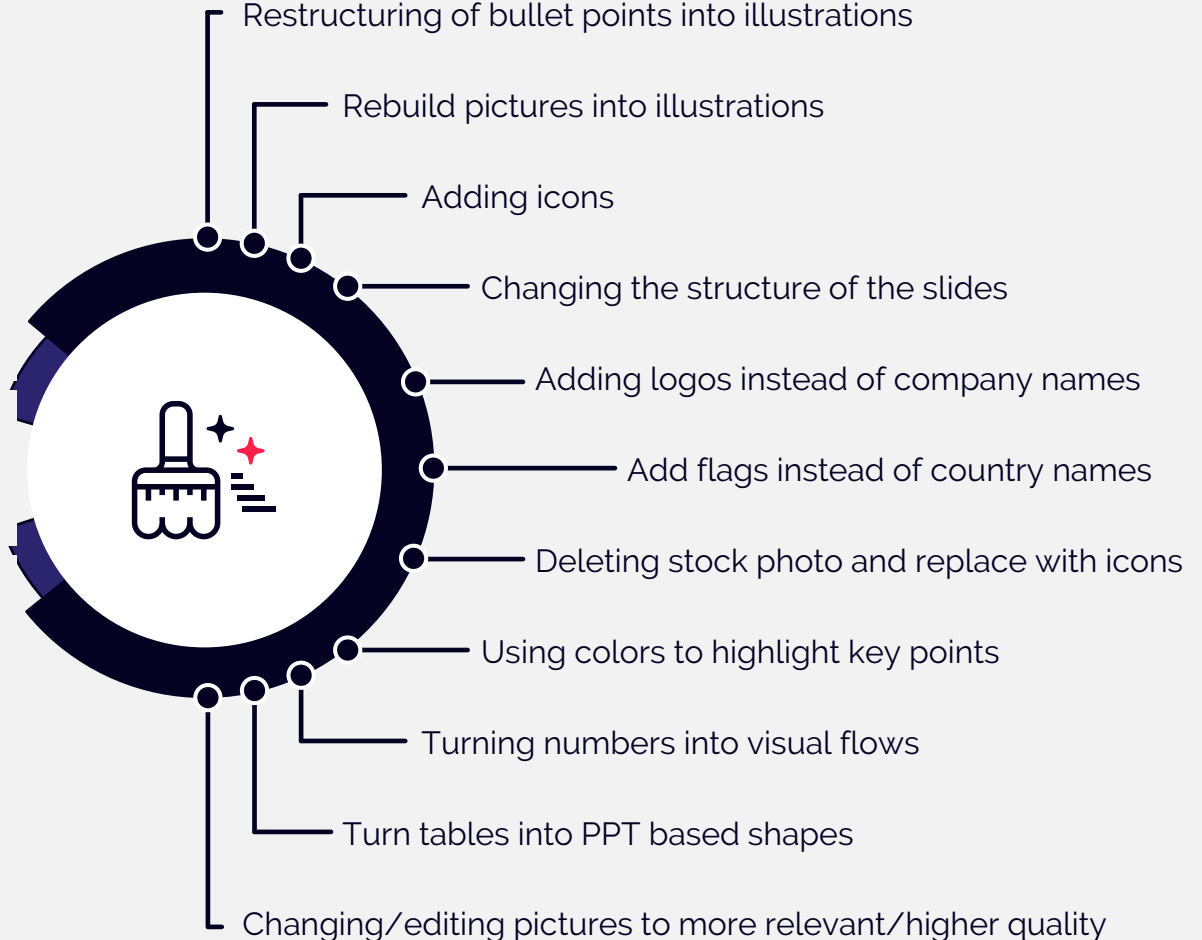
Deleting stock photo and replace with icons

Using colors to highlight key points

Turning numbers into visual flows

Turn tables into PPT based shapes

Changing/editing pictures to more relevant/higher quality

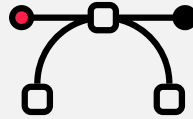


Problem-solving skills are sometimes required on special projects



PDF to slides

Turn the client's PDF into proper slides in their template



Other

Vector-based design, Word formatting etc.



Excel to slides

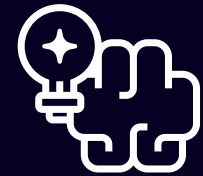
Show the clients data in a way that is easy to understand



Notes to slides

Transform the clients drawings into proper slides

Key takeaway



Have a problem-solving mindset on special projects. The projects may not be straight forward but effort is rewarded

A photograph of a globe on a desk, partially obscured by a red and dark blue gradient overlay. The globe is positioned in the center-right of the frame. The red overlay covers the left side and top, while the dark blue overlay covers the right side and bottom. The text 'Talent knows no borders' is written in white on the red background.

Talent knows no borders

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