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

- Brush-up: ~60%
- Other (Excel to PPT, notes to slides etc.): ~10%
- Visual enhancement: ~30%

Key takeaway

Great performing and high earning specialists work and master all types of projects
Understanding Brush-up

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
- Box styles
- Page numbers, notes and sources
- Chart formatting
Understanding Brush-up

Consistency is key when doing brush-up

Do

- The is a circle
- The is a square
- The is a triangle

Don't

- Title misplaced
- Color is off
- Logo is missing

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.
Understanding Brush-up

Brush-up before and after examples

Brush up input

Brush up output

Do

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

Don't

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

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 have to align elements and follow guidelines, but you also have to change the structure and add new elements
Understanding Visual enhancement

Abstract illustration of visual enhancement

THREE KEY ISSUES ON THE STRATEGIC LEVEL

Icons have been added

The structure has been changed

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

Key takeaway
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**

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.
Understanding Visual enhancement

Example of visual enhancement

Visual enhancement input

Visual enhancement output

The 8 parts of speech

A word of surprise
Word! Oh my!

A thing or idea
rock, dog, John, democracy, birthday, gravity

An action
like, run, jump, or read.

Or a state of being
like is or was

Tells how an action occurred
Quickly, slowly, carefully

Tells about a noun
big, red, Fred’s

Used to replace a noun
it, I, them

Describes a relationship
on, over, for, beside

Joins words or phrase
and, or, because

Preposition describes a relationship
on, over, for, beside

Conjunction joins words or phrases
and, or, because

Interjection: A word of surprise
Wow! Oh my!

Icons added
New structure
Guidelines followed
Lines added
Please clean up, it’s okay to restructure.
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

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

**Other**
Vector-based design, Word formatting etc.

**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 straightforward but effort is rewarded.
Talent knows no borders

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