

曾翻译成多种语言，累计销量达20万册

PowerPoint

成功演示文稿设计 范例精解

(韩) 柳铉德 / 编著

学习本书之后您将掌握：

- 如何制作逻辑性强并能够吸引观众的演示文稿
- 如何在竞争中制作比别人更为优秀的演示文稿
- 如何在更短时间内制作更有说服力的演示文稿

文稿企划 + 设计流程

- | | |
|--------|--------|
| 1 设定目的 | 5 战略构思 |
| 2 收集数据 | 6 版面设计 |
| 3 分析数据 | 7 设计制作 |
| 4 排列信息 | 8 修改设计 |



附赠光盘内含书中所举范例的素材文件以及最终效果文件，并且提供了**120**组按钮素材和**24**组模板素材，便于读者参考使用



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(韩) 柳铉德 / 编著
金勋 等 / 译



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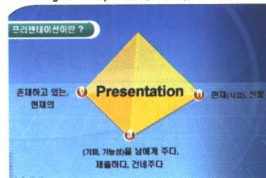
本书精彩范例预览

» 01 LESSON

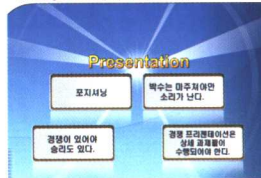
制作英文目录



Winning the competition (Case Study)



Winning the competition (Case Study)



AGENDA

1st session

Ice breaking

2nd session

Presentation Strategy

3rd session

Key Initiatives

Measure to overcome language barrier

NO pain, NO gain

Practice makes the perfect

In one's own creative way!

2가지의 근본논리

Presentation Strategy (Delivery)의 목적 - 명확한 목표

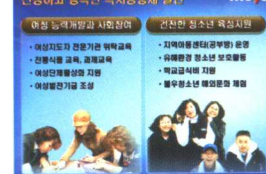


» 02 LESSON

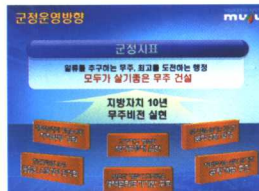
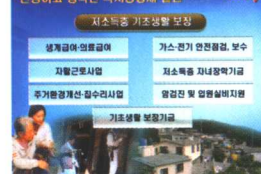
制作对称的文字



건강하고 행복한 복지공동체 실현



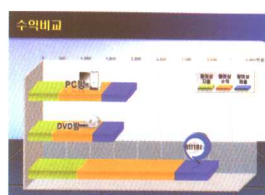
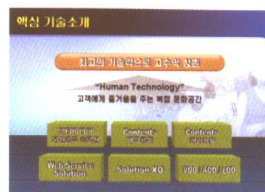
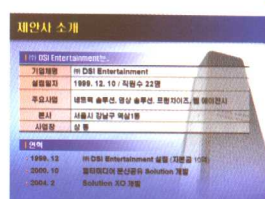
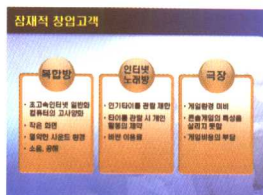
건강하고 행복한 복지공동체 실현



» 03

LESSON

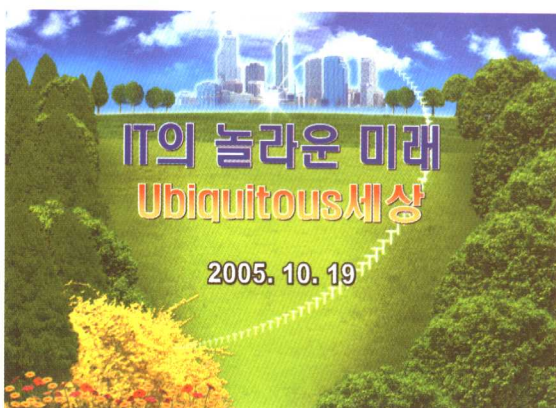
制作突出关键词的布局



» 04

LESSON

利用图片代替文本的表现方式



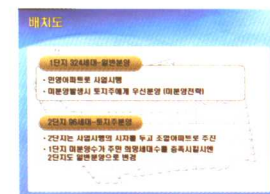
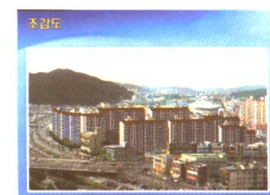
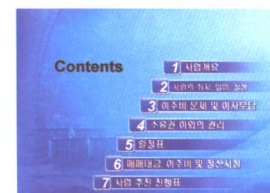
» 05 LESSON

有效地表现重复
的图片



» 06 LESSON

在演示文稿中展
示鸟瞰图的方法



07

LESSON

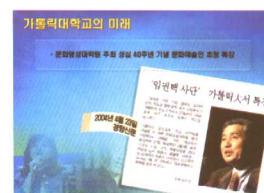
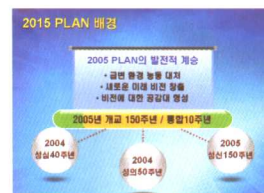
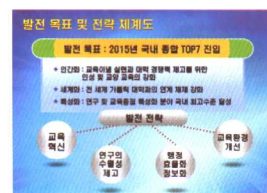
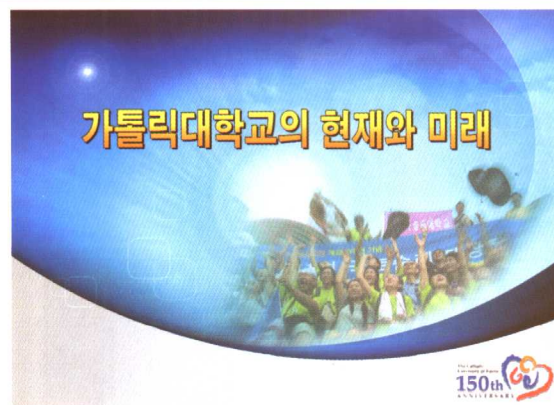
利用图形突出
显示文字



08

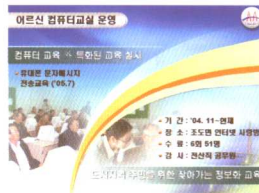
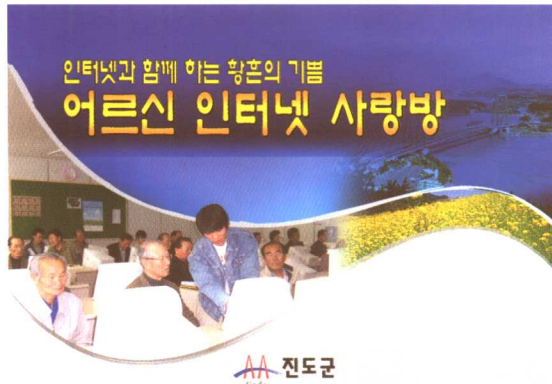
LESSON

利用多种对象修
饰图形



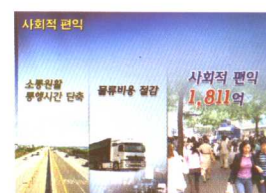
» 09 LESSON

结构化重复的
图形



» 10 LESSON

协调柱形图和
关键词



11

LESSON

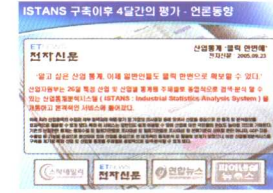
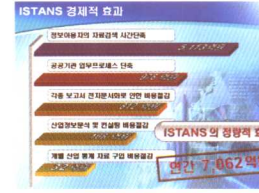
制作与图像相同的单位面积图表



12

LESSON

利用图形制作图表

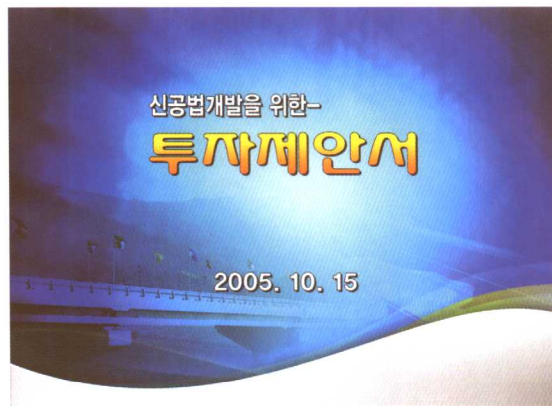


PowerPoint

成功演示文稿设计范例精解

» 13 LESSON

制作有助于比较
文本的三维图表



1.CPSC-I Beam



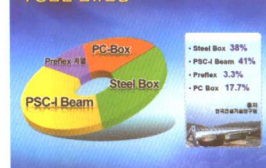
신공법 대체 가능시장 분석



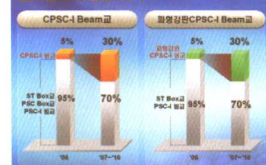
수주예상현황



각 공법별 점유현황



년도별 이윤증률 계획



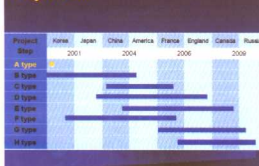
» 14 LESSON

强调表现表格
和数据

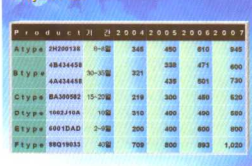
Project Plan

Product	Sales share	Market share	Rank
A type	45%	50%	1
B type	12%	8%	5
C type	31%	38%	2
D type	21%	18%	4
E type	28%	34%	3

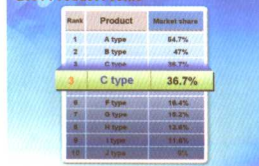
Project Plan



Project Plan



2004 Product Profile



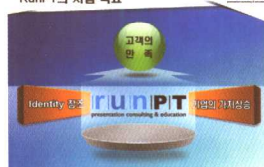
» 15

LESSON

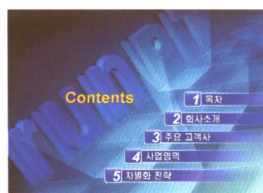
利用表单表现
文字和图片



RunPIT의 사업 목표



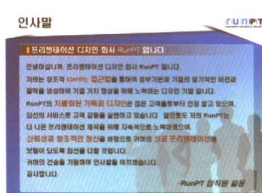
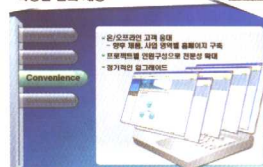
고품질 프래젠테이션



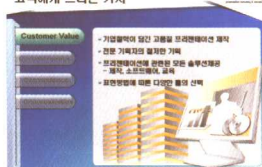
RunPIT의 사업영역



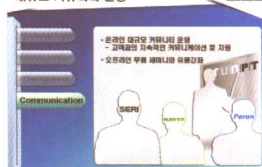
다양한 편의 제공



고객에게 드리는 가치



대규모 커뮤니티 운영



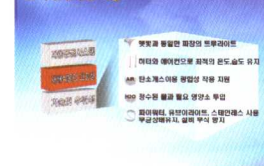
» 16

LESSON

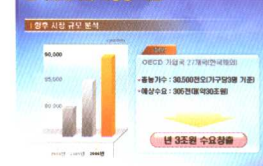
分类表单表现
方法



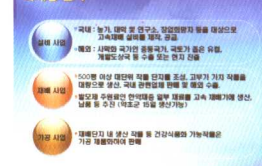
광촉매배기의 특징



광촉매배기의 시장성 / 예언

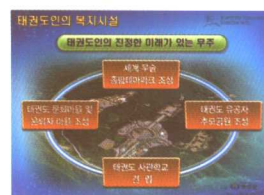
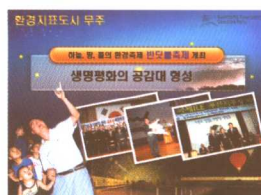


마케팅 전략



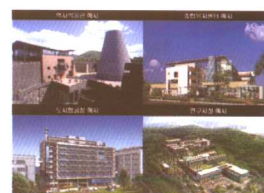
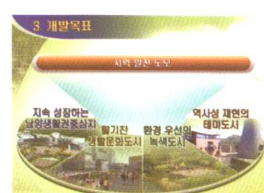
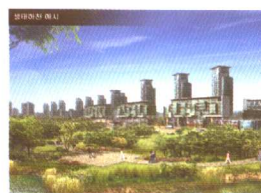
» 17 LESSON

利用动画使文本和图像更加协调



» 18 LESSON

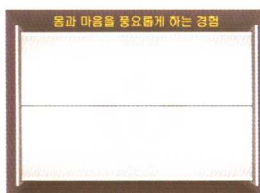
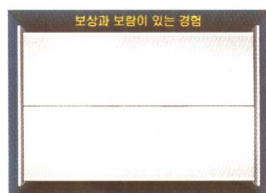
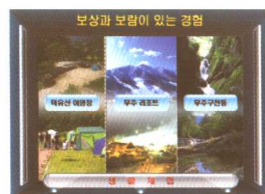
让人眼前一亮的首页动画



» 19

LESSON

应用动画进行
图像转换



» 20

LESSON

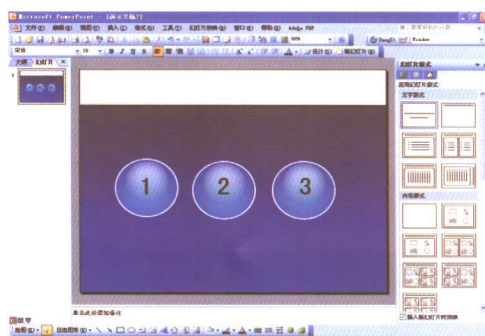
利用Photoshop制
作演示文稿母版



» 21

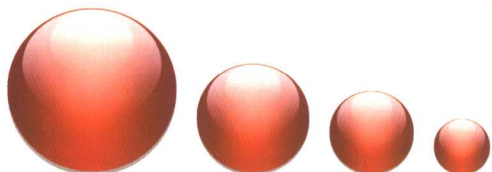
LESSON

制作可以输入文
字的图形对象

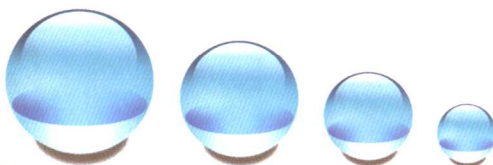


圆形文本框以及标题栏预览

1 水晶形式的圆形文本框



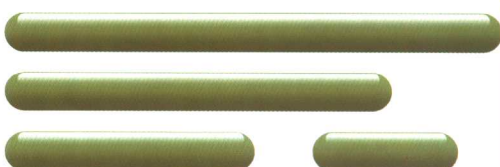
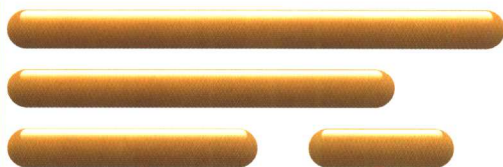
2 透明形式的圆形文本框



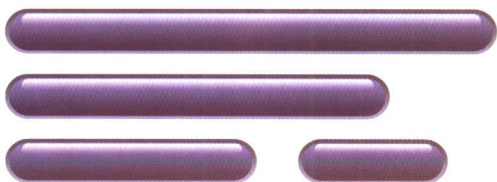
3 平面形式的圆形文本框



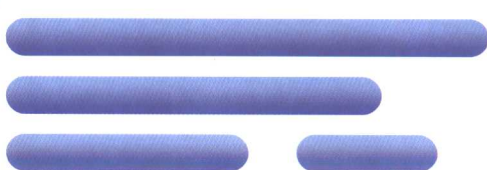
4 水晶形式标题栏



5 按钮形式标题栏



6 平面形式标题栏



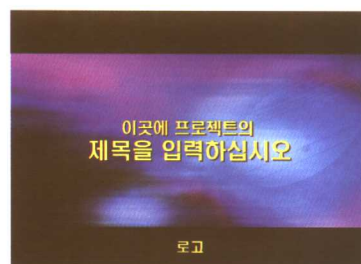
24组模板预览



Templet 1-1



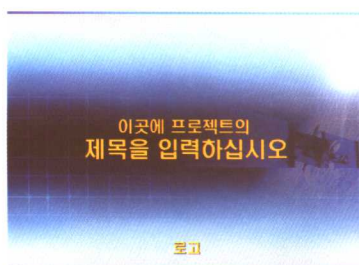
Templet 1-2



Templet 2-1



Templet 2-2



Templet 3-1



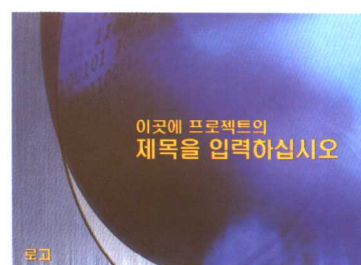
Templet 3-2



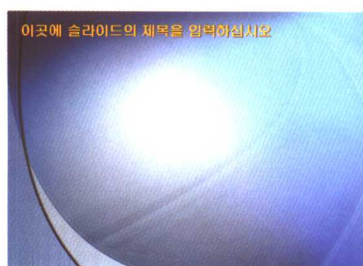
Templet 4-1



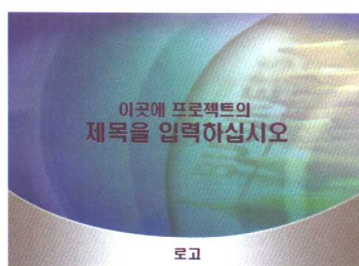
Templet 4-2



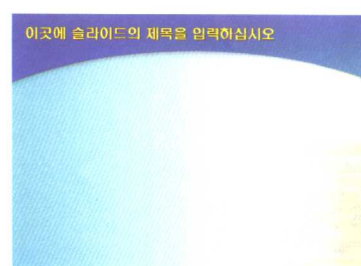
Templet 5-1



Templet 5-2



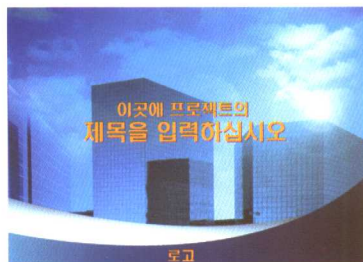
Templet 6-1



Templet 6-2

PowerPoint

成功演示文稿设计范例精解



Templet 7-1



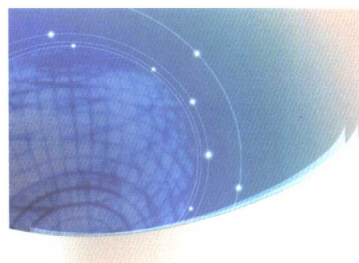
Templet 7-2



Templet 8-1



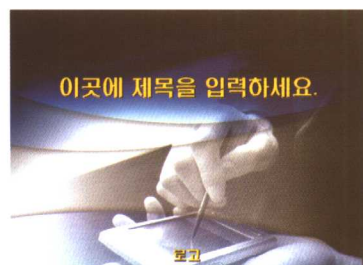
Templet 8-2



Templet 9-1



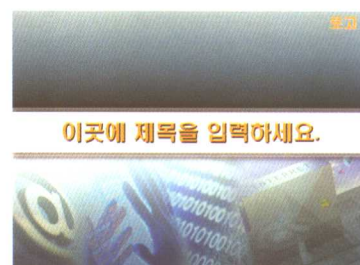
Templet 9-2



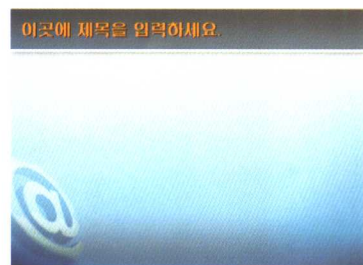
Templet 10-1



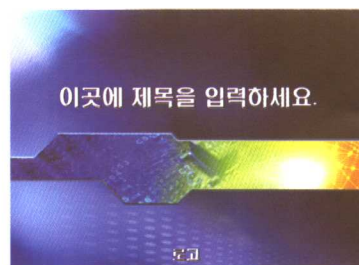
Templet 10-2



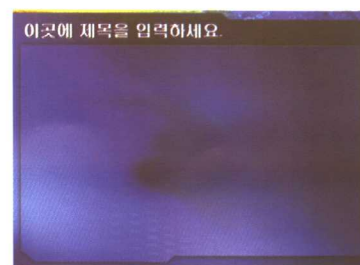
Templet 11-1



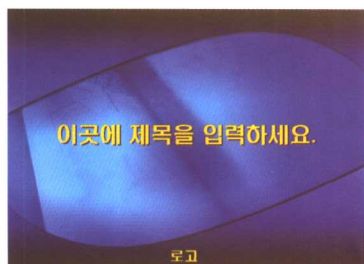
Templet 11-2



Templet 12-1



Templet 12-2



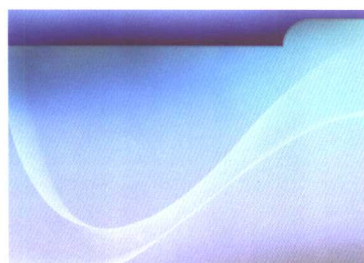
Templet 13-1



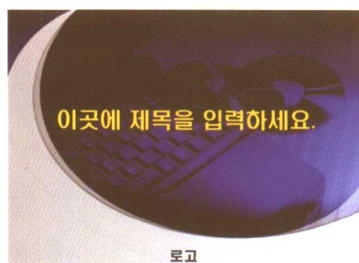
Templet 13-2



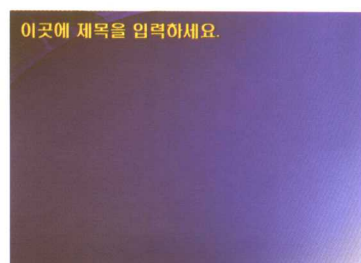
Templet 14-1



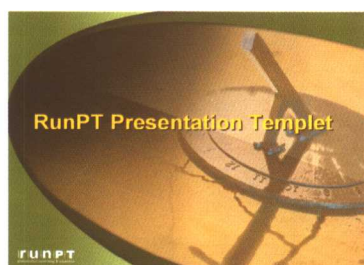
Templet 14-2



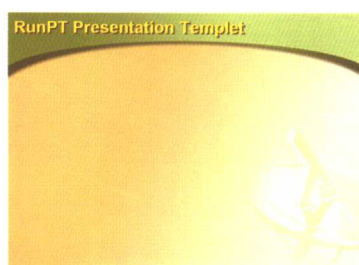
Templet 15-1



Templet 15-2



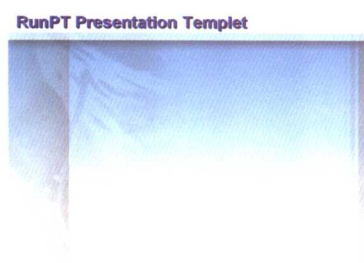
Templet 16-1



Templet 16-2



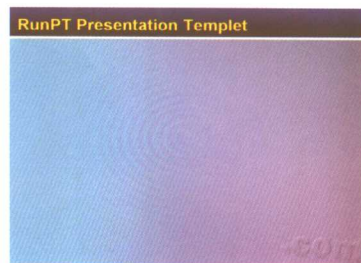
Templet 17-1



Templet 17-2



Templet 18-1



Templet 18-2