

VISUAL MARKETING MADE EASY

Learn to create branded graphics + videos for your business

Module 3

Creating Graphics with PowerPoint

{ WORKSHEETS }



What could you use graphics for in the next 2-3 months for your business?

For example: holiday sale, product launch, company event?

Where could you use these graphics?

Online – social media, website, etc and/or offline – printed material?

Using PowerPoint, create 5 variations of a graphic that you can use for your company.

Change colour, graphic elements, or text so you learn to repurpose one idea into multiple uses, yet keep consistent branding throughout a series of designs.

- Refer to the bonus [Facebook Graphics Made Easy video](#) for ideas and step-by-step tutorial, then download the [Facebook Cover Photo Templates](#) (Beach Brights Collection) – that way you won't need to start from scratch, and should be able to finish this exercise in only a few minutes!

Resources

- **Bonus #1: Facebook Graphics with PowerPoint [step-by-step video]**

<http://www.youtube.com/watch?v=gMd-5oG1IPM&feature=share&t=28m57s>

- **Bonus Download: Facebook Graphics Templates - Beach Brights Collection (PowerPoint version)**

<http://socialmediamarketingkelowna.com/free-fb-templates-bright>