

Presentation Design Tools: Selection and Workflow Design

- Core objective: choose the right tools and build scalable workflows
- For content creators, trainers, and design teams
- Selection balances design, collaboration, templates, brand, cost, learning curve
- Workflow design spans brief to polished deck, handoff, and reuse
- Structure: needs, landscape, framework, workflow, collaboration, quality, adoption



needs



landscape



framework



workflow



collaboration



quality



adoption

Why Tool Selection Is a Workflow Problem



- Most bottlenecks stem from tool-workflow mismatch, not design skill



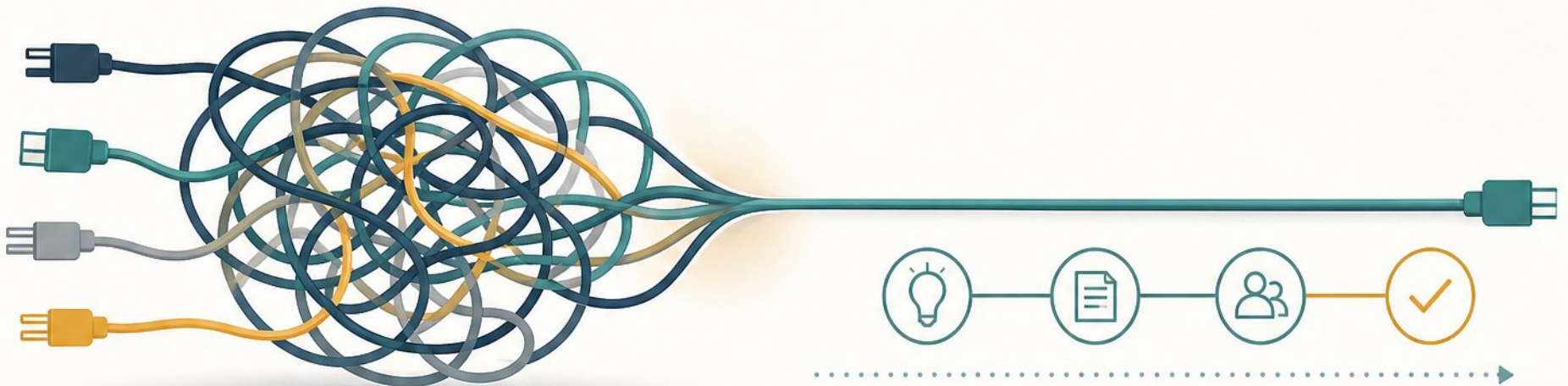
- Version chaos, off-brand decks, revision churn, slow handoffs



- Creators: speed; Trainers: interactivity; Design teams: design systems



- Budget, OS, offline access, accessibility, and security constraints





The Modern Presentation Tool Landscape

- Major categories: slide editors, template tools, brand platforms, interactive builders
- PowerPoint: enterprise standards, masters, offline
- Google Slides: real-time collaboration, Drive, APIs
- Canva: easy design, vast templates, brand kits
- Figma Slides: design-system integration, components



PowerPoint

enterprise standards,
masters, offline



SLIDE EDITOR



Google Slides

real-time collaboration,
Drive, APIs



COLLABORATION

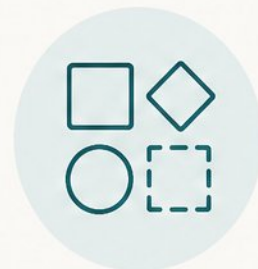


Canva

easy design, vast
templates, brand kits



DESIGN PLATFORM



Figma Slides

design-system
integration, components



INTERACTIVE BUILDER

A Practical Selection Framework



- Weighted criteria: design flexibility, collaboration, template governance, export options, cost, ease of adoption



- Score tools against team-specific requirements, not popularity or checklists



- Identify primary workflow first: blank-page sprint, document conversion, brand-locked production, in-editor enhancement, async sharing



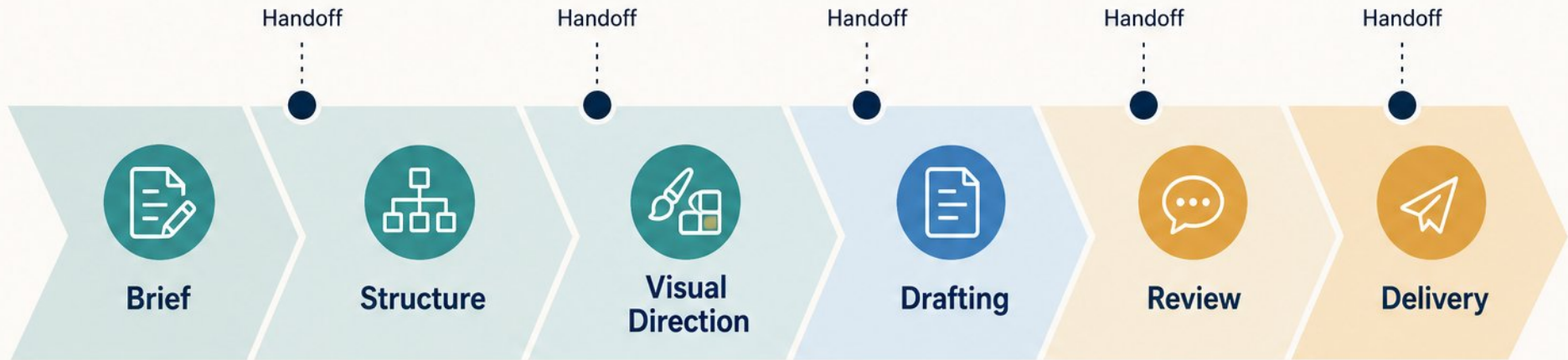
- Decision shortcuts per role: solo creator, corporate trainer, in-house brand team



- Avoid tool overlap unless a multi-tool stack removes friction



Designing an End-to-End Presentation Workflow



- Core stages: brief, structure, visual direction, drafting, review, delivery



- Separate content from layout to enable parallel workstreams



- Define clear handoffs between content, design, and brand roles



- Use master slides, section templates, and reusable blocks

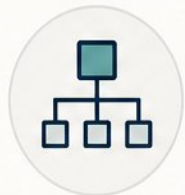


- Treat decks as managed content, not static files

Building Effective Templates and Design Systems



- ▶ Lock layouts, typography, colors, charts, and images at the master level



- ▶ Create a hierarchical template system for courses, campaigns, and reports



- ▶ Use components, shared assets, and theme colors for consistency



- ▶ Assign a template owner and version control to manage changes



- ▶ Aim for 8–14 layout variants that cover real, recurring use cases

MASTER TEMPLATE (LOCKED)



 LAYOUT (LOCKED)

 TYPOGRAPHY (LOCKED)

 COLORS (LOCKED)

 CHART STYLES (LOCKED)

 IMAGE STYLES (LOCKED)

Brand Compliance and Accessibility by Default



- Brand rules embedded in templates, not manually enforced



- Accessibility as 2026 workflow requirement: titles, reading order, alt text



- Contrast, keyboard navigation, and media handling built in



- PowerPoint and Google Slides offer mature accessibility checkers



- Exports must preserve tags for assistive technology support

1 —
2 —
3 —
READING
ORDER



ALT TEXT



KEYBOARD
FOCUS



Choosing the Right Tool Combination



Single tool suffices for consistent, low-complexity workflows



Stacks: Canva for rapid design + PowerPoint for control



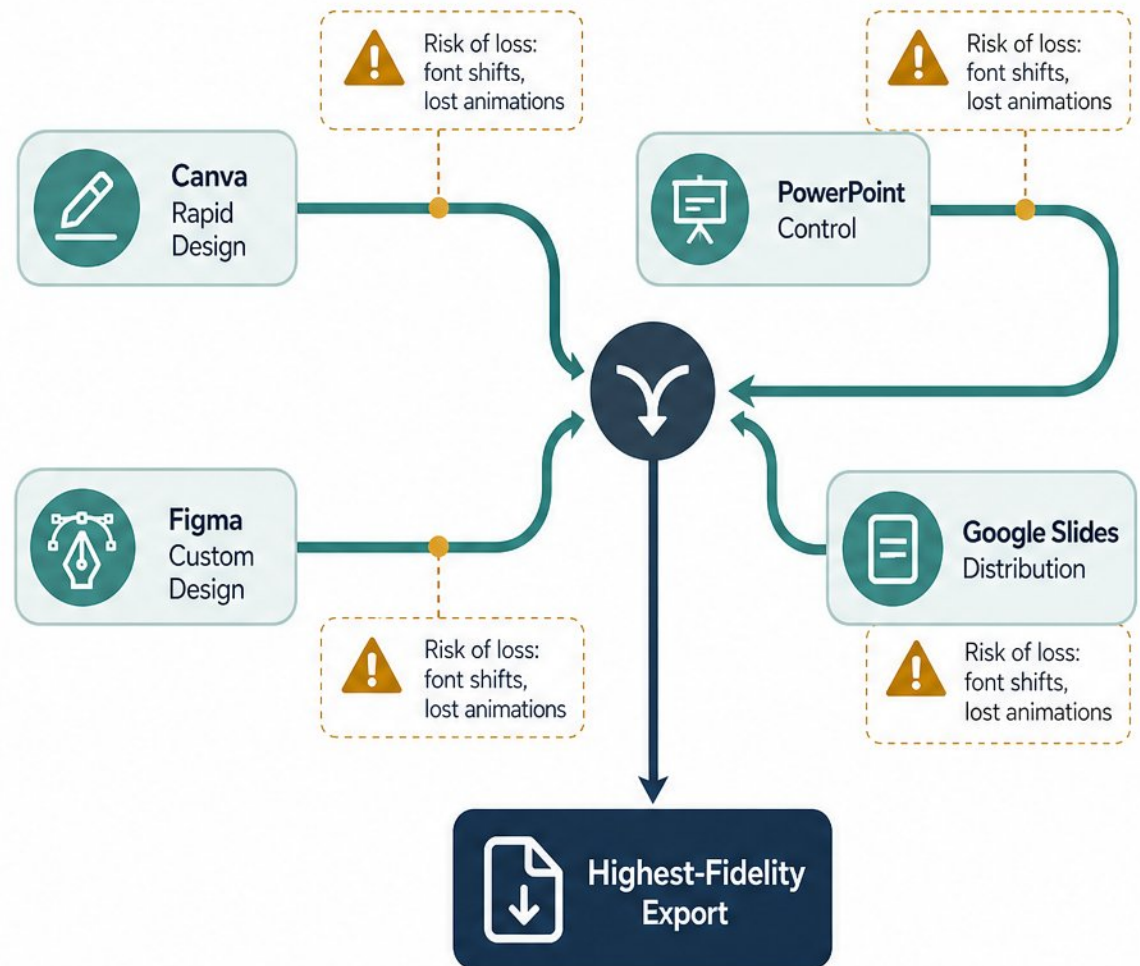
Figma for custom design + Google Slides for distribution



Watch mid-project switches: font shifts, lost animations



Plan highest-fidelity export before production begins



Review, Feedback, and Quality Control



- Structured review cycles by stage: accuracy, flow, visuals, delivery readiness



- Centralize feedback via collaboration features to prevent version chaos



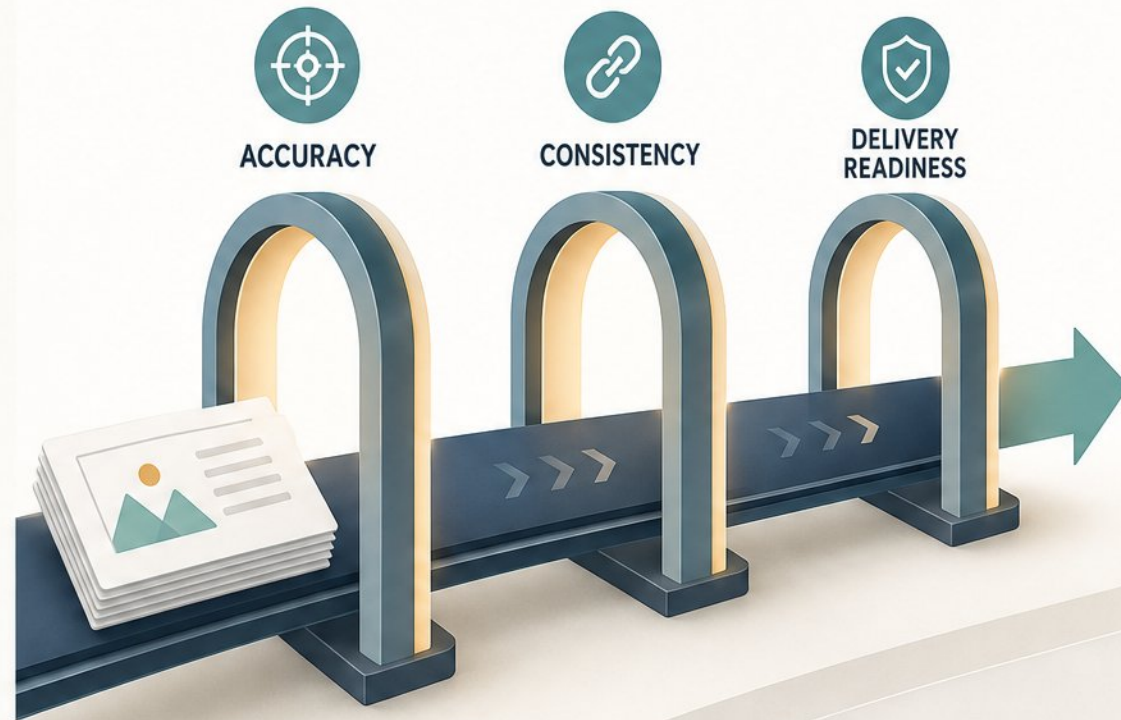
- Quality checklists for brand, accessibility, readability, performance



- Define export specs: format, resolution, file size, platform compatibility



- One approver per request; set feedback SLAs to avoid bottlenecks



Scaling the Workflow for Teams



- Role clarity: content lead, designer, brand reviewer, final approver



- Reduce overhead: naming conventions, status tracking, project templates



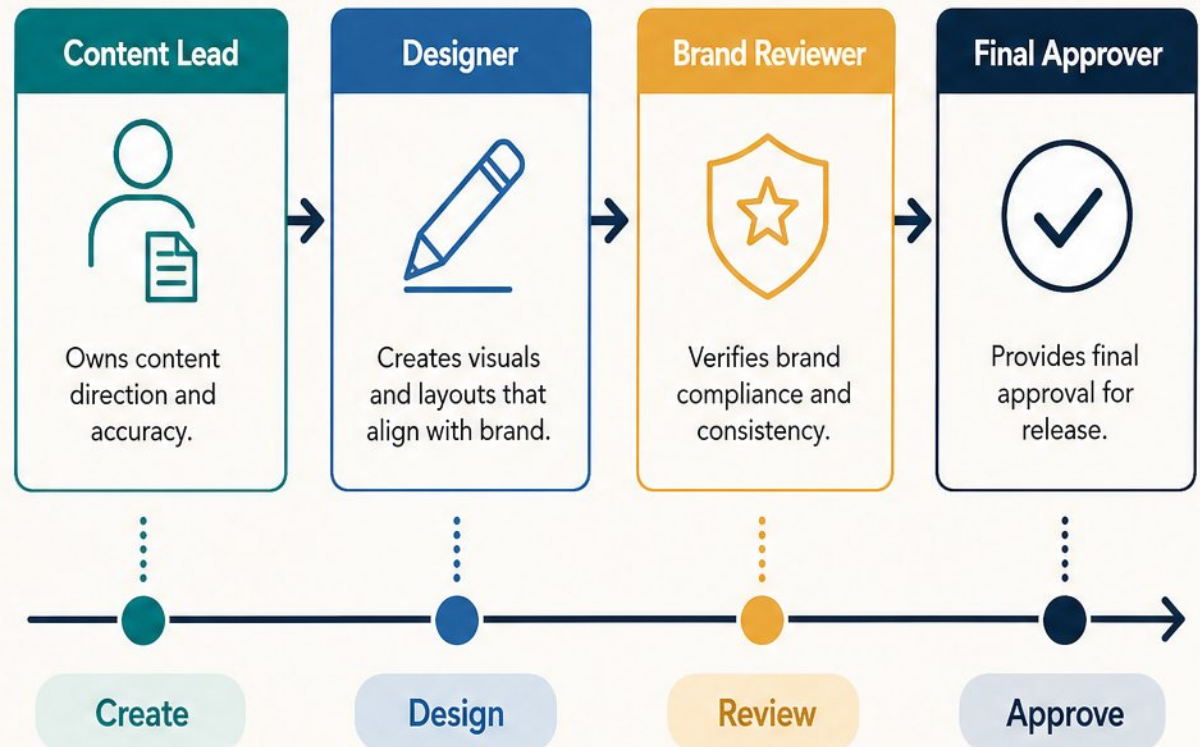
- Key metrics: turnaround time, revision count, reuse rate



- Lock brand elements; leave room for safe personalization



- Define approval rights per asset type to prevent stalls



Governance and Ownership



- Single accountable owner for the presentation workflow system



- Template ownership: one owner controls updates and distribution



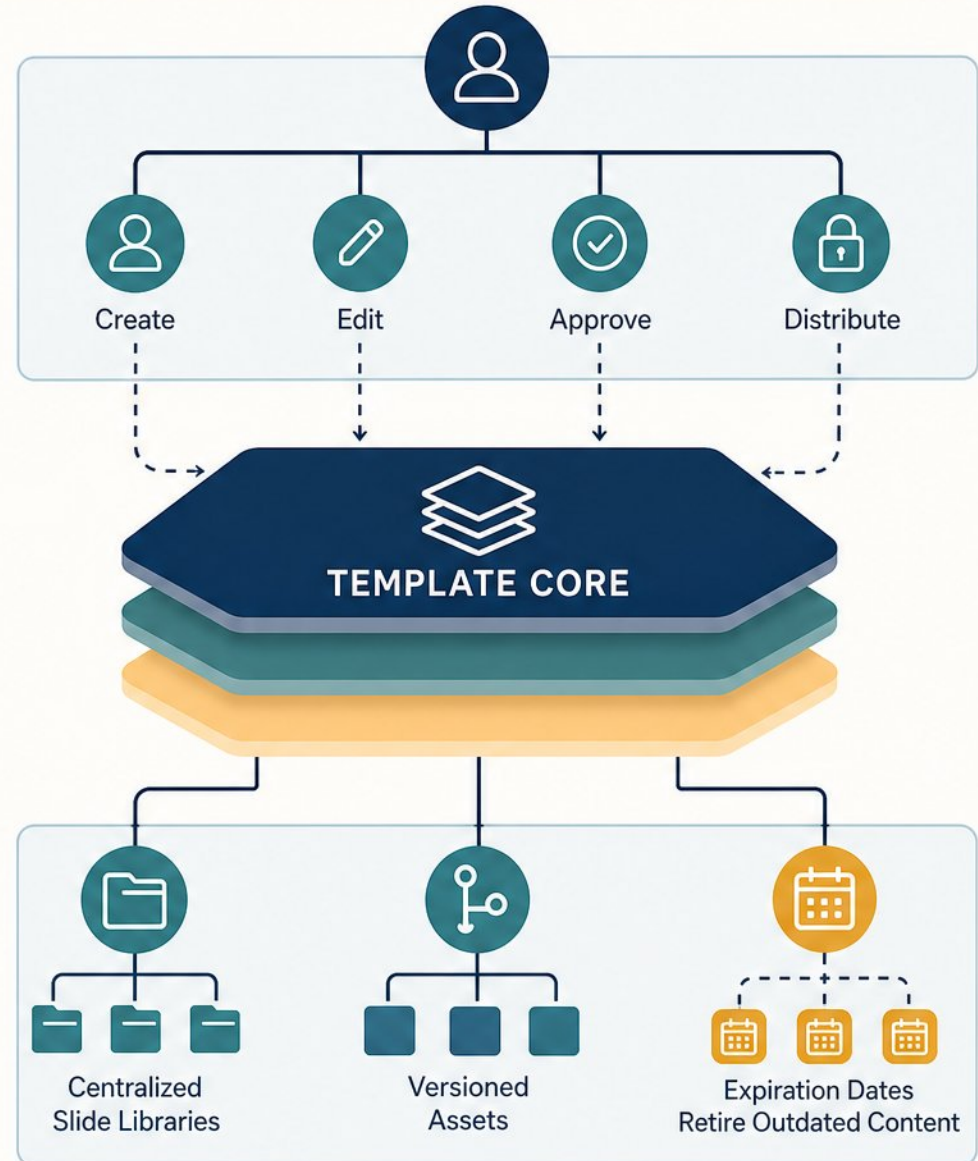
- Governance embedded, not a PDF guide: templates, permissions, approvals



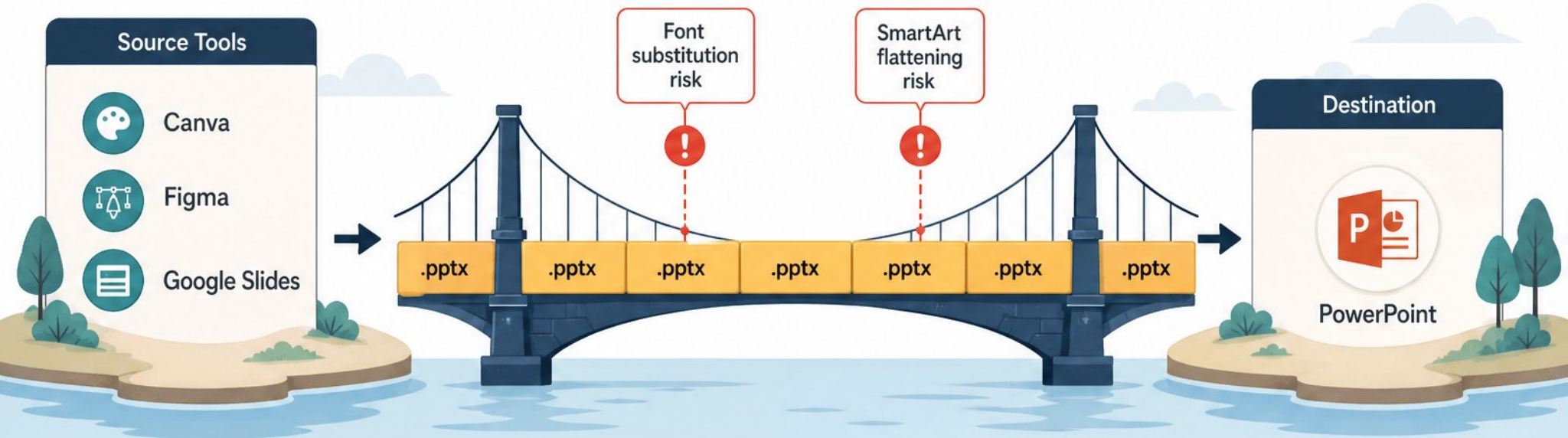
- Slide libraries: centralized, versioned, and auditable assets



- Global updates and expiration dates retire outdated content automatically



Import, Export, and Migration Realities



- Cross-tool migration risks: font substitution, animation loss, SmartArt flattening
- Use .pptx as the bridge between Canva, Figma, Google Slides, and PowerPoint
- Know limits: Canva 300MB .pptx, 300 slides, 1,400 elements; Google Slides ~100MB
- Mitigate: embed images, convert SmartArt to shapes, test exports early
- For high-volume teams, automate conversions via plugins and APIs

Training-Specific Considerations



- Beyond design: narration, interactivity, LMS compatibility required



- SCORM/xAPI delivery: evaluate Articulate Rise, Storyline, Adobe Captivate



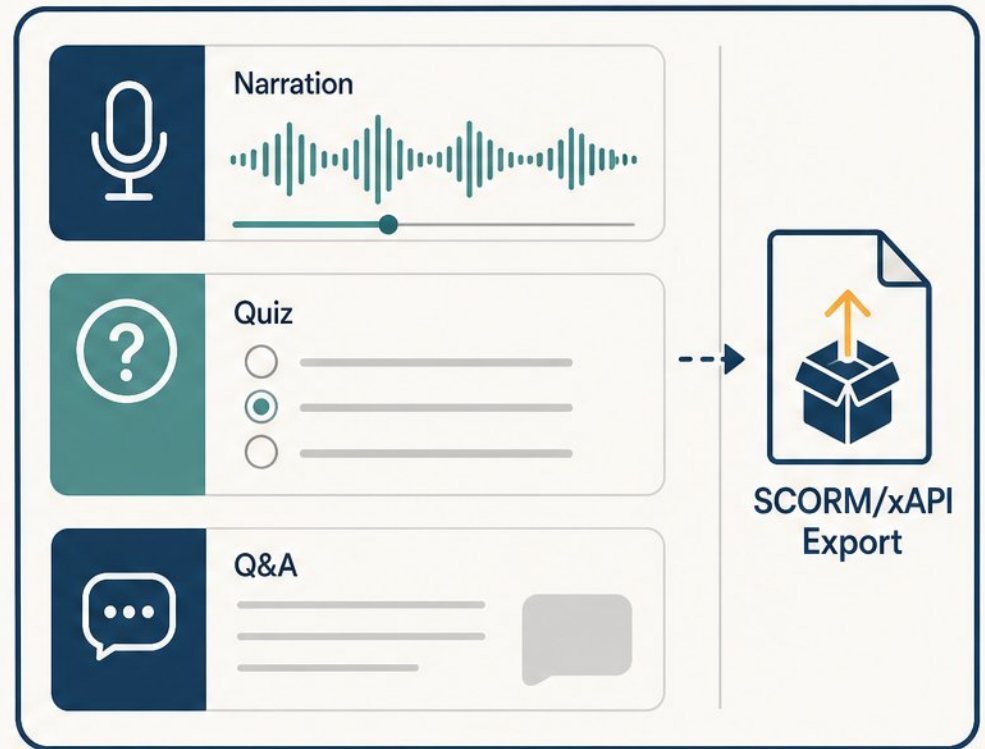
- Classroom: live polls, quizzes, Q&A built into deck



- Asynchronous: narrated video export, captions, shareable web viewers



- Align data model with integration targets early to avoid manual packaging



Action Plan and Tool Adoption Roadmap



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/80200e54/public