PRESENTATION
GUILD

PRESENTATION INDUSTRY
PROFESSIONAL
STANDARDS

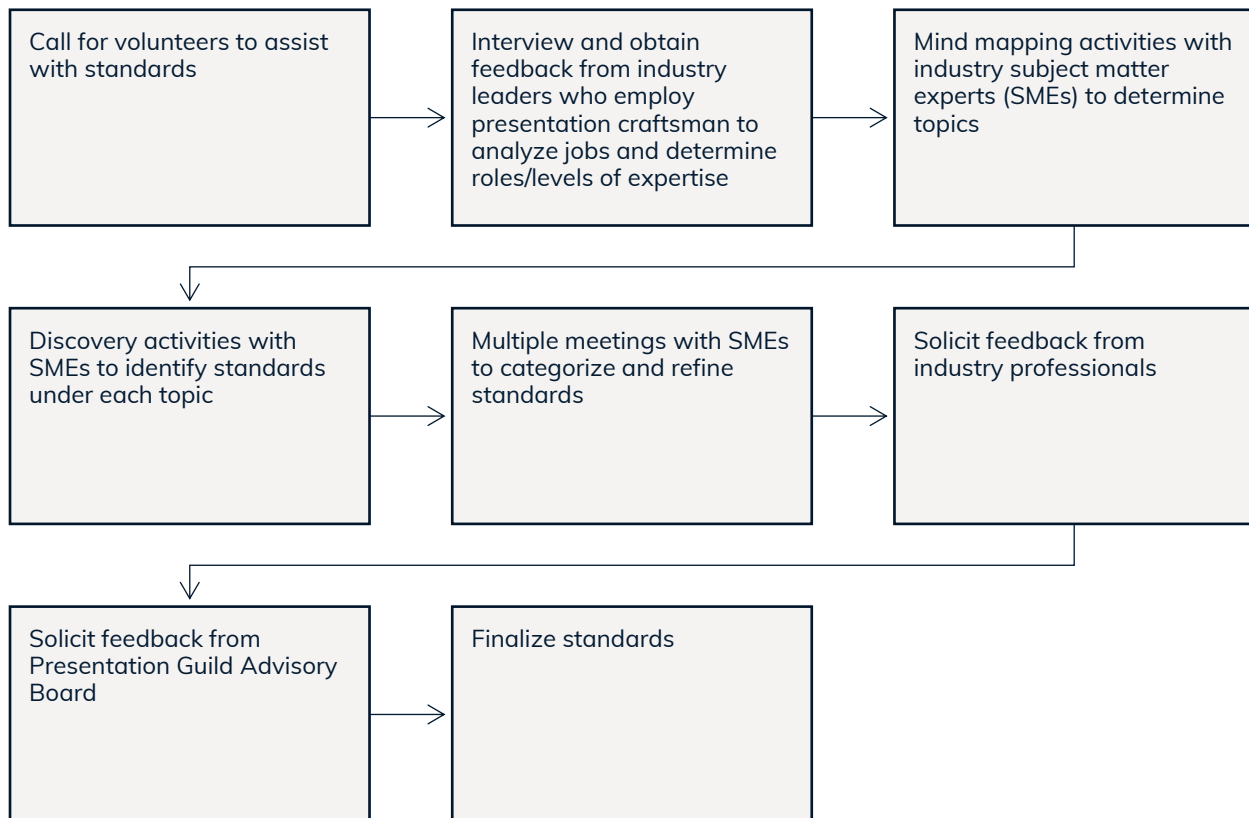with PowerPoint® Proficiency

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PRESENTATION INDUSTRY PROFESSIONAL STANDARDS

Background

In keeping with our mission to elevate the presentation industry, the Presentation Guild has established this set of professional standards for presentation craftsman. Industry standards are specifications designed to make a specific industry more efficient and effective. They are the generally accepted requirements which are followed by the members of an industry, and they serve as a quality check for any industry. The Presentation Guild Presentation Industry Professional Standards will be used to assess mastery/competency of knowledge and skills for our certification program.

Methodology and Process

The Presentation Guild has set these standards through an industry-wide process

Call for volunteers to assist with standards	Interview and obtain feedback from industry leaders who employ presentation craftsman to analyze jobs and determine roles/levels of expertise	Mind mapping activities with industry subject matter experts (SMEs) to determine topics
Discovery activities with SMEs to identify standards under each topic	Multiple meetings with SMEs to categorize and refine standards	Solicit feedback from industry professionals
Solicit feedback from Presentation Guild Advisory Board	Finalize standards	

The Presentation Guild recognizes that our industry is constantly evolving and therefore our professional standards is a living document to be updated on a regular basis. We also recognize that not all professionals may agree on what constitutes a professional standard. Our standards compile the measures of competency with the highest level of agreement among all participants in the process.

PowerPoint Proficiency

The core professional standards require a proficiency in PowerPoint as it is the most widely known and used tool. The standards are not about how to use PowerPoint, but rather how to craft presentations using PowerPoint.

Professional Standards Levels

The professional standards for the presentation industry as defined by the Presentation Guild are divided into two distinct levels. Each level builds upon the knowledge, skills, and experience of the previous level(s) for a progression of presentation craftsmanship mastery. These levels align with the Presentation Guild Certification program.

Specialist

The Specialist is the apprentice level. This professional is expected to be knowledgeable and skilled at crafting presentations, require minimal supervision/review of their work, and have at least 6 months of experience and/or training with 1,000 hours of direct presentation craftmanship.

Expert

The Expert is the journeyman level. This professional is expected to have comprehensive knowledge, skill, and efficiency at crafting presentations, work independently, and have at least 18 months of experience and/or training with 3,000 hours of direct presentation craftmanship.

Professional Standards Categories

Standards of knowledge and skills are categorized into 9 areas of expertise:

1. Audio/Video
2. Branding
3. Color
4. Data Visualization
5. Functionality
6. Images
7. Layout
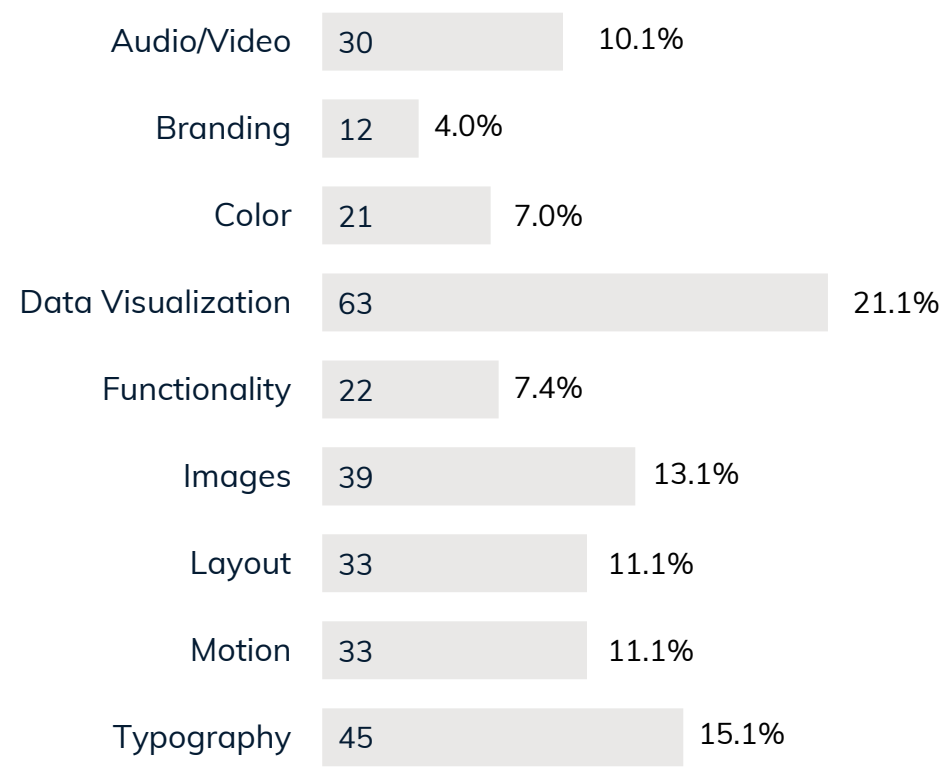8. Motion
9. Typography

Distribution of Professional Standards

There are 298 presentation industry professional standards. The majority of standards are in the specialist level with proportionally less standards in the expert level. The data visualization category has the most standards followed by typography and images. Branding, color, and functionality have the least number of standards. Audio/Video, Layout, and Motion counts fall in the middle. The number of standards is not indicative of the importance of the category.

Distribution by Level

Specialist	Expert	
54.7% 163	45.3% 135	Total 298

Distribution by Category

Category	Count	Percentage
Audio/Video	30	10.1%
Branding	12	4.0%
Color	21	7.0%
Data Visualization	63	21.1%
Functionality	22	7.4%
Images	39	13.1%
Layout	33	11.1%
Motion	33	11.1%
Typography	45	15.1%

Distribution by Level and Category

Specialist Standards

Category	Count	Percentage
Audio/Video	14	8.6%
Branding	6	3.7%
Color	11	6.7%
Data Visualization	28	17.2%
Functionality	13	8.0%
Images	25	15.3%
Layout	20	12.3%
Motion	18	11.0%
Typography	28	17.2%

Expert Standards

Category	Count	Percentage
Audio/Video	16	11.9%
Branding	6	4.4%
Color	10	7.4%
Data Visualization	35	25.9%
Functionality	9	6.7%
Images	14	10.4%
Layout	13	9.6%
Motion	15	11.1%
Typography	17	12.6%
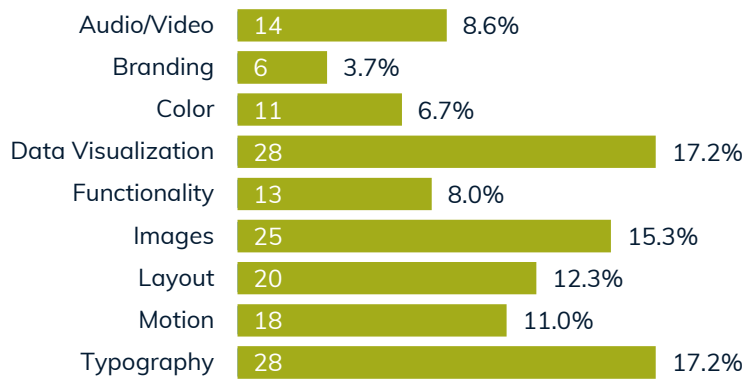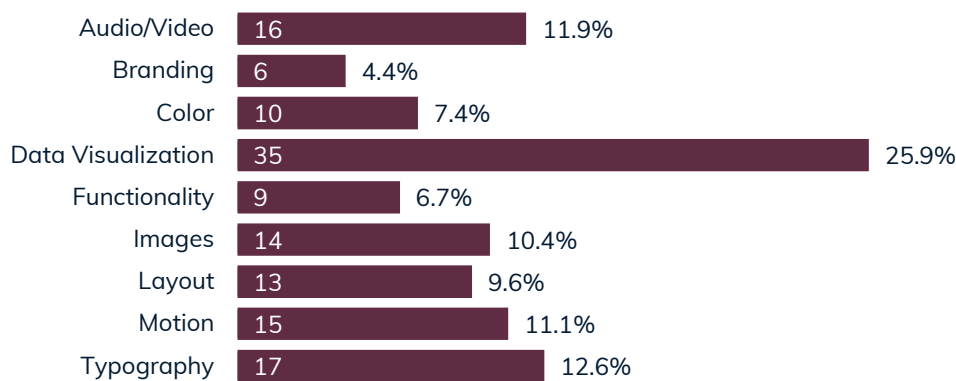
Professional Standards Outline

Audio/Video

Audio/Video (A/V) is a digital recording of a moving image(s) and/or sound(s). A/V may be a video file, audio file, and/or any type of object requiring playback.

AS1	*Know and understand copyright rules/right to use*
AS2	*Know and understand different A/V formats*
AS3	*Know and understand methods for inserting/connecting A/V (e.g., link vs. embed vs. streaming)*
AS4	*Know and understand the impact of A/V file properties*
AS5	*Know how to add a quiz to a slideshow*
AS6	*Know how to add attribution to A/V file*
AS7	*Know how to crop video*
AS8	*Know how to determine quality usefulness of A/V file*
AS9	*Know how to hide audio speaker icon*
AS10	*Know how to modify A/V playback*
AS11	*Know how to play sound across slides*
AS12	*Know how to record and/or narrate a slideshow*
AS13	*Know how to save a presentation to video*
AS14	*Know how to trim A/V*

AE1	*Know and understand the benefits and limitations of different A/V formats*
AE2	*Know and understand video sizing (full frame setting vs. absolute sizing)*
AE3	*Know how to add/delete bookmarks to/from A/V*
AE4	*Know how to create a complex video animation*
AE5	*Know how to crop video to shape*
AE6	*Know how to edit A/V*
AE7	*Know how to extract video*
AE8	*Know how to layer sounds and/or videos*
AE9	*Know how to loop video*
AE10	*Know how to manage and resolve issues with A/V links and CODECs*
AE11	*Know how to optimize file size/resolution of A/V*
AE12	*Know how to set a poster frame on video*
AE13	*Know how to use A/V playback triggers*
AE14	*Know how to use streaming A/V*
AE15	*Know how to use video as a background fill for a shape*
AE16	*Know where to source A/V*

Branding

Branding is the incorporation of distinctive characteristics associated with a product, company, person, etc. (brand) into a presentation. Branding may include color, typography, images, and/or any of the categories of expertise.

BS1	*Know how to adjust logo format (e.g., png, svg, etc.)*
BS2	*Know how to modify colors to match brand*
BS3	*Know how to modify footer for brand*
BS4	*Know how to modify theme fonts to match brand*
BS5	*Know how to use brand guidelines in presentations*
BS6	*Know how to use branded theme/template*

BE1	*Know and understand purpose of branded theme/template*
BE2	*Know how to advise client of potential font limitations and how to recommend substitutes if not indicated in guidelines*
BE3	*Know how to apply non-editable footer (e.g., disclaimer)*
BE4	*Know how to change sourced pictures, icons, etc. to match brand*
BE5	*Know the difference between primary and secondary branding elements*
BE6	*Know how to create a branded template*

Color

Color is the appearance of objects that is characterized in terms of hue, brightness, contrast, luminosity, and/or saturation. Color is an aspect of visual perception that enables the differentiation of otherwise identical objects.

CS1	*Know and understand basic color theory*
CS2	*Know and understand color brightness*
CS3	*Know and understand color transparency*
CS4	*Know and understand the difference between theme colors vs. absolute colors*
CS5	*Know and understand types of color blindness and their impact on color choices*
CS6	*Know how to change object color*
CS7	*Know how to use color themes*
CS8	*Know how to use gradient colors*
CS9	*Know how to use the color/grayscale view options to control how objects print in grayscale*
CS10	*Know how to use the eyedropper tool*
CS11	*Know how to use the transparency tool*

CE1	*Know and understand CMYK vs. RGB*
CE2	*Know and understand how color themes function (e.g., mapping to charts/tables/objects)*
CE3	*Know and understand background styles*
CE4	*Know how to adjust colors for color blindness*
CE5	*Know how to adjust colors for grayscale printing*
CE6	*Know how to create custom colors (e.g., RGB, HSL)*
CE7	*Know how to modify color themes*
CE8	*Know how to use eyedropper tool outside PowerPoint*
CE9	*Know how to use gradients with transparency*
CE10	*Know when to use theme colors vs. using absolute colors*

Data Visualization

Data visualization is any object that improves the clarity of information by placing it in a visual context. Data visualization objects include charts, graphs, SmartArt, infographics, tables, etc. Data visualization is not restricted to numerical or quantitative data.

SPECIALIST	
DS1	Be able to identify and remove "chart junk"
DS2	Know and understand all chart elements
DS3	Know and understand basic copy/paste options for charts from Excel
DS4	Know and understand table style options
DS5	Know how and when to use data labels in a chart
DS6	Know how and when to use legends in a chart
DS7	Know how to add data to chart
DS8	Know how to add/edit/remove axis titles
DS9	Know how to add/edit/remove gridlines in charts
DS10	Know how to add/edit/remove tick marks in charts
DS11	Know how to add/edit/remove titles in charts
DS12	Know how to adjust table dimensions (e.g., rows, columns)
DS13	Know how to apply a chart template
DS14	Know how to change a chart type
DS15	Know how to change the axis in a chart
DS16	Know how to create a combo chart
DS17	Know how to create a table
DS18	Know how to create charts in PowerPoint and Excel
DS19	Know how to create/modify SmartArt
DS20	Know how to edit data visualization meta data (e.g., alt-text for charts and tables)
DS21	Know how to edit existing data in a chart
DS22	Know how to format a table
DS23	Know how to format all chart elements (e.g., series, gridlines, plot area, etc.)
DS24	Know how to format the background of the chart
DS25	Know how to format the border of a chart
DS26	Know how to identify a basic chart and their purpose (e.g., line, column, bar, pie, etc.)
DS27	Know how to modify the axis scale in a chart
DS28	Know how to show trends in a chart

EXPERT	
DE1	Be able to identify non-basic charts and their purpose (e.g., slope, waterfall, etc.)
DE2	Know and understand advanced copy/paste options for charts from Excel and the benefits and limitations of each
DE3	Know and understand choropleth maps
DE4	Know and understand copy/paste options for tables from Excel to PowerPoint and the benefits and limitations of each
DE5	Know and understand heat maps
DE6	Know and understand methods for emphasis in charts
DE7	Know and understand proportional shapes
DE8	Know and understand purposes of charts (e.g., projections, comparisons, distributions, etc.)
DE9	Know and understand secondary chart axes
DE10	Know and understand why a chart axis should/should not start at zero
DE11	Know how to add a trendline to a chart
DE12	Know how to add error bars to a chart
DE13	Know how to animate a chart and chart elements
DE14	Know how to arrange objects on a slide with a chart (text, titles, etc.)
DE15	Know how to convert table to text and back
DE16	Know how to create a chart template in PowerPoint and Excel
DE17	Know how to create a chart with a primary and secondary axis
DE18	Know how to create a combo chart with a secondary axis (e.g., line and scatterplot)
DE19	Know how to create a table template in PowerPoint and Excel
DE20	Know how to create and format a table in Excel
DE21	Know how to create custom infographics
DE22	Know how to create inline legends
DE23	Know how to create non-basic charts
DE24	Know how to create small multiples or trellis charts
DE25	Know how to create/redraw a data visualization from an image
DE26	Know how to customize SmartArt
DE27	Know how to export data visualizations for use in external apps (e.g., Illustrator or video editing).
DE28	Know how to format charts with a negative axis
DE29	Know how to line up decimal points in a table
DE30	Know how to match charts to purpose (e.g., what chart to use and when)
DE31	Know how to modify and style error bars (e.g., color, line thickness, arrows, etc.)
DE32	Know how to set default table style
DE33	Know how to update/repair linked charts in PowerPoint
DE34	Know when and why to create/edit charts in Excel vs. PowerPoint
DE35	Know how to use data visualizations to explain complex concepts

Functionality

Functionality is the quality of usefulness for which a presentation is designed. The characteristics of functionality are accessibility, integrity, interactivity, efficiency, effectiveness, versatility, and reliability.

SPECIALIST

FS1	Know and understand all aspects of accessibility
FS2	Know and understand file properties
FS3	Know how to adjust elements to reduce file size
FS4	Know how to create and modify comments and use the other Review features
FS5	Know how to create and modify notes
FS6	Know how to embed objects/files in a slide
FS7	Know how to proof a slideshow from beginning to end
FS8	Know how to proof for printing
FS9	Know how to remove metadata from a file
FS10	Know how to save in different formats matched to purpose (e.g., PDF, notes, handouts, record slide show, etc.)
FS11	Know how to use effective file naming
FS12	Know how to use presentation inspector
FS13	Know how to use the accessibility checker

EXPERT

FE1	Know how to create and modify custom shows
FE2	Know how to create interactivity with actions and/or hyperlinks
FE3	Know how to create interactivity with animation triggers
FE4	Know how to create/edit simple macros and save the files
FE5	Know how to distribute linked files
FE6	Know how to embed a presentation
FE7	Know how to link presentations
FE8	Knows how to modify handout master
FE9	Knows how to modify notes master

Images

Images are defined as objects in a presentation that are a visual representation of something. Images encompass all raster and vector format photos, pictures, drawings, or other visual representation. Images are static with no intrinsic motion of their own, although motion can be applied.

SPECIALIST	
IS1	Be able to identify and resolve image problems (distorted images, overly large image file sizes that need to be downsized, low resolution images)
IS2	Have a working knowledge of what makes an image legal to use in a presentation, and sources for legal images
IS3	Know and understand different methods for image insertion (e.g., placeholder, insert image, copy/paste, etc.) and understand the benefits and limitations for each
IS4	Know and understand image color space (e.g., RGB vs. CMYK)
IS5	Know and understand image factors that affect file size
IS6	Know and understand the difference between raster and vector formats and the benefits and limitations of each
IS7	Know and understand what aspect ratio means
IS8	Know different methods for adding image attributions, and when and why to use attributions
IS9	Know different methods to adjust resolution of images
IS10	Know how to add an outline around an image
IS11	Know how to align an image(s) to other objects
IS12	Know how to apply color transparency to an image using PowerPoint tools or external programs
IS13	Know how to arrange an image with other slide objects
IS14	Know how to change image characteristics (color, corrections, artistic effects, etc.)
IS15	Know how to change image size (with/without fixed aspect ratio)
IS16	Know how to edit alt-text for images
IS17	Know how to group/ungroup objects
IS18	Know how to perform basic image cropping
IS19	Know how to recolor vector (.emf or .svg) and raster images
IS20	Know how to reset/remove PowerPoint styling and sizing
IS21	Know how to use an image as a slide background or shape fill
IS22	Know the difference between image file types (.jpg, .png, .tif, .eps, .emf, .svg, .gif, etc.)
IS23	Know and understand placement of multiple images (e.g., not randomly placed)
IS24	Understand and explain why an image might be pixelated (e.g., size, resolution, PowerPoint compression)
IS25	Know and understand metaphors

EXPERT

IE1	*Know and understand copyright rules*
IE2	*Know and understand where to source pictures from - and where not to source pictures*
IE3	*Know how to compensate for image factors that affect file size*
IE4	*Know how to create and use screen shots*
IE5	*Know how to crop images to content*
IE6	*Know how to link vs. embed images, and understand the benefits and potential limitations of linking images*
IE7	*Know how to match image to content (person's eyes in image look towards text, etc.)*
IE8	*Know how to use, create and modify picture placeholders*
IE9	*Know how to visually balance images to have similar brightness/contrast*
IE10	*Know methods to remove a background from an image (using PPT tools like "set transparent color" or "remove background" vs. Photoshop)*
IE11	*Know the benefits and limitations of using a picture as an object fill*
IE12	*Know the differences between Creative Commons licenses*
IE13	*Know the Rule of Thirds for image composition*
IE14	*Know how to use the Merge Shape tools*

Layout

Layout is the visual organization or arrangement of objects using size, alignment, placement, consistency, and order. The objects can be objects on a slide or the actual slides. Layout includes slide layouts, content, slide masters, placeholders, guides, grids, z order, ruler, Designer, etc.

SPECIALIST

LS1	*Know and understand the different types of layouts*
LS2	*Know and understand the different types of placeholders and when to use them*
LS3	*Know and understand Z order*
LS4	*Know how to add footers/slide numbers*
LS5	*Know how to adjust size of objects visually or numerically*
LS6	*Know how to align objects*
LS7	*Know how to apply layouts, themes, and templates*
LS8	*Know how to arrange objects on a slide*
LS9	*Know how to ensure consistency of titles and content across slides (alignment, placement, text size, etc.)*
LS10	*Know how to insert slides from other presentations and understand the impact of different options for doing this*
LS11	*Know how to reorder slides*
LS12	*Know how to reset layouts*
LS13	*Know how to set horizontal and vertical positions of objects visually or numerically*
LS14	*Know how to snap objects to grid*
LS15	*Know how to turn grid and guides on/off*
LS16	*Know how to use a focal point*
LS17	*Know how to use Designer*
LS18	*Know how to use slide masters, slide layouts, and placeholders*
LS19	*Know how to use smart guides*
LS20	*Know how to use Draw Ruler*

EXPERT

LE1	*Know and understand background types and theme variants*
LE2	*Know and understand page ratios*
LE3	*Know and understand slide masters, themes, and templates*
LE4	*Know and understand Top Down and Bottom Up slideshow organization (e.g., summary followed by detail and vice versa)*
LE5	*Know how to change slides from 4:3 ratio to 16:9 ratio and vice versa without content distortion*
LE6	*Know how to create custom layouts*
LE7	*Know how to customize footers and slide numbers*
LE8	*Know how to customize slide masters*
LE9	*Know how to delete unused slide masters and slide layouts*
LE10	*Know how to use fills (solid, gradient, picture, texture, patterns)*
LE11	*Know how to use horizontal and vertical rulers*
LE12	*Know how to create slide masters, themes, and templates*
LE13	*Know how to organize content to tell a story*

Motion

Motion is the action of an object changing place or position or otherwise having movement. The object can be an object on a slide or the slide itself. Motion includes animations (fade, wipe, zoom, etc.), transitions (fade, wipe, pan, morph, etc.), animated .gif, etc.

MS1	Know and understand the 4 categories of animation effects
MS2	Know and understand the animation timeline
MS3	Know and understand the difference between animations vs. transitions
MS4	Know and understand the different types of transitions
MS5	Know and understand the purpose of motion (when to use and when not to use)
MS6	Know how and when to modify transition settings
MS7	Know how to add animation to an object (text, shape, image)
MS8	Know how to add transitions
MS9	Know how to adjust animation and transition speed
MS10	Know how to animate video (playback settings)
MS11	Know how to copy an animation from one object to another
MS12	Know how to create sequential animations
MS13	Know how to customize a motion path start/end point
MS14	Know how to modify animation settings
MS15	Know how to reorder animations
MS16	Know how to use Morph
MS17	Know how to use sound with animations and/or transitions
MS18	Know how to use Zoom

EXPERT

ME1	Know and understand how to "show and return" in Custom Slideshow and Zoom slideshow
ME2	Know how to adjust the animation timeline
ME3	Know how to animate an image
ME4	Know how to combine animation sequences for a single effect
ME5	Know how to create parallel animation sequences
ME6	Know how to customize objects for use with Morph (e.g. duplicate slides)
ME7	Know how to make animations replay
ME8	Know how to Morph an image
ME9	Know how to trigger animations
ME10	Know how to use a transition as an animation
ME11	Know how to use and adjust motion paths
ME12	Know how to use animation delays and transition duration
ME13	Know how to use animation to create non-linear presentation options (e.g. triggers)
ME14	Know how to use auto transition to run animations
ME15	Understand and know how to setup custom slide shows within a presentation

Typography

Typography is the style, arrangement, and/or appearance of text. This includes fonts, text formatting, paragraph formatting, bullets, text alignment, columns, spelling, grammar, etc. It also includes using text as an image (e.g., SmartArt).

SPECIALIST	
TS1	Know and understand text wrap vs. no text wrap
TS2	Know and understand the difference between a Microsoft standard font, a non-standard font, and a custom font and the benefits and limitations of each
TS3	Know and understand the difference between a textbox and a shape with text
TS4	Know and understand the difference between Microsoft, OS, Free and Purchased fonts
TS5	Know and understand the difference between serif and sans serif fonts
TS6	Know and understand the difference between title placeholders and text placeholders
TS7	Know and understand the different types of text alignment and when to use them
TS8	Know and understand the different types of text formatting and how to apply them
TS9	Know and understand the use of text placeholders vs. textboxes and the benefits and limitations of each
TS10	Know how and why to insert text in a shape
TS11	Know how text placeholders impact outlines and accessibility
TS12	Know how to align text in a table
TS13	Know how to apply and remove SmartArt styles to text
TS14	Know how to apply and remove WordArt styles to text
TS15	Know how to apply fonts from templates/themes
TS16	Know how to change bullet and list levels
TS17	Know how to change character spacing
TS18	Know how to change line spacing
TS19	Know how to change text direction
TS20	Know how to format paragraphs
TS21	Know how to indent text
TS22	Know how to search and replace text
TS23	Know how to set defaults for new text and new shapes
TS24	Know how to stylize bullet and numbers lists
TS25	Know how to use custom fonts
TS26	Know how to use Replace Font tool to replace fonts across a presentation
TS27	Know how to use spelling and grammar check
TS28	Know how to use thesaurus

EXPERT		
TE1	Have comprehensive knowledge of embedding vs. not embedding fonts and the benefits and limitations of each
TE2	How to create font themes
TE3	Know and understand font personality, etc. (why you should use one font instead of another)
TE4	Know and understand Microsoft standard font sizing
TE5	Know and understand text box auto sizing options, best practices for which option to use, and when
TE6	Know and understand text box margins
TE7	Know and understand the various font file formats, and how they interact with PowerPoint
TE8	Know how to change template fonts
TE9	Know how to customize text in SmartArt
TE10	Know how to format text in columns
TE11	Know how to setup and modify number lists and bullets
TE12	Know how to setup and modify tab stops
TE13	Know what font size is appropriate and when to use it (purpose, audience, venue, etc.)
TE14	Know when to use, and what type, of text emphasis (bold, italic, etc.)
TE15	Know why to ensure correct line spacing and avoid default line spacing (most typefaces should have custom lines spacing applied and that will vary by font)
TE16	Understand text outline styling in PowerPoint and potential limitations
TE17	Understand the difference in text emphasis by faux (bold, italic, etc. buttons) and font based (selecting a bold face version font)