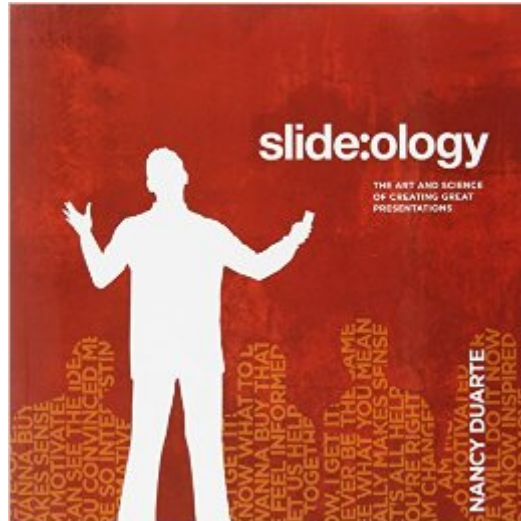


The book was found

Slide:ology: The Art And Science Of Creating Great Presentations



Synopsis

No matter where you are on the organizational ladder, the odds are high that you've delivered a high-stakes presentation to your peers, your boss, your customers, or the general public. Presentation software is one of the few tools that requires professionals to think visually on an almost daily basis. But unlike verbal skills, effective visual expression is not easy, natural, or actively taught in schools or business training programs. *slide:ology* fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm that created the presentation for Al Gore's Oscar-winning film, *An Inconvenient Truth*, this book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's leading brands. With *slide:ology* you'll learn to:

- Connect with specific audiences
- Turn ideas into informative graphics
- Use sketching and diagramming techniques effectively
- Create graphics that enable audiences to process information easily
- Develop truly influential presentations
- Utilize presentation technology to your advantage

Millions of presentations and billions of slides have been produced -- and most of them miss the mark. *slide:ology* will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. And it will help your career by creating momentum for your cause.

Book Information

Paperback: 296 pages

Publisher: O'Reilly Media; 1 edition (August 12, 2008)

Language: English

ISBN-10: 0596522347

ISBN-13: 978-0596522346

Product Dimensions: 9 x 0.7 x 9 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviewsÂ (231 customer reviews)

Best Sellers Rank: #4,843 in Books (See Top 100 in Books) #1 inÂ Books > Computers & Technology > Business Technology > Software > Enterprise Applications #1 inÂ Books > Business & Money > Processes & Infrastructure > Office Management #1 inÂ Books > Computers & Technology > Business Technology > Software > Presentation Software

Customer Reviews

View larger So Where Do You Begin? The audience will either read your slides or listen to you. They will not do both. So, ask yourself this: is it more important that they listen, or more effective if

they read?

If a slide contains more than 75 words, it has become a document. You can either reduce the amount of content on the slide and put it in the notes, or admit that this is a document and not a presentation. If it is the latter, host a meeting instead of a presentation, and circulate the slide ahead of time or allow the audience to read it at the start. Then you can use the remainder of the meeting to discuss the content and build action plans. Presentations with 50 or so words per slide serve as a teleprompter. This less-than-engaging approach often results from a lack of time spent rehearsing the content, and is the default style of many professionals. Unfortunately, presenters who rely on the teleprompter approach also usually turn their backs to the audience. The audience may even perceive such presenters as slow, as the audience reads ahead and has to wait for the presenter to catch up. True presentations focus on the presenter and the visionary ideas and concepts they want to communicate. The slides reinforce the content visually rather than create distraction, allowing the audience to comfortably focus on both. It takes an investment of time on the part of the presenter to develop and rehearse this type of content, but the results are worth it.

[Download to continue reading...](#)

slide:ology: The Art and Science of Creating Great Presentations slide:ology Performing and Creating Speeches, Demonstrations, and Collaborative Learning Experiences with Cool New Digital Tools (Way Beyond PowerPoint: Making 21st Century Presentations) Make Your Point: Creating Powerful Presentations (Explorer Library: Information Explorer) ROMANCE-ology 101: Writing Romantic Tension for the Inspirational and Sweet Markets Zoo - ology Bear-ology: Fascinating Bear Facts, Tales & Trivia Fashion-ology: An Introduction to Fashion Studies (Dress, Body, Culture) The Ology: Ancient Truths, Ever New Roll, Slope, and Slide: A Book About Ramps (Amazing Science: Simple Machines) Dishing with Style: Secrets to Great Tastes and Beautiful Presentations 1,000 Food Art and Styling Ideas: Mouthwatering Food Presentations from Chefs, Photographers, and Bloggers from Around the Globe (1000 Series) Distinctive Presentations In Needle Art: A Complete Guide to Professional Finishing for Your Needlework Traditional, Country and Electric Slide Guitar (Book and Record) Little Owl Says Goodnight: A Slide-and-Speak Book Hoppity Frog: A Slide-and-Speak Book Have You Seen My Cat?: A Slide-and-Peek Board Book (The World of Eric Carle) Slide and Find - Trucks Animal Alphabet: Slide and Seek the ABCs Slide and Discover: Dinosaur Atlas

[Dmca](#)