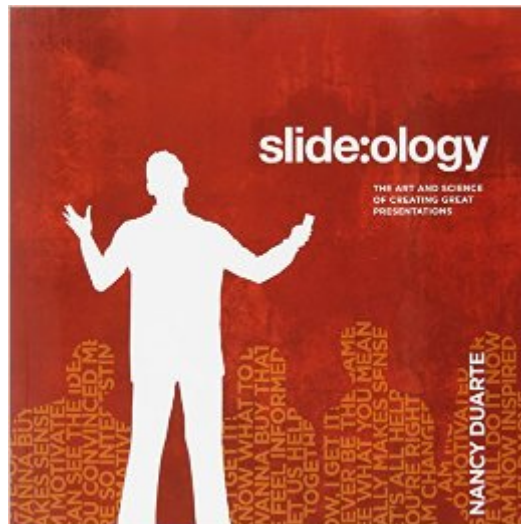# Slide:ology: The Art And Science Of Creating Great Presentations

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

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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 slideument 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.

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