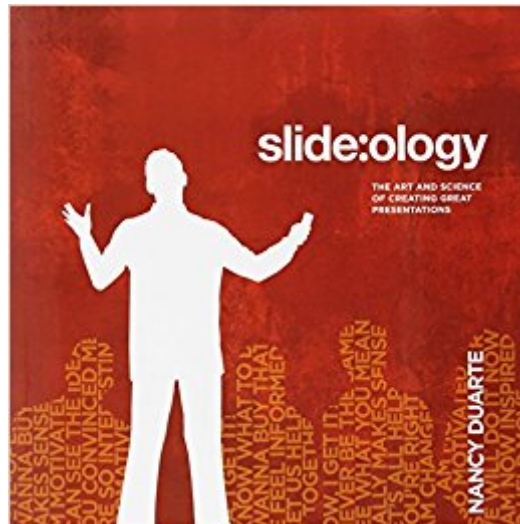


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# Slide:ology: The Art And Science Of Creating Great Presentations



## 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 slide document 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.

Principal of Duarte Design since 1990, Nancy Duarte passionately pursues the presentation development and design niche. One of the largest design firms in Silicon Valley and listed as a top woman-owned business in the area, Duarte Design is one of the few agencies in the world focused solely on presentations, whether they are delivered in person, online or via mobile device. Nancy's twenty years of experience working with global companies and thought leaders has influenced the perception of some of the world's most valuable brands and many of humanity's common causes.

Don't get me wrong, I love Microsoft and admire how it changed the world more than 20 years ago, however PowerPoint has reached the creativity limit that falls behind users' expectations. New tools like PREZI and others are popping up and deliver creative approaches and methods, aiming at keeping the audience interested in the content. The beauty of this book is how Nancy Duarte unintentionally gives life back to PowerPoint by giving us the basics of the art of presentation. The book contains information that is essential for any presenter, layout, font, color schemes. I have been presenting things to business audience for almost 30 years, and I wish I had a fraction of Nancy's book, my life would have been certainly easier.

If you've ever watched a power point presentation and thought: Geez, why does this suck so much?

or if you've ever created your own powerpoint presentation just to watch the audience doze off in front of you, you have GOT TO buy this book! This isn't a how-to book of powerpoint creation, so don't expect to learn how to master Microsoft Powerpoint. It does teach you how to build a presentation that is compelling, appealing, emotional and powerful. It shows you how to make the powerpoint accompany YOUR message rather than make you a replaceable reader of the powerpoint being displayed. If you do powerpoint presentations on regular basis, make the small investment of money and a larger investment of time to read, absorb and implement the tools that this book gives you. I've already recommended the book to all of my colleagues and am buying a copy for each member of my team!

There were some interesting ideas here. I liked the different visual elements in the first part of the book. Targeted towards important presentations, not day to day presentations.

PowerPoint is utilized so poorly so often. Slide:ology (in the spirit of Garr Reynolds wonderful books "Presentation Zen" and his more recent "Presentation Zen Design") helps provide a much more sophisticated and effective framework for how and when to use PowerPoint to its maximum potential. Not for the casual PowerPoint user, it suggests the truly symbiotic relationship between form and content. It also suggests a critical focus on ideas and genuine persuasion - not just bullet points and information exchange. It allows you to develop your presentations with a whole new frame of mind and purpose. I enthusiastically recommend Nancy Duarte's approach and sage advice.

I purchased this book on a recommendation of a PowerPoint guru. What's most helpful from this book is the design tips including color, layout and flow. I'm a pretty good PPT builder already, this just helped fill in some shortcomings in my graphic design toolbox. I will be a better designer for having this reference. On a side note I purchased the Kindle version first. I returned it because it was not really a Kindle text-based book. It was a collection of page snapshots. Even the Table Of Contents was an image and didn't include links to the chapters. I returned it the same day and purchased the hard copy. Figured if I was going to have to look at pictures, it's better on paper pages than a Kindle screen.

Nancy Duarte has a lot to teach us mortals in the presentation world. All of the techniques that I learned from the Slideology book I immediately started using it on my consulting business and it has

been very useful. I combine it with other stuff that I have learn through the year and was an instant hit. However, some of my clients still wants the boring bullet point presentation type.I will continue to learn more about presentations and keep improving it so at some point the whole world will stop using bullet-point presentation and appeal to the emotion of the audience.

I recommend slide:ology to all my students. It is the best on-stop source for the things that matter in presentations. tools like PowerPoint are misused, not because the software is poor, but because people do not know the key ideas on design, planning, ideas, typography, etc. I have her book both on Kindle and in a hard copy.

This was my first PowerPoint book so when I first read it, I thought it was fantastic.What it is:A reference that offers great design ideas, guidance on presenting information, layout, content, PowerPoint and storytelling. Sure, applying all of her principles will take a lot of time, focus, and clients/higher ups that are willing to try her method. But applying just one of her principles is easy to do. Either way, formatting your slides the slide:ology way will shift your presentation from good to better.What is isn't:This is not really a how-to book meaning it shows you the principles to follow but not necessarily how to achieve it. While I don't have a recommendation on which book to get, if you are a PowerPoint beginner, it would be wise to invest in a step-by-step guide as well.

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