

Clear and to the Point

CLEAR
and to
THE POINT



8 Psychological Principles
for Compelling
PowerPoint® Presentations

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True or False? Most PowerPoint presentations are: BLcompelling BLilluminating

BLinformative BLclear and to the point Answer: False Make a change following the principles of Stephen Kosslyn: BLa world authority on the visual brain BLa clear and engaging writer Making PowerPoint presentations that are clear, compelling, memorable, and even enjoyable is not an obscure art. In this book, Stephen Kosslyn, a renowned cognitive neuroscientist, presents eight simple principles for constructing a presentation that takes advantage of the information modern science has discovered about perception, memory, and cognition. Using hundreds of images and sample slides, he shows the common mistakes many people make and the simple ways to fix them. For example, never use underlining to emphasize a word--the line will cut off the bottom of letters that have descending lines (such as p and g), which interferes with the brain's ability to recognize text. Other tips include why you should state your conclusion at the beginning of a presentation, when to use a line graph versus a bar graph, and how to use color correctly. By following Kosslyn's principles, anyone will be able to produce a presentation that works!

作者介绍:

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