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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

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CHAPTER 1.1.

Creating a New Slide
Ideology. 2

slide:ology. We are all
inherently visual
communicators.

Consider
kindergarten: crayons,
fi nger paints, and clay
propelled our
expression, not word
processors or
spreadsheets.

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THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS

The title of this entry is taken from a book written by Nancy Duarte: Slide:ology, The Art and Science of Creating Great Presentations. In a previous entry, I talked about how humans have evolved

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to survive in groups. This means that communicating ideas effectively is essential for our existence. This is even more valid in the sphere of business.

Presentation Tips
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Design (the firm behind the creation of Al Gore's Oscar-winning presentations), has published a presentation book for the rest of us. It's called Slide:ology: The Art and Science of Creating Great Presentations. Slide:ology is practical, it's highly

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with insightful case studies from the world's leading brands.

Presentations

slide:ology by Duarte, Nancy (ebook)

Line Art: Simplified drawings made only of solid lines without color or shading. They are useful for showing the basic shape and construction of

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complicated objects.

Noise: In design, it refers to excess information on a slide or image or a cluttered image.

Pecha Kucha

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Creating Great Presentations by Nancy Duarte Nancy Duarte is a graphic designer, writer, and head of the presentation design firm Duarte Design. The firm is most notable for designing the award-winning Al Gore presentation-turned-movie, An Inconvenient Truth.

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Slide:ology, she provides a great resource for getting inside the mind of a presentation ...

Our Five Favorite
Books on Presenting
with PowerPoint
Nancy Duarte is an
American writer,
speaker, and CEO.
Duarte is the author of
several books,

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