Table of Contents

Acknowledgments, vii

INTRODUCTION

Design Matters, 5

COMPONENTS

Presenting with Type, 29 Communicating with Color, 63 Using Images to Tell Stories, 93 Making an Impact with Video, 127 Simplifying the Data, 147

PRINCIPLES

Seeing and Using Space, 181 Creating Purpose and Focus, 203 Achieving Harmony, 221

THE JOURNEY

Slide Samples, 241 Continuous Improvement, 257

Photo Credits, 272 Index, 273