



CONTENTS

Acknowledgments

xi

INTRODUCTION

1

PART ONE: DESIGNING YOUR PRESENTATION

1. THEORY, PLANNING, AND DESIGN

11

Hourglass Construction

11

The Presentation Worksheet

14

From Outlining to Designing

23

2. COLOR

29

Choosing a Color Palette

31

A Little Color Theory

35

Using Color Contrast

42

Creating Your Own Color Palette

48

3. TYPE

51

Make Your Text Bigger

52

Understanding and Choosing a Typeface

54

Finding New Fonts

57

PART TWO: BUILDING YOUR PRESENTATION

4. THE TEXT SLIDE	65
Declutter and Use Less Text	65
Slide Headlines	70
The Layering Approach	73
Layering Equations	78
From Text to Visuals	80
5. THE DATA VISUALIZATION SLIDE	83
Using Preattentive Attributes	84
Layering Graphs	88
Basic Chart Redesigns: Line Charts	97
Basic Chart Redesigns: The Clutterplot	101
Basic Chart Redesigns: The Pie Chart	103
Basic Chart Redesigns: 3D Chart	107
Table Slides	108
Inserting Graphs	113
6. THE IMAGE SLIDE	117
Make Your Images Full-Screen	118
Finding Good Images	124
Photo Resources	125
Icon Resources	127
Custom Images	128
Copyrights and Attribution	128
Get Larger Images	129
Saving and Inserting Images	130
Using Video	132
7. THE SCAFFOLDING SLIDES	135
Title Slides	135
Agenda Slides	136
Header Slides	139
Breaker Slides	140
Ending Slides	141
Taking a Different View of Your Presentation	142

PART THREE: GIVING YOUR PRESENTATION

8. PRESENTING	147
Preparing for Your Presentation	147
Delivering Your Presentation	151
Emotions Matter	152
9. THE TECHNICAL NITTY-GRITTY	157
Using Notes	157
Aspect Ratios	159
Technical Set-Up and Tools	161
Delivering Online Presentations	164
Handouts and Sharing Slides	165
CONCLUSIONS	169
<i>Further Readings</i>	171
<i>References</i>	173