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CHAPTER 1. 1. Creating a New Slide

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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.

THE ART AND SCIENCE OF
CREATING GREAT PRESENTATIONS

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

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Presentation Tips From Nancy Duarte's
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Finally! Nancy Duarte, the Principle of
Duarte Design (the firm behind the creation
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has published a presentation book for the

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rest of us. It's called Slide:ology: The Art and Science of Creating Great Presentations. Slide:ology is practical, it's highly visual, and it's beautiful. I love this book. Slide:ology should come bundled with every copy of ...

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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 complicated objects. Noise:

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In design, it refers to excess information on a slide or image or a cluttered image. Pecha Kucha

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By Ricardo B. Salinas, Founder and

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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 AI

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Gore presentation-turned-movie, An
Inconvenient Truth. In 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,

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speaker, and CEO. Duarte is the author of several books, including slide:ology: The Art and Science of Creating Great Presentations (2008), Resonate: Present Visual Stories that Transform Audiences (2010), the HBR Guide to Persuasive Presentations (2012), and Illuminate: Ignite Change Through Speeches, Stories, Ceremonies and Symbols

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