# Presentation$^2$

Wally Grotophorst
University Libraries
George Mason University
January 22, 2009

Simplicity is the ultimate sophistication

-- Leonardo da Vinci

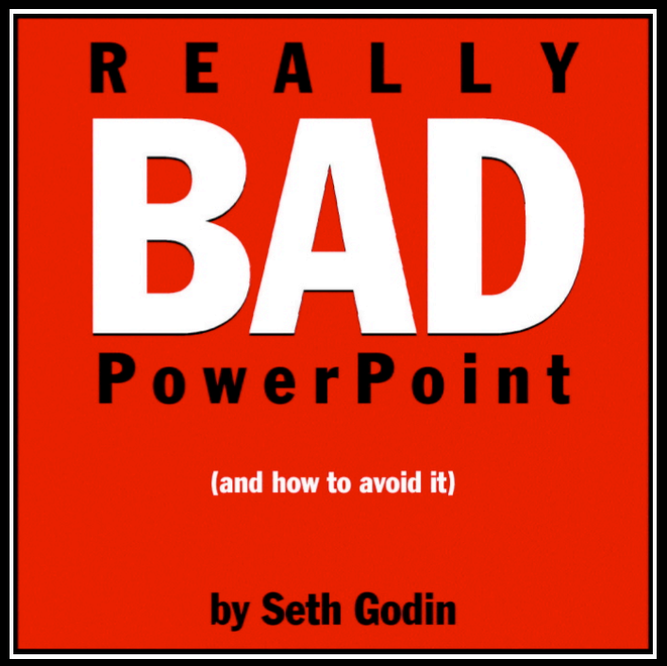
A Bit of Context
Preparation
A Few Tips
Tools / Sources

1987 - Powerpoint created by Robert Gaskins and Dennis Austin for Mac

1988 - Powerpoint sold to Microsoft

1990 - Powerpoint for PC launched

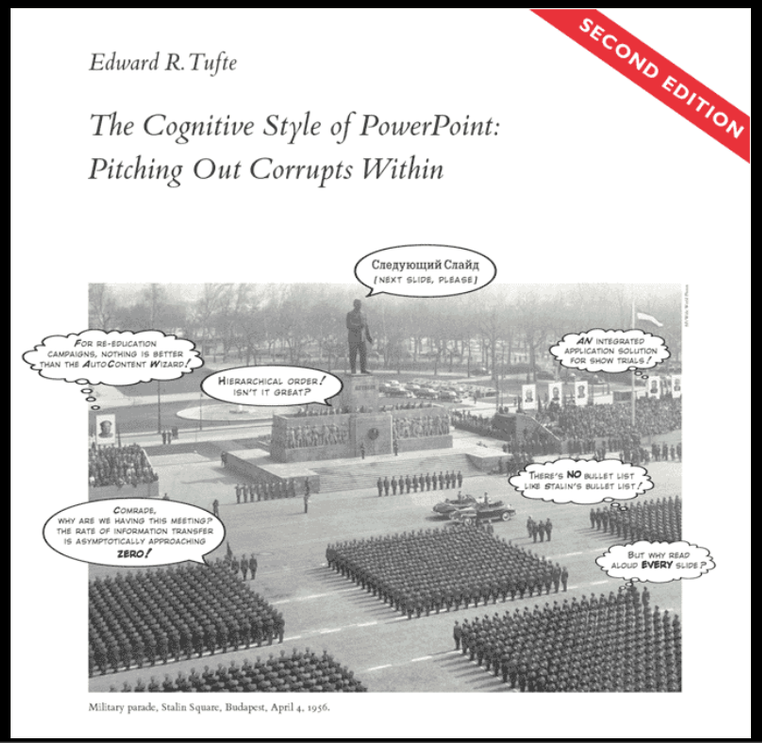
Seth Goodwin




Powerpoint could be the most powerful tool on your computer, but it's not.

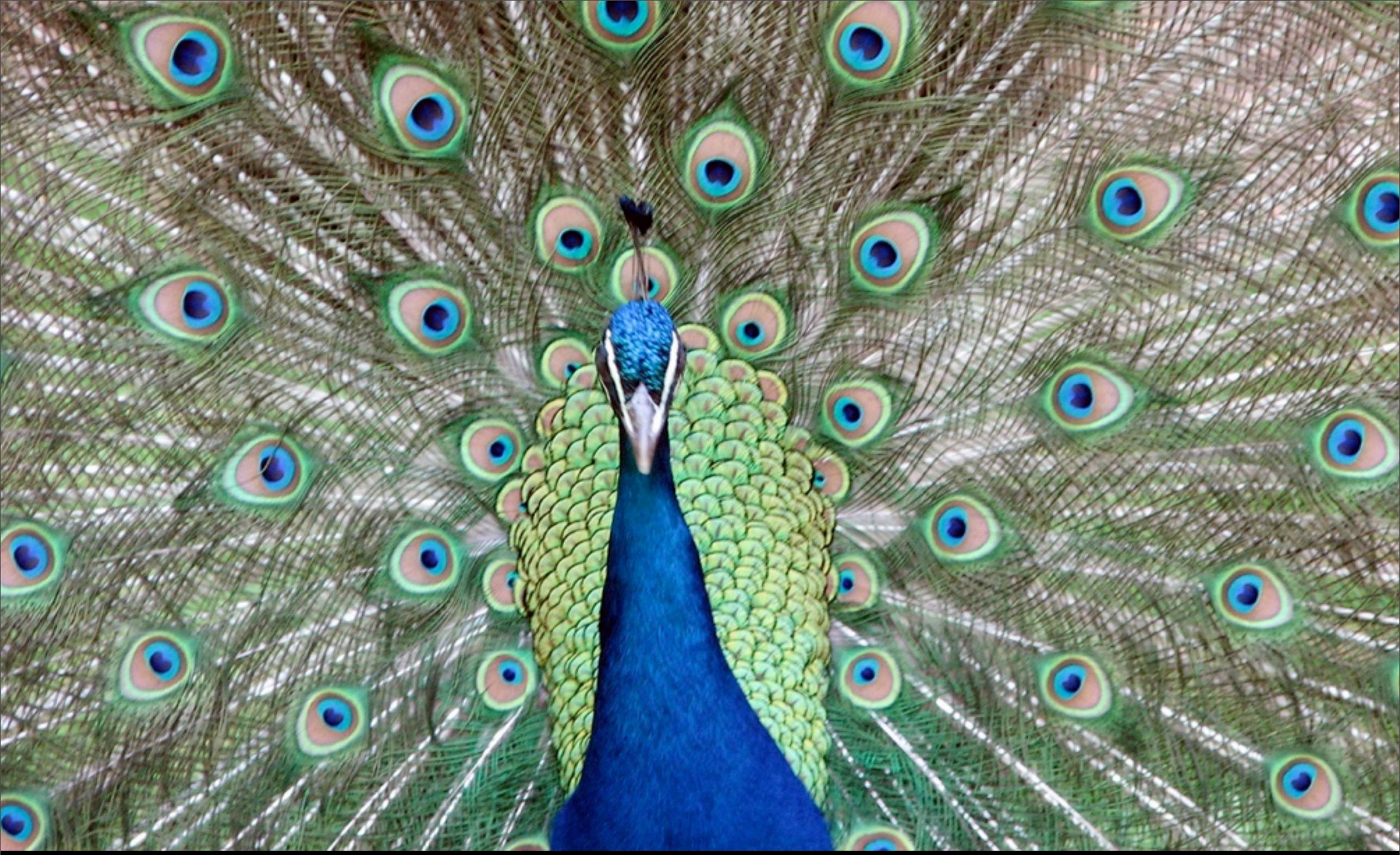
The PowerPoint style routinely disrupts, dominates and trivializes content.

Edward Tufte



A presentation IS NOT a teleprompter

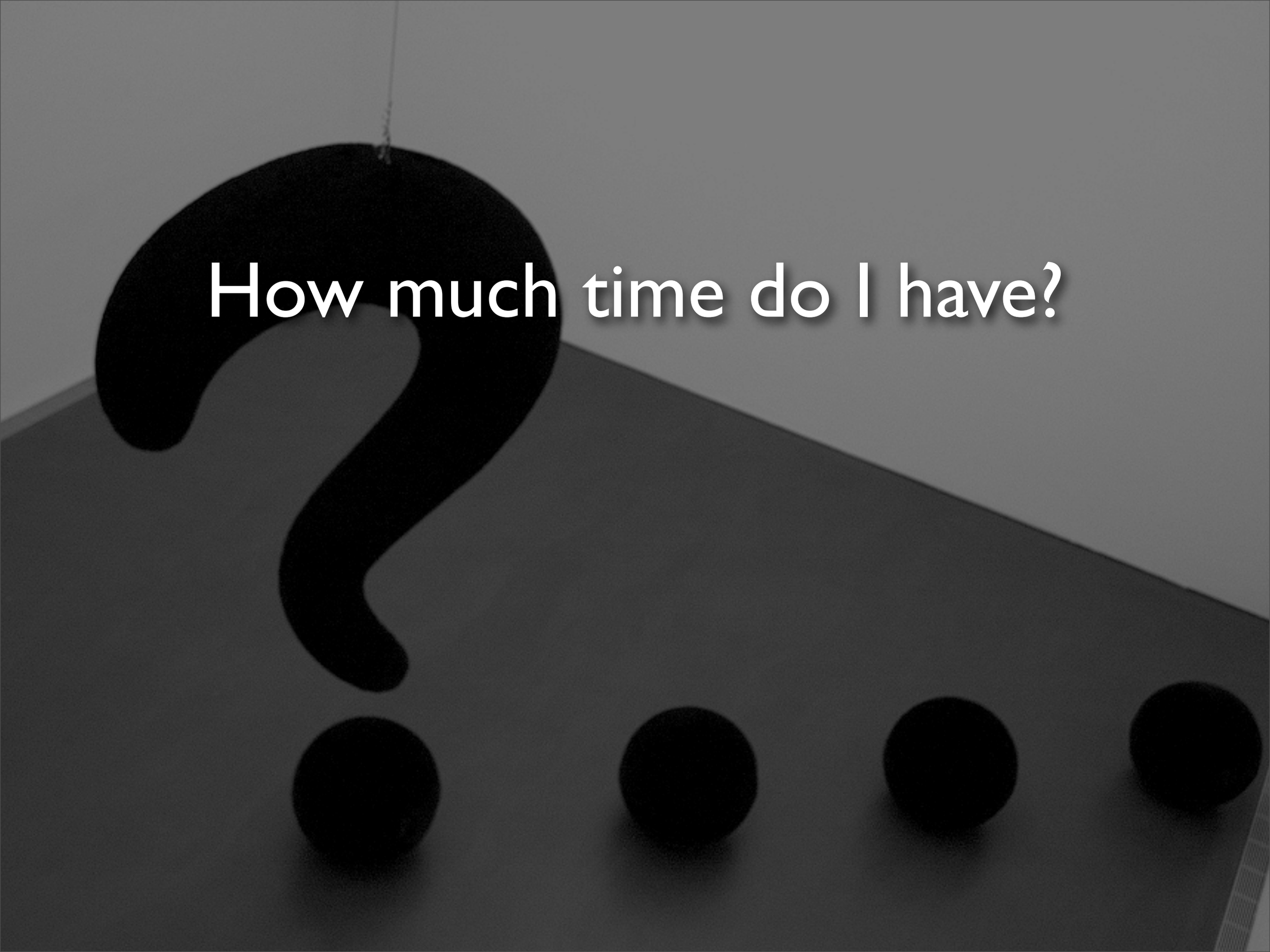
A presentation is a way to transfer emotion



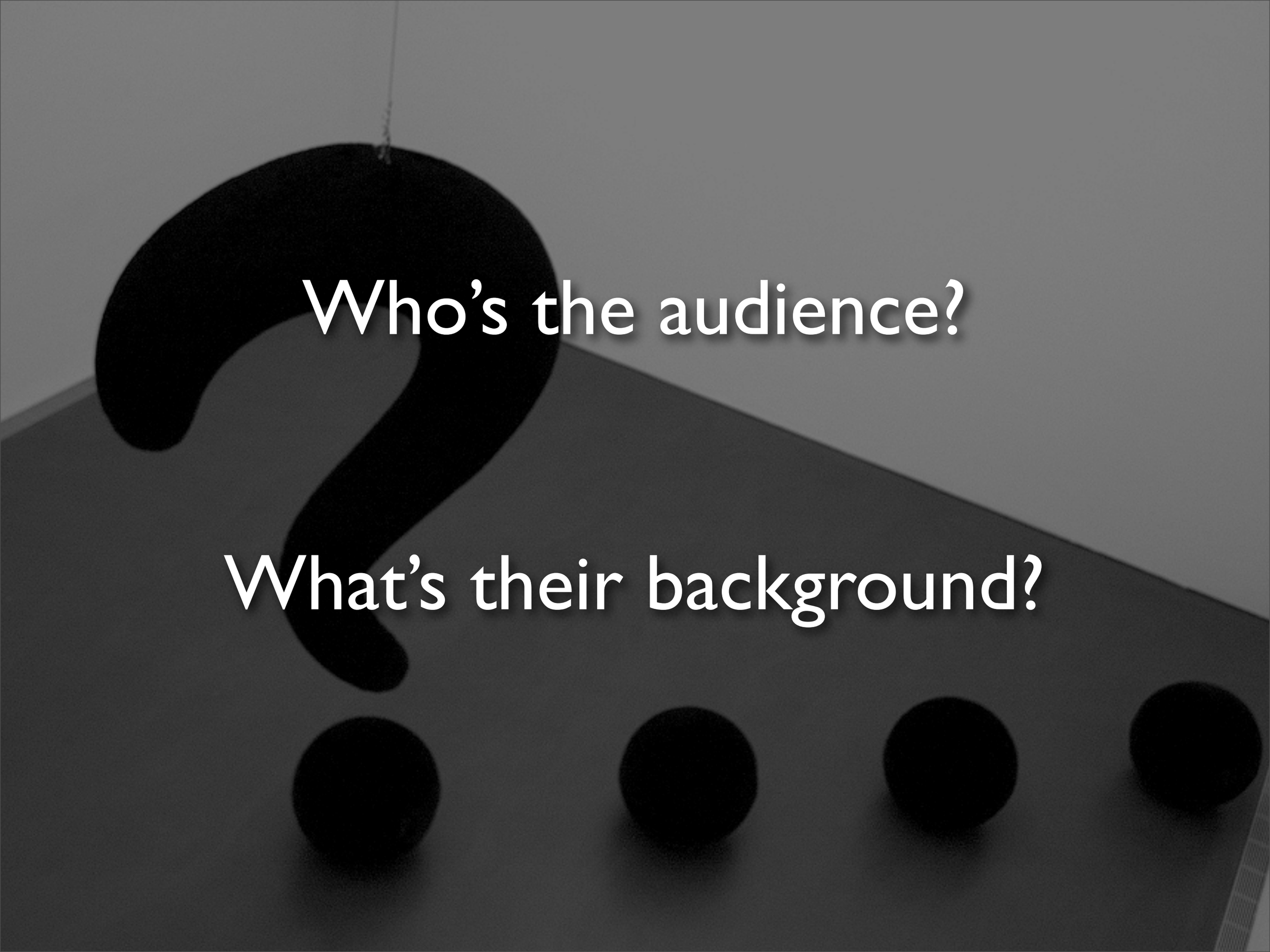
# A presentation is selling

# Preparation

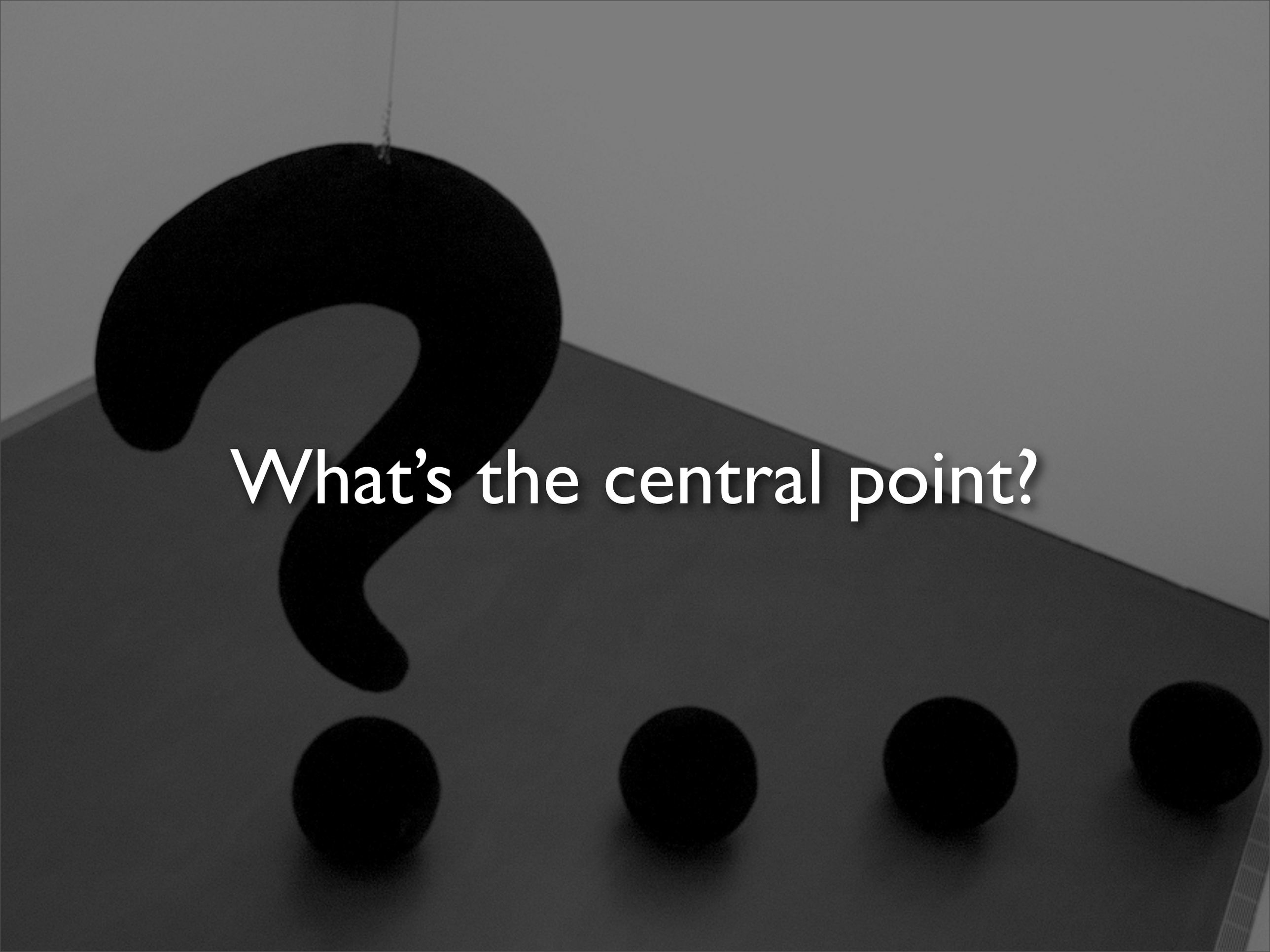
Some questions to answer...


How much time do I have?

What's the venue like?
What time of day?

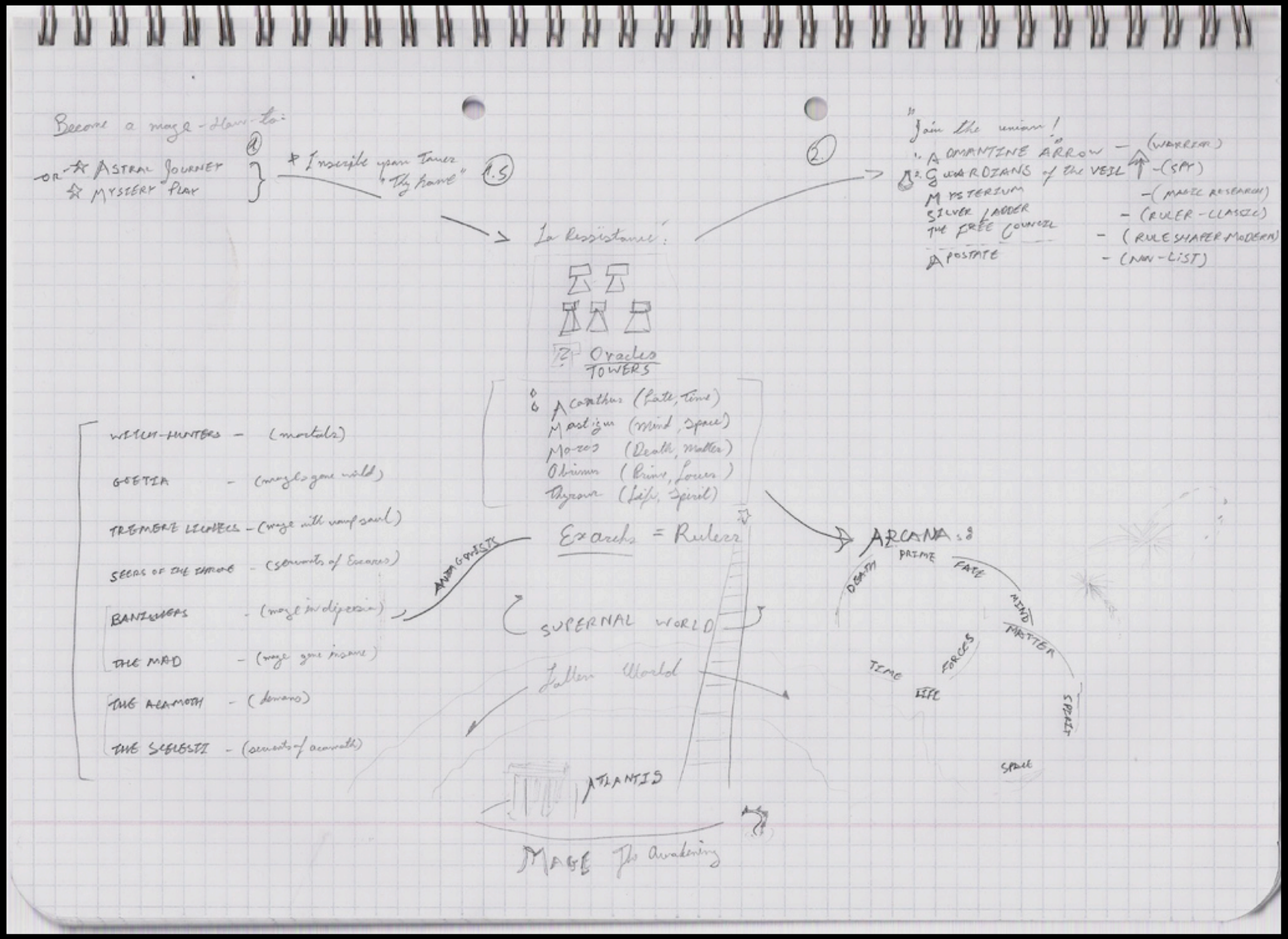

Who's the audience?
What's their background?

What's the purpose of my talk?


What's the central point?

If the audience is only going to remember one thing, what do you want it to be?

# Can you summarize your idea in 15 words or less?




If not, keep re-working it

# TIPS

How to Change the World: The 10/20/30 Rule of PowerPoint

http://blog.guykawasaki.com/2005/12

guy kawa

# How to Change the World

A practical blog for impractical people.

« A Brief History of Mine | Main | Resolution Assistance »

December 30, 2005

## The 10/20/30 Rule of PowerPoint

I suffer from something called Ménière's disease—don't worry, you cannot get it from reading my blog. The symptoms of Ménière's include hearing loss, tinnitus (a constant ringing sound), and vertigo. There are many medical theories about its cause: too much salt, caffeine, or alcohol in one's diet, too much stress, and allergies. Thus, I've worked to limit control all these factors.

However, I have another theory. As a venture capitalist, I have to listen to hundreds of entrepreneurs pitch their companies. Most of these pitches are crap: sixty slides about a "patent pending," "first mover advantage," "all we have to do is get 1% of the people in China to buy our product" startup. These pitches are so lousy that I'm losing my hearing, there's a constant ringing in my ear, and every once in while the world starts spinning.

Before there is an epidemic of Ménière's in the venture capital community, I am trying to evangelize the 10/20/30 Rule of PowerPoint. It's quite simple: a PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points. While I'm in the venture capital business, this rule is applicable for any presentation to reach agreement: for example, raising capital, making a sale, forming a partnership, etc.

Ten is the optimal number of slides in a PowerPoint presentation because

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Tactics Used in U.S. Raids Draw Claims of Brutality
topics.nytimes.com

U.S. Congress Passes Reauthorization of Anti-Trafficking Legislation
ijm.org

Peru alters foreign inmate rules
newsapi.bbc.co.uk

Peace on Earth, Good Will Toward Men (Women and Children, Too)
dianascimone.typepad.com

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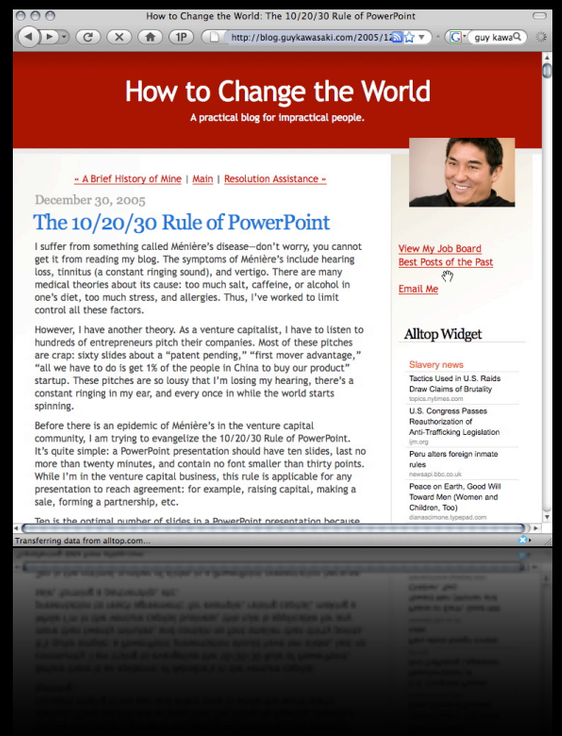
10 slides

20 minutes

30 point font



Take the age of the oldest person in your audience and divide it by two.

That's your smallest font size

# font

12 point

14 point

18 point

24 point

36 point

48 point

64 point

72 point

# 20-20 rule

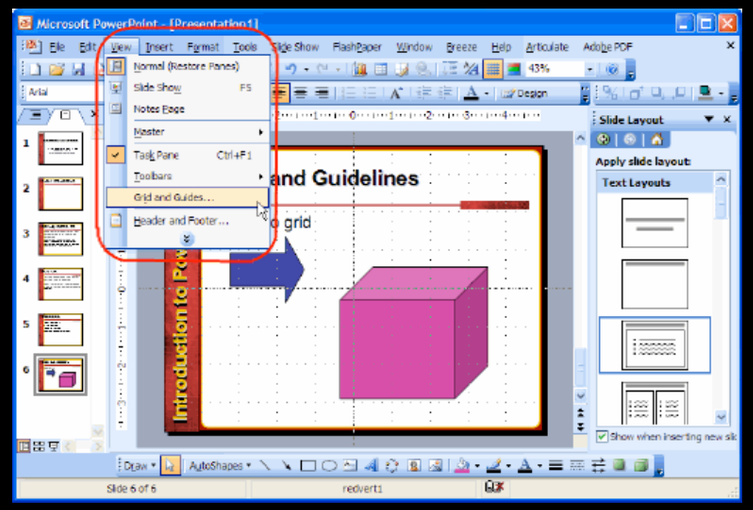
Twenty slides, no more than 20 seconds on each

works out to just under 7 minutes

Handouts: Use a serif typestyle

Onscreen: Use a sans serif typestyle

Every object on the screen should have some visual connection with another element on the screen




*Hint: Turn on Grids and Guides*

No more than 6 words on a slide. EVER

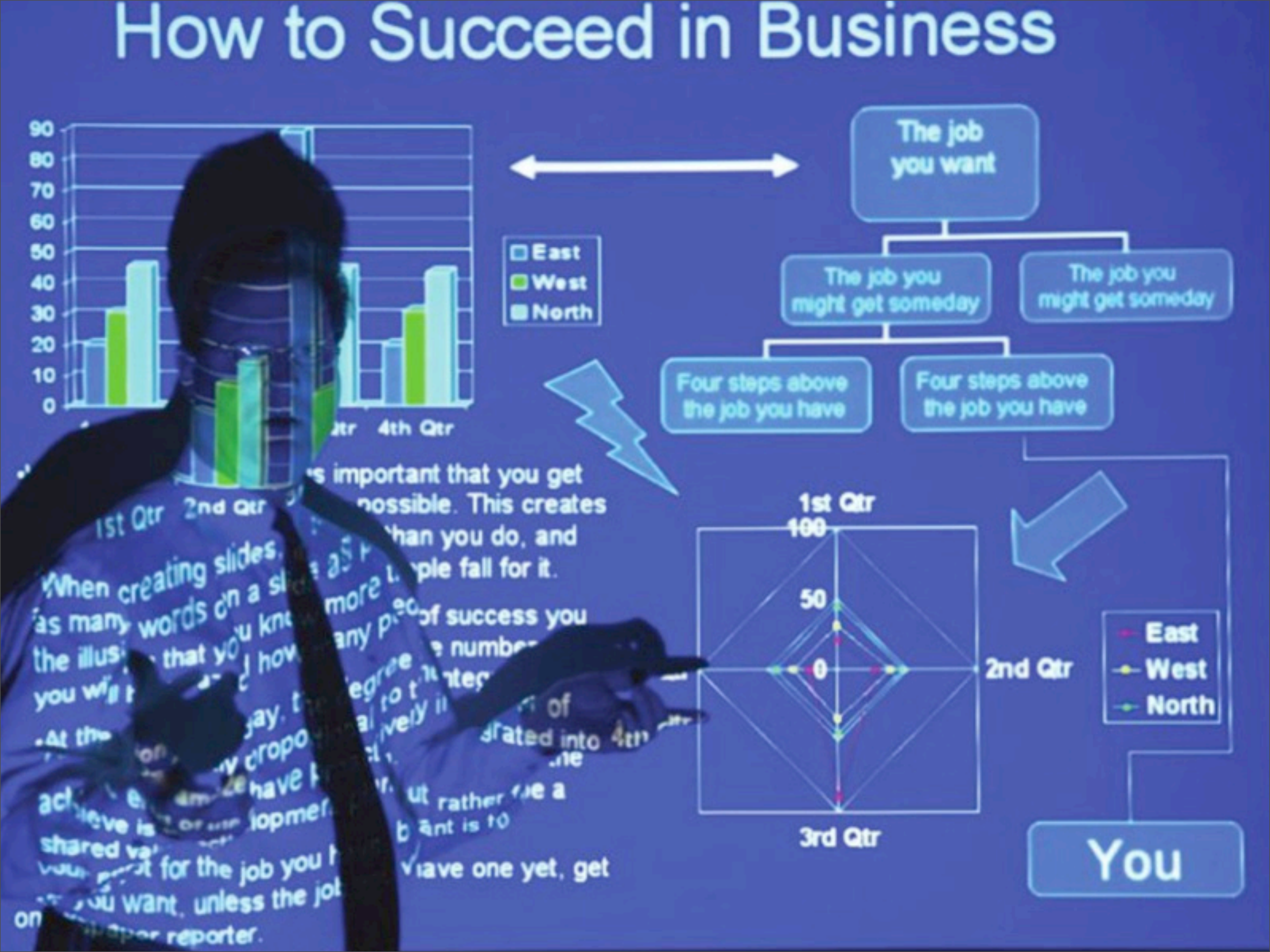
No spins or action transitions

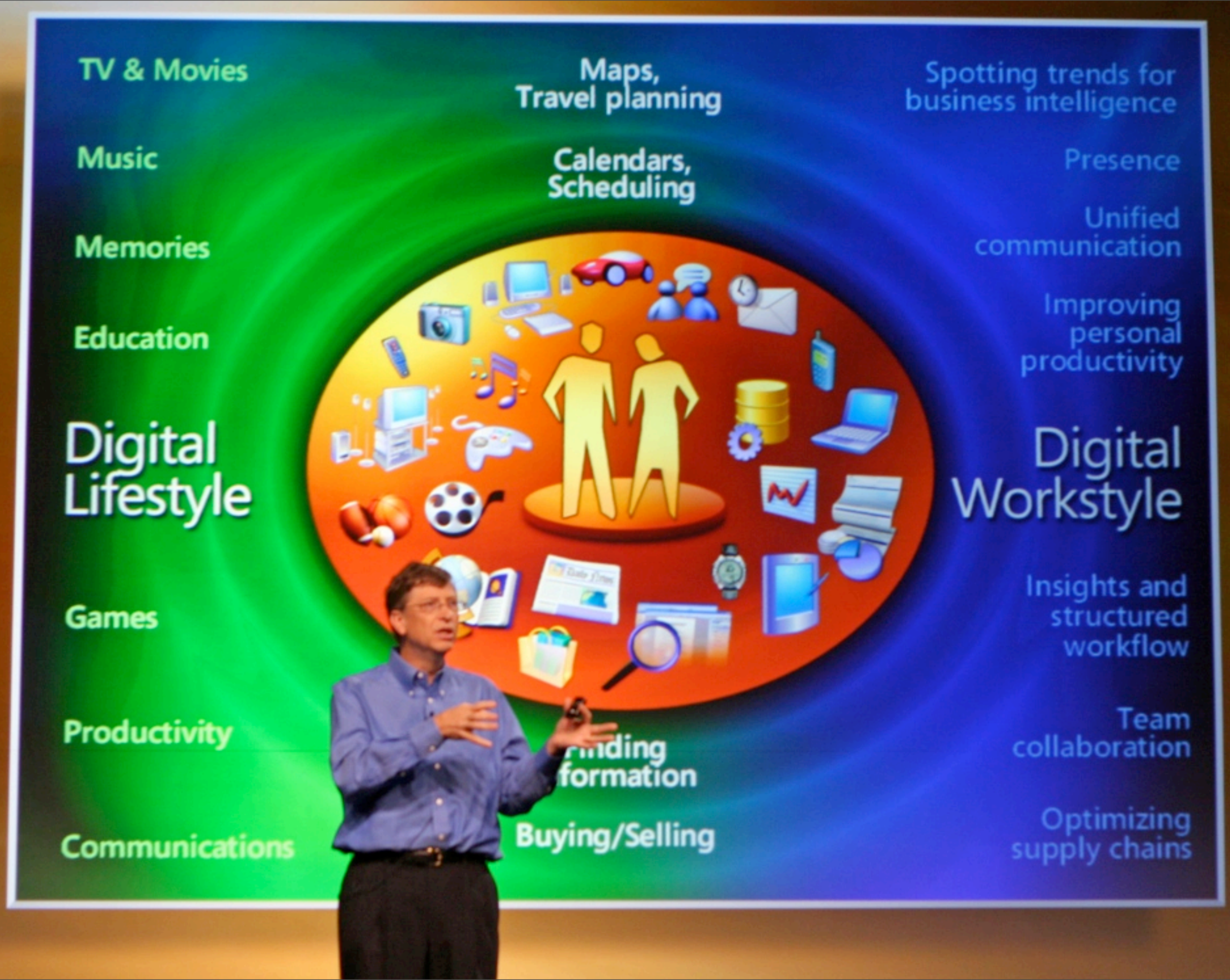
Never use built-in sound effects. Rip your own

And no cheesy images

Of course, you can break these rules...

# How to Succeed in Business

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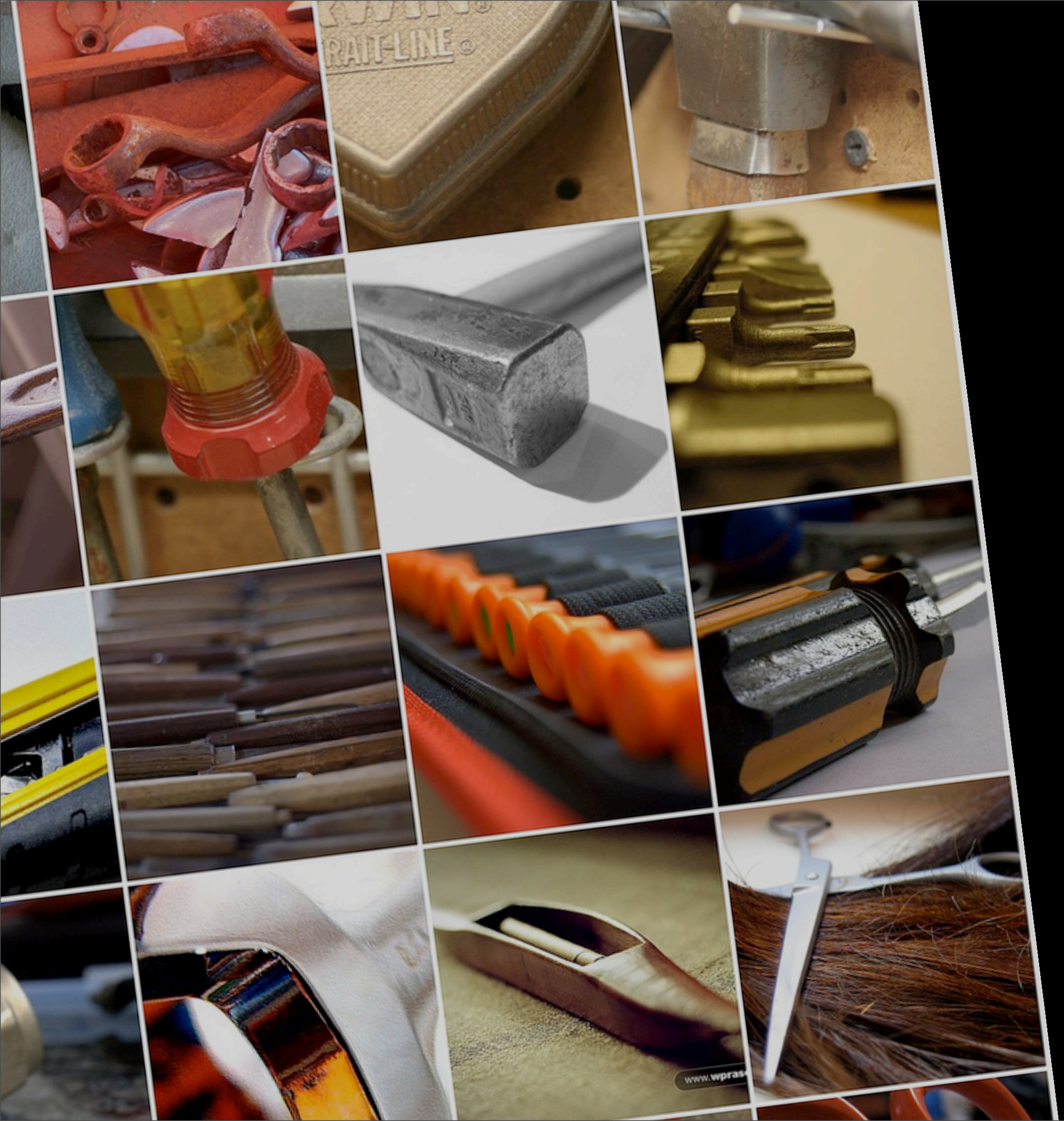
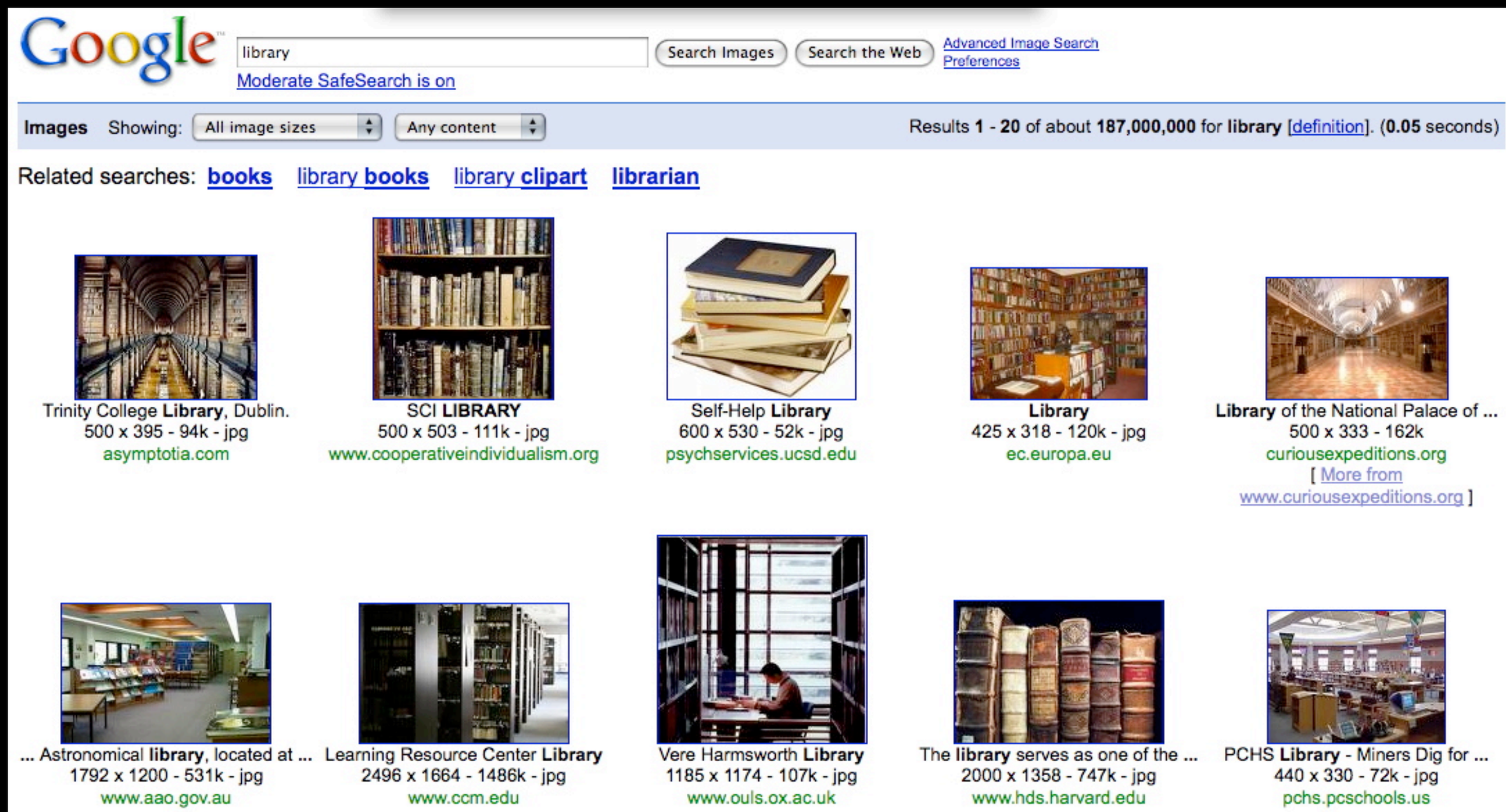
Digital Workstyle
Insights and structured workflow
Team collaboration
Optimizing supply chains




# Tools & Sources

images / visuals

# This is not where you get images...



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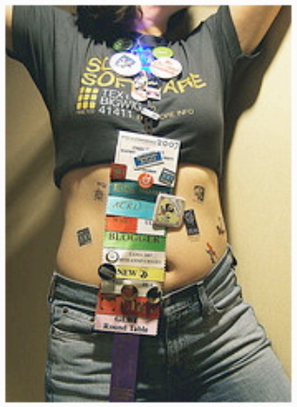


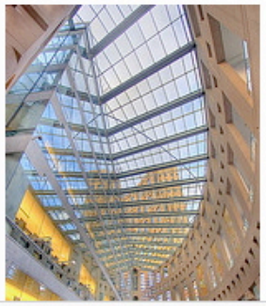
### PAR-TIC-I-PA-TION, or 37 pieces of library flair (also a 365days shot) by cindiann

40 comments | 53 faves | 10 notes

Tagged with selfportrait, washingtondc, dc, google ...

Taken on June 23, 2007, uploaded June 24, 2007

See more of cindiann's photos, or visit her profile.



### Central Library Interior #2 by lightgazer

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Central Reference Desk, NYPL circa 1910

Uncle Sam's Photos – Stock Photo Collections

http://www.unclesamsphotos.com/

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A Directory of the US Government's Free Photo Galleries

Friday, 23 January 2009

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A directory of the U.S Government's free stock photo sites.

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Our picks for the 10 best government photo galleries

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Images of Senators and Representatives

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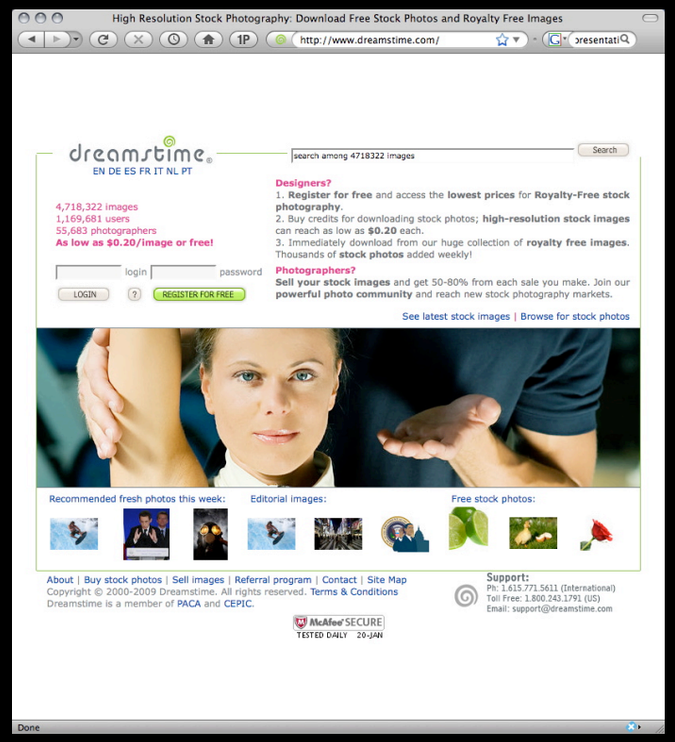


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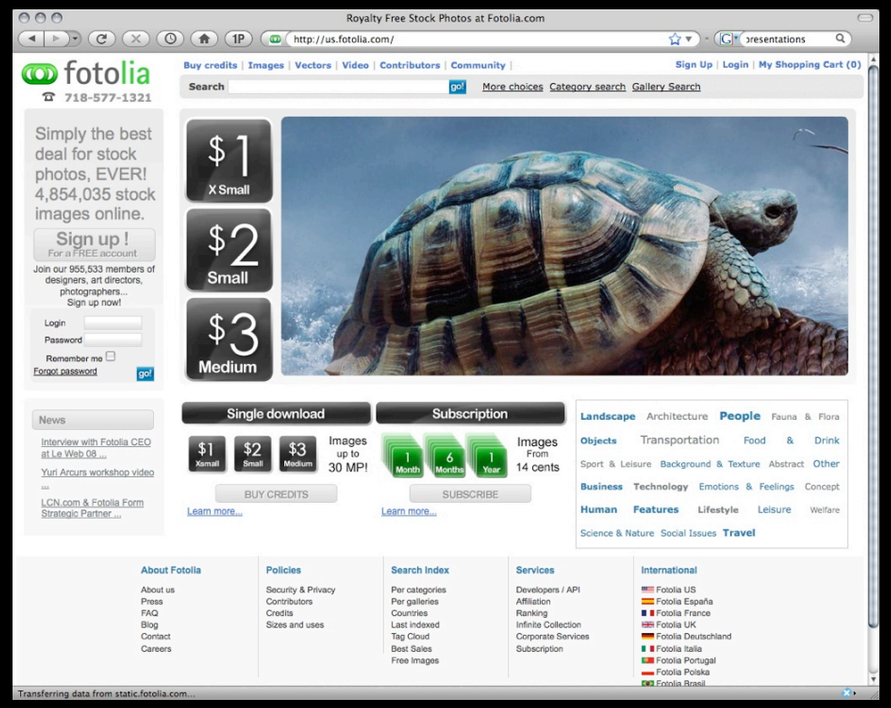


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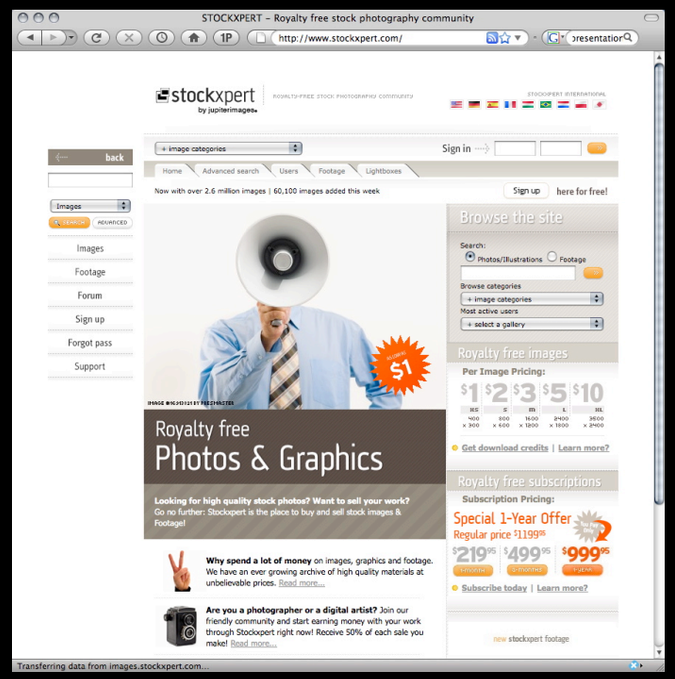


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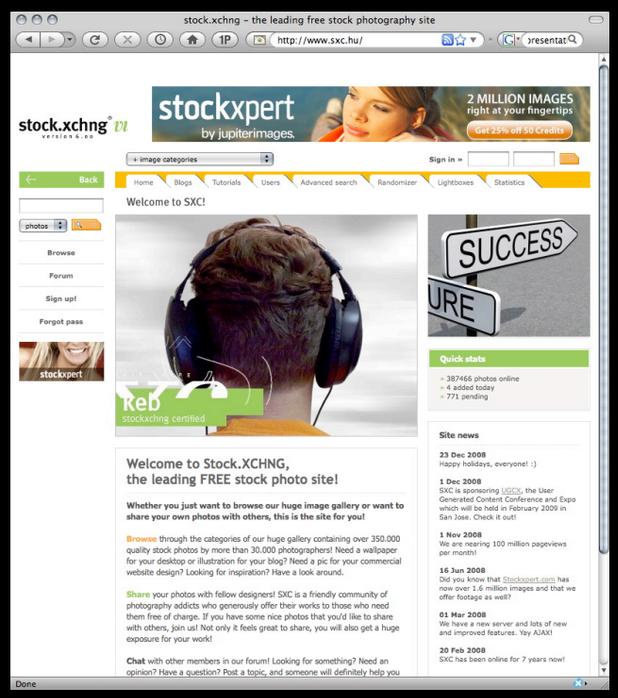


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Windows

Mac

Screengrab! :: Firefox Add-ons

Mozilla Corporation (US) https://addons.mozilla.org/en-

screen captu

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Other Applications

# Firefox Add-ons

**Add-ons extend Firefox, letting you personalize your browsing experience.**
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## Screengrab! 0.95

by Andy M

Web Development | Photos, Music & Videos | Other

Screengrab saves entire webpages as images...

Updated May 30, 2008

★★★★★
169 reviews

33,526 weekly downloads
1,330,183 total downloads

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detailed review Save

### Long Description

Screengrab saves entire webpages as images.

It will save what you can see in the window, the entire page, just a selection, a particular frame... basically it saves webpages as images.

The following little keywords are at the request of those who can't remember the name ScreenGrab! and want searches to work. It takes screen shots, screenshots - that is, shots, of web pages.

### Works with:

- Firefox: 2.0 – 3.0.*

See All Versions

### Homepage

http://www.screengrab.org

See All Web Development Add-ons

See All Photos, Music & Videos Add-ons

See All Other Add-ons

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addons.mozilla.org

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280 Slides – Create & Share Presentations Online

http://280slides.com/

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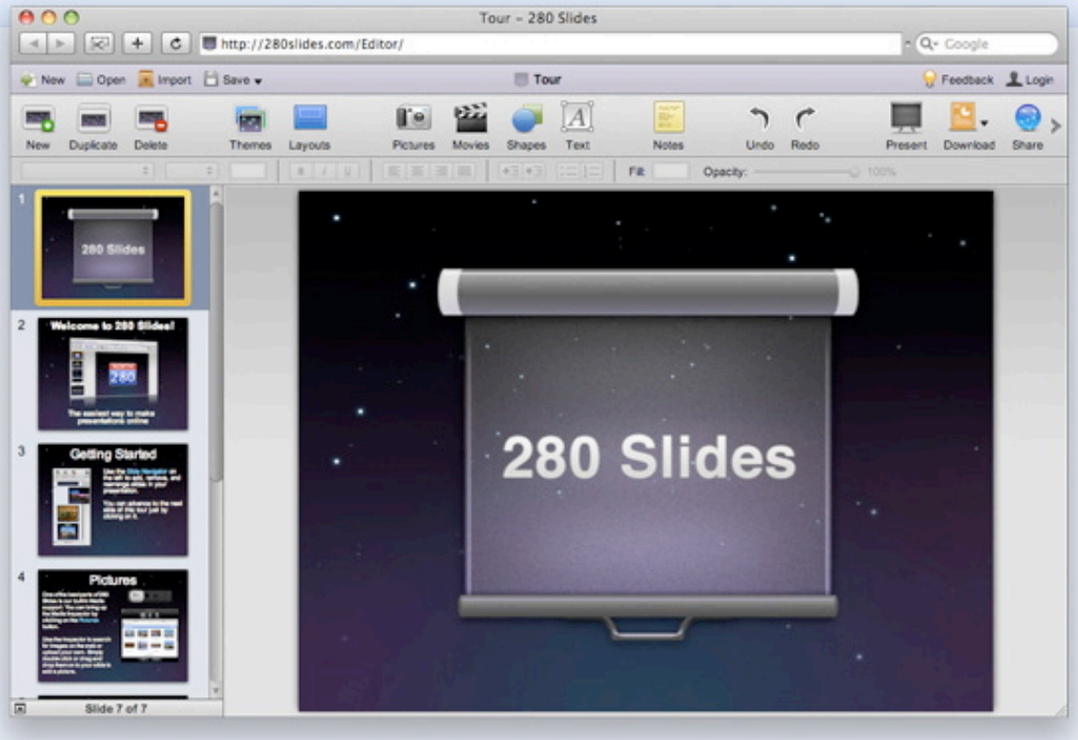


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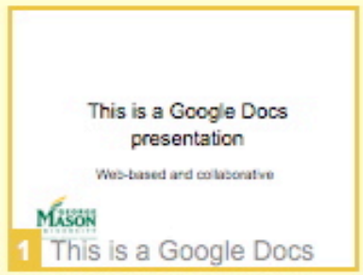


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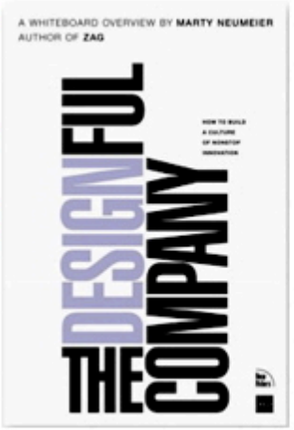
December 23, 2008

## 2009: The year of "the designful company"




As long as we're talking about design, let me suggest another book. One of the books for 2009 (yes, already) that I highly recommend is called The Designful Company: How to build a culture of nonstop innovation by designer and branding guru Marty Neumeier. Marty understands that we're all very busy, so he designs his books to make a big impact in less than 200 pages. His previous best-sellers — Brand Gap and Zag — are provocative, informative, and inspirational books that I use every semester in my Marketing classes, etc. Like his previous books, *The Designful Company* is a lesson in simple, clear, and beautiful presentation that complements the content. This is not a graphic design book, but rather a why and how design matters book for leaders and future leaders (including educators, managers, etc.).

Innovation and design are key in the transformation of any organization, of course, but everyone says "innovation" matters. The term has become a mere platitude, a sort of tag-line for many organizations. But in part three of the book Marty explains how to actually build a culture of change that embraces design by focusing on 16 key

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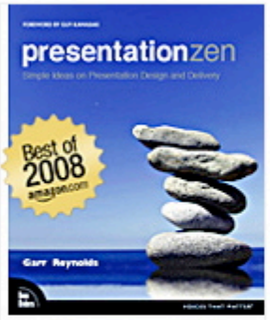


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- Presentation Pro
- The Presentation People
- A Bit Better (links)

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- KeynoteUser.com
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**Presentation Zen**

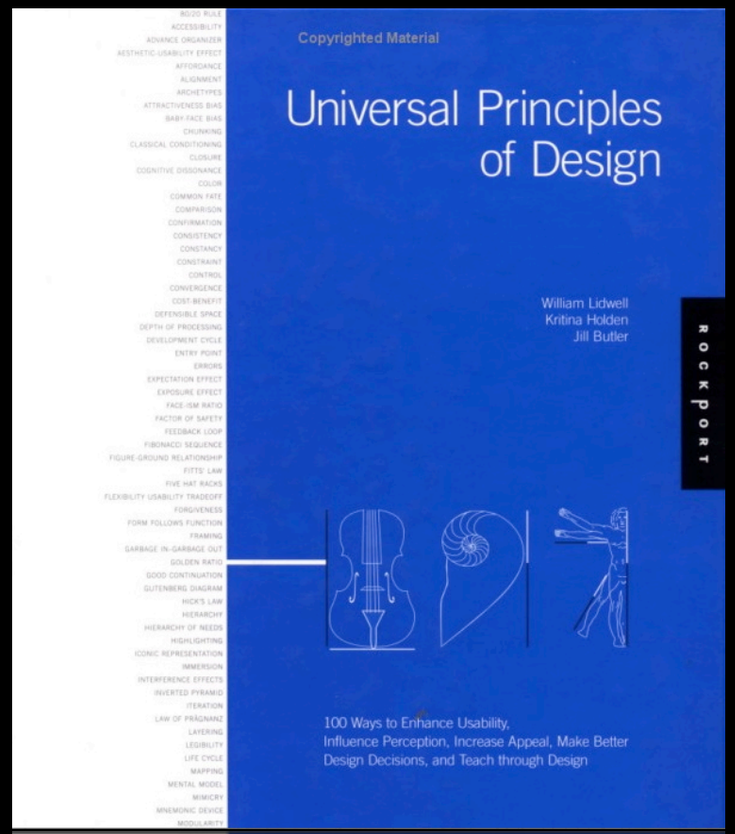
# Organization & Preparation Tips

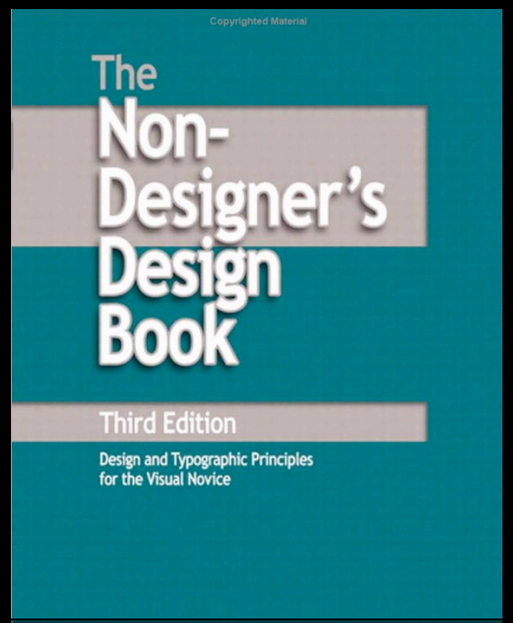
Delivery Tips | Slide Tips

## 1. Start with the end in mind

**Before you even open up PowerPoint**, sit down and really think about the day of your presentation. What is the real purpose of your talk? Why is it that you were ask to speak? What does the audience expect? In your opinion, what are the most important parts of your topic for the audience to take away from your, say, 50-minute presentation? Remember, even if you've been asked to share information, rarely is the mere transfer of information a satisfactory objective from the point of view of the audience. After all, the audience could always just read your book (or article, handout, etc.) if information transfer were the only purpose of the meeting, seminar, or formal presentation.

Done

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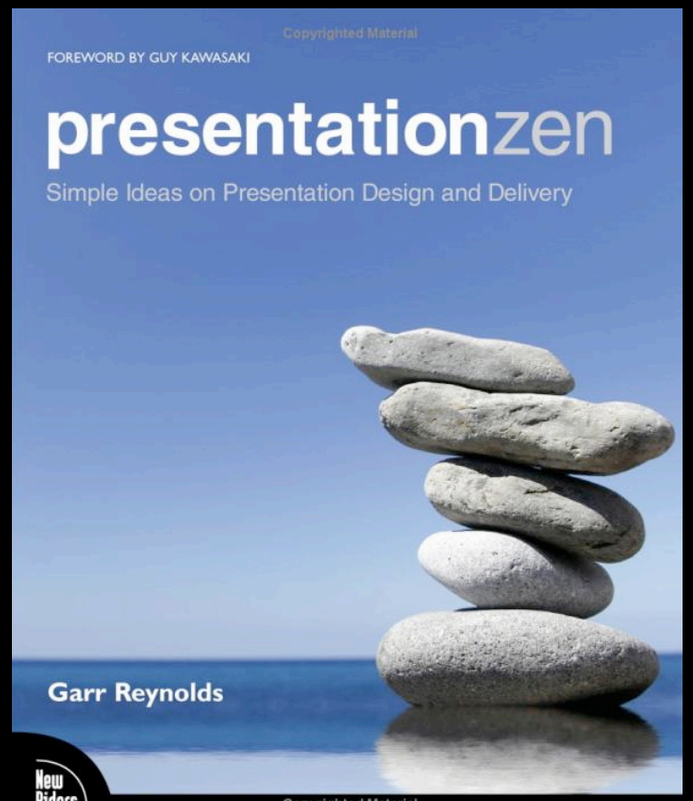

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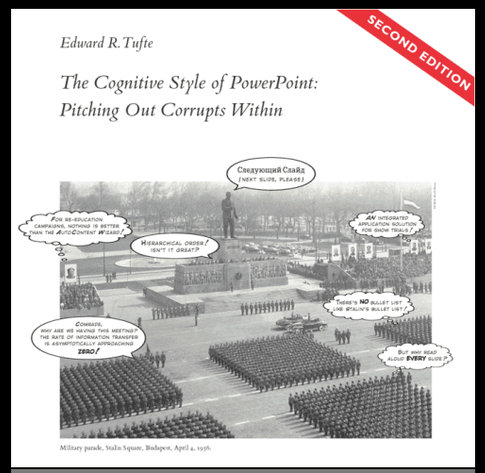


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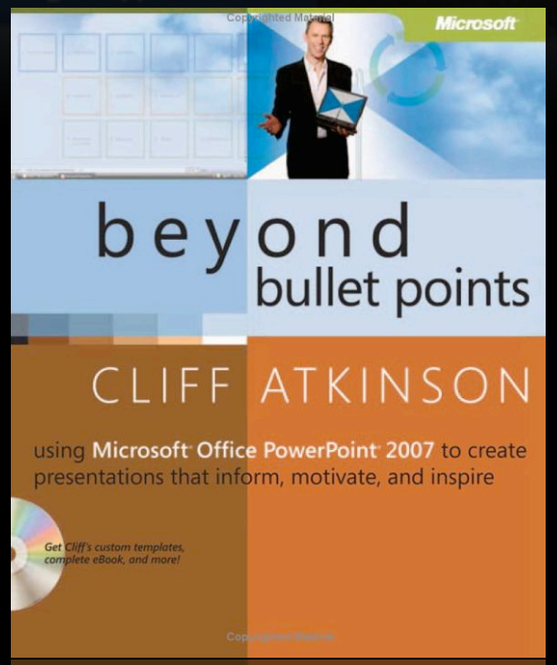


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**1.**

Perfect Your **Presentations**
**By:** Steve Shipside
**Publisher:** Dorling Kindersley Limited
**Pub. Date:** 2006/08/31
**Insert Date:** 2008/10/30
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Section Title: Structure Your **Presentation**

... **Presentation**) can serve as a check on a **presentation** that has been made before. Read through making the appropriate marks as you go. If the colour pattern doesn't match the ideal template, it's time to reach for the editing pencil. Coding a **Presentation** Write out your **presentation**...

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**2.**

Windows® **Presentation** Foundation Unleashed
**By:** Adam Nathan; Daniel Lehenbauer - Lead Developer Responsible for WPF 3D
**Publisher:** Sams
**Pub. Date:** 2006/12/21
**Insert Date:** 2006/12/08
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Chapter Title: Why Windows **Presentation** Foundation?

... spending a great deal of time and money on user interfaces that differentiate themselves from the competition. Microsoft now has a solution for helping people create 21st-century software that meets these high demands, using less time and less money. This solution is Windows **Presentation** Foundation (WPF)...

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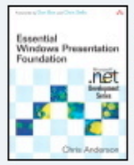

Essential Windows **Presentation** Foundation
**By:** Chris Anderson
**Publisher:** Addison-Wesley Professional
**Pub. Date:** 2007/04/11
**Insert Date:** 2006/10/29
Table of Contents

Praise for Essential Windows **Presentation** Foundation

... Praise for Essential Windows **Presentation** Foundation "As one of the architects behind WPF, Chris Anderson skillfully explains not only the 'how,' but also the 'why.' This book is an excellent resource for anyone wanting to understand the design principles and best practices of WPF." Anders Hejlsberg, technical fellow, Microsoft Corporation...

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**4.**

**Presentation** Zen: Simple Ideas on **Presentation** Design and Delivery
**By:** Garr Reynolds
**Publisher:** New Riders
**Pub. Date:** 2007/12/17
**Insert Date:** 2008/02/04

Section Title: The **Presentation** Zen Approach

... regarding presentations is not common practice. The **Presentation** Zen approach challenges the conventional wisdom of making PowerPoint presentations in today's world and encourages people to think differently about the design, and delivery of their presentations. An Approach, Not a Method istockphoto.com 000003405715 **Presentation** Zen, however, is not a method...

Q & A
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W. Grotophorst
January 22, 2009

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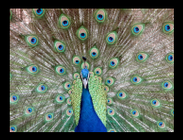

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# Common Mistakes

Poor slides

- Cluttered content
- Distracting template or colors
- Too many fonts or too small to read
- Endless word slides without break
- Confusing content or graphics
- Inconsistent or overactive transitions