

class #13

- quiz 4
- return dr. reed
- clip of the day
- figures: creative tension
- gr: principles of visual design

clip of the day

persuasive talk
(issues?)

sticky ideas

S.U.C.C.E.S

simplicity
unexpectedness
concreteness
credibility
emotions
stories

figures of speech

(opposites)

antithesis:

not this, but that

or not that, but this

(jh calls it 'syncrasis')

love is an ideal thing;
marriage is a real thing.

it's not about x; it's about
y.

it's not about making money;
it's about making connections.

many are called, few are
chosen

chiasmus (key AZ mus):

a reversal in the order of
words in two otherwise
parallel phrases

We didn't land on *Plymouth Rock*,
the *rock* was landed on *us*.

--Malcolm X

We're prepared to place our trust
in the people to reshape
government. Our liberal friends
place their trust in the government
to reshape people. --Newt Gingrich

We believe that the efforts of a few can enrich the lives of many. Our friends on the right believe that the efforts of the many should enrich the few.--liberal retort

paradox

developers destroy a fox
habitat to build developments
called "Fox Fields."

to get a job, you need
experience; to get experience
you need a job.

we had to destroy the village
in order to save it.

washington, d.c.: a city with
southern efficiency and
northern charm--jfk

oxymoron

jumbo shrimp, pretty ugly,
pragmatic idealist, microsoft
works, military intelligence

lindsay lohan: beautiful,
funny, screw-loose-drunken
nutcase

irony

presentation zen

thinking visually

more on content
(see coursepack p.56)

planning

"Push yourself to generate out-of-the-box ideas. Take the time and spend the creative energy because the payoff will be a presentation people not only remember, but one they take action on."

--Nancy Duarte, GR p. 91

one slide, one insight

first, figure out what you
want to say

(see coursepack p. 56)

then, print out blank slides,
3 to a page

lay out the key points of your text to the right, and figure out how you want the slide to help "deliver the insight" visually

(see GR p. 87)

first, determine conceptually what you want to achieve with the slide

(what image or chart or text would work best here? sketch it out)

then, figure out a way to do it

rule of thumb

signal vs. noise

Obesity among OECD nations

Percentage of population aged 15 and above with a BMI greater than 30 (2004)



Japan	3.2
Korea	3.2
Switzerland	7.7
Norway	8.3
Italy	9
Austria	9.1
Denmark	9.5
France	9.5
Sweden	9.8
Netherlands	10.9
Turkey	12
Iceland	12.4
Poland	12.5
Belgium	12.7
Portugal	12.8
Germany	12.9
Ireland	13
Spain	13.1
Finland	14
Czech Republic	14.8
Slovak Republic	15.4
Luxembourg	18.2
Hungary	18.6
New Zealand	20.9
Australia	21.7
Greece	21.9
Canada	22.4
United Kingdom	23
Mexico	24.2
United States	32.2



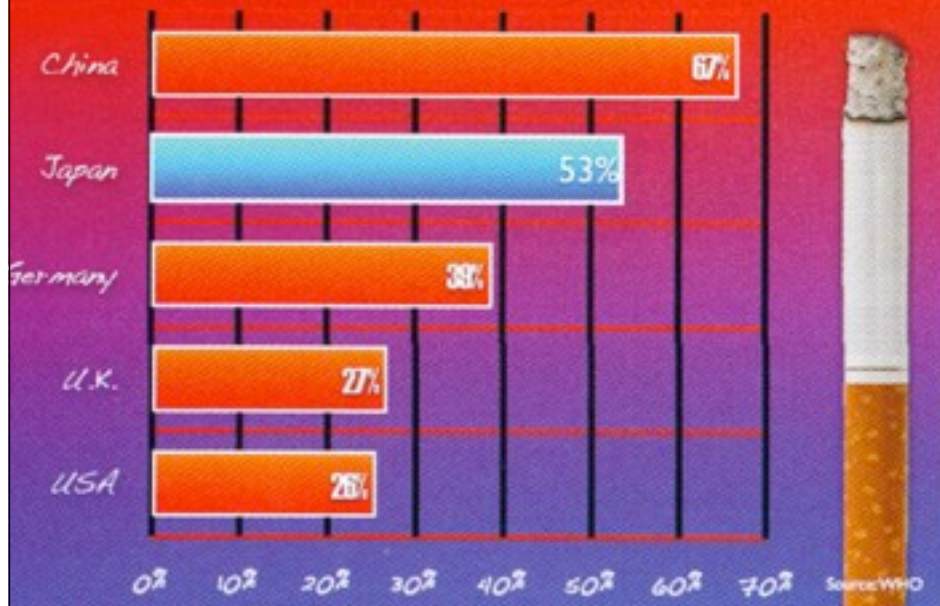
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Mexico	24.2	
United States	32.2	

OECD Factbook 2007

Smoking rates for 2002 (Men)



Smoking rates for 2002 (Men)



Source: WHO



using text effectively

A typical teenage boy in the USA gets
about 10% of his daily calories from soda.



Source: Fast Food Nation

A typical teenage boy in the USA gets about **10%** of his daily calories from soda.



Source: Fresh Food Nation

Exercise boosts brain function

Aerobic exercise is best. Research shows aerobic increases one's ability to solve problems, plan, and pay attention. Weight training (toning) showed less improvement, but a combination is thought to be best.

Two reasons:

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- Ut enim ad minim veniam, quis

SOURCE: sint occaecat cupidatat non proident,

July 8, 2015

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November 2015

**Aerobic exercise
boosts brain function**



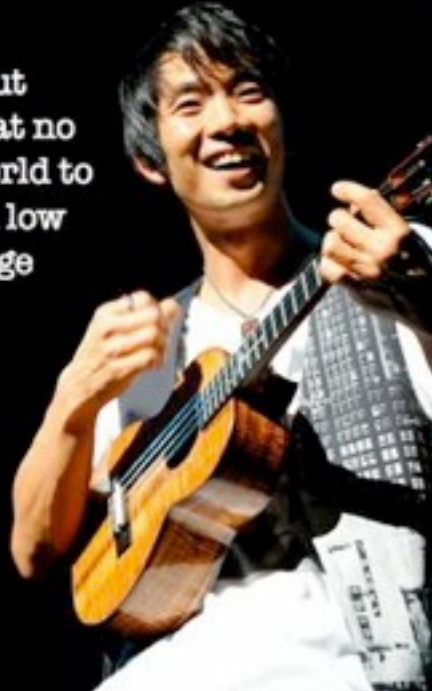
3.4 cups/day



“ One of the things I love about being a ukulele player is that no matter where I go in the world to play, the audience has such low expectations. [This is] a huge plus for sure. ”



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empty space

Take a chance.

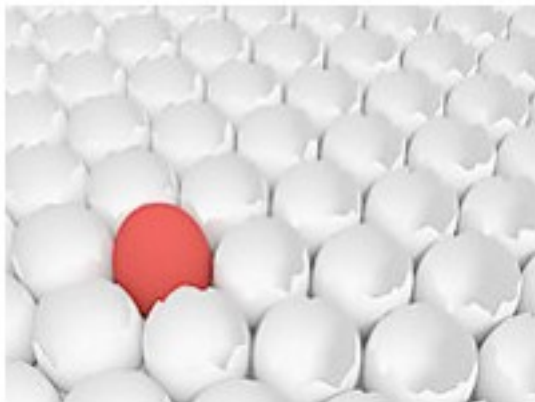


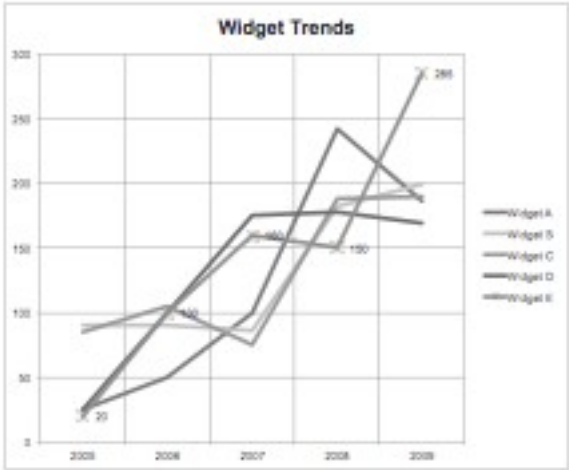
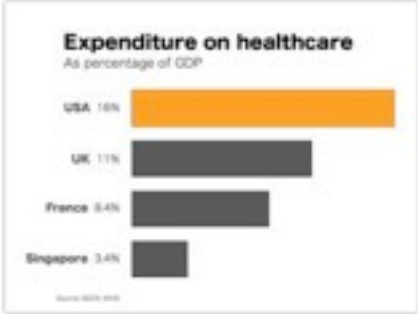
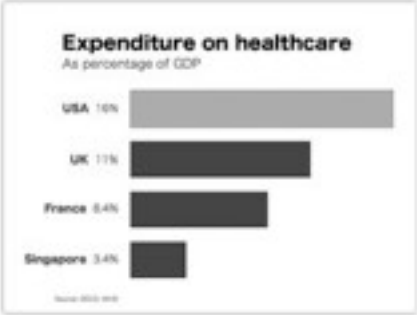
rule of thirds





contrast







repetition

brings a clear sense of unity,
consistency, and cohesiveness

armada karaoke