

class #13

- return quiz & dr. reed
- website stuff
- persuasive talk due thursday
- gr: principles of visual design
- openings

thinking visually

"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

signal vs. noise

no clutter--be ruthless in
cleaning out the inessential

think of each slide as
delivering only the information
needed to deliver one insight

(rule of thumb)

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	9.6
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	18.8
New Zealand	20.9
Australia	21.7
Greece	21.9
Canada	22.4
United Kingdom	23
Mexico	24.2
United States	32.2



OECD Factbook 2007

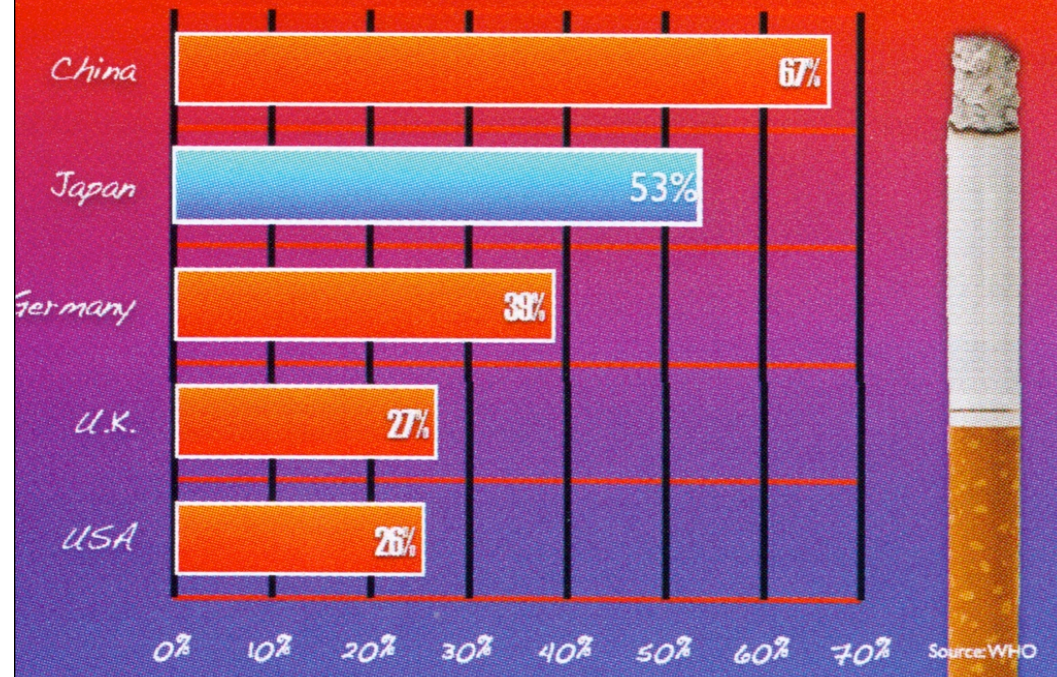
Obesity among OECD nations

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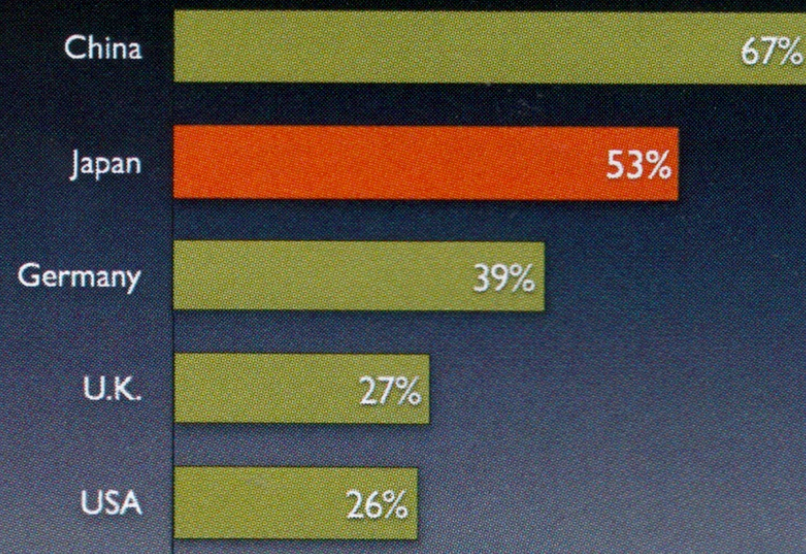
Japan	3.2	 10 x
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Mexico	24.2	
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OECD Factbook 2007

Smoking rates for 2002 (Men)



Smoking rates for 2002 (Men)



Source: WHO

According to the Ministry of Labor, 72% of the part-time workers in Japan are women.



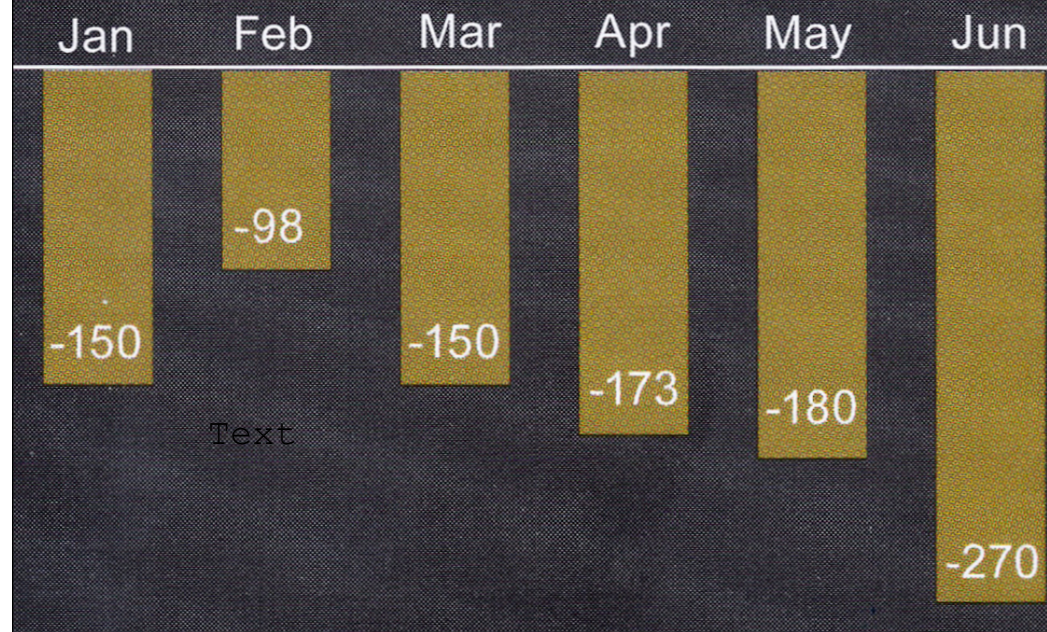
72% of part-time workers in Japan are women.



'picture superiority effect'

"It takes the realization that modern presentations with slides and other multimedia have more in common with cinema (images and narration) and comics (images and text) than they do with written documents." GR, p. 135

JUNE INVENTORY



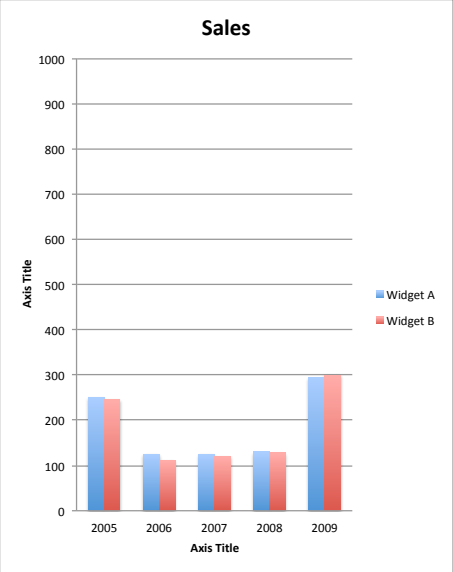
Text

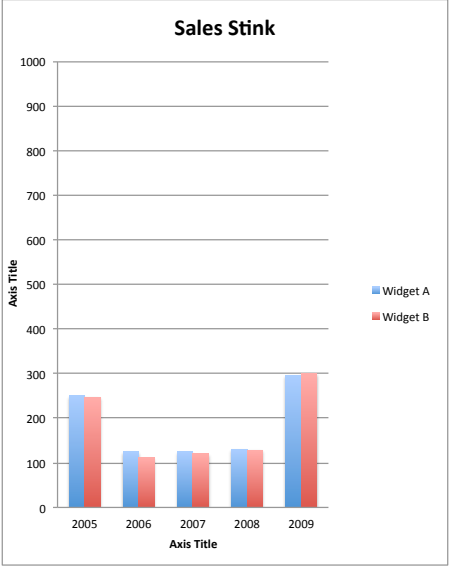
June Inventory

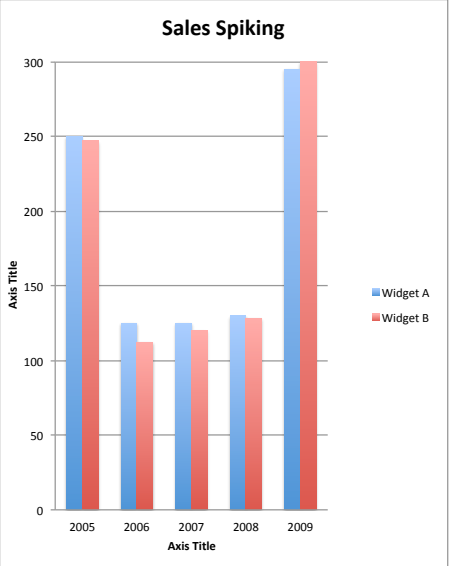


even charts have a narrative or
visual story

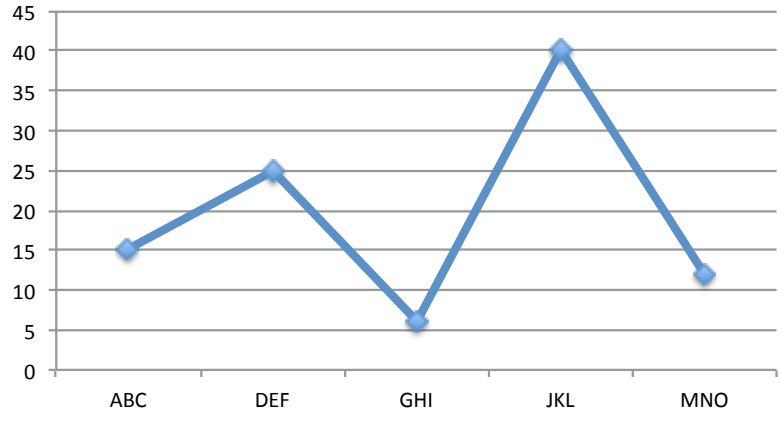
effective charts

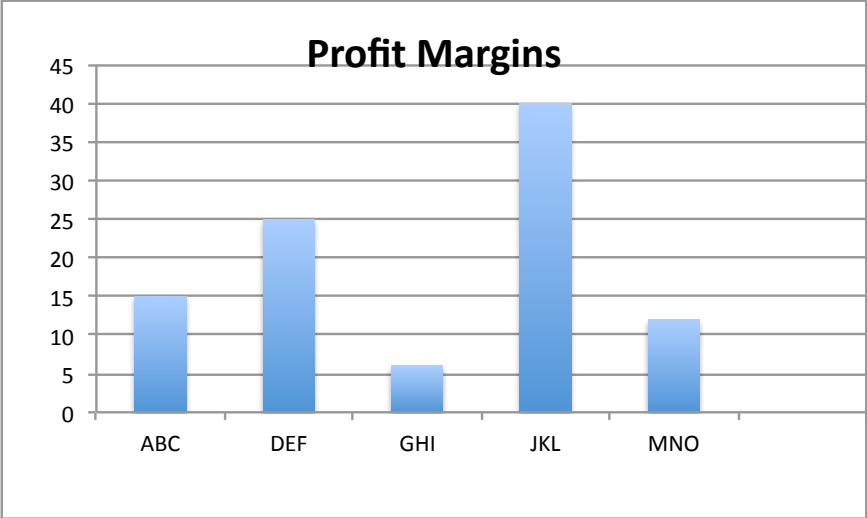




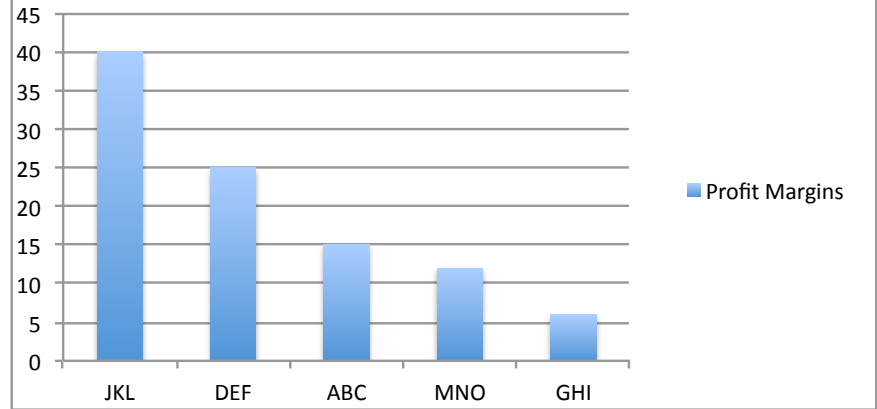


Profit Margins

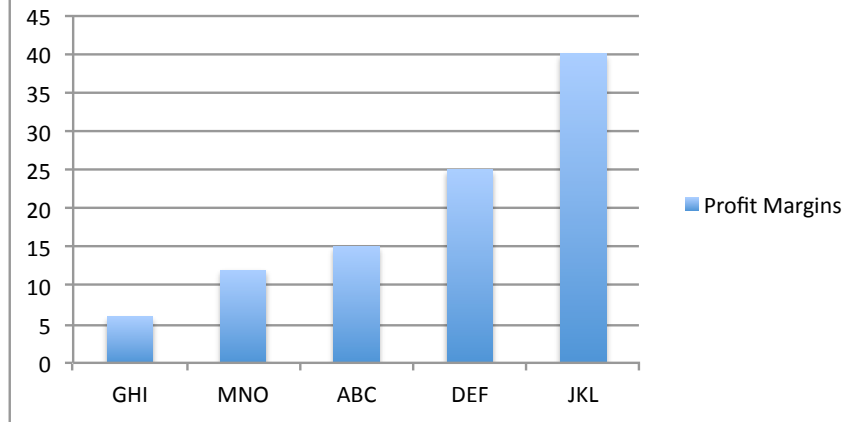




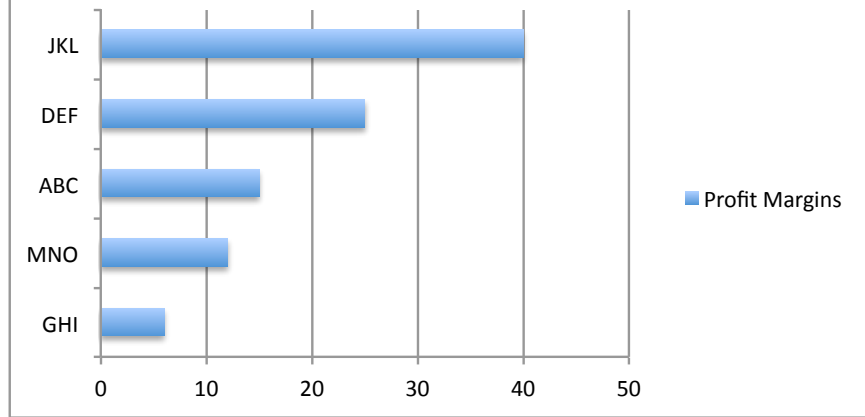
Profit Margins



Profit Margins



Profit Margins



effective charts

- summary: expository tool--tables do this, too
- picture superiority: tells a visual story
- punchline: emphasizes a key insight
- simplicity: makes it easy for audience to grasp in an instant

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: Free Press 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:

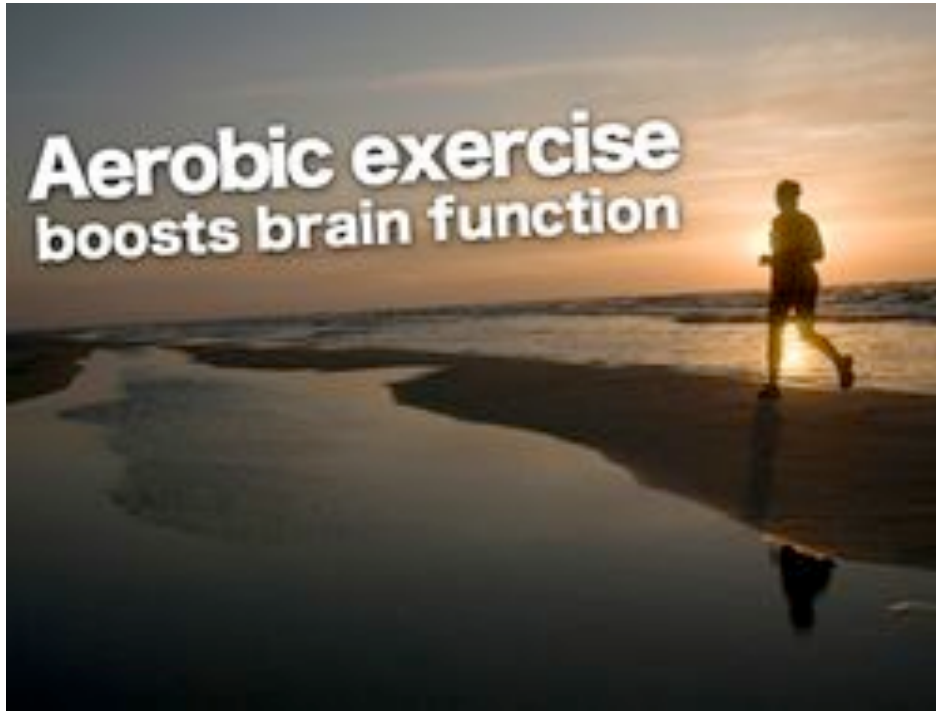
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- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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SOURCE: sint occaecat cupidatat non proident.

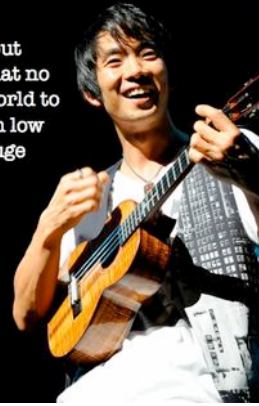
**Aerobic exercise
boosts brain function**



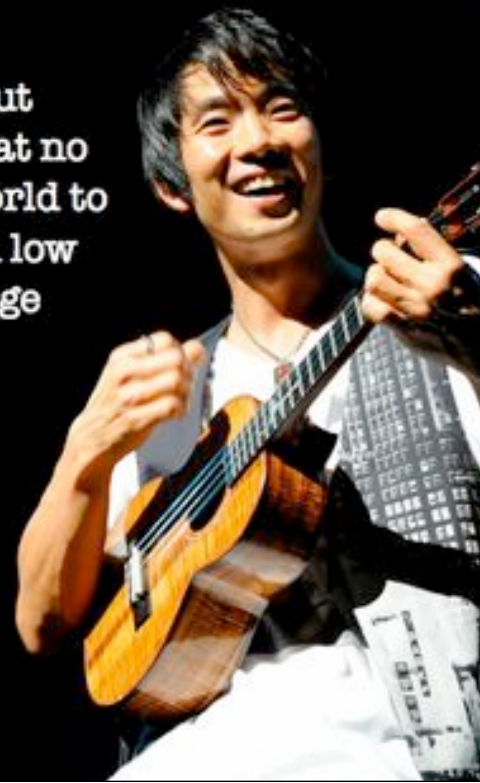


3.4 cups/day

“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.



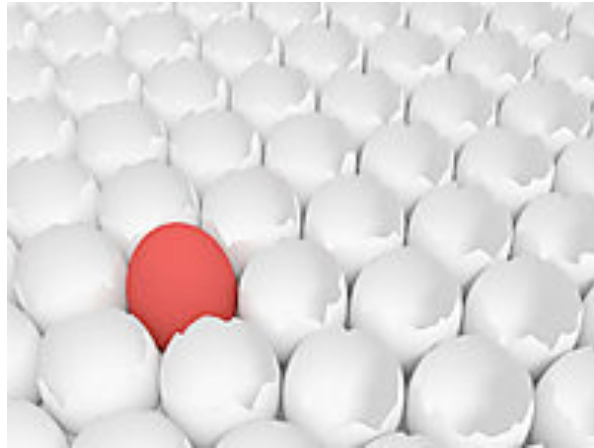
rule of thirds

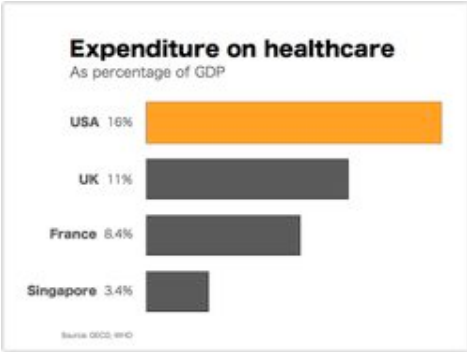
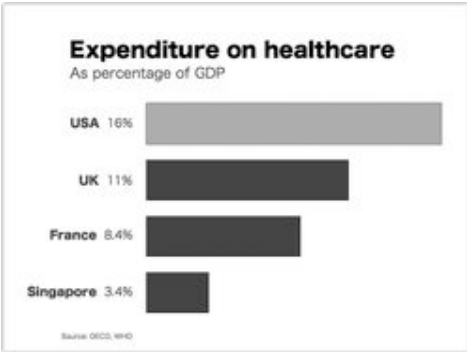


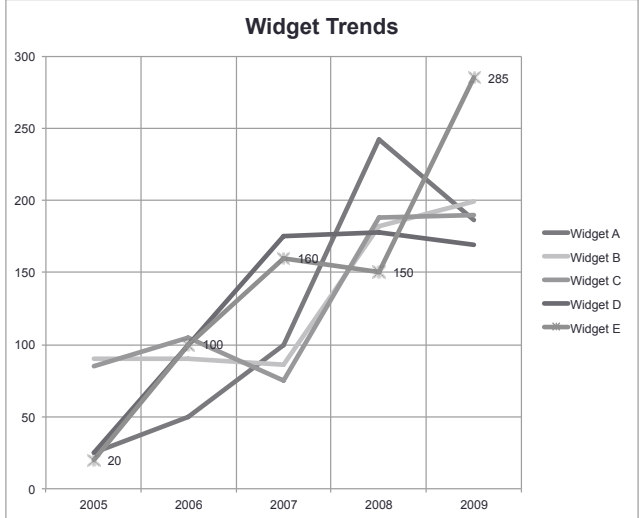


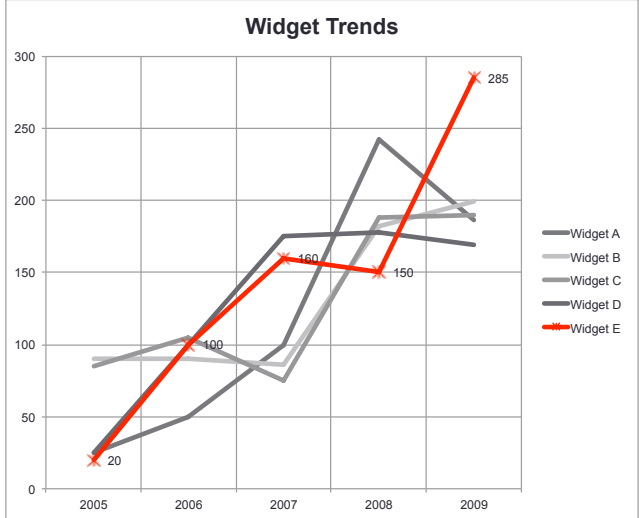


contrast









repetition

brings a clear sense of unity,
consistency, and cohesiveness

but not too much . . .



alignment

every element is connected
visually via [sic] an invisible
line.

According to the Ministry of Labor, 72% of the part-time workers in Japan are women.



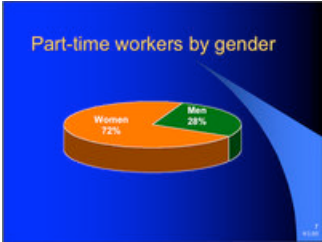
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Proximity

Objects and text shouldn't feel
random.

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An illustration showing three people climbing a red staircase that is set against a white grid background. The person at the top is a woman in a white shirt, the middle person is a man in a yellow shirt, and the person at the bottom is a woman in a white shirt.

72% of part-time workers in Japan are women.

A grayscale photograph of a woman with short hair, wearing a white jacket, standing with her arms crossed against a dark background.

72%

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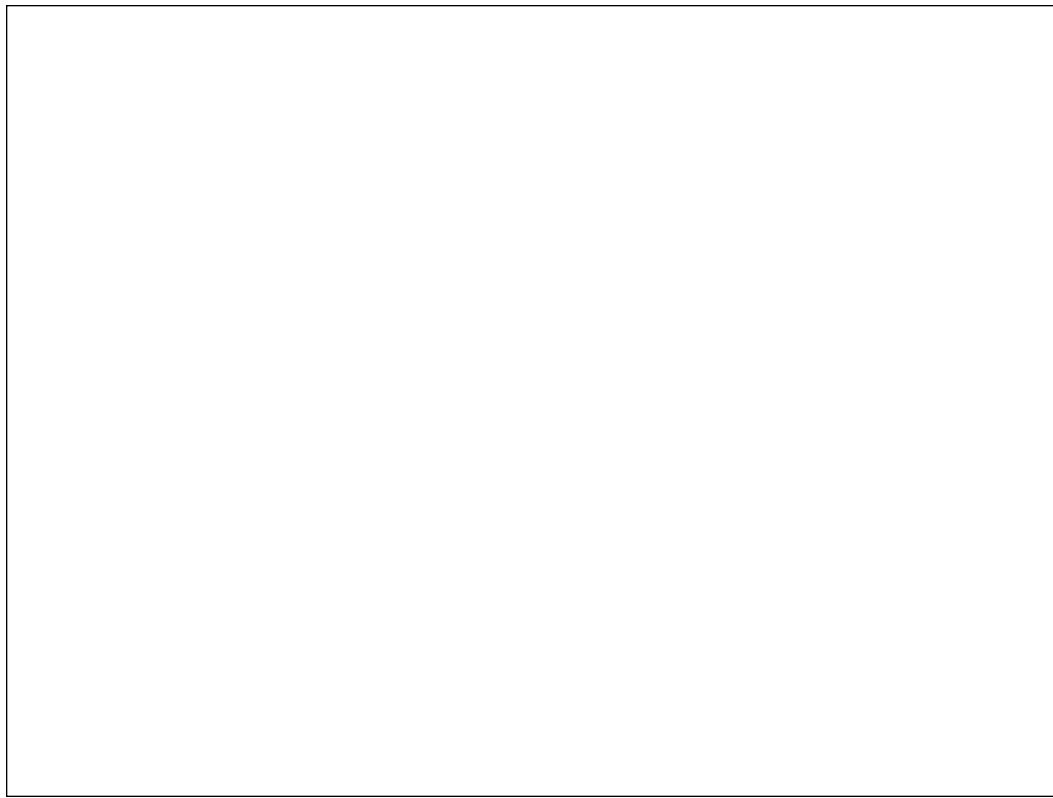


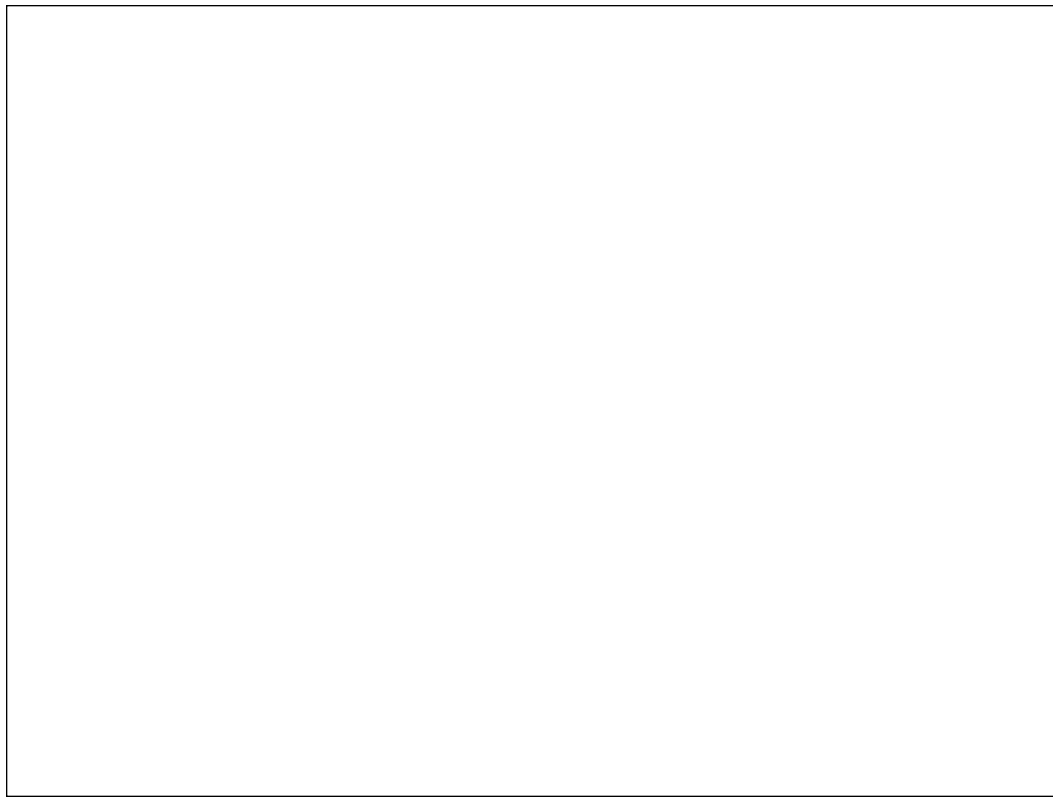
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72%







set the tone with
p.u.n.c.h.

personal
unexpected
novel
challenging
humorous

(never start with an apology)

personal

tell a story about yourself

make it real

nexpected

surprise me

defy expectations

novel

tell me something i don't know

challenging

challenge the audience's
'ethos' or basic
assumptions

(make people think)

humorous

it's not about telling
jokes