



Clear And To The Point

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Summary : Free clear and to the point pdf download - true or false most powerpoint presentations are compelling illuminating informative clear and to the point answer false make a change following the principles of stephen kosslyn a world authority on the visual brain a clear and engaging writer making powerpoint presentations that are clear compelling memorable and even enjoyable is not an obscure art in this book stephen kosslyn a renowned cognitive neuroscientist presents eight simple principles for constructing a presentation that takes advantage of the information modern science has discovered about perception memory and cognition using hundreds of images and sample slides he shows the common mistakes many people make and the simple ways to fix them for example never use underlining to emphasize a word--the line will cut off the bottom of letters that have descending lines such as p and g which interferes with the brain s ability to recognize text other tips include why you should state your conclusion at the beginning of a presentation when to use a line graph versus a bar graph and how to use color correctly by following kosslyn s principles anyone will be able to produce a presentation that works

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