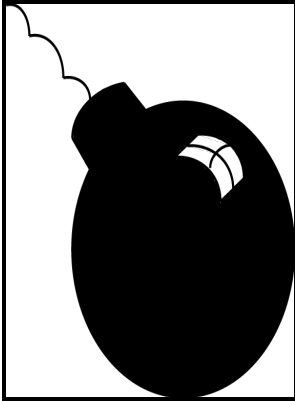


Cognitive style of PowerPoint

Graphics Press - The Cognitive Style of PowerPoint: Pitching Out Corrupts Within by Edward R. Tufte



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The Cognitive Style of PowerPoint: Pitching Out Corrupts Within by Edward R. Tufte

When I entered the ballroom of the Park Plaza hotel, I found rows of tables, with a seat for each of several hundred participants. To avoid competing with the spoken text for the audience's attention that is, to avoid being noise, slides should have as little text as possible. While I think there is an important argument to be made, the reductio ad absurdum could have been easily traded in favor of a straightforward and co Unapologetic bashing on the extensive use of PowerPoint as a presentation support tool, and most specifically on the way it is used to, supposedly, summarize and support decision-making processes, where in fact downplays critical and statistical reasoning, and distorts content by abbreviating information in short, imprecise and misleading statements.

PPT

He shows some cringe-worthy examples and especially dives deep into a critique of the PowerPoint slides supplied during the investigation of the 2003 Columbia accident.

The Cognitive Style of PowerPoint

Whether your application is business, how-to, education, medicine, school, church, sales, marketing, online training or just for fun, PowerShow. I learned to use PowerPoint in 1993. If you are looking for practical solutions for working with PowerPoint instead of bypassing it and coming up with a different approach as Tufte suggests, you will be disappointed.

Edward Tufte: Books

Slides are a difficult art. Tufte describes this work as an essay rather than a book, but the slim volume contains a wealth of insight.

Presentations are Corrupting per Edward Tufte's “The Cognitive Style of PowerPoint”

What is the problem with PowerPoint? In a similar way, Tufte's acerbic criticism of some slide features could apply to his own booklet.

PPT

This article first reviews these three shortcomings, then summarizes the booklet's well-taken points, before offering guidelines for effective slides, no matter the tool. I think he exaggerates, given how useful PowerPoint presentations have been in the recent history of science.

PPT

. I think that's probably more pedagogically useful.

Related Books

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