

“The world is full of beautiful presentations that never leave the screen. Because they’re just prosthetics. They’re speakers notes. Reminders. They exist for the benefit of the speaker, not the audience. They work so well as a substitute for the real thing that when it’s over, the speaker feels like he said something and the audience feels like something got said; but in reality nothing got communicated at all. It’s all just a simulation. More often than not, all anybody remembers is that a bunch of slides got shown.”

Today's Objectives

- Awareness of PowerPoint Debate
- Practical Implications of Cognitive Science
- Major Forms of Misuse
- Effective Presentation Construction
- Reducing Cognitive Overload to Enhance Learning

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PowerPoint is evil.

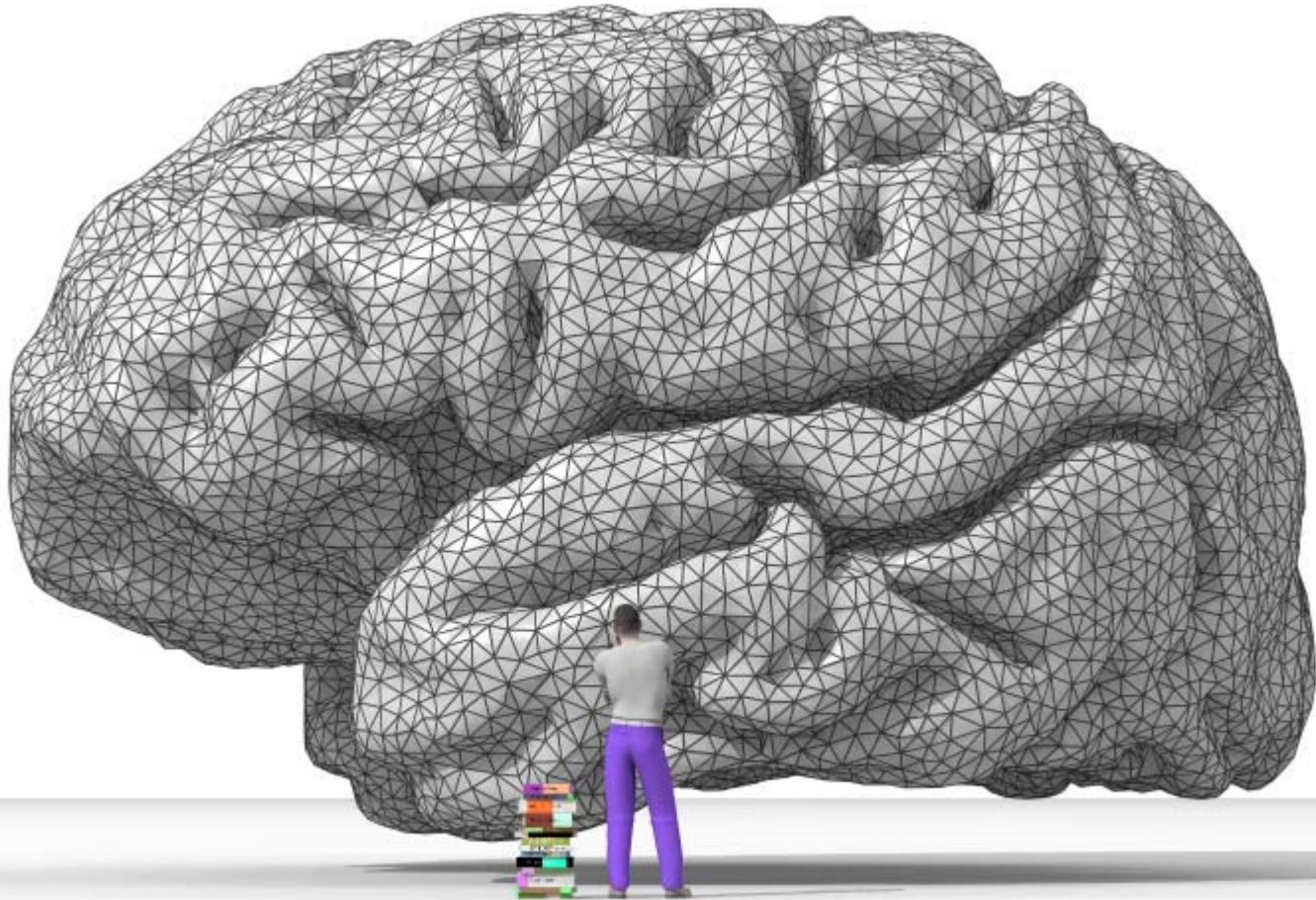


Edward Tufte, *The Cognitive Style of PowerPoint*

PowerPoint is one of the most advanced and sophisticated production tools on the market.

Today's Objectives

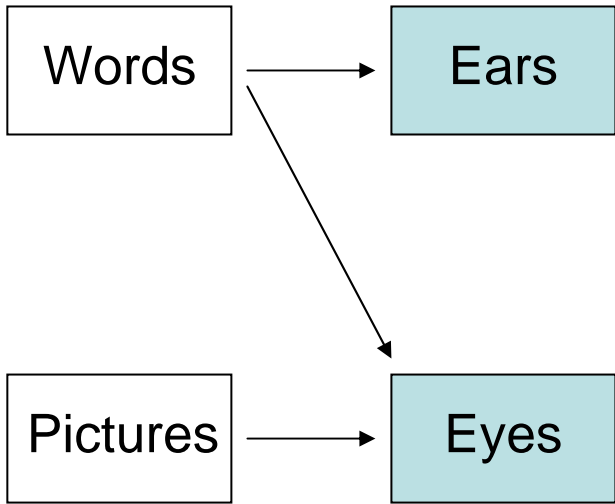
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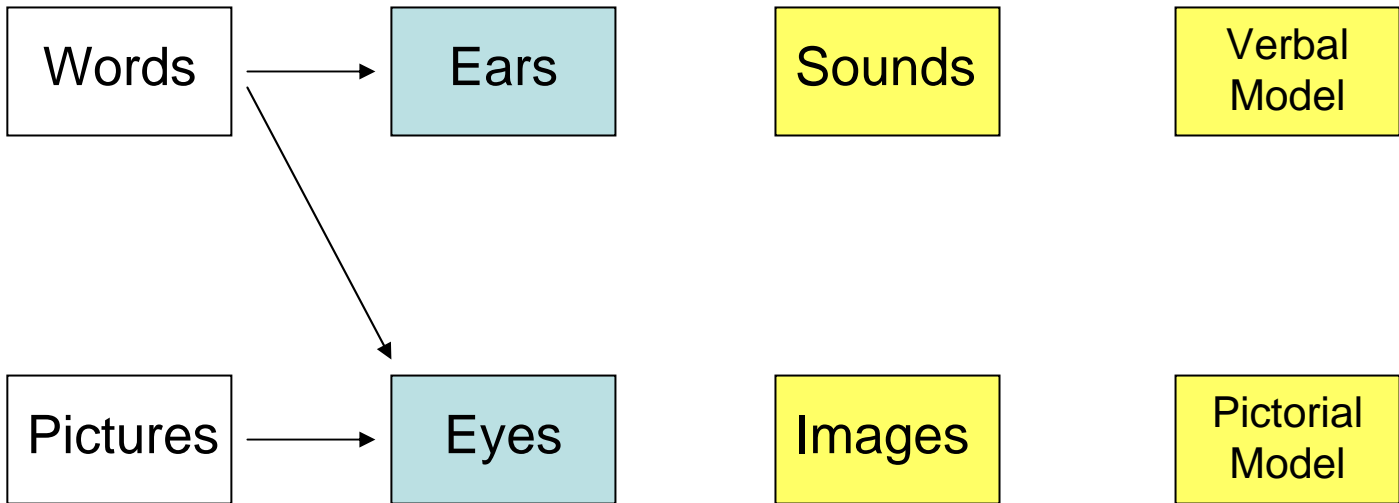


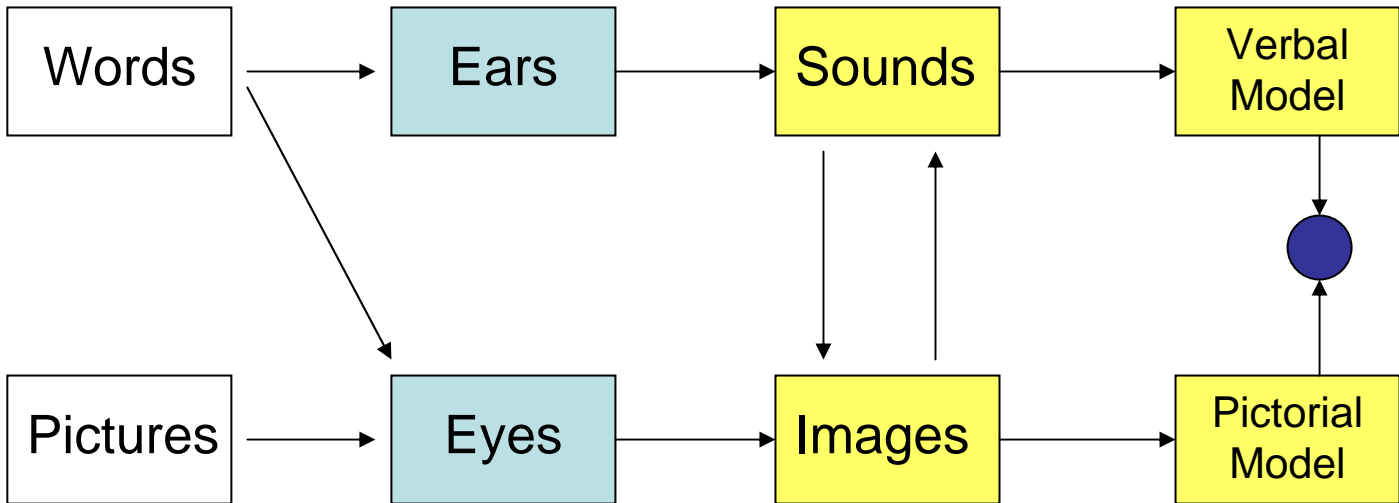
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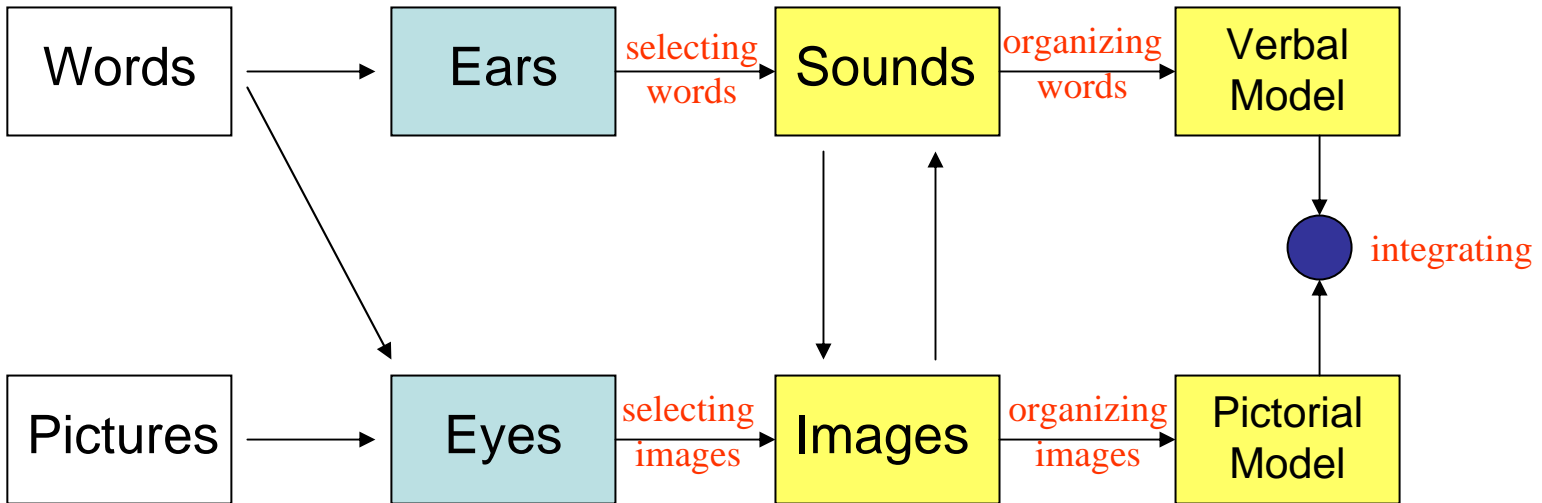


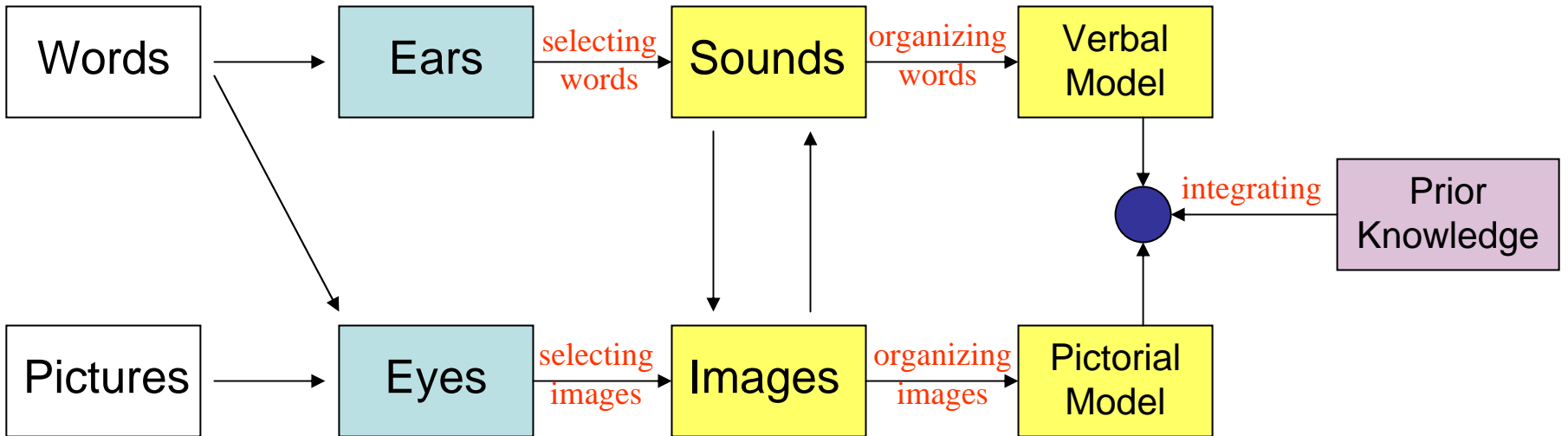
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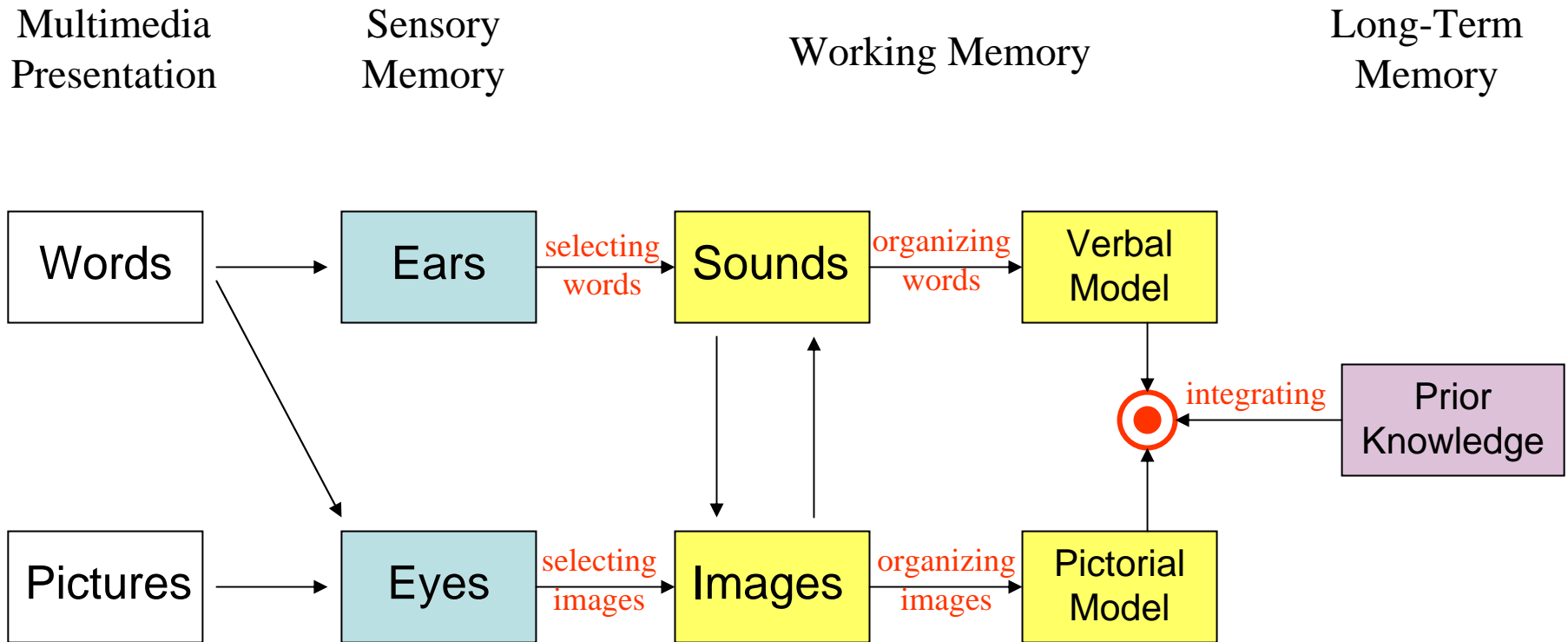






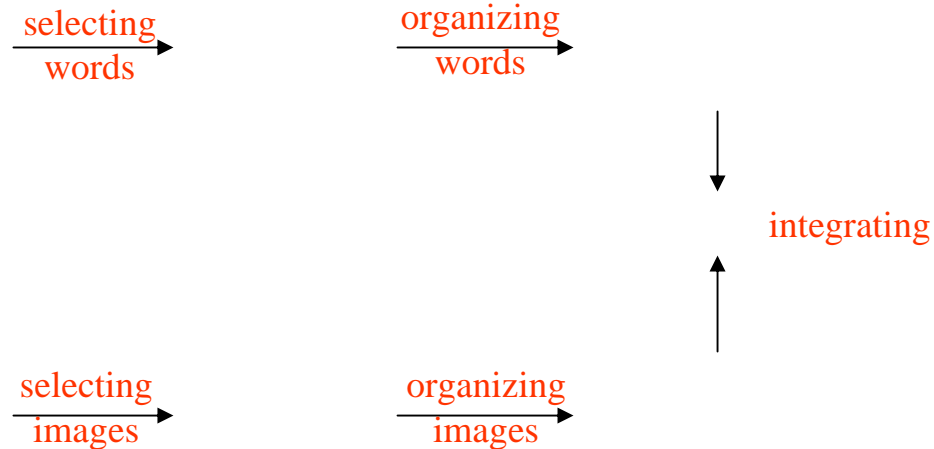


Cognitive Theory of Multimedia Learning



Cognitive Demands

Essential Processing



Incidental Processing



Representational Holding

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Major Forms of Misuse

- Split attention
- Dual channel overload
- **Extraneous load**
- ESSENTIAL MATERIAL OVERLOAD
- *Other misuse*



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Let's Put on our thinking CAPS

- Content
- Audience
- Presenter
- Situation

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“The End”

You

Write from an outline.

Use headlines, not headings.

Be graphic

Stand and Deliver

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Inhale and exhale
intellectual substance
through your
presentation's lungs.