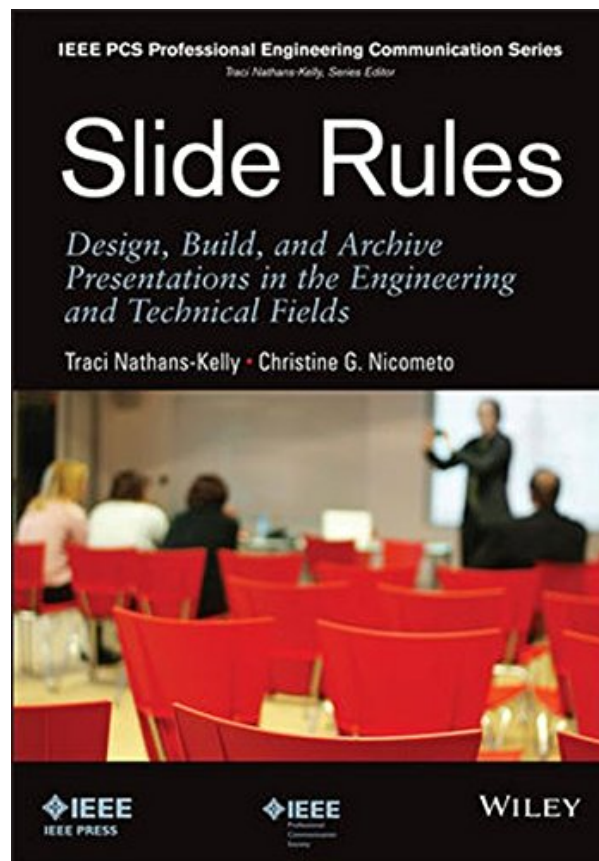


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BY TRACI NATHANS-KELLY, CHRISTINE G.
NICOME**



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Slide Rules

*Design, Build, and Archive
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Review

“Slide Rules is useful to anyone creating slides (including Prezi) and to instructors who want to teach their students best practices. While the evidence–assertion method works best for presenting scientific information, this book covers a broad enough territory that even marketing and sales presenters could learn important skills.” (Technical Communication, 1 February 2015)

About the Author

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A complete road map to creating successful technical presentations

Planning a technical presentation can be tricky. Does the audience know your subject area? Will you need to translate concepts into terms they understand? What sort of visuals should you use? Will this set of bullets truly convey the information? What will your slides communicate to future users? Questions like these and countless others can overwhelm even the most savvy technical professionals.

This full-color, highly visual work addresses the unique needs of technical communicators looking to break free of the bulleted slide paradigm. For those seeking to improve their presentations, the authors provide guidance on how to plan, organize, develop, and archive technical presentations. Drawing upon the latest research in cognitive science as well as years of experience teaching seasoned technical professionals, the authors cover a myriad of issues involved in the design of presentations, clearly explaining how to create slide decks that communicate critical technical information. Key features include:

- Innovative methods for archiving and documenting work through slides in the technical workplace
- Guidance on how to tailor presentations to diverse audiences, technical and nontechnical alike
- A plethora of color slides and visual examples illustrating various strategies and best practices
- Links to additional resources as well as slide examples to inspire on-the-job changes in presentation practices

Slide Rules is a first-rate guide for practicing engineers, scientists, and technical specialists as well as anyone wishing to develop useful, engaging, and informative technical presentations in order to become an expert communicator. Find the authors at techartsconsulting.com or on Facebook at: SlideRulesTAC

- Sales Rank: #115735 in Books
- Published on: 2014-03-24
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .45" w x 7.05" l, .0 pounds
- Binding: Paperback
- 240 pages

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“Slide Rules is useful to anyone creating slides (including Prezi) and to instructors who want to teach their students best practices. While the evidence–assertion method works best for presenting scientific

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Most helpful customer reviews

1 of 1 people found the following review helpful.

An essential work for engineers and professional communicators

By George F. Hayhoe

Nathans-Kelly and Nicometo offer in this slim volume a wealth of information for both technical professionals, who communicate much of their work through presentations, and professional communicators who design and build presentation graphics.

Informed by best practices and research on cognition and memory, as well as on graphic design principles, the authors present five "rules" for presentation slides:

- 1) Revisit presentation assumptions.
- 2) Write sentence headers.
- 3) Use targeted visuals.
- 4) Archive details for future use.
- 5) Keep looking forward.

Each of these rules is the subject of one to four chapters that expand on the rule and offer numerous examples and illustrations in both verbal and graphic form. Indeed, the scores of figures in the book are themselves an effective summary of the book's content. A reader can page through the volume and examine the figures and their captions, and gain an enormous amount of information by that simple act.

The rule that captured my attention and made me think about aspects of presentations that hadn't occurred to me before was #4, "Archive details for future use." Chapters 10 and 11 ("Make Slide Decks with Archival and Legacy Value" and "Include More than One Language") urge readers to think beyond the immediate purpose and audience of a presentation and about a slide deck's life after its initial use in a workplace meeting or professional conference.

If you have only one book on presentation slides in your library, make it Slide Rules.

1 of 1 people found the following review helpful.

Valuable resource for those wanting to challenge the status quo of presentations

By Michael Alley

For scientists, engineers, and technical professionals wanting to rise above the status quo of presentations in their field, Slide Rules is a valuable resource. The book is clear and direct in its advice. Moreover, the book supports that advice with logical arguments, a wealth of professional examples, and thoughtful reference listings.

As someone who has taught technical presentations in academia, government, and industry on four continents, I was particularly impressed by the frequently asked questions posed and then answered throughout the book. Yes, those are the questions that engineers, scientists, and technical professionals frequently ask, and the answers in Slide Rules are spot on.

Perhaps what most distinguishes book is that it covers in depth many important topics that other texts (including my own) skim or ignore. For instance, Slide Rules dives deeply into the question of how to archive presentations with a slide style based on visual evidence. The books also discusses the all too frequent situation of how to overcome a lousy corporate template. Third, the book does a great job of analyzing the process about how professionals in an organization come to put aside the status quo of PowerPoint's defaults in favor of an assertion-evidence approach that follows psychology principles for how people learn.

1 of 1 people found the following review helpful.

Awesome book. The information in this book is vital ...

By CT photo rookie

Awesome book. The information in this book is vital to students and professionals who need visuals to articulate their message. I have already seen changes in my students and am relieved that I don't have to sit through boring PowerPoints any more. A must for students wanting to have a leg up in the competitive college and career cultures of today.

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