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are addressed to speakers: "A cure for  
the presentation jitters."

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"The Cognitive Style of PowerPoint"  
has, at its heart, a reasonable  
message: Presentation software is no

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replacement for more technical forms of documentation and prose when making decisions. However, it suffers from two great failings: Petty hubris on the part of the author, and a lack of acknowledgment of the proper role of presentation software.

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bureaucracies, the standard method  
for making a presentation is to talk  
about a list of points organized onto



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Doumont Technical Communication;  
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summarises, hidden information, and ...

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advice on professional speaking,

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writing, and graphing. He also trains trainers and facilitates any process that requires structuring and effective communication. For over 15 years, he has helped audiences of all ages, backgrounds, and ...

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slides are not all evil...

PowerPoint promotes a cognitive style that disrupts and trivialises evidence.

(p. 30) Preparing a technical report requires deeper intellectual work than simply compiling a list of bullets on slides. Writing sentences forces presenters to be smarter. And

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presentations based on sentences  
makes consumers smarter as well. (p.  
30)

Hiccups: Tufte: The Cognitive Style  
of PowerPoint

"The cognitive style characteristics of  
the standard default PP presentation:



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foreshortening of the evidence and thought, low spatial resolution, a deeply hierarchical single-path structure as the model for organising every type of content, breaking up of the narrative and data into slides and minimal fragments, rapid temporal sequencing of thin information rather

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than focussed spatial analysis,  
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In his essay "The Cognitive Style of  
PowerPoint", Tufte criticizes many

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aspects of the software: Its use to guide and reassure a presenter, rather than to enlighten the audience; Its unhelpfully simplistic tables and charts, resulting from the low resolution of early computer displays; The outliner ...

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Edward Tufte - Wikipedia

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Publisher: Graphics Press, 2006: ISBN:

0961392169, 9780961392161:

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that don't tempt your audiences to  
run screaming from the room (and it  
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sacrifice will be worth it.

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