

Designing the
Process for Delivery

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The Experiential Learning
Cycle

Accommodator

Diverger

CONCRETE EXPERIENCE

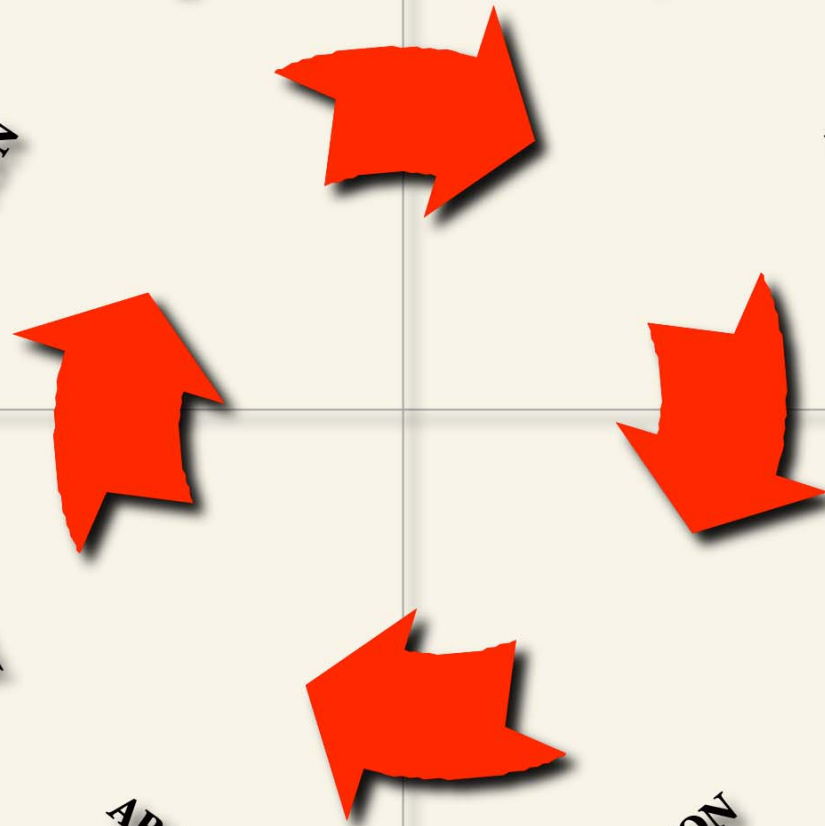
ACTIVE EXPERIMENTATION

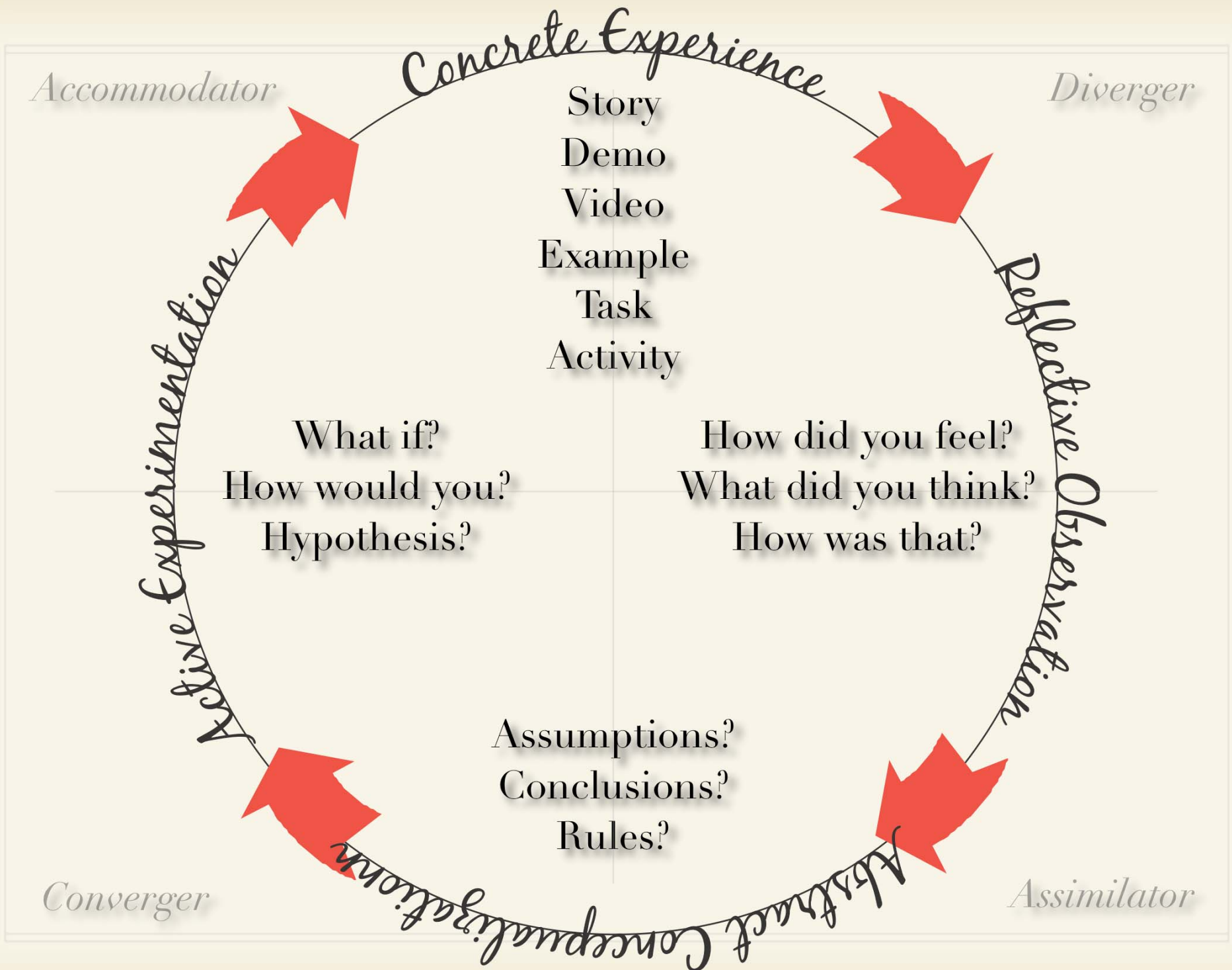
REFLECTIVE OBSERVATION

ABSTRACT CONCEPTUALIZATION

Converger

Assimilator





The Cognitive Style of Powerpoint

“Slideware helps speakers to outline their talks, to retrieve and show diverse visual materials, and to communicate slides in talks, printed reports and the internet.

“...and also to replace serious analysis with chartjunk, over-produced layouts, cheerleader logotypes and branding, and corny clip art.”

Low resolution

“Many true statements are too long to fit on a PowerPoint slide.”

“PP slides projected on a wall have very low resolution.”

“In 28 books on PowerPoint, 217 graphics depict an average of 12 numbers each.”

Bullet outlines dilute thought

According to an article in the Harvard Business Review

- Bullet lists are too generic
- They leave critical relationships unspecified
- They leave critical assumptions about how the business works unstated

A PowerPoint slide typically shows a maximum of 40 words - about 8 seconds worth of silent reading material.

Typical PP design style allows only 30 - 40% of the slide for text.

“At a minimum, a presentation format should do *no harm* to content.

“...PP cognitive style regularly disrupts, dominates, and trivializes content.

“...too often resemble the school play, very slow, very loud, and very simple.”

Further reading...

*<http://www.edwardtufte.com> - includes references to a number of publications he wrote, including *The Cognitive Style of Powerpoint**

Fast Company has a number of interesting articles on PowerPoint, pro and con

Harvard Business Review

The Gettysburg PowerPoint Presentation - <http://www.norvig.com>