



*The cognitive style of PowerPoint : pitching out corrupts ...*

The Cognitive Style of PowerPoint: Pitching Out Corrupts Within, Second Edition [Tufte, Edward R.] on Amazon.com. \*FREE\* shipping on qualifying offers. The Cognitive Style of PowerPoint: Pitching Out Corrupts Within, Second Edition

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Similar to the analysis of presentations about the Challenger o-rings in Visual Explanations, the centerpiece of The Cognitive Style of PowerPoint is an analysis of the horrible presentation of the problems with the shuttle Columbia before its disastrous return. Tufte uses this presentation, done with PowerPoint in the normal bullet outline format that such slide software encourages, as a compelling example of muddled thinking, confusing typography, false summaries, hidden information, and ...

*Review: The Cognitive Style of PowerPoint by Edward R. Tufte*

The cognitive style of PowerPoint. Cheshire, CT: Graphics Press. JEAN-LUC DOUMONT teaches and provides advice on professional speaking, 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 ...

*The cognitive style of PowerPoint: 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 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: 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 than focussed spatial analysis, conspicuous decoration and Phluff, a preoccupation with format not content, and an attitude of ...

*Amazon.co.uk:Customer reviews: The Cognitive Style of ...*

The Cognitive Style of PowerPoint: Pitching Out Corrupts Within: Tufte, Edward R.: 9780961392161: Books - Amazon.ca

*The Cognitive Style of PowerPoint: Pitching Out Corrupts ...*

In his essay "The Cognitive Style of PowerPoint", Tufte criticizes many 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 ...

*Edward Tufte - Wikipedia*

The Cognitive Style of PowerPoint: Pitching Out Corrupts Within: Author: Edward R. Tufte: Edition: 2, illustrated: Publisher: Graphics Press, 2006: ISBN: 0961392169, 9780961392161: Length: 31...

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Warning: Reading Cognitive Style is likely to increase your temptation to run screaming from the room when faced with corporate and military PowerPoint presentations. But if it helps you to prepare presentations that don't tempt your audiences to run screaming from the room (and it offers lots of good advice), the sacrifice will be worth it.

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