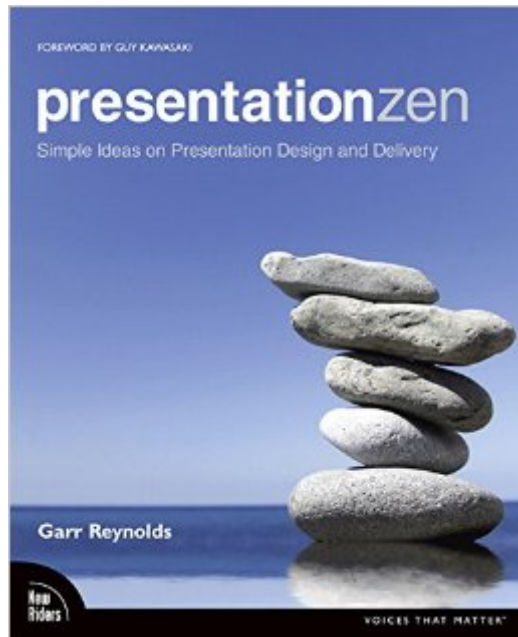# Presentation Zen: Simple Ideas On Presentation Design And Delivery

Synopsis

Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the net â " presentationzen.com â " shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in todayâ ™s world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Book Information

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Customer Reviews

This is everything that I want my presentations to be when I'm up on stage... Presentation Zen: Simple Ideas on Presentation Design and Delivery by Garr Reynolds. This will make you rethink everything you've known (and likely done) about how a presentation should be designed.Contents:Introduction: Presenting in Today's WorldPreparation: Creativity, Limitations, and Constraints; Planning Analog; Crafting the StoryDesign: Simplicity - Why It Matters; Presentation Design - Principles and Techniques; Sample SlidesDelivery: The Art of Being Completely Present; Connecting With an AudienceThe Next Step: The Journey BeginsPhoto

Credits; IndexThere's so much good stuff here that it's hard to figure out where to begin. Reynolds advocates for a departure from the ordinary style of presentation involving PowerPoint. You've all sat through those (or given them)... Pages of slides, chock full of text, gratuitous use of special effects, etc. Presentation Zen is more about simplicity and storytelling. Your slides should support *you*, the speaker. If someone can get all the information from your slides, why do they need you? Your slides should not overwhelm the audience, but should draw their attention to the point that you are making in your talk. Couple this approach with the ability to tell stories rather than recite facts, and you can put together presentations that will be appreciated, remembered, and best of all, acted upon.He also gets into how best to design appealing and arresting slides. Reynolds uses sites like iStockPhoto to avoid the overused and cheesy clipart that comes part and parcel with PowerPoint.

Like many others, I have grown (very) weary of the so-called "death by PowerPoint" culture which saturates the IT sector in which I work. I would gladly substitute every minute of mindless suffering sitting through too many presentations by sales persons and various "engineers" with 150% more time at the Dentist's. Much as I hate visiting my Dentist, at least I'll be healthier afterwards.Also like many others, I wager, I found out about Presentation Zen the book from Presentation Zen the blog of which I am a fan. I am sorry to report that I am a bigger fan of the blog than I am of the book. First, the good.The book itself is pleasing with good binding and great color. It's easy to read with clear type and an attractive layout. Chapter heading and sub-headings are clear and the flow of the book's content is harmonious. The reader can tell that good quality work went into the typesetting and publishing--kudos to New Riders.How about content? Well here a few shortcomings appear and although not enough to dismiss the book outright are enough to cause me wonder. At 230 odd pages, the first impression as I flipped through is how "light" it is, literally and metaphorically. There is a surprising amount of white space and while that's understandable from a design perspective, from a reader's however, it falls short of fulfilling the promise of content a similarly priced book should deliver on.Focused reading reveals surprisingly little that is original. I stopped counting at 12 the number of books by other authors referenced and quoted from; and while that isn't a crime per se, it's certainly a shortcoming.

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