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brain will not be the  
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Cognitive Style Of

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The Cognitive Style of

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Gerstner's idea, "Let's

just talk about your

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business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-oriented, not audience-oriented. The claims of PP marketing are addressed to speakers: "A cure for

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the presentation  
jitters."

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Of Powerpoint

The Cognitive Style of  
PowerPoint: Pitching

Out Corrupts ...

"The Cognitive Style  
of PowerPoint" has, at  
its heart, a reasonable  
message:

Presentation software  
is no replacement for  
more technical forms  
of documentation and  
prose when making



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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.

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

The Cognitive Style of Powerpoint: Pitching

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Out Corrupts Within In corporate and government bureaucracies, the standard method for making a presentation is to talk about a list of points organized onto slides projected up on the wall.

Edward Tufte: Books -  
Essay: The Cognitive  
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The Cognitive Style of  
PowerPoint: Slides  
Are Not All Evil Jean-  
Luc Doumont

Technical Concepts Within

Communication; Feb  
2005; 52, 1;

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The Cognitive Style of PowerPoint: Slides Are Not All Evil ...

In a famous critique of the visual and cognitive style of PowerPoint, Edward

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Tufte (2003) convincingly argues that visual noise and clutter waste the modality. Literally, countless slides are...

The Cognitive Style of PowerPoint | Request PDF

The cognitive style of PowerPoint, is thought-provoking and visually pleasing,

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with well designed layout and applicable illustrations and tables. The essay has 11 sections, each discussing a different aspect of PowerPoint.

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just talk about your business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-oriented, not audience-oriented. The claims of PP marketing are addressed to

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speakers: "A cure for  
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University of  
California, San Diego

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out corrupts within

(Book, 2006)

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of presentations about  
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in Visual

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centerpiece of The  
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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

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thinking, confusing

typography, false

summaries, hidden

information, and ...

Corrupts Within

Review: The

Cognitive Style of

PowerPoint by

Edward R. Tufte

The cognitive style of

PowerPoint.

Cheshire, CT:

Graphics Press.

JEAN-LUC

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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,

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backgrounds, and ...

Of Powerpoint

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.



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## PDF The

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

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presentation: Style

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

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of thin information  
rather than focussed  
spatial analysis,  
conspicuous  
decoration and Phluff,  
a preoccupation with  
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and an attitude of ...

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Out Corrupts Within:

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In his essay "The

Cognitive Style of

PowerPoint", Tufte

criticizes many

aspects of the

software: Its use to

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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

*Page 37/64*

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## PDF The

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

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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

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(lots of good advice),  
the sacrifice will be  
worth it.

Pitching Out

Corrupts Within

Using specific  
examples, Tufte  
explains how  
PowerPoint's  
templates "usually  
weaken verbal and  
spatial reasoning and  
almost always corrupt



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Statistical analysis,"  
and describes  
concrete ways to  
improve content of  
presentations.

Describes how to  
improve PowerPoint  
presentations.

FOREWORD BY  
GUY KAWASAKI

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☐ shares his  
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illuminating, style  
inspiration, education,  
and guidance that will  
change the way you  
think about making  
presentations with  
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conventional wisdom  
of making "slide  
presentations" in  
today's world and  
encourages you to

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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

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book will help you  
along the path to  
simpler, more  
effective  
presentations.

Unlock the amazing  
story buried in your  
presentation—and  
forget boring, bullet-  
point-riddled slides  
forever! Guided by  
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expert Cliff Atkinson,

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through an innovative,  
three-step  
methodology for  
increasing the impact  
of your presentation.  
Discover how to  
combine classic  
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updated for  
PowerPoint 2010, and  
featuring compelling  
presentation  
examples from  
classroom to  
boardroom, this book  
will help transform  
your  
presentations—and  
your business impact!

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While there is consensus that institutions need to represent their educational effectiveness through documentation of student learning, the higher education community is divided between those who support national standardized tests to compare institutions□



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educational style

effectiveness, and

those who believe

that valid assessment

of student

achievement is based

on assessing the work

that students produce

along and at the end

of their educational

journeys. This book

espouses the latter

philosophy—what

Peggy Maki sees as

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an integrated and authentic approach to providing evidence of student learning

based on the work that students produce along the chronology of their learning. She believes that assessment needs to be humanized, as opposed to standardized, to take into account the

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demographics of institutions, as students do not all start at the same place in their learning. Students also need the tools to assess their own progress. In addition to updating and expanding the contents of her first edition to reflect changes in assessment practices

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and developments over the last seven years, such as the development of technology-enabled assessment methods and the national need for institutions to demonstrate that they are using results to improve student learning, Maki focuses on ways to deepen program and

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institution-level assessment within the context of collective inquiry about student learning. Recognizing that assessment is not initially a linear start-up process or even necessarily sequential, and recognizing that institutions develop processes appropriate for their mission and

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Culture, this book does not take a prescriptive or formulaic approach to building this commitment. What it does present is a framework, with examples of processes and strategies, to assist faculty, staff, administrators, and campus leaders to

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develop a sustainable and shared core institutional process that deepens inquiry into what and how students learn to identify and improve patterns of weakness that inhibit learning. This book is designed to assist colleges and universities build a sustainable commitment to

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assessing student learning at both the institution and program levels. It provides the tools for collective inquiry among faculty, staff, administrators and students to develop evidence of students' abilities to integrate, apply and transfer learning, as well as to construct their own



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meaning. Each chapter also concludes with (1) an Additional Resources section that includes references to meta-sites with further resources, so users can pursue particular issues in greater depth and detail and (2) worksheets, guides, and exercises designed to build

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program's

assessment

commitment \*

Description of the

components of a

comprehensive

institutional

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engages the institution, educators, and students--all as

learners \* Expanded

coverage of direct and indirect assessment

methods, including

technology-enabled

methods that engage

students in the

process \* New case

studies and campus

examples covering

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Undergraduate,  
graduate education,  
and the co-curriculum

\* New chapter with  
case studies that  
presents a framework  
for a backward  
designed problem-  
based assessment  
process, anchored in  
answering open-  
ended research or  
study questions that  
lead to improving

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pedagogy and  
educational practices

\* Integration of  
developments across  
professional,

scholarly, and  
accrediting bodies,

and disciplinary  
organizations \*

Descriptions and  
illustrations of  
assessment

management systems

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How seeing turns into showing, how

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empirical Cognitive Style

observations turn into  
explanation and  
evidence. How to

produce and consume  
evidence

presentations.

This book explores  
the dynamics and  
limitations of  
PowerPoint as a  
means of  
communication.

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