The Art of Presentation: Communicating Effectively via Everything from Classroom Handouts to Multimedia Slideshows

MCAE Network 2013 session bibliography
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Annotations adapted and abridged from reviews, websites and book covers.

Effective presentation is at the heart of what we do as educators. Learn from design experts, neuroscientists, and other educational researchers about what works, and why.

A model presentation attempts to incorporate multi-media, universal design for learning pedagogy, effective marketing arts, and storytelling, all in an effort to make it "stick".

Atkinson, Cliff. *Beyond Bullet Points: UsingPowerPoint 2007 to Create Presentations That Inform, Motivate, and Inspire.* **Microsoft Press. (2008).**

Guided by communications expert Cliff Atkinson, you'll walk through an innovative, three-step methodology for increasing the impact of your presentation. Discover how to combine classic storytelling techniques with the power of visual media to create a rich, engaging experience with your audience.
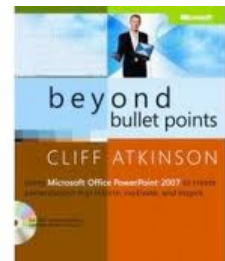
Duarte, Nancy. *Slide:ology: the Art and Science of Creating Great Presentations.* **O'Reilly. (2008).** *Resonate: Present Visual Stories That Transform Audiences.* **Wiley. (2010).**

Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. http://blog.duarte.com/

Heath, Chip and Dan Heath. *Made to Stick: Why some Ideas Survive and Others Die.* **Random House. (2007).**

Why do some ideas thrive while others die? How do we improve the chances of worthy ideas? In *Made to Stick*, accomplished educators Chip and Dan Heath tackle these vexing questions head-on. The brothers Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the "human scale principle," using the "Velcro Theory of Memory," and creating "curiosity gaps."
http://heathbrothers.com/
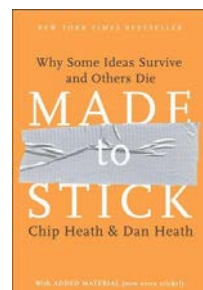
Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. **New Riders (2008).**

Whether the reader is in research, technology, business, or education, this book will show them how to take what could look like a really dry presentation and reinvigorate the material in totally fresh and sometimes interactive ways that will make it memorable and resonate with the audience. http://www.presentationzen.com/
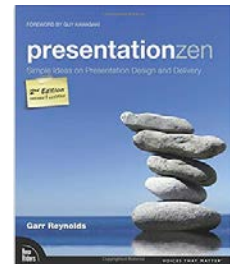
Rose, David H. and Anne Meyer. *Teaching Every Student in the Digital Age: Universal Design for Learning*. **ASCD (2002).**

Teaching Every Student in the Digital Age lays a theoretical groundwork and offers practical examples and recommendations on how digital technologies can be used to break down barriers to learning. The authors cite two converging dynamics that are to helping eliminate such barriers: the discoveries of neural science that explain the great diversity in student learning, and the growth in digital technologies. As they see it, digitization makes possible a rich array of media that are beginning to match the complex of ways that students learn and express that learning. http://www.cast.org/
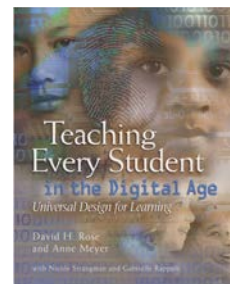
Tufte, Edward R. *Envisioning Information*. **Graphics Press. (1990).**

Envisioning Information shows maps, charts, scientific presentations, diagrams, computer interfaces, statistical graphics and tables, guidebooks, courtroom exhibits, timetables, use of color, a pop-up, and many other wonderful displays of information. The book provides practical advice about how to explain complex material by visual means, with examples to illustrate the fundamental principles of information displays. https://www.edwardtufte.com/tufte/