

Slideology

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slide:ology fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm that created the presentation for Al Gore's Oscar-winning film, An Inconvenient Truth, this book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's ...

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Slide:ology is a combination of the words slide (as in PowerPoint slide) and ideology, which is an apt description for the book.

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THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS

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slide:ology is designed as a reasonably comprehensive how-to guide on creating compelling visual material for presentations, promotional materials, and stories. The book is an easy read and visually very appealing. With a list price of \$34.99, I found the book to be a very affordable introduction to the world of the graphic designer.

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