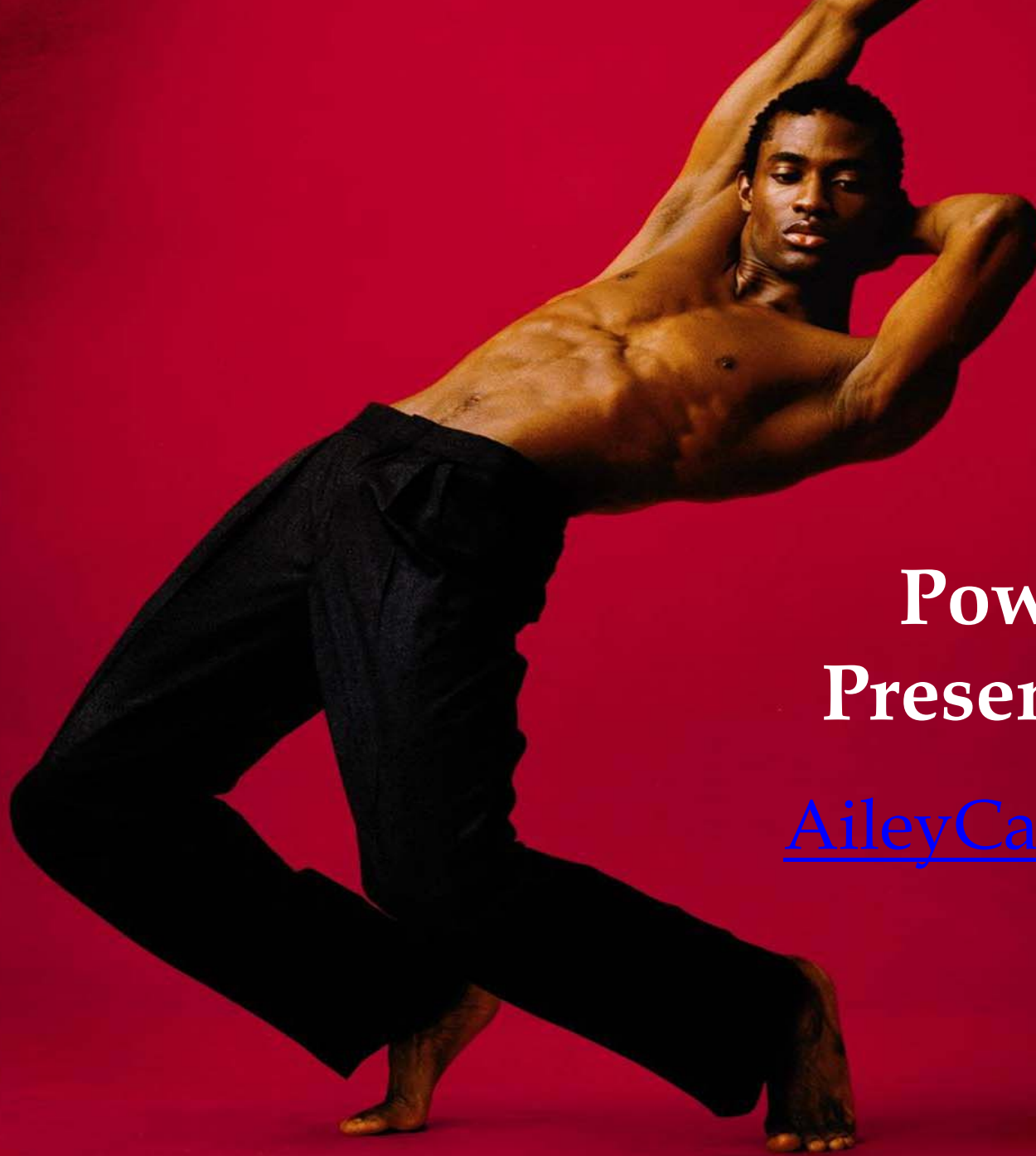


# Creating Powerful Visual Communication



# AVOIDING DEATH BY POWERPOINT





# Powerful Presentations

[AileyCamp Video](#)

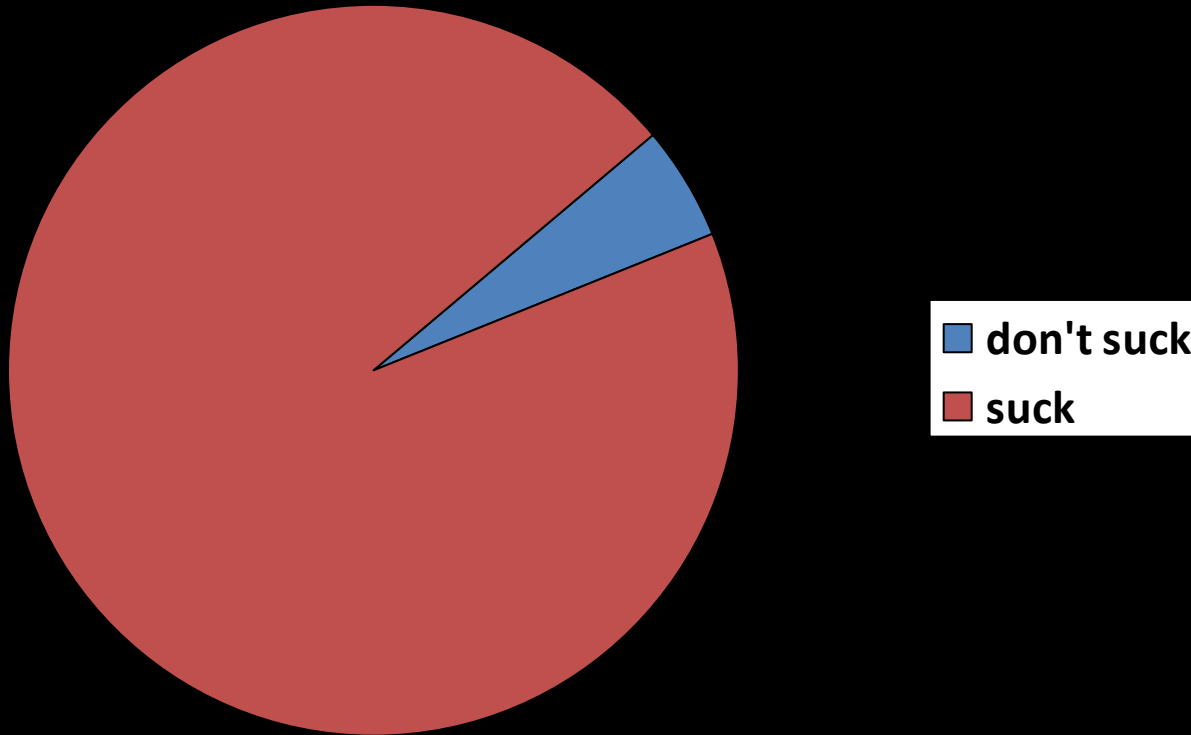


**Presentation  
Zen**

# Power Point Status Quo

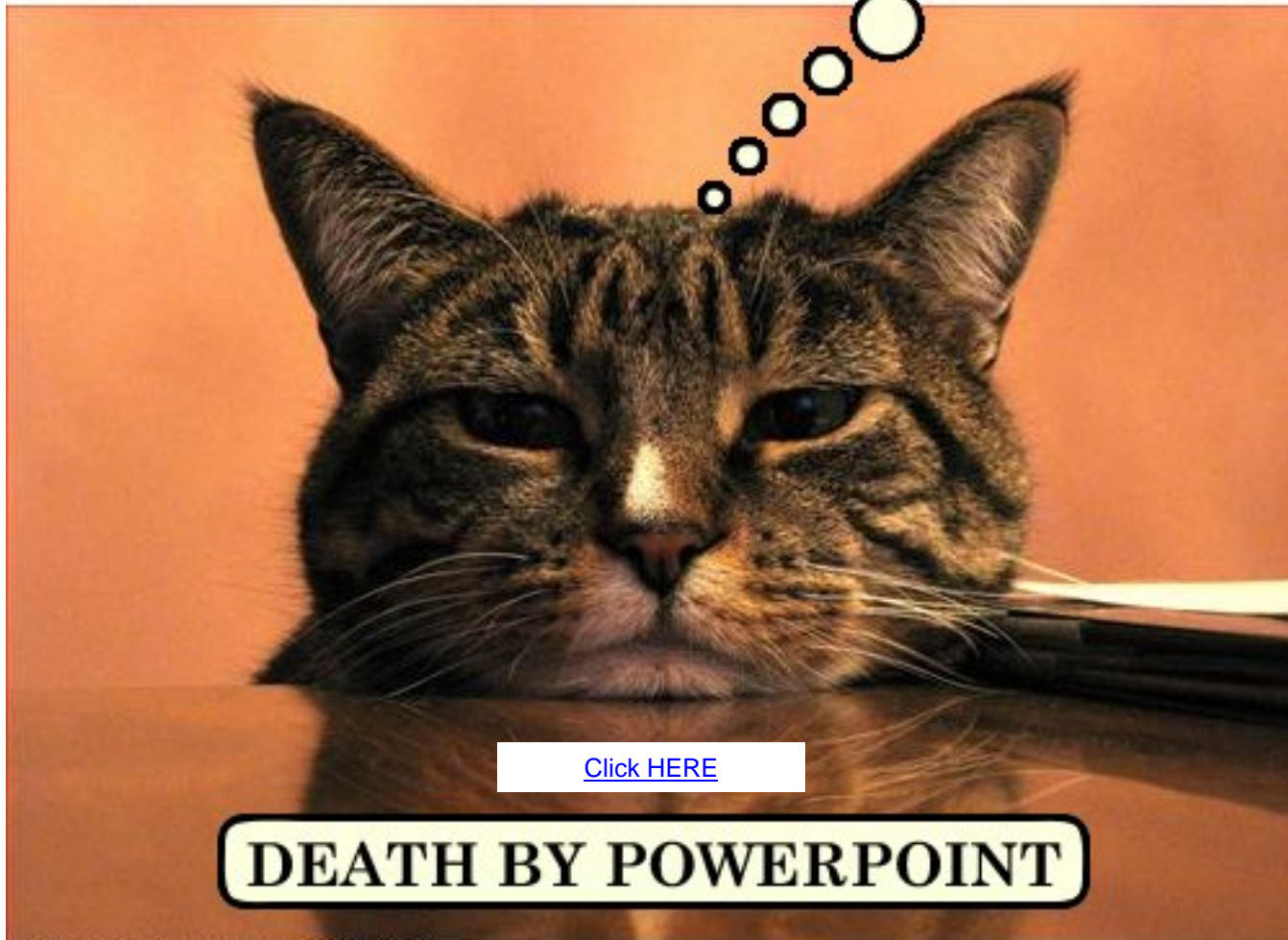
- 95% of presentations are long and boring
- These presentations are ineffective, not because presenters lack intelligence but because they learned bad habits
- Typical presentations include streams of information, clip art, and bulleted list after bulleted list.
- Although it is difficult to process information coming at you both verbally and in written form, this is still the prevailing method for PowerPoint presentations.
- A good oral presentation is different than a well-written document, and attempts to merge them result in "Death by PowerPoint."

95% of presentations suck.



# Need Another Example?

Dear God, when will  
this presentation end?

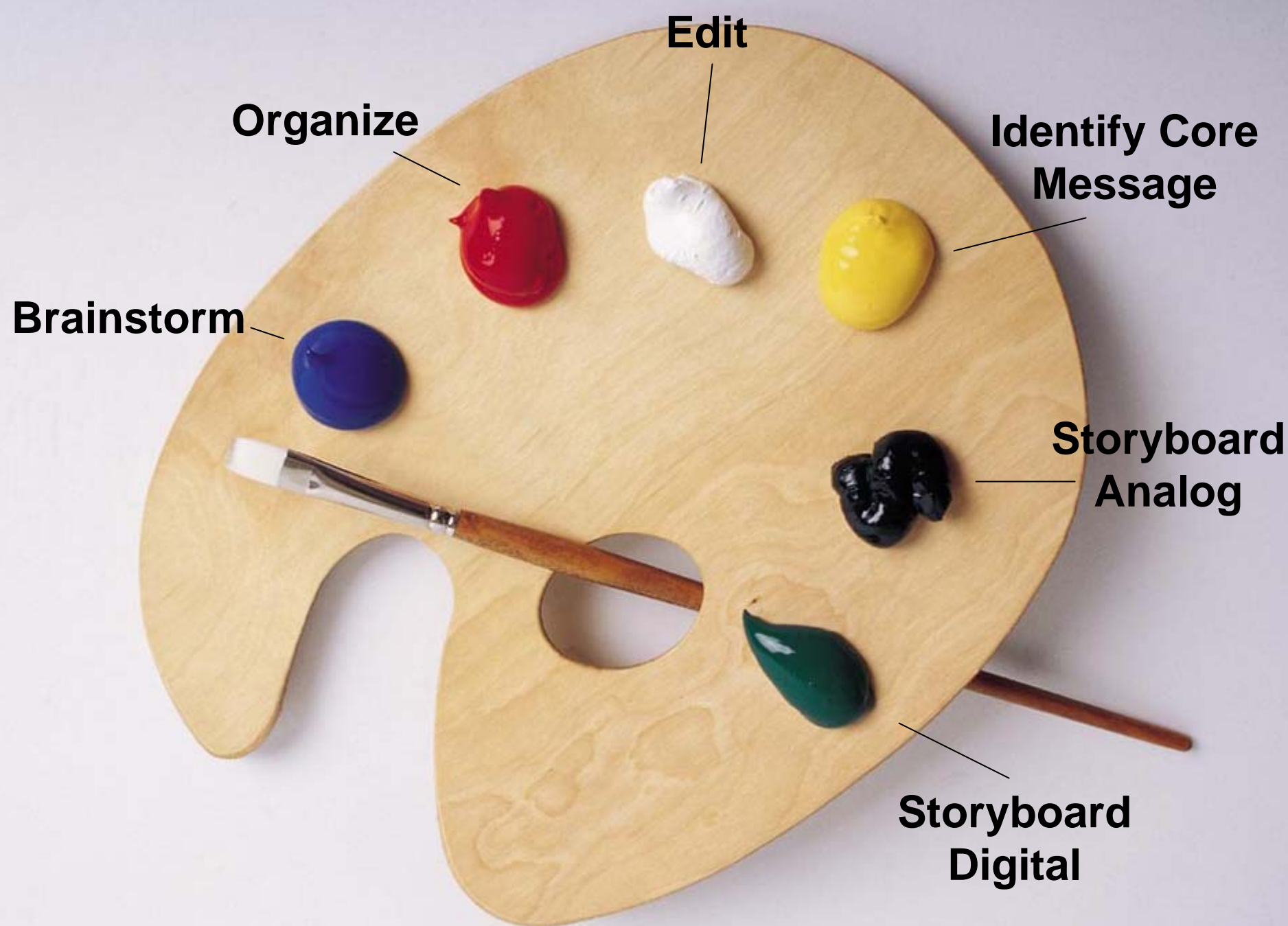


[Click HERE](#)

**DEATH BY POWERPOINT**

**93%** of  
**Americans**  
**think art is vital**  
**to education**





**Edit**

**Organize**

**Identify Core Message**

**Brainstorm**

**Storyboard Analog**

**Storyboard Digital**



*Simplicity is the ultimate  
sophistication.*

– Leonardo da Vinci

# Create Your Own Powerful Presentation

**Mission:**

**Possible**



Show,  
Show,

Don't Tell  
Don't Tell