



# **Clear and to the Point: 8 Psychological Principles for Compelling PowerPoint Presentations**

*Stephen M. Kosslyn*

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True or False?

Most PowerPoint presentations are:

- ?compelling
- ?illuminating
- ?informative
- ?clear and to the point

Answer: False

Make a change following the principles of Stephen Kosslyn:

- ?a world authority on the visual brain
- ?a clear and engaging writer

Making PowerPoint presentations that are clear, compelling, memorable, and even enjoyable is not an obscure art. In this book, Stephen Kosslyn, a renowned cognitive neuroscientist, presents eight simple principles for constructing a presentation that takes advantage of the information modern science has discovered about perception, memory, and cognition. Using hundreds of images and sample slides, he shows the common mistakes many people make and the simple ways to fix them. For example, never use underlining to emphasize a word--the line will cut off the bottom of letters that have descending lines (such as p and g), which interferes with the brain's ability to recognize text. Other tips include why you should state your conclusion at the beginning of a presentation, when to use a line graph versus a bar graph, and how to use color correctly. By following Kosslyn's principles, anyone will be able to produce a presentation that works!

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