Tired of “death by PowerPoint”...endless slides, bullet points, and text? Alas, there is “Life After Death by PowerPoint!” And it’s not about PowerPoint, Prezi, Google Slides, or Keynote...it’s about YOU and your MESSAGE. Learn how to best connect with an audience or students based upon how the brain processes information. You will learn how to develop brain-friendly presentations that help organize and integrate information, engage audiences or students. Walk away with the knowledge to dynamically change the way your information and material is presented.

The brain doesn’t pay attention to boring things, and I am as sick of boring presentations as you are. Brain Rules(BR)92
Using PowerPoint improperly creates the impression that the presentation is solely about the slides and the presenter, and not about the audience’s comprehension or insights. S:O219

You become the “Sage on the Stage” and “teaching is not young people watching old people work.”

Before the first quarter-hour is over in a typical presentation, people usually have checked out. BR74

10-minute rule
Given the tendency of an audience to check out 20% of the way into a presentation, I knew I initially had only about 600 seconds to earn the right to be heard—or the next hour would be useless. I needed something after the 601st second to “buy” another 10 minutes.

After 9 minutes and 59 seconds, the audience’s attention is getting ready to plummet to near zero. They need something so compelling that they blast through the 10-minute barrier and move on to new ground—something that triggers an orienting response toward the speaker and captures executive functions, allowing efficient learning. BR91
The brain continuously scans the sensory horizon, with events constantly assessed for their potential interest or importance. BR76

This is biology and goes back to our origins on the savannah. Our ancestors had to use visual stimuli to survive being eaten.

Brain rules
Regardless of who you are, the brain pays a great deal of attention to these questions:
Can I eat it? Will it eat me?
Can I mate with it? Will it mate with me?
Have I seen it before? BR81

There's no bigger rule in biology than evolution through natural selection: Whoever gets the food survives; whoever survives gets to have sex; and whoever has sex gets to pass his traits on to the next generation. BR34

Vision
We do not see with our eyes. We see with our brains. BR223
3 second rule
Presentations are a “glance media”—more closely related to billboards than other media. The audience should be able to quickly ascertain the meaning before turning their attention back to the presenter.
Slide:ology(S:O)140

Pretend you are riding in your parents’ car on the way home from school. I want you to notice the billboards on your way home. When we get home, I want you to tell me what the billboards are selling. Ready?

What caught your eye?

The right hemisphere is the picture; the left hemisphere is the thousand words. AWNM 19
Nonlinguistic Representation

Ironically, the one thing that combines creative thinking, analytics, data assimilation, and the inherent ability to express oneself visually. S:O2

Nonlinguistic Representations is one of Robert Marzano’s nine essential high Level instructional strategies found within Classroom Instruction That Works & The Handbook for Classroom Instruction that Works. According to research, knowledge is stored in two forms: linguistic and visual. The more students use both forms in the classroom, the more opportunity they have to achieve. Recently, use of nonlinguistic representation has proven to not only stimulate but also increase brain activity.

• Incorporate words and images using symbols to represent relationships.
• Use physical models and physical movement to represent information.
• Creating graphic representations.
• Generating mental pictures.
• Drawing pictures and pictographs.
• Engaging in kinesthetic activity.

Picture Superiority Effect

If information is presented orally, people remember about 10%, tested 72 hours after exposure. That figure goes up to 65% if you add a picture. PZ234

The more visual the input becomes, the more likely it is to be recognized—and recalled: the pictorial superiority effect.
If everyone in the room agreed with you, you wouldn’t need to do a presentation, would you? You could save a lot of time by printing out a one-page project report and delivering it to each person. No, the reason we do presentations is to make a point, to sell one or more ideas. If you believe in your idea, sell it. Make your point as hard as you can and get what you came for. Your audience will thank you for it, because deep down, we all want to be sold.

Dilbert PowerPoint Poisoning

We’ve simply got into a bad habit of misusing PowerPoint.
Templates

Backgrounds are intended as a surface on which to place elements. They are not in themselves a work of art. PZ118

Your artist’s pallet: Slide dimensions: 800x600 PZ142

When searching for images, the closer to 800x600, the better picture quality.

When searching for Google Images, choose
"Search tools" -
"Size" -
"Larger than" - "800x600"
Signal vs Noise Ratio (SNR)
SNR is the ratio of relevant to irrelevant elements or information in a slide (or other display).

What creates noise? Inappropriate charts, ambiguous labels and icons, lines, shapes, symbols, and logos. PZ122

Rule of Thirds
A viewfinder or slide can be divided by lines—real or imagined—so that you have four intersecting lines or crossing points and nine boxes that resemble a tic-tac-toe board. These four crossing points are also called “power points” are areas you might place your main subject, rather than in the center.

The rules is applied by dividing your photo into thirds both vertically and horizontally.

The rule of thirds...is a basic design technique that can help you add balance (symmetrical or asymmetrical), beauty, and a higher aesthetic quality to your visuals.” PZ151

A clean white background with plenty of active empty space...helps guide the viewer’s eyes. When a new slide is revealed the eye will naturally draw to the image first and then go to the text element.” PZ146

Empty Space
Empty space implies clarity and allows for the appreciation of a single item. PZ145
It is not necessary to put all the words that are spoken by the presenter on the screen. PZ146
Empty space guides the viewer’s eyes. The eye will be naturally drawn to the image first then quickly go to the text. PZ146
Empty space can even bring motion to your design. PZ148
PowerPoint has a “Remove Background” feature that works much like Photoshop. You can remove the background from an image to create empty space.

KISS (Keep It Simple Stupid)

Symmetrical/Asymmetrical Balance
Symmetrical balance is vertically centered and is equivalent on both sides. PZ148
Subjects placed exactly in the middle can often make for an uninteresting photo. PZ151
Text within Images
Look for an image that supports your quote or text. The image should have plenty of empty space so that your text can fit comfortably in the slide. PZ142
Use a graphic element that targets people’s emotions, adds more visual interest, and enhances the effect of the slide. PZ142
The image should have plenty of empty space so that your text can fit comfortably in the slide with good contrast. PZ142

Resize and/or fit the image to the slide size...

DO NOT paste an image onto a slide and leave the background showing. Images lose their power when left hanging (as seen above).
Serif fonts (i.e. Times New Roman) are designed for reading text from a book. Use Sans Serif fonts for presentations.

Life After Death by PowerPoint 2010 by Don McMillan: https://www.youtube.com/watch?v=KbSPPFYxx3o
Life After Death by PowerPoint 2012 by Don McMillan: https://www.youtube.com/watch?v=MjcO2ExtHso
**Music**

Songs capture emotions. Use music in presentations.

**Video**

Incorporating video [slides] can have powerful—and unexpected—impact. S:O176

Another way to get your message across is to use a video slide, which allows you to integrate video into a presentation. You can create short motion clips lasting from a few seconds to a half minute. Video should be “a high enough quality to get the point across, but doesn’t require elaborate staging.” S:O176

**Stickiness**

What makes messages stick? Sticky ideas have 6 key principles in common: simplicity (if everything is important, nothing is important), unexpectedness, concreteness, credibility, emotions, and stories. PZ76 (See also Made to Stick (MtS) by Chip and Dan Heath)
Stories stick. Facts fade.

We are wired for story; and in the absence of data, we rely on confabulations and conspiracies. We quickly jump to filling in the missing pieces of the story. Every good story is told in three acts. In real life as in story, most want to skip Act 2. You can’t skip Act 2. However, in real life, we are the authors of our lives. We get to write our own endings.

ACT 1: The protagonist is called to adventure and accepts the adventure. The rules of the world are established, and the end of Act 1 is the “inciting incident.”

1) Sheriff Woody (the protagonist) lives in a comfortable, ordinary world (Andy’s room with his fellow toys)
2) The toys worry of being replaced on Andy’s birthday (revealing the emotional core: every toy’s deepest fear is they will be replaced and Andy will no longer love them.)
3) Buzz shows up and disrupts the ordinary world (the call to action); and the catalyst disrupting Woody’s status quo, but Woody tells himself this new toy isn’t going to change anything.
4) Woody tries to keep this authority (refusing the call to action), but is slowly usurped by Buzz.
5) Woody picks a fight, and both Woody and Buzz fall out of the car and Andy’s family drives away leaving both in a new, different, and uncomfortable world which will force them to grow. The story changes, and both have a new desire: to get home.
is called to action.

Rules are established, and...
ACT 2: The protagonist look for every comfortable way to solve the problem. By the climax, he learns what it’s really going to take to solve the problem. This act includes the “lowest of the low.”

1) Captured by Sid and defend themselves against cannibal toys. The difficulty of the obstacles gets harder and harder.
2) Woody and Buzz find themselves trapped; and Woody’s friends have abandoned him.
learns what it really going to take to solve the problem.

And the scene includes the lowest...

...of the lows.
ACT 3: The protagonist needs to prove he’s learned the lesson, usually showing a willingness to prove this at all costs. This is all about redemption—and enlightened character knowing what to do to resolve a conflict.

1) Sid takes Buzz into the backyard to blow him up, and Woody realizes he must save the only friend he has left.
2) Woody saves Buzz’s life.
3) They return home to a new ordinary world with the wisdom of their friendship and adventure.
through redemption and enlightenment...

...she knows what to do to resolve the problem...

...and it concludes with a happy ending!
And again when switching from the district-developed teacher appraisal system to the state-developed teacher appraisal system (http://www.youtube.com/watch?v=DkGZw7HMpU&list=UUZvHfPCFYjBkGhHZ4OQdUbQ).

I used to misuse PowerPoint too...

Don't use the Microsoft PowerPoint template as I once did long ago.

TEACHERS ARE DESIGNERS
• An essential act of our profession is the design of:
  – curriculum
  – learning experiences
• We are also designers of assessments to:
  – diagnose student needs
  – guide our teaching
  – enable us, our students, and others to determine whether our goals have been achieved
• Did the students learn and understand the desired knowledge?
Targeted Goals

- “Students can hit any achievement target they can see and that will sit still for them.”
  - Rick Stiggins

And NEVER use clip art. Our brains do not connect to clip art in the same way our brain connects to actual images.

Note the power differential between the previous clip art slide and this one.
You can get with this or you can get with that.

Share some “thing” you learned...

Something that surprised you...
Something that stuck...

And something is still difficult (like nailing Jell-O to the wall) or any question you want to ask.

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