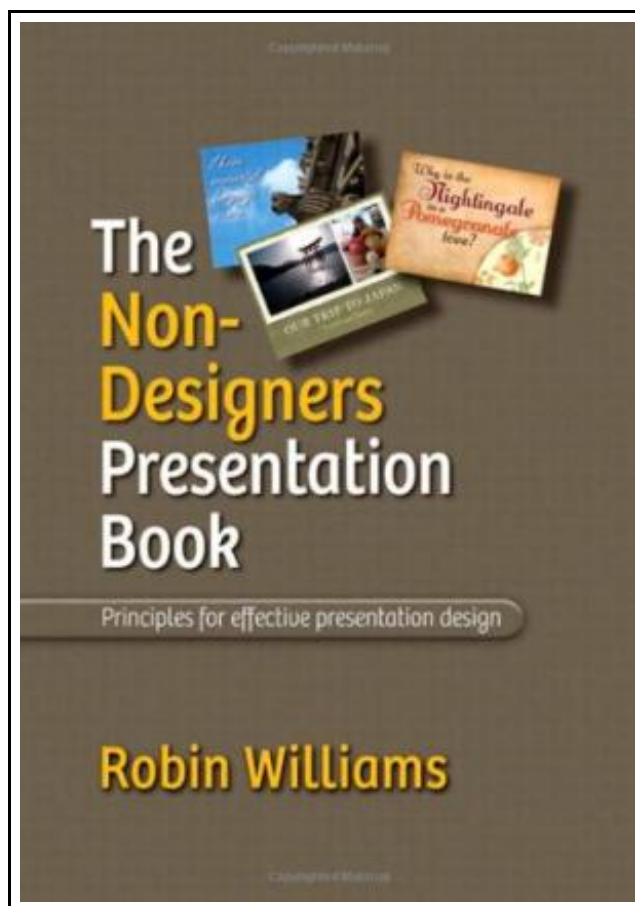# The Non-Designer s Presentation Book

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THE NON-DESIGNER S PRESENTATION BOOK

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Pearson Education (US), United States, 2009. Paperback. Book Condition: New. 250 x 178 mm. Language: English . Brand New Book. These days, it s not just corporate marketing directors tasked with giving computer-based presentations-anyone forced to stand in front of a crowd and talk for more than three minutes had better know how to put together a slide presentation. You re not a professional designer, but you want your slides to look professional. What do you do? Enter Robin Williams, the beloved, best-selling non-designer s designer (with over 850,000 copies of The Non-Designer s Design Book in print!) who has taught an entire generation the basics of design and typography. In The Non-Designer s Presentation Book, Robin expands upon the design principles introduced in her award-winning Non-Designer s series. She explains four fundamental principles of good design as applied to digital presentations, and adds four more principles specific to clear communication with slides. Whether you work with a Mac or PC, PowerPoint or Keynote, let Robin guide you, in her signature, light-hearted style, through the entire process of creating a presentation-from using the right software to organizing your ideas to designing effective, beautiful slides that won t put your audience to sleep. In this essential guide to presentation design, you ll learn: * What makes a good presentation or a bad one * How to plan, organize, and outline your presentation * Four principles of designing effective presentations * Four principles for designing beautiful slides that communicate clearly * An exhaustive list of timeless presentation rules.that you should totally ignore.

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