

## Notes from “From Shakespeare to Spielberg”

- Education is narrative.
- Narrative shapes processing, retention, and desire.
- Sensory and emotional cues shape narrative.
- How we tell a story is as important as what we tell.
- Design is important.
- Each slide is a UI that we have to learn and process.
- Cohesively designed presentations are easier to process and encourage cognitive flow.
- Conflict is the context that drives engagement, creates meaning for the audience, structures the presentation.
- Position problems in the foreground and show how you can overcome them.
- Draw people into your charts and data.
- Chunk your presentation into logical sections.
- Spend no more than two minutes on a single slide.
- We read screens in an F-shaped pattern.
- Don't put your most important bullet point as the last point on the slide.
- If everything your audience needs to know is on your slides, why do you need to talk?
- Help your audience focus on the right information at the right time.
- Clarify the message by simplifying the presentation.
- Use PowerPoint as a camera.
- Your own personal stories – aha! moments/moments of conflict resolution – are emotional points from which retention is based.
- *Presentation Zen*, Garr Reynolds. Available through JHU libraries.
- *Demystifying Public Speaking*, Lara Hogan. A Book Apart Press.
- *Better Presentations*, Jonathan Schwabish. Available through JHU libraries.
- Rehearse, rehearse, rehearse! Confidence comes from mastery which comes from practice and preparation.