Notes from “Unleash Your Inner Spielberg when Delivering Online Presentations”

• 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 learner, structures the presentation.
• Position problems in the foreground and show how you can overcome them.
• 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.
• Help learners focus on the key piece of information they need to know at that specific moment in the lecture.
• Drill down into/highlight key aspects of complex visuals.
• If everything learners need to know is on your slides, why do you need to talk?
• Visuals should be there to support you, not supplant you.
• Use empty slides (the “B” key) to bring focus back onto you.
• Silence is great for reflection.
• Dialog, not monologue.
• Dialog provides context and often provides conflict.
• Activities which encourage or directly sponsor reflection significantly increase engagement.
• Your own personal stories – aha! moments/moments of conflict resolution – are emotional points from which retention is based.
• Create the aesthetic experience, not an anesthetic one.
• Presentation Zen, Garr Reynolds. New Riders.
• www.noteandpoint.com